



Unit 10 / "Who am I ? "



Passage (1) page 102/PB)

TEXT A

What Professor Gordon is mainly concerned with is the way social and economic changes affect personal identity. The main chapters argue that the ways people used to define themselves – by their profession or nationality for example – are disappearing. 'People,' he writes, 'now find they need to build new identities.' Later in the book, he describes the different ways people do this. Often, identity is based on consumption ('I am what I buy'). The growth of social media, however, has led to the greatest change. Nowadays, you are whoever you tell people you are online.

الامر المهم به البروفسور جوردن بشكل أساسي هي الطريقة التي تؤثر فيها التغييرات الاجتماعية والاقتصادية على الهوية الشخصية. فصول الكتاب الرئيسية تناقش أن الطرق التي كان الناس يستخدمونها ليعرفوا عن أنفسهم- من خلال وظيفتهم أو جنسيتهم على سبيل المثال- قد اختفت. "الناس" كما يكتب الآن بحاجة ان يبنوا هويات جديدة. في وقت لاحق في الكتاب، يصف الطرق المختلفة التي يقوم بها الناس بفعل ذلك. غالباً، تركز الهوية على الاستهلاك (أنا أكون حسب ما أشتري). (قل لي ما تشتري أقل لك من أنت). نمو وسائل الإعلام الاجتماعية، على أية حال، أدت إلى التغيير الأكبر. في هذه الأيام، انت تكون كما تخبر الناس عن نفسك على الانترنت.

TEXT B

All my classmates seem to like the same clothes, music and so on, and do the same kind of things, like playing computer games and chatting on their phones. I pretend to be interested, but if I'm honest, that's not who I am. I know I should have the confidence to be myself, but the fact is that I don't. I'm afraid I'll end up having no friends at all. What should I do? (Amina, 15)

Don't worry, you're not alone. This is such a common worry among young people because the pressure to conform is very strong, both from your peers and from the media generally. I think you've answered your own question though: it's all about feeling confident. How do you know that a lot of your other classmates aren't also pretending? In a few years' time, I'm sure you'll find that your friends find other ways to define themselves.

يبدو أن جميع زميلاتي بالفصل يحبون نفس الملابس، نفس الموسيقى و هكذا، و يعملون نفس النوع من الأشياء، مثل لعب ألعاب كمبيوتر و الدردشة على هواتفهم. أنا أتظاهر أنني مهتمة بهذه الامور، لكن ان أردت أن أكون صريحة، فهذا ليس أنا. أعرف أنه ينبغي أن يكون لدي ثقة في نفسي حول من أكون أنا، لكن الحقيقة أنا لست كذلك. أنا أخشى أن ينتهي بي الأمر بدون أصدقاء اطلاقاً. ماذا علي أن أفعل؟ لا تقلقي، أنت لست وحدك. هذا قلق شائع جداً بين الشباب صغار السن لان الضغط لكي تتماثلي مع الآخرين قوي جداً، من كل أقرانك و من الاعلام بشكل عام. أعتقد مع ذلك أنك أجبتني عن سؤالك: إن الأمر يتعلق بالشعور بالثقة. كيف تعرفين أن الكثير من زميلات صفك الأخريات لا يتظاهرن أيضاً؟ في غضون سنوات قليلة، أنا متأكد أنك ستجدين أن صديقاتك يجدون طرق أخرى ليعرفوا أنفسهم.

TEXT C

The question of how much of our character is due to biology and how much is shaped by experience (often called the 'nature or nurture' argument), has been going on for centuries. It's a vital question that has implications for many different fields, from psychology to politics. If someone was born selfish, for example, how can we criticise them for their selfishness? If, on the other hand, our character depends on how we are brought up, childcare and education become much more important. Although the evidence is complex and there are extreme views on both sides, there is a consensus among experts that the definition of an individual is a combination of genetics and upbringing. To put it simply: just because you're born a certain way doesn't mean you can't change.

إن مسألة كم من شخصيتنا يتشكل بسبب بيولوجي و كم منها يتشكل من خلال التجربة الحياتية (هذا يدعى جدال " الطبيعة أم التنشئة ") لا تزال مستمرة منذ قرون. إنها مسألة حيوية لها آثار على الكثير من المجالات المختلفة من علم النفس إلى السياسة. إذا شخص ما ولد أناني، على سبيل المثال، فكيف يمكننا ان ننتقده على أنانيته؟ إذا كان من ناحية أخرى، شخصيتنا تعتمد على كيف ننشأ، فإن رعاية الطفل و التعليم يصبحان أكثر أهمية بكثير. مع أن الاثبات هو أمر معقد و هناك وجهات نظر متطرفة من كلا الطرفين، هناك اجماع بين الخبراء أن تعريف الفرد هو مزيج من الجينات و التنشئة. ببساطة: مجرد أنك ولدت بطريقة معينة لا يعني أنك لا تستطيع أن تتغير.

Text "A"



1. What is Professor Gordon concerned with?

The effect of social and economic changes on identity.

بم يهتم بروفيسور جوردن؟

تأثير التغيرات الاجتماعية والاقتصادية على الهوية الشخصية

2. How did People use to define themselves by ?

- a. profession b. nationality

كيف اعتاد الناس على تعريف أنفسهم؟

المهنة و الجنسية

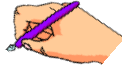
3. What is the identity based on nowadays?

