

The Q Classroom

Activity A, p. 2

1. Answers will vary.
2. Answers will vary. Possible answer:
These people are an indoor ski area.
Year-round snow on their ski slopes
makes these parks popular.

Activity B, p. 3

1. Answers will vary. Possible answers:
Yes, I think that is true. / No, I do not
think that is true.
2. Answers will vary. Possible answer:
Some things become popular
because they are new and different.

PREVIEW THE UNIT

Activity A, iQ Online Resource

Answers will vary. Possible answers:

Ad on TV:

Advantages: Advertisers can
target their ads to people who
watch certain types of shows. Use
video.

Disadvantages: Many people are
watching TV shows over the
Internet. People mute the TV when
ads come on.

Word of mouth:

Advantages: People
listen to their friends. People are
likely to buy products that others
are talking about.

Disadvantages: Advertisers cannot
control this. Advertisers can't be
sure the talk is positive.

Magazine ads:

Advantages: can use colorful photos.
Can use celebrities.

Disadvantages: People might not
read it. Many people are not reading
magazines anymore.

Activity B, iQ Online Resource

Answers will vary.

READING 1

PREVIEW THE READING

Activity A, p. 4

1. find out
2. trend
3. spread
4. contribute
5. connect
6. express
7. clear

Activity C, p. 5

Answers may vary.

The article will talk about unusual
things that advertisers do to
promote products.

Activity D, p. 5

Answers will vary.

WORK WITH THE READING

Activity B, p. 6

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

Activity C, p. 6

- a. 4 This created buzz because people like to participate and express their own opinions.
- b. 3 Some other companies choose to do something surprising so that people will remember their product and spread their idea.
- c. 1 Every year companies spend millions of dollars on advertising to create buzz about their products—in other words, to get people talking about them.
- d. 6 There are many ways that advertisers hope to make their

products popular: doing something surprising or exciting, asking customers to get involved, or connecting the product with something that people see regularly.

- e. 2 This is part of a new trend in advertising in which companies pay for unusual events, hoping that customers will talk more about their products.
- f. 3 People were surprised to see a blender cut a smartphone into small pieces. Everyone talked about the videos and wanted to find out more about the blenders.

Activity D, p. 7

1. Buzz means “people talk a lot about something because it is popular.”
2. 39 kilometers
3. more than 1,300 kilometers per hour
4. smartphones, rakes, sports equipment
5. They connected Kit Kat bars with coffee.
6. Sales improved by more than 50 percent.
7. Because more people will buy products that people are talking about.

Activity E, p. 7

1. Felix Baumgartner performed a stunt while wearing a space suit with Red Bull’s name on it.
2. Tom Dickson made videos showing blenders mixing up unusual things.
3. Doritos asked their customers to make their own TV ads.
4. they drink coffee often, and the ads connected Kit Kats with coffee.

WRITE WHAT YOU THINK

Activity A, B, pp. 7–8

1. Answers will vary. Possible answer: I think Kit Kat had the most successful advertising method. They improved sales by more than 50 percent because they used ads that connected Kit Kat bars with coffee.
2. Answers will vary.

READING SKILL

Activity A, p. 8

1. Experts often influence our actions and purchases. For example, a doctor on a TV health show may recommend a medication. Because the doctor is an expert in healthcare, we expect her to be very knowledgeable about what medicines are best. We are more likely to follow her advice.
2. Other consumers also influence our purchases. When a consumer uses a product, we listen to his or her opinion. On the Internet, consumers can write their opinions about products. For example, on some travel websites, people write reviews of hotels and restaurants. Online bookstores share reviews from ordinary people. These websites are very popular because they show that people are interested in consumers’ opinions.

Activity B, pp. 8–9

1. c

Key sentence: *One idea that can contribute to popularity is to do something very unusual.*

2. a

Key sentence: *Some other companies choose to do something surprising so that*

people will remember their product and spread their idea.

3. c

Key Sentence: *This created buzz because people like to participate and express their own opinions.*

4. b

Key Sentence: *Another way to make a product popular is to connect it in people's minds with something that they see often.*

READING 2

PREVIEW THE READING

Activity A, pp. 9–10

1. a
2. b
3. b
4. a
5. a
6. a
7. b
8. b

Activity C, p. 10

- People make their shopping choices because of what other people buy.

Activity D, p. 10

Answers will vary. Possible answer:
I bought a pair of expensive sneakers because all my friends had the same pair. I liked the way the sneakers looked, but they were expensive. I wish I had saved my money instead.

WORK WITH THE READING

Activity B, p. 12

1. a
2. b

Activity C, pp. 12–13

1. Social proof is how other people's actions influence us.
2. They want to influence us to buy their products.

3. because experts are knowledgeable
4. People are interested in consumers' opinions.
5. a friend's recommendations

Activity D, p. 13

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

Activity E, p. 13

1. influence
2. behavior
3. Experts
4. consumers
5. friends
6. recommendations
7. advertising

Activity F, p. 13

- 1
- 3
- 4
- 6

WRITE WHAT YOU THINK

Activity A, p. 14

Answers will vary.

Activity B, p. 14

Answers will vary.

VOCABULARY SKILL

Activity A, p. 14

Nouns: choice, connection, contribution, discussion, enjoyment, gift, information, thought

Verbs: choose, connect, contribute, discuss, enjoy, give, inform, think

Activity B, p. 15

1. V
2. N
3. V
4. N

5. N
6. V
7. N
8. V
9. V
10. N

Activity C, p. 15

1. studies
2. reviews
3. influence
4. comments
5. researches
6. study
7. comments
8. influence

WRITING SKILL

Activity A, p. 17

- TS Psychologists say that “social proof” influences us.
- SS One example of this is a sidewalk experiment.
- SS When a group of four people looked up at the sky on a busy sidewalk, 80 percent of the passersby looked up at the sky.
- CS A group of people influences the behavior of others.

Activity B, p. 17

1. b
2. c
3. a

Activity C, p. 17

Topic sentence: *Friends influence us the most—more than experts, crowds, or other consumers.*

Activity D, p. 17–18

1. b topic: the most popular clothing
controlling idea: is not always popular the next year

2. c topic: classroom computers
controlling idea: are very helpful for students
3. a topic: many older adults
controlling idea: need a lesson on how to use a smartphone
4. a topic: many new trends
controlling idea: are actually old trends

Activity E, p. 18

1. b
2. b

Activity F, p. 18

Answers will vary. Possible answer:

I have good reasons for not buying the latest fashions.

Activity G, p. 19

Answers will vary.

Activity H, p. 19

Answers will vary.

GRAMMAR

Activity A, p. 21

1. Nowadays more and more companies are making advertisements that involve their customers. These companies are using many creative ways to help products become more popular. Researchers believe social proof is the idea behind this trend. This is because when we are not sure what to do, we look at what others are doing. More and more people are using smartphones and social media to share news about their purchases with their friends.

