**Summative assessment for the unit «Food and Drink»**

**II-variant**

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Grade: 8 \_\_\_\_

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Reading**

**Task 1.** Read the story and decide if the sentences are TRUE or FALSE? Explain your choice.

**Food companies targeting kids online**

Greedy marketing executives have found a new way of selling their products to children - Internet games. The world’s junk food makers are trying to sell their burgers, chocolate and soft drinks to children who play games online. A new report says more than eighty percent of the world’s food companies are using this sly new method. The report was created by America’s Kaiser Family Foundation. It is called “It's Child's Play: Advergaming and the Online Marketing of Food to Children\*”. It is the first major analysis of how food companies advertise to children on the Web. It highlights the tactics of companies such as Mars, Hersheys and McDonalds in targeting kids. The report says online ads are more effective than TV ads at hooking children.

Sadly, the report brings a new word into the English vocabulary – the “advergame”. This is a technique to get kids hooked while they are having fun online. In addition, many other marketing tactics are used to get kids to spend long periods of time online. The food companies fill the games with logos and advertisements. They encourage children to e-mail their friends about products and brands. They also recommend children join special clubs related to the games. Children can increase their chances of winning games by buying the products and typing in special codes found inside the packaging. Many people are worried about the role food advertising plays in childhood obesity.

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | **True/False** | **Explanation** |
| 1 | Junk food companies are targeting kids who play in playgrounds. |  |  |
| 2 | Online ads are better than TV ads at getting kids hooked on products. |  |  |
| 3 | Advergames encourage kids to mail their friends about new products. |  |  |

Total \_\_ / 6

**Writing**

**Task 2.** Do you know what **idiom** is? **Idiom** is a group of words in a fixed order that have a particular meaning that is different from the meanings of each word on its own.

Fill in the correct idiom.

**Idioms:**

1. full of beans
2. hot potato
3. (not my) cup of tea
4. a piece of cake
5. bring home the bacon
6. big cheese

|  |  |  |
| --- | --- | --- |
| **Idiom** | **Meaning** | **Example sentence** |
| 1. | something you enjoy (usually used negatively) | Opera isn't exactly my \_\_\_\_\_\_\_\_\_\_\_\_\_. |
| 2. | a controversial or difficult subject | Choosing a location for our new store is a \_\_\_\_\_\_\_\_\_\_\_\_ right now. |
| 3. | be extremely simple | This program is \_\_\_\_\_\_\_\_\_\_\_\_\_ to use. |
| 4. | be full of energy | You're \_\_\_\_\_\_\_\_\_\_ today – it's nice to see you so lively! |
| 5. | very important person (VIP) | I thought I was just going to interview the secretary, but they let me talk to the \_\_\_\_\_\_\_\_\_\_\_ himself. |
| 6. | earn the income | My husband has had to \_\_\_\_\_\_\_\_\_\_\_\_\_ever since I broke my leg. |

Total \_\_ / 6

Total marks \_\_ / 12

**Descriptor**

|  |  |
| --- | --- |
| Reading | • reads the text  • answers the questions correctly  • explains his/her choice by giving examples from the article |
| Writing | • completes the table with the right idioms  • uses an idiom in the sentence correctly |