

Preface

In the Name of God

This book has been prepared to help the students of medical sciences to improve their basic reading skills. In spite of the availability of many reading comprehension books in the market, the need for a new book was felt as none of them available in the market meets the specific needs of our specific students. The first chapter of this book is on an important reading skill, i.e. "how to deal with unknown vocabulary," addresses the skill that many students lack or are weak in. The other chapters are reading selections obtained from authentic texts and websites based on the needs of our prospective users. Throughout the book, the students further practice the skills they learned in the first chapter in addition to other reading skills such as skimming, scanning and finding the main ideas. Keeping both the top-down and bottom-up reading processes in mind, the authors have tried to provide a balance between these two so that the students can enjoy the content of the text while being attentive to the various ways the messages are encoded. Another purpose the authors had in mind in the selection of the materials was to help the students to promote their knowledge of academic vocabulary, specifically in the field of medical sciences. The exercises provided are to help the students consolidate the skills they learn.

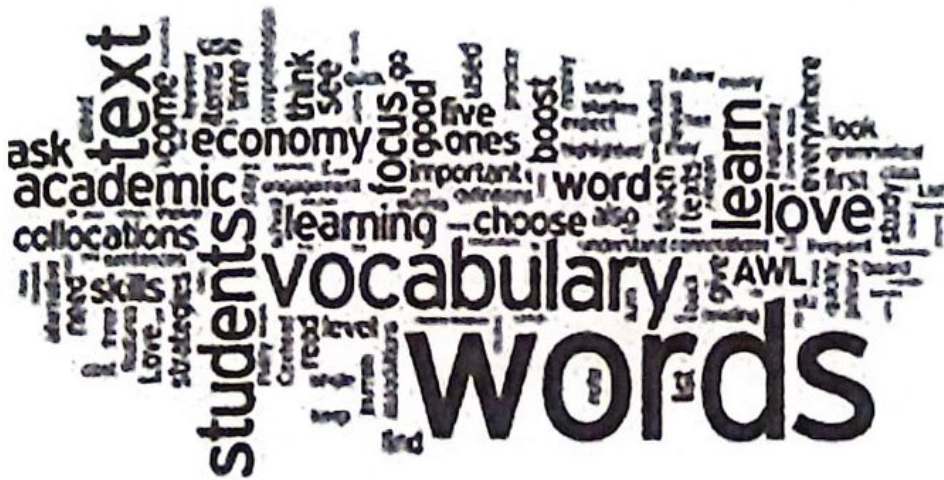
However, no book is perfect and this book is no exception. The authors accept all the responsibilities for the shortcomings of the book and warmly welcome any suggestions for the betterment of the book in future editions.

Unit 1

= encounter, face, meet

Dealing with Unknown Vocabulary

In every text you read, you will probably meet words that are unfamiliar to you. If you learn some strategies for dealing with this unknown vocabulary, then you will be able to save a lot of time and enjoy your reading more. Looking up every unknown word in the dictionary ^{search} interrupts ^{-cut the flow of understanding} your reading, is very boring, and turns away ^{distract (distraction), mislead} your concentration from the subject you are reading. Dictionary work can be useful, but you should try to delay ^{postpone, put off (cancel)} it until after you've read the passage at least once.



Learning the use and meaning of words in English can be made easier and even enjoyable if you know how to do it. In this part, you will learn some ways to deal with unknown vocabulary. Try to learn them well and apply ^{make use of} _{sth, put into practice} wherever possible in your reading assignments in this book and other books.

I. Making use of clues ^{hint} (ideas, information) in the sentence:

A. Look for the verb to be. It is easy to find a meaning for a new word when the definition is clearly given. This usually happens with the verb *to be*.

Examples:

1. registered nurse is a nurse who has a degree in nursing and has passed an exam to be allowed to work.
2. Ailment is a disease which is not serious.
general term, key term, umbrella term
3. MP3 is a method of reducing the size of a computer file containing sound, or a file that is reduced in size in this way.

What does **acquisition** mean?

5. **Workaholism**, ^{addiction to work} in other words, an addiction to work has both advantages and disadvantages.

^{shopaholism = addiction to shopping}
What does **workaholism** mean?

Modern medicine and new methods of food production allow adults to live longer and babies to survive, not die soon after birth.

What does **survive** mean?

C. Look for words which show **contrast**, opposite ideas such as **but**, **while**, **whereas**, etc. ^{Although, though, as opposed to, in spite of (the fact), on the}

Examples: ^{contrary, ---}

1. Her husband was **gaunt**, ^{slender, thin} but she was **obese** (very fat).

What does **gaunt** mean?

2. There are some diseases which can be diagnosed and treated using simple equipment whereas (while) the successful treatment of some diseases depends on the availability of ^{complicated} **sophisticated** modern, high-tech equipment.

What does **sophisticated** mean?

3. As we age our physical ability ^{decrease slower, reduce} **declines**, but our mental ability and experience increase.

What does **decline** mean?

^{surrounding}
D. Look for words around the unknown word.

