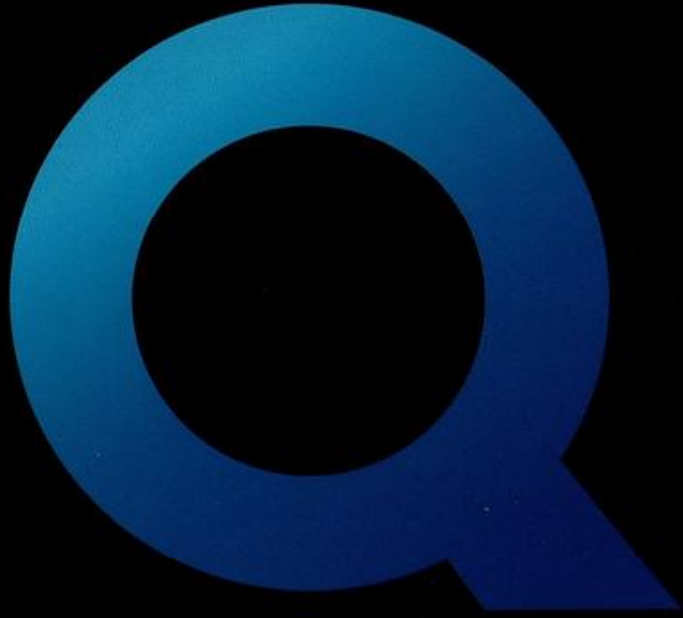


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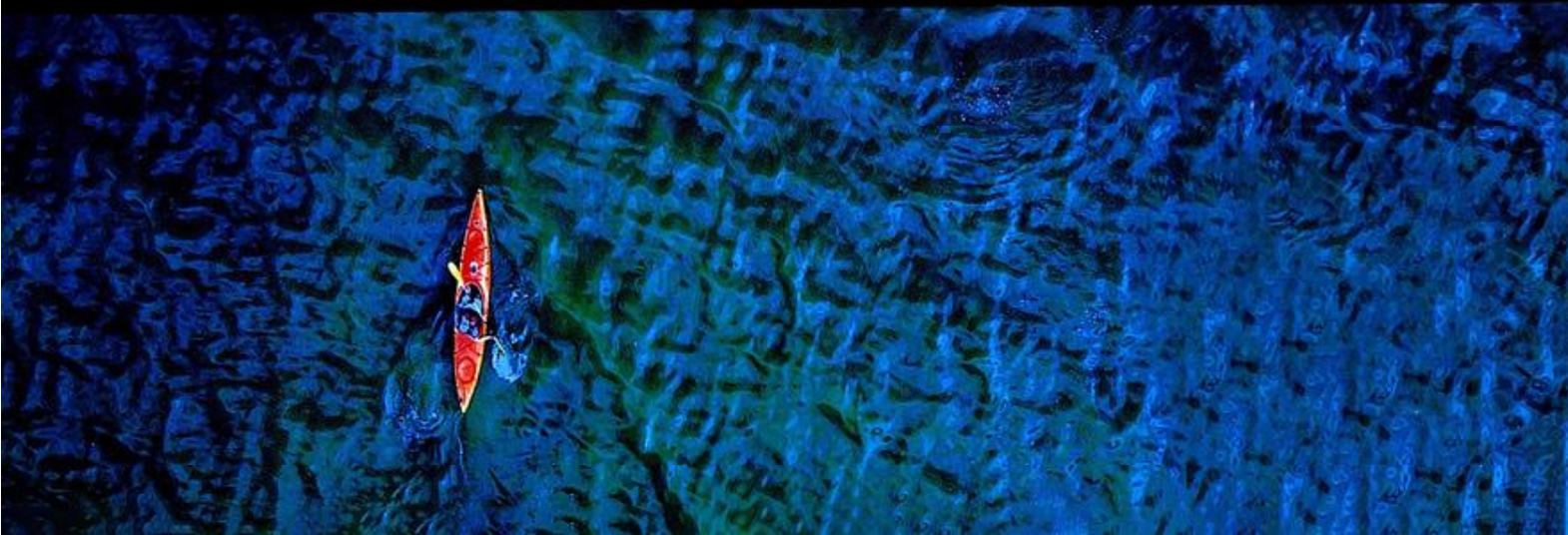
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Skills for Success

READING AND WRITING

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Marketing

READING	identifying the main idea of a paragraph
CRITICAL THINKING	putting ideas in order
VOCABULARY	word families
WRITING	writing a descriptive paragraph
GRAMMAR	present continuous



UNIT QUESTION

Why does something become popular?