2. a
3. c

Activity B, pp. 21–22

1. are using
2. are following

Reading and Writing 2
Unit 1 Student Book Answer Key

Q: Skills for Success
Second Edition

3. are copying
4. are buying
5. are complaining
6. is spreading
7. is improving
8. are losing
9. is, trying
10. are being

UNIT ASSIGNMENT

PLAN AND WRITE

Activity A, iQ Online Resource

Answers will vary.

Activity B, iQ Online Resource

Answers will vary.

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

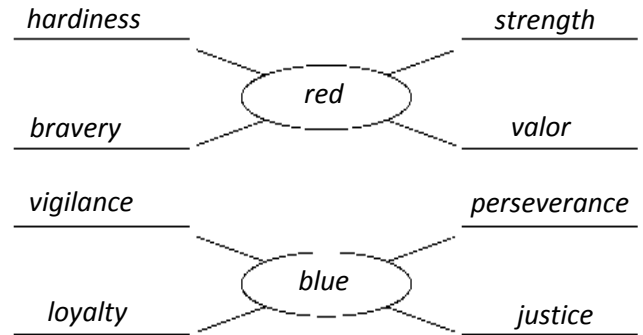
Activity A, p. 39

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.

The Q Classroom

Activity A, p. 46

Answers will vary. Possible answers:

1. I invited several friends to come for dinner. I spent hours making a delicious meal. Only one friend came. The other friends never called to tell me they couldn't come. I didn't invite them for dinner again.
2. The young man is assisting a blind man on a subway. He is being very polite and helping the man find a seat.

Activity B, p. 46

1. Saying "thank you," "please," and "excuse me." Don't interrupt people. Don't ask personal questions. Smile. Eat slowly. Don't be messy.
2. Answers will vary.

PREVIEW THE UNIT

Activity A, iQ Online Resource

Answers will vary.

Activity B, iQ Online Resource

Answers will vary. Possible answers:

Polite	Rude
saying "please" and "thank you"; opening the door for another person; offering your seat to someone on a bus; listening when someone is speaking to you; using polite language for requests (Could you, would you mind, etc.)	talking loudly in public; answering your cell phone in a restaurant; not returning someone's call; chewing with your mouth open; staring at someone; asking a person's age or weight

READING 1

PREVIEW THE READING

Activity A, pp. 48–49

- a. respect
- b. behavior

- c. awkward
- d. make a good impression
- e. firmly
- f. manners
- g. appropriately
- h. gesture

Activity C, p. 49

The photos and captions suggest that this article will be about manners such as shaking hands, using eye contact, and giving gifts in different cultures.

Activity D, p. 49

Answers will vary.

WORK WITH THE READING

Activity B, pp. 50–51

1. F Polite behavior is often different in different countries.
2. T
3. F Personal space is different in different cultures.
4. F Each country has a different definition of being on time.
5. T
6. F It's useful to learn about cultural differences.

Activity C, p. 51

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

Activity D, p. 52

Paragraph Number	Country or Region	Topic
2	United States, the Middle East	greetings
4	North America, the Middle East, Latin America	personal space
5	United States, China	gift-giving
6	Germany, Argentina	time

7 | Vietnam, United States | gestures

Activity E, p. 52

Answers will vary. Possible answers:

1. Examples differ from culture to culture. In the United States, it is polite to shake hands firmly and to open a gift when it is given to you.
2. In the United States, people shake hands firmly and for a short period of time. In the Middle East, people shake hands gently and for a longer time.
3. In North America the comfortable distance is at arm's length. Where I live we stand closer together.
4. In Germany, you should arrive at 12:00. Where I live it is more polite to arrive a bit later.
5. It shows that you care about the other person's culture and want to make that person feel comfortable.

WRITE WHAT YOU THINK

Activity A, B, pp. 57-58

Answers will vary. Possible answers:

1. In North America, when people are speaking they stand about an arm's length apart. People stand closer together in some places, such as some countries in Latin American and the Middle East.
2. I think body language is different in different cultures because some cultures are more formal than others. For example, in cultures where respect is very important, it's not always polite to greet someone with a kiss on the cheek.

READING SKILL

Activity A, p. 53

Main Idea: There are cultural differences in the way people use personal space.

Detail: In North America people usually stand about an arm's length apart during a conversation.

Detail: in some countries in the Middle East and Latin America, people stand closer.

Activity B, p. 53

1. Around the world cultures have different ideas about giving gifts.
2. There are two supporting details: In the United States, if people give you a gift, you should open it while they are with you. . . . In China, you should open a gift after the person is gone.

Activity C, p. 54

1. Another cultural difference is time.
2. Two examples: In Germany, it is important to arrive on time. In Argentina, polite dinner guests usually come 30 to 60 minutes after the time of the invitation.

READING 2

PREVIEW THE READING

Activity A, pp. 54-55

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

Activity C, p. 55

- giving/receiving gifts
- table manners
- formality

Activity D, p. 55

Answers will vary.

WORK WITH THE READING

Activity B, p. 57

1. F Mansoor Al Ganem is worried about correct business etiquette.
2. T
3. F Many Americans are informal at home.
4. T
5. F Carlos thinks business customs are different in Egypt and in the U.S.

Activity C, p. 58

1. a. later
b. right away
2. a. travel, food, books, sports, family
b. age, salary, religion, politics
3. a. remove your shoes
b. don't remove your shoes
4. a. discuss business
b. have informal conversation before a meeting
5. a. are acceptable
b. are unacceptable

Activity D, pp. 58–59

1. manners
2. informal
3. kitchen
4. polite
5. hosts
6. shoes
7. left
8. conversation
9. relationships
10. interrupt

Activity E, p. 59

Answers will vary. Sample answers:

1. Good table manners in the United States include keeping elbows off the table; chewing with your mouth closed; complimenting the food
2. It is important to make your guests feel comfortable, but it is also important for visitors to learn about your culture.

WRITE WHAT YOU THINK

Activity A, p. 59

Answers will vary. Sample answers:

1. So that he/she is not rude or does not upset his/her host. To show that he/she is interested in and knowledgeable about other cultures.
2. This is good advice unless your hosts do not have good manners.

Activity B, p. 59

Answers will vary. Sample answers:

1. I think that people are less polite today. This is because they are not taught how to be polite from a young age. People are less formal now.
2. People learn to be polite. This is one reason why there are different customs around the world.

