

الاسم:  
الرقم:مسابقة في مادة اللغة الانكليزية  
المدة : ساعتان ونصف

الثلاثاء 2 تموز 2013

**Part One: Reading****(Score: 11/20)**

Read the following selection in which the writer sheds light on digital photography and the problems related to printing images. When you are through with the reading, answer the questions that follow.

**Digital Photography**

1 When the Kodak Brownie was launched in 1900, its slogan was *You Press the Button and We Do the Rest*. Photographers no longer had to be amateur scientists adept at mixing chemicals in darkened rooms. Photography quickly became a mass-market phenomenon.

2 A century later, digital photography awaits a similar breakthrough. Digital cameras are increasingly popular—they accounted for around a quarter of worldwide camera sales, but they are not for everybody. Getting the most out of a digital camera requires a PC to store, edit, distribute and print images. For many people, it is all too much difficult. According to Eastman Kodak, 80% of digital-camera owners still use film cameras more than half the time, and fewer than 20% of the 30 billion digital photos taken each year are ever printed out. Printing is simply too fiddly.

3 The industry is now trying to solve this problem since prints are what make money. At the moment, that money goes mainly to the makers of paper and ink cartridges for color printers, notably HP. Indeed, the business is so lucrative that the European Union recently launched a probe into whether printer makers were illegally forcing consumers to buy **their** ink cartridges.

4 Making prints at home, however, is strictly for enthusiasts since it involves transferring the images to a PC, manipulating them and then printing them out. Far simpler are printers that plug directly into digital cameras, allowing prints to be made without a PC. But that raises the problem of long-term storage: where should pictures be stored once the camera memory is full?

5 An alternative method involves equipment in high-street photo stores that can produce prints from digital cameras on the spot. **This** is reassuringly similar to the current film-based way of doing things, and appeals particularly to companies, such as Kodak, that already have a vast retail network in place and are trying to shore up sales of film and paper. But again, long-term storage is the problem. One option is to transfer the images on to CDs, which can later be used to order reprints.

6 A third method is to send images from a camera, via a PC across the Internet to a photo finisher. The resulting prints are then sent back by post. Several such services exist, though none has really taken off. Without a fast Internet connection, uploading more than a handful of photographs simply takes too long.

7 It is unclear which of these methods will prevail. All three will probably co-exist, suggests Michelle Slaughter of Info-trends, a market-research firm. The first is fine for occasional prints, she notes, while the second makes more sense for larger runs, such as holiday photos.

8 So far, HP and Kodak, the two companies best placed in digital photography, are hedging their bets. Both recently unveiled new digital cameras and software intended to simplify the sharing and printing of images. HP's offering is called Instant Share and Kodak's Easy-Share, but the idea is essentially the same. While out and about, users can tag selected images; when the camera is plugged into a PC, tagged images are automatically e-mailed to a list of recipients, posted on a web page, printed out on an inkjet printer, or sent over the Internet to a photo finisher to be printed.

9 The big uncertainty, says Chris Chute of IDC, another market-research firm, is how a switch to digital will alter consumer behavior. Sharing is easier with digital images, but printing is harder. Will digital users take more pictures, but print fewer of them? Might the PC or television

screen become the dominant means of displaying images? Nobody knows.

**10** As a result, it is hard to say whether Kodak, with its consumer expertise and dealer network, or HP, which makes digital cameras, PCs, servers and printers, is better placed. Perhaps they will succeed together; after all, the two firms have a joint venture, Phogenix, which makes digital photo-finishing equipment.

**11** Another unsolved question concerns the countless photographs—estimated to number one trillion in America alone—languishing in shoeboxes. If digitizing existing images can be made easy enough, **it** could open up a vast market in reprints.

**12** One possibility, suggests Kodak’s Pierre Schaeffer, is that the industry might eventually earn incremental revenues from the storage and sharing of photographs, as well as printing. But it will be some time yet before the right business model for digital photography comes into focus.

### Questions

**A. Answer each of the following in 1- 4 complete sentences of your own.**

1. What was the breakthrough in photography at the beginning of the 20<sup>th</sup> century? (Score: 0.5)
2. Despite the increasing popularity of digital cameras, why is the photography industry worried about its profits? (Score: 01)
3. Identify at least four skills that consumers are expected to have in order to benefit from the new digital cameras and software offered by HP and Kodak. (Score: 01)
4. In order to serve the modern consumer, how should the right business model for digital photography be like? Explain. (Score: 1.5)

**B.**

1. What is the function of Paragraph 7 in relation to Paragraphs 4 through 6? (Score: 01)
2. Identify the writer’s tone in Paragraph 9. Justify your answer. (Score: 01)
3. State two types of evidence the writer uses in Paragraphs 1, 2, and 9. What function do they serve? (Score: 1.5)

**C. Skim Paragraphs 4, 5, and 6 to list the printing methods and one problem raised by each. Copy the table in your booklet, and then fill it with appropriate information. Use phrases only. (Score: 1.5)**

Printing Method	Problem Raised
1.	1.
2.	2.
3.	3.