A. Discuss these questions with your classmates.

1. Do you and your friends like the same things? Do you wear the same clothes? Why do you think that is?
2. Look at the photo. Describe the people in the picture and what they are doing. What do you think makes a new product exciting?



B. Listen to *The Q Classroom* online. Then answer these questions.

1. Yuna thinks that popularity grows by word of mouth. Do you think that is true?
2. What is an example of another reason that something becomes popular?

iQ PRACTICE Go to the online discussion board to discuss the Unit Question with your classmates. *Practice > Unit 1 > Activity 1*

UNIT OBJECTIVE

Read the articles. Gather information and ideas to write a descriptive paragraph about a current trend and why it is popular.

READING 1

OBJECTIVE ►

Unusual Ideas to Make a Buzz

You are going to read an online article about how advertisers try to make things popular. Use the reading to gather information and ideas for your Unit Assignment.

PREVIEW THE READING

A. VOCABULARY Here are some words from Reading 1. Read their definitions. Then complete each sentence.

clear (*adjective*) 🔍 **OPAL** easy to see, hear, or understand

connect (*verb*) 🔍 **OPAL** to join or to link to something or someone

contribute (*verb*) 🔍 **OPAL** to give or be a part of something with other people

express (*verb*) 🔍 **OPAL** to say or show how you think or feel

find out (*verb phrase*) to get or discover information about something

spread (*verb*) 🔍 to affect a large area or group of people

trend (*noun*) 🔍 **OPAL** a general change or development

🔍 Oxford 3000™ words

OPAL Oxford Phrasal Academic Lexicon

1. I don't know what time the mall opens. I'll go online to find out.
2. Many Americans are buying smaller cars that use less gas. They are part of a _____ that started a few years ago.
3. A small fire can _____ quickly in a dry place.
4. Each member of the group should _____ equally to the project.
5. Thanks to the Internet, Jean can always _____ with her family, even though they live far away.
6. Because Doug and Liz don't speak Spanish well, they couldn't _____ themselves well when on vacation in Spain.
7. It was very _____ that Noriko didn't do her homework. She didn't know any answers during the class discussion.

iQ PRACTICE Go online for more practice with the vocabulary.
Practice ► Unit 1 ► Activities 2–3

- B. **PREVIEW** Read the title and look at the pictures in the article about advertising. What do you think the article will say about advertising?
- C. **QUICK WRITE** Why do you think that certain ideas or products become popular? Write three sentences. Include at least one example. Be sure to use this section for your Unit Assignment.

WORK WITH THE READING



- A. **INVESTIGATE** Read the article and gather information about why something becomes popular.

UNUSUAL IDEAS TO MAKE A BUZZ

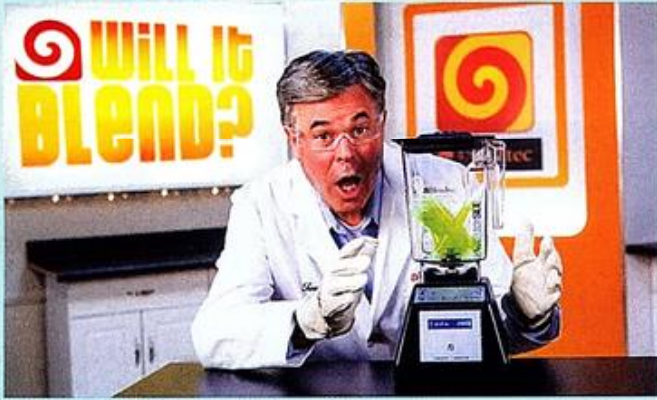
Felix Baumgartner skydiving from space



- 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. Companies know that people like to talk about unusual, funny, and remarkable things. Nowadays, companies are using many creative ways to help products become more popular.
- 2 One idea that can **contribute** to popularity is to do something very unusual. Red Bull™ is a company that makes energy drinks. They want people to feel energetic when they think about Red Bull™. So they sponsored an unusual event: 43-year-old Felix Baumgartner jumped from 39 kilometers up in space to set a new world record for skydiving. He traveled more than 1,300 kilometers per hour in a spacesuit with Red Bull™'s name on it. 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.
- 3 Some other companies choose to do something surprising so that people will remember their product and **spread** their idea. A good example is a company called Blendtec™. Tom Dickson, Blendtec™'s owner, had an idea to make his blenders look more interesting. He made videos showing his blenders mixing up unusual things. He put items like smartphones, rakes, or sports equipment into one of the machines and asked, "Will it blend?" 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. Dickson was invited to demonstrate his products

on TV shows. His blenders became much more popular, and he sold a lot more of them.