VOCABULARY SKILL

Activity A, p. 60

- in-*: inappropriate, inexpensive, informal
im-: imperfect, impolite, impossible
un-: unclear, uncomfortable, uncommon, undependable, untraditional, unusual

Activity B, p. 61

1. dependable
2. unclear
3. unusual OR uncommon
4. impossible
5. comfortable
6. inexpensive
7. impolite OR inappropriate
8. traditional OR formal
9. uncomfortable
10. inappropriate OR impolite

WRITING SKILL

Activity A, p. 62

Circled: there are several appropriate gifts to bring to a host

Underlined: flowers, Food, a small gift for the home

Activity B, pp. 62–63

1. in North America, people stand an arm's length apart. In some countries in the Middle East and Latin America, people stand closer.
2. in some Middle Eastern countries, people hold the other person's hand gently for a longer time.
3. it is polite to be half an hour to an hour late in Argentina.
4. in the United States, it is polite for hosts to open a gift in front of the gift giver.
5. it is impolite to interrupt a meeting in the United States, but it is common for others to come in the room in Egypt.

Activity C, p. 63

Answers will vary. Sample answer:

Main idea: Many people are impolite when using their cell phones.

Supporting idea: People speak loudly in public places.

Supporting idea: People use their phones at dinner.

Supporting idea: People interrupt conversations to answer their cell phones.

Activity D, p. 63

Answers will vary. Sample answer: Many people do not have good cell phone manners, and they are impolite when they use their cell phones. For example, some people speak loudly on the phone in public places such as the movie theater, or

on the bus. When eating dinner with friends or family, impolite people may have their cell phones out and play games or read text messages rather than focus on the dinner conversation. Other impolite people interrupt conversations to answer their cell phones. Instead, they should allow their calls to go to voicemail, and answer them later. This way they can focus on the conversation. If cell phone users were more thoughtful of others, they might be more polite.

Activity E., p. 64

Answers will vary.

Activity F., p. 64

Answers will vary.

GRAMMAR

Activity A, p. 65

1. Circled: brother
Underlined: lives
2. Circled: a man
Underlined: is
3. Circled: The police
Underlined: are
4. Circled: people
Underlined: use
5. Circled: This book
Underlined: gives

Activity B, p. 66

In my opinion, the most annoying habit is talking on cell phones.

People is talking talk on their cell phones all the time. My brother always interrupt interrupts our conversations and answer answers his phone. People like my brother doesn't don't care about

Reading and Writing 2
Unit 3 Student Book Answer Key

Q: Skills for Success
Second Edition

manners. People talk on cell phones in restaurants and in doctors' offices. There is are times when cell phones are very annoying. Cell phones ring and interrupts interrupt our thoughts. People need to show more respect for others. There is are appropriate and inappropriate places to use cell phones.

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.

The Q Classroom

Activity A, p. 68

1. Answers will vary. Possible answers:
I like to play tennis and soccer. I like to watch basketball.
2. They are competing in a swimming competition. They are racing.

Activity B, p. 68

Answers will vary. Possible answers include:

1. Yes, I think the home team has an advantage because they have more support from the people watching the sport. Also, they may be more familiar with the field or stadium and the climate.
2. Some cyclists cheated in the Tour de France because they used illegal drugs.

PREVIEW THE UNIT

Activity A, iQ Online Resource

Answers will vary.

Activity B, iQ Online Resource

Answers will vary.

READING 1

Activity A, p. 70

- a. compete
- b. include
- c. championship
- d. effect
- e. advantage
- f. limit
- g. solution
- h. financial

Activity C, p. 71

Answers will vary. Possible answers include:

Teams: Real Madrid, Manchester United, Barcelona

People: Cristiano Ronaldo, Roman Abramovich

The teams and the people are all involved with sports, and they all have lots of money.

Activity D, p. 71

Answers will vary. Possible answer:

Wealthy teams are usually better than poorer teams because they can afford better equipment. Wealthier teams may also be able to afford better players because they can offer more competitive salaries. Poorer teams cannot always afford the best players or equipment, so they may not be as good. Wealthy teams are better teams because they can afford to be.

WORK WITH THE READING

Activity B, p. 73

1. T
2. T
3. F The wealthiest teams sell their tickets at high prices.
4. T
5. F There are no easy solutions to the problem of wealthy teams having an unfair advantage.

Activity C, p. 73

1. Real Madrid
2. He earned \$21.9 million per year at the time the article was written. He must make more with Real Madrid since he left Manchester to go to Real Madrid.
3. They support the team financially.
4. Rich teams could support poor teams or there could be a limit on how much players can be paid.
5. They get corporate sponsors, they sell tickets at high prices, they get money from TV stations to broadcast their games.
6. The team was bought by a billionaire who invested a lot of money in the team.

Activity D, p. 74

1. five, two
2. Arsenal

3. value
4. Real Madrid
5. eighth

Activity E, p. 74

Answers will vary. Possible answers include:

1. Solution: Rich teams give to poor teams. Advantages: Poor teams have more money to use for better players. Disadvantages: Teams are not financially motivated to do well.
2. Solution: Limit how much a player can be paid. Advantages: Poorer teams can afford to pay better players. Disadvantages: Players are not financially motivated to do well.
3. Solutions will vary.

WRITE WHAT YOU THINK

Activity A, B, p. 75

Answers will vary. Possible answers include:

1. American football, baseball, and many other sports have wealthy and poor teams. They have many of the same problems.
2. I think their salaries are fair because they have very short careers as athletes, and they are likely to have serious injuries that may affect the rest of their lives.

READING SKILL

Activity A, p. 75

Answers will vary.

READING 2

PREVIEW THE READING

Activity A, pp. 76–77

1. ban
2. energy
3. artificial
4. reason
5. performance
6. equipment

7. invent
8. technology

Activity C, p. 77

The Technology Advantage: Better Equipment, Better Performance

Activity D, p. 77

Answers will vary. Possible answers:

Running sneakers are always improving so that runners can run longer distances, faster. Skis might be changing so that skiers can ski faster. Tennis racquets are lighter than they used to be.

WORK WITH THE READING

Activity B, p. 80

- a. 6
- b. 4
- c. 1
- d. 5
- e. 3
- f. 2
- g. 7

Activity C, p. 80

1. They believe that technology makes sports unfair because some people can afford the new technology while others cannot.
2. Swimmers could swim faster.
3. Swimmers began breaking many records.
4. FINA banned the swimsuits.
5. Fewer records were broken.
6. artificial legs, contact lenses, special shoes

Activity D, p. 81

1. F The graph shows the fastest times for women swimmers between 1998 and 2011.
2. F The slowest time was 1998, and the fastest was 2009.
3. F The fastest time increased by less than a second in 2009.
4. T

Reading and Writing 2
Unit 4 Student Book Answer Key

Q: Skills for Success
Second Edition

5. F Times decreased by almost 1 second between 1998 and 2011.

Activity E, p. 81

Answers will vary.