- a. consumption b. social media

على ماذا تركز الهوية الشخصية هذه الايام (حاليا)؟

الاستهلاك و مواقع التواصل الاجتماعي

Choose :



1. The text is probably from.....

- a. academic book b. a book review c. people's magazine d. an encyclopedia

2. To define yourself by profession or identity is something that is.....

- a. popular b. appearing c. vanishing d. effective

3. As using 'profession' or 'identity' -to define yourself- is disappearing, people require.....

- a. new professions b. new identities c. new nationalities d. new books

4. "Later in the book, he describes the different ways people do this" the underlined word refers to

- a. new identities b. nationality c. profession d. build new identities

5. Who are you? You are.....

- a. what you read. b. what you buy c. what you say d. B & C

Text "B"



1. How do Amina's classmates conform ?

As they prefer similar things such as:

- a. the same music and clothes b. playing computer games c. chatting on phones

كيف يتشابه زملاء أمينة؟

يفضلون فعل أشياء متشابهة مثل: أ. نفس الموسيقى والملابس. ب. لعب ألعاب الحاسوب. ج. الدردشة على الهواتف

2. What is Amina's problem with her friends ?

She has neither interest nor confidence . ليس لديها لا اهتمام و لا ثقة .

ما هي مشكلة أمينة مع أصدقائها؟

3. What would happen if Amina didn't pretend to be interestd? ؟

she'll have no friends.

لن يكون لها أصدقاء.

4. Where does pressure to conform come from?

The pressure from peers and media.

من أين يأتي ضغط التماثل مع الآخرين؟


ضغط من الأقران و من وسائل الإعلام.

5. What is the perfect solution to Amina's problem ?

To be confident.

ما هو الحل الأمثل لمشكلة أمينة؟

أن تكون واثقة من نفسها.



- Text "C"**



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- مادة إثرائية للكتاب الأول الصف الثاني عشر الفصل الثاني / إعداد المعلمة إيمان غازي البرعي مدرسة الفالوجا الثانوية شمال غزة

Decide whether the statements are TRUE or FALSE according to the texts. Write the phrase or sentence from the text that helped you decide.

- The main topic of Professor Gordon's book is the effect of losing your job.
TRUE **FALSE** What Professor Gordon is mainly concerned with is the way social and economic changes affect personal identity.
- Social media now has an important effect on people's identities.
TRUE FALSE The growth of social media, however, has led to the greatest change. Nowadays, you are whoever you tell people you are online.
- Amina's problem is unusual.
TRUE **FALSE** This is such a common worry among young people
- The 'nature or nurture argument' has limited importance.
TRUE **FALSE** It's a vital question that has implications for many different fields.
- People can't really change the character they are born with.
TRUE **FALSE** just because you're born a certain way doesn't mean you can't change.

Unit "10" Reading "2"



Like people, products have identities, and they're called brands. When Shakespeare claimed that a rose would smell the same no matter what it was called, he got it half right. In one way, names aren't important, but in the world of commerce and advertising, a product's name is part of its identity or its brand, and that can mean the difference between huge success and disastrous failure. How often do you hear people say things like 'I always buy X', where X is a type of phone, car or washing powder? This kind of brand loyalty is what every marketing department dreams of creating, because it's like gold. Just to demonstrate what a strong force it is, let me tell you about the results of a survey among American consumers. They were asked what products they always bought and would never exchange for another brand. It turned out that large numbers of people were loyal to brands that no longer existed. Several people claimed they 'always bought' something that hadn't been available for over thirty years.

So, if you're in manufacturing or marketing, your aim is to build up a brand with a good public image. Remember, by the way, that what your product actually is can be less important than what consumers believe it is; in other words, it's people's perceptions that really matter. But once you've achieved your goal, the job isn't done. What you now need to do is protect your brand, at all costs. There are various ways a brand can be harmed, or even destroyed. One is to introduce new products under the same overall name that are cheaper. The result is often to cheapen the original brand in the public's eyes, so that it loses its luxury appeal. Another way of cheapening a brand is by overusing special offers like '10% off this week' or 'Buy one, get one free'. Marketing strategies like this may bring good results in the short term, but short-term thinking, more often than not, leads to the death of a brand.

مثل البشر المنتجات لها هويات و تدعى ماركات (علامات تجارية). عندما ادعى شكسبير ان الوردة تبقى لها نفس الرائحة بغض النظر عما كانت تسمى فهو توصل إلى نصف الحقيقة. بطريقة ما الأسماء ليست مهمة لكن في عالم التجارة والاعلان اسم المنتج هو جزء من هويته أو الماركة الخاصة به، و هذا يمكنه أن يعني الفرق بين النجاح الكبير و الفشل الذريع.

