

The Q Classroom

Activity A, p. 74

Answers will vary. Possible answers:

1. I've purchased cereal, clothes, sneakers, and a car.
2. I wanted to buy a car. Commercials helped me to decide which one was the safest.
3. Yes, there is too much advertising around us. / No, there is not too much advertising around us.

Activity B, p. 75

1. Felix: a; Harms us
Marcus: c; Helps us
Sophy: d; Harms us
2. Answers will vary. Possible answer:
I agree with Felix. My little brother asks my parents to buy him things because he knows their name from television commercials. He doesn't even know what they are!

PREVIEW THE UNIT

Activity A, iQ Online Resource

Answers will vary. Possible answers:

1. I see them on billboards, television, and buses.
2.
 1. on the highway
 2. at a wax museum
 3. near a place where new development is planned
 4. on the road

Activity B, iQ Online Resource

Advertisement 1: To provide information;
To provide help

Advertisement 2: To sell something

Advertisement 3: To provide information

Advertisement 4: To sell something

READING 1

PREVIEW THE READING

Activity A, p. 76

to explain what advertisers do to make food look better

Activity B, p. 76

Answers will vary. Possible answer:

I was watching TV with some friends and we saw an advertisement for a restaurant. Someone said the food looked good. I was hungry, and the food did look good. We turned off the television and went to the restaurant for lunch instead.

Activity C, p. 76

Answers will vary.

WORK WITH THE READING

Activity B, pp. 78–79

1. appealing
2. come close to
3. anticipation
4. hire
5. critic
6. claim
7. figure out
8. deceptive
9. particularly
10. appear

Activity D, p. 79

1. 3
2. 2
3. 1
4. 5
5. 4

Activity E, p. 79

1. F In the U.S. there is a law that if a company is advertising a food, the real food must be used in the photograph.
2. T
3. T
4. F It is difficult to take photos of a cooked turkey.
5. F Food stylists use partially cooked

burgers to make the meat appear plumper and partially cooked turkeys so the skin doesn't wrinkle.

Activity F, p. 80

1. Only cook it partway.
2. Use a blowtorch for grill marks.
3. Use paper towels.
4. Sew it with needle and thread.
5. Paint it with food coloring or molasses.
6. Use ingredients like corn syrup and sugar.

Activity H, pp. 80–81

Answers for “Words that helped me” will vary.

2. *edible* means (a) good or safe to eat
Words that helped me: food coloring, glue, toothpicks, paper towels, glycerin
3. *fake* means (b) not real
Words that helped me: ingredients like corn syrup, powdered sugar and margarine; looks, but certainly doesn't taste, like the real thing

Activity I, p. 81

Answers for inferences will vary. Possible answers:

1. Some may be too thin or have too few sesame seeds. Some may have an odd shape or color. Paragraph: 3
2. Fake yogurt might be used because real frozen yogurt would melt. Paragraph: 5
3. The French fries might not look good, especially after they have been under hot lights for hours. Paragraph: 6

WRITE WHAT YOU THINK

Activity A, B, pp. 81–82

Answers will vary. Possible answers:

1. I think it is deceptive advertising. If I see a beautiful sandwich in an ad, I want my sandwich to look that good when I go to the restaurant. If I get there and the bread on my sandwich is soggy and the lettuce is wilted, I will feel deceived. They should take a picture of what the sandwich actually looks like, or make the real food look as good as the pictures.
2. I don't care very much about a food's appearance. I want my food to taste good. If I know a food tastes delicious, I will buy it. If the photo on the package is not appealing, I will buy it anyway. The taste is more important than the appearance.
3. I don't usually have problems ordering something from a catalog. Usually the things I order are just as described. However, once I ordered a blue shirt. When it came it was actually purple. It was supposed to be plain, but it had stripes instead. I had to return it, and I didn't order from that catalog again.

READING SKILL

Activity A, p. 82

1. F
2. F
3. O
4. F
5. O
6. O

Activity B, p. 83

1. People are always influenced by ads.
2. Taken individually, ads are silly, sometimes funny, but certainly nothing to worry about.
3. My favorite ad is the one showing the family in the beautiful new car.