- 4 The company that makes Doritos™, a snack food, had a different idea about creating buzz. They decided to get their customers involved. So they began a competition. They asked customers to make their own TV ads. Then they



asked viewers to choose the ads that they liked the best. This created buzz because people like to participate and **express** their own opinions.

- 5 Another way to make a product popular is to **connect** it in people's minds with something that they see often. To improve sales, the maker of Kit Kat™ chocolate bars used advertisements that connected Kit Kat™ bars with coffee. They hoped that every time people drank coffee, they would think of Kit Kat™ bars. They were right. Sales improved by more than 50 percent when people connected Kit Kat™ bars with coffee.
- 6 There are many ways that advertisers hope to make their products become popular: doing something surprising or exciting, asking customers to get involved, or connecting the product with something that people see regularly. Whatever method is used, the result is **clear**: more buzz and more popularity.

B. IDENTIFY Match each product to the type of advertising used for it.

- | | |
|----------------------|---|
| ___ 1. Red Bull™ | a. asked customers to make TV ads |
| ___ 2. Blendtec™ | b. connected the product with coffee |
| ___ 3. Doritos™ | c. used a skydiver |
| ___ 4. Kit Kat™ bars | d. used their product to cut things to pieces |

C. IDENTIFY Write the correct paragraph number next to each idea from the reading. Then underline the sentence where you found the answer.

- ___ a. People like to participate and express their own opinions.
- ___ b. Sometimes companies do surprising things to get people talking about a product.
- ___ c. Advertisers try to create buzz about their products.
- ___ d. Advertisers use different ways to make their products popular.
- ___ e. Some companies like to hold unusual events.
- ___ f. When people are surprised, they may talk about what they have seen.

D. EXPLAIN Answer the questions. Then circle the answer in the reading.

1. What does the word *buzz* mean?

2. How high was Felix Baumgartner when he jumped from space?

3. How fast did Felix Baumgartner travel on his skydiving adventure?

4. What items did Tom Dickson put in his blenders?

5. What method did Kit Kat™ use to get people to buy more candy?

6. By how much did Kit Kat™ sales improve?

7. Why do companies want to create buzz about their products?

E. EXPLAIN Complete each statement. Why did people talk about these products?

1. People talked about Red Bull™ because _____.

2. People talked about Blendtec™ because _____.

3. People thought about Doritos™ because _____.

4. People thought about Kit Kat™ because _____.

iQ PRACTICE Go online for additional reading and comprehension.

Practice > Unit 1 > Activity 4



WRITE WHAT YOU THINK

A. DISCUSS Discuss these questions in a group.

1. Which type of advertising from the reading do you think is most successful?

2. What is an advertisement that you can remember? Why do you remember it?

- B. EXTEND** Choose one question from Activity A and write a response. Look back at your Quick Write on page 5 as you think about what you learned.

Question: _____

My Response: _____

READING SKILL Identifying the main idea of a paragraph

A **paragraph** is a group of sentences about one topic. The **main idea** of a paragraph is the most important point about the topic. You can often find the main idea in the first or second sentence of a paragraph. This is the **topic sentence**. The other sentences help explain or support the main idea. Identifying the main idea of a paragraph will help you to understand and remember what you read.

iQ RESOURCES Go online to watch the Reading Skill Video.
Resources > Video > Unit 1 > Reading Skill Video

- A. IDENTIFY** Read the paragraphs. Then circle the main ideas.

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.

- B. IDENTIFY** Read the questions. Look back at Reading 1 on pages 5–6. Circle the correct answer for each question. Then write the key sentence from Reading 1 that helped you find the answer.

1. What is the main idea of paragraph 2?
 - a. Felix Baumgartner set a new world record for skydiving from space.
 - b. Drinking Red Bull™ may give you more energy.
 - c. More companies are using unusual events to make people excited about their products.

Key sentence: _____