

# Compréhension d'un discours écrit

## Part Six Universal Languages

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### SECTION A

Morse	ASL	Esperanto	Braille
8	5	2	4

/4

### SECTION B

- ♦ *Morse* \_\_\_\_\_ /2
  - ♦ *Braille* \_\_\_\_\_
- Esperanto* \_\_\_\_\_ /1
- ♦ *Braille* \_\_\_\_\_ /2
  - ♦ *Esperanto* \_\_\_\_\_
- They laughed at him (Morse) or they said it was impossible to* \_\_\_\_\_ /1  
*communicate this way.* \_\_\_\_\_

## Part Seven Subliminal Messages

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- (a subliminal message is) information that your eyes do not see but* \_\_\_\_\_ /2  
*that your brain understands* \_\_\_\_\_
- each message appeared for only 1/3000th of a second or* \_\_\_\_\_ /2  
*each message was too fast to be seen* \_\_\_\_\_
- there was more popcorn and Coca-Cola sold at the snack bar* \_\_\_\_\_ /2
- (the American government decided) to make subliminal advertising illegal* \_\_\_\_\_ /2
- C \_\_\_\_\_ /3

## Part Eight She Says . . . , He Says . . .

 9 A C G

**Part Nine Advertising**

**SECTION A**

**B**

**SECTION B**

1. We / see / so /2  
 We see so many advertisements around us that it seems that we don't really notice them anymore.
2. Putting / ads / in /2  
 Putting ads in more imaginative places helps the advertisers make a bigger impact on the public.
3. Today / an / average /2  
 Today, an average hour of television contains almost 20 minutes of commercials, from a variety of companies.
4. Ads / were / once /2  
 Ads were once used to make people buy things, but not anymore.  
 (The first three words of the sentences)

**Part Ten Expectations, Assumptions and Misunderstandings**

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PROBLEM	SOLUTION
1	C
2	A
3	B
4	C