

**BOOK - 2 READING/WRITING
REVISION - UNIT 1 - 4**

Name: _____ Date: _____

I. Reading Comprehension

A. Read the article about logos. Then answer the questions. Choose A, B, or C.

1 A logo is a symbol for a company. Most logos are usually a combination of text—often a company's name or initials¹—with an image or symbol, like the two golden arches that represent the "M" for McDonald's fast-food restaurants. The McDonald's logo is so well-known that the company does not need to add their name. When people see the logo, they know immediately what brand it represents. That is what a successful logo does.

2 A good logo is clear and simple. It needs to be easy to read, even from a distance. After all, it might appear on top of a building. Some famous logos use only one color. The most powerful brands in the world usually have no more than three. A few logos have a special shape that you would recognize no matter the color. Think of the Nike swoosh, for example, or Apple's logo of an apple with a bite out of it.

3 The best logos also express an idea about the company. The Nike company started out making shoes for runners. So, the company wanted a logo that would convey² motion and speed. The Nike swoosh does that well. It looks like it is flying through the air. In the company's early years, the name *NIKE* was part of the logo, too. Today, the swoosh is so famous, it stands alone as the Nike logo.

4 The Federal Express company also wanted a logo that would convey speed. Its customers want their packages to travel fast. If you look at the FedEx logo, you can see an arrow (→) formed by the space between the **E** and the **x**. An arrow is a symbol for speed. Like other highly successful logos, the FedEx logo follows the rules for good design. It's clear, simple, and easy to read, even on the side of truck speeding by.

5 A company's logo sometimes changes over time. The first logo for the Apple computer company had the words "Apple Computer Company" and a detailed picture. It showed Sir Isaac Newton sitting on the ground under an apple tree. An apple was hanging from the tree, ready to fall on his head. That original logo was hard to read and looked nothing at all like the Apple logo of today.

6 The next Apple logo had the shape of a bitten apple. It is the design that people now recognize around the world. But the apple had stripes running across it. The leaf and the top of the apple were green. Below that were stripes of gold, orange, red, purple, and blue. The bright colors suggested that the company's products were fun to use. In 1998, the stripes went away, and the logo became a single color. It is now usually white, black, or silver. These colors all convey ideas that the company wants consumers to connect with Apple products. To many people, the color white suggests something new and clean. Black suggests that something is serious and that you should give it respect. Silver is the color of many high-tech products. It gives the Apple logo a cool, modern look.

7 Every company wants people to notice and remember its logo. The right logo can help a company create its brand and become a success. So, it makes sense to design a new logo carefully. One day, it could be famous around the world.

¹**initials:** the first letter of each word in the name of a person, company, etc.

²**convey:** to make ideas, feelings, etc. known to somebody

³**Sir Isaac Newton:** a physicist and one of the most important scientists of all time; people say he discovered the law of gravity when an apple fell on his head while he was sitting under a tree

1. Which of the following would be the best title for the reading passage?

- A. Logos from Around the World
- B. What Makes a Successful Logo
- C. Logos Designed for Speed

2. What effect does a company want its logo to have on people?

- A. They notice the logo and appreciate it for its design.
- B. They recognize the logo and think of the company.
- C. They like the logo and want it on their clothes.

3. What does the writer suggest about the design of a good logo?
- A. It should be simple and easy to read.
 - B. It should be easy and cheap to print
 - C. It should be different from other logos.
4. Why does the writer mention the logos of four specific companies?
- A. These logos follow the rules for good logo design.
 - B. The writer calls them the world's most famous logos.
 - C. These logos were key to their company's success.
5. How is the McDonald's logo different from the logos for Nike, FedEx, and Apple?
- A. It isn't recognized around the world like the others are.
 - B. It isn't linked to the company's name like the others are.
 - C. It doesn't refer to the company's products like the others do.

