



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 <b>two</b> things.          | 2 |
| (b) Mélanie talks about advertising strategies:   |   |
| (i) What strategy do advertisers use to sell their products?  | 1 |
| (ii) Give any <b>two</b> 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 <b>three</b> 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]**