

BARKODI



REPUBLIKA E SHQIPËRISË
 MINISTRIA E ARSIMIT
 DHE SPORTIT
 QENDRA E SHËRBIMEVE ARSIMORE

MODEL TESTI I MATURËS SHTETËRORE

Lënda: Gjuhë Angleze (Niveli B2)

Udhëzime për maturantin/kandidatin

Testi përmban gjithsej **60 pikë**.

Koha për zhvillimin e pyetjeve të testit është **2 orë e 30 minuta**.

Testi ka **20 pyetje me zgjedhje (alternativa)** dhe pyetjet e tjera janë me **zhvillim dhe arsyetim**.

Pikët për secilën pyetje janë dhënë përbri saj.

1. Për 20 pyetjet me zgjedhje (alternativa), pasi të keni qarkuar alternativën e saktë në test, duhet të mbushni rrathët përkatës të tabelës në fletë përgjigje:

Lexoni me kujdes udhëzimet e dhëna në fletë përgjigje.

2. Për pyetjet me zhvillim dhe arsyetim, përgjigjet duhet të shkruhen brenda zonës së kufizuar me vijë. Çdo përgjigje e shkruar jashtë vijave kufizuese, nuk do të vlerësohet.

Për përdorim nga komisioni i vlerësimit

Kërkesa	11	12	13	14	15	16	17	18	19	20	21
Pikët											
Kërkesa	22	23	24	25	26	27	28	29	30	32	33a
Pikët											
Kërkesa	33b	33c	33d	33e	34a	34b	34c	34d	34e		
Pikët											

Totali i pikëve

KOMISIONI I VLERËSIMIT

1..... Anëtar

2..... Anëtar

SECTION 1

READING COMPREHENSION

There are 3 tasks in the Reading Section, in which you can read a series of texts and paragraphs (reviews/adds) and answer questions that test your reading skills and abilities and show that you can read and understand different types of texts and question formats.

Reading Section Description

<i>Number of Tasks</i>	3
<i>Number of Items</i>	30
<i>Number of Total Points</i>	30
<i>Types of Texts</i>	<i>Descriptive and informational texts, promotional and info materials, advertisements, letters, etc.</i>
<i>Duration</i>	60 minutes

Task One

Taking your information from the text below, choose the answer which you think fits best by circling one of the alternatives corresponding to letters A, B, C or D for the answer you choose.

Advertising

- (1) Advertising is referred to as marketing communication that has an openly sponsored, non-personal message to promote or sell a product, service or idea. Sponsors of advertising are generally businesses wishing to promote their products or services. Advertising is communicated through various mass media, including traditional media such as newspapers, magazines, television, radio, outdoor advertising or direct mail; and new media such as search results, blogs, social media, websites or text messages. The actual presentation of the message in a medium is referred to as an advertisement, or "ad" or "advert" for short.
- (2) Advertising was initially meant to make people aware of the goods available in the market. It was as simple as announcing what you have in your store or the services you offer. As the economy expanded across the world during the 19th century, advertising grew alongside evolving into a major industry that goes beyond informing to persuading and influencing. Industries could not benefit from their increased productivity without a substantial increase in consumer spending. This contributed to the development of mass marketing designed to influence the population's economic behaviour on a larger scale.
- (3) Advertising has become a type of culture with very enthusiastic followers. In the process, it attracts desirable attention from manufacturers and service providers whose final goal is to have advantages over their competitors. Unfortunately, the advertisements have resulted in creating unnecessary wants and excess consuming most of us for harmful products that we are better off without. For example food advertisements targeting children are exploitive and are not sufficiently balanced with proper nutritional education to help children understand the consequences of their food choices. Advertising plays with our feelings by using words and expressions such as "you are cool, sophisticated, trendy, etc., if you use this or that product" and making us completely irrational.
- (4) The rise of mass media communications allowed businesses to avoid the sale of goods in small quantities by advertising directly to consumers. This was a major change which forced manufacturers to focus on the brand and stimulated the need for superior insights into consumer purchasing, *consumption* and usage behaviour; their needs, wants and aspirations. With the rise of the ad server, online advertising grew, contributing to the "dot-com" boom of the 1990s. Entire corporations operated solely on advertising revenue, offering everything from coupons to free Internet access. At the turn of the 21st century, some websites, including the Google search, changed online advertising by personalizing ads based on web browsing behaviour. This has led to other similar efforts and an increase in internet advertising.
- (5) While advertising can be seen as necessary for economic growth, it is not without social costs. For example, not only have spam emails become so frequent and annoying for different users but **they** have also become a financial burden for internet service providers. Furthermore, advertising is invading public spaces, such as schools, bus and train stations etc. These advertisements are filled with images of famous, good looking and rich people often promoting the idea that emotional well-being depends on material wealth of people. Advertising also makes people compliment the products rather than real people, thereby destroying human relationships and **doing away** with core family values.
- (6) When you look critically at most of the advertisements on TV, you will discover how persuasive the advertisers are in deciding for us what, when, how much and why to buy. But most people think that they are not influenced by advertisements. This is precisely what the advertisers want us to think, that in the end "the people decide". If you think deeply, nobody in his profit-minded sense will pay so much money to make a thirty second advertisement, which might not be seen by a hundred people, leave alone convince them to buy.

