

The Q Classroom

Activity A, p. 24

Answers will vary. Possible answers:

1. I like blue because it is easy to look at. It's a calm color. It's easy to match blue with other colors.
2. Yellow walls will probably make me feel warm and happy. It's a cheerful color.
3. The colors make the town appear bright and friendly.

Activity B, p. 24

1. The students mention bright colors, burgundy, dark blue, gold, white, and pink
2. Answers will vary.

PREVIEW THE UNIT

Activity A, iQ Online Resource

Answers will vary. Possible answers:

1. Valeria wears blue because it makes her feel like she is in a dream. Tom likes red because it is a warm, bright color. Stephin wears brown because all browns go together. Also, brown doesn't show stains and it matches his hair and eyes. Elizabeth wears green because it makes her think of nature.
2. Blue makes me feel cold. It reminds me of water.
3. I like to wear blue because there are many different kinds of blue. It is easy to match. It makes me feel relaxed.
4. I don't like to wear orange. It is too bright. It doesn't look good with my skin and hair.

READING 1

PREVIEW THE READING

Activity A, pp. 26–27

- a. represent
- b. affect
- c. emotions
- d. culture
- e. universal
- f. unaware
- g. psychology
- h. specific

Activity C, p. 27

1. There are five sections. The painting is related to the section called *Cultural meaning*.
2. Cultural meaning
3. Orange and red are warm colors. Blue and green are cool colors.
4. Answers will vary.

Activity D, p. 27

Answers will vary. Possible answer:

The color red makes me feel happy. Red is a warm color and makes me feel safe. When I think of the color red, I am reminded of leaves in the fall.

WORK WITH THE READING

Activity B, p. 30

1. T
2. F Colors can have several meanings.
3. T
4. T
5. F Research studies about color psychology show that color affects our actions or emotions.

Activity C, p. 30

Blue: air, water, peace, calmness, sadness, decreased pain

Green: life, nature, calmness, sadness, money, loss of respect

Red: anger, warmth, comfort, danger

Yellow: warmth, comfort, anger, royalty

White: goodness, death

Activity D, pp. 30–31

Answers will vary. Possible answers include:

1. In the United States, white means goodness.
2. In Ancient Egypt, people used colors to heal sicknesses.
3. In Japan, white can mean death.
4. In the United States, green makes people think of money.
5. In China, green can represent a loss of respect.
6. In Asia, yellow is the color of royalty.
7. In Europe, purple is the color of royalty for kings and queens.

Activity E, p. 31

Answers will vary. Possible answers include:

1. Although we may be unaware of it, colors can affect us and have different meanings.
2. Certain colors, such as those found in nature, can have the same meaning around the world.
3. Humans used color to treat illnesses.
4. The meaning of a color might vary in different cultures.
5. Colors can affect our emotions, thoughts, and actions.

WRITE WHAT YOU THINK

Activity A, B, p. 31

Answers will vary. Possible answers:

1. I think that the color black influenced the referees. Black can mean death, something bad, or something negative. I don't think the referees knew the colors were influencing them. A team that is wearing black uniforms may look like a group of robbers or criminals.

Sometimes the referees must make a very quick decision, and the color influenced them.

2. My bedroom walls are white, so my walls look clean and my bedroom looks large. I like white because I can decorate my walls with posters of any color. I can use any color for my bed. Someday I would like to change the color to yellow. Yellow is a warm and cheerful color.

READING SKILL

Activity A, p. 32

The following should be circled:

1. warmth, comfort, anger
2. decrease pain
3. wedding dress
4. kings and queens
5. study, emotions
6. made, decisions, teams, uniforms

Activity B, p. 32

Answers will vary. Sample answers:

1. something that you feel; an emotion
2. to make better; to cure
3. a woman who is getting married at a wedding
4. a king or queen; a prince or princess
5. the study of emotions
6. people whose job it is to make sure players follow the rules of a sport

READING 2

PREVIEW THE READING

Activity A, p. 33

1. c
2. a
3. c
4. a
5. b
6. a

- 7. b
- 8. a

Activity C, p. 33

McDonalds, IBM, Microsoft, Dell, Apple, BP, UPS

Activity D, p. 34

Answers will vary.

WORK WITH THE READING

Activity B, p. 35

- 2

Activity C, p. 35

| Name of company | Company colors | Feelings that colors give |
|----------------------|-------------------|--|
| McDonald's | red and yellow | bright, cheerful |
| IBM, Microsoft, Dell | blue | dependable, peaceful, powerful |
| Apple | variety of colors | fun |
| BP | green and yellow | nature, sun, flowers, energy, bright, cheerful, environmentally friendly |
| UPS | brown | safe, reliable, boring, dependable |

Activity D, p. 35

Answers will vary. Sample answers include:

1. McDonald's uses red and yellow because they are bright and cheerful colors.
2. The UPS color is brown. It represents safe and reliable service.
3. Computer companies use blue to show that they are dependable and powerful.
4. BP's green and yellow represent the environment and are bright and cheerful.

