PET Reading part 3

Different Colours can affect us in many different ways; that's according to Verity Allen. In her new series 'Colour me Healthy', Verity looks at the ways that colours can influence how hard we work and the choices we make. They can even change our emotions and even influence how healthy we are.

'Have you ever noticed how people always use the same colours for the same things?' says Verity. 'Our toothpaste is always white or blue or maybe red. It's never green. Why not? For some reason we think that blue and white is clean, while we think of green products as being a bit disgusting. It's the same for businesses. We respect a company which writes its name in blue or black, but we don't respect one that uses pink or orange. People who design new products can use these ideas to influence what we buy.'

During this four-part series, Verity studies eight different colours, two colours in each programme. She meets people who work in all aspects of the colour industry, from people who design food packets, to people who name the colours of lipsticks. Some of the people she meets clearly have very little scientific knowledge to support their ideas, such as the American 'Colour Doctor' who believes that serious diseases can be cured by the use of coloured lights. However, she also interviews real scientists who are studying the effects of green and red lights on mice, with some surprising results.

Overall, it's an interesting show, and anyone who watches it will probably find out something new. But because Verity is goes out of her way to be polite to everyone she meets on the series, it's up to the viewers to make their own decisions about how much they should believe.

LIVEWORKSHEETS

1. **What is the writer doing in this text?**

A. giving information about how colours influence us
B. reporting what happens in a new television series
C. giving information about a television presenter
D. giving his opinion of a recent television show

2. **Which of the following shows the probable content of the four shows?**

A. Part 1 – Health; Part 2 – Products and Industry; Part 3 – Emotions; Part 4 – Decisions
B. Part 1 – Blue and Black; Part 2 – Red and Orange; Part 3 – White and Grey; Part 4 – Green and Yellow
C. Part 1 – Meeting Designers; Part 2 – Meeting People who Name Colours; Part 3 – Meeting Doctors; Part 4 – Meeting Scientists
D. Part 1 – Cleaning Products; Part 2 – Make-up; Part 3 – Clothes; Part 4 – Food

3. **According to Verity, why is a knowledge of colour important?**

A. It can help you to choose the best products
B. It can give you new ideas
C. It can help you to change people's mind
D. It can help you to sell products

4. **Who does the writer respect least?**

A. Verity Allen
B. The people who name lipsticks
C. The 'Colour Doctor'
D. The scientists who work with mice

LIVEWORKSHEETS

5. Which of the following would make a good title for the text?

A. Enjoy it, but don't believe everything

B. Another great show from Verity Allen! Five Stars!

C. Don't miss this if you work in Business!

D. Watch this programme! It will make you healthy! Top of Form

LIVEWORKSHEETS