B. Read the statements. Write T (true) or F (false).

6. McDonald's, Nike, and Apple always use the same color for the company logo. _____
7. The Nike swoosh has an unusual shape. _____
8. The logos that Nike and Apple use now are different from the companies' original logos. _____
9. The FedEx company's goal for its logo was to give the idea of a dependable company. _____
10. Today Apple uses color in its logo to convey the idea that its products are fun. _____

II. Vocabulary

A. Match each word with the correct definition.

- | | |
|----------------------|---|
| 11. artificial _____ | a. to create |
| 12. awkward _____ | b. a general change or development |
| 13. establish _____ | c. made or produced to copy something natural; not real |
| 14. recommend _____ | d. a number of different kinds of things |

15. trend _____ e. not comfortable, embarrassing
16. variety _____ f. related to meeting people and spending time with them
g. to say that something is good
h. to officially say that something is not allowed
i. a thing that a company does for you

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

<i>advantage</i>	<i>avoid</i>	<i>character</i>	<i>consider</i>	<i>contribute</i>	<i>gesture</i>
	<i>specific</i>	<i>typical</i>	<i>universal</i>		

17. Both a person's family and his or her culture affect that person's _____ and behavior.
18. There are several ways we could do this, and we should _____ them all before we begin.
19. In a _____ supermarket, you can expect to find many different brands to choose from.
20. When we brainstorm, each member of the team will _____ ideas.
21. Sara and Alicia are very fast runners, so they give our team a big _____.
22. This recipe requires a _____ kind of cheese. Other kinds don't work as well.

III. Reading Skills: Identifying the Main Idea, Topic Sentence, Supporting Details, and Concluding Sentence of a Paragraph; Using Context to Guess the Meaning of Unknown Words

A. Read the paragraph and answer the questions. Choose A, B, or C.

As a college student in the United States, you need to know that your professors want to hear from you. It lets them know that you are paying attention. It shows you

care about learning. For example, when they ask questions in class, they want you to raise your hand and offer answers. In class discussions, they want to hear you share your perspective. (Be sure not to interrupt!) In a recent survey of college professors, 51 percent said that their biggest challenge was "Students not paying attention or participating in class." And their most important goal, according to 87 percent, is "Student success." So, go to class prepared, and take an active part.

23. What is the main idea of the paragraph?

- A. Certain classroom behaviors are common for U.S. college students.
- B. Professors are pleased when their students speak up in class.
- C. Most college students don't pay attention or participate in class.

24. What is the topic sentence?

- A. As a college student in the United States, you need to know that your professors want to hear from you.
- B. In a recent survey of college professors, 51 percent said that their biggest challenge was "Students not paying attention or participating in class."
- C. So, go to class prepared, and take an active part.

25. Which sentence gives an example?

- A. In class discussions, they want to hear you share your perspective.
- B. Be sure not to interrupt!
- C. And their most important goal, according to 87 percent, is "Student success."

26. Which sentence gives a fact?

- A. It shows you care about learning.
- B. For example, when they ask a question in class, they want you to raise your hand and offer an answer.
- C. In a recent survey of college professors, 51 percent said that their biggest challenge was "Students not paying attention or participating in class."

27. Which sentence gives a reason?

- A. It lets them know that you are paying attention.
- B. Be sure not to interrupt!
- C. So, go to class prepared, and take an active part.

28. Which sentence summarizes the writer's ideas?

- A. It shows you care about learning.
- B. And their most important goal, according to 87 percent, is "Student success."
- C. So, go to class prepared, and take an active part.

29. What is the meaning of *perspective* in the sentence "In class discussions, they want to hear you share your perspective"?

- A. influence
- B. attitude
- C. attention

B. Read the sentences. What is the meaning of the word in bold? Use the context to choose A, B, or C.

30. When I was in high school, I never went to the shopping mall. I wanted to go with my friends, but my parents would not **permit** it.

