

UNIT 3- BUSINESS

READING I – A Successful Family Business



PREVIEW THE READING

A. Quick Discussion



Discuss these questions with your classmates.

1. Do you know anyone who owns a family business? What kind of business is it? Do you think it is successful?
2. Look at the photo. Who are the people? What can make this type of business successful?

B. Preview

- a) Look at the image in Reading 1. What kind of business do you think the article is about? Use the chart below to think of some advantages and disadvantages of working with family members in a business.

ADVANTAGES	DISADVANTAGES

READING SKILL Skimming

Skimming is reading a text quickly to get the general idea of what it is about. Skimming is useful when you read a newspaper or magazine, read online, or take a test. When you do research, you skim an article to see if it will be useful. When you skim, use these tips.

- * Read the title.
- * Look at any images and read any captions.
- * Quickly read the first sentence of each paragraph.
- * Move your eyes quickly through the text.
- * Do not read every sentence or every word.
- * If the text is short, read the first and last sentence of each paragraph.

b) Take one minute to skim Reading 1. As you skim, underline the first sentence of each paragraph.

c) Put a tick if it is in the content of the text. *Does the text have information about...?*

1. A family that owned a newspaper
2. An industrial business
3. Family businesses in the USA
4. A company that delivers product and services
5. Difficulties with family businesses

C. Vocabulary Here are some words from Reading 1. Read their definitions. Then complete each sentence.

corporation (noun) a big company

courage (noun) the ability to control your fear when you do something dangerous or difficult

design (verb) to plan and develop how something will look

expand (verb) to become bigger or make something become bigger

expert (noun) a person who knows a lot about something

manage (verb) to control someone or something

strength (noun) a good quality or ability that someone or something has

unity (noun) a situation in which people are working together or in agreement

1. Nawaf and Mohanad showed a lot of _____ when they left their country to open a business in France.
2. We hired an architect to help us _____ our new home.
3. Mr Gibbs is a(an) _____ in restaurant management. He has managed restaurants for twenty years and has written a book on the subject.
4. The Smiths have a strong sense of _____ in their family. They always take care of each other.
5. Our business only has six employees now, but we think it will _____ a lot over the next few years.
6. Ken's greatest _____ is his ability to keep a positive attitude when times are difficult.
7. Ford, a car company, is an extremely large _____.
8. Mr. Al Jaser is a great teacher. I don't know how he can _____ all of those children.



A SUCCESSFUL FAMILY BUSINESS

1 It started with the **courage** of a young man, Abdullah Al Hamad Al Zamil. Born in the small farming town of Onaiza, Saudi Arabia, Al Zamil was determined to start his own business. To do this, he moved from Saudi Arabia to Bahrain and began a trading business. It was 1926, and he was only 19 years old. At first, he traded mostly food items and textiles such as material for clothing and bedding. In the 1930s, he started his company. Soon, he decided to **expand** his business to include real estate: the buying and selling of land and buildings. He was a very successful businessperson, and his company grew quickly. Al Zamil expanded his business into other areas as well and built what was then one of the tallest buildings in Al Khobar, Saudi Arabia.

2 Al Zamil had a large family, and his 12 sons were always an important part of the family business. After his death in 1961, the sons continued to work together to keep the Zamil Group going. They wanted the business to continue to grow in the spirit of their hardworking father, so they expanded into new areas. First, they invested in making parts for machines, and later they added the manufacturing of steel and glass. They worked to **design** new products and became **experts** in new technology.

3 While running the company, Al Zamil's sons always remember what their parents taught them: to be modest¹, honest, hardworking, and respectful of older generations. The family makes decisions by consensus—that is, by making sure that everyone agrees before moving ahead. This practice helps keep a feeling of **unity**. Finally, demonstrating the sharp business sense³ that they share with their father, Al Zamil's sons understand the value of taking risks from time to time. This, along with the **strength** in their close family relationship, has been a key to their success.

4 Today, what began as a small family business over 85 years ago is now a huge **corporation**. The Zamil Group has more than 12,000 workers in over 60 countries. It also owns many different companies. They **manage** construction, shipbuilding, plastic, chemical, and paint companies. They have bought some smaller companies and also work as a partner with other companies in India, Germany, and the United States. Their goal is to deliver high-quality products and services around the world.