كم مرة تسمع الناس يقولون أشياء مثل: "أنا دائما أشتري س" هنا س تعني نوع ما من التلفون، السيارة أو بودرة الغسيل؟ هذا النوع من الولاء للماركة هو الذي تحلم به كل دائرة تسويق لتكوينه لايجلده لأنه مثل الذهب. فقط لأوضح مدى قوة نفوذ هذا الأمر، دعني أخبرك نتائج استطلاع بين الزبائن الأمريكيين. سئلوا ما المنتجات التي كانوا دائما يشترونها و لن يستبدلوها اطلاقا مع ماركة أخرى. تبين أن أعدادا كبيرة من الناس كانوا مواليين لماركات لم تعد موجودة. العديد من الاشخاص ادعوا أنهم "كانوا دائما يشترون" شيئا لم يعد متوفرا منذ أكثر من ثلاثين عاما. لذلك إذا كنت في دائرة التصنيع أو التسويق فإن هدفك هو أن تبني علامة تجارية ذات صورة جماهيرية جيدة.

تذكر، بالمناسبة، أن حقيقة المنتج الخاص بك يمكن أن يكون أقل أهمية مما يعتقد الزبائن. بكلمات أخرى، أن تصورات الناس هي التي بالفعل تهم. لكن في حال أن حققت هدفك، فإن المهمة لم تنتهي بعد، ما تحتاج فعله الآن هو أن تحافظ على علامتك التجارية بأي ثمن.

هناك طرق مختلفة يمكنها أن تؤدي العلامة التجارية، أو حتى تدميرها. إحداها هو تقديم منتجات أرخص جديدة تحت نفس الاسم العام أي تحت اسم الماركة الأصلية. النتيجة غالباً تكون أنك ترخص الماركة الأصلية في عيون الجمهور، وبالتالي تفقد جاذبيتها الفخمة. طريق أخرى في تبخيس الماركة التجارية هو الاستخدام الزائد للعروض الخاصة مثل " خصم ١٠ % هذا الأسبوع " أو " اشترى واحدة واحصل على الأخرى مجاناً ". استراتيجيات تسويق كهذه قد تجلب بعض النتائج الجيدة على المدى القصير، لكن التفكير على المدى القصير، في أكثر الأحيان يؤدي إلى موت الماركة التجارية.

1 Answer the following questions:

1. What is the similarity between products and people ?
They have identities.
ما التشابه بين المنتجات والأشخاص؟
كلاهما له هوية شخصية.
2. What is product's identity called?
brand
ماذا تسمى هوية المنتج؟
ماركة.
3. Why is the product's names important in the world of commerce?
Because the product's name is part of its identity.
لماذا يعتبر اسم المنتج مهم في عالم التجارة؟
لأن اسم المنتج جزء من هويته الشخصية.
4. What is the aim of every marketing department ?
Create a brand loyalty.
ما هدف كل قسم تسويق؟
خلق ولاء للماركة (من قبل الجمهور)
5. A What is the result of the survey made among American consumers ?
large numbers of people were loyal to non-existing brand.
ما نتيجة الاستطلاع الذي تم تنفيذه على المستهلكين الأمريكيين؟
أعداد كبيرة من الناس كان لديها ولاء لماركات لم تعد موجودة.
6. What should marketing department do after creating a good public image?
They have to protect it .
ماذا يجب على قسم التسويق أن يفعل بعد أن كون صورة عامة جيدة (للمنتج)؟
أن يحمي هذه الصورة الجيدة. (أن تبقى جيدة في نظر الجمهور)
7. How can a brand be harmed ?
1. introducing new cheaper products under the same name . 2. overusing special offers.
كيف يمكن أن تتدمر الماركة؟
١. تقديم منتجات جديدة أرخص ثمناً بنفس الاسم. ٢. الاستخدام المفرط (الزائد عن الحد) للعروض.
8. What is the result of introducing cheaper products under the same name?
a. cheapen the original brand. b. the original product loses its luxury appeal.
ما نتيجة تقديم منتجات جديدة أرخص ثمناً بنفس الاسم؟
أ. ترخيص الماركة الأصلية. ب. تفقد الماركة الأصلية جاذبية الفخامة.
9. What is the bad of using special offers ?
It leads to the death of a brand.
ما مساوئ استخدام العروض الخاصة؟
يؤدي إلى دمار الماركة.

2 Decide whether the following sentences are TRUE or FALSE:

1. Names have little importance in the world of commerce. ()
2. Brand loyalty is like gold to companies. ()
3. What your product actually is can be as important as what consumer believe it is . ()
4. There are different ways that can destroy brands. ()

3 What do the underlined words refer to?

1. ".....is a part of its identity or its brand" the underlined pronoun refers to.....
2. ".....because it's like gold" the underlined word refers to.....
3. " they were asked what products they always bought." The underlined pronoun refers to.....
4. " one is to introduce new products. " The underlined word refers to.....
5. "But once you've achieved your goal.....". The underlined word refers to.....

3) Read the summaries of the text. Then decide which one is the best.

A) It is a mistake to aim mainly for short-term profits, because this can do great damage to the good name of brands. What usually happens is that consumers' perceptions of the brand change. For example, they may decide that a product is no longer a luxury item and stop buying it. In the end, this may destroy the brand.

B) Building brands is important in business because consumers stay loyal to them, even sometimes after they've disappeared. A successful brand depends on how people see the product, and various things can have a negative effect on this. Special offers and producing cheaper goods with the same name are examples of strategies that, in the long term, can seriously harm a brand.

