



(Đề thi gồm 23 trang)

MÔN: TIẾNG ANH – KHỐI 11

Thời gian làm bài: 180 phút

(không kể thời gian phát đề)

- *Thí sinh không được sử dụng tài liệu, kể cả từ điển.*
- *Giám thị coi thi không giải thích gì thêm.*

A. LISTENING (50 POINTS)

HƯỚNG DẪN PHẦN THI NGHE HIỂU

- *Bài nghe gồm 4 phần; mỗi phần được nghe 2 lần, mỗi lần cách nhau 05 giây; mở đầu và kết thúc mỗi phần nghe có tín hiệu. Thí sinh có 20 giây để đọc mỗi phần câu hỏi.*
- *Mọi hướng dẫn cho thí sinh (bằng tiếng Anh) đã có trong bài nghe.*

PART I. Listen to a talk about marine renewable energy and complete the notes below.

Write NO MORE THAN THREE WORDS for each answer from 1 to 10. (20 points)

MARINE RENEWABLE ENERGY (ocean energy)

Introduction

More energy required because of growth in population and (1).....

What's needed:

- renewable energy sources
- methods that won't (2).

Wave energy

Advantage: waves provide a (3)..... source of renewable energy.

Electricity can be generated using offshore or onshore systems

Onshore systems may use a (4).....

Problems:

- waves can move in any direction.

- movement of sand, etc. on the floor of the ocean may be prevented from (5).

.....

Tidal energy

Tides are more (6)..... than waves

Planned tidal lagoon in Wales:

- will be created in a (7)..... at Swansea
- breakwater (dam) containing 16 turbines
- rising tide forces water through turbines, generating electricity
- stored water is released through (8)....., driving the turbines in the reverse direction

Advantages:

- not dependent on weather
- no fuel is required to make it work, therefore not producing (9)
.....
- likely to create a number of jobs

Problem:

- may ham fish and birds, e.g. by affecting (10)..... and building up silt

Ocean thermal energy conversion

Uses a difference in temperature between
the surface and lower levels

Water brought to the surface in a pipe.

(Adapted from Cambridge IELTS 14, Test 1, Section 4)

PART II. Listen to a student called Wei Liu, talking to a restaurant manager about a part-time job, and give short answers to the questions from 11-15. Write NO MORE THAN FOUR WORDS AND/OR NUMBERS for each answer. (10 points)

11. What is Wei Liu's profession at the moment?

12. How often does a waiting staff at Bellamy's Restaurant have to do the duty?

13. According to the woman, what must a barista do?

14. Apart from the name, what else is new at Tanner?

15. Why don't you need to be an expert to bake the cakes at Tanners?

(adapted from Expert IELTS 7.5 Teacher's resource book, Listening 1)

PART III. Listen to an interview with Patrick Shaw, who works as a pilot for a company that organizes hot-air balloon trips, and decide whether these statements are True (T), False (F). Write your answers in the corresponding numbered boxes provided. The first one has been done for you. (10 points)

00. When the air inside is warmed up, the balloon lifts off. T

16. According to Patrick, when taking a balloon trip, the thing that makes people worry most is the landing.

17. Patrick recommends joining the ground crew because it can be a fun way of earning extra income.

18. Patrick says that all members of the ground crew must have good social skills.

19. Patrick finds it satisfactory when new crew members don't accept the way things should be done.

20. According to Patrick, it is often difficult to determine who has won balloon competitions.

(CAE listening practice test)

Your answers:

16.	17.	18.	19.	20.
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PART IV. You will hear an interview with two trainee teachers, called Amy and John, about students using smartphones in school. For questions 21-25, choose the answer (A, B, C or D) which fits best according to what you hear. (10 points)

21. Amy would like schools to teach students_____

- A. to be aware of advertising on smartphones.
- B. about the effects of overuse of smartphones.
- C. how to avoid being distracted by smartphones.
- D. to decide for themselves when to use smartphones.

22. Amy and John both say that some parents_____
- A. aren't consistent in applying rules about using smartphones.
 - B. buy smartphones for quite young children.
 - C. fail to set a good example of smartphone use.
 - D. don't know which sites their children use on their smartphones.
23. John approves of students using smartphones in class in order to_____
- A. take photos of their work.
 - B. look up information.
 - C. record a conversation.
 - D. use the calculator.
24. John mentions workplaces to point out that company rules regarding smartphone use_____
- A. vary according to the type of work done.
 - B. should be reviewed regularly.
 - C. are difficult to enforce.
 - D. acknowledge that phones are valuable tools.
25. What does Amy conclude about the debate on the topic of using smart-phones in school?
- A. It shows parents and teachers hold very different views from each other.
 - B. It is being used to hide more serious matters.
 - C. It reflects significant changes in society.
 - D. It will soon seem outdated.