<https://en.wikipedia.org/wiki/Advertising>

1. What is the passage mainly about? 1 point
- A) The advantages of advertising for businesses globally.
B) The power of advertising on consumers.
C) The history of advertising in the 19th century.
D) The negative effects of marketing in schools.
2. According to the 1st paragraph, advertising _____. 1 point
- A) is only communicated through TV and websites
B) is a personal message sponsored by businesses
C) is communicated through modern and traditional media
D) is a marketing communication that does not have a sponsor
3. According to the 2nd paragraph, advertisements were originally created to _____. 1 point
- A) to influence people's economic behaviour
B) to persuade people not to buy the products or services
C) to make people spend more and more money
D) to inform people about the products in the market
4. According to the 3rd paragraph, advertisements _____. 1 point
- A) give enough information for food products targeting children
B) influence people on buying more than they might want
C) inform people to buy the right product and the right amount
D) use expressions to confuse people about the values of the product
5. What is the main purpose of the 4th paragraph? 1 point
- A) The influence of online media on advertising.
B) The lack of advertising on retail companies.
C) The advantages of Google in advertising.
D) The influence of Google in people's behaviour.
6. The word "*consumption*" in the 4th paragraph is closest in meaning to _____. 1 point
- A) using
B) utilizing
C) getting
D) consuming
7. According to the 5th paragraph, advertising _____. 1 point
- A) is only a problem in schools, bus and train stations
B) is about images of famous and rich people
C) has some negative effects on human relationships
D) is about core family values
8. What does "*they*" in the 5th paragraph refer to? 1 point
- A) spam emails
B) different users
C) service providers
D) public spaces
9. According to the 6th paragraph, advertisers _____. 1 point
- A) don't spend much money on TV advertisements
B) spend a lot of money on TV advertisements to inform people about the products
C) spend a lot of money on making 30 second TV advertisements
D) spend a lot of money on TV advertisements to convince people to buy their products

10. What does the expression "doing away" in the 5th paragraph mean?

1 point

- A) going away
- B) getting rid off
- C) showing respect for
- D) creating

Task Two

Read the texts below and answer the questions using the information from them. You may use words from the text or your own words. Do not use more than 15 words for each answer.

A. Magritte and Claire Nelson - mother and daughter

Magritte Nelson wants her daughter Claire, who is a teenager, to know that she's there anytime Claire needs her, and that she'll never let her down. But she works long hours and Claire is always busy with school and activities such as piano practice and hanging out with her friends. So, Magritte often sends Claire a text message on her mobile phone. It's also easy for Claire to tell her mother where she is and when she'll be home. But sometimes, it seems like they're overdoing it. "Quite often I'm in my room and send a text to my mum who's in the kitchen," says Claire.