C) William Shakespeare wrote some important things, and one that applies to modern commerce is the idea that names are less important than identities. Marketing departments often misunderstand this and don't spend enough on making the product as good as possible. The result is that they often have to sell the product for less money, or sometimes even replace it with a new brand.

Look again at the two summaries you didn't choose. Then say what is wrong with them.

- ▶ It contains false information. (c) ▶ It doesn't cover the whole text. (a)
- ▶ It has information that isn't in the text. (a)



VOCABULARY

A) Let's help Sponge Bob to fill the following sentences with a word from the box:



Identity peers loyalties consumption implication selfish consensus

1. What is the identity of the author of the manuscript?
2. The laws have led to a reduction in fuel consumption
3. Children are easily influenced by their peers
4. The implication of your silence is that you're bored
5. A selfish child who wouldn't share toys.
6. The consensus of the group was that they should meet twice a month.
7. My loyalties lie with my family.

أسئلة الكتاب الوزاري



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Replace the underlined parts of the sentences with words or phrases from the texts.

1. An important part of growing up is developing an idea of who you are. Identity
2. The buying and using of goods is important for national economies. consumption
3. Since he was a child, he has never wanted to be the same as others. Conform
4. Wanting to be liked by other people in a similar situation is natural. Peer
5. What are the lessons or conclusions of this discovery for the future? Implications
6. I'm very interested in the study of how the mind works. Psychology
7. I don't like him much because he's so unaware of other people's feelings. Selfish
8. He was raised to adulthood by his grandparents. Brought up
9. At the end of the meeting, we reached a general agreement. Consensus

2. Complete the tables with words from the texts. Then use six of them to complete the sentences below.

VERB	NOUN
combine	combination
consume	consumption
define	definition
argue	argument
affect	Effect

ADJECTIVE	NOUN
selfish	selfishness
confident	confidence
honest	honesty
personal	person
national	

- Most people aren't either good or bad, but a **combination** of the two.
- Don't be polite; just give me your **honest** opinion.
- Be careful about putting too much **personal** information online for everyone to see.
- Texting won't **affect** young people's ability to use language properly.
- The two dictionaries **define** the word in different ways.
- People's increased **consumption** of sugar is causing health problems.

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1. Choose the correct meaning for these words from the text. Circle A or B.

- commerce A. agreement between people **B. buying and selling**
- loyalty A. being the most important **B. not leaving or changing**
- manufacturing **A. making products** B. human relations
- image A. idea that isn't real **B. how people see someone or something**
- perceptions **A. how people see things** B. unusual ideas
- at all costs A. if the price is right **B. no matter what happens**
- appeal **A. what makes you like something** B. what something looks like
- strategies **A. plans** B. departments

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2. Use the words in Part 1 to complete the sentences below.

- One important quality of a good friend is **loyalty**. **ميزة مهمة للصديق الجيد هي الولاء.**
- Part of the **appeal** of this computer is that it looks so good. **جزء من جاذبية هذا الحاسوب أنه يبدو جيدا جدا.**
- There are good career opportunities in the field of **commerce**. **يوجد فرص مهن جيدة في مجال التجارة.**
- We tried several different **strategies**, but none of them worked. **جربنا طرق مختلفة لكن لم تنجح واحدة منهم.**
- She's very determined. She wants to succeed **at all costs**. **هي عازمة جدا ترغب بالنجاح بأي ثمن.**
- Different people have different **perceptions** of this product. **يختلف الناس في تصوراتهم لهذا المنتج.**
- Famous people are often very careful about their public **images**. **الناس المشهورون حريصون على صورتهم العامة.**
- A lot of jobs have been lost in the **manufacturing** industries. **كثير من المهن اختفت في صناعات التصنيع.**

Language

Articles : a, an, the , zero



1

Which is right?

- I'm going to buy some new **shoes**. (shoe shoes)
- Martin has got brown **eyes**. (eye eyes)
- Suzan has got short **hair**. (hair hairs)
- The tourist guide gave us **information**. (information informations)
- We are going to buy some new **chairs**. (chair chairs)
- It's difficult to find a **job**. (work job)
- We had **lovely weather** when we were on holiday. (a lovely weather lovely weather)
- She put her glasses back in the **case**. (luggage case)
- How much **luggage** are you taking with you? Only one case. (luggage case)

2

Choose the correct answer from the box below:

some — the a an

- 1- I have been waiting here for..... hour, but my friend hasn't turned up yet.
- 2- This book tells us a lot about..... life of Taha Hussein.
- 3- Holland is European country.
- 4- Alexandria is a city overlooking..... Mediterranean Sea.
- 5- No one can deny that..... life is full of ups and downs.
- 6-..... more you read, the more you gain knowledge.
- 7- My cousins like playing..... guitar in their spare time.
- 8- Are you going to..... theatre next week?
- 9- During the month of Ramadan, a lot of food, clothes and
10. money is distributed to poor.

