Name: _____

SUMMIT 1 - PT2 - READING

Ex1: Read the article. Then answer the questions. Circle the correct answers.

Students Work in their Communities to Reduce Urban Crime

Crime is a fact of life in a lot of urban areas. Some people just ignore the problem, but other people want to get involved and find a way to make their communities safer. Some of these people are students who participate in service programs around the country. Not only are these young people finding ways to help their communities, but they are also helping prevent and control crime.

Neighborhood watch

Students in neighborhood watch programs are working with local police to tackle crime. Pairs of students stand watch in local homes and businesses during times when most crimes typically occur so that they can keep an eye out for suspicious activity and report what they see to law enforcement. This gives law enforcement the opportunity to act immediately. Not only do neighborhood watches help cut down on crime, but they also spread awareness about crime prevention. Students in the program understand that neighborhoods are safer when people look out for each other.

Shoplifting education

Shoplifting has become a particular problem at shopping malls in major cities around the country. People take small items and clothing without paying for them, hoping they will not get caught. Often these shoplifters are young students with no other criminal record. Although many of them are just doing it for fun, if they are caught, a criminal record could create a lot of problems in the future, especially related to employment. In this program, older students help educate younger students about the consequences of irresponsible behavior such as shoplifting.

Assistance for seniors

Unfortunately, senior citizens often become crime victims because criminals think older people make easy targets. In this program, students are matched with senior citizens in their community. The goal of the program is to prevent crimes against senior citizens from occurring either by having the students accompany them to their appointments and/or by helping them with their errands. The students also stop by the seniors' homes to check on them once a week to make sure they are safe and in good health.

Safety education

In this program, older students teach younger children about how to stay safe in their communities. They give the young children advice about walking in pairs or groups instead of by themselves. The younger children are also told to avoid carrying devices like tablets or smart phones or wearing expensive jewelry. The older students warn the children not to let their guard down and to stay aware of their surroundings. If someone they don't know approaches them, they should either find an adult, such as a teacher or a family member, or shout as loud as they can.

Programs like these are making a positive contribution to urban communities around the country and encouraging young students to become mature and responsible adults.

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1. How does the neighborhood watch program make the neighborhood safer?
- **a.** By catching criminals themselves, the students reduce the crime rate.
- **b.** By reporting unusual activity or unfamiliar people, the students may stop crimes before they happen.
- **c.** By working with the police, the students help their neighbors understand why crimes take place.

2. Which of the following statements is true?
- **a.** It is not difficult for a person convicted of a crime to find a job after they serve their time.
- **b.** Authorities consider shoplifting a serious offense even though students usually do it as a way to have good time.
- **c.** Most of the students who shoplift go on to commit other crimes as they mature.

3. Why might senior citizens make easy targets?
- **a.** They usually carry a lot of cash.
- **b.** It is hard for them to fight back against criminals.
- **c.** They rarely leave their homes by themselves.

4. What is one piece of safety advice taught to the children?
- **a.** Play your music or games at a low volume so you can hear things around you.
- **b.** Make sure you know the quickest way to a safe place.
- **c.** Remain calm and quiet if someone suspicious tries to talk to you.

5. What is the meaning of a *suspicious* person in the article?
- **a.** a person who does not trust anyone
- **b.** a person you should not trust
- **c.** a person who has done something wrong

6. What is the meaning of *let their guard down*?
- **a.** relax and trust people
- **b.** protect others from danger
- **c.** be suspicious of other people

Ex2: Read the article. Then answer the questions. Circle the correct answers

Threats to Chimpanzees

As humans, we share about 98%of our genetic materials with chimpanzees. We also share some physical features and many forms of behavior. Although chimpanzees usually use both their arms and legs to move around, they can walk on two legs the way humans do for up to a mile. Both humans and chimpanzees can pick things up with their fingers. This ability helped humans to develop the use of tools. Chimpanzees are highly intelligent and, like us, use tools to accomplish tasks. Chimps use sticks and leaves, for example, to find and eat food and to drink. Also like humans, chimpanzees live in social groups. Living in social groups allows chimpanzees to help one another by sharing food and warning others in the group if there is danger nearby. Although chimpanzees do not use language in the way that humans do, they are able to communicate using hand motions, facial expressions, and different kinds of calls. They can be taught many complex tasks. According to some experts, chimpanzees even laugh like humans, especially when they get tickled!