4. That was the most ridiculous ad I have ever seen.
5. The consequences of ads are harmful.

READING 2

PREVIEW THE READING

Activity A, p. 83

positive

Activity B, p. 83

Answers will vary. Possible answer:

I was ready to buy my first car. Lots of advertisements show the car driving but don't give you much information about the car. They are trying to sell a feeling. But one car maker talked about how their car didn't pollute the environment as much. It didn't use a lot of gas, and it didn't cost too much. I bought a car from that company.

Activity C, p. 83

Answers will vary.

WORK WITH THE READING

Activity B, pp. 85–86

- a. surrounding
- b. entertain
- c. exposure
- d. broadcasting
- e. donation
- f. annual
- g. support
- h. annoying
- i. memorable

Activity D, p. 86

- a. 5
- b. 3
- c. 2
- d. 1
- e. 6
- f. 4

Activity E, p. 87

Answers will vary. Students should supply one example for each item. Possible answers:

supports broadcasting: fewer pledge drives; experience and exposure for presenters
helps support sports: pays for fields, equipment, and salaries of athletes
provides public service
announcements: information on diseases, medical problems, public health, safety, etc.
helps make the world more colorful: encourages and supports creative work; pays for TV shows

Activity F, p. 87

1. A; 1,7
2. A; 3
3. D; 3
4. D; 4
5. D; 3

Activity G, pp. 87–88

1. Paragraph: 4
fields, equipment, salaries of athletes
2. Paragraph: 7
clothing designers, photographers, paper company workers, store employees (students should name at least three)
3. Paragraph: 6
They need to be memorable because they provide important information.
4. Paragraph: 5
website services such as online newspapers

WRITE WHAT YOU THINK

Activity A, p. 88

Answers will vary. Possible answers:

1. It means advertising isn't good, but we need it. I agree because businesses need to sell products for the economy to survive. / I disagree because I don't think advertising is bad.
2. Yes, I would. I don't like to see advertising. / No, I'd rather see ads and pay lower prices.

Activity B, p. 88

Answers will vary. Possible answers:

1. I saw an ad recently for a car. The car was being driven along a road near the ocean. The driver and the passenger were having a good time. they were laughing and talking. The ad had a positive effect on me because I thought that it would be fun to drive a nice car with friends along the coast of California.
2. I would like to see less advertising during sports events. You can't even watch a game without it being interrupted every five minutes. The constant interruption takes away from your enjoyment of it. You can miss things sometimes because of advertisements. When the ads are finished, you see an instant replay of what you missed. But that's not as exciting as it seems.
3. The most common place to find ads targeting children is on television. A lot of the advertising is for food products. Some are for toys.
4. I think ads targeting children are mostly negative, because they try to convince them that they need things they don't really need.

VOCABULARY SKILL

Activity A, p. 89

1. adjective
2. noun
3. adverb
4. adjective
5. noun
6. adjective
7. noun
8. noun
9. adverb
10. adjective

WRITING SKILL

Activity A, pp. 90–91

1. I guess you could say that I'm different from most people because I love commercials.
2. Reason 2: I like to see commercials that my senses respond to.
Examples: a close-up of mouth-watering food, a car driving through mountain roads, music
Reason 3: Advertising tells me about coming attractions.
Examples: future TV programs, events, or movies

Activity B, pp. 91–92

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

GRAMMAR

Activity A, pp. 93–94

1. and; related ideas
2. but; contrasting ideas
3. so; a result
4. but; contrasting ideas
5. or; a choice

Activity B, p. 94

1. I like to stay healthy, so I exercise every day.

Reading and Writing 3
Unit 4 Student Book Answer Key

Q: Skills for Success
Second Edition

2. Sara Marcone is a very creative writer, and she has written five novels.
3. The lecture was interesting, but it was a bit too long.
4. We can go out for dinner, or we can stay home.

Activity C, p. 94

Answers will vary.

Activity D, p. 94

Underlined in Reading 2, with coordinating conjunctions (underlined below) circled:

1. It may be annoying to sit through commercials during your favorite TV show, but the advertisers have paid for its production.
2. There are hundreds of large banners surrounding sports stadiums, and hundreds, thousands, even millions of people notice them.
3. Companies pay as much as a million dollars for 60 seconds of advertising time during this event, so a lot of effort goes into these commercials.
4. Various companies pay for the PSAs, and advertising agencies make donations of their time and expertise to produce them.
5. We may wish that commercials and advertisements weren't necessary, but, for the most part, we are all content to have them as part of our lives.

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.