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Complete the table with the words in the box.

success people confidence politics government media politician identity commerce
library newspaper books

CONCRETE NOUNS	ABSTRACT NOUNS
Consumer	consumption
Professor	profession
Product	production
People	Success
Politician	Confidence / politics
Library	Government / Media
Newspaper / books	Identity / commerce

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4. Complete the sentences with a word from the pairs in the box . (Make the word plural if necessary)

luggage/case work/job furniture/chair accommodation/hotel

1. We haven't got much luggage , so we don't need to hire a large car.
2. Can you recommend a good hotel to stay in?
3. I don't think all this furniture will fit in the room.
4. Finding cheap accommodation can be difficult for new students.
5. How many cases can we take onto the plane?
6. It will need a lot of work to get this finished on time.
7. I had to stand on a chair to reach the top shelf.
8. He applied for a lot of jobs , but didn't get any of them.

5. Use the words to complete the pairs of sentences: once with a countable / plural meaning and once with an uncountable meaning.

- | | | |
|-----------------|--|------------------------------|
| 1. time | a. I've already told him this three <u>times</u> . | (عدد مرات) |
| | b. <u>Time</u> always passes more slowly when you're waiting for something. | وقت |
| 2. tea / coffee | a. The two most popular hot drinks in the world are <u>tea</u> and <u>coffee</u> . | مشروب الشاي و القهوة |
| | b. Can we have two <u>teas</u> and three <u>coffees</u> , please? | فنجان شاي أو قهوة |
| 3. chicken | a. She doesn't like beef, but she sometimes eats <u>chicken</u> . | لحم الدجاج |
| | b. He keeps <u>chickens</u> in his back garden. | الدجاج الحي (على قيد الحياة) |
| 4. chocolate | a. <u>Chocloate</u> is this country's main export crop. | محصول الشوكولاته |
| | b. These <u>choclototes</u> are the best I've ever tasted. | قطع الشوكولاته |
| 5. experience | a. He doesn't have enough <u>experience</u> for the job. | خبرة |
| | b. Her life is full of interesting <u>experiences</u> . | تجارب |

Complete the text with a / an, the or – (= no article).

My father has been (1) a farmer all his life. When I was (2) a young boy, I wanted to be like him, but later I realized that (3) X farmers don't usually earn very much (4) X money. I loved (5) X music when I was at (6) X school, but I knew it was difficult to be (7) an excellent musician. So, I applied for (8) a course in (9) X agriculture. (10) the course was interesting, and after I graduated, I went back to (11) the area where I was brought up and got (12) a job working for (13) the government. Now I'm able to help (14) the farmers who live here, and in my spare time I collect and record (15) the songs that (16) the local people have sung for hundreds of years.

Complete the table with abstract come nouns that from the concrete nouns.

CONCRETE NOUNS	ABSTRACT NOUNS
advisor	1. <u>Advice</u>
consumer	2. <u>consumption</u>
believer	3. <u>belief</u>
politician	4. <u>policy</u>
professor	5. <u>profession</u>
judge	6. <u>judgment</u>
product	7. <u>production</u>
leader	8. <u>leadership</u>

Complete the sentences with the nouns in the box: once as a plural and once as an uncountable noun.

chocolate oil experience paper time

- a. This film is so good that I've seen it three times.

b. We don't have enough time to finish this today.
- a. I carry all my papers in this case.

b. Some houses in Japan used to be made of paper.
- a. The price of oil has a big effect on the world economy.

b. The cook uses different oils for different purposes.
- a. Eating too much chocolate isn't good for your health.

b. He bought his wife a box of chocolates.
- a. I had some very interesting experiences while I was away.

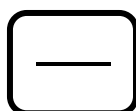
b. Include your education and experience in the application letter.

Complete the sentences with a / an, the or X (no article).

1. Please close the door behind you.
2. A man I'd never seen before was standing in the front garden.
3. Have you got a pen I can borrow?
4. X travel is a good way to meet X interesting people.
5. I haven't seen Ahmad since the day before yesterday.
6. I need to pay back the money I borrowed.
7. Most of the students understood what the teacher was saying.
8. He's applied for a course in X economics.

Look at the sentences. If they are correct, put a tick in the box. If there is a mistake, put a cross in the box and correct it.

1. The teacher gave me a lot of good advices.
The teacher gave me a lot of good advice.
2. Most of the time I was there, I lived in a capital city.
Most of the time I was there, I lived in the capital city.
3. I think this is one of best days in my life.
I think this is one of the best days in my life.
4. How much money have you got in your pocket? ✓
5. I never drink the strong coffee before going to bed.
I never drink strong coffee before going to bed.
6. It's always a good idea to be polite to people. ✓



Short Quiz



1

Complete the table with abstract nouns that from the concrete nouns.

CONCRETE NOUNS	ABSTRACT NOUNS
advisor	1.
consumer	2.
believer	3.
politician	4.
professor	5.
judge	6.
product	7.
leader	8.

2

Complete the sentences with the nouns in the box: once as a plural and once as an uncountable noun.

chocolate oil experience paper time

- 1) a. This film is so good that I've seen it three
b. We don't have enough to finish this today.
- 2) a. I carry all my in this case.
b. Some houses in Japan used to be made of
- 3) a. The price of has a big effect on the world economy.
b. The cook uses different for different purposes.
- 4) a. Eating too much isn't good for your health.
b. He bought his wife a box of
- 5) a. I had some very interesting while I was away.
b. Include your education and in the application letter.

3

Complete the sentences with a / an, the or X (no article).