Sometimes the words around the unknown word (context) can help you guess the meaning of that word. For example, when you hear or read "She had a lesion", it is very difficult or maybe impossible to guess what "**lesion**" means. But if you continue reading "she had a lesion on her left arm.", you may limit the number of your guesses. ^{due (definition)} That is, lesion is something that can be on the arm. So it can't be a house, a car, etc. If you continue reading further, "She had a lesion on her left arm that did not stop bleeding.", you can guess that lesion can probably be something like an ^{lesion} **injury** or a **wound**.

Examples:

1. His ^{arrogant behavior} **haughty** manner, continually talking about himself and his

success, made even his friends angry.

What does “haughty” mean?

2. The test was so *lough* that only few students were able to pass it. ^{hard, difficult}

What does “tough” mean?

3. The more *competent* a doctor is, the better and more quickly he/she can diagnose one's disease. ^{able, skillful, experienced}

What does “competent” mean?

4. You will need a very sharp knife to *slice* those potatoes. ^{peel, cut, chop, make into pieces}

What does “slice” mean?

5. I cannot read what you've written; your handwriting is *illegible*.
What does *illegible* mean? Is an illegible handwriting readable or unreadable? ^{impossible to read, unreadable}

6. Psychologists say that a person usually has a *self-image* that is different from the way other people see him or her.

What does “self-image” mean?

E. Sometimes the meaning of the word may be in the other sentence or sentences which follow. ^{clauses, phrases}

The boy went to the hospital once a week for *therapy* on his injured leg. The *treatment* included swimming and other exercises. ^{and words like that is...}

You can guess that *therapy* means *treatment*. ^{4. synonyms of words}

Examples :

1. Sick people often feel *resentful*. ^{angry & grudge} They seem to be angry because they are ill. They think that it is unfair for them to be sick when others are enjoying good health.

What does “resentful” mean?

2. The doctor removed the *tumor* from the patient's body. He found that the *large group* of *unusual cells* were cancer cells.

What does “tumor” mean?

3. The patient had all the ^{signs, signals} symptoms of flu. His head ached, his muscles were sore (red and painful), and he had a high fever. The doctor said that these signs mean flu.

What does 'symptom' mean?

4. After 3 nights of sleeplessness, the man was ^{hallucination(n)} hallucinating. For example, when he saw a street sign, he thought it was a person. ^{or having illusions because of tiredness}

What does "hallucinate" mean?

II. Word Analysis

Another important way to learn the meaning of unknown vocabulary is to analyze the words into their parts. Words are usually made up of three parts. The main stem can stand alone or in combination with the other parts. ^{usually change the meaning} A prefix is a form which is fixed to the beginning of a stem and usually changes the meaning of a word. ^{usually change the part of speech} A suffix is a form which is fixed to the end of the stem, and usually changes the part of speech of a word. That is, it changes a verb to a noun or an adjective to an adverb, etc.

If students learn the meaning of some prefixes, stems and suffixes, they can guess the meaning of many words and there is no need to waste their time looking the words up in a dictionary.

For example, there are some prefixes such as un, in, im, il, dis which mean not or the opposite of.

	honest		comfortable		complete		patient		legal
	advantage		natural		correct		moral		literate
<u>Dis:</u>	appear	<u>Un:</u>	happy	<u>In:</u> ✓	dependent	<u>Im:</u> ✓	mobile	<u>Il:</u>	logical
	believe		friendly		visible		mature		
	approve		fair	in	ability		possible		
	<u>comfort</u>		<u>common</u>		active		passive		
			cover		expert				

approve: conform, accept dis: approve, deny, reject

Prefix "mal" (before nouns, verbs and adjectives) means bad or badly; not correct or correctly. Example:

malfunction, malformation. malnutrition

Prefix “mis” (in verbs and nouns) means bad or wrong; badly or wrongly.

Example: misbehavior, misinterpret, misapply, misdeed; misdial, mislead, mishandle, misinform.

In the chart below, you will find some other most common prefixes. Find two examples for each prefix.

Prefix	Area of meaning	Example (s)
ante (pre)	before, in front of	antenatal, antecedent, ancedate
anti	against, opposite	antibiotics, antiviral, antioxidant antibacterial
auto	self	autonobile, automatic
bi	two, twice	bicycle, bilateral, bisect, biceps
co, com, con	with, together	cooperation, coworker, coexist
de	<u>down, the opposite of;</u> <u>removing something</u>	detoxify, decrease, dehydrate devalue, defrost
ex, e	out, from	exit, exclude, exposure, eject, evacuate # include
infra	below	
inter	between, among	intercity, intern, interstellar
intra	inside	intracellular
macro	large	macro bite, macromolecular microwave, macro organism
micro	small	microscope, microorganism
mono (uni)	one, alone	monomolecular, monolingual
post	after, behind	post doctorate, post modern post graduate
Pre (ante)	before, in front of	pre-arrange, pre-study
prim	first	primal, primary, primed therapy
pro	for, before, in front of	prolife, proceed, prognosis
re	again	reconnect, replay, resubmit reassure
sub, sup	under	subconscious, subsoil, subway subzero, subcategory
trans	across	trans action, trans fare transform, transplant
tri	three	triangle, triology, tricycle
uni (mono)	one	unicorn, uniform, universe
ultra	beyond, excessive	ultrasound

Word Stem Exercises

In the chart below, some of the most common word stems are listed alphabetically. The meaning of the stem is given as an area of meaning because most often there is not one single specific meaning. In the right-hand column, space has been left for you to record examples of words which are built upon the stem.