(Source: Advanced Trainer 2 practice tests 2020, Test 1, Part 3)

Your answers:

21.	22.	23.	24.	25.
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B. LEXICO-GRAMMAR (30 POINTS)

PART I. For questions 1-20, choose the correct answer A, B, C, or D to each of the following questions and write your answers in the corresponding numbered boxes provided. (15 points)

1. Environmental pollution has ___many species to the verge of extinction.
- A. sent
 - B. driven
 - C. thrown
 - D. brought

2. He praised his wife for her dignity under the__of the tabloid press.
A. onslaught B. assault C. onset D. offensive
3. The plague, otherwise known as the Black Death, was a___disease.
A. contagious B. contiguous C. contingent D. congenial
4. After winning the lottery, they moved into a more___house in a high-class residential area and had a more comfortable life.
A. well-attended B. well-built C. well-appointed D. well-disposed
5. _____ that gold was discovered at Sutter's Mill and that the California Gold Rush began.
A. Because in 1848 B. That in 1848
C. In 1848 that it was D. It was in 1848
6. In some countries, there is no tax on books on the _____ that education should not be taxed.
A. principle B. idea C. rule D. concept
7. After years of working together, the partners found themselves _____linked.
A. permanently B. indelibly C. perpetually D. inextricably
8. The recent increase in leukemia and similar diseases has been _____ radiation leaking from the nearby nuclear power station.
A. credited to B. led to C. resulted in D. attributed to
9. The study of _____ has been helped considerably by the Hubble telescope, the only telescope up in space
A. astronomy B. astrology C. astronomer D. astrologist
10. The_____ of men to women in China is unusual, in that there are more men than women.
A. ratio B. number C. quantity D. figure
11. Of course I'll play the piano at the party but I'm a little _____ .
A. out of use B. out of reach C. out of tune D. out of practice
12. He has taken some painkillers but when the effects_____, his leg will hurt quite badly.
A. wear away B. wear off C. wear down D. wear out
13. Her English has come on in _____ this year. She can understand most of the films on Netflix without subtitles.

A. safe and sound

B. leaps and bounds

C. black and white

D. odds and ends

14. I paid for the package but it was never delivered. After two weeks I realized that I had been _____.

A. taken over a ride

B. taken in a ride

C. taken on a ride

D. taken for a ride

15. Last weekend, _____ nothing to watch on television, we sang karaoke together.

A. there being

B. there having

C. having had

D. being

Your answers:

1.	2.	3.	4.	5.
6.	7.	8.	9.	10.
11.	12.	13.	14.	15.

PART II. The passage below contains 05 mistakes. UNDERLINE the mistakes and WRITE YOUR CORRECTIONS in the numbered space provided in the columns on the right to complete the passage. The first one has been done for you. (5 points)

First come the PC, then the internet and e-mail; now the e-book is upon us, a hand-held device similarly in size and appearance to a video cassette. The user simply calls up the website on their PC, selects the desired books, downloads them onto their e-book machine and sits down to read them. To turn a page, the user simply taps the screen. E-book technology is evolving rapidly, and with some of the newest handhelds you will even get internet access. But why would one want an e-book machine with reference to a book? Well, one selling point companies emphasized, when these devices hit the market a few years ago, is the space they save when going on holiday. E-books enlighten the load, literally. Ten large novels can be put onto a device that weighs less than the average paperback. One can understand why commercial interests seem to want US to change. After all, the whole production process from first plan by author until delivery to the printer had been doing electronically for a while now, so why not save a few million trees and cut out the hard copy?

Example

eg. come → came

Your answers

16.

→

17.

→

18.

→

19.

→

20.