1. Please close door behind you.
2. man I'd never seen before was standing in front garden.
3. Have you got pen I can borrow?
4. travel is a good way to meet interesting people.
5. I haven't seen Ahmad since day before yesterday.
6. I need to pay back money I borrowed.
7. Most of students understood what teacher was saying.
8. He's applied for course in economics.

4

Look at the sentences. If they are correct, put a tick in the box. If there is a mistake, put a cross in the box and correct it.

1. The teacher gave me a lot of good advices.
.....
2. Most of the time I was there, I lived in a capital city.
.....
3. I think this is one of best days in my life.
.....
4. How much money have you got in your pocket?
.....
5. I never drink the strong coffee before going to bed.
.....
6. It's always a good idea to be polite to people.
.....

Notes



the تستخدم أداة المعرفة في الحالات الآتية:

١. الأسماء الفريدة من نوعها مثل:

- the sun /the moon /the world/the Sphinx
- Cairo is the capital of Egypt.

٢. عندما نقصد الفكرة العامة لشيء ما مثل:

- the countryside / the town /the sea /the sky /the ground /the weather
- He doesn't like living in the countryside.

٣. عند الحديث عن نوع أو فصيلة وليس حيوان معين مثل:

- The tiger is in danger of dying out.

٤. عندما نتحدث عن اكتشاف أو اختراع أو آلة موسيقية وقبل الكتب المقدسة والصحف مثل:

- He likes playing the guitar.
- She hates the telephone.
- The Holy Koran is a religious book.
- Who invented the telescope?

٥. تستخدم the قبل هذه الكلمات:

only/first/second/bank/office/post/office/army/airport/shop/baker's/Hilton Hotel/Metro /cinema /internet (but not for TV)

- I usually listen to the radio in the morning, but I watch TV in the evening.
- Are you going to the cinema next Friday?
- Many people like going on the internet,

٦. مع أسماء بعض الدول والبحار والمحيطات والأنهار والمناطق الجغرافية :

- the United States/the United Kingdom/the Himalayas /the Nile /the Red Sea /the Atlantic Ocean /the Sahara Desert/the Middle East

٧. تستخدم the قبل كلمة only مع جمل المقارنة وقبل صفات التفضيل وصفات النوع لتكون أسم جمع يشير إلى طبقة من الناس مثل:

- Today is the only day that I'm free.
- She is the cleverest girl in the class.
- The rich should help the poor.

the more..... the more

- The more you practise, the more marks you get.

٨. مع الأسماء التي بعدها ضمير وصل مثل who /which

- This is the book which/that I promised to lend you.
- The man you saw yesterday is my friend.

٩. عندما نذكر الاسم للمرة الثانية:

- For lunch I had a sandwich and an apple. The sandwich was not good.

١٠. عندما نتحدث عن شخص أو أشخاص نعرفهم :

- Do you see the man standing near the door?

١١. عندما يأتي بعد الاسم جملة وصفية تصف الاسم مثل:

the book of the boy / the road to Alexandria /the fourteenth of April

١٢. قبل التعبيرات الدالة على الوقت مثل:

In the morning/in the afternoon /in the evening

في الحالات الآتية: the لا تستخدم أداة المعرفة

(١) مع الأسماء الجمع عندما نتحدث عنها بوجه عام مثل:

people (men – women- children)

- Women are usually more tolerant than men.

food (vegetables - vitamins - beans)

- Vegetables are necessary for good health.

jobs (doctors - teachers - scientists)

- Scientists often do experiments on small animals,

plants (trees - flowers)

- Trees give us shade,

(٢) ولكن عند استخدام هذه الكلمات في التحديد نستخدم **the** كما في المثال الآتي:

The people **in our country** are friendly.

The women **in our society** are very clever and courageous.

The vegetables **I bought yesterday** are very expensive.

(٣) لا نستخدم أداة المعرفة **the** مع الأسماء المجردة أو الأسماء المعنوية التي ليس لها جمع مثل

(beauty / sadness /happiness / democracy / love / truth)

• It was with great sadness that we heard of the plane crash

• Truth is sometimes stranger than fiction.

(٤) لا نستخدم **the** مع المواد الدراسية مثل: **mathematics / science /English ...**

• He is clever at Mathematics and Science.

(٥) لا نستخدم **the** مع اللغات وأسماء فصول السنة مثل: **English/Arabic /French ...**

Winter /summer/spring/autumn

•English and French are the world's most widely used languages.

We will go to London in Autumn.

(٦) لا نستخدم **the** مع الألعاب الرياضية والأنشطة و(v.+ing)مثل:

Football/basketball/weight lifting/high jump/Smoking/reading/horse racing

Weight lifting is not as popular as football.

• Going to bed late is a bad habit.

• Smoking is harmful to your lungs.

(٧) لا نستخدم **the** مع أسماء المواد والطعام والشراب مثل:

Wood/glass/sugar/salt/sand/gold/silver/milk

• Cotton is used to make the best underwear.

• Water is necessary for every living thing.

(٨) ولكن عند استخدام هذه الكلمات في التحديد نستخدم **the** كما في المثال الآتي:

I had a cup of tea. The tea was very hot.

