

- א. סוג הבחינה: בגרות לבתי ספר על-יסודיים
ב. בגרות לנבחני משנה
ג. בגרות לנבחנים אקסטרניים
מועד הבחינה: תשס"ז, מועד ב
מספר השאלון: 407, 016108

אנגלית

שאלון ז'

(MODULE G)

גרסה א'

הוראות לנבחן

- א. משך הבחינה: שעה וחצי
- ב. מבנה השאלון ומפתח ההערכה: בשאלון זה שני פרקים.
פרק ראשון – הבנת הנקרא – 60 נקודות
פרק שני – משימת כתיבה – 40 נקודות
סה"כ – 100 נקודות
- ג. חומר עזר מותר בשימוש: מילון אוקספורד אנגלי-אנגלי-עברי.
או: قاموس " هاراب " إنجليزي – إنجليزي – عربي
(מילון הראפס אנגלי-אנגלי-ערבי)
- נבחן "עולה חדש" רשאי להשתמש גם במילון דו-לשוני: אנגלי-שפת-אמו / שפת-אמו-אנגלי.
- השימוש במילון אחר טעון אישור הפיקוח על הוראת האנגלית.
- ד. הוראות מיוחדות:
- (1) עליך לכתוב את כל תשובותיך בגוף השאלון (במקומות המיועדים לכך).
 - (2) כתוב את כל תשובותיך באנגלית ובעט בלבד. אסור להשתמש בטיפקס.
 - (3) בתום הבחינה החזר את השאלון למשגיח.
- הערה: על כתיב שגוי יופחתו נקודות מהציון.

ההנחיות בשאלון זה מנוסחות בלשון זכר ומכוונות לנבחנות ולנבחנים כאחד.

בהצלחה!

PART I: ACCESS TO INFORMATION FROM WRITTEN TEXTS (60 points)

Read the article below and then answer questions 1-6.

THE SUDOKU SECRET

The sudden, worldwide passion for Sudoku, the Japanese numerical puzzle, is only one recent example of a phenomenon that is neither new nor rare. Without any apparent explanation, people's imaginations are fired by a certain product, idea or practice, and a trend is born. And it doesn't even have to be a new product, a clever idea, or an enjoyable practice. So how does this happen?

This is the question addressed by journalist Malcolm Gladwell in his highly acclaimed book *The Tipping Point*. The cases Gladwell examines are many and varied, such as how one day everybody took up jogging, or how a certain brand of shoes that had gone out of fashion suddenly became stylish again. He found that trends spring from the actions of as few as one or two people and then spread quickly through a population, very much like a virus. The shoes, for example, regained popularity when a small group of young people in Manhattan began wearing them as an anti-fashion statement. In the case of the Sudoku craze, the "virus" originated in Hong Kong, where Wayne Gould, a collector of the 200-year-old puzzles, gave some to local newspapers for free as a means of promoting a computer game he had developed.

Gladwell also emphasizes the element of persuasion. He notes that anyone who joins a trend has absorbed a message persuading him or her to do something new. Such messages, he writes, are especially persuasive when transmitted in suitable environments: they are most "contagious" in closed communities -- for example, among fellow students or guests at a party. This may explain why costly television or newspaper advertisements aimed at a mass audience are not generally effective in producing a fad. "The media don't create trends," claims Gladwell. "No matter what advertisers would like to believe, the best that marketing professionals can do is to identify a trend that has already begun to emerge, and then use it in their campaigns."

For Gladwell, understanding how to convince people to change their habits has implications that go well beyond the world of advertising. He believes that it is first and foremost an issue of social importance: "If we understand the laws that govern the spread of a trend -- if we learn how a message is passed on in a fast and effective way -- we might be able to use that knowledge to improve the world we live in."

30 The fact that most trends have modest beginnings is good news for social activists,
who are interested in changing people's behavior but typically feel powerless to act
because they lack the funds necessary for gigantic campaigns. Perhaps they have
nothing to worry about. According to Gladwell, all they really have to do is find two
or three well-connected individuals to set the system in motion and then wait for their
35 message to "infect" society.

(Adapted from "The Sudoku Secret," *Haaretz*, July 1, 2005)

QUESTIONS (60 points)

Answer questions **1-6** in English, according to the article. In question 5, circle the number of the correct answer. In the other questions, follow the instructions.

1. What did Gladwell want to find out? (lines 1-15)

ANSWER:
(8 points)

2. How is the case of Sudoku a good example of trends in general? Give **TWO** answers from lines 1-15.

(1)
(2)
(2x7=14 points)

3. Why can't trends be created by the media? (lines 16-24)

ANSWER:
(6 points)

4. According to Gladwell, advertisers and social activists share a mistaken idea. What is it? (lines 16-24 and 30-35)

COMPLETE THE SENTENCE.

They believe that in order to ,
you need
(10 points)

5. What point does Gladwell make regarding trends? (lines 25-29)

- (i) They can do a lot of harm.
- (ii) They are less common than believed.
- (iii) They have too much influence on people.
- (iv) It is important to study them.

(8 points)

6. What do we learn from lines 25-35?

PUT A \checkmark BY THE TWO CORRECT ANSWERS.

- i) How Gladwell became an expert on trends.
- ii) Why Gladwell is interested in trends.
- iii) Why trends are important for advertisers.
- iv) Which social improvements are easiest to achieve.
- v) In what way a trend may be started.
- vi) Which trends affect people the most.

(2×7=14 points)

/המשך בעמוד 5/

PART II: WRITTEN PRESENTATION (40 points)

Write 120-140 words in English on the following topic.

WRITE IN INK (NOT IN PENCIL). PAY CAREFUL ATTENTION TO HANDWRITING.
MAKE SURE YOU WRITE LEGIBLY AND TO THE POINT.

7. Your high school wants to start a Big Brother / Big Sister program. Every new student will be paired with a student from a higher grade, who will help him or her adjust to the school.

Write a passage for the school newspaper giving your opinion of the idea and / or suggestions for the program.

בהצלחה !

Use this page and the next (nos. 5-6) for writing a rough draft.

Write your final version here:

בהצלחה!

זכות היוצרים שמורה למדינת ישראל
אין להעתיק או לפרסם אלא ברשות משרד החינוך