- A. allow
- B. help
- C. stop

31. Many cleaning products could be **harmful**, so keep them in a safe place, away from children.

- A. uncommon
- B. unnatural
- C. unhealthy

32. She was proud of being chosen for the award because it was such a great **honor**.

- A. something that saves you money
- B. something that you can depend on
- C. something that shows great respect

IV. Vocabulary Skills: Recognizing and Using Nouns and Verbs in the Same Word Family; Recognizing Adjectives Ending in Common Suffixes; Understanding Dictionary Entries

A. Read the sentences. Write N (noun) or V (verb) for each bold word.

33. The thief had easy **access** to the house because the back door was not locked.

34. Students use the university WiFi network to **access** the Internet. _____

35. When they find him, the police are going to **arrest** him. _____

36. The story of her **arrest** was on the front page of the newspaper. _____

B. Read the sentences. Write N (noun) or ADJ (adjective) for each bold word.

37. You should see your doctor for a complete **physical** exam. _____

38. The general **expectation** is that housing prices will continue to rise. _____

39. I like my new job, but the first week was rather **stressful**. _____

C. Read the dictionary entry for *issue*. Read the questions and write your answers.

issue *noun*

BrE /'ɪʃuː/ , also /'ɪsjuː/ ; NAmE /'ɪʃuː/

[countable]

1 an important topic that people are discussing or arguing about:

- *She usually writes about environmental issues.*
- *Let's raise the issue at our next department meeting.*

2 a problem or worry that somebody has with something:

- *Money is not an issue.*

- *I don't mind waiting—you're the one **making an issue** of it.*

3 one of a regular series of magazines or newspapers:

- *The story was in last week's issue of the Sunday Times Magazine.*

40. Which meaning does *issue* have in this sentence: "If you have any issues, call me and I'll come right away"?

41. Which meaning does *issue* have in this sentence: "The economy is a big issue in the news these days"?

42. What is the missing word in this sentence: "Let's not make an issue ____ it, okay"?

V. Writing Skills: Selecting Effective Topic Sentences; Identifying Elements in an Opinion Paragraph; Identifying Brainstorming Methods

A. Read the paragraphs. Choose the best topic sentences.

43.

. At each step, or stage, in that process, the consumer has certain things to think about and do. Sometimes the process takes a long time, and sometimes it is very quick. Sometimes you pay careful attention to it, and sometimes you pay it no attention at all. At each of those stages, different influences can play a part. But with most purchases, you do go through the same five stages.

- A. A process is a series of things done in order to reach a particular goal or result.
- B. In today's world, consumers have lots of choices, especially with Internet shopping.
- C. As a consumer, you usually go through a certain process when you make a purchase.

44.

____. Because it is such a strong color, it is used to get people's attention when they

need to watch out, like red traffic lights telling drivers to stop. Red is also used to warn people away from situations where they might get hurt. For example, a red flag flying at the beach means it is not safe to go in the water.

- A. The color red can represent danger.
- B. Red is a bright and cheerful color.
- C. Red is often associated with anger.

45. _____

____ People talk about "feeling blue." If a friend of yours is feeling blue, or has the blues, then your friend is unhappy. If you can, try to do something to cheer your friend up.

- A. Many people, especially men, call blue their favorite color.
- B. Blue is the color that many people associate with friendship.
- C. The color blue is sometimes associated with feelings of sadness.

B. Read the paragraph and answer the questions.

(1) I believe in following the Golden Rule in all of my relationships. (2) It says to treat other people the way you would like them to treat you. (3) To me, that means treating others with respect. (4) I do that because I want others to treat me with respect. (5) I also want to make a good impression on other people, and I want to avoid doing things that make them uncomfortable. (6) So, I need to know how to behave appropriately in many different situations. (7) When I am in a new situation and am not sure how to behave, I try to use the Golden Rule as my guide.

46. What phrase signals that the writer is giving an opinion? _____

47. In which two sentences does the writer give reasons for his or her opinion?

_____ and _____

48. Which sentence is the concluding sentence? _____