**ESLEO Unit Test D**

**Answer Key**

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| **Language Skills** | **K/U 11 marks**  **A – 9 marks** |

**1. Write the correct form of the verb in the blanks. (K/U 5)**

1. If I had more time, I **would study** more often.
2. It’s more challenging to complete the projects than **to write** the exams.
3. If she **had gone** to medical school, she could have been a doctor.
4. My friend Ricardo loves to fish, to hike, and **to camp** in the forest.
5. If I have time this weekend, I **will clean** my garage.

**2. Decide if the underlined word or phrase is correct or not. If it is correct, write “correct”. If it is not, make the necessary change. (A 5)**

1. That movie was **unbelievable**. It was so unrealistic!
2. Correct
3. He **could have won** the game if he had taken the final shot.
4. I don’t think he bought anything at the supermarket. When I saw him arrive, he had **nothing** in his car.
5. "I cannot teach anybody anything. I can only make them **think**." --- Socrates

**3. Define 6 of the words in the table. Write one line for each definition. (K/U 6)**

**Many possible definitions could be correct. Here are the dictionary definitions:**

|  |  |
| --- | --- |
| Shopping Spree | A lot of shopping or a long shopping trip |
| Elevator Pitch | a succinct and persuasive sales pitch. |
| Metaphysics | the branch of philosophy that deals with the first principles of things, including abstract concepts such as being, knowing, substance, cause, identity, time, and space. |
| Advertising | the activity or profession of producing advertisements for commercial products or services. |
| Philosophy | the study of the fundamental nature of knowledge, reality, and existence, especially when considered as an academic discipline. |
| Socratic Method | a form of cooperative or argumentative dialogue between individuals, based on asking and answering questions to stimulate critical thinking and to draw out ideas and underlying presuppositions. |
| Product Placement | a practice in which manufacturers of goods or providers of a service gain exposure for their products by paying for them to be featured in movies and television programs. |
| Ethics | moral principles that govern a person's behavior or the conducting of an activity. |
| Logic | reasoning conducted or assessed according to strict principles of validity. |

**4. Write 4 sentences with 4 of the words/prefixes/suffixes in the table. Use one per sentence. (A 4)**

* **Only give marks based on if the word is used correctly. No marks given for language/grammar.**

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| **Reading** | **K/U – 1 mark**  **T/I – 5 marks**  **A – 4 marks** |

1. What do you think is the purpose of this article? Write one or two sentences to summarize. (A 2)

* **Possible answer: to help marketing companies advertise ethically to children**

1. Who do you think this article is written for? (T/I 1)
   1. Children and teens
   2. Parents
   3. Teachers
   4. **Marketing Companies**
2. Which statement do you think the author would agree with? (T/I 1)
3. Children now see fewer advertisements because they don’t watch cartoons with commercials.
4. **Children now see more advertisements because of the variety of media they use.**
5. In paragraph 4, what do you think the word ***devious*** means? (A 1)
6. Kind
7. Evil
8. **Tricky**
9. Honest
10. What do you think the author means in the fifth paragraph when he says this?

*“Not only is it the wrong thing to do, you will damage your business’ reputation with adults — the people with the real money.”* (A 1)

1. Children can lose their parents’ real money.
2. **Parents are the ones paying for products for children.**
3. Children can spend real money when playing with apps unsupervised.
4. Parents spend a lot of money on apps and in-app purchases.
5. Is it legal today for tobacco companies to market to children? (K/U 1)

* **No**

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| **Writing** | **T/I – 3marks**  **C – 7 marks** |

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| **Categories** | **Level 4**  **(80-100%)** | **Level 3**  **(70-79%)** | **Level 2**  **(60-69%)** | **Level 1**  **(50-59%)** |
| **Thinking and Inquiry** |  |  |  |  |
| Develops arguments logically and effectively | Thoroughly explains, provides examples, and states the significance of points | Considerably explains, provides examples, and states the significance of points | Somewhat explains, provides examples, and states the significance of points | Does not explain, provide examples, or state the significance of points |
| **/3 marks** | 2.5-3 marks | 2-2.4 marks | 1.5-1.9 marks | 1-1.4 marks |
| **Communication** |  |  |  |  |
| Uses correct grammar and vocabulary. | Has very few or no language mistakes. | Has 3-6 language mistakes. | Has 7-10 language mistakes. | Has more than 10 language mistakes. |
| **/5 marks** | 4-5 marks | 3.5-3.9 marks | 3-3.4 marks | 2.5-2.9 marks |
| Organizes writing effectively. | Organizes paragraphs with a high degree of success | Organizes paragraphs with considerable success | Organizes paragraphs with some success | Organizes paragraphs with limited success |
| **/2 marks** | 1.7-2 marks | 1.4-1.6 marks | 1-1.3 marks | 0.5-0-9 marks |

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| **Listening** | **K/U – 3 marks**  **T/I – 5 marks**  **A – 2 marks** |

**1. Answer the questions with information from the listening.**

1. What is the purpose of this video? Write one or two sentences to give your summary. (A 2)

* **Possible answer: To show the relationship between fast food marketing and the eating habits of children (Many answers are possible)**

1. Which one of these statements would the people making this video agree with? (T/I 1)
2. **Fast food marketing to children leads to unhealthy eating habits for young people.**
3. Which children’s meal has more calories? (K/U 1)
4. **Burger King**
5. The numbers below all appear in the video. Explain what 2 of them represent. Use the example to help you. (K/U 2)

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| --- | --- |
| 4.2 Billion | The money fast food companies spend on advertising per year |
| 365,000 | The number of children that visit McDonald’s website per month |
| 15% | The number of children that ask to eat fast food every day |
| 2.8 | The number of fast food ads children see per day |
| 84% | The number of families that eat fast food once per week |
| 40% | The number of children that ask to eat fast food every week |
| 510 | The number of calories in a McDonald’s children’s meal |
| 32 | The number of grams of sugar un a Subway children’s meal |

1. The table below lists four techniques the video uses along with possible reasons. Match the technique with the reason. (T/I 4)

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| **Why does the news company…** | **To show…** |
| show the movie at the beginning? | how children are influenced to buy fast food by more than just commercials. |
| interview parents? | the health challenges regular families face every day. |
| get an official statement from McDonald’s? | the response from the companies advertising to children. |
| show the online comments at the end? | there are different sides to the argument. |