

## **B READING WRITING BOOKLET TERM 1 - ANSWER KEY**

### **UNIT 1**

#### **READING 1- No Laughter Matter**

##### **PREVIEW THE READING**

###### **A.Quick discussion**

Students' own answers

###### **B.Vocabulary**

a.1.d 2.b 3.f 4.g 5.e 6.c 7.a

b.1.natural 2.embarrassed 3.expect 4.protect 5.pretend 6.nervous 7.social

##### **Work With the Reading**

###### **A. Identify**

1.b 2.b 3.b 4.a

###### **B. Categorize**

1.T, Para. 6    2.F, People do not like it when others pretend to laugh. Para.    3.T, Para. 8

4.T, Para. 5

###### **C. Apply**

1.friendly 2.social 3.contagious 4.honest 5.embarrassed

##### **WRITING I Using Commas**

**A.** 1.That restaurants' service, location, and prices are great.

2.If you ask me, a recipe tester's job sounds boring.

3."I'd like some water, a salad, and some bread," said William.

4.For a blogger, you don't know much about food.

5. "I love my job," says Alice.

6. As a food tester, I taste juice, coffee, tea, and soda.

**B.**

Look for Teddy's Kitchen restaurants in Shanghai, Guangzhou, Wuhan, and other cities in China. The restaurants are unusual because you never eat alone there. A teddy bear sits next to you during your meal. There are small, medium, and large teddy bears. "I come here to feel happy," says one customer. "I love it here. My favourite meal here is steak, rice, and a dessert," says another. On your next visit to China, stop by Teddy's.

### **Sentence Formation**

**A.** 1.Kenyan 2.won 3.first 4.perfectly 5.in 6.hero 7.think 8.ambitious 9.next week 10. her

**B.**

1. Introverts think carefully before they do things.
2. Most babies usually start laughing around 4 months old.
3. British people don't often find Charlie Chaplin's comedy funny.
4. On Thursdays, the professor gives talks about personality.
5. The tutor is talking to someone at the moment. / At the moment the tutor is talking to someone.
6. These days, young children are spending too much time on the social media.
7. People are becoming more interested in psychology.

## **READING 2 -Reasons to Laugh**

### **PREVIEW THE READING**

#### **A. Quick discussion**

Students' own answers

**B.Preview** Yes

**C.Vocabulary**

1.whole 2.ability 3.effect 4.increase 5.rate 6.prevent 7.score 8.serious

**Work With the Reading**

**A. Identify** 3. Laughter improves health and increases happiness.

**B. Identify**

1.d 2.c 3.a 4.b 5.e

**WRITING II Parts of Speech**

**A. Apply**

1.adjective 2.verb 3.verb 4.verb 5.noun 6.verb 7.adjective 8.adverb

**B. Compose**

1. nervous 2.laugh 3.natural 4.improve 5.prevent 6.honest

**Using Transition Words to Add Ideas**

**A.** 1. In addition 2. and 3. In addition 4.also 5. also 6. In addition to 7. too 8. In addition 9. also 10. too 11. and 12.In addition to

**B.**

1. Peter works very hard to help his parents. In addition, he's a good student.

2. I like ice cream. I also love chocolate.

3. The service at this restaurant is excellent and the food is delicious.

4. Rome is a great place to visit. In addition, it hasn't got traffic problems.

5. Cristina loves doing sport and she is good at it, too.

6. Our music teacher is a talented musician. She can play the guitar and the violin in addition to the saxophone.

C.1. also 2. In addition/ Also 3. In addition to 4. and 5. Also / In addition

## **UNIT 2**

### **READING 1- Technology and Change**

#### **PREVIEW THE READING**

**A.Quick discussion** Students' own answers

**B.Preview** Students' own answers

#### **C.Vocabulary**

a) a.invent b.share c.circle d.device e.power f.social media g.efficient h.necessary

b) 1.social media 2.invented 3.shared 4.circle 5.devices 6.efficient 7.necessary 8.power

#### **Work With the Reading**

##### **A. Identify**

1. Technology is changing our lives in many positive ways.

**B. Discuss** Students' own answers

##### **C.Interpret**

Answers will vary. Possible answers:

1. He is 26. 2.He is a writer for Tech Today and is a software developer.

3.He works with technology. He knows a lot about it.