Word stem	Area of meaning	Example
anthro	man, mankind	anthropology انسانشناسی
bibl	book	bibliography کتابشناسی
chrome	color	chromosome, chromatophores monochrome
✓chron	time	chronic, chronological, chronometer زمان
✓cosm	order, world	cosmos, cosmology کائنات
cycl	wheel, circle	bicycle, tricycle, recycle, motorcycle
✓dic, dict	say, speak	dictionary, dictation, dictator
✓duc, duct	lead	conduct, misconduct, produce رساندن
✓fac, fact, fect	do, make	factory, fact, facilitate
form	form, shape	formation, malformation, deform information, informative, formal
✓fort	strong	fortify, force
geo	earth	geology, geographic, geopolitics
gram, graph	write, writing	grammar, gramophone, telegram biography
hetero	other, different	heteropolysaccharide, heterotroph heterogeneous متفاوت
homo	same	homology, monophan, homology
log, logy	speech, word, study	dialog, monolog, anthropology
man, manu	hand	manuscript, manual دست
mater, matri pater patri	mother	maternal, paternal, patriarch matriarch از جنس مادری از جنس پدری
medi	middle	medium, mediocre
mit, miss	send	transmit, admit, dismiss - cardle
multi	many	multimedia, multilingual, multicultural, multilateral multichromatic, multiform, multiconceptual
nomen, nym	name	nominate, antonym, synonym antonymous

omni	all	omnivore
pan	all entire	pandemy
pater, patri	father	paternal, patriarch
pathy	feeling, suffering	sympathy, apathy (uninterested)
phil	like, love	hydrophil, hydrophil, colorophil philosophy, philanthropist
phon	sound	gramophone, telephone, homophone
port	carry	transport, porter, export, import
scrib, script	write	scription, manuscript, prescription description
sequ, secut	follow	sequence, frequency, sequel
soph	wisdom; wise	philosophy, sophisticated
tax, tact	arrange, order	taxonomy (classification)
tele	far, distant	telecommunication, telegram telescope, teleshopping, telecab
tempor	time	temporary, temperature contemporary (now)
tract	draw, pull	interact, extract, distract
vene, vent	come, go	intervention, ventilator
vert, vers	turn	convert, divert, versus
voc, vok	call	vocal, vocabulary, invoke (stimulate)
volve, volu	roll, turn	revolver (جفت بتر), volume, evaluate valuer, revolution

Unit 2

Pre-reading Activity

A. Think about the following questions. You will find the answers in the reading selection.

1. Does culture give clue to the educational system in different countries?
2. Can each educational system reflect the economy, values, social structure and problems in the society? *of course it can.*

*representative : عينه
representative of Iran in UN*

B. Skim through the reading selection and decide what the general idea of the whole passage is.

Education: A Reflection of Society

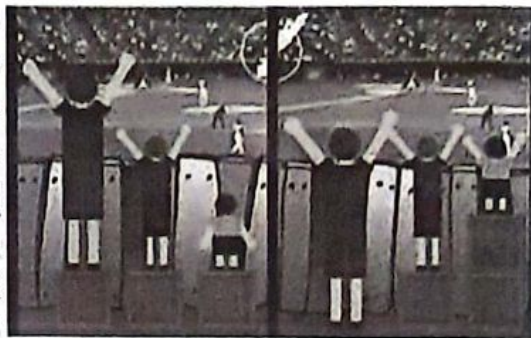
imperative Visit schools anywhere in the world, and you will *perhaps, likely find out, figure out, know* probably notice a number of *the same, similar* similarities. There are students, teachers, books, blackboards, and exams everywhere. However, a school system in one country is *also refers to* not identical to the system in any other country. It cannot be exactly *key idea, main idea, gist of the point* the same because each culture is different. (The educational system is a mirror that reflects the culture) Look at the school system, and you will see the social structure and the values of its culture.



Kenya

^B Kenya, a developing country on the east coast of Africa, has a rapidly *fast*

growing population. The economy is based on agriculture (especially the sale of tea leaves and coffee beans) and tourism. Visitors from another country might be startled by one statistic about education in Kenya. They might be surprised to learn that about 90 percent (%)



Which word in the next sentence gives clue to the meaning of "startled"?

of all students who finish primary school--elementary school-- don't continue on to secondary school. One reason is economic. Education in Kenya is free only through primary school; students must pay tuition in secondary school, and many people can't afford this. Also, far from cities, in rural areas, children need to quit school to work on their families' farms. The other reason is social. Some rural tribes (such as the Maasai) don't want their children to have a formal education because they don't see its relevance--its connection to real life.

