

UNIT 3- HUMAN BEHAVIOUR



READING I- Fast Cars, Big Money

PREVIEW THE READING

A- Quick Discussion

Discuss these questions with your classmates.

1. How does someone become a successful athlete?
2. What are some things people give up or sacrifice in order to be successful?
3. Look at the photo. What do you think these women needed to do in order to be successful?

B- Preview Read the headings. What do you think is the purpose of the article? Check (✓) your answer.

- ☐ to explain the sport of Formula 1 car racing
- ☐ to encourage businesses to invest in car racing
- ☐ to compare Formula 1 car races around the world
- ☐ to show why car racing is an expensive sport

C- Vocabulary Here are some words from Reading 1. Read the sentences. Circle the word or phrase that can replace the bold word without changing the meaning of the sentence.

1. A company **logo** often gives the full name of the company or the first letter of the name.
symbol / address / rule

2. Many companies regularly **sponsor** sports teams so that they can put advertising on their uniforms. **support / watch / buy**

3. A brand-new business cannot be **assured** that it will succeed right away.
worried / sure / interested

4. Businesses need to make a **profit** consistently in order to be successful.
income / friends / decisions

5. When companies **invest** money to make a new product, they have to consider the costs carefully. **need / lose / spend**

6. The Internet has given businesses access to a bigger **market** around the world.
number of customers / number of difficulties / number of computers

7. Large companies generally have more **stability** than small businesses.
choice / strength / problems

8. It is wise to invest in **dependable** companies because they tend to manage their money well. **new / reliable / different**

9. There has been a large **expansion** in the number of bilingual jobs because of the global economy. **decrease / growth / cost**

10. In order to be successful, a business needs to consider its **image**, or the way the public sees it. **attitude / appearance / growth**



FAST CARS, BIG MONEY

DOES YOUR BUSINESS NEED A BOOST?

1 Imagine 350 million people seeing your company **logo** every year. Imagine this number growing even higher every year. Imagine being part of one of the most prestigious and glamorous sports in the world and making millions of dollars at the same time. Sound attractive? Hundreds of companies have already discovered the financial benefits of **sponsoring** Formula 1 racing. When you choose to sponsor a team, you can be **assured** that your company will grow financially and globally.

WHY ARE COMPANIES INTERESTED?

2 Companies have realized that investments in the sport of auto racing can bring them huge **profits**. Businesses, including banks, hotels, and telecommunication companies, **invest** tens of millions of dollars every year to sponsor race teams. Hundreds of millions of people watch car races every year. For companies, this is an enormous **market**.

3 Cars race around the track with company logos stuck to the doors, hood, and trunk, and people notice. Corporate sponsors can invest \$5 million in a race team and make \$30 million or more from car advertising. These costs are cheap compared to the profits. Sponsoring a team also shows the financial **stability** of your company. Race cars can cost tens of millions of dollars, and race teams can spend up to \$300 million a year. Companies who invest in race teams are showing the world that they are powerful and **dependable**.

WHY IS INVESTING NOW A GOOD IDEA?

4 Much of Formula 1's current success comes from its **expansion** to global markets. Although most races are in Europe, today there are races in the Middle East and Asia. Companies support worldwide expansion because it gives them new customers in emerging markets. They can push their brand globally. Many companies have already invested in Formula 1's most recent host locations, including Bahrain, Abu Dhabi, and Singapore. As a result, they have been able to expand their business to the Middle East and Asia. These areas of the world are full of business opportunities, and Formula 1 racing has brought them more growth and success. Expanding overseas also shows that your company has a global message, which is important in today's global economy.

WHY SHOULD MY COMPANY INVEST?

5 Thanks to a strong business mentality, Formula 1 racing has become a profitable sport for corporations to invest in. The global economy is always changing, but the industry has succeeded by finding new ways to make more money. Sponsoring a team will not only bring your company profits, but will also improve your company's **image** as a business that is stable and globally-minded. Take advantage of this wonderful business opportunity and enjoy being part of this glamorous, thrillseeking sport. Vroom vroom!

WORK WITH THE READING

A- Identify Read the main ideas. Write the paragraph number where they are found.

- ___ 1. By sponsoring a Formula 1 team, a company will grow financially and globally.
- ___ 2. Formula 1 sponsorship is profitable and shows that a company is powerful and reliable.
- ___ 3. Sponsors can make a lot of money from car advertising.
- ___ 4. Formula 1 racing is a good investment today because of its expansion to global markets.
- ___ 5. Sponsorship brings companies profits and improves their image.

