

The vocabulary words to the right appear in the reading. Circle the ones you know. Put a question mark next to the ones you do not know.

tradition inspiration astronaut
cushion (n) innovation

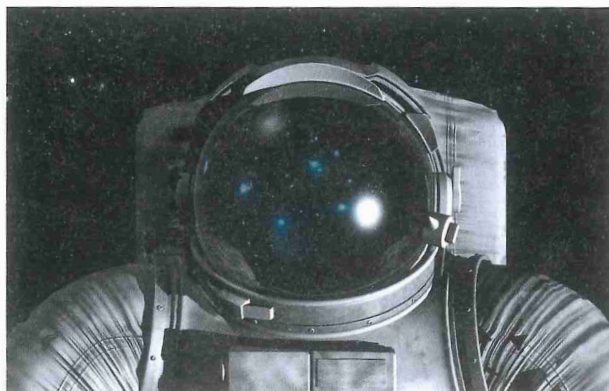
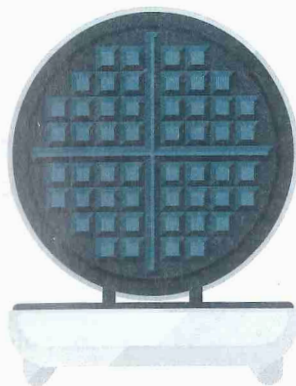
EXERCISE 5

- A. Read the online article about the Nike® brand and answer the questions. Then discuss your responses with a partner.



Blog Comments Tags

Nike: The Creative Brand



The Nike brand has long been connected with creativity. Nike has a tradition of using new ideas to make products. This company has been selling cutting-edge sports products since 1971. Bill Bowerman, who is the co-founder of Nike, got the idea for one of Nike's early shoe designs while making waffles for breakfast. He looked at the waffle iron and realized he could use it to make the soles of running shoes with a better grip. These shoes are known as Nike Waffle Trainers®. Similarly, the idea for Nike Air Max® Shoes came from an unusual place. Its inspiration was space travel. To make these top-selling shoes, Nike used blow rubber molding, a technique originally used to create helmets for astronauts, to insert gas-filled bags into the sole of the shoe. As a result of the air cushion, this shoe is very comfortable. Michael Jordan is well known for promoting Nike shoes. Overall, Nike's customers have come to expect innovation from the Nike brand and the products deliver it.

Glossary

Grip: the ability to hold firmly

Sole: the bottom of a shoe that touches the ground

Waffle: a flat cake with a pattern of square holes in it, often eaten for breakfast in the United States

He = Bill Bowerman

Its = Nike

who = Bill Bowerman

it = innovation

CULTURE NOTE

Michael Jordan was a professional basketball player who played in the National Basketball Association (NBA) League between 1984 and 2003. He was named the second greatest athlete of the twentieth century by Associated Press in 1999, and he is one of the richest former athletes in the United States.

1. What is the Nike brand known for? Nike is known for creativity.
2. How is Bill Bowerman connected to Nike? He is the co-founder of the company.
3. How did a waffle influence the design of a shoe? The sole of the shoe is copies the pattern of the waffle.
4. How did space travel influence the design of a shoe?
The technology used to make helmets for astronauts was used to make a cushioned sole.

B. Now read the article again and complete the tasks.

1. Write the topic sentence below. Underline the topic and double underline the focus.
The Nike brand has long been connected with creativity.
2. In general, how do the supporting details develop the focus?
The supporting details tell the reader about the creative design of two Nike products - Nike Waffle Trainers and Nike Air Max.
3. There is one supporting detail that does not support the main idea. Write it below.
Michael is well-known for promoting Nike shoes.
4. What transition signals are used in the article? Complete the chart.

Transition Signal	Meaning
similarly	showing similarities
As a result of	explaining effect
Overall	concluding

5. Find four examples of pronouns and the word(s) each replaces. Complete the chart.

Pronoun	Word or Idea Replaced
see page 49 (page 1)	

6. Complete the set of repeated, related key terms:
creativity = = =
new ideas = inspiration = innovation

C. With a partner, decide which of these supporting details should be added to the paragraph about the Nike brand. After you decide, determine where in the paragraph you would place it and explain why.

1. One example that illustrates how Nike has shown creativity in its advertisements is that it was the first company to use a Beatles song in a television commercial.
2. Showing even more creativity, the designers showed off the air cushions by putting a "window" on the side of the shoe.

EXERCISE 6

A. Complete the tasks to build a paragraph for the topic sentence below.

1. Go online to find supporting details.
2. Find and use at least one transition signal and one set of repeated key terms in your paragraph.
3. Be sure to use pronouns appropriately throughout.
4. Make sure that you include three vocabulary items from the Vocabulary Check.

Topic sentence: Nike promotes its brand through creative advertising.

B. Exchange paragraphs with a partner and complete the peer review form. Discuss each other's comments.

Questions	Yes	No	Notes
Do all of the supporting details support the topic sentence?	<input type="checkbox"/>	<input type="checkbox"/>	
Did the writer use at least one transition signal?	<input type="checkbox"/>	<input type="checkbox"/>	
Can you identify repeated key terms?	<input type="checkbox"/>	<input type="checkbox"/>	
Has the writer used pronouns appropriately?	<input type="checkbox"/>	<input type="checkbox"/>	
Did the writer include words from the Vocabulary Check?	<input type="checkbox"/>	<input type="checkbox"/>	

C. Based on your partner's suggestions, rewrite your paragraph.