1. They can swim faster. They can break records. They float better.
2. Opinions will vary.

WRITE WHAT YOU THINK

Activity A, p. 81

Answers will vary. Possible answers include:

1. I enjoy skateboarding. New wheels have made the sport safer and allow skateboarders to maneuver better. People are doing many more tricks than in the past, so I don't think it is safer than in the past. Also, I think it is more difficult than in the past because of the complexity of the tricks.
2. I think athletes today have more history to draw from. They know what works and what doesn't. Also, they have computer simulations to help them learn.

Activity B, p. 81

Answers will vary.

1. I think the Olympic Games are not completely fair because some countries cannot afford to train their athletes as well as other countries. Also, sometimes athletes compete for countries that they are not even from because they were not able to get on their country's team.
2. Lots of training and advice from coaches can improve an athlete's performance. I think a family's support can make the biggest difference.

VOCABULARY SKILL

Activity A, pp. 82–83

1. against, with, for, in
2. a. against, with b. for c. with d. in
3. "They had to compete against several larger companies to get the contract."
4. Answers will vary.

Activity B, p. 83

1. noun, adjective
2. adjective
3. noun, verb, adjective
4. abilities

WRITING SKILL

Activity A, pp. 84–85

1. "In my opinion, sports organizations ought to have rules against contact lenses in competitions." *In my opinion* signals the opinion.
2. In the first few sentences
3. Contact lenses give some players an unfair advantage; Contact lenses are too expensive for many golfers.
4. *For this reason* and *is another reason*
5. The concluding sentence restates the topic.

Activity B, p. 85

Opinion: Sports organizations ought to have rules against contact lenses in competitions.

Reason: They can give athletes an unfair advantage.

Supporting Details: Eyesight is extremely important. Super-vision allows them to play better than others.

Reason: High-tech contact lenses are very expensive.

Supporting Details: Players who cannot afford these contact lenses are at a disadvantage.

Activity C, p. 86

Answers will vary.

Activity D, p. 87

Answers will vary.

Reading and Writing 2
Unit 4 Student Book Answer Key

Q: Skills for Success
Second Edition

Activity E, p. 87
Answers will vary.

GRAMMAR

Activity A, p. 88
Ought to is used in the topic sentence. *Must* is used in the concluding sentence.

Activity B, p. 88
Answers will vary.

1. should not, they should learn to play together more than compete against others
2. should not, their performance will be artificially superior to others
3. should, salaries are currently out of control and unfair to teams that cannot afford the more expensive athletes
4. ought to, they will need more than their athletic skills later in life

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.

The Q Classroom

Activity A, p. 90

1. Answers will vary. Possible answer: My neighbor owns a family business. It's a dry cleaners. I think it's successful because it is usually busy. I don't know if it makes a lot of money, though.
2. Answers will vary. Possible answer: This is probably a father and son who work together in a family business. For a boat shop to be successful, it probably needs to be near a river, a lake, or the ocean.

Activity B, p. 91

1. Sophy's uncle's business is successful because it's the only place in the area where you can get Persian food.
2. Answers will vary.

PREVIEW THE UNIT

Activity A, iQ Online Resource

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

Activity B, iQ Online Resource

Answers will vary. Possible answers:

1. When I was young, my grandparents lived with us for many years. It was nice to always have them at home.
2. My friend's father works very hard and travels a lot. I think it is difficult for my friend because he wants his father to be home more often.

READING 1

PREVIEW THE READING

Activity A, pp. 92–93

1. courage
2. design

3. expert
4. unity
5. expand
6. strength
7. corporation
8. manage

Activity C, p. 93

Answers will vary.

Activity D, p. 93

Answers will vary. Possible answer:

I wouldn't like to work in a family business. My sister and I don't always agree. I think we would fight too much. In order for a family business to succeed, family members have to be able to work together without getting frustrated.

READING SKILL

Activity B, p. 93

Answers will vary. Possible answer:

Abdullah Al Hamad Al Zamil started a business. His sons were part of the business. They were modest and worked hard. The family business is now a huge corporation. While it's hard for a family business to be strong for many years, the Zamil family business is successful.

Activity C, p. 94

1. Reading 2
2. Reading 1
3. Reading 2
4. Reading 1 and Reading 2
5. Reading 2

WORK WITH THE READING

Activity B, p. 95

1. b
2. a
3. c

Activity C, p. 96

1. 3
2. 5

3. 4
4. 1
5. 2

Activity D, p. 96

1. trading
2. food
3. textiles
4. expand
5. successful
6. invented
7. design
8. honest
9. risks
10. corporation

Activity E, pp. 96–97

1. He was 19.
2. Their success is thanks to strong family relationships, a feeling of unity, and sharp business sense.
3. He taught them to be modest, honest, hardworking, and respectful, and to take risks from time to time.
4. They wanted to expand their business.
5. No. They are separated to keep the company strong.

Activity F, p. 97

- a. 3
- b. 5
- c. 8
- d. 2
- e. 1
- f. 7
- g. 4
- h. 6

WRITE WHAT YOU THINK

Activity A, B, p. 97

1. Answers will vary. Possible answer: Family unity, sharp business sense, hard work, expertise in new

technologies, and keeping owners and managers separate helps the Zamil family have a successful business.

2. Answers will vary. Possible answer: When I work with a group of people, I am a good listener. I like talking with people, and I am curious about what they think. I help each person participate. I'm also a good writer, so I often take notes for the group.

READING 2

PREVIEW THE READING

Activity A, pp. 98–99

1. b
2. b
3. a
4. a
5. a
6. b
7. a
8. b
9. b
10. a

Activity C, p. 99

Paragraph 4

Activity D, p. 99

Answers will vary. Possible answers:

A family business might not be successful because it isn't carefully planned. It might be poorly managed. Family members might not have clear responsibilities.

WORK WITH THE READING

Activity B, p. 101

1. F Seventy percent of family businesses fail, and the owners cannot pass down the businesses to their sons and daughters.
2. T
3. T

4. F Love is not enough to run a family business.
5. F The family let people outside of the family manage the newspaper.

Activity C, pp. 101–102

1. 85; 30; 20

2. First pie chart:

15%: Businesses that are not family-owned

85%: Family-owned businesses

Second pie chart:

70%: Family-owned businesses that fail within 20 years

30%: Family-owned businesses that will last more than 20 years

Activity D, p. 102

Answers may vary. Possible answers include:

Family members do not have clear responsibilities

Families are not realistic about the dreams and goals of the younger generations.

WRITE WHAT YOU THINK

Activity A, p. 102

1. Answers will vary. Possible answer: Advantages: Everyone has a stake in the businesses success. You can trust your family. Disadvantages: It can lead to some disagreements in the family. Some family members may take advantage of the situation.
2. Answers will vary. Possible answer: Small businesses can't afford rent. There aren't enough customers, and the businesses don't make enough money.