5 It is difficult for a family business to remain strong over the years. The Zamils keep their company strong by separating the owners from the managers and by being very professional. "It is necessary that the second and third generations prove their . . . skills to do the job properly," says Khalid A. Al Zamil. The next generation shouldn't have high positions just because they are sons of the owners, he adds. Clearly, the success of the Zamil Group is thanks to the strong leadership of the family members, combined with strong family values.

WORK WITH THE READING

A. Identify Circle the answer to each question.

1. What is the main idea of paragraph 3?
 - a. The sons expanded the business into new areas.
 - b. There is strength in family unity.
 - c. Only family businesses are successful.
2. What is the main idea of paragraph 4?
 - a. The business became a large corporation.
 - b. The group has many manufacturing locations.
 - c. One branch of the company focuses on steel and chemical products.
3. What is the main idea of the entire article?
 - a. Any family can become a big success.
 - b. Family members have different strengths.
 - c. A family that works together can be successful.

B. Identify Write the correct paragraph number next to each detail.

- ___ a. Their father taught them to be hardworking.
- ___ b. The younger generation needs to prove their skills.
- ___ c. The Zamil Group has more than 12,000 employees.
- ___ d. Al Zamil built one of the tallest buildings in Saudi Arabia.
- ___ e. The brothers became experts in new technology.

C. Identify Complete the paragraph below with details from the reading.

In 1926, Abdullah Al Hamad Al Zamil moved to Bahrain. There he began a (1) _____. At first, he traded mostly (2) _____ items and (3) _____. Before long he decided to (4) _____ his business, and he became very (5) _____. Later on, his sons operated the business. They (6) _____ in industrial manufacturing and worked to (7) _____ new products. Their father taught them to be modest, honest, (8) _____, and respectful. He also taught them it was a good idea to take (9) _____. Today, the Zamil Group is a large (10) _____ that owns many different companies.

D. Identify Answer these questions.

1. How old was Abdullah Zamil when he moved to Bahrain?
2. What contributed to the Zamil family's success?
3. What ideas did Abdullah Al Zamil share with his children?
4. Why do you think the Zamil Group decided to work together with companies in other countries?
5. Are the family owners also the managers of the business? Why/Why not?



WRITING I

HOW TO WRITE A PARAGRAPH

What is a paragraph?

A paragraph is a group of sentences that develops an idea as a whole. In a strong paragraph every sentence is about the same topic. A paragraph can give information, state an opinion, explain something or even tell a short story.

The number of sentences in a paragraph is unimportant; however, the paragraph should be long enough to develop the main idea. A paragraph should discuss one main idea from beginning to end and develop the main idea with specific details.

Paragraph Structure

In academic writing, a paragraph has three major structural parts: *topic sentence*, *supporting sentences*, and *a concluding sentence*.

Topic Sentence: The topic sentence is the most important sentence in a paragraph. It briefly expresses what the paragraph is going to discuss. For this reason, the topic sentence is a helpful guide to both the reader and the writer. The topic sentence is **usually** the first sentence in a paragraph.

There are three important points to remember about the topic sentence:

1. A topic sentence is a complete sentence, that is, it contains a subject, a verb and (usually) a complement. The following are not complete sentences:
 - Values in a country
 - Family background
2. A topic sentence contains both a topic, which is the subject and content of the paragraph, and a controlling idea, which is the main idea that limits the topic and sets the organization of the paragraph. The following examples show how a topic sentence states both the topic and the controlling idea.
 - Values in a country can give clues about a nation's culture.
 - Family background should be considered when talking about a person's identity.
3. A topic sentence is the most general statement in a paragraph because it gives only the main idea. It does not give any specific details.
 - Identity theft is currently the fastest growing type of robbery in the United States.

- Financial fraud is the most widespread type of identity theft including credit card, bank, telecommunications, tax refund, and several types of scams. (This sentence is too specific to serve as a topic sentence.)
- Identity theft can happen to anyone. (Some sentences, like this one, may be too general to serve as a topic sentence.)