Primary school is the same as

university payment

"this" refers to

"relevance" means ----

Japan

- c In contrast, the Japanese value education highly. They place such importance on it that 88 percent of all students complete not only primary school but also high school. Public schools are all both free and egalitarian; all students are considered equal and learn the same material. For social reasons, it's important for a student to receive a university degree--and a degree from "the right university". To reach this goal, students have to go through "examination hell". There are difficult exams for entrance to all universities, to many of the better primary and secondary schools, and even to some kindergartens! Japanese students need great discipline, in order to make time for their studies, they need the self-control to give up hobbies, sports and social life. Results of these exams affect the entire family because there is high status, or social position, for the whole family when the children have high test scores.

You can guess from context that "egalitarian" means ----

"this goal" refers to ----

Which word in the next sentence gives clue to the meaning of "discipline"?

Britain

- D In the United Kingdom (Britain), the educational system reflects the class system. All state schools--primary, secondary, and university--are free, and the first nine years are egalitarian; all students learn the same material. At age eleven, students take an important national exam. After this, they attend one of three possible secondary schools: college preparatory, vocational (for job training), or comprehensive (with both groups of students). However, 6 percent of British students attend expensive private schools. These are students from upper-class families. Half of the students at Oxford and Cambridge Universities come from such expensive secondary schools. Although all universities are free, only 1 percent of the lower class goes to

university. Because graduates from good universities get the best jobs, it is clear that success is largely a result of one's social class.

The United States

- E Education in the United States is more democratic than in many countries, but it also has ^{severe} serious problems. Public primary and secondary schools are free, and ^{approximately, about} almost 80 percent of all Americans are high school graduates. Students themselves decide if they want collage-preparatory or vocational classes in high school; no national exam determines this. Higher education is not free, but it is available to almost anyone, and about 60 percent of all high school graduates ^{participate, take part} attend college or university. Older people have the opportunity to attend college, too, because Americans believe that "you're never too old to learn." However, there are also problems in U.S. schools. In many secondary schools, there are problems with ^{scarcity, shortage} lack of discipline and with drugs and crime. In addition, public schools receive their money from local taxes, so schools in poor areas don't have enough good teachers or laboratory ^{facility} equipment, and the buildings are often not in good condition. Clearly, U.S. education reflects both the best and the worst of the society.

Conclusion

- F It is clear that each educational system is a reflection of the larger culture: its economy, values, social structure, and problems. Look at a country's schools, and you will learn about the society in which they exist.

A. Read the following sentences and decide if based on the information provided in the text they are true or false. Then show your choice by writing T (for true) or F (for false) in the blank space next to each sentence.

---T---1. There are similarities as well as differences in the educational system of different countries.

---T---2. Differences in the educational system of each country can be ^{related, associated with} attributed to its culture.

---T---3. The values of each society can be ^{seen, indicated} observed in its school system.

---T---4. Many Kenyan students do not attend secondary school since they need to work and also because the society doesn't see it necessary.

---F---5. To Kenyan families, education is ^{somehow} relatively connected to life.

---F---6. More Kenyan students attend high school than Japanese ones.

-----7. In Japan, the students who are not rich don't go to good schools.

-----8. Social class is so important in Britain. *social discrimination; of our society*

-----9. Most of the British students attending expensive private schools end their education in Cambridge or Oxford Universities.

-----10. The principle of equality is more considered in education in the U.S. than any other country.

*N.A. → non mention
N.E. → no information*

B. Read the following sentences carefully and decide which one of the four options (a, b, c, or d) best completes each item.

1. Cultural values ----- of each country.

a. are not considered significant in the education system

✓ b. play an important role in the education system

e. have no *relevance, connection* to the education system

d. are assumed *considered* important only in the university education

2. The main idea of the reading selection is that -----.

a. both British and Japanese people consider a relationship between education and status

✓ b. the culture of each country can be considerably known from its educational system

c. the United States and Japan *take exams* hold national exams

d. Kenyan, Japanese and American students enjoy free public education in the primary school

3. Japanese students avoid entertaining activities since -----.

a. they don't like to be involved in such activities *because*

b. their parents want them not to

c. the right universities are expensive

✓ d. they want to get a university degree

4. Families in Japan ----- their children's education.

a. are rather indifferent to

✓ b. place *put* a lot of importance on

c. are not as concerned as the government about

d. usually have no control on

5. Secondary schools in Britain -----

a. are all egalitarian

b. do not have a role in the students' future careers

✓ c. help students train for their future decisions

d. are not usually free

6. In Britain -----attend university.

- ✓ a. only a small number of lower class students
- b. most of the students in secondary schools
- c. all of the students from higher classes
- d. half of the students in vocational schools

career = duration, resume, CV

occupation, job → general term

profession = be skilful

$\frac{3}{4}$ → three fourth (three in four)

$\frac{5}{7}$ → five seventh

7. This in paragraph E (line 7) refers to -----.

- ✓ a. the students' decision
- b. being a high school graduate
- c. using free education
- d. democracy in education

8. According to paragraph E,-----

- a. national exams are necessary to enter high schools in the U.S.A
- ✓ b. more than half of the high school graduates go to university
- c. high school graduates see it difficult to attend colleges
- d. the majority of the college students are old

9. Americans believe that "you are never too old to learn".

This is -----of American education

- a. one of the drawbacks
- ✓ b. one of the advantages
- c. neither a drawback nor an advantage
- d. both a drawback and an advantage

weak point, disadvantage, pit fall

C. Read the following sentences carefully and decide which one of the four options (a, b, c, or d) best completes each item.