Activity B, p. 102

1. Answers will vary. Possible answer: Unity and respect for each other's strengths are the keys to making a family business successful.
2. Answers will vary.

VOCABULARY SKILL

Activity A, p. 103

1. advice, darkness, furniture, happiness, information, luggage, news, police, traffic
2. a. analyses; b. cacti/cactuses; c. children; d. lives
3. a. broke down; b. burst into; c. shone at

WRITING SKILL

Activity A, p. 105

1. Many workers today have different options about how and where they work.
2. There are four supporting sentences. Thanks to technology, some people can live far away from their offices and work from home. Computers and the Internet make it possible for individuals to telecommute—that is, to use the telephone and technology to get their work done without being in the office. In addition, since most computers now have microphones and video cameras, it is easy to have a meeting even when people are far away from each other. Now if someone gets a new job, they may not have to move to a new city.
3. Yes, all of the sentences are about the same idea.

Activity B, p. 105

1. People from the same family are sometimes quite different. Perhaps the father is usually quiet, while the mother is likely to be noisy. Brothers and sisters can also have very different personalities. ~~Two brothers might both be very funny.~~ There can

also be large differences in appearance. Some family members may be tall, while others are short. ~~Perhaps they have similar hair or faces.~~ As you can see, family members may not be very similar at all.

2. There are many keys to running a successful business. First, it is important to be sure that your business is in the right location. You want enough people to come and shop there. Many businesses fail in their first few years because they are in a poor location. A good advertising plan can also be helpful. Besides that, you must be sure that the prices are not too high or too low. ~~If you lose money, you can borrow from a bank. My uncle did that during the first two years of his business.~~ If you do everything right, your business can be a big success.

Activity C, p. 106

1. First
2. Next / In addition
3. For instance
4. In addition / Next
5. Obviously
6. Finally

Activity D, p. 106

1. The writer is going to start a new horseback riding school.
2. There are four transition phrases: *also; in addition; for example; finally*
3. Yes. All of the ideas help support the main idea.
4. Answers will vary.

Activity E, p. 107

Answers will vary.

Activity F, p. 107

Answers will vary.

GRAMMAR

Activity A, p. 109

1. simpler
2. safer
3. clearer
4. prettier
5. bigger
6. more realistic

Activity B, p. 109

Adjective	Comparative	Superlative
healthy	healthier	the healthiest
exciting	more exciting	the most exciting
close	closer	the closest
easy	easier	the easiest
good	better	the best
calm	calmer	the calmest
busy	busier	the busiest
low	lower	the lowest

Activity C, p. 110

1. more successful
2. more responsible
3. more intelligent
4. friendlier
- faster
- more realistic

Activity D, p. 110

Answers will vary. Possible answers include:

1. Basketball is the most interesting sport to watch.
2. Pho is the most delicious food in the world.
3. Spring is the most beautiful season in the year.
4. Soccer is the most difficult sport to play.
5. Petra is the most famous place in my country.
6. Microsoft is the most successful company in the world.

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.

The Q Classroom

Activity A, p. 112

Answers will vary. Possible answer:

1. You don't have to wait for a person to help you. It is often faster.
2. A person can deal with issues that were not programmed into a machine. People are more polite.
3. The photo shows the check-in area of an airport. These men are using a self-service check-in kiosk.

Activity B, p. 113

1. Felix doesn't like the automatic checkout at the supermarket. Yuna doesn't like automated messages on the telephone.
2. Marcus likes the automatic checkout at the market and the library and the credit card machine at the gas station.
3. Answers will vary.

PREVIEW THE UNIT

Activity A, iQ Online Resource

Answers will vary.

Activity B, iQ Online Resource

Answers will vary.

READING 1

PREVIEW THE READING

A, p. 114

1. benefit
2. automatically
3. error
4. decrease
5. blame
6. estimate
7. interact
8. stressed
9. provide
10. unique

Activity C, p. 115

Customers will pay their own bills using a credit card at a tablet.

Customers will enter their order at their table using a tablet.

Activity D, p. 115

Answers will vary. Possible answer:

Restaurants send text messages to let customers know their table is ready, so customers don't have to stay in the front of the restaurant. Servers use computers to send orders to the kitchen. This means the cooks don't have to try to read the servers' handwriting. Some restaurants let customers place orders using their smartphones. This makes it easier and faster to get your food.

WORK WITH THE READING

Activity B, p. 117

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

Activity C, pp. 117–118

1. May 3
2. June (next month)
3. photographs of the food
4. appetizers and drinks
5. higher
6. next Tuesday from 9:30–11:00 a.m.

Activity D, p. 118

Answers will vary. Possible answer:

1. servers will feel less stressed.
2. Because each server will have time to serve more customers,
3. Because customers are placing their own orders,
4. customers will order more food.
5. customers won't mind making their own orders.

Activity E, pp. 118–119

1. b
2. sections 1, 2, 4, and 5
3. c
4. b
5. Answers will vary. Possible answer:
Section 4 “...these tablets will be so much fun that everyone will want to use them!”

WRITE WHAT YOU THINK

Activity A,B, p.119

Answers will vary. Possible answers:

1. Some customers will not want to use it. Some customers will make mistakes and not know how to correct them. Servers won't be able to make suggestions and give information.
2. I think that the servers will benefit more. They will be able to serve more people. Customers will not blame mistakes on them.
3. I would like to use this technology in a fast-food restaurant where it is easy to see and understand the food choices. It would be faster that standing in line. I would not like to use this technology in a nice restaurant, though. I usually have more questions to ask the server.

READING SKILL

Activity A, p. 120

c and d

Activity B, p. 120

1. b
2. c
3. a
4. e
5. d

READING 2

PREVIEW THE READING

Activity A, pp. 121–122

1. eventually
2. connection
3. access
4. assist
5. transfer
6. scan
7. frustrated
8. on hold
9. furious
10. install

Activity C, p. 122

Answers will vary. Possible answer:

The blog will probably be about why the person hates machines. It might be about the person's unpleasant experience with technology.

Activity D, p. 122

Answers will vary.

WORK WITH THE READING

Activity B, p. 124

1. an automated voice recording and a self-service checkout
2. He had difficulty accessing a real person; an automated voice kept suggesting he go to the website, but he couldn't due to his inability to access the Web; when he did get access to a real person, she transferred him back to the automated system.
3. He felt frustrated because the machine didn't recognize that he had already scanned the item and put it in the bag. He was embarrassed because the machine seemed to be shouting at him and other people were looked at him as if he were an idiot.

- Answers will vary. Machines frustrate him. Machines aren't always easy to use. Machines often waste time.
- Answers will vary. to argue that people are more helpful than machines; to tell a humorous story about his experiences with machines
- Answers will vary.

