

אנגלית  
MODULE E

**PART I: ACCESS TO INFORMATION FROM WRITTEN TEXTS (70 points)**

Read the text below and then answer questions 1-8.

THE LATEST NEWS FOR CHOCOLATE LOVERS

**I** Chocolate manufacturers have always been creative. Over the years, they have given us products in dozens of shapes and sizes, and a huge variety of flavors — including some strange ones like pepper, tea, and pizza. Manufacturers also closely follow changes in consumer preferences, and do their best to give people what they want. Several companies, for example,  
5 have recently reduced the amount of sugar in their products.

**II** But one thing has long remained the same: the color. "Chocolate gets its familiar brown color from cacao powder, an ingredient that comes from cacao beans," explains food writer Andrea Morgan. "The more cacao powder it contains, the darker the brown. White chocolate — and its new 'blond' version — are also made from cacao beans, but there is no cacao powder in them. So  
10 chocolate really comes in only two basic colors: brown and white."

**III** That, however, is about to change. Callebaut, a leading chocolate company, recently announced that it has succeeded in creating pink chocolate. Other manufacturers were not impressed. Callebaut, they said, has not done anything innovative — it has simply added food coloring to regular chocolate. But the company insists that the color does not come from food  
15 coloring. "The secret," said a representative, "is the use of a special type of cacao bean and a unique manufacturing process."

**IV** Pink chocolate is expected to arrive in the shops soon, and Callebaut believes it will be an enormous success. "The time is right because colorful foods are becoming increasingly popular," said the company representative. "You can see them everywhere these days. For example, many  
20 supermarkets are selling blue potatoes and purple carrots, and some bakeries are offering bread in rainbow colors."

**V** Callebaut reported that pink chocolate got excellent responses wherever it was tested. One of those places was China, where consumption of chocolate has always been very low. Ms Morgan

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believes the attractive new color is what made the difference. "The success of pink chocolate in  
25 China could have a big impact by opening up this country to other kinds of chocolate as well," she  
says. After spending ten years and huge sums of money on developing its new product, Callebaut  
undoubtedly hopes she is right.

QUESTIONS (70 points)

Answer questions **1-8** in English, according to the text. In questions **1, 3** and **5**, circle the number of the correct answer. In the other questions, follow the instructions.

1. Why does the writer mention the flavors of chocolate? (paragraph I)

- (i) To explain why people like chocolate.
- (ii) To show how creative chocolate manufacturers can be.
- (iii) To show that some flavors are more popular than others.
- (iv) To explain how chocolate manufacturers get their ideas.

(8 points)

2. What can we understand from lines 3-5?

COMPLETE THE SENTENCE.

Many consumers prefer chocolate that

.....

(8 points)

3. What does Ms Morgan explain in paragraph II?

- (i) How the color of chocolate affects the taste.
- (ii) What determines the color of chocolate.
- (iii) Why there are two types of white chocolate.
- (iv) Why brown chocolate is the most popular.

(8 points)

4. According to Ms Morgan, what do brown chocolate and white chocolate have in common?

(paragraph II)

COMPLETE THE SENTENCE.

Both of them

.....

(8 points)

5. What did other manufacturers claim about Callebaut's new chocolate? (paragraph III)

- (i) It looks just like regular chocolate.
- (ii) Its ingredients are unfamiliar.

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- (iii) Its color is strange.
- (iv) There is nothing special about it.

(8 points)

6. What does the Callebaut representative explain? (paragraph III)  
COMPLETE THE SENTENCE.

He explains how the company managed to

.....

(8 points)

7. Why is Callebaut optimistic about the future of pink chocolate? (paragraph IV)  
COMPLETE THE ANSWER.

Because people today

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(8 points)

8. What can we understand from paragraph V?

PUT A ✓ BY THE TWO CORRECT ANSWERS.

- ..... i) Chocolate companies have been developing new products.
- ..... ii) The best response to pink chocolate was in China.
- ..... iii) Chocolate sales in China might increase.
- ..... iv) Chinese companies are starting to produce chocolate.
- ..... v) Consumption of chocolate has increased everywhere.
- ..... vi) It was hard to develop pink chocolate.

(2x7=14 points)

**PART II: ACCESS TO INFORMATION FROM SPOKEN TEXTS (30 points)**

Answer questions **9-14** according to the broadcast. In questions **9, 11, 13** and **14**, circle the number of the correct answer. In the other questions, follow the instructions.

(5 points for each correct answer.)

**FUNNY FRED, CIRCUS CLOWN**

9. What do we learn from Fred at the beginning of the interview?

- (i) Why the circus is only in town for five days.
- (ii) How the circus chooses where to perform.
- (iii) Why being a circus performer is hard work.
- (iv) How the morning show is different from the evening show.

10. Give ONE thing circus clowns do during the winter break.

ANSWER:

.....

11. According to Fred, what might happen during a performance?

- (i) Clowns might laugh at their own tricks.
- (ii) Clowns might ask children what they want to see.
- (iii) People might ask clowns to repeat a trick.
- (iv) Clowns might do something they haven't practiced.

12. According to Fred, why is traveling with the circus a wonderful experience? Give ONE answer.

COMPLETE THE ANSWER.

Because the performers

.....

13. What does Fred explain about professional circus clowns?

- (i) What subjects they learn at Clown College.
- (ii) How they begin their career.
- (iii) Why they want to perform on their own.
- (iv) What they think of their profession.

14. What does Fred say about his future?

- (i) The circus might ask him to leave.

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- (ii) He might try to join another circus.
- (iii) He will continue working as a clown.
- (iv) He will try to work only with children.

**בהצלחה!**