

READING

Read the article about names. Five sentences have been removed. Choose from the sentences A–G the one which fits each gap (1–5). There is one extra sentence which you do not need to use.

The significance of scarlet

Ruby, scarlet, cherry or crimson – these are all names for shades of one of the world's favourite colours. So let's just think about red for a moment. 0 G Studies indicate that red is one colour which many people react to in a predictable way, automatically associating it with danger. This is likely to be connected with the fact that in road systems around the world, red traffic lights signal drivers to stop. 1 Another use is for reflective markers to assist motorists' awareness of road edges when driving at night and in systems of lighting for aviation. Similarly, the border surrounding all kinds of warning signs is often red, as are fire engines in many countries.

2 The fact that our eyes react to red so dramatically is another reason to employ it in situations where safety is paramount. Interestingly, the next fastest visual reaction we have is to the colour yellow. It is unsurprising then that this is the second most common colour for warning signs and fire trucks around the world.

Coming back to the colour in question, red is not only thought of as dangerous. 3 In other words, different cultures respond to red in a variety of ways. For example, if you are European you'll probably get a sense of strong emotions, such as anger. 4 Another European interpretation is that red stands for romance and passion, which has led to a tradition of giving red roses to the one you love.

Outside of Europe, red often signifies success and good fortune, particularly in Asia. 5 This is also true in India where it is an important colour in marriage ceremonies.

And finally, for some crimson may symbolise blood or fire. These are powerful and impressive images which evoke the essence of life. Such a representation of strength may be one reason why this colour is included in approximately 77% of the flags of the world. There is certainly no doubt about the significance of the colour red.

- A There simply isn't anything else that red can signify.
- B It has been scientifically shown that this colour is one which is most instantly visible to the human eye.
- C There are plenty of other associations that people may have with it and this will depend in part on where you come from.
- D In fact this is the meaning of the English idiom 'to see red'.
- E This connotation with warning has resulted in it being the colour used for beach flags when it is unsafe to swim.
- F The Chinese offer gifts of money in red envelopes during New Year celebrations and the colour is worn by brides at weddings.
- G What does it bring to mind?

LISTENING

1 Listen to an expert on colour talking about the importance of colour in business. Choose the correct answer.

1 Marian says that business owners need to know which colours make customers ____

A feel relaxed.
B want to buy something.
C develop an interest in a product.

2 According to Marian, ____ can change the way you view a colour.

A where you come from
B your education
C your family

3 The colour blue makes customers feel ____

A peaceful.
B energized.
C safe.

4 A business might use the colour ____ to let people know that it's successful.

A red
B orange
C green

5 Black is used to show the customer that they are getting something ____

A of high value.
B that not many other people have.
C at a reasonable cost.

5

2 Listen to five people talking about the colours they like. What reason does each person give for liking the colour?

A It makes them feel better about things.
B It's easy to find colours that go well with it.
C It's linked to a sport they like.
D It looks good on them.
E It makes them think of a time of year.
F It reminds them of the environment.

Speaker 1

Speaker 2

Speaker 3

Speaker 4

Speaker 5

5

Listening total 10