→

PART III. For questions 21-30, write the correct form of each bracketed word in the numbered boxes provided. (10 points)

21. Gathered all together in the church, they are going to _____ those who lost their lives in the Great War. (MEMORY)
22. The police have taken the _____ of every man in the neighbourhood who matched the rapist's description. (FINGER)
23. He is _____ for his charitable activities than for his business in the steel industry. (KNOW)
24. We've tried to anticipate the most likely problems, but it's impossible to be prepared for every _____. (EVENTUATE)
25. You look rather _____. Are you worried about something? (OCCUPY)
26. Although the technique seems simple compared to those of modern days, the paper he produced was considered _____ at that time. (GROUND)
27. Amongst _____ and commentators, Frankenstein has long been acknowledged as a powerful piece of gothic fiction. (ACADEMY)
28. Hundreds of _____ from the war zone have arrived in the city and we are trying to find homes for them. (EVACUATE)
29. The _____ of those mountainous villages is the greatest achievement of this government. (ELECTRIC)
30. After the cup final, the _____ team bussed back to the hotel parading the cup as they went. (TRIUMPH)

Your answers:

21.	22.	23.	24.
25.	26.	27.	28.
29.	30.		

C. READING (60 POINTS)

PART I. For questions 1-10, choose the correct answer A, B, C, or D to each of the following questions and write your answers in the corresponding numbered boxes provided. (10 points)

Recent research has (0) _____ that a third of people in Britain have not met their (1) _____ neighbours, and those who know each other (2) _____ speak. Neighbours gossiping over garden fences and in the street was a common (3) _____ in the 1950s, says Dr. Carl Chinn, an expert on local communities. Now, however, longer hours spent working at the office, together with the Internet and satellite television, are eroding neighbourhood (4) _____. "Poor neighbourhoods once had strong kinship, but now prosperity buys privacy," said Chinn.

Professor John Locke, a social scientist at Cambridge University, has analysed a large (5) _____ of surveys. He found that in America and Britain the (6) _____ of time spent in social activity is decreasing. A third of people said they never spoke to their neighbours at (7) _____. Andrew Mayer, 25, a strategy consultant, rents a large apartment in west London, with two flat-mates, who work in e-commerce. "We have a family of teachers in upstairs and lawyers below, but our only contact comes via letters (8) _____ to the communal facilities or complaints that we've not put out our bin bags properly." said Mayer.

The (9) _____ of communities can have serious effects. Concerned at the rise in burglaries and (10) _____ of vandalism, the police have re-launched crime prevention schemes such as Neighbourhood Watch, calling on people who live in the same area to keep an eye on each other's houses and report anything they see which is unusual.

- | | | | |
|------------------|-----------------|--------------|--------------------|
| 0. A. exhibited | B. conducted | C. displayed | D. revealed |
| 1. A. side-on | B. next-door | C. close-up | D. nearside |
| 2. A. barely | B. roughly | C. nearly | D. virtually |
| 3. A. outlook | B. view | C. vision | D. sight |
| 4. A. ties | B. joins | C. strings | D. laces |
| 5. A. deal | B. amount | C. number | D. measure |
| 6. A. deal | B. amount | C. number | D. measure |
| 7. A. least | B. once | C. all | D. most |
| 8. A. concerning | B. regarding | C. applying | D. relating |
| 9. A. breakout | B. break though | C. breakdown | D. breakaway |
| 10. A. acts | B. shows | C. counts | D. works |

Your answers:

1.	2.	3.	4.	5.
6.	7.	8.	9.	10.

PART II. For questions 11-20, fill each of the following numbered blanks with ONE suitable word and write your answers in the corresponding numbered boxes provided. (10 points)

INDOOR AIR POLLUTION

The citizens (0)....**of**...our major European countries think the (11)_____of climate change such as severe floods and storms are already affecting them, according to a major new polling study. The research dispels the idea that global warming is widely seen as a future problem, and also shows strong support for action to tackle global warming. (12)_____subsidies for clean energy and big financial penalties for nations that refuse to be part of the international climate deal signed in Paris in 2015 - (13)_____US president Donald Trump has threatened. There was also strong support for giving financial (14)_____to developing nations to cope with the impacts of climate change. Renewable energy was viewed very positively in all nations, but fracking had little support, with just 20% of people seeing it positively in the UK, 15% in Germany and 9% in France. Nuclear power was also unpopular: only 23% of those in France, (15)_____it supplies the vast majority of electricity, have a favourable opinion. Overwhelming majorities of people in the UK, Germany, France and Norway said climate change was at (16)_____ partly caused by human activities, such as burning fossil fuels. But only a third thought the vast majority of scientists agreed with this, despite about 97% of climate scientists doing so. "It is encouraging to see that most people in this very large study recognise that climate change is happening, and that support for the need to tackle it remains high (17)_____the people we surveyed," said Prof Nick Pidgeon at Cardiff University, who led the international project. He said the firm backing of the public could be important in the light of Trump's opposition to climate action: "(18)_____the recently shifting political mood in some countries, climate policy is now entering a critical phase. It is therefore even (19)_____important that the public's clear support for the Paris agreement is carried (20)_____by policymakers Europe and worldwide."

