

ENGLISH LANGUAGE ASSESSMENT

SEMESTER ONE

Grade: 12A

Theme: Retail Therapy

Skill: Vocabulary (VCB)

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Total Marks: 5 Marks

VOCABULARY (Items 1–5)

[5 Marks]

Read the text below. For each gap, choose the correct option (A, B, or C) to complete the text.

Many people feel strongly that advertising to children is harmful because young minds are easily influenced by commercial media. Critics argue that marketing campaigns often (1) _____ children to choose products based purely on celebrities rather than quality. Different nations handle this issue in various ways; for instance, Sweden and Norway completely (2) _____ any advertising directed at children under the age of twelve. Opponents point out that such ads can negatively (3) _____ young consumers by encouraging unhealthy eating habits and obesity. Conversely, proponents believe that proper media literacy can teach children critical analysis. Furthermore, advertisements can successfully (4) _____ public awareness regarding vital social causes, such as road safety and healthy diet initiatives. Ultimately, major food brands can also (5) _____ campaigns that promote nutritious options for growing kids.

Item 1:

☐ A. encourage

☐ B. discourage

☐ C. postpone

Item 2:

☐ A. permit

☐ B. prohibit

☐ C. promote

Item 3:

☐ A. assist

☐ B. affect

☐ C. improve

Item 4:

☐ A. hide

☐ B. ignore

☐ C. raise

Item 5:

☐ A. support

☐ B. cancel

☐ C. abandon