

ENGLISH FIRST TERM EXAM(2021)

Text: Understanding The Impacts of Social Media: Pros and Cons

The study finds that those who do get their political news primarily through social media tend to be less well-informed and more likely to be exposed to unproven claims than people who get their news from traditional sources. In comparison to other media, the influence of social media in political campaigns has increased tremendously. Social networks play an increasingly important role in electoral politics. Because social media allows people to communicate more freely, **they** are helping to create surprisingly influential social organizations among once-marginalized groups.

Almost a quarter of the world's population is now on Facebook. In the U.S., nearly 80% of all internet users are on this platform. Because social networks feed off interactions among people, they become more powerful as they grow. Thanks to the internet, each person with marginal views can see that he's not alone. And when these people find one another via social media, they can do things — create publications and entire online worlds that bolster **their** worldview, and then break into the mainstream. Without social media, social, ethical, environmental, and political ills would have minimal visibility. Increased visibility of issues has shifted the balance of power from the hands of a few to the masses.

The rise of social media means it's unusual to find an organization that does not reach its customers and prospects through one social media platform or another. Companies see the importance of using social media to connect with customers and build revenue. Businesses have realized they can use social media to generate insights, stimulate demand, and create targeted product offerings. **These functions** are important in businesses and, obviously, in the world of e-commerce.

I/ READING COMPREHENSION (8 pts)

A- Cloze test. Fillin the blancs with words taken from the text . **(1,5 pts)**

Today, the internet has become such an important tool that no one can get away from it. Google and facebook are among the most visited 1(p1) by internet users . Google being the greatest 2(p2) of information is also used for research. People can use Facebook to 3 (p3) with friends, parents, costumers and so on and so forth.

B- Vocabulary in context. Find in the indicated paragraphs words meaning the same as : **(2pts)**

- 4- neglected (p1) = 6- income (p3) =
 5-support / back up (p2) =7- uncommon (p3) =

C-Contextual Reference.Who/ what do the underlined words refer to in the text ? (1,5 pts)

- 8- they (p1) :
 9- their (p2) :
 10- thesefunctions (p3) :

D-Justification. All these statements are true, justify with quotations from the text (1,5 pts)

- 11.- Social media are less reliable.

 12- Approximatively, four out of five internet users are in Facebook in the USA.

 13-Thanks to the social media, the minority no longer holds the power.

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E-Matching : Match the following subtitles with their paragraphs. (1,5 pts)

Subtitles	Paragraphs
The impact of social media on commerce	Parag.14
The impact of social media on politics	Parag.15
The impact of social media on society	Parag. 16

II/ LINGUISTIC AND COMMUNICATIVE COMPETENCE : (7 PTS)

F – Dialogue completion : Complete this dialogue accurately and meaningfully.

Abdou is a computer student ,he has met his friend Issa in the computer room. Here is their conversation.

Issa : Hi Abdou, it’s been a long time , 17..... ?

Abdou : Hi Issa, 18..... ?

Issa : Yes, I often come here. Everybody is interested in the internet, 19..... ?

Abdou : Of course. But you , 20did you come here for?

Issa : I’m preparing for a presentation in History and Geography .

Abdou : Nowadays, it is hardly impossible to live without the internet,21 ?

Issa : If our parents had known these tools our country (to be) 22..... more developed.

Abdou : Definitely, the authorities know the importance of new technologies ; that’s why they (to create / recently) 23..... a ministry in charge of new technologies.

Issa : Really ? It’s a very good thing if we don’t want to lag behind . Thank you !

G- Put in the right form of the verb between brackets : (2 pts)

In Senegal, authorities are encouraging girls to study science. They intend (to convince) 24.....the girls that sciences are not for men only. But for most of the girls, they had better (to focus)25 on literary subjects instead of (to try)26 any other thing. Unfortunately, authorities are desperately looking forward to (to see) 27..... female scientists.

H- Say which notion is expressed in the following sentences.(1,5 pts)

Probability – Possibility – Reason – Comparison

Sentences	Notions
tend to be more less well-informed and more likely to	28

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