Your answers:

11.	12.	13.	14.	15.
16.	17.	18.	19.	20.

PART III. For questions 21-30, read the following passage and choose the answer A, B, C, or D that fits best according to the text. Write your answers in the corresponding numbered boxes provided. (10 points)

THE UNDERGROUND RAILROAD

Slavery was legal for over 200 years in some parts of North America, particularly the southern states of the United States, where the plantation system of agriculture depended on the labor of slaves, most of whom came from Africa. Slaves had no rights or freedoms because they were thought of as property. From the time of its origin, slavery had opponents. The abolitionist movement began in the 1600s when the Quakers in Pennsylvania objected to slavery on moral grounds and wanted to abolish the institution.

In 1793, Canada passed a law abolishing slavery and declared that any escaped slaves who came to Canada would be free citizens. Slavery was already illegal in most northern states; however, slaves captured there by slave hunters could be returned to slavery in the South. Canada refused to return runaway slaves or to allow American slave hunters into the country. It is estimated that more than 30,000 runaway slaves immigrated to Canada and settled in the Great Lakes region between 1830 and 1865.

The American antislavery movement was at the height of its activity during the 1800s, when abolitionists developed the Underground Railroad, a loosely organized system whereby runaway slaves were passed from safe house to safe house as they fled northwards to free states or Canada. **The term** was first used in the 1830s and came from an Ohio clergyman who said, "They who took passage on it disappeared from public view as if they had really gone to ground". Because the Underground Railroad was so secret, few records exist that would reveal the true number of people who travelled it to freedom. The most active routes on the railroad were in Ohio, Indiana, and western Pennsylvania.

Runaway slaves usually traveled alone or in small groups. Most were young men between the ages of 16 and 35. (A) The **fugitives** hid in wagons under loads of hay or potatoes, or in furniture and boxes in steamers and on rafts. (B) They traveled on foot through swamps and woods, moving only a few miles each night, using the North Star as

a compass. Sometimes they moved in broad daylight. (C) Boys disguised themselves as girls, and girls dressed as boys. In one well-known incident, twenty-eight slaves escaped by walking in a funeral procession from Kentucky to Ohio. (D)

The railroad developed its own language. The trains were the large farm wagons that could conceal and carry a number of people. The tracks were the backcountry roads that were used to **elude** the slave hunters. The stations were the homes and hiding places where the slaves were fed and cared for as they moved north. The agents were the people who planned the escaped routes. The "conductors" were the fearless men and women who led the slave toward freedom. The "passengers" were the slaves who dared to run away and break for liberty. Passengers paid no fare and conductors received no pay.

The most daring conductor was Harriet Tubman, a former slave who dedicated her life to helping other runaways. Tubman made 19 trips into the South to guide 300 relatives, friends and strangers to freedom. She was wanted dead or alive in the South, but she was never captured and never lost a passenger. A determined worker, she carried a gun for protection and a supply of drugs to quiet the crying babies in her rescue parties.

A number of white people joined the effort, including Indiana banker Levi Coffin and his wife Catherine, who hid runaways in their home, a "station" conveniently located on three main escape routes to Canada. People could be hidden there for several weeks, recovering their strength and waiting until it was safe to continue on their journey. Levi Coffin was called the "president of the Underground Railroad" because he helped as many as 3,000 slaves to escape.

The people who worked on the railroad were breaking the law. Although the escape network was never as successful or as well organized as Southerners thought, the few thousand slaves who made their way to freedom in this way each year had a symbolic significance out of proportion to their actual number. The Underground Railroad continued operating until slavery in the United States was finally abolished in 1865.

21. Why did thousands of runaway slaves immigrate to Canada?

- A. They preferred the climate of the Great Lakes region.
- B. Working conditions for slaves were better in Canada.
- C. Canada had no laws restricting immigration.
- D. Former slaves could live as free citizens in Canada.