(٩) لا نستخدم **the** مع أسماء الوجبات اذا جاءت بالمعنى العام مثل:

I usually have breakfast at seven o'clock. معنى عام

Are you coming to the dinner party tomorrow. موقف محدد

(١٠) لا نستخدم **the** قبل الالقاب المتبوعة بأسم علم مثل:

King Fahd, President Mubark

(١١) قبل هدة الكلمات **lake/mountain/cape**

Lake Victoria and Lake Nassar are very popular.

Writing



What to leave out in writing a summary is:

- A. examples
- B. information repeated in different words
- C. extra comments and opinions

Read the following paragraph and then make a summary following the previous tips in making a summary:

Well, not everyone is the same of course. Some students, for example, say they revise better while listening to music, but others find it distracts their attention. So the first thing to do is to think about what's best for you. Ask yourself questions like: Do I work better early in the morning or in the evening? Alone or with another person? That kind of thing.

So, as I say, there may not be one method that fits all students. There are, however, certain pieces of advice that seem to work for most people. Firstly, make a timetable so that you can see how much time you need to give to each subject. I know it may seem obvious, but it definitely works. And of course once you've got your timetable, you have to keep to it; otherwise there's no point in having it. Second, try to revise in the same place all the time. It could be your own room or the library or somewhere else. After a short time you'll probably find that it's easier to start working because you're in your 'work space'.

Apart from the 'where and when' questions, there's the question of the best method to use – in other words, the 'how'. As I said, different ways work better for different people, but one thing that always seems to give good results is summarising your notes using diagrams and highlighting the main ideas. Use coloured pens for different things – a red pen for examples, blue for reasons, and so on.

Finally, don't work for too long at one time, especially on the same subject. Take short breaks from time to time to give your brain a rest. Go somewhere else and do something different. Oh, there's one more thing I forgot to mention, but it's very important. Make sure you get enough sleep. Nobody works at their best when they're tired.

A summary

All students aren't the same so decide what works best for you. But some advice is good for nearly everyone:

Write a revision timetable and keep to it.

Always work in the same place.

Summarise your notes – use diagrams and coloured pens to highlight important information.

Take short breaks to let your mind have a rest .

Have enough sleep, you can't work properly when you're tired.

Identities / how you see yourself



People's identity is what they associate themselves with. An American person identifies himself or herself as "American", for example, and that becomes part of his identity. The same person might identify themselves as male (or female), a member of a particular religious group.

هوية الاشخاص هي ما يقرنون أنفسهم به. فشخص أمريكي يعرف نفسه أنه أمريكي على سبيل المثال وهذا أصبح جزء من هويته. نفس الشخص قد يعرف نفسه بأنه ذكر أو أنثى أو عضو في مجموعة دينية .

Identity is not just what you know; it is also how you know. People are not born with an identity. Rather, identity is something that grows over time. Young children have simple identities and see things in a simple way. As people grow older and wiser, they identify themselves with other people, places and things .

الهوية ليست فقط ما نعرفه بل كيف نعرفه . لا يولد الناس بهوية فالهوية هي شيء ينمو عبر الوقت . الأطفال يمتلكون هوية بسيطة حيث يرون الأشياء بطريقة بسيطة. فكلما كبر الناس و صاروا أكثر حكمة يعرفون أنفسهم بالأماكن و الناس و الأشياء.

Personal identities are affected by social and economic changes. As a result of these changes, people use different ways to express themselves such as : "I'm what I buy" or "I'm what I write on my media page". Sometimes identity is affected by peers. If a person is underconfident, he will conform with others and won't be able to express his own way of behavior or thoughts.

تتأثر الهوية الشخصية بالتغيرات الاجتماعية و الاقتصادية . و نتيجة لهذه التغيرات استخدم الناس طرق مختلفة للتعبير عن أنفسهم مثل : " أنا ما أشتري " او " أنا ما أكتبه على مواقع التواصل الاجتماعي ". تتأثر الهوية أحيانا بالأقران. فإذا كان الشخص قليل الثقة بالنفس سيتمثل مع الآخرين و لن يكون قادرا على التعبير عن طريقته الخاصة في التصرف و التفكير.

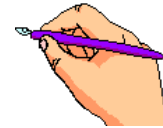
Concerning products, identity is affected by advertising and the name of the product. A good identity of a product is a way to have a brand loyalty which is important in business. It depends on how people see the product. But there are many ways that can destroy loyalty such as introducing cheap products with the same name as well as overusing special offers.

فيما يتعلق بالمنتج. تتأثر الهوية بالدعاية و اسم المنتج. الهوية الجيدة للمنتج طريقة للحصول على الولاء للماركة التي تعتبر شيء مهم في العمل. حيث تعتمد على نظرة الناس للمنتج . لكن هناك العديد من الطرق التي يمكن أن تدمر الولاء للماركة كتقديم منتج رخيص بنفس الاسم اضافة إلى فرط استخدام العروض.

To sum up, either a person or a product , it's essential to be different from others to get your own special identity . Each person , each product is different from others in one way or another .

يايجاز سواء كان شخص او منتج فمن الضروري أن يكون مختلفا عن الآخرين ليحصل على هويته الخاصة به . كل شخص و كل منتج مختلف عن غيره بطريقة أو بأخرى

How to succeed in an interview for a job?