Exercise 1: Look at these topic sentences. Circle the topic. Underline the main idea (controlling idea).

1. This soccer ball was the gift I liked the best.
2. Her identity tells a lot about her past experiences.
3. Cooking requires a lot of different skills.
4. Reading novels, such as the Harry Potter series, can help students improve their English.
5. There are two types of identity theft that are common in Turkey.
6. Snowboarding is my favorite winter sport.
7. Owning a car is a necessity for me.

Exercise 2: Read each paragraph and check (v) the correct topic sentence.

1. ____ First, I wrote down the main reason that I want to do this. My main reason is to lose weight. Next, I made a menu of what I should eat instead of junk food. My menu includes lean meat, fruits, and vegetables. Finally, I went to the grocery store.
 - a. My goal this year is to exercise more often.
 - b. Many people have New Year's resolutions.
 - c. My New Year's resolution is to eat healthier food.
2. ____ First, write down all of the reasons you think you should make more money. Next, schedule a meeting with your boss. At the meeting, discuss your reasons with your boss. This may help you get a raise.
 - a. If you want to get a new job, there are some steps you can follow.
 - b. If your goal is to get a raise at work, you should follow these steps.
 - c. You should never ask for a raise at work.

Exercise 3: Write a topic sentence for each paragraph. Make sure your topic sentence expresses the main idea of the paragraph.

1. _____. To start things off, my plane was six hours late. When I finally got to my hotel, I was very disappointed. It was small and dirty. On the third day, my wallet was stolen, and I lost all my credit cards. It rained every day except one, and on that day I got terrible sunburn. All in all, it wasn't a vacation to remember.

2. _____. I can't wait to get home from school and eat the delicious meals she has prepared. She is famous for her desserts like peach pie and chocolate soufflé. She is always experimenting with new recipes and trying different ingredients. No one in the world can cook the way my mother does.

Supporting Sentences: Supporting sentences develop the topic sentence. In supporting sentences you need to provide information to prove, illustrate, clarify, and/or exemplify your point. When you are forming your supporting sentences, ask yourself:

- What examples can I use to support my point?
- What information can I provide to help clarify my thoughts?
- How can I support my point with specific data, experiences, or other factual material?
- What information does the reader need to know in order to see my point?

Supporting sentences can include;

- Facts, details, reasons, examples
- Information from readings or class discussions
- Paraphrases or short quotations
- Statistics, survey results, percentages, data from research studies
- Personal experience, stories, anecdotes, examples from your life

Adding transitional or introductory phrases like: *for example*, *for instance*, *first*, *second*, or *last* can help guide the reader.

Exercise 4: Write supporting sentences for the given topic and concluding sentences below.

In order to be healthy, you need to live a healthy lifestyle. _____

_____. There are a lot of things needed to have a healthy lifestyle.

Exercise 5: Write supporting sentences for the topics below.

Topic: Everyone should go to university.

1. _____

2. _____

3. _____

Topic: There are a lot of tourist attractions in my hometown.

1. _____

2. _____

3. _____

Topic: Childhood is the best period of one's life.

1. _____

2. _____

3. _____

Concluding sentence: The concluding sentence is helpful to the reader because it signals the end of the paragraph. It is a reminder of the important points that were discussed in the paragraph. A concluding sentence gives a final comment on your topic and leaves the reader with the most important ideas to think about. A concluding sentence does not state a completely new idea.

A concluding sentence can;

- restate the topic sentence
- summarize the main idea of the paragraph
- make a prediction connected to the paragraph's topic
- make a suggestion or give advice connected to the topic

Exercise 6: Read each topic sentence and check (✓) the correct concluding sentence.

1. Some dogs can sense when people have diseases.
 - a. One dog knew that its owner had a serious disease.
 - b. Dogs can also comfort sick people.
 - c. Some dogs can detect illness in sick people.
2. Photographs show blue and white lights flashing in the sky before an earthquake.
 - a. Researchers have not found the cause of the blue and white lights.
 - b. The photos show that colored lights occur before earthquakes.
 - c. Green lights also appear in the sky in many northern countries.