##### **D. Identify**

1.Lights turn on when we enter a room. Para 7

2.Smart devices also communicate with us. For example, a smart refrigerator knows when there is no milk and adds it to our shopping list. Para 7

3.With social media, we keep old friends and also make new ones. Para 5

4. A front door opens when it sees our face. Para 7

## **WRITING I Sequencing Words**

- A. first, then, after that, finally, ( also two months ago, a week later )
- B.
1. After the movie, we went home.
  2. I left my house when / after you called.
  3. We left the class after / when we turned in our assignments.
  4. Please finish your homework before you watch TV.
  5. I woke up when / after the alarm clock rang.
  6. When / after the dog barked, the baby cried.

## READING 2- Some Things Never Change

### PREVIEW THE READING

#### A. Quick Discussion

Students' own answers

#### B. Vocabulary

1)mobile 2)depend on 3)digital 4)teenager 5)moment 6)reply 7)To sum up

### Work With the Reading

**A. Identify** 2. Technology brings many changes, but many important things stay the same.

#### B. Infer

1.9 2.x 3.12 4.18 5.x

**C. Identify** Answers will vary. Possible answers:

1. Sue Jones / A grandmother.
2. She is about 70 years old; she has a teenage grandson.
3. We have the same hopes, dreams, and problems.

**D. Interpret** 1, 2, 4

### Vocabulary Skill

1. noun. a very short time
2. noun. a group of connected TV or radio companies
3. verb. to need someone or something

## **WRITING II**

### **Grammar**

#### **A.**

1. circled: I got a smart refrigerator underlined: I used less electricity.
2. circled: I took pictures with my digital camera underlined: I got my first smartphone in 2010.
3. circled: I dropped my phone in the water underlined: I got a waterproof case for it.
4. circled: I posted a photo on social media underlined: I got 100 “likes”.
5. circled: I got lost often underlined: I got a car with GPS.
6. circled: I got back from vacation underlined: I shared photos on social media.

#### **B.**

1. Before Karl Benz invented the first car, people traveled on horses. / People traveled on horses before Karl Benz invented the first car.
2. Before the Internet was available in the U.S., people got information from libraries. / People got information from libraries before the Internet was available in the U.S.
3. People started using GPS in their cars in 2000. After that, many people stopped using paper road maps.
4. Thomas Edison invented the electric light in 1879. After that, people slept less.

#### **C.**

#### **Answers will vary. Possible answers:**

1. Before electricity was invented, people read books at night.
2. After cell phones became popular, people stopped writing letters.
3. Before that, people ate fewer dairy products.
4. After that, many people wanted to fly.

5. I had my meal late at night. After that I couldn't sleep.
6. After the debut of Netflix, it became my favorite pastime.
7. Before the outbreak of the Covid-19, we had a perfect life.

### Writing Skill

#### A.

Before 1990	1995	2007	2010	Now
- wrote letters to friends - talked to grandparents on the phone	- got a computer - emailed friends and family - didn't send letters - still talked on the phone	- got my first cell phone - didn't talk on the phone very much - texted	- shared photos And videos on Social Media	- video calls

**B.** Answers will vary. Possible answer:

I spend my free time differently now from when I was younger. In 2008, I read books a lot. Then in 2011, I got a computer. After that, I played games on the computer. When I got a phone in 2013, I used social media on my phone. After I bought a new phone in 2015, I watched videos on my phone, too. Now, I play virtual reality games.

## UNIT 3

### READING 1- A Successful Family Business

#### PREVIEW THE READING

**A. Quick Discussion** Students' own answers

**B. Preview** a) Answers will vary. Possible answers: The article is probably about a manufacturing company.



b) Advantages: you can trust your family; family members will work hard; the family stays together.