Interviews are an important part of many people's lives. They may be for a job that you really want or a course you're really interested in, but it's hard not to feel that the interview might change your future life. I've done quite a lot of them myself, from both sides of the table, and I've picked up quite a lot of experience.

المقابلات جزء مهم من حياة الناس قد تكون لوظيفة أنت تريدها أو مساق أنت حقا مهتم به، لكن من الصعب أن لا تشعر أن المقابلة ستغير مجرى حياتك المستقبلية. شخصيا أجريت الكثير من المقابلات من كلا الطرفين و اكتسبت الكثير من التجارب.

There is a lot of good advice available. The Internet, for example, is full of articles with tips on how to succeed. Of course, there aren't many tips that fit all situations, but the one basic rule I'd like to pass on is that you need to do some research into the company or course that you're applying for. In other words, preparation is the most important thing you can do.

يوجد العديد من النصائح الجيدة المتاحة. الانترنت على سبيل المثال مفعم بالمقالات عن نصائح تتعلق ب كيف تنجح. بالطبع لا يوجد الكثير من المواقف التي تتناسب مع كل المواقف، لكن القاعدة الأساسية التي أود أن أنقلها هي أنك بحاجة لإجراء بعض البحث عن الشركة أو المساق الذي تقدم له. بسياق آخر، الاستعداد هو الشيء الأكثر أهمية يمكنك فعله.

Even simple advice about what to wear may not be the same for every company or course. The only thing that we can say for sure is that it's important to be clean and tidy. Another common tip is to practise answering some of the questions that interviewers often ask. Again, there are lists of these on the Internet. 'Why are you interested in this job / course?' or 'What can you bring to the job / course?' are common ones. I've asked and answered questions like these many times.

حتى النصيحة البسيطة التي تتعلق بملابسك قد لا تكون نفس الشيء لكل شركة. الشيء الوحيد الذي يمكننا قوله بالتأكيد هو أنه من الضروري أن تكون نظيف و مرتب. نصيحة أخرى شائعة هي التدريب على اجابة بعض الأسئلة التي غالبا ما يسألها الشخص الذي يجري المقابلة. مرة أخرى يوجد قائمة من هذه الاسئلة على الانترنت. " لماذا انت مهتم بهذه/ الوظيفة/ المساق؟ ماذا يمكنك فعله لهذه الوظيفة/ المساق؟ هي اسئلة متداولة. لقد سالت و اجبت مثل هذه الاسئلة عدة مرات.

Finally, there is the usual advice on how to avoid being nervous. One suggestion you hear a lot is to 'be yourself'. This, however, is much easier to say than to do, in my opinion, because interviews aren't natural situations. The main thing I would say is that if you've done your research well, you will feel more confident and less nervous. So this too comes back to what I said at the beginning: when it comes to interviews, preparation is the key to success.

وأخيرا، النصيحة المعتادة و هي كيف تتجنب أن لا تكون عصبي. اقتراح تسمعه كثيرا هو "كن نفسك". هذا على أي حال سهل القول لا الفعل، لانه برأيي أن المقابلة ليست موقفا طبيعيا. الشيء الأساسي الذي أود أن أقوله هو أنه إذا أجريت بحثك بشكل جيد ستشعر بالثقة و عصبية أقل. و هذا كما أسلفت مسبقا في البداية أن الاستعداد هو مفتاح النجاح.

A summary

Interviews are important because they can change your life. To succeed in an interview, you have to prepare well. Also, you should be clean and tidy. Moreover, you need to practice answering questions. To feel confident, prepare well and do research.



Vocabulary

Word	English Meaning	Arabic Meaning
Identity	idea of who you are	هوية
Consumption	buying and using	استهلاك
Conform	to be the same as others	يتماثل
Peer	other people in a similar situation	الاقربان
Implications	lessons or conclusions	آثار / ايعاءات
Psychology	the study of how the mind works	علم النفس
Selfish	unaware of other people's feelings	اناني

Brought up	raised to adulthood	تربى
Consensus	general agreement	اجماع
Commerce	buying and selling	تجارة
loyalty	not leaving or changing	ولاء
Manufacturing	making products	تصنيع
Image	how people see someone or something	صورة عن شيء
Perceptions	how people see things	تصورات
at all costs	no matter what happens	بأي ثمن

appeal	what makes you like something	جاذبية
strategies	Plans	استراتيجيات/خطط



أسئلة الامتحانات الوزارية الواردة على قواعد الوحدة



1

Complete the following sentences with a, an, the or (no article):

(يونيو ٢٠١٧)

1. When I was.....young, I used to work in the field.
2. Sami did much effort to be.....first in the race.
3. He filled the application from hoping to getjob in the company.

(يونيو ٢٠١٨)

4. We went back to.....area where I was brought up and gotworking job for the government.
5. The secretary lost.....important document and was fired.
6. She has been studying.....business law for two years.
7. Have you ever gone hiking in.....Alps?
8. Brazil is the largest country in South America.

2

Circle the correct answer:

These.....are the best I've ever tasted. (chocolate / chocolates)

و من يتق الله يجعل له مخرجا و يرزقه من حيث لا يحتسب