

Week 5

New Vocabulary

قوي powerful	مستهلك consumer	فائق الجودة premium	يدعي - ادعاء claim
اعلان advertisement	سعات حرارية calorie	اعلان على النت viral advertising	يعد - وعد promise
رسالة message	نصب- احتيال fraud	يسيء فهم misleading	أثر - يؤثر في influence
حملة campaign	يقيّم - قيمة value	أثر - يؤثر في effect (n)	معرض exhibition
منتج product	غير قانوني illegal	راعي - يرعى sponsor	منتج product
خدمة service	مربح profitable	اعلانات تجارية commercials	لملموس tangible
حدث رياضي event	يضغط على press	يتواصل communicate	شهادة - دليل testimonial
هدف target	هام significantly		

Definitions

يحدث أشياء الناس يؤثر في يتحكم في قوي

Powerful: able to control or influence people or things that happen

النت خدمة منتج عن يخبر يعلن عن

Advertise: to tell people about a product or service, on television, on the internet, in newspapers, etc., so that people will buy it

خدمات منتجات الناس يقنع عمل فن الاعلان

Advertising: the business of persuading people to buy products or services

يشترى الناس يقنع مصمم فيلم قصير صورة اعلان

Advertisement: a picture, short film, that is designed to persuade people to buy something

ينتشر منتج عن معلومات خلاله نشاط تسويق

viral advertising a marketing activity in which information about a product spreads between people, especially on the internet اعلان دعائي عبر النت

الاشياء الناس يغير القوة أثر - يؤثر في

Influence : the power to change people or things.

العامة تعرض الرسومات مثل الاشياء التي حدث معرض

Exhibition: an event at which things such as paintings are shown to the public

حدث نشاط يدعم مال يعطي منظمة شخص راعي - يرضى

Sponsor: - a person or organization that **gives money to support** an activity, event, etc.
اعلانات اعلانات تجارية معروضة

Commercials:- advertisements on the radio or television

معلومات يتشارك لكي شخص يكتب يتكلم يتواصل مع

Communicate:- to talk or write to someone in order to share information with them

خدمات بضائع يستخدم يشتري شخص المستهلك

Consumer: someone who **buys or uses goods** or services

شيء يعطي شخص معلومات تقال تكتب رسالة

Message: a piece of **written or spoken information** that one person gives to another

منتجات يحصل على مخطط انشطة مجموعة من حملة

Campaign: a group of activities that are planned to get a result

يحدث شيء يجعل يحاول ان انشطة مجموعة ينظم

= to organize a group of activities to try to make something happen

يبيعها يزرعه يصنعه شخص شيء منتج

Product:- something that someone **makes or grows** so that they can sell it

يقاس يلمس يرى يمكن حقيقي ملموس

Tangible Something real and can be **seen, touched, or measured**.

يصنعها خصوصا منتج قيمة جودة عن شهادة شهادة

Testimonial:- a statement about the quality or value of a product, especially one made

اعلان جزء شخص مشهور محترم

by a respected or famous person as part of an advertisement

كبير هام مهم - كبير

Significant-significantly important or large .

جودة المعتاد من اعلى شيء فائق الجودة

Premium : something that is of **higher than usual quality**

طاقة كمية قياس تستخدم الطاقة وحدة سعر حراري

Calorie: a unit of energy, often used as a measurement of the amount of energy that food provides

الناس يخدع مال يحصل على جريم احتيال

Fraud: the crime of getting money by deceiving people

شيء يتسلم مال كمية قيمة

Value:- the amount of money that can be received for something

- the importance or **worth** of something for someone قيمة الشيء

- to give a judgment about **how much money** something might be sold for يقيم ثمن شيء

غير معتاد هام شيء خصوصا يحدث أي شيء حدث هام

Event: anything that happens, especially something **important or unusual**

The bridge

يثبت لا يمكن بالرغم من حقيقة صحيح شيء يقول يدعي

Claim:- to say that something is true or is a fact, although you cannot prove it and other people might not believe it لا يصدقوه

شيء يفعل مؤكد سوف شخص تخبر يعد - وعد

Promise:- to tell someone that you will **certainly do** something

غير صحيح شيء يعتقد شخص يتسبب يسيء فهم

Misleading:- causing someone to believe something that **is not true**

أثر معين نتيجة أثر - يؤثر

Effect:- the result of a particular **influence**

بالقانون مسموح شرعي

Legal :- allowed by the law

بالقانون غير مسموح غير شرعي

illegal: not allowed by the law

ميزة ربح ينتج عنه من المحتمل ينتج عنه مريح

Profitable:- resulting in or likely to result in a **profit or an advantage**

شيء ليفعل شيء يقنع بشدة يحاول يضغط على

Press:- to **try hard** to persuade someone to do something.

نقد اعلان يوجه يقوم بـ يحاول شيء هدف

Target:- something that you are trying to do to **direct advertising, criticism**, .

