Ort Bialik Bagrut Format#2 ver. A January 2024

Teacher's name: _____ Student's Name: _____Score: _____

THE FUN THEORY

How many people would walk up a flight of stairs if they could use an escalator instead? Probably very few. But what if it's rewarding and more fun to go up the stairs? In 2009, a video appeared on YouTube, which showed people's reactions to a flight of stairs that had been transformed into large piano keys in a busy Stockholm subway station. A hidden camera filmed people laughing with delight as they produced tunes with each step they took going up and down the stairs. The "Piano Stairs" video was the first in a series of experiments originally posted on a website called the "Fun Theory". The website states that its purpose is to show how fun changes people's behavior for the better.

The Fun Theory is the creation of a Swedish advertising agency. When approached by a German car company to design a campaign for an eco-friendly car, the agency came up with an innovative advertising campaign. Instead of explaining the technology behind the eco-cars, the advertising team decided the ads' focus would be on fun ways to improve the environment. In addition to the Piano Stairs video, another video showed people eagerly looking for garbage to throw into "the deepest bin in the world"; in another, people were filmed obeying the speed limit in order to win a lottery. The videos proved beyond a doubt that fun, along with positive reinforcement, can alter people's behavior. Only at the end of each of the videos does the name and logo of the German car company appear.

The advertising campaign's impact has been colossal. The videos were quickly picked up by blogs, forums and the media worldwide. In less than two weeks the Piano Stairs video went "viral" and generated 3.3 million hits. To date, 40 million viewers around the globe have watched the videos, resulting in improved road safety in Sweden and an increase in sales of eco-cars in Sweden.

In June 2012, the Fun Theory won the Cyber Grand Prix award for the best Internet advertising campaign. On receiving the reward, Chuck Brymer, President and CEO of the advertising agency, said that their ambition was "to use creativity to make ideas that work, that have an impact on people's lives and that meet a business challenge". He added that the "Fun Theory did all of that and found a surprising way to merge the digital with the social and the physical".

(Information from www.thefuntheory.com)

LIVEWORKSHEETS

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QUESTIONS (70 points)

Answer questions **1-8** in English, according to the article. Follow the instructions.

1. In lines 1-9 the writer describes the experiment in the subway station in order to show how (-).

(i) people will always choose an escalator over stairs

(ii) playing on piano stairs makes people happy

(iii) people react to something that is fun and rewarding

(iv) people behave when they think no one is watching (7 points)

2. COMPIETE THE SENTENCE ACCORDING TO LINES 1-9.

Most people reacted……to the piano stairs

(8 points)

3. What do we learn from lines 10-19?

PUT A **V** BY THE TWO CORRECT ANSWERS.

……..(i) Which technology eco-friendly cars use.

……..(ii) What the focus of the campaign was.

……..(iii) Where the videos were filmed.

……..(iv) Why people reacted so positively.

……..(v) How the car company was advertised.

(2X8=16 points)

4. The writer mentions "positive reinforcement". (lines 17-18)

What example is given in lines 10-19?

ANSWER:……..

(8 points)

5. COMPLETE THE SENTENCE WITH ONE WORD.

The main subject of lines 20-24 is the ad campaign's……..

(8 points)

LIVEWORKSHEETS

6. The writer uses the word "viral" in line 22 to show that (-).

(i) the videos were smart

(ii) the videos were viewed all over the Internet

(iii) a lot of people copied the piano stairs idea

(iv) the cars were eco-friendly (7 points)

7. What do we learn in lines 25-30?

(i) How many videos were used.

(ii) Why the campaign was successful.

(iii) How professional the company was.

(iv) What challenges the campaign met. (7 points)

8. In line 28, Brymer said the advertising company's ambition was to "have an impact on people's live" .

Give an example of this from <u>another paragraph</u>.

ANSWER:.....

(9 points)

PART II: LEXICAL KNOWLEDGE ..... / 30 points

אנגלית, מועד חורף נבצרים, תשפ"א, 2021

Below are five questions, (9) to (13). In each question, there are six items (words or chunks) and three definitions. In each question, match three of the items 1-6 to the definitions on the right. Write the number of the item next to its definition, as shown in the example. (2 points for each correct match.)

אנגלית, מועד חורף נבצרים, תשפ"א, 2021 ,מס' 016471

EXAMPLE

1. a calendar
2. a season
3. an island
4. traffic
5. a prize
6. a label

__4__ cars, buses and trucks moving along a road
__1__ shows days, weeks and months in a year
__5__ something you are given when you win a race

LIVEWORKSHEETS

(9)

1. priority
2. characteristic
3. expression
4. objective
5. awareness
6. departure

_____ a word or phrase with a particular meaning
_____ knowledge that something exists
_____ a typical quality of someone or something

(10)

1. to extend
2. to distinguish
3. to perform
4. to generate
5. to cure
6. to argue

_____ to make the differences clear
_____ to produce or create something
_____ to angrily disagree with someone

(11)

1. deliberately
2. barely
3. necessarily
4. naturally
5. shortly
6. off

_____ on purpose
_____ not at work
_____ soon

(12)

1. appropriate
2. particular
3. occasional
4. modest
5. initial
6. rough

_____ humble; not showy
_____ not often or regularly
_____ not exact

(13)

1. as a matter of fact
2. get rid of
3. make up
4. look forward to
5. put up with
6. be out of

_____ use up something
_____ to be excited about something that is going to happen
_____ to throw out

GOOD LUCK

LIVEWORKSHEETS