1. Have you ever ----- that Japanese students are so disciplined?
^{recognize, understood}
✓ a. noticed b. guessed c. regretted d. attended

2. The student's behavior ----- his lazy attitude to work; it is clearly shown in his behavior

- a. lacks
- ✓ b. reflects ^{indicates}
- c. values
- d. receives

3. We were all ----- to hear the news; some were even shocked as well as upset to hear that they were getting divorced.

- a. pleased
- ✓ b. startled
- c. prepared
- d. educated

4. Many students in this country have to ----- school since their families are poor and cannot afford it

- a. initiate ^{start, begin}
- ✓ b. quit
- c. continue
- d. attend

D. Find examples of subject and object adjectives from both the reading selection in the first part and in the further reading.

subject adjective

object adjective

-----growing population-----

-----grown-----

-----developing nations-----

-----developed nations-----

-----surprising-----

-----surprised-----

-----startling-----

-----startled-----

-----exciting-----

-----excited-----

E. Find the words in the reading selection with the following meanings and write the words on the lines.

1. shows, is the sign of (A) -----reflects-----

2. puts importance on (C) -----values-----

3. highly surprised (B) -----startled-----

4. money paid for education (B) -----tuition-----

5. to be able to pay for (B) -----afford-----

6. aim, objective (C) -----goal-----

7. whole, complete (C) -----entire-----

8. opposite of failure (D) -----success-----

9. related to profession (E) -----vocational-----

10. any ^{illegal} unlawful action (E) -----crime-----

11. money which must be paid to the government based on income, property, etc. (E) -----tax-----

plural s → students
third persons → she + simple tense
possessive s → Ann's house
students' class

F. Answer the following questions orally

1. What are the similarities and differences between two different school

2. According to this reading selection, -----.
- internationalism brought by a foreign student is advantageous to the new country
 - few students go to developing countries to study since they are not highly industrialized
 - international students abroad are treated as citizens
 - the universities abroad pay living expenses to foreign students
3. The main idea of the passage is that -----
- international students seek education abroad
 - just as international students may need to study abroad, the foreign universities need students from other countries
 - international students are growing in number and importance
 - international students are hard working; therefore, universities abroad want to have them in their educational institutions
4. "Even so, some people don't -----" (paragraph 1, line 8). SO refers to -----
- being from a different country
 - studying as a postsecondary student
 - going to a university, or college
 - defining foreign students
5. "-----save money through study abroad -----" In which of the following sentence does through have the same meaning?
- He pushed his way through the crowd to the door.
 - I got this job through an employment agency.
 - How many working days were lost through sickness?
 - He is very weak and is not expected to live through the night.
6. In which of the following pairs, the referents are the same?
- international student, immigrant
 - postsecondary student, international student
 - foreign student, international student
 - institution of higher learning, kindergarten

C. Fill in the blanks with the appropriate form of the words given.

1. reflect, reflection

- One's behavior in the society *reflects* his / her culture and life standards.
- The rising rate of crime is a *reflection* of an unstable society.

bottom above & below

^{adj} ^v ⁿ ^{obj} ^{adj}
2. educational, educate, education, educated

- a. The government is spending a lot of money on ~~education~~.
b. He is visiting schools and other ~~educational~~ establishments in the area.
c. The officials have started a campaign to ~~educate~~ the public on the dangers of smoking.
d. He is an ~~educated~~ person.

^{sub} ^{adj}
3. affect, effect, effective, effectively

- a. Smoking ~~affects~~ health.
b. Their efforts to improve the school have been very ~~effective~~.
c. One of the ~~effects~~ of this illness is that you lose your hair.
d. If you try more, you'll learn to deal with the situation ~~effectively~~.

4. attendance, attend, attendant, attending

- a. A person employed to look after and help visitors or customers in a public place is called an ~~attendant~~.
b. In our country, ~~attendance~~ at school is ~~demanded~~ by law. ^{asked} → necessary
c. Please let me know if you are unable to ~~attend~~.
d. In the USA and Canada, an ~~attending~~ doctor (also known as a staff physician or an ~~attending~~) is a physician who has completed residency and practices in a clinic or hospital in the specialty learned during residency.

5. development, develop, developing, developed

- a. They do exercise to ~~develop~~ their muscles.
b. A poor country trying to build up its industry and improve the living conditions of its people is referred to as a ~~developing~~ country.
c. It was an important stage in the country's ~~development~~.
d. The U.S.A is one of the world's ~~developed~~ countries.

^{adj} ⁿ ⁿ ^v
6. industrial, industrialization, industry, industrialize

- a. They are trying hard to ~~industrialize~~ their country.
b. Are the government's policies helpful to ~~industry~~?
c. The process of ~~industrialization~~ is a long-term one.
d. ~~Industrial~~ relations are concerned with the relationship between the management and workers in an ~~industry~~.

