



National
Qualifications
2017

X730/77/12

**French
Listening and Discursive Writing**

MONDAY, 15 MAY

10:50 AM – 12:10 PM

Total marks — 70

SECTION 1 — LISTENING — 30 marks

Attempt ALL questions.

You will hear two items in **French**. Before you hear each item, you will have one minute to **study the questions**. You will hear each item twice, with an interval of one minute between playings. You will then have time to answer the questions before hearing the next item. Write your answers clearly, in **English**, in the answer booklet provided. In the answer booklet you must clearly identify which question you are attempting.

SECTION 2 — DISCURSIVE WRITING — 40 marks

Attempt ONE question.

Write your answer clearly, in **French**, in the answer booklet provided. In the answer booklet you must clearly identify which statement number you are attempting.

You may use a French dictionary.

Use **blue** or **black** ink.

Before leaving the examination room you must give your answer booklet to the Invigilator; if you do not, you may lose all the marks for this paper.



* X 7 3 0 7 7 1 2 *

SECTION 1 — LISTENING — 30 marks

Attempt ALL questions

Item 1

Listen to this Item about advertising in today's society and answer, in **English**, the questions below.

- | | |
|---|---|
| (a) Advertising is everywhere. What examples highlight this? | 2 |
| (b) What does advertising seek to encourage? | 3 |
| (c) Advertising can have two different roles. What are they? | 2 |
| (d) What does the speaker say about smoking in films? | 1 |
| (e) It is not always possible to limit the impact of advertising. | |
| (i) What will the challenge be in the future? | 1 |
| (ii) Why will this be difficult? | 1 |

Item 2

Listen to the conversation between Pierre and Mélanie who are discussing advertising, and then answer, in **English**, the questions below.

- | | |
|---|---|
| (a) What does Pierre find particularly annoying about adverts on the radio? State any two things. | 2 |
| (b) Mélanie talks about advertising strategies: | |
| (i) What strategy do advertisers use to sell their products? | 1 |
| (ii) Give any two examples of this. | 2 |
| (c) Pierre dislikes Internet advertising. What does he say about it? | 3 |
| (d) Mélanie thinks there are too many stereotypes in advertising. Give three examples. | 3 |
| (e) Pierre thinks that attitudes towards women in advertising have changed. Mélanie disagrees. What does she say? | 3 |
| (f) Pierre thinks that advertisers make us buy things we do not really need. What examples does he give? | 2 |
| (g) Mélanie mentions Christmas. | |
| (i) What does she say about parents at this time? | 3 |
| (ii) What is the consequence for them? | 1 |

[Turn over

SECTION 2 — DISCURSIVE WRITING — 40 marks

Attempt ONE question

Write an essay in **French**, of about 250–300 words discussing **one** of the following statements.

3. Society

La vie serait impossible sans portable.

4. Learning

Il devrait être obligatoire pour tous les élèves en Ecosse d'étudier au moins une langue étrangère.

5. Employability

Certains pensent que l'égalité des sexes n'est jamais possible dans le monde du travail.

6. Culture

Il est important pour une société d'être multiculturelle.

[END OF QUESTION PAPER]