22. The phrase "**The term**" in paragraph 3 refers to _____

A. Antislavery movement

B. Abolitionist

C. Underground Railroad

D. free state

23. The word "**fugitives**" in paragraph 4 is closest in meaning to

A. Leaders

B. old men

C. runaways

D. brave ones

24. All of the following are mentioned as methods of escape on the Underground Railroad **EXCEPT** _____

A. Hiding in a hay wagon

B. Wearing a disguise

C. riding in a railcar

D. walking in a procession

25. The author discusses the language of the Underground Railroad in paragraph 5 in order to _____

A. Trace the history of American English words

B. Illustrate the secret nature of the escape network

C. Point out that some words have more than one meaning

D. Compare the Underground Railroad to other railways

26. The word "**elude**" in paragraph 5 is closest in meaning to

A. avoid

B. follow

C. find

D. assist

27. Which of the following statements is true about passengers Underground Railroad?

A. Their destination was in the northern states or Canada.

B. They were not allowed to make stops during the journey.

C. Their babies were disguised to look like baggage.

D. They paid the conductors at the end of the journey.

28. Why was Harriet Tubman wanted dead or alive in the South?

A. She was a criminal who carried a gun and sold drugs.

B. She refused to return the runaway slaves that she captured.

C. She was an escaped slave who led others to freedom.

D. She became the president of the Underground Railroad.

29. It can be inferred from paragraph 8 that the author most likely believes which of the following about the Underground Railroad?

A. The people who worked on the railroad should have been arrested.

B. The railroad was unsuccessful because it could not help every slave.

C. Southerners did not know about the railroad until after it closed.

D. The railroad represented a psychological victory for abolitionists.

30. Where would the following sentence best fitted into paragraph 4?

Women and children also escaped, but they were more easily captured.

A. (A)

B. (B)

C. (C)

D. (D)

(source: TOEFL reading practice)

Your answers:

21.	22.	23.	24.	25.
26.	27.	28.	29.	30.

PART IV. Read the passage and do the tasks that follow. (20 points)

ROBOTS

Since the dawn of human ingenuity, people have devised ever more cunning tools to cope with work that is dangerous, boring, onerous, or just plain nasty. That compulsion has culminated in robotics - the science of conferring various human capabilities on machines.

A. The modern world is increasingly populated by quasi-intelligent gizmos whose presence we barely notice but whose creeping ubiquity has removed much human drudgery. Our factories hum to the rhythm of robot assembly arms. Our banking is done at automated teller terminals that thank us with rote politeness for the transaction. Our subway trains are controlled by tireless robo- drivers. Our mine shafts are dug by automated moles, and our nuclear accidents - such as those at Three Mile Island and Chernobyl - are cleaned up by robotic muckers fit to withstand radiation. Such is the scope of uses envisioned by Karel Capek, the Czech playwright who coined the term 'robot' in 1920 (the word 'robota' means 'forced labor' in Czech). As progress accelerates, the experimental becomes the exploitable at record pace.

B. Other innovations promise to extend the abilities of human operators. Thanks to the incessant miniaturisation of electronics and micromechanics, there are already robot systems that can perform some kinds of brain and bone surgery with submillimeter accuracy - far greater precision than highly skilled physicians can achieve with their hands alone. At the same time, techniques of long-distance control will keep people even

farther from hazard. In 1994 a ten- foot-tall NASA robotic explorer called Dante, with video-camera eyes and with spiderlike legs, scrambled over the menacing rim of an Alaskan volcano while technicians 2,000 miles away in California watched the scene by satellite and controlled Dante's descent.

C. But if robots are to reach the next stage of labour-saving utility, they will have to operate with less human supervision and be able to make at least a few decisions for themselves - goals that pose a formidable challenge. 'While we know how to tell a robot to handle a specific error,' says one expert, 'we can't yet give a robot enough common sense to reliably interact with a dynamic world. ' Indeed the quest for true artificial intelligence (AI) has produced very mixed results. Despite a spasm of initial optimism in the 1960s and 1970s, when it appeared that transistor circuits and microprocessors might be able to perform in the same way as the human brain by the 21st century, researchers lately have extended their forecasts by decades if not centuries.