Disadvantages: family members may argue; the family may lose money.

c) 2 and 4

### **C. Vocabulary**

1.courage 2.design 3.expert 4.unity 5.expand 6.strength 7.corporation 8.manage

### **Work With the Reading**

#### **A. Identify**

1.b 2.a 3.c

#### **B. Identify**

a.3 b. 5 c. 4 d. 1 e. 2

#### **C. Identify**

1.trading 2.food 3.textiles 4.expand 5.successful 6.invested 7.design 8.hardworking  
9.risks 10.corporation

#### **D. Identify**

1.He was 19.

2.Their success is thanks to strong family relationships, a feeling of unity, and sharp business sense.

3.He taught them to be modest, honest, hardworking, and respectful, and to take risks from time to time.

4.They wanted to expand their business.

5.No. They are separated to keep the company strong.

## **WRITING I**

### **How to Write a Paragraph**

#### **Exercise 1:**

2. Her identity/past experience 3. Cooking/different skills

4. Reading novels/can help students improve their English 5. Two types of identity theft/common in Turkey

6. Snowboarding/favourite winter sport 7. Owning a car/necessity for me

**Exercise 2:** 1. c 2. b

#### **Exercise 3: (Possible answers)**

1. I had a terrible vacation. 2. My mother is a great/ fantastic cook.

**Exercise 4:** Students' own answers

**Exercise 5:** Students' own answers

**Exercise 6:** 1. c 2. b

#### **Exercise 7: (Possible answers)**

1. Credit cards are my favorite means of payment. / Credit cards are the best means of payment.

2. I am happy that we have to wear a uniform to school.

**Exercise 8:** b

## **READING 2- The Challenge of Running a Family Business**

### **PREVIEW THE READING**

**A. Quick Discussion** Students' own answers

**B. Preview** Paragraph 4

#### **C. Vocabulary**

1. b 2. b 3. a 4. a 5. a 6. b 7. a 8. b 9. b 10. a

## **Work With the Reading**

### **A. Categorize**

1.F; Paragraph 1 Seventy percent of family businesses fail, and the owners cannot pass down the businesses to their sons and daughters.

2.T; Paragraph 2    3. T; Paragraph 5

4.F; Paragraph 4 The family let people outside of the family manage the newspaper.

### **B. Identify** 85; 30; 20

### **C. Explain**

Answers may vary. Possible answers:

Family members do not have clear responsibilities. Families are not realistic about the dreams and goals of the younger generations.

## **WRITING II**

### **Guided Exercises on Paragraph Structure**

**Exercise 1:** 1.c 2.a 3.c    **Exercise 2:** 1.c 2.b

### **Exercise 3: (Suggested answers)**

TS There are three qualities that I need to see in a good friend.

CS I think these three qualities are the basic properties in a good friend.

### **Exercise 4:**

1.Paul has many/ several / a lot of hobbies.

2.I have (got) problems with my car. / I have difficulties / troubles with my car.

3.I have (got) a great/ fantastic / perfect / very good job.

### **Exercise 5:**

1.There are some healthy meal options for the college students besides fast food.

2. One can watch children's programs on television to learn a foreign language.

3. I am not keen on wearing a uniform to school. / I don't like to wear a uniform to school. / I am not fond of wearing a uniform to school. / I disagree with wearing uniforms to school.

### **How to write a title**

#### **Exercise 1: (Suggested answers)**

Title: Graduation/ A Memorable Day in My Life/ High School Graduation Day

Concluding sentence: I had a great/ fantastic/ wonderful day. / It was a remarkable day for me

**Exercise 2:** 1. c 2. a 3. d

### **Unity and coherence**

**Exercise 1:** 5 / 9 / 10

**Exercise 2:** Sentences that are not related to the topic: My best friend had a more exciting job

Now on weekends I like to sleep late

My parents' house was clean, too.

