

A

Grandville Music Center

Guitar Lessons

Study rock, blues, or classical guitar.

Our teachers are experts who make learning fun while challenging you to develop and grow as a musician.

Your teacher will design a lesson plan with you based on your goals and interests. Beginner, intermediate, and advanced level instruction is available.

Recitals are held in the spring and are a great opportunity for students to play in front of an audience. Participation is optional but is highly recommended.

We will schedule your introductory lesson with a teacher who matches your interests and needs!

Visit the Center today to sign up!



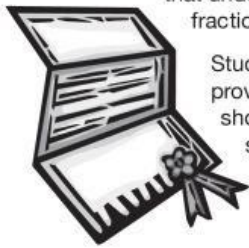
B

Did you know?

Research studies have shown that music has a positive effect on children's academic performance. One study found that high school students who played musical instruments scored higher on a test than their peers who did not participate in band.



Other researchers have noted that young children who studied music have an easier time understanding some mathematical ideas. In one study, second grade students who were given four months of piano lessons did better on a fractions test than the students who did not study piano. This could be because their musical instruction taught them the relationship between eighth, quarter, half, and whole notes, and they were able to transfer that understanding to the use of fractions in other situations.



Studies such as these surely prove that musical education should be provided in all schools, despite the cost of hiring teachers and buying instruments.

C



Music's Effects

Psychologists have known for a long time that music affects people's feelings. James Kellaris, a psychology professor, has studied ways that music affects shopping. He says that playing the right kind of music can have positive effects for a business.

Kellaris has identified several effects that might help businesses decide what kind of background music to play as their customers shop. Kellaris found that fast music makes a crowded store feel more crowded, and slow music makes an empty store feel lonely. Also, music with a faster tempo makes the time that customers are in the store seem shorter. This might help store owners because the more time customers are in a store, the more likely they are to buy something. A related effect happens when background music is played to customers "on hold" on telephone lines. If people hear fast music, they think their wait time is shorter than if they listen to slower music.

Kellaris also investigated what styles of music customers prefer while they are shopping or on hold, and he found there are differences between men and women. Women had the highest positive reactions to jazz, followed by classical, while men most preferred classical, followed by jazz. Rock music was least preferred by both groups. Many store owners say they pay close attention to their customers and choose their music accordingly.



READING

Refer to page 20 when answering the questions below.

The following questions refer to section A.

81. What can be inferred about the guitar teachers?
- A. They can play other instruments.
 - B. They have taught before.
 - C. They prefer to teach beginners.
 - D. They use the same lesson plans.
82. What should someone do who wants to take guitar lessons?
- A. make an appointment with a teacher
 - B. prepare a lesson plan
 - C. go to the Grandville Music Center
 - D. send in a registration form

The following questions refer to section B.

83. Why did piano students do well on a fractions test?
- A. They listened to music while they studied.
 - B. The test used fractions in musical situations.
 - C. They had studied the concept of fractions in music.
 - D. They were also enrolled in a special math class.
84. How does the author feel about musical education?
- A. It is too expensive for schools.
 - B. It is an area that should be researched further.
 - C. It is most important for young children.
 - D. It should be offered in all schools.

The following questions refer to section C.

85. What is the main idea of the passage?
- A. Most customers like to listen to music while shopping.
 - B. Businesses can use music to influence their customers.
 - C. Men and women prefer different types of music.
 - D. Music has a positive effect on salespeople.

86. According to the passage, what is the purpose of using background music?
- A. to entertain customers
 - B. to make stores feel more inviting
 - C. to make customers stay longer
 - D. to make customers feel less lonely
87. According to the passage, what should store owners consider when deciding which type of music to play?
- A. the type of products sold
 - B. the number of phone calls received
 - C. the gender of the customers
 - D. the size of the store
88. According to the passage, how do people feel when they hear slow music on the telephone?
- A. They are more likely to buy something.
 - B. They think time is passing slowly.
 - C. They feel lonely.
 - D. They think time is passing quickly.
89. What kind of music would be best to play in an uncrowded women's clothing store?
- A. classical music
 - B. rock music
 - C. fast music
 - D. slow music

The following question refers to two or more sections.

90. How could taking guitar lessons benefit children?
- A. It could make them feel better.
 - B. It could help them make friends.
 - C. It could teach them which kind of music is most popular.
 - D. It could help them get better grades.