Exercise 7: Write a concluding sentence for each paragraph.

1. Credit cards have a lot of advantages. First of all, credit cards are convenient because you don't have to carry a lot of cash around. You can buy the products and services you need even if you do not have cash in your pocket. In addition, credit cards are very helpful in emergencies. Finally, you can become a better money manager as you learn to use credit cards responsibly.

2. There are many reasons why I like wearing a uniform to school. First of all, it saves time. I don't have to spend time picking out my clothes every morning. Wearing a uniform also saves money. It's cheaper to purchase a new uniform than to go out and buy lots of school clothes. In addition, I don't have the pressure of keeping up with the latest styles. Most importantly, wearing a school uniform gives me a sense that I belong. I really think that it adds to the feeling of school spirit and community.

Exercise 8: Choose the best concluding sentence to complete the paragraph.

Students who participate in activities outside of class receive a number of advantages. To begin with, joining a club or attending a campus event can provide a much-needed break from studying. In addition, getting involved in student activities is a good way to make new friends. This is especially important for students who are feeling lonely during their first days at a new school. Another advantage is learning new skills. For example, students who belong to a psychology club can learn more about their major and develop leadership skills that will be valuable later in life _____.

- a. In conclusion, students can have a lot of fun when they join campus activities
- b. In conclusion, students who are involved in campus life get more out of school
- c. In conclusion, students will not feel lonely if they join a club with other students

READING II-

The Challenge of Running a Family Business



PREVIEW THE READING

A. Quick Discussion



Discuss these questions with your classmates.

1. Do you think it is easy to work in a family business?
2. Would you like to work in a family-owned company or for your own company? Why?

B. Preview Skim the reading. Which paragraph gives an example of an actual family business?

C. Vocabulary Here are some words from Reading 2. Read the sentences. Circle the answer that best matches the meaning of each underlined word or phrase.

1. For many parents, communicating with their teenage children can be a big challenge. At this age, children may not want to talk to their parents about their problems.
 - a. an exciting event
 - b. a difficult thing that makes you try hard
2. Thamer will be a great sports reporter because of his great enthusiasm for sports.
 - a. difficulty with something
 - b. strong feeling of liking something

3. My children **depend on** me to drive them to school.
 - a. need someone to provide something
 - b. help someone
4. Ali's store isn't making much money. He's worried that it's going to **fail**.
 - a. be unsuccessful
 - b. break the law
5. Ahmed's **goal** for the future is to join the family business
 - a. thing that you want to do
 - b. subject that you study
6. Fatimah is spending more time with her friends and less time studying. Her father is worried about her change in **lifestyle**.
 - a. the way that you dress
 - b. the way that you live
7. My grandmother will **pass down** her jewellery to my mother.
 - a. give something to a younger person
 - b. create something
8. Jack still thinks he's going to become a basketball star. He needs to be more **realistic** about his career.
 - a. interested and excited
 - b. understand what is possible
9. Carl's **responsibility** at home is taking out the garbage. His brother has to set the table for dinner.
 - a. things that you must buy
 - b. jobs or duties that you must do
10. My cousin has a **talent** for writing. She writes wonderful stories.
 - a. natural skill or ability
 - b. thing you want



THE CHALLENGE OF RUNNING A FAMILY BUSINESS

- 1 In the United States, families own about 85 percent of all businesses. However, less than 30 percent of these companies last more than 20 years. The companies fail, and the owners can't pass down the family businesses to their sons and daughters. Why is it so difficult for family businesses to survive?
- 2 One reason may be changing times. Fifty years ago, many families owned local grocery stores. But today, small family-owned stores cannot compete with large supermarket chains. Today, most Mom and Pop stores¹ are a thing of the past. The way of life is another challenge in a family business. A successful company requires hard work and long hours. Younger generations may not want this lifestyle. They may want more freedom. In addition, sons and daughters may not have the same enthusiasm for the business as their parents.
- 3 A successful family business depends on the family's strengths and talents. However, families also bring their weaknesses and personal problems to the workplace. Many families do not communicate well, and they are not good at solving problems together. These challenges often cause businesses to fail. According to Professor Randel Carlock, these problems are common. He says, "Being part of a family is very difficult. Being part of a family business is even more difficult." Love is important in a family, but love is not enough to run a family business. The business must achieve financial success.
- 4 The Bancroft family is an interesting example. For 105 years, the Bancroft family owned The Wall Street Journal. It is one of the most famous newspapers in the United States. But there were many family problems. They did not communicate well, and they disagreed about many things. One person said that they couldn't even agree on where to go for lunch! The younger family members wanted the business to be more profitable. The older members thought the quality of the paper was more important than making money. In addition, the family let people outside of the family manage the newspaper. They did not take part in many important decisions. Finally, in 2007, all 33 of the Bancroft family owners agreed to sell the company. Although the business had lasted several generations, the Bancrofts eventually had to sell their company because they did not manage it well. In the end, many of their family relationships suffered.