D. What they found, in attempting to model thought, is that the human brain's roughly one hundred billion neurons are much more talented - and human perception far more complicated - than previously imagined. They have built robots that can recognise the misalignment of a machine panel by a fraction of a millimeter in a controlled factory environment. But the human mind can glimpse a rapidly changing scene and immediately disregard the 98 per cent that is irrelevant, instantaneously focusing on the woodchuck at the side of a winding forest road or the single suspicious face in a tumultuous crowd. The most advanced computer systems on Earth can't approach that kind of ability, and neuroscientists still don't know quite how we do it.

E. Nonetheless, as information theorists, neuroscientists, and computer experts pool their talents, they are finding ways to get some lifelike intelligence from robots. One method renounces the linear, logical structure of conventional electronic circuits in favour of the messy, ad hoc arrangement of a real brain's neurons. These 'neural networks' do not have to be programmed. They can 'teach' themselves by a system of feedback signals that reinforce electrical pathways that produced correct responses and, conversely, wipe out connections that produced errors. Eventually the net wires itself into a system that can pronounce certain words or distinguish certain shapes.

F. In other areas researchers are struggling to fashion a more natural relationship between people and robots in the expectation that someday machines will take on some tasks now

done by humans in, say, nursing homes. This is particularly important in Japan, where the percentage of elderly citizens is rapidly increasing. So experiments at the Science University of Tokyo have created a 'face robot' - a life-size, soft plastic model of a female head with a video camera imbedded in the left eye - as a prototype. The researchers' goal is to create robots that people feel comfortable around. They are concentrating on the face because they believe facial expressions are the most important way to transfer emotional messages. We read those messages by interpreting expressions to decide whether a person is happy, frightened, angry, or nervous. Thus the Japanese robot is designed to detect emotions in the person it is 'looking at' by sensing changes in the spatial arrangement of the person's eyes, nose, eyebrows, and mouth. It compares those configurations with a database of standard facial expressions and guesses the emotion. The robot then uses an ensemble of tiny pressure pads to adjust its plastic face into an appropriate emotional response.

Questions 31-35

The reading Passage has six sections, **A-F**.

Choose the correct heading for each section from the list of headings below.

*Write the correct number, **i-ix**, in boxes 31-35 on your answer sheet.*

List of Headings

- i** Some success has resulted from observing how the brain functions.
- ii** Are we expecting too much from one robot?
- iii** Scientists are examining the humanistic possibilities.
- iv** There are judgements that robots cannot make.
- v** Has the power of robots become too great?
- vi** Human skills have been heightened with the help of robotics.
- vii** There are some things we prefer the brain to control.
- viii** Robots have quietly infiltrated our lives.
- ix** Original predictions have been revised.

example	answer
Section A	viii

- 31 Section B _____
- 32 Section C _____
- 33 Section D _____
- 34 Section E _____
- 35 Section F _____

Questions 36-40

Do the following statements agree with the information in the reading passage?

In boxes 36-40 on your answer sheet, write

- YES** if the statement agrees with the information
- NO** if the statement contradicts the information
- NOT GIVEN** if there is no information on this in the passage

- 36 Karel Capek successfully predicted our current uses for robots.
- 37 Lives were saved by the NASA robot, Dante.
- 38 Robots are able to make fine visual judgements.
- 39 The internal workings of the brain can be replicated by robots.
- 40 The Japanese have the most advanced robot systems.

(Source: IELTS Practice Test Plus 1, Test 3, Passage 2)

Your answers:

31.	32.	33.	34.	35.
36.	37.	38.	39.	40.

PART V. *The passage below consists of five sections marked A-E. For questions 41-50, read the passage and do the task that follows. Write your answers (A-E) in the corresponding numbered boxes provided. (10 points)*

TARGETING TEENS

A. Today, we are surrounded by advertising. We see adverts on TV, on billboards, at sporting events, in magazines and on social media. Although advertising has been around for many years in one form or another, in recent years, we have seen a worrying trend in the aggressive targeting of younger consumers, who tend to lack media awareness. In fact, advertisers spend more than \$12 billion per year just to reach the youth market alone. Ads aimed at teens are incredibly sophisticated. Clever slogans coupled with

striking images are part and parcel of many ads. Many ads also have catchy, upbeat music or memorable jingles. The constant repetition of such ads means that when shopping, teens are drawn to that specific soft drink, hamburger or sports shoe. According to Peter Logan, who works for a watchdog agency committed to protecting the consumer, "There is a whole battery of sales techniques used by companies to get adolescents to purchase their products."