Sadly, human activity has started pushing chimpanzees toward extinction. Chimpanzee populations have already disappeared from several countries. One of the biggest threats to their survival is the loss of habitat. Humans are living closer and closer to chimpanzee habitats, sometimes cutting down forests to build villages and farms. Humans should not be allowed to live so close to their habitats because the animals can catch many human diseases.

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Illegal hunting is another major threat to this population. Poachers kill chimpanzees and sell their meat for food and catch live chimpanzees to sell to rich city residents for pets. Wildlife experts estimate that there may be as few as 300,000 chimpanzees left in the world. Several international conservation organizations are working with national governments across Africa to establish and maintain safe areas for chimpanzee populations and to fight against illegal hunting. The species can only be saved if we make serious efforts to protect the chimpanzees.

1. In what way are chimpanzees physically similar to humans?
- **a.** Humans and chimpanzees both laugh.
- **b.** Both species have similar sets of genes.
- **c.** Both species originated in the same location.

2. What type of behavior do chimpanzees and humans share?
- **a.** Both species use two legs to move around.
- **b.** Both species communicate with language.
- **c.** Both species make use of tools.

3. What is one benefit of living in a social group for chimpanzees?
- **a.** protection
- **b.** easier communication with other chimpanzees
- **c.** comfortable living arrangements

4. What role have humans played in the loss of chimpanzee habitat?
- **a.** They have taken the chimpanzees out of their habitat.
- **b.** They have moved into the chimpanzees' habitat.
- **c.** They have taken the food from the chimpanzees' habitat.

5. Which of these factors is mentioned as a threat to the chimpanzee population?
- **a.** human demand
- **b.** the increase of predators
- **c.** climate change

6. Use context clues in the article to guess the meaning of *poachers.*
- **a.** hunters
- **b.** employees
- **c.** wildlife experts

Ex3: Read the article. Then answer the questions. Circle the correct answers.

The Advertising Spiral

How do companies choose the content of their advertisements? The answer depends on the product, but it also depends on where the product is in the *advertising spiral*. Consider ads for smart phones. The ads these days are quite different than the ads for the first smart phones. Lots of people bought smart phones when they first came out, which suggests that earlier ads were successful. So why did the ads need to be changed if they were so effective? Advertising experts point to the advertising spiral for the answer. The spiral is a model that can explain the stages that a product goes through from the time it hits the market until it becomes familiar to the public.

First, when a product is still a novelty, people know very little about it, so it needs to be introduced to the public. That's the job of an advertisement at the beginning of the spiral. Later, when the product

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becomes familiar and develops competition, the advertising strategy needs to be adjusted. If the company is lucky, their product continues to be successful and reaches the final stage of the spiral. At this stage, the company has to make efforts to maintain their success. As a result, the advertising strategy must be changed to match the product's position in the market.

Consider, once again, the example of smart phones. When the first smart phones emerged on the market, the public didn't know much about their benefits. In fact, most people didn't even know how to use them. As a result, the first ads were mostly demonstrations; they showed the public all of the things that could be done with this new device—finding a restaurant, checking the weather, etc. Such ads are designed to convince consumers to jump on the bandwagon.

Soon, however, there were lots of smart phones being offered by many different companies, so the first company needed to show that its phone was the best. This is the second stage of the spiral. Perhaps its phone has more features, or it could be dropped without breaking, or maybe it's a bargain compared to other models. As Brian Ito of Techno.com explains, in many cases, the products from different companies are actually quite similar, so it can be difficult for consumers to distinguish among them. Companies use a variety of strategies to show their products are the best, such as including testimonials from famous people and citing impressive statistics and objective information.