Activity E, pp. 35–36

1. cheerful
2. reliable
3. positive

4. products
5. respond

WRITE WHAT YOU THINK

Activity A, p. 36

Answers will vary. Example answers:

McDonald's: red, yellow

McDonald's colors make me think of them as a fun company. Their colors are bright and remind me of childhood.

UPS: Brown

I think of brown as a serious color. It is also the color of cardboard boxes.

BP: Green and yellow

The colors green and yellow make me think BP is a more environmentally friendly company.

Activity B, p. 36

Answers will vary. Possible answers:

1. McDonald's uses red and yellow, which are bright and cheerful colors. They use red and yellow on all of their cups and packages and in their advertising. When I drive, I can recognize a McDonald's restaurant from the colors. UPS uses brown. Brown is not a lively color. It makes me think the company is slow. many computer companies use blue. I think blue is a very serious color. It makes me feel confident in the companies.
2. I would use green and blue for the shelves to create a relaxing environment for the children. The tables and reading area will be red and yellow so that they look inviting and children will want to sit and read at them. The walls would be

white so that the room is not too distracting.

VOCABULARY SKILL

Activity A, p. 37

1. N
2. ADJ
3. ADJ
4. N
5. N
6. ADJ
7. ADJ
8. N

Activity B, p. 38

1. addition
2. emotional
3. natural
4. peace
5. person

Activity C, p. 41

1. nature
2. peaceful
3. person
4. emotional
5. additional

WRITING SKILL

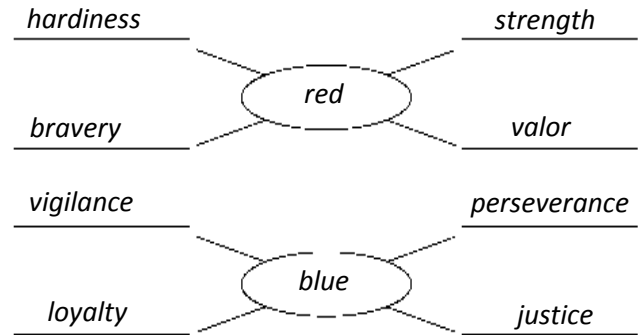
Activity A, p. 39

Answers will vary.

Activity B, p. 40

Answers will vary. Sample answer:

Topic: Think of a national flag. What are the main colors in the flag? What does each color represent?



Activity C, p. 40

Companies and colors, Internet companies—Google uses lots of different colors, they are bright, happy colors—eBay also uses many different bright colors. Are they the same colors? ~~My brother bought a bicycle on eBay. He rides it to work.~~ Stores—Macy’s department store uses red. I like the color red. It’s a strong, exciting color. Macy’s uses a red star in its advertisements. I always think of the red star and Macy’s. ~~Sometimes I shop at Macy’s.~~ The red star is a good symbol. It’s easy to remember and recognize.

Activity D, p. 41

Underline: Stores—Macy’s department store uses red. I like the color red. It’s a strong, exciting color. Macy’s uses a red star in its advertisements. I always think of the red star and Macy’s. The red star is a good symbol. It’s easy to remember and recognize.

Activity E, p. 41

Answers will vary.

Activity F, p. 41
Answers will vary.

GRAMMAR

Activity A, p. 43

1. will be
2. will encourage
3. will use
4. will, go
5. will, be
6. will love
7. will enjoy
8. will bring
9. will, use
10. will have
11. will offer

Activity B, p. 43

| | Example | Reason |
|----------------------------|----------------|--------------------------|
| 1. simple present | introduce | It happens every year. |
| 2. simple past | announced | It happened last week. |
| 3. future with will | will be | Next year is the future. |

Activity C, p. 44

Answers will vary. Sample answers:

1. My city will have more people living in it in 50 years.
2. The busses in my town will move faster.
3. Stores will be larger and have more items to choose from.
4. There will be more pollution and fewer trees in my town.
5. I will be older.
6. I will have children and grandchildren.
7. I will be retired.

UNIT ASSIGNMENT

PLAN AND WRITE

Activity A, iQ Online Resource

Answers will vary.

Activity B, iQ Online Resource

Answers will vary

Activity C, iQ Online Resource

Answers will vary.