

# Topic Sentences

**Identify each topic sentence by filling in its sentence in the space provided.**

1. When you were younger, your mother cautioned you not to act like an animal. What Mother obviously didn't realize is that much of the rest of the world holds animals in such high regard that they use animals' names for their organizations and products. For instance, many professional sports teams, such as the Tigers and Rams, have chosen animal names to suggest power. Also, cars are given names to make consumers associate them with speed and grace. Examples are the Jaguar, the Cougar, and the Bobcat. Even our political parties have adopted animals to represent them.

**Topic sentence:** \_\_\_\_\_

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2. Americans express a remarkably high agreement that pornography should be restricted. An overwhelming 91 percent of all Americans think that the law should limit or forbid its distribution 48 percent favoring laws that forbid the distribution of pornography to persons under eighteen, and another 43 percent favoring laws that would keep pornography from people no matter what their age. Females feel even more strongly about this matter than do males, with a full 50 percent wanting to entirely forbid the distribution of pornography.

**Topic sentence:** \_\_\_\_\_

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3. The essence of many perfumes comes from the oils in the petals of fresh flowers, such as the rose, carnation, and orange blossom. However, fragrances can also come from leaves of plants, including lavender, peppermint, and geranium leaves. In addition, the oils of cinnamon and balsam are derived from bark, while the oil of cedar comes from its wood. The fragrance of ginger and sassafras comes from roots, whereas that of orange lemon, and nutmeg comes from fruits and seeds. Clearly, we derive fragrances for perfumes from various parts of plants.

**Topic sentence:** \_\_\_\_\_

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4. First impression is very important. This is because our ability to project the right image would enable us to pursue our goals. So, which characteristic is the most important in the first meeting? According to a survey, the most important is physical appearance. Your looks, more than anything else, plays a very important role in first impression.

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5. Police officers complain that they arrest perpetrators who are soon let out on the street. Judges argue that they are bound by laws that force them to free defendants, some of whom may be guilty as charged, on technicalities. Government officials lament that they don't have the funds or space to build new prisons. And many citizens charge that either the police, the judges or the government--or all of the above--are not doing their job. Clearly, the way the huge problem of crime is being handled angers and frustrates many segments of our society.

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6. Have you ever wondered why products come in the colors they do? For instance, why is toothpaste often green or blue and shampoo often golden-yellow? Manufacturers pick the colors that are associated with qualities consumers value in certain products. For example, it's known that blue symbolizes purity to most people and that green is refreshing. These are both desirable qualities in toothpastes. Manufacturers also know that golden-yellow symbolizes richness (as in real gold or egg yolks), so they frequently choose this color for shampoos and cream rinses--products in which consumers value richness. Baby products, such as body lotion, are often tinted pink because that is a color commonly associated with softness and gentleness--the very qualities consumers want for their baby's care.

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7. Recent research has provided techniques for significantly improving short-term and long-term memory. Short-term memory can be improved by rote rehearsal and chunking. Rote rehearsal involves repeatedly going over something in your head, and chunking is a method of organizing long lists into chunks of seven or fewer. Long-term memory can be improved by organizing material for meaning association. For example, the more associations that can be made between new information and information already known, the more likely it is you'll remember. Another organizing technique is mnemonics, or the use of memory-aiding formulas. An example of a mnemonic device is using the acronym HOMES as a clue to recall the names of the five Great Lakes: Huron, Ontario, Michigan, Erie, and Superior.

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