ⁿ ^v ^{obj} ^{adj} ^{adj} ^{adv}
7. knowledge, know, known, knowledgeable, knowledgably

- a. This is a disease with no ~~known~~ cure. ^{known} → founded cure
b. He always thinks he ~~knows~~ all the answers.
c. My ~~knowledge~~ of French is rather poor. ^{relatively} ^{somehow}
d. He speaks very ~~knowledgably~~ about politics, because he is a ~~knowledgeable~~ person.

ⁿ ^v ⁿ
8. immigrant, immigrate, immigration

- a. He ~~immigrated~~ to Japan in 1999.

- b. There are strict controls on ^{immigrations} ----- into this country.
 c. Someone coming into a country from abroad to make his/her home there is called an ^{immigrant}.

D. Match the words in column I with their equivalents in column II.

I	II
1. identical <i>d</i>	a. stop
2. startled <i>h</i>	b. not public
3. quit <i>a</i>	c. related to village
4. relevance <i>f</i>	d. exactly alike
5. discipline <i>j</i>	e. fee for instruction
6. abroad <i>g</i>	f. connection
7. tuition <i>e</i>	g. to or in another country
8. postsecondary <i>i</i>	h. suddenly surprised
9. private <i>b</i>	i. after high school
10. rural <i>c</i>	j. self-control

E. Fill in the blank using the words in the list.

goal preparatory available
 status lacks charge
 entrance experience hobby
 recreations

- Our main ^{goal} ----- must be the ^{maintenance} preservation of environment.
- His ^{recreations} ----- include golf, football and shooting.
- Women around the world are asking to be given equal ^{status} ----- as men.
- To get the job, you need some ^{preparatory} ----- training.
- In order to attend the concert, you need to pay ^{entrance} ----- ^{fees}.
- Do you have any previous ^{experience} ----- of this type of work?
- He is good at his job but he ^{lacks} ----- confidence.
- Do you think museums should ^{charge} ----- for admissions?

charge → sue
 → the money that you
 → for service
 → be responsible of

9. We will send you a copy as soon as it becomes *available*

F. Parts of Speech

Although you do not need to look up every word in the dictionary, sometimes you may want to find the pronunciation or part of speech of a word. A dictionary can give you the following information .

1. spelling
2. number of syllables divided by dots ag. ri. cul. ture (4)
3. stress on the first syllable ag. ri. cul. ture
4. part of speech (n)
5. meaning (the practice of science of farming)
6. usage (formal, informal)
7. type of word (British or American)

Example : ag. ri. cul. ture n[u]

The practice of farming, esp, of growing crops. agricultural /
adj: *agricultural products / machinery* . agriculturalist n

F. Find these words in the dictionary. Write the pronunciation, part of speech, meaning, example, synonym,

Word	part of speech	meaning	example sentence
notice	n	observe	
identical	adj	equivalent	
primary	adj	ambitious	
important	adj	significant	
graduate	n	complete studies	
success	n	achievement, favorite outcome	
national	adj	state, public	
foreign	adj	external	

✓ G. Fill in the blanks using the correct form of the words given in the list.

Noun	Verb	Adjective	Adverb
education	educate	educated educational	— ✓
surprise	surprise	surprised surprising	surprisingly
definition	define	defined	— ✓
connection	connect	connective connected	connectively connectedly
comprehension	comprehend	comprehensive	comprehensively
difference	differ	different	differently
knowledge	know	knowledgeable known	knowledgeably
value	value	valuable	—
industrialization industry	industrialize	industrialized	industrially ✓

تبدیل معیشت از صنعت فاعلی ساخته می شود.

Unit 3

Pre-reading Activities

A. Skim the following reading selection to get a general idea of what it is about.

B. Scan the reading selection for more exact or concise synonyms.

The phrases are listed in the order of their appearance.

1. I have created Health Longevity Magazine. Come to share my (strong feeling) ~~-passion-~~ and interest for human health.
long life, life span
2. Because it is not the most effective way to health and (long life) ~~----~~ *longevity*
3. Provide your computer with (right, suitable) ~~appropriate~~ data and it will (produce) ~~--generate--~~ proper information.
4. In today's world, our body is bombarded with (poisons) ~~--toxins--~~ from the air we breathe.
5. There are literally toxins in everything we (face) ~~-encounter, meet-~~
6. Lack of relaxation and rest has negative (effects) ~~-influences, impact-~~
7. This is why I developed a (real) ~~-genuine--~~ care for health and wellness issues.
love
8. It is an additional help to fight the impact of the aging process and a (increase) ~~--rise--~~ for enhanced health and longevity. *How to confront a passage*

Reading

How to Find the Road to Health and Longevity

My name is Marc Deschamps. I have created Health Longevity Magazine. Come to share my passion and interest for human health and to help YOU live a healthier and longer life. My father died of a heart attack at the age of 46. I was 9 years old and I could not understand why life had taken my father so soon. Two of my father's brothers died at the age 38 and 42 ... of heart attacks. My mother retired at age 62, a few months later she contracted a vicious virus and was hospitalized for 3 weeks. One year later she was diagnosed with the Parkinson's disease.