**D. Refer to Paragraphs 1, 3, and 5 to find words/expressions that have the following meanings.**

(Score: 01)

1. very skilled or able
2. making a large profit
3. an investigation
4. to support or strengthen something

**E. What does each of the bold-typed pronouns refer to?**

(Score: 01)

1. **it** (Paragraph 2)
2. **their** (Paragraph 3)
3. **This** (Paragraph 5)
4. **it** (Paragraph 11)

**Part Two: Writing**

(Score: 09/20)

*Technological advancements in various fields (communication, genetics, industry, social media, etc.) have facilitated our life and work. Do we control technology, or are we controlled by it? Take a stand with respect to the above question. Then, in an essay of 250-300 words, argue in support of your position.* Make sure that, in your introduction, you put your reader in the general atmosphere of your topic and clearly provide a thesis statement, and that each of your body paragraphs starts with a topic sentence which you back up with relevant supporting details. Draft, revise, and proofread your essay. Your writing will be assessed for ideas, language and style, and tidiness. (Score: 05 for ideas and organization, 03 for language and style, and 01 for tidiness and legible handwriting)



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Part of the Q	Answer Key	Mark								
	Competencies: - Utilize reading strategies - Develop literal and interpretive comprehension of written discourse - Produce transactional writing									
<b>I-A-1</b>	Photography became for everyone, and there was no need to be an expert to take pictures.	<b>0.5</b>								
<b>I-A-2</b>	The photography industry is worried about its profits since printing out images, which is the source of money, has declined. Moreover, the money goes mainly to the paper makers and ink cartridges for color printers. <b>(0.5 for each)</b>	<b>01</b>								
<b>I-A-3</b>	Consumers should have computer skills (ICT skills). These skills include attaching images, connecting to a computer, e-mailing to a list of recipients, posting on web pages, and printing out photos. <b>(0.25 for each)</b>	<b>01</b>								
<b>1-A-4</b>	To optimize its services, the right business model for digital photography should consider company merges and ventures that would bridge the strengths and expertise of various industries. Moreover, the new business model should cater to the changing needs of digital camera consumers by solving problems of storage and sharing of photographs. <b>(0.75 for each)</b>	<b>1.5</b>								
<b>I-B-1</b>	Paragraphs 4 through 6 introduce three different methods of printing and reveal the challenges of each. Paragraph 7 evaluates the three methods by highlighting the effectiveness of each in certain occasions. <b>(0.5 for each)</b>	<b>01</b>								
<b>1-B-2</b>	The writer's tone is uncertain, doubtful, and unsure. This is manifested by the writer's choice of words such as "big uncertainty" and "Nobody knows". In addition, he uses questions for which the answers are not clear such as "Will digital... them? <b>(0.25 for identification and 0.75 for justification)</b>	<b>01</b>								
<b>1-B-3</b>	In Paragraph 1, the writer uses specific names and dates such as "Kodak Brownie" and "1900". In Paragraph 2, the writer uses statistics and numbers such as "80% of digital-camera owners" and "20% of the 30 billion digital photos". In Paragraph 9, the writer uses experts' opinions such as that of Chris Chute, a market-researcher at IDC, on the benefits of switching to digital photography. The use of these types helps the writer achieve credibility (authenticity, reliability, etc.). N.B. The function of the statistics can also be to shock the readers. <b>(Two types are required, 0.5 for each; and 0.5 for the function)</b>	<b>1.5</b>								
<b>I-C</b>	<table border="1"> <thead> <tr> <th>Printing Method</th> <th>Problem Raised</th> </tr> </thead> <tbody> <tr> <td>1. Home Printing</td> <td>1. Strictly enthusiasts/ Long term storage</td> </tr> <tr> <td>2. High street printing</td> <td>2. Long term storage</td> </tr> <tr> <td>3. On line printing</td> <td>3. Slow internet connection/ Can't upload photographs without fast internet connection</td> </tr> </tbody> </table>	Printing Method	Problem Raised	1. Home Printing	1. Strictly enthusiasts/ Long term storage	2. High street printing	2. Long term storage	3. On line printing	3. Slow internet connection/ Can't upload photographs without fast internet connection	<b>1.5</b>
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	<b>(0.25 for each)</b>	
<b>I-D-1</b>	adept	<b>0.25</b>
<b>I-D-2</b>	lucrative	<b>0.25</b>
<b>I-D-3</b>	probe	<b>0.25</b>
<b>I-D-4</b>	shore up	<b>0.25</b>
<b>I-E-1</b>	“it” refers to “getting the most out of digital camera”	<b>0.25</b>
<b>I-E-2</b>	“their” refers to “printer makers”	<b>0.25</b>
<b>I-E-3</b>	“This” refers to “method”	<b>0.25</b>
<b>I-E-4</b>	“it” refers to “the concept of making digitizing existing images easier”	<b>0.25</b>
<b>II-A</b>	Ideas and organization	<b>05</b>
<b>II-B</b>	Language and style	<b>03</b>
<b>II-C</b>	Tidiness and legible handwriting	<b>01</b>