B- Categorize Work with a partner or group. Complete the graphic organizer for Reading.

1. List two reasons that answer each question.

	REASON 1	REASON 2
1. Why are companies interested in Formula 1 racing?	Companies can make huge profits.	
2. Why is investing in Formula 1 racing now a good idea?		It shows that a company has a global message.
3. Why should companies invest in Formula 1 racing?		

C- Identify Read these sentences from Reading 1. Then answer the questions. Find the sentences in the reading to help you.

- 1. (Paragraph 1) Imagine **this** number growing even higher every year.
What number does *this* refer to? _____
- 2. (Paragraph 2) For companies, **this** is an enormous market.
What market does *this* refer to? _____
- 3. (Paragraph 3) **This** cost is cheap compared to the profits.
What costs does *this* refer to? _____
- 4. (Paragraph 4) **These** areas of the world are full of business opportunities.
What areas of the world does *these* refer to? _____
- 5. (Paragraph 5) Take advantage of **this** wonderful business opportunity and enjoy being part of **this** glamorous, thrill-seeking sport.
 - a) What business opportunity does *this* refer to? _____
 - b) What sport does *this* refer to? _____

D- Apply Scan Reading 1 for the missing information. Use key words in the sentences to help you find the answers. Then complete each statement.

1. Businesses that sponsor race teams include _____, _____, and _____.
2. Company logos are stuck to the _____, _____ and _____ of race cars.
3. Although most Formula 1 races are in Europe, today there are races in _____ and _____.

E- Identify Scan Reading 1 again for the missing numbers. Use key words in the sentences to help you find the answers. Then complete each statement.

1. Every year, _____ million people watch Formula 1 races.
2. Businesses invest _____ of _____ of dollars every year to sponsor race teams.
3. Corporate sponsors can invest just _____ in a race team and make _____ or more.
4. Race teams can spend up to _____ a year.

WRITING I

GRAMMAR- Paraphrasing

What is paraphrasing?

Paraphrasing is when you take an original idea and **rewrite it** to express **the same meaning** but **in a different way**. This might be by changing words, word forms, sentence structure, or using synonyms. More than one paraphrase can be correct as there are many ways to say the same thing.

There are three techniques to paraphrase. Rather than exclusively using one of them, a good paraphrase includes all methods.

1. Use synonyms

Synonyms are different words that express the same or similar meaning.

Original: Many people **think** that **cars** should **not be allowed** in **city centres**.

Paraphrase: Many people **believe** that **motor vehicles** should **be banned** in **urban areas**.

2. Change the word forms

Another way to paraphrase is to change word forms. For example, changing a noun into a verb, a verb into a noun or an adjective into a noun or vice versa.

Original: Some people think Instagram is an **invasion of** privacy (invasion = noun).

Paraphrase: Some people think Instagram **has invaded** our privacy (has invaded = verb).

3. Change the sentence structure

A third way to paraphrase is to change sentence structure. This could be by changing the sentence from passive

to active or vice versa, or changing the order of the clauses.

Active to Passive

Original: The hurricane destroyed the city.

Paraphrase: The city was destroyed by the hurricane.

Passive to Active

Original: The public transport system was developed by the city council.

Paraphrase: The city council developed the public transport system.

Order of clauses

Original: During the summer, many people visit the temple.

Paraphrase: Many people visit the temple during the summer.

Example:

The overuse of natural resources ultimately exhausts them. This causes huge harm to the environment. Therefore, the government should discourage people from overusing such resources.

Possible paraphrases:

- Exploiting natural resources will ultimately deplete them and lead to environmental harm. Therefore, the overuse of these resources should be discouraged by governments.
- The exploitation of natural resources results in their exhaustion. This causes environmental damage. Thus, governments should encourage people to take care not to overuse these resources.
- Natural resources will ultimately be exhausted if we continue to overuse them. It damages the environment and should therefore be discouraged by governments.

Paraphrase the following sentences.

1. The continent with the lowest annual rainfall is Antarctica.

2. Nowadays, more and more foreign students are going to English-speaking countries to learn the international language – English.