The **ROAD**
TO HEALTH
& Longevity

follow diet plans because it is not the most effective way to health and longevity. The health and longevity equation is about prevention, it is about providing your body with quality input to produce a long and healthy output. Our body is like a car or a computer system. Feed your car with good oil and gas and it will work well; provide your computer system with appropriate data and it will generate proper information. In today's world our body is bombarded with toxins from the air we breathe, the water we drink, the food we eat. There are literally toxins in everything that we encounter. Is it any wonder that one out of every 2.5 people in the United States are dying and will die of cancer (according to the United States Government's own statistics)?

D This is why I developed a genuine care for health and wellness issues, and for ways to help our body fight against the "attacks" of our environment. I did lots of personal research on various health topics such as anti-aging, stress, relief, energy level, sexual health, heart attack prevention, immune system, skin care, common diseases, etc. ... I read books and newspapers and I consulted several public libraries. I documented my work in short articles and this gave birth to Health Longevity Magazine.

As a result of this research I came up with a **rock solid conviction**: we need to maintain life with life and we must support our system with natural supplements. It is an insurance policy against the deterioration of our body cells occurring daily with the effect of time. It's certainly not a guarantee of endless health and youth but it is an additional help to fight the impact of the aging process and a boost for enhanced health and longevity.

A. Read the following sentences and decide if based on the information provided in the text they are true or false. Then show your choice by writing T (for true) or F (for false) in the blank space next to each sentence.

- F-- 1. The writer is definitely an expert in the field of health. *surely, absolutely, certainly*
- I-- 2. Most of Marc's family members died from cardiac diseases. *related to heart*
- I-- 3. It seems that Marc is bored with frequent check ups. *tired of*
- I-- 4. Marc doesn't believe in treatment; he believes in prevention. *cure*
- I-- 5. According to this reading selection, healthy life requires good food. *needs, in need of*
- F-- 6. Life stresses merely affect us physically. *just, only*
- F-- 7. All Marc's efforts, research and consultations have been published in a book. *studies*
- F-- 8. To the writer, medications are more effective than natural substances. *advice, guidance*
- F/I-- 9. Our body deteriorates no matter we care about it or not. *materials*
- I-- 10. Rock solid conviction is not considered as the best method of well being and long life but it could contribute to them. *help the process*

B. Read the following sentences carefully and decide which one of the four options (a, b, c, or d) best completes each item.

1. By creating Health Longevity Magazine, Marc aims at ----- *focus on, purpose*.
- holding lectures and seminars
 - making people get involved in reading magazines
 - ✓ helping people boost their health and longevity
 - recommending others follow a routine check up
2. What has motivated Marc to create Health Longevity Magazine is -----.
- ✓ a. his interest in others' health and longevity
 - b. his great interest for reading magazines
 - c. to remind himself of the risk in his family
 - d. to fight against the environmental hazards *danger*
3. Marc doesn't believe in -----.
- a. the effect of medication
 - b. the effect of diet plans
 - c. physicians' role
 - ✓ d. all of the above

4. To the writer of this reading, the most effective approach to health is -----.

- healthy, nutritious*
- ✓a. preventing the disease by the right food
 - b. having routine check ups
 - c. following physicians' recommendations
 - d. curing the disease through the prescribed pills

5. According to this passage, all of the following endanger health and longevity except:

- a. poisonous food and water
- b. toxins in air
- c. tensions in life
- ✓d. *inadequate, not enough* insufficient output

6. Marc's rock solid conviction was brought about by -----.

- a. his sufferings in life
- ✓b. the research conducted by him
- c. his belief in traditional therapy
- d. the development of health issues

C. Read the following sentences carefully and decide which one of the four options (a, b, c, or d) best completes each item.

1. My uncle has ----- pneumonia; he has just begun to have the disease.

- contract + name of a disease*
- a. *catch a disease* contracted ✓
 - b. diagnosed
 - c. overcome
 - d. known

2. My family doctor is used to ----- us that we are one of the high risk group.

- is + used to + verb + ing*
- a. supporting
 - b. reminding ✓
 - c. forgetting
 - d. firing

3. As the ----- of energy to the machine is increased, the volume gets louder.

- a. access
- b. pressure
- c. output
- d. input ✓

4. The personnel department seems to be ----- a lot of paper work these days; this requires a great deal of budget.

- seems to + verb + ing*
- a. cutting
 - b. reducing
 - c. generating ✓
 - d. rejecting

5. I think this is a/an ----- moment to raise the question of promotion since the authorities have enough time to listen.

- right time*
- a. appropriate ✓
 - b. risky
 - c. vicious
 - d. adequate

6. We ----- a lot of opposition; nobody agreed with us, so we couldn't go further. ^{beginning}

- a. contradicted
- b. approved
- c. classified
- d. encountered ✓

7. Although he was educated, his ----- of experience made the interviewer not accept him for the job.

- a. abundance
- b. lack ✓
- c. perfection
- d. plan

8. The researcher decided to determine the ----- of stress on the workers' job performance; it was significant. ^{meaningful}

- a. amount
- b. impact ✓
- c. diagnosis
- d. performance

9. After asking about her ----- status, he found that she was single.

- a. financial
- b. social
- c. economic
- d. marital ✓

10. This service is only available to ----- tourists not insiders.

- a. genuine ✓ ^{real/authentic}
- b. local
- c. national
- d. domestic ^{national = insiders}