The Reported Speech**Statement** الجملة الخرية

أولاً : نغير فعل القول :

said → said that

said to → told that

ثانياً : نحذف الأقواس ونغير الضمائر إلى ضمائر الغائب :

I	me	my
You	you	your
↓	↓	↓
<u>He</u>	<u>him</u>	<u>his</u>

ضمائر المفرد

We → they us our → their

ثالثاً : نحول جميع الأفعال إلى ماضيها

Present → **past** ماضي تام **past perfect** → ماضي

am - is → was → had been

The bridge

are → were → had been
 have - has → had → had had
 play –plays → played → had played
 go – goes → went → had gone
 don't-doesn't → didn't → hadn't +V3
 don't play → didn't play → hadn't played
 doesn't play → =====

	Can	shall	will	may	must
	↓	↓	↓	↓	↓
<u>Defective verbs</u>	Could	should	would	might	ought to

نغير ظرف الزمان و المكان كما يلي :-

here	→	there	now	→	then
there	→	over there	last	→	before
this	→	that	yesterday	→	the day before
these	→	those	ago	→	before

Reported speech – commands

هناك نوعان من الجملة الأمرية: منفية و مثبتة

نبدأ بكلمة تناسب نوع الجملة **told – asked – wanted – ordered – suggested**

2- نربط بين الجملتين بكلمة **to** أو نحذف **don't** و نربط بكلمة **not to**

Help your friends .

= **He told me to help my friends**

Don't waste your time .

= **He told me not to waste my time .**

Please! Help the old man .

= **He told me to help the old man .**

Could you answer the quiz? .

= **He asked me to answer the quiz.**

Reported speech – questions

verb to Be - verb to have - modals

1- نبدأ الجملة ب:- he asked ifنحذف الأقواس و نربط بكلمة الاستفهام أو ب if3-نقدم الفاعل على الفعل المساعد و نطبق ما سبق

"Will you visit your uncle tomorrow ?"

He asked if I would visit my uncle the next day .

Why will you visit your uncle tomorrow?

Why I would visit my uncle the next day.= أما إذا كان السؤال يبدأ بكلمة Do - DOES - نضع فعل الجملة الأساسي في التصريف الثاني

"Do you go to school on Friday ?"

He asked= if I went to school on Friday.

"How do you go to school ?"

He asked How I went to school .

" Did your father buy you a car last week ?"

He asked if my father had bought me a car the week before.= عند الاختيار لاحظ ما يلي :-

- 1- لا تختار إلا الفعل في الماضي (التصريف الثاني)
- 2- لا تختار إلا التي بها فعل مساعد من Do / Does / Did
- 3- لا تختار الجملة التي يسبق فيها الفعل المساعد على الفاعل .

Choose the right answer :-

1-He asked me

a- where she went

c- where she did go

b-where did she go

d- where has she gone

2- He asked me how my brother was . " How.....? "he asked .

a-is your brother

c-your brother is

b-your brother was

d-was your brother

3-He asked me on holiday .

a-where do I go

b- where I went

c-where did I go

d-where will I go

4-Ahmad's father asked him why late

a-do you come

b-had he come

c-he had come

d-did he come

5- Omar asked Sara if Handball .

a-did she like

b-she liked

c-does she like

d-she likes.

The bridge

6- HeAhmad what his favourite subject was .

- a-told** **b- asked** **c-spoke** **d-said**

7- Nabila asked Samia if to buy the red dress .

- a-was she going** **b- she was going** **c-is she going** **d- she going**

8-The policeman asked the boy if heanything .

- a-lose** **b-had lost** **c-have lost** **d-losing**

9-Ali asked Sami If his homework .

- a-he finished** **b-does he finish** **c-do you finish** **d- he finishes**

10-Ali asked Sami if hethe Saudi Kapsah .

- a-like** **b- likes** **c-liked** **d-has liked**

11-He asked me last holiday.

- a-where do I go** **b- where I went** **c-where did I go** **c-where will I go**

YOUR TASK - Complete the sentences in reported speech. Note whether the sentence is a request, a statement or a question.

1. He said, "I like this song."

= He said

2. "Where is your sister?" she asked me.

= She asked

3. "I don't speak Italian," she said.

= She said

4. "Say hello to Jim," they said.

= They asked me

5. "The film began at seven o'clock," he said.

= He said

6. "Don't play on the grass, boys," she said.

= She told the boys

7. "Where have you spent your money?" she asked him.

= She asked him.....

8. "I never make mistakes," he said.

= He said

9. "Does she know Robert?" he wanted to know.

= He wanted to know

10. "Don't try this at home," the stuntman told the audience.

= The stuntman advised the audience -

YOUR TASK - REPORT THE FOLLOWING STATEMENTS. BEGIN AS SHOW

1. Emily: "Our teacher will go to the museum tomorrow."

= Emily said that

2. Helen: "I was writing a letter yesterday."

= Helen told me that

3. Robert: "My father flew to Dallas last year."

=Robert told me

4. Lisa: "Tim went to the stadium an hour ago."

= Lisa said that

Choose he right answer

1-Ahmad said he to buy a new car.

- a -wants b- wanted c- wanting d- has wanted

2-Ali said he lunch.

- a -wants b- wanted c- wanting d- has wanted

3-majid said he a bear behind the tree.

- a -has seen b- had seen c- see d- sees

4-Rami said he call me later.

- a -will call b- would call c- call d- may call

5-Mike said he show you the way.'

- a-will b- can c- shall d- could

6-He said that hemend it for me .

- a-will b- can c- can d- would

7-He said that he a good match .

- a- playing b- play c- played d- plays

8-My Mother said that she to the supermarket . .

- a -went b- goes c- going d- go

9-He said that he Finished his work .

The bridge

2nd term

a- has b- had c- having d- have

10- He said that his teammates all helpful ".

a- was b- were c- are d- am

11- Adam told me he know what time Jack will arrive.

a- doesn't b- don't c- hasn't d- didn't

12- Paul said **that it** **rain at the weekend.**

a- may b- can c- might d- will
