QSKILLS – 2 – READING/WRITING

UNIT – 1 – MARKETING - 2

Name: _____ **Date: _____**

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

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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.

The reading passage has four sections I–IV. Choose the most suitable heading for each section I–IV from the list below. Write the appropriate letter (a–g) for each section.

a. The Benefits of Technology
b. A Voice That Few Listened to
c. Going Back in Time is Not an Option
d. Popular, but Not With Everyone
e. Reversing the Trend
f. When Cell Phones are Not Enough
g. The Good and Bad in Social Networking

1. Section I Heading: ____
2. Section II Heading: ____
3. Section III Heading: ____
4. Section IV Heading: ____

Complete the notes below. Use NO MORE THAN THREE WORDS from the reading passage for each answer.

5. Wendell Berry thought that home computers were bad for our society as well as

_____.

6. The number of people without cell phones amounts to about _____

_____.

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7. The writer of the article wonders whether new trends are an improvement on

_____.

Match each <u>underlined</u> word with the correct definition.

_____ 8. I want to show my friend my new <u>purchase</u>.

_____ 9. I don't like to buy clothing of poor <u>quality</u>. I would rather pay more money to get a better product.

_____ 10. My <u>study</u> is about how cell phones have changed communication.

A. how good or bad something is
B. research project
C. something bought

Complete the sentence. Choose A or B.

11. I don't have a good Internet _____. Sometimes I can't get online.
    A. connect
    B. connection

12. Hong _____ movies very much. Every weekend, he goes to the theater.
    A. enjoys
    B. enjoyment

13. This _____ about traveling to Spain is very useful.
    A. information
    B. inform

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Correct the error in use of simple present or present continuous verbs in the sentence.

14. Does he use the computer right now?

_____

15. I watch a funny video on YouTube. Come and look!

_____

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