**Exercise 3:** Additional sentences : a. C b. U c. U d. C e. C f. U g. U

**Exercise 4:** 1. d 2. a 3. e 4. b 5. c

**Exercise 5:** 1. Him 2. She 3. This / that 4. They 5. We 6. us 7. They 8. us 9. That / It

## **UNIT 4**

### **READING 1- You Can Read Faster and Better**

#### **PREVIEW THE READING**

**A. Quick Discussion** Students' own answers

## **B.Vocabulary**

- 1.benefit   2. automatically   3.skip   4.decrease   5.comfort zone   6.process  
7.interact   8. Pace   9.provide   10. unique

## **Work With the Reading**

### **A. Identify**

Sentences 1 and 3 should be circled.

### **B. Categorize**

- 1.T; Paragraph 1  
2.F; Paragraph 2 Moving your mouth slows down your reading.  
3.F; Paragraph 3 You should skip over words you don't know and look them up later.  
4.F; Paragraph 3 If you translate everything from English to your own language, it will slow you down.  
5.T; Paragraph 4  
6.T; Paragraph 6  
7.T; Paragraph 8

### **C. Restate Answers will vary. Possible answers:**

- 1.Reading requires learners to use their eyes and their brains at the same time.  
2.They move their mouths or look up the meaning of every new word.  
3.The brain can understand groups of ideas better than just single words.  
4.Try reading the same passage more than once and time yourself. Use your finger or a piece of paper to make your eyes move down the page more quickly.  
5.Mark up your book by writing, underlining, and highlighting.

## **Reading Skill**

### **A. Interpret c and d**

### **B. Identify**

1. b   2. a   3. d   4. c

## **WRITING I**

### **Grammar**

### **Compound & Complex Sentences**

#### **A.**

1. and; Reason: related ideas

2. but; Reason: contrasting ideas

3. so; Reason: a result

4. but; Reason: contrasting ideas

5. or; Reason: a choice

#### **B.**

1. I like to stay healthy, so I exercise every day.

2. Sara Marcone is a very creative writer, and she has written five novels.

3. The lecture was interesting, but it was a bit too long.

4. We can go out for dinner, or we can stay home.

#### **C.**

1. Because Sammy saved all of the money he made in his summer job, he finally had enough money to buy a car.

2. The village no longer floods since the villagers planted a hundred trees on the hillside.

3. When the organization had received enough donations, it bought the new equipment.

4. Mr. Kelly donated a great deal of money to the children's fund because he knew that the children needed a new school.

5. As people in the village suffered from extreme poverty, many families could not afford to send their children to school.

### **Sentence Problems –Choppy Sentences**

**A.** Vegetables are good for you. Vegetables taste good. Vegetables are easy to prepare.

① Vegetables are good for you. They taste good and are easy to prepare.

I like movies. I go to movies every weekend. I like action movies best.

② I like movies, especially action films, so I go to the cinema every weekend. Elephants are big. They live in Africa and Asia. They eat a lot of food.

③ Elephants live in Africa and Asia. They are big so they eat a lot of food.

Phil is a thrill seeker. He enjoys skydiving and bungee jumping. He goes every chance he gets.

④ Phil is a thrill seeker and enjoys skydiving and bungee jumping every chance he gets.

I hate housework. Housework is very boring. It takes too much time. I especially dislike mopping the floor and ironing.

⑤ I hate housework, especially mopping the floor and ironing. It's very boring and takes too much time.

**B.** 1.b 2.a 3.a

### **READING 2- Brain Secrets of the Most Successful Students**

#### **PREVIEW THE READING**

**A.Quick Discussion** Students' own answers

**B.Preview** The students come from Japan, Turkey, Canada, and Russia.

#### **C.Vocabulary**

1.eventually 2.productive 3. access 4.assist 5. physical 6. Internal 7. frustrated

8.period 9. respond 10. concept

### **Work With the Reading**

**A. Identify** 3. A good way to remember is to study something and then repeat the process.

### **B. Categorize**

1.T; Paragraph 2

2.F; Paragraph 3 Yuki suggests repeating the memorizing activity.

3.F; Paragraph 4 When people don't get enough sleep, they don't learn as well.

4.T; Paragraph 5

5.T; Paragraph 6

6.F; Paragraph 7 Alex likes to have a variety of study locations and times.

