

QSKILLS - 2 - READING/WRITING

UNIT - 1 - MARKETING

Name: _____

Date: _____

Read the given text and answer the questions:

Unstoppable Trends?

Section I

Modern trends can be fun, and it is usually easy to see why they are popular. However, they don't appeal to everyone equally. What happens if we simply refuse to follow the crowd? Is it possible to stop the trend if we don't believe in it?

Section II

In 1987, writer and environmentalist Wendell Berry wrote a paper called *Why I am not going to buy a computer*. Berry believed that, just because something was new, it didn't mean that it was better. In fact, he claimed the trend in using home computers was harmful for society and the planet. But we all know what happened next. Most people ignored Berry and soon there were computers in just about every American home. It is a similar story with cell phones. These days, only approximately 16 percent of people say they do not want one.

Section III

Sharon Whittle knows that it can be hard when you dare to be different. She explained, "Some of my friends got angry with me when I closed my *Facebook* account. They accused me of spoiling their plans because I hadn't seen something they had arranged."

Sharon feels that although social networking allows you to be in contact with others, it's not really very social. She told us, "I tried *Facebook* and *Twitter*. I

think it's great that people can express their ideas in this way, but a lot of the comments are just not worth reading. I prefer to socialize and communicate with real people." Sharon also raised a concern that many of us feel about modern communication. As she pointed out, "Technology doesn't encourage true communication. When you're in the room with someone, they're usually more open and honest with you."

Section IV

Computers, cell phones and social networking sites are not going to disappear - nobody expects us to turn back the clock. But perhaps it is worth a moment to stop and consider, as Berry did all those years ago, whether new developments are actually any better than what came before.

Complete the sentence. Choose the best answer.

1. In paragraph 1, the writer says about new trends that
 - A. some people will not like them.
 - B. it is hard to understand why they are popular.
 - C. we should try to stop them.
 - D. most people refuse to accept them.

2. Wendell Berry
 - A. persuaded people not to follow trends.
 - B. finally bought a computer.
 - C. questioned the value of new trends.
 - D. knew we would have better computers in the future.

3. What is the main idea of paragraph 4?
 - A. People rarely tell the truth on social media.

- B. Face-to-face communication is more meaningful.
 - C. It takes too long to communicate in writing.
 - D. Social networks don't help you stay in touch.
4. One difference between Wendell Berry and Sharon Whittle is that
- A. Wendell Berry believed that all technology was harmful.
 - B. Sharon Whittle found nothing good to say about new technology.
 - C. More people agreed with Wendell Berry.
 - D. Sharon Whittle tried something before she decided against using it.

Match each word with the correct definition.

- | | |
|---------------------|--|
| _____ 5. contribute | A. easy to see, hear, or understand |
| _____ 6. recommend | B. to give or be a part of something with other people |
| _____ 7. study | C. to get or discover information about something |
| _____ 8. clear | D. something you bought |
| _____ 9. purchase | E. research project |
| _____ 10. find out | F. say something is good |

Reorder the words to make a sentence.

11. friend / he / sending / a text message / to / his / is
-

12. get up / at 6. a.m. / I / day / every
-

13. a class / taking / at / we / the community college / are
-

14. every / her / sister / Saturday / calls / she
-

15. downstairs / aren't / they / watching / TV