3. Companies like Nike and Adidas sponsor the best athletes in the world to advertise their products.

4. The effects of global warming on the world is serious.

5. There was a significant increase in the number of student population from 1990 to 2000.

6. He has tons of stuff to throw away.

7. You should buy the plane tickets online if you want to find cheaper deals.

8. There are several things you have to do in order to complete the essay task successfully.

READING II- Practice Makes Pain



PREVIEW THE READING

A- Quick Discussion

Discuss these questions with your classmates.

1. Are competitive sports good for children?
2. Do you think coaches and parents have a responsibility to try to stop children from getting hurt while doing sports? Why or why not?
3. Why do you think athletes like to 'push through their pain' instead of quitting?

B- Preview Look at the title. What do you think the writer will say about child athletes?

Check (✓) your answer.

- o It's easy for children to be successful in sports if they start early.
- o The sacrifices children make for success in sports are sometimes too great.

C- Vocabulary Here are some words from Reading 2. Read the sentences. Circle the word or phrase that can replace the bold word without changing the meaning. Then compare your answers with a partner.

1. Ice skating is a **demanding** sport that requires a lot of time, practice, and hard work.
a. difficult b. expensive c. harmful
2. Putting kids in sports at a young age is a growing **trend** in many countries today.
a. new profession b. general change c. high cost
3. We cancelled the soccer game **due to** the pouring rain. It was too wet and dangerous to play.
a. because of b. in order to c. late for
4. The official made a **motion** with his hand to let the runners know it was time to start the race.
a. ticket b. question c. movement
5. Athletes who play sports **aggressively** get hurt more frequently than athletes who don't.
a. forcefully b. quietly c. quickly
6. Most competitive athletes earn money for playing sports, but gymnasts are an **exception**. They do not receive a salary.
a. new rule b. someone not included c. professional athlete
7. Competitive athletes must have **dedication** because it takes a lot of time and hard work to be successful in sports.
a. money b. skill c. commitment
8. Sore, aching muscles are a warning **sign** that you have exercised very hard.
a. signal b. injury c. sacrifice
9. It can take months for an athlete to **recover** from a serious injury.
a. compete b. get sick c. get better

PRACTICE MAKES PAIN



1 At ten, Courtney Thompson was a top-ranked gymnast in New Hampshire. She had been doing flips since she was one and had her heart set on competing in the Olympics. She practiced four and a half hours a day, six days a week, often repeating the same move 100 times. Her **demanding** schedule *took a toll*¹. It got to the point where Courtney could barely straighten her elbows unless she put ice on them. On January 12, 2005, she had to stop in the middle of a floor routine. "I jumped up and grabbed my arm. It hurt really bad."

2 Doctors discovered that Courtney's constant workouts had caused the cartilage, or connective tissue, in her elbow to separate from the bone. She had surgery on both arms and went through months of painful *rehabilitation*². Courtney's experience is part of a growing **trend** in youth sports—kids and teens were starting to have the same type of injuries that only Professional athletes used to have. Experts say kids are pushing their bodies to the limit, practicing sports too hard for too long. The exhausting schedules often lead to dangerous injuries that could keep young athletes from competing—permanently.

Under Strain

3 According to experts at The Physician and Sportsmedicine journal, between 30 and 50 percent of youth sports injuries are **due to** overuse. Overuse injuries are caused by repetitive **motion** that, over time, puts more stress on a body part than it can handle. The tissue or bone eventually breaks, stretches, or tears.

4 Danny Clark ended up with an overuse injury last year. The teen baseball player from Altamonte Springs, Florida, hurt himself by throwing 80 pitches in a single game after two months of not pitching at all. The sudden repetitive action tore Danny's rotator cuff. The rotator cuff is a group of four muscles and the tendons that connect them to bones in the shoulder. Afterward, he couldn't pitch for two months and needed five months of physical therapy.

Too Much, Too Soon

5 Experts say injuries such as Danny's are on the rise, in part because more and more kids are leaving casual sports for organized team competitions that require hours of practice and game time. "Kids [are] playing sports more **aggressively** at younger ages," explains James Beaty, an orthopaedist in Memphis, Tennessee.