7.T; Paragraph 8

### **C. Categorize**

1.Emre 2. Sarah 3.Yuki 4.Alex 5.Emre 6. Alex

**D. Discuss** Answers will vary.

### **WRITING II GRAMMAR**

**A.** to connect (line 1) to share (line 2) to find (line 4) to get (line 6) to add (line 8) to practise (line 10)

**B.** Answers will vary. Sample answers:

1.I use the Internet to find information, to read the news, and to stay in touch with my friends.

2.I use a GPS to find new places in the city. I use it because it's easier to use than maps.

3.Students want to read faster to save time doing their homework.

4.I am studying English to improve my chances of getting a job.



## UNIT 5

### READING 1- Small Talk: A Big Deal

#### PREVIEW THE READING

##### A. Quick Discussion

1. Students' own answers
2. Students' own answers
3. Answers may vary. Possible answer: The people are at a meeting in an office. The man is speaking to his coworkers. He's leading the meeting. The people sitting down are his coworkers. They're listening to him speak.

##### B. Preview

Talking about things like traffic or weather

##### C. Vocabulary

Nouns: stranger, confidence

Verbs: appreciate, demonstrate, impress, lead to, maintain, select

1. f 2. i 3. b 4. d 5. a 6. e 7. g 8. c 9. j 10. h

#### WORK WITH THE READING

##### A. Restate     d

##### B. Categorize

1. T

2. T

3. T

4. F (Small talk is equally important after you are hired.)

5. F (Just five minutes of small talk can lead to more successful business deals.)

6.F (Ask new people details about their family to find common interests.)

7.T

8.F (Effective small talk can leave a good first impression on others.)

### **C. Identify**

1. Strangers 2. Small Talk 3. New people 4. Doing all the talking and saying anything offensive
5. Maintaining eye contact 6. People who shy away from small talk

### **READING SKILL**

#### **A. Categorize**

Paragraph 3: a. SD b.MI c.SD Paragraph 4: a. SD b.SD c.MI Paragraph 5: a. MI b.SD c.SD

#### **B. Identify**

Paragraph 1: Put a group of strangers in a room together, and they'll probably start a conversation.

Paragraph 6: Next, keep the conversation going.

Paragraph 7: Third, maintain eye contact.

Paragraph 8: Some people shy away from small talk.

### **WRITING I**

#### **How to organise your essay**

##### **Exercise 1:**

1. Use a quotation, ask a question
2. Use a quotation
3. Move from general to specific
4. Ask a question, present a surprising fact

### Exercise 2:

- a. W (it is a fact-no point of view) b. S c. W (no argument-just introduces the topic)  
d. W(not only one idea about a topic) e. S f. W(it is a fact-no point of view) g. S  
h. W(not a sentence-it is a phrase)

### Exercise 3:

Students' own answers

**Exercise 4:** 1.b 2. b 3. c

### Exercise 5:

Students' own answers

## READING 2- 21st Century Job Interviews

### PREVIEW THE READING

#### A.Quick Discussion

Students' own answers.

#### B.Preview

✓ how the Internet has affected job interviewing ✓ why employers use social media

✓ how to make a video interview

#### C.Vocabulary

1. authentic 2. weakness 3. consider 4. punctual 5. slang 6. responsible 7. expect 8. research  
9. professional 10. accomplishment

### WORK WITH THE READING

A. Identify Answers may vary. Possible answers:

\*Be careful on social

media.

\*Don't use a nickname on

social media.

\*Use your real name on

social media.

\*Use the same profile

everywhere.

\*Do research online

before the interview.

\*Don't wear a T-shirt and

jeans.

\*Don't talk too fast. picture

\*Don't talk too slowly.

\*Don't use slang or

bad words.

\*Visit the company's website to find out the company's history, goals, and culture.

\*Dress professionally.

\*Practice your answers to interview questions.

\*Talk about your accomplishments

\*Be honest about your weaknesses.

\* Keep eye contact.

\* Be punctual.

\* Smile.

## **B. Categorize**

1.T

2.F Most companies expect you to wear business clothes to an interview.

3.F Arrive 10-15 minutes early to help yourself relax before you step into the office.

