QSKILLS - 2 - READING/WRITING

UNIT - 2 - PSYCHOLOGY - 1

Name: _____ Date: _____

Reacting to Color

Section I

No one knows when we started using color, but we think that ancient cultures may have used colors to symbolize specific things. For instance, we believe that the Cherokee Indians used blue to symbolize sadness - something that we might recognize today from the expression 'feeling blue'. But research shows us that each culture had a different system for color use. In other words, the people chose what the colors represented - blue in one culture could mean the opposite in another.

Section II

People often choose colors that are new to them. Studies in history suggest that new colors quickly became popular, probably because they were different. To take a more recent example, the first mass-produced cars were all black. When different colored paint was developed, people chose those colors because they were new. The same thing happened when color was introduced to other materials, such as plastic. The first color televisions didn't have very realistic colors, but almost everyone preferred them to black and white.

Section III

Colors also affect us on a deeper level. Experiments have shown that colors can have a physical effect on us. For example, red is said to make our breathing and heartbeat

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faster, and yellow makes our metabolism faster. On the other hand, blue can make our bodies release chemicals that calm us down, and green can have a similar relaxing effect.

Section IV

Perhaps there is an important reason for our reaction to color, however. Research suggests that over the years, we have learned to recognize various colors as a warning. If a primitive man cut his hand and saw his blood, the red color truly represented danger – it told him to do something about it or he could die. Similarly, he would not eat meat if it was blue or green – something tells us that green or blue meat is bad. This is an experiment you can try for yourself with food coloring. Try serving a meal to your friends with the potatoes or rice colored blue. You know that the food is harmless, but your guests will probably not eat it. And when they refuse the food, they are using a universal ability that humans have developed over thousands of years.

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. How Colors Affect Us Physically
b. Early Use of Color
c. The Appeal of the New
d. Why We Have a Favorite Color
e. Life in Black and White
f. Color Can Make Us Ill
g. Color in Survival

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

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Choose the best answer.

1. In paragraph 1, the writer says that the Cherokee Indians used the color blue

   A. before any other cultures.

   B. in the same way as all ancient cultures.

   C. in the way we sometimes use it today.

   D. to mean the opposite of what we understand today.

2. The word 'mass-produced' in paragraph 2 refers to

   A. the way cars were made.

   B. the colors used on cars.

   C. the process of making paint.

   D. new materials like plastic.

3. Which color or colors might help someone who was feeling stressed?

   A. red and yellow

   B. red only

   C. blue only

   D. blue and green

4. If you serve blue food to a friend, he or she

   A. will become ill.

   B. is unlikely to try it.

   C. knows it is harmless.

   D. can learn a useful skill.

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Complete the sentences with the correct word from the word bank.

1. dependable 2. encourage 3. specific 4. affect 5. variety 6. Unaware

1. A bad economy _____ many people. People can lose their jobs and their houses.
2. Juan is looking for a _____ restaurant, but he can't find it. He sees many restaurants, but not the one where his friends are.
3. Sahra was _____ that she was supposed to work yesterday, so she stayed home.
4. Max doesn't have many friends. We should _____ him to join a club.
5. I always take my car to that mechanic. He's very _____.
6. Lisa eats the same thing every day, but I like a _____ of foods.

Write the adjective form of the nouns.

1. biology _____
2. cheer _____
3. respect _____
4. nation _____
5. finance_____

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