5 Many families dream of passing down their businesses to the next generation, but this requires careful planning and preparation. Good management is a key to success. All employees, especially family members, need to have clear responsibilities. Family business owners need to think about how decisions are made. Also, they should be realistic about the dreams and goals of the younger generation. Family businesses can be successful because of strong family ties. But to succeed for more than one generation, families need to manage their businesses carefully.

¹ **Mom and Pop stores:** stores owned by a family or individual, not a corporation

WORK WITH THE READING

A. Categorize Read the statements. Write *T* (true) or *F* (false). Then correct each false statement to make it true. Write the paragraph number where the answer is found.

- ___ 1. Fifty percent of family businesses are passed down to the next generation.
Paragraph: _____
- ___ 2. Most family businesses cannot compete with big companies.
Paragraph: _____
- ___ 3. A lot of family want to pass down their businesses to their sons and daughters.
Paragraph: _____
- ___ 4. The Bancroft family managed their newspaper by themselves.
Paragraph: _____

B. Identify Look back at paragraph 1 in the reading text to find the missing information for the sentences below.

In the United States, families own about _____ percent of all businesses. However, less than _____ percent of these businesses last more than _____ years.

C. Explain Look back at the reading text to find reasons why family businesses fail. Write two of the reasons below. Then compare your answers with a partner.



WRITING II

GUIDED EXERCISES ON PARAGRAPH STRUCTURE

EXERCISE 1: Read the paragraphs. Circle the letter of the best topic sentence for each one.

PARAGRAPH 1

_____. First, living in a foreign country helps you learn another language faster than studying it at school. Second, you can learn directly about the history, geography, and culture of a country. Third, you become particularly knowledgeable about different cultures and different ways of living. Fourth, it makes you appreciate your own country more. To sum up, there are a lot of advantages of living in a foreign country.

- a. Living in a foreign country helps you learn about a different culture
- b. Everyone should live in a foreign country for a while
- c. Living in a foreign country has a number of benefits

PARAGRAPH 2

_____. Some colleges and universities in the United States are private. Private colleges and universities do not get money from taxes, so they are usually more expensive. Other colleges and universities are public; that is, the citizens of each State pay some of the costs through their taxes. As a result, public colleges are cheaper for students to attend. No matter which type of college you attend—public or private—you can get a good education.

- a. There are two main types of colleges and universities in the United States
- b. Public colleges and universities get money from taxes
- c. There are many colleges and universities in the United States

PARAGRAPH 3

First of all, employers want workers to be dependable. That is, they want workers who come to work every day. Second, employers want workers who are quite responsible. Can the boss give the worker a project to do and know that it will be done well? Third, employers look for workers who can work well with others. The ability to get along with co-workers is extremely important to the success of a business. To summarize, employers look for dependable, responsible team players.

- a. It is difficult to find good employees these days
- b. Employers read job applications very carefully
- c. Employers look for three main qualities in their employees

EXERCISE 2: Read the paragraphs. Circle the letter of the best concluding sentence for each one.

PARAGRAPH 1

There are two reasons why I love big cities. First of all, big cities are alive 24 hours a day. You can go shopping, see a movie, exercise at a gym, get something to eat, or go roller skating at any time of the day or night. Second, in big cities you are free to do whatever you like. No one watches your daily comings and goings. You can stay out all night or stay home all day, and no one will judge you. _____.