11. After a lot of effort and research, the committee ----- a good solution to the problem of sick building; it is somehow solved by now. ^{old and damaged}

- a. came up with ✓ ^{come to the conclusion}
- b. looked in
- c. affected
- d. investigated

12. To expand our business, we need to ----- good relations with our suppliers.

- a. decline
- b. drop
- c. maintain ✓ ^{keep}
- d. borrow

economic cycle
1. producers
2. distributors
3. suppliers
5. consumer

13. Due to her lack of appetite, dietary ----- is necessary to be used. ^{daily}

- a. deficit
- b. credit
- c. supplement ✓
- d. deprivation

declare → admit
confess
mention → recall
utter
converse

D. Making inferences

Sometimes ideas presented in a reading selection are not directly stated, but they can be concluded or inferred from the words and/ or phrases used by the writer. These are referred to as inference. Write "yes" in front of sentences that can be inferred from the reading. (If you are not sure, skim the whole reading again).

state: to say sth publicly and officially
announce
explain, express, elaborate

reference → mention
bubble
cite
narrate
claim
quote
depict
reveal
assert
decoding

--yes-- 1. Marc is fed up with tests, check ups, medications and diet plans.

--yes--2. Prevention of diseases is the most effective way to health and longevity.

justify
--no--3. Everybody needs to have regular yearly check ups. *routine, frequent* *infer finding out/understand* *sth indirectly read between the lines*

--yes--4. Our body is like any other system which needs good input.

--no--5. Air pollution and toxins were not existent in the past.

--yes--6. Many American people die due to pollution and toxins.

--yes--7. Stresses influence us both physically and socially.

--no--8. Withstanding the environmental problems is impossible. *withdraw, fight, resist*

--no--9. If we are insured, our body will not *دفع ترش* deteriorate.

E. Find the words or phrases in the reading selection which have the following meanings.

1. strong, deep and uncontrollable feeling (p. A) ---- *passion* ----.

2. stop working at one's job usually due to aging (p. A) ---- *retire* ----.

3. get or begin to have a disease (p. A) ---- *contract* ----.

4. a feeling of surprise, strangeness (p. B) ---- *wonder* ----.

5. subjects (p. D) ---- *topics* ----.

6. a feeling of comfort at the end of a pain or illness (p. D) ---- *بجود* *relief* ----.

7. a firm, sincere belief (p. E) ---- *conviction (rock solid conviction)* ----.

8. keep (p. E) ---- *maintain* ----.

9. becoming worse (p. E) ---- *deterioration* ----.

10. happen (p. E) ---- *occur* ----.

F. Answer the following questions orally.

1. Why is Marc at risk, according to his physician?

2. What is Marc's idea about his doctor's recommendations?

7. Not having enough sleep may lead to all of the following except-----.

- a. boredom b. accidents c. disease d. laziness

8. Paragraph C----- paragraph B.

- a. contradicts b. confirms
c. is the result of d. is the cause of

9. Sleeping five hours a day -----.

- a. makes the person get used to sleeping less than enough
b. causes other people to consider the person a businessman
c. is advantageous to the person and brings about success
d. requires the person to pay back for it at a later time

C. Use the correct form of the words in the blanks.

understand, understanding, understandable

- a. After the meeting, it was quite ~~understandable~~ ^{acceptable} that he was annoyed. ^{battered, disturbed}
b. Luckily, I have a very ~~understanding~~ ^{understand} boss. ^{→ understanding boss}
c. You don't need to ~~understand~~ ^{understand} how computers work in order to use them.

hospitalization, hospital, hospitalize

- a. The sick man has been sent to the ~~hospital~~ ^{hospital}.
b. He broke a leg and was ~~hospitalized~~ ^{hospitalized} for a month. ^{process}
c. ~~hospitalization~~ ^{hospitalization} of the patient was postponed by his family. ^{delay, put off}

diagnosis, diagnose, diagnostic

- a. The doctor ~~diagnosed~~ ^{diagnosed} my illness as a rare bone disease.
b. ~~Diagnosis~~ ^{Diagnosis} is one of the most important parts of the doctors' work.
c. A ~~diagnostic~~ ^{diagnostic} test was prescribed for him by his family doctor.

toxin, toxic, toxicology

- a. The factory has been sending out ~~toxic~~ ^{trash, garbage} wastes.
b. The scientific study of poisons and their nature is referred to as ~~toxicology~~ ^{toxicology}.
c. There are lots of ~~toxins~~ ^{toxins} in the air we breathe.

deprive, deprivation, deprived

- a. The refugees suffered terrible ~~deprivation~~ ^{deprivation}.
b. The law will ~~deprive~~ ^{deprive} us of our most basic rights. ^{fundamental rights}
c. The ~~deprived~~ ^{deprived} children in this area have long suffered from lack of enough food, money and comfort.

✓ waste, wasteful, wasting

- a. It is ~~waste~~ ^{in vain, regret} to throw these away; we might be able to use them one day.

- b. Lots of ^{waste} ~~----~~materials are disposed of in the river. ^{get rid of sth, throw sth