B. Hubert Fischer and Cristina Hugh - husband and wife

Cristina Hugh, 37, and Hubert Fischer, 42, are a happily married couple. But they aren't exactly together yet. Cristina, a doctor, lives in Philadelphia, USA. Hubert, a university professor, lives in Berlin, Germany. Three years ago, they met on an aeroplane. During the seven-hour flight from Berlin to Philadelphia, they chatted together. They met for coffee while Hubert was in Philadelphia at a conference and wrote each other e-mails after he went home. A few months later they got engaged, and soon they got married. Today, Cristina is working long hours at the hospital and she recently got a promotion. Hubert is still teaching in Berlin. Every day, they chat together using their computer webcams. "Cristina doesn't seem so far away as long as I can see her face," says Hubert. Hubert is looking for a job in Philadelphia so he can be with Cristina all the time, but for now, the internet keeps this couple together.

C. Adele Dupont and Denis Garnier - classmates

Denis and Adele, both 20, live in Paris, France and go to the same school. Amazingly, they first started chatting online when they were still in the high school, and then they met in person at university. Denis used an instant message to ask Adele out for the first time. "I was really nervous. It's easier to ask online than face-to-face," he says. Adele and Denis go out together, but Adele agrees that it's often easier to express your feelings online than in person. "You can type the words and then just press send. When we are together, I sometimes freeze up when I want to say something." Denis adds: "Instant messaging, however, can be problematic. It's easy to get things wrong in a message when you don't hear a person's voice or see their face. You know, if you fall out with someone over something like that, it can be hard to find a way to make up again."

D. Rebecca Campana and Anne-Sophie Delouche - friends

Rebecca, 25, and Anne-Sophie, 24 became friends while they were at university in Toronto, Canada. But it wasn't until Rebecca graduated and left Canada to live in Lyon, France that they became very close friends. "When I left, I used e-mail to keep in touch with friends and family back home, but I didn't hear anything from Anne-Sophie for about six months," says Rebecca. I was worried. "Then I got an e-mail from her that gave me the feeling that she was in trouble. I sent her another note, and she told me that she'd had a rough time; she had broken up with her fiancé, had difficulty at work and problems with her health. Now we talk online every day, sometimes for hours on end. Sometimes, it is 11 at night where I am, and she is just getting up! She keeps telling me how much these conversations help her and I know we are better friends now than we used to be. She's actually coming to Lyon to see me this summer. This will be great because we haven't seen each other for such a long time!"

11. What are these passages about?

1 point

12. What is Magritte's main concern about her daughter?

1 point

13. How do Magritte and Claire Nelson feel about their frequent communication through messaging?

1 point

14. Why can't Hubert Fischer and Cristina Hugh be together?

1 point

15. When did Hubert Fischer and Cristina Hugh start to communicate with each other online? 1 point
-
16. Who is thinking of moving to another country? 1 point
-
17. How did Adele Dupont and Denis Garnier get acquainted? 1 point
-
18. Who thinks that it's often easier to express your feelings online than in person? 1 point
-
19. Which people lost contact with each other for a relatively long time? 1 point
-
20. Find an expression in paragraph D which means "for a long time": 1 point
-

Task 3

You are going to read a letter. 10 word groups have been removed from it. Choose from the word groups (a-k) the one which fits each gap (21-30). Write letters instead of word groups in each gap. There is one extra word group which you DO NOT need to use. 10 points

Dear Mr. Lee,

I highly recommend Emily Smith, one of my students, (21) _____. I have worked with Emily in my capacity as Education Department Chair at Salitus College. While a student at Salitus, Emily maintained a 3.98 GPA while taking a full load of honours classes. She excelled (22) _____ Teaching Methods course I teach. Her other instructors in our department (23) _____, as well.