- a. To sum up, I love big cities because you can be independent
- b. In short, big cities attract me because there are so many things to do
- c. In brief, I like big cities because of their energy and freedom

PARAGRAPH 2

There are two reasons I hate big cities. First of all, big cities are noisy 24 hours a day. You can hear horns honking, traffic roaring, music blaring, and people talking at all hours. It is never quiet in a big city. Second, there is no feeling of community in big cities. No one knows or cares about you. Neighbors who have lived next door to each other for many years don't even know each others' names. That can make life extremely lonely _____.

- a. In brief, big cities are noisy to live in
- b. In conclusion, I prefer to live in a small town, where it is quieter and people are friendlier
- c. Also, big cities have a lot of crime

EXERCISE 3: Read the paragraph below and write an appropriate topic and concluding sentence.

First, a good friend shouldn't tell lies. I need to trust him so that I can talk to him. Second, a good friend should be there when I need him. I should be able to find him easily when I am in a bad mood or when I have a problem. Finally, when necessary, he should criticize me so that I can change my undesirable behavior or see where I am wrong. _____

EXERCISE 4: Write a topic sentence for each paragraph. Make sure your topic sentence expresses the main idea of the paragraph.

Example: *Miami is the perfect place to take a vacation.* It is always sunny and warm. The beaches are gorgeous, with soft white sand and beautiful water. There are many fine restaurants in the Miami area, and most of the hotels offer terrific nightly entertainment. It's no wonder that Miami is my first choice for a vacation destination.

1

He has collected stamps and coins ever since he was a child. He is very proud of his valuable collections. Paul also enjoys painting and drawing. Recently he has become interested in gardening. Out of all his hobbies, Paul's favorite one is reading. He usually reads at least one book every week. Paul keeps busy with all of his hobbies.

2

It never starts in cold weather. The horn and the left turn signal don't work properly. Worst of all, the radio only gets one station and the CD player is completely broken. I wish I could get a new car.

3

First and most importantly, the work is very interesting. I learn new things every day and I get to travel a lot. In addition, my boss is very nice. She is always willing to help me when I have a problem. I have also made many new friends at work. Last, but not least, the salary is fantastic. For all these reasons I love my job.

EXERCISE 5: Write an appropriate concluding sentence for each paragraph. Be sure to begin with a conclusion signal.

PARAGRAPH 1

Smart Choices in the Cafeteria

The college cafeteria is full of food that can cause weight gain, but students have choices. For example, breakfast options include fruit and yogurt instead of pastries or bagels. At lunch, it is possible to have a green salad instead of a burger and fries or a slice of pizza. An excellent dinner choice is baked chicken with vegetables rather than a large serving of spaghetti or macaroni and cheese _____

_____ .

PARAGRAPH 2

Children's TV for Language Learning

Watching children's programs on television is a good way to learn a foreign language. In fact, the spread of English has been helped by children's TV. First, the actors speak slowly and repeat often. Also, the vocabulary they use is not difficult. Finally, there is always a lot of action, so you know what is happening even if you don't fully understand the words.

_____ .

PARAGRAPH 3

Wearing a School Uniform

There are many reasons why I am against wearing a school uniform. For one thing, I don't like the style of the uniform. The navy blazer and plaid skirt are too conservative for me. Secondly, the uniform isn't comfortable. I prefer to wear baggy pants and a sweater instead of a skirt and a jacket. Finally, I want the freedom to express my individuality through my style of dressing. _____

_____ .

How to Write a Title

A title tells the reader what the topic of the paragraph is. It is usually a word or phrase, not a sentence. It should be brief, but not so brief that it does not tell the reader what to expect. A good title catches the reader's interest.

Remember these points when writing a title:

- The first letters of the words in a paragraph are capitalized. Prepositions and articles are not capitalized; however, the prepositions of more than five letters may be capitalized. Articles that begin the title, of course, are capitalized
- The title of a paragraph or an essay is not underlined.
- The title is not enclosed in quotation marks or ended with a period.

Exercise 1: Write an appropriate title and a concluding sentence for the paragraph below.

