

READING – “Different Colors”

Read a review of a television program and answer the multiple-choice questions below.

Different colours can affect us in many different ways, that's according to Verity Allen. In her new series "Colour me Healthy" Verity looks at the ways that colors can influence how hard we work and the choices we make. They can even change our emotions and even influence how healthy we are.

"Have you ever noticed how people always use the same colors for the same things?" says Verity "Our toothpaste is always white or blue or maybe red. It's never green. Why not? For some reason we think that blue and white is clean, while we think of green products as being a bit disgusting. It's the same for businesses. We respect a company which writes its name in blue or black, but we don't respect one that uses pink or orange. People who design new products can use these ideas to influence what we buy.

During this four-part series, Verity studies eight different colors, two colors in each programme. She meets people who work in all aspects of the color industry, from people who design food packets, to people who name the colors of lipsticks. Some of the people she meets clearly have very little scientific knowledge to support their ideas, such as the American "Color Doctor" who believes that serious diseases can be cured by the use of colored lights. However, she also interviews some real scientists who are studying the effect of green and red lights on mice, with some surprising results.

Overall, it's an interesting show and anyone who watches it will probably find out something new. But because Verity goes out of her way to be polite to everyone she meets on the series, it's up to the viewers to make their own decisions about how much they should believe.

1 What is the writer doing in this text?

- A giving information about how colours influence us
- B reporting what happens in a new television series
- C giving information about a television present
- D giving his opinion of a recent television show

2 According to Verity, why is a knowledge of color important?

- A It can help you to choose the best products.
- B It can give you new ideas.
- C It can help you to change people's minds.
- D It can help you to sell products.

3 Who does the writer respect least?

- A Verity Allen
- B The people who name lipstick
- C The "Color Doctor"
- D The scientists who work with mice.

4 Which of the following would make a good title for the text?

- A Enjoy it, but don't believe everything.
- B Another great show from Verity Allen! Five Stars!
- C Don't miss this if you work in Business!
- D Watch this program! It will make you healthy!

5 Which of the following shows the probably content of the four shows?

- A Part 1-Health, Part 2-Products and Industry, Part 3-Emotions, Part 4-Decisions
- B Part 1-Blue and Black, Part 2-Red and Orange, Part 3-White and Grey, Part 4-Green and Yellow
- C Part 1-Meeting designers, Part 2-Meeting people who name colors, Part 3-Meeting doctors, Part 4-Meeting scientists
- D Part 1-Cleaning products, Part 2-Make up, Part 3-Clothes, Part 4-Food