In addition to her class work, Emily was (24) _____ a museum program to fourth-grade classes in the School District. She (25) _____ to ride horses, and manage horse show participation for a local riding stable. She accomplished all these tasks with great initiative (26) _____.

Emily has a wonderful rapport with people of all ages. She (27) _____ she worked with at Prospect Child and Family Centre. Emily (28) _____ who need special guidance and support than those typically found in a traditional classroom setting. Her ability to connect with her students and her talent at teaching simple concepts, as well as more advanced topics, are both truly superior. She has excellent written and verbal communication skills, (29) _____.

Emily would be a tremendous asset to your program and I (30) _____. If you have any further questions with regard to her background or qualifications, please do not hesitate to contact me.

Sincerely,
Jane Doe
Chair, Department of Education

<https://www.thebalancecareers.com>

- a) and is extremely organized and reliable
- b) also used to teach both adults and children
- c) as a candidate for graduate school
- d) recommend her to you without reservation
- e) for a candidate at graduate school
- f) as the top student within the senior-level
- g) showed great love for the children
- h) speak highly of her performance in their classes
- i) cares more for children
- j) also employed in various positions including teaching
- k) and with a very positive attitude

SECTION 2 USE OF LANGUAGE

Use of Language Description

<i>Number of Tasks</i>	2
<i>Number of Items</i>	11
<i>Number of Total Points</i>	15
<i>Types and focus of the questions</i>	<i>Multiple-choice/gap-fill questions to test vocabulary and grammar. Items 31 (a-j) Gap-fill questions to test conversational English. Items 32(a-e)</i>
<i>Duration</i>	30 minutes

Task 1

31. *Read the text carefully. From the words and group of words listed below the text, choose the ones which best fit the spaces. There is only one correct answer for each question.* 10 points

Technology has impacted almost every aspect of life today, and education is no exception. But, what (a) _____ when they say "technology" in the classroom?

In education, technology is any tool people use to encourage learning; this includes tablets, interactive whiteboards, digital cameras and, of course computers. People (b) _____ these things for a long time at work and at home, and now they are present in the classroom too. Irrespective of how much technology (c) _____ into the classroom, digital learning has come to play a crucial role in education. (d) _____ research has shown that technology has many benefits when it comes to learning. One of the main (e) _____ is that it helps students focus for a long period of time. It (f) _____ the way teachers teach. In a digital world that is rapidly (g) _____ day by day, it is more than natural to see changes in education too.

Technology is a powerful tool that can support and transform education in many ways, from making it easier for teachers to create instructional materials to enabling new ways for people (h) _____ and work together. (i) _____ the existence of the computer, we must be aware that the teacher is indispensable in education. Not only is the teacher a person (j) _____ has acquired the information but also a person who has the ability to analyze and communicate it to his students.

- | | | | |
|-------------------------|---------------------|---------------------|-----------------------|
| a. A) they mean | B) are they meaning | C) have they meant | D) do they mean |
| b. A) use | B) are using | C) using | D) have been using |
| c. A) is integrated | B) has integrated | C) be integrated | D) had integrated |
| d. A) current | B) currently | C) recent | D) recently |
| e. A) lines | B) structures | C) advantages | D) disadvantages |
| f. A) also would change | B) is also changing | C) also is changing | D) has also to change |
| g. A) increasing | B) developing | C) opening | D) speeding |
| h. A) learned | B) learnt | C) to learn | D) learning |
| i. A) Despite | B) Although | C) Though | D) Even |
| j. A) whose | B) whom | C) which | D) who |

Task 2

32. *Complete the gaps in the following situation with ONE appropriate word.* 5 points

Ben: Glen! Hi! Great to (a) _____ you!

Glen: Well, I was just passing and I thought I'd drop (b) _____ and say 'hello'.

Ben: Come on in! Let's (c) _____ a drink together!

Glen: You're sure? You're not too busy?

Ben: Never too busy to talk (d) _____ you.

Glen: Thanks Ben. It (e) _____ be really nice to have a chat.

Ben: Fantastic! Let me your coat.