Activity C, p. 124

- T
- F When he called the telephone company, he had to wait for a long while before he could talk with a real person.
- F It took the phone company two weeks to solve his problem.
- T
- T

Activity D, p. 125

- C
- P
- P
- C
- C

Activity E, p. 125

- 2
- 4
- 1
- 6
- 5
- 3

WRITE WHAT YOU THINK

Activity A, p. 125

Answers will vary. Possible answers:

- My computer often frustrates me. Sometimes it freezes while I'm doing something important, like writing a paper.
- If it is a simple task like checking out of a hotel, I like to use a self-service

machine. But if I'm checking out and I want to leave a complaint or a compliment, I prefer to talk with a person.

Activity B, p. 125

Answers will vary. Possible answers:

- One new type of self-service technology is the airport kiosk. One benefit of this technology is you don't have to wait in line to check in to a flight. Also, it's often quicker than a person. It only takes a few seconds to check in to a flight and get a boarding pass. But it can be inconvenient sometimes, too. The machines can be confusing to use, especially if the machine uses a language that you don't know. If you don't understand clearly, you might end up paying for an extra service that you don't want.
- My favorite type of self-service technology is the vending machine. When I am hungry and in a hurry, I can buy something to eat, usually without having to wait in line. All I have to do is insert money, type the letters and numbers that match up to which snack I want in the machine, and the machine will dispense it for me. Furthermore, because I can see all the snacks in the machine through a glass door, it is easy to decide what I want to eat.

VOCABULARY SKILL

Activity A, pp. 126–127

Answers will vary. Possible answers:

- Definition 1: the energy from the sun, a lamp, etc.
Sentence: The light was too low for us to see.

Definition 2: something that produces light, for example an electric lamp

Sentence: Suddenly, all the lights came on.

Definition 3: having a lot of light

Sentence: In the summer it's still light at 9 o'clock.

Definition 4: pale in color

Sentence: She wore a light blue sweater.

2. row

Definition 1: to move a boat through water using long wooden poles with wide, flat ends.

Sentence: He rowed the boat slowly down the river.

Definition 2: a line of people or things

Sentence: The kids were standing in a row at the front of the classroom.

3. tip

Definition 1: the thin pointed end of something

Sentence: The tip of her finger was blue after she voted.

Definition 2: a piece of useful advice about something practical

Sentence: He had some useful tips about how to save money.

Definition 3: to give a waiter/waitress, taxi driver, etc. an extra amount of money to thank him/her for good service

Sentence: You should tip the waitress about 15% of the bill.

4. bank

Definition 1: an organization that keeps money safely for its customers

Sentence: Is there a bank near here where I can cash some traveler's checks?

Definition 2: a supply of things that you keep to use later

Sentence: The company has a data bank of customer names and phone numbers.

Definition 3: the ground along the side of a river or canal

Sentence: People were fishing along the banks of the river.

Activity B, p. 127

Answers will vary depending on the dictionary.

WRITING SKILL

Activity A, p. 128

Digital dining is an easy way to order food.

First, view the menu on your tabletop monitor. **Then** insert your credit card. **Next**, use the touch screen to enter your order.

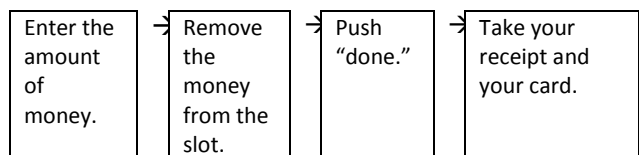
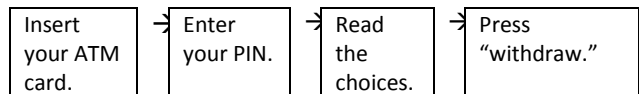
When you're ready, push the button to send your order. **While** you wait for your food, you can take photos and send them to your friends. **Finally**, use the monitor to pay your bill with a credit card.

Activity B, p. 129

The order of the steps can vary. Sample answer:

Process: How to use an ATM

Start



Finish

Activity C, p. 129

To use an ATM, first insert your ATM card. Next, enter your PIN and read the choices. Look for the option “withdraw.” Then enter the amount of money you want, remove the money from the slot and press “done.” Remember to take your receipt and your card from the machine before you leave.

Activity D, p. 130

Answers will vary.

Activity E, p. 130

Answers will vary

Activity F, p. 130

Answers will vary.

Activity G, p. 130

Answers will vary.

GRAMMAR

Activity A, p. 132

Creating your own online blog is a good way to connect with people who share your interests. I started a blog last year **to share** my experience as a first-year university student in Jeddah. It was very easy to do, and it allowed me to practice my writing skills and be in touch with other students.

Here’s how you do it. First, go online **to find** free blog websites. There are many available, but you should look for one that is easy to use. Start by looking at some sample blogs **to get** ideas for your own blog. Then get started! The site will tell you what to do for each step of the set-up process. After you have set up your blog, you can write your first post.

Use photos **to add** visual interest to your page. Having a blog is a fun experience because you get comments from people who read it. It’s also a great way to practice your writing skills and to think creatively.

Activity B, p. 132

Answers will vary. Possible answers:

1. I use the internet to find information, to read the news, and to stay in touch with my friends.
2. I use a GPS to find new places in the city. I use it because it’s easier to use than maps.
3. They use these systems to save money and to make their businesses more efficient.

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.

The Q Classroom

Activity A, p. 134

Answers will vary. Possible answers:

1. Shoes, jewelry, bicycles, small appliances, refrigerators, dishwashers, etc.
2. The oldest piece of clothing that I still wear is a jacket that I got about 12 year ago. I still wear it because I like the colors and it is warm.
3. Yes, I buy things when they go on sale. / No, I do not buy things when they go on sale.

Activity B, p. 134

Answers will vary. Possible answers:

1. They don't work as well as the newer versions.
2. When people buy new things, stores make more money and are able to hire more people. I agree with Yuna that buying new things is good for the economy.

PREVIEW THE UNIT

Activity A, iQ Online Resource

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

Activity B, iQ Online Resource

Answers will vary.

READING 1

PREVIEW THE READING

Activity A, pp. 136–137

1. consequences
2. possession
3. habit
4. consumer

5. persuade

6. feature

7. attitude

8. factor

9. disposable

Activity C, p. 137

It's a society that throws away a lot.

Activity D, p. 137

Answers will vary.

WORK WITH THE READING

Activity B, pp. 139–140

1. The grandfather believes that nothing is built to last anymore.
2. because people throw out more than ever before
3. It means that we do not fix things; we throw them away.
4. paper towels, paper plates, plastic cups, cameras, razors for shaving
5. They are convenient and save time.
6. Companies like disposable products because people throw them away and buy more.
7. We throw away our old things and create a lot of garbage.
8. The author thinks that people should repair their possessions instead of throwing them away. She also thinks people should stop spending so much.