B. Youth advertising is aimed at creating a need. Teens often claim not to be swayed by ads, but the truth is they may not even realize why they think something is cool. As Helen Davis, an adolescent psychologist explains, "This type of advertising works subtly to instill insecurity about your appearance, whether it's body shape, skin condition or weight. You are then told a certain product can go a long way towards correcting the problem. Teens are subjected to a constant barrage of messages suggesting which products will enhance their appearance and help them look cool or feel confident, thereby guaranteeing their popularity." Celebrity endorsement of some of these products by stunning young teen icons or social influencers on the Internet strengthens the message still further. Such ads shamelessly play on adolescent anxieties, with the overall message being that you become the person you want to be by making the right purchase. The fact that teenage girls in the US spend \$9 billion a year on make-up and skin products alone is testament to this.

C. Emphasizing brand names is another technique directed at young people, who are attracted to the prestige that brands confer. According to school counsellor Andrea Haines, "As the average teenager engages in the difficult task of carving out their identity, the issue of fitting into a peer group becomes paramount. Brands have become badges of membership in a social group." Marketing executives are keen to establish brand recognition in teens, and even pre-teens, in order to win their loyalty to a product. In a recent survey, three-year-olds could match logos to brands — McDonalds being the most recognized fast food. Companies are increasingly exploiting digital media in their advertising campaigns to do this. "Manufacturers can reach greater so numbers of adolescent consumers by tapping into peer relationships on social networking sites," explains Peter Logan. "Teens don't grasp that sharing a video or meme of a brand they have 'liked' provides free advertising for the manufacturer."

D. According to Helen Davis, psychologists specializing in teenage behaviour are often consulted by advertising agencies targeting young people. "These experts share their knowledge of teenage anxieties, fantasies and emotional and social needs with the advertising industry," she explains. "It's a practice seen by many of my contemporaries as morally questionable." With the help of these insights into the teenage psyche, manufacturers are developing ever more sophisticated marketing strategies to reach young people. Apple's iPod ads are a case in point. They don't ask teenagers which iPod they prefer, but instead pose a more thought-provoking question: "Which iPod are you?" Thus they deliberately blur the line between self-image and product.

E. All of this begs the question as to whether teens have their own taste or whether it is being dictated to them. Many parents and educators feel that teens should become more savvy regarding advertising. "Young people have to be made aware of how their preferences are being manipulated," says Andrea Haines. "They could be encouraged to spot product placement, for example, the Benetton shirt on the hero in their favorite TV series or the Nike shoes in an action film, both of which register with them almost without their realizing." Analyzing their desire for a certain product could help teens see whether it really reflects their taste or not, and whether they really need it. After all, being a discerning consumer means not being manipulated by clever advertising into buying something you don't really need and which is unlikely to make you any happier.

In which section is the following mentioned?

- 41. questions the ethics of those who advise companies
- 42. includes a specific figure that illustrates just how successful one marketing strategy is.
- 43. calls for greater media awareness among young consumers.
- 44. explains the reason behind a typical preoccupation of teens.
- 45. mentions the increase in ads directed at a certain sector of the population.
- 46. gives examples of hidden advertising.
- 47. harshly criticizes advertisers for their lack of conscience.
- 48. describes how advertisers gain an understanding of the adolescent mind.
- 49. explains why some common features of advertisements are so effective.
- 50. how young people assist advertisers without realizing it.

Your answers:

41.	42.	43.	44.	45.
46.	47.	48.	49.	50.

D. WRITING (60 POINTS)

PART I. Based on the passage given below, write a summary in no more than 140 words as guided below (15 points)

There are a number of good habits we should practice in order to stay healthy. These are essential for the good health of every person, be they young or old, regardless of race.

The first area is nutrition. What it means is that we should eat a well-balanced diet. We are familiar with the diagram of the food pyramid. Every now and then the divisions within the pyramid change because nutritionists come up with new theories of what is best. Basically nutritionists agree that we need to eat carbohydrates to give us energy. Carbohydrates are foods such as bread, potatoes and rice. Carbohydrates keep us warm and supply us with the energy we need to keep us alive, to move about and to work.

Food such as meat and fish also gives us the nutrients necessary for growth and for the repair of worn tissue. It follows then that children and growing teenagers need more food than older people. There is some truth in this. Food supplies us with vitamins, minerals and other substances that are necessary for the chemical processes that take place in our body.