6 Kevin Butcher, a 15-year-old soccer player from Fort Collins, Colorado, is no **exception**. He plays soccer three or four times a week for nine months a year. His **dedication** pays off—last year he helped lead his team to a state championship. But his success came with a price. "Last year, I sprained my ankle a few times, *dislocated*³ a bone in my foot, and broke both sides of my *pelvis*⁴," Kevin says. The first time he broke his pelvis, Kevin didn't realize it for about a month. He played through the pain until doctors forced him to rest. When he dislocated a bone in his foot, a physical therapist put the bone into place, bandaged his foot, and let him play the next day.

Knowing Your Limits

7 Not every kid who plays sports ends up with serious injuries. Experts say the key to avoiding injury is paying attention to your body. Feeling sore after practice is OK, but sharp pain is a warning **sign** that shouldn't be ignored. Kevin learned that lesson while **recovering** from his second broken pelvis in less than a year. "There's definitely a glory in playing through pain, but I think there is a limit. You just have to know when to stop."

1 take a toll: to have a negative effect

2 rehabilitation: the process of returning to a normal life again after an injury

3 dislocate: to put a bone out of its correct position

4 pelvis: the set of wide bones at the bottom of your back that connect to your legs

WORK WITH THE READING

A- Explain Answer the questions. Write the paragraph number where the answer is found. Then discuss your answers with a partner.

1. What are many youth sport injuries due to? Paragraph:

2. What causes an overuse injury? Paragraph:

3. Why do children in youth sports have more injuries today? Paragraph:

4. Why do organized team competitions cause more injuries? Paragraph:

5. How can child athletes avoid injury? Paragraph:

B- Categorize Scan Reading 2. Complete the chart with the missing information.

Name	Home	Sport	Injury
1. Courtney Thompson	New Hampshire		
2.		baseball	
3.			Sprained ankle, dislocated bone, broken pelvis

VOCABULARY SKILL Word forms

Learning all forms of a word and how they are used helps you build your vocabulary. This skill will also give you more flexibility in your writing and speaking.

Notice how different forms of the same word are used in different contexts.

analyze (v.) to examine the nature or structure of something, especially by separating it into its parts

Please **analyze** the information in the report closely.

analyst (n.) a person who examines facts in order to give an opinion about them

Martin is a financial **analyst** for a large corporation.

analytical (adj.) using a logical method in order to understand something

The course helps students to develop **analytical** skills.

analytically (adv.) doing something by using a logical method

Many recent graduates are unprepared to think **analytically**.

A. Choose the correct form of the word and complete the sentence.

- I'd like to have a kitchen that's function/ functionally / functional rather than fashionable.
- Some experts say that there's no such thing as global warming but no one finds it believable / believably / belief.
- This factory has been a producer / productive/ / produce of white furniture for more than four decades.
- The standard of living in many development / developing/ developed countries are quite low.
- The retired sportsman runs a success / successful / successfully business in Los Angeles.

B. Write the correct form of the word given to complete the sentence.

- She has been doing research work as a _____. (SCIENCE)
- Most bird species are under _____ by law. (PROTECT)
- The view from the top of the mountain is absolutely _____. (FASCINATE)
- He is the most famous _____ who has ever had an exhibition in this gallery. (ART)
- The new cars are equipped with very _____ engines. (POWER)

6. He took a lot of _____ with him because it would be a long journey. (EQUIP)
7. The newspaper is delivered to my doorstep _____ at 5 in the morning. (REGULAR)
8. The new medicine proved to be very _____ in dealing with the flu. (EFFECT)
9. You will _____ need warm clothes when you travel in March. (DEFINITE)
10. It is _____ to have such great children. (WONDER)



WRITING TASK: Write a well-organized problem-solution essay about one of the topics below:

1) *Some parents sacrifice their family life for the sake of their career. How does it affect their children and how could the problems it creates be solved?*

2) *Some young athletes are too ambitious and they always want to be in the first place in sports events. What problems does this cause in children's lives and what should be done to overcome them?*

Edit- Complete the self-assessment checklist before you hand in your essay.

SELF-ASSESSMENT	Yes	No
Does the essay include an introductory paragraph, two / three body paragraphs, and a concluding paragraph?		
Does the essay start with an introductory paragraph with a hook and give important background information regarding the topic?		
Is there a clear thesis statement?		
Do the body paragraphs provide details and /or examples?		
Does the concluding paragraph summarize the information you have put in the essay?		
Have you used expressions for solutions suitably?		
Does the essay include vocabulary from the unit?		
Did you check your essay for punctuation, spelling, and grammar?		