Activity C, p. 140

1. toasters; TVs
2. modern manufacturing and technology
3. because they contain many tiny and complicated parts
4. they are old; they are broken; they are disposable; they are cheaper to replace
5. because they want the newest versions

6. a. the amount of trash in the United States per person more than doubled; b. 70 percent of waste is trash and 30 percent is recycled ; C, percentage of household trash recycled in the United Kingdom

Activity D, p. 140

How did we become a throwaway society? What's wrong with that? Do we really need the latest clothing styles when our closets are full of clothes? The author knows the answer to each question, but she asks the question to make the reader think.

Activity E, p. 141

1. c
2. e
3. b
4. a
5. d

WRITE WHAT YOU THINK

Activity A, B, p. 141

Answers will vary. Possible answers:

1. I have recently thrown away a coffee machine. I broke the glass coffee pot, but the machine still worked. I went to the store to buy a replacement coffee pot. The replacement cost \$15.00, but I could buy a new coffee maker for only \$25.00. So I bought a new one.
2. I have a bicycle that I don't use anymore. It's about ten years old. I could donate it to a group that fixes bikes and then gives the bikes to children.
3. Yes. I recycle paper, cardboard, and newspapers. I would like to recycle plastic containers, but my city

doesn't have a good system for recycling plastic.

READING SKILL

Activity A, p. 142

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

Activity B, pp. 142–143

Answers will vary. Possible answers:

1. Fact: Colors can affect how people feel.
Opinion: I think pink is a beautiful color.
2. Fact: Cell phones are more popular than they were 15 years ago.
Opinion: Writing a text message is better than a voicemail message.
3. Fact: Recycling plastic, paper, and glass is common in most places.
Opinion: In my opinion, it takes too much time and money to recycle plastic, paper, and glass.
4. Fact: You can pay with your credit card when you shop online.
Opinion: I don't think that you save money when you shop online.

READING 2

PREVIEW THE READING

Activity A, pp. 143–144

- a. budget
- b. exist
- c. fresh
- d. materialistic
- e. model
- f. patched
- g. sign
- h. significant

- i. term
- j. actual

Activity C, p. 144

A throwaway society shows that people are doing well.

Activity D, p. 144

Answers will vary.

WORK WITH THE READING

Activity B, p. 146

- 1. T
- 2. F
- 3. F
- 4. F
- 5. T
- 6. F
- 7. F

Activity C, pp. 146–147

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

Activity D, p. 147

- 1. less, less
- 2. small, more, replace
- 3. more, lower/cheaper, afford/buy
- 4. better
- 5. benefit, reason

WRITE WHAT YOU THINK

Activity A, p. 148

Answers will vary. Possible answers:

- 1. I think it is better to save and wear old clothing. If you buy new clothes every year, it will cost a lot of money.
- 2. I agree with most of his points. Because people are wealthier, they can just replace items. I agree that most things have more features than before. He does give reasons to

support his opinions. However, he doesn't talk about the result of throwing things away: too much trash. Also, he doesn't talk about the need to recycle things. People now are used to throwing out everything; people are not used to getting things repaired. He has not discussed the facts that do not support his opinion.

Activity B, p. 148

Answers will vary. Possible answers:

- 1. An advantage of buying new is that a new item will have more features. For example, it may be quieter or more energy-efficient. The disadvantage is that when we throw away appliances and electronic equipment, we add to the problem of trash.
- 2. I often throw away plastic containers and plastic bags. To change my habit, I need to have a convenient place to put my things. I can use the small plastic containers to store food in or to hold small things. When I go shopping, I can reuse the bags.

VOCABULARY SKILL

Activity A, p. 149

- 1. b
- 2. a
- 3. b
- 4. b
- 5. b

Activity B, p. 149

- 1. We picked the children up from school.
- 2. Please throw your trash away.
- 3. Put your hat on.

4. I'm going to throw my old watch out and buy a new one.
5. I walk a lot, so I wear my shoes out quickly.

WRITING SKILL

Activity A, p. 150

1. Short Sentences: I love buying shoes. It's a nice way to spend the afternoon. Don't fix them. Buy a new pair. It's fun!
2. Long Sentences: I usually fix the things I have, but I always buy new shoes. I already have lots of shoes in different styles and colors, but I always find a new pair that I want to buy. Sometimes after class, I meet my friend Sue. We have coffee, and then we go shopping for shoes at the new shopping center downtown.
3. Questions: Do you prefer to fix what you have or buy new things? Are your shoes old and worn out?
4. Imperatives: Don't fix them. Buy a new pair.

Activity B, p. 151

1. I try to recycle things, but other people in my family usually just throw things away.
2. It was raining all day, so my clothes got wet.
3. I wasn't wearing a raincoat, so I might catch a cold.
4. Ibraheem likes to buy new clothes, and his brother likes to buy new clothes, too.
5. I wish vacation were longer, but school starts on Monday.

Activity C, p. 151

Answers will vary. Possible answer:

Earlier this year, some students noticed that recycling was difficult at our school.

There were no containers to collect recycled paper, so people just threw paper away. Also, many students drink bottled water, and they throw bottles in the trash without thinking. Student organizers made posters about recycling, and they put containers for recycling paper in every classroom and office. In one month, there was a significant increase in recycled paper and bottles. The organizers are very happy with the results. They hope people's habits and attitudes continue to change.

Activity D, p. 152

Answers will vary

Activity E, p. 152

Answers will vary.

Activity F, p. 152

Answers will vary.

GRAMMAR

Activity A, p. 153

1. single action
2. series of actions
3. repeated action
4. repeated action
5. single action
6. series of actions

Activity B, p. 154

1. interrupted action
2. duration
3. interrupted action
4. duration

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.

The Q Classroom

Activity A, p. 156

Answers will vary. Possible answers:

1. The last time I was sick was in February. I had a very bad cold and a fever. I caught the cold from my cousin.
2. I am careful to eat well and get enough sleep. I also take vitamins.
3. The people are scientists. They are trying to find a cure for a disease.

Activity B, p. 157

1. Answers about how often students do these things will vary.
 - a. eat right
 - b. exercise
 - c. wash hands
 - d. wear a mask when sick
 - e. get vaccinations
 - f. stay home
2. Answers will vary.

PREVIEW THE UNIT

Activity A, iQ Online Resource

1. influenza (flu)
2. tuberculosis (TB)
3. skin cancer
4. malaria
5. diabetes
6. asthma

Activity B, iQ Online Resource

1. skin cancer
2. malaria
3. tuberculosis (TB)
4. asthma
5. diabetes
6. influenza (flu)

Activity C, iQ Online Resource

Answers will vary.

