**New Idea – Questions**

Answer questions 1-6 according to the context of the passage.

**Name:  
  
Class:**

**1. Line 4 says. "Here is one example." What is "Billboards That Know You" an example of?**  
\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
 (8 POINTS)  
  
  
  
**2. a. What exactly is the new technology described in the text? Complete  
the sentence.**It is a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
  
**b. What is the technology used for?**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ .  
 (12 POINTS)  
  
  
  
**3. According to the passage, where can this new device be found?**(i) in Phoenix  
(ii) all over the United States  
(iii) in five different states  
(iv) only in California  
 (5 POINTS)  
  
  
  
**4. How do the people at Future Ford decide which type of car to advertise on the billboard? Complete the following.**

|  |  |  |
| --- | --- | --- |
| **Suitable car** | **Type of music** | **Time of day** |
|  |  | Day time |
|  |  |  |

(20 POINTS)

**5. Mobiltrak is planning to improve its technology. Copy two phases that tell how the future device will be better than the one used today.**a. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
  
b. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
 (10 POINTS)  
  
  
  
**6. Give a subtitle for each paragraph.** (15 POINTS)

|  |  |
| --- | --- |
| **Subtitle** | **Lines** |
|  | 1 - 5 |
| Billboards That Know You | 6 – 13 |
|  | 14 – 25 |
|  | 26 – 31 |

**Mona Lisa – Spoken Texts**

**Access to Information from Spoken Texts**  
נקודהYou are about to hear the text spoken twice.   
נקודהBefore the broadcast, you may look at the question.  
נקודהYou may start answering the question after the first reading.  
  
[**Click here**](http://schoolnet.moodle.ort.org.il/pluginfile.php/94448/mod_folder/content/0/MonaLisa.mp3?forcedownload=1) **to listen to the spoken text (ctrl + click)**

Answer the questions according to the context of the passage you have just  
heard.  
Fill in the correct answer or circle the number of the most suitable answer given.   
  
  
**1. Copy the following. Do not use more than 5 words.** a. Mona Lisa is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ by Leonardo DeVinci.  
 b. La Gioconda is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for the same painting.  
  
  
**2. Which three of the following statements are true according to the  
information you have just heard?**a. Leonardo lived and painted during the Renaissance. \_\_\_\_\_  
b. Leonardo was not only an artist but also a scientist. \_\_\_\_\_  
c. The Mona Lisa is used as background in DaVinci's painting. \_\_\_\_\_  
d. The Mona Lisa was painted in the Louvre in Paris. \_\_\_\_\_   
e. Before he started a painting, Leonardo conducted some research. \_\_\_\_\_  
f. Sfumato is a technique which makes the details of the painting more   
lively. \_\_\_\_\_  
  
  
**3. The landscape in Leonardo's painting is**(i) dark because he wanted to highlight Mona Lisa's face.

(ii) smaller because in real life distant object look smaller.  
(iii) blurred because the painter had vision problem.  
(iv) enigmatic because the outlines are blurred.   
  
  
**4. Complete the following.**When Leonardo used the sfumato effect, he was actually imitating  
\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ .

**5. When we look at distant objects,**(i) they often look clearer than close ones.  
(ii) they appear blurred because the air prevents us from seeing the outlines.  
(iii) we apply the sfumato effect.  
(iv) we can give them many different interpretations.  
  
  
  
**6. What is still unknown about the Mona Lisa?**(i) the name of the woman and the painter.  
(ii) when and where it was painted.  
(iii) why the landscape is blurred.  
(iv) who the woman was and why she is smiling.  
  
  
**7. You have just listened to**(i) a radio program about Leonardo's Mona Lisa.  
(ii) an interview with a tour guide at the Louver.  
(iii) a tour guide speaking to a group of tourists.  
(iv) a speech delivered by an art critic.