I remember my high school graduation very well. Besides my immediate family, a lot of my aunts, uncles, and cousins came to the ceremony, I put on my graduation gown and cap and we all drove to the ceremony. It didn't last very long. Some people gave speeches and then they presented awards. We all just sat there quietly during all that. Next, they handed us our diplomas. While we stood in line to receive them, my mother took a lot of photos and my brother tried to make me laugh. I think my mom cried a little. Once I got my diploma, I felt really fantastic. After everyone had their diplomas, we all threw our graduation caps up in the air. That's a fun tradition. Later, at home, my friends and family gave me cards and presents. _____

_____ .

Exercise 2: Complete the paragraph below. Choose the correct topic sentence and supporting details from the box. There is one extra option. Also, write an appropriate title.

- a. Find a shared interest or talk about what is around you, like your school or your teacher.*

b. Friends are easy to make at work.

c. There are several ways to make new friends.

d. For example, you could talk about your boss or your customers.

_____ (1) First, if you go to school, you can make new friends in class. Come early so you have time to meet other people before class starts, and try not to sit by yourself. Instead, sit next to another student and use small talk to start a conversation. _____ (2) Soon you will discover what you have in common, and your new friendship can develop! Another great place to make new friends is at work. You and your coworkers will already have many things in common to talk about _____ (3) . If your friendship develops, you might even hang out, which will give you something to look forward to after you finish work. Making new friends is not always easy, but with a little effort, you can build friendships with the people around you, and in the process, you may even find your new best friend!

UNITY AND COHERENCE

Unity

Effective writing must have unity. Unity in a paragraph means that all the sentences are related to the topic sentence and its controlling idea. Otherwise, the paragraph loses focus.

The supporting sentences must support, demonstrate, prove, or develop the main idea in the topic sentence. If they do not, they will be irrelevant or off-topic and destroy the unity of the paragraph.

Exercise 1: The following paragraph contains three sentences that are irrelevant or unnecessary to the main point of the paragraph. Cross out the irrelevant sentences and put the numbers of those in the spaces provided.

Why Adults Visit Amusement Parks

(1) Adults visit amusement parks for several reasons. (2) For one thing, an amusement park is a place where it is acceptable to "pig-out" on junk food. (3) At the park, everyone is drinking soda and eating popcorn, ice-cream, or hot dogs. (4) No one seems to be on a diet, and so buying all the junk food you can eat is a guilt-free experience. (5) According to research, junk food is harmful for your health. (6) Another reason adults visit amusement parks is to prove themselves. (7) They want to visit the park that has the newest, scariest ride in order to say that they went on the Parachute Drop, the seven-story Elevator, the Water Chute, or the Death Slide. (8) Also, going on a scary ride is a way to feel courageous and adventurous without taking much of a risk. (9) You can also see wild animals at the zoo. (10) Teenagers like rides more than adults. (11) A final reason adults visit amusement parks is to escape from everyday pressures. (12) When they are poised at the top of a gigantic roller coaster, they are not thinking of bills, work, or personal problems. (13) In conclusion, adults at an amusement park may claim they have come for their children, but they are there for themselves as well.

The numbers of the irrelevant sentences are _____

*Pig-out: to eat a lot

Exercise 2: Cross out the irrelevant sentence(s).

Learning Responsibility

My first job was as a sales clerk in a small clothing store. It was not a difficult job and it was not really a very interesting job. My best friend had a more exciting job. Every week I had to open the store at 10:00 a.m. I could not be late. Now on the weekends I like to sleep late. I helped the customers find clothes, and I kept the store clean and neat. My parents' house was very clean, too. I used the cash register and handled credit cards, so I had to be very careful. These things all taught me responsibility. Now I work in a research laboratory. I do not work with clothing anymore, but I still use that important skill I learned in my first job.





Exercise 3: Which additional sentences could be connected to the paragraph? Write C (connected) or U (unconnected).

- a. _____ I answered the phone and opened the mail.
- b. _____ On weekdays, I did my homework for school.
- c. _____ I once worked delivering pizza, too.
- d. _____ I learned how to choose and order new clothing.
- e. _____ Dressing neatly and professionally was an important part of the job.
- f. _____ A lab assistant is a good job for me.
- g. _____ In the future, I would like to take some business trips.