The question of the amount of food we need is also often under investigation. Most nutritionists agree that the amount of food we need depends on the amount of energy we need for our day to day living and also for the kind of work we do. For normal day to day living, a person who weighs about 64 kg needs about 2400 calories. Two-thirds of this energy is used to maintain normal body temperature, muscle tone and to keep internal organs such as the heart, liver and kidneys functioning properly. The remaining calories are needed for other functions such as eating, walking, working and playing.

The amount of work a person does also determines the amount of food he eats. A person who does heavy manual work such as a farmer or a construction worker uses up more calories, and therefore needs more food. We are impressed and sometimes amused by the amount of rice that a manual worker can consume and yet remain trim. On the other hand, an office worker may appear to eat a modest amount of rice and vegetables and yet appear overweight. The fact is the office worker probably only needs about 2200 calories.

When we consume more calories than we need regularly, we end up fat and unhealthy. It is thus easy to understand why people in affluent countries, like the USA and Germany, are often fat and unhealthy. Unfortunately, obesity and its negative consequences are problems in societies where there is plenty of food.

It is true that in their teens, children go through a growth spurt so they do need extra food. Teenagers are often hungry and this could be the body's way of signaling for food. There is a tendency for teenagers to go for instant gratification in the form of comfort foods such as burgers and hot dogs. Some may go for Asian treats such as nasi lemak and the usual accompaniments or a plate of oily fried noodles.

It is not a crime to indulge occasionally in one's favorite foods even though they are unhealthy choices. However, it is important that growing teenagers eat a balanced diet that consists of a variety of foods that include fish, meat and eggs, fresh vegetables and fruit and boiled rice and potatoes.

- *Your summary must:*
 - *be in continuous writing (not in note form)*
 - *Begin your summary as follow:*

To stay healthy, we have to eat a well-balanced diet ...

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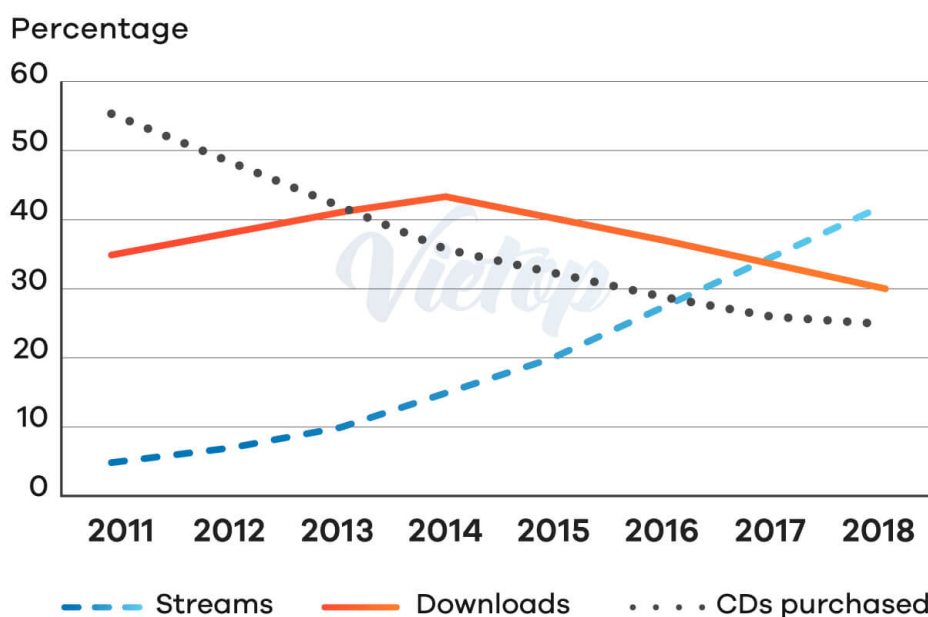
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PART II. The graph below shows how people bought music from 2011 to 2018.
Summarise the information by selecting and reporting the main features, and make
comparisons where relevant. (15 points)
Write at least 150 words.

Percentage of total music sales by method



[illegible]

PART III. Essay writing (30 points)

Some people think that all teenagers should be required to do unpaid work in their free time to help the local community. They believe this would benefit both the individual teenager and society as a whole. Do you agree or disagree?

Use specific reasons and examples to support your answer. You should write around 300 words.

[illegible]

[illegible]

The end./.

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