Finally, we reach the end of the spiral. The public is now very familiar with the product, its features, and its benefits. However, consumers are equally familiar with competing products. At this point, the company simply wants consumers to be constantly reminded of its product's existence. Their ads no longer need to explain the product or even why it is better than its competitors. Instead, the ads at this stage are more likely to simply show people using the product. An ad for a smart phone might, for example, just show a student using her phone to help her in school. Another ad might rely on snob appeal, perhaps showing a well-dressed man in an expensive car reaching for his phone. According to business professor, Anil Shahani, it is at this stage that most companies have trouble holding on to their customers, so the ads take on special importance.

1. Which statement best summarizes the content of the article?
- **a.** Advertising is a complex process that requires careful planning.
- **b.** Consumers will respond to the appropriate stage in the spiral.
- **c.** Ads should be designed to fit a specific stage in the spiral.

2. According to the article, which image might have been used to advertise the smart phone when it first appeared on the market?
- **a.** Young people at a party making phone calls.
- **b.** A middle-aged woman using her phone to do an Internet search for information.
- **c.** Two phones side-by-side with statistics on which one performs better.

3. What might a consumer see in an ad for a laptop in the second stage of the advertising spiral?
- **a.** A student working on a laptop late at night.
- **b.** Someone using his laptop by a swimming pool.
- **c.** A laptop screen with brilliant clear colors.

4. Why are ads particularly important in the final stage of the spiral?
- **a.** Consumers don't know about new features.

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b. Consumers are not as excited about the product anymore.
c. Consumers can't tell how the product is different from its competitors.

5. What is the general purpose of an advertisement in the first stage of the advertising spiral?
a. to provide information
b. to adjust the market strategy
c. to replace earlier products
6. Use context to guess the meaning of *a novelty*.
a. something that is difficult to understand
b. something that everybody wants
c. something new and interesting
7. Use context to guess the meaning of *distinguish*.
a. decide which to buy
b. tell the difference
c. keep track of

Ex4: Read the article. Then answer the questions. Circle the correct answers.

Demographic Trends in the European Union

Government statistics show that the population in the European Union is growing slowly but going through significant change. The European Commission predicts that by 2060, the population will be about 9.7 million. Both men and women are living longer and longer. In 2060, life expectancy for men in the EU will be 85, and for women, it will be 89. This rising life expectancy means that a larger and larger percentage of the population will be old. Only 5% of the population was over 80 in 2013, but the figure is projected to rise to over 11% by 2060. This shift means that the overall cost of health care, especially long-term health care, is likely to get higher and higher.

The age of women giving birth for the first time is also rising in the European Union. Residents of the EU are waiting longer and longer to have children. In 2015, the age of first-time mothers reached its highest point ever—almost 29—with the youngest first-time mothers in Bulgaria and the oldest in Italy. In Italy and Spain, more than 5% of these first births were to mothers over 40. In most European countries, women's age at the birth of their first child has climbed about five years since 1950.

Postponing the first birth means that there is less time to have large families, and indeed, fewer and fewer children are being born in EU countries. Finally, more and more women and couples are simply choosing not to have children. Once referred to as "childlessness," today many people consider this a lifestyle choice, calling themselves "childfree." More than 25% of EU households consist of couples without children.

The longer these trends continue, the more slowly the population will grow. This demographic shift is creating many challenges for governments across the EU. As the population ages, there are fewer taxpayers to support people who are sick, have a disability, and are retired. Governments and population experts are studying these issues, but they have no ready answers or easy solutions.

1. What is the main idea of the article?
a. An aging EU population will result in an increase in taxes.

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b. The population in the EU is aging, which will result in a decrease in the overall number of citizens.
c. People in the EU are having fewer children.

2. What is the most likely meaning of *long-term health care*?
a. medical care that continues for an ill patient into their later years
b. medical care for a specific length of time
c. extended hospital stays for the seriously ill

3. What is the most likely meaning of *demographic*?
a. related to population
b. related to education
c. related to economics

4. What is a result of people having children later?
a. People are living longer and healthier lives.
b. The population is aging more quickly.
c. Family size is getting smaller.

5. Why will the demographic shift described in the article cause problems in society?
a. There will not be enough food to feed the population.
b. There will be too few healthy working people.
c. Children will not be able to support their parents when they get older.

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