4.T

5.F It's bad if your name on social media is different from your real name.

6.T

7.F It's better not to talk too fast or too slowly during an interview.

### C. Investigate

1.d 2.c 3.e 4.f 5.a 6.g 7.b 8.h

### VOCABULARY SKILL

#### A. Identify

	Noun	Verb	Adjective	Adverb
	accomplishment	accomplish	accomplished	X
	confidence	X	confident	confidently
	consideration	consider	considerable	considerably
	demonstration/ demonstrative	demonstrate	Demonstration	X
	impression	impress	impressive	impressively
	offense	offend	offensive	offensively
	responsibility	X	responsible	responsibly
	selection	select	selective	selectively

**B. Apply** 1. accomplishment 2. consideration 3. confidence 4. demonstrate 5. impressive  
6. offend

## **WRITING II**

### **Opinion Essay**

**Exercise 1/2/3** Students' own answers

### **Opinion Essay Guided Exercises**

Practice 1: Students' own answers

Practice 2: Students' own answers

## **UNIT 6**

### **READING 1- Fast Cars, Big Money**

#### **PREVIEW THE READING**

##### **A.Quick Discussion**

1. Students' own answers.
2. Students' own answers.
3. Answers will vary. Sample answer: They needed to become physically fit and to plan their climb, including figuring out their route, the equipment they would need, and the best time of year to go.

**B. Preview** to encourage businesses to invest in car racing

##### **C. Vocabulary**

1.symbol 2. support 3.sure 4.income 5.spend 6.number of customers 7.strength 8.reliable  
9.growth 10.appearance

#### **WORK WITH THE READING**

##### **A. Identify**

1. 1 2. 3 3. 2 4. 4 5. 5

##### **B. Categorize**

1. Reason 1: Companies can make huge profits.

Reason 2: It shows that companies have financial stability.

2. Reason 1: It gives companies new customers in emerging markets.

Reason 2: It shows that a company has a global message.

3. Reason 1: It will bring companies profits. Reason 2: It will improve their image.

### **C. Identify**

1. 350 million people

2. people who watch car races

3. investing \$5 million in a race team

4. the Middle East and Asia

5. a. sponsoring a team; b. Formula 1 racing

### **D. Apply**

1. banks, hotels, telecommunication companies

2. doors, hood, trunk

3. the Middle East and Asia

### **E. Identify**

1. 350 2. tens, millions 3. \$5 million, \$30 million 4. \$300 million

## **WRITING I**

### **Identifying Fact and Opinion**

**A.** 1. O 2. F 3. O 4. O 5. O 6. F **B.** Students' own answers

### **Opinion Essay Guided Exercises**

**Practice 1** 1. c 2. a 3. b 4. c **Practice 2** 1. c 2. b 3. d 4. a

**Practice 3** Students' own answers.

## READING 2- Practice Makes Pain

### PREVIEW THE READING

#### A.Quick Discussion

Students' own answers

#### B. Preview

The sacrifices children make for success in sports are sometimes too great.

#### C.Vocabulary

1.a 2.b 3.a 4.c 5.a 6.b 7.c 8. a 9.c

### WORK WITH THE READING

#### A.Explain

1. Paragraph 3: Many youth sport injuries are due to overuse.
2. Paragraph 3: Repetitive motion that, over time, puts more stress on a body part than it can handle.
3. Paragraph 5: More children are playing in organized team competitions, which require more practice and game time. Also, they are playing more aggressively.
4. Paragraph 5: They require more practice and game time.
5. Paragraph 7: They can avoid injury by paying attention to their bodies.

#### B.Categorize

Name	Home	Sport	Injury
1.Courtney Thompson	New Hampshire	gymnastics	cartilage in elbow separated from bone
2.Danny Clark	Florida	baseball	torn rotator cuff
3.Kevin Butcher	Colorado	soccer	sprained ankle, dislocated bone, broken pelvis



## WRITING II

### SENTENCE PROBLEMS Parallel Sentence Structure:

#### Possible Answers and Explanations

1. Mike likes listening to rock music and reading mystery novels.

Change: The verbs have to be in the same style. You can use “ing”. Or, you could use infinitives (e.g. “Mike likes to listen to” and “to read mystery...”).

2. While in France, my nephew spent his time studying French, working in a restaurant, and jogging along the Seine River every morning.

Change: “Jogged” becomes ‘jogging.’

3. My home-office is filled with student reports, scrap paper and an overflowing garbage can.

Change: “Overflowing” becomes an adjective by moving it in front of the noun (e.g. garbage can.” So the parallel sentence pattern is adjective plus noun ).

4. Joan decided to paint her office, to add some new curtains, and to dry clean the rug.

Change: “Dry clean” becomes an infinitive (same as the other verbs).

5. He wanted three things out of university: to pick up a marketable skill, to make good friends, and to understand the stock market.

Change: “Understand” becomes an infinitive (same as the other verbs).

6. My grandfather’s favorite pastime is eating in trendy restaurants and visiting art galleries.

Change: “Eating” becomes a gerund (ing verb). You could also use all infinitives, like “...pastime is to eat..... and to visit art galleries).

7. Julia is in charge of stocking the shelves, writing orders, and selling computers.

Change: “Sell” becomes a gerund (same as the other verbs).

### **Run on sentences:**

1-The first dog I had after graduating from college was named Fred. He was a great dog. He loved to play ball and get a bath but he also used to chew my shoes and plants when he was a puppy. That made me very angry.

2-The other day, John got a speeding ticket when he was driving through a school zone at forty-five kilometers per hour. The speed limit was only fifteen kilometers per hour. He didn't realize it was the first day of school so he wasn't paying too much attention to the traffic sign in the middle of the road. He was very angry at the policeman because he was rude and would not give him a break.

3-Telephones are probably one of the best and most convenient devices produced in the twentieth century because you can call anyone, anytime from just about anywhere. Now that there are so many cell phones available, telephones don't really cost that much to buy or to use.

### **Cohesive Devices**

#### **Exercise:**

1. As for 2. In addition 3. For instance 4. That's to say 5. Firstly/ in other words/with reference to/ also 6. First of all/ furthermore/speaking of / in brief

## **UNIT 7**

### **READING 1- Can Targeted Ads Change You?**

#### **PREVIEW THE READING**

##### **A.Quick Discussion**

Students' own answers.

**B.Preview** to show how you might feel differently after getting an ad

##### **C.Vocabulary**

1.suggest 2.specifically 3.relevant 4.reflect 5.acknowledge 6.accurate 7.factor 8.impact 9.implies

## WORK WITH THE READING

### A. Identify

1.5 2.7 3.2 4.6 5.3 6.8

### B. Categorize

1.F/ Some of the participants in the study believed that they had characteristics implied by ads they received.

2.T

3.F / Participants who were told they received the ad based on their past browsing history were more interested in the product.

4.T

5.F / If consumers know they received an ad because of their past browsing history, they will be more interested in the product.

6. F / An ad sent to a consumer about a product or event that he or she has no interest in will not be effective.

### C. Identify

2. Para:8 Those participants who enjoyed occasional outdoor activities , such as nature walks, expressed interest in the product.

3. Para:6 Based on their choices, some of the participants then received an ad for another green product.

## WRITING I

### GRAMMAR

#### Paraphrasing Sample Answers

1. Antarctica is the continent that gets the least amount of rain per year.

2. In recent times, a growing number of international students are learning English in Englishspeaking countries.

3. The best athletes in the world are sponsored by companies such as Nike and Adidas to advertise their products.
4. Global warming affects the world seriously.
5. The number of student population increased significantly from 1990 to 2000.
6. He needs to get rid of a lot of junk.
7. It's a good idea to get plane tickets on the Internet unless you want to pay more.
8. Various things have to be done to finish off the essay task successfully.

**VOCABULARY SKILL Word forms**

**A.** 1.functional 2.believable 3.producer 4.developing 5.successful

**B.** 1.scientist 2.protection 3.fascinating 4.artist 5.powerful 6.equipment 7.regularly 8.effective  
9.definitely 10.wonderful