Coherence

Coherence in writing means that all the ideas fit together in a logical flow. In other words, everything in the writing should make sense to a reader.

Important features of coherence are:

-  logical order
-  use of transitional words or phrases (will be studied in the following units)
-  use of pronouns
-  use of parallel forms (will be studied in the following units)

Logical Order

One way to achieve coherence in writing is to arrange ideas in a logical order, such as chronological order or order of importance.

Exercise 4: Read the sentences and put them in a logical order to form a paragraph.

- _____ a) She starts her day by putting on her black cape and tall black hat.
- _____ b) When she arrives, she puts on a performance that includes jokes, card tricks, illusions, and magic tricks.
- _____ c) When her performance ends and the audience is happy, Anna returns home, satisfied that she has done her job as a magician well.
- _____ d) Anna's typical day at work is far from ordinary.
- _____ e) She then grabs her magic wand and gets into her car and drives to a different location each day, usually a birthday party or other special event.

Use of Pronouns

A pronoun is a word that can replace a noun. *I, you, he, it this, that, those, and these* are some examples of pronouns. Using pronouns helps to connect sentences to one another by referring from one sentence back to a sentence earlier in the paragraph. When using pronouns, it is important to make it clear what or who the pronoun is referring to.

What is revision and why is **it** necessary?

I left my keys on the bus and I do not know how I did **that**.

Exercise 5: Read the paragraph and complete it by using the correct pronouns.

On Saturday afternoon, my mother and I went to visit my uncle. I told my mother that I was looking forward to seeing ¹ _____ again. ² _____ was delighted to hear ³ _____. Unfortunately, my sister Beth and my father were unable to attend because ⁴ _____ had to work that weekend. My mother and I drove to my uncle's house. When ⁵ _____ arrived, my uncle and his wife greeted ⁶ _____ at the door. ⁷ _____ were very excited to see ⁸ _____. ⁹ _____ was really a great day.

SAMPLE STUDENT PARAGRAPHS

QUALIFICATIONS *QUALITIES* OF A GOOD STUDENT

A good student has useful qualities. Firstly, a good student knows ~~must be disciplined to~~ *the importance of discipline to* be successful. For example, he or she tries to sleep less to study more, and read books. Secondly, a good student doesn't go out ~~too much~~ *very often*. In other words, he or she rarely goes out; ~~because to~~ *(to is used for purpose here, remember infinitives for purpose?)* spend more time on lessons and books. Thirdly, a good student likes to learn new information. For instance, he or she devotes his time to reading or doing research. In summary, a good student's qualities are the key to success.

LIVING IN THE CITY

Living in a big city has so many advantages. First of all, big cities are always alive. In this way, you can ~~be enjoyed~~ *have fun all day long* ~~at all hours a day~~. Secondly, there are cultural activities in big cities like concerts, theatres, cinemas, etc. So, you have ~~too many choices to make on holiday~~ *on weekends*. Also, you can be more social thanks to these activities. The third thing ~~I can say~~ *is* ; the ~~live~~ *life* standard is high in big cities. For example, big cities have several means of transport or you can ~~take~~ *have a* really good health service in there. Finally, opportunities for education ~~is~~ *are* much better in big cities. There are so ~~much~~ *many* schools and quality universities. In brief, living in a big city gives you *numerous* advantages ~~to almost everything~~.



WRITING TASK 3

Write a well-organized paragraph about **one** of the topics given below.

- 1- "The key elements for success in a family company"
- 2- "The ways of being a healthy person"

EDIT- Complete the self-assessment checklist before you hand in your paragraph.

SELF-ASSESSMENT	Yes	No
Does the paragraph have a strong topic sentence and concluding sentence?		
Are there supporting sentences with specific details or/and examples?		
Is there an appropriate title?		
Are all your sentences related to the topic?		
Did you pay attention to the correct word order while forming your sentences?		
Are all words used in their correct form?		
Does the paragraph include vocabulary from the unit?		
Did you check the paragraph for punctuation, spelling, and grammar?		