READING 1

PREVIEW THE READING

Activity A, pp. 158–159

- a. related to
- b. symptom
- c. virus
- d. cover
- e. infect
- f. severe
- g. extremely
- h. develop
- i. approximately
- j. epidemic

Activity C, p. 159

Answers will vary.

Activity D, p. 159

Answers will vary. Possible answers:

1. The last time I had the flu, I had a fever, a headache, and a bad cough.
2. I was sick for almost two weeks, and I had to stay home from work.
3. drinking hot tea and eating soup, using a humidifier

WORK WITH THE READING

Activity B, p. 161

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

Activity C, p. 161

The flu: lasts about two weeks; more severe; high fever; body aches; can develop into a serious illness

A cold: lasts about seven days; milder symptoms; slight fever; runny, stuffy nose

Both: symptoms include coughing; respiratory illnesses; viruses; spread from person to person

Activity D, p. 162

1. 5–20 percent
2. They may not be able to fight the virus and may become very sick.
3. 3 to 6 hours
4. 250,000–500,000
5. 70–90 percent
6. Wash your hands often; cover your nose and mouth when you cough or sneeze; avoid touching your eyes, nose, or mouth; avoid sick people; get the flu vaccine.

Activity E, p. 162

Answers will vary. Possible answers:

1. Where can I get vaccinated?
2. Your doctor or pharmacist may be able to give you the flu vaccine.

WRITE WHAT YOU THINK

Activity A, B, p. 163

Answers will vary. Possible answers:

1. If I feel like I am going to get a cold or the flu, I take extra vitamin C. I also drink herbal tea if I feel like I am getting a cold. I make sure that I get enough sleep too.
2. I would say 4 on a scale of 1 to 10. I worry a little about getting sick because I don't want to miss work and school.
3. I would like to learn more about diabetes. There are several people in my family with diabetes. I want to know how to avoid getting it.

READING SKILL

Activity A, p. 164

Answers will vary. Possible answers:

1. Answers will vary.
2. a. main idea; b. synthesis; c. detail
3. a. It spreads when someone with the virus coughs or sneezes and

someone else comes into contact with the germs from the cough or sneeze.

b. Yes, I will change some of my habits. I will be more careful about washing my hands and covering my mouth when I cough or sneeze.

c. Approximately three to five million people have a severe case of the flu each year.

Activity B, pp. 164–165

Answers will vary. Possible answers:

1. Yes, because humans do not have immunity and there may be no vaccine. There is a higher risk of death.
2. It could spread when someone is near or touches a sick animal. This could happen to someone who lives or works on a farm. It spreads quickly from person to person through sneezing and coughing, like other types of flu.

READING 2

PREVIEW THE READING

Activity A, pp. 165–166

1. vaccination
2. mass
3. quarantine
4. risk
5. track
6. cooperation
7. decades
8. outbreak
9. strategy
10. take steps

Activity C, p. 166

Share knowledge, use technology, wash their hands, cooperate with others

Activity D, p. 166

Answers will vary.

WORK WITH THE READING

Activity B, p. 168

1. Diseases spread rapidly in large crowds.
2. Some mass gatherings are the Hajj, the World Cup, and the Olympic Games.
3. The Hajj is the largest mass gathering in the world.
4. All pilgrims receive health screenings.
5. It is important to quarantine people who are infected so that disease doesn't spread.
6. They use technology to track the outbreak of diseases.

Activity C, pp. 168–169

1. F Mass gatherings can present health problems because they increase the spread of diseases.
2. F The Saudi Arabian Ministry of Health has many years of experience managing the Hajj.
3. T
4. F The pilgrims are from all over the world.
5. T
6. F In 2009, there was an outbreak of the H1N1 flu.
7. F New technology is very helpful in tracking and reporting the outbreak of diseases.
8. T

Activity D, p. 169

1. rapidly
2. uncontrollably
3. sharing
4. health
5. screening

6. clinic
7. risk
8. technology
9. Organization
10. field

Activity E, p. 169

c and d

WRITE WHAT YOU THINK

Activity A, pp. 169–170

Answers will vary. Possible answers:

1. It doesn't surprise me. People make plans for a big event or travel, and can't change their plans if they're sick. I think it should be permitted because some things are very important.
2. Doctors can ask hotels to provide information about diseases so guests will know if they need to contact a doctor.

Activity C, p. 170

Answers will vary. Possible answers:

1. I think that a big problem will be that people might become very worried, and they might panic. People will run to the stores and buy all of the medicine. They will crowd into clinics and hospitals, even if they are not sick. Doctors may also become sick, and there will not be enough doctors to help everyone.
2. There are many things that a school can do to prevent sickness. Students who seem sick should go to the nurse's office. Teachers need to teach their students good habits like washing their hands.

VOCABULARY SKILL

Activity A, p. 171

1. in common
2. comment on
3. participate in
4. increase in
5. contribute to
6. in response to
7. succeed in
8. in favor of

Activity B, p. 171

Sentences will vary. Possible answers:

1. My friend and I have many interests in common.
2. Would you please comment on this article?
3. Eating candy can contribute to tooth decay.
4. There is an increase in fog during the fall.
5. I am not in favor of the proposed law.
6. I would like to participate in your class.
7. I succeeded in finishing the book in two days.
8. I got a letter in response to my complaint.

WRITING SKILL

Activity A., pp. 172–173

1. A pandemic is an epidemic that has spread to several countries or continents.
2. epidemic
3. 2003, SARS virus; avian flu; 2009, a new flu virus from Mexico
4. a plague
5. Both paragraphs give general definitions of the terms. The paragraph on page 172 contains more statistical information than paragraph 1 in Reading 1.

Activity B, p. 173

Answers will vary. Possible answers:

1. A common cold is a respiratory illness that is caused by a virus.
2. An epidemic is when many people in a place get a disease at the same time.
3. Asthma is a condition that causes difficulty in breathing.
4. A vaccination is an injection that protects people from getting a disease.

Activity C, pp. 173–174

1. A common cold; which is
2. a common cold; severe
3. an epidemic; an epidemic
4. Asthma; which is; asthma
5. vaccination; vaccinations

Activity D, p. 174

Answers will vary.

Activity E, p. 174

Answers will vary.

Activity F, p. 174–175

Answers will vary.

Activity G, p. 175

Answers will vary.

GRAMMAR

Activity A, p. 176

commonly; efficiently; frequently;
immediately; precisely; rapidly; seriously;
successfully

1. rapidly
2. successfully
3. efficiently
4. precisely
5. frequently
6. seriously
7. immediately
8. commonly

Activity B, p. 176

Answers will vary. Possible answers:

1. I think psychology is really interesting.
2. In my opinion this book is extremely long.
3. I can play basketball fairly well.
4. For me math is extremely difficult.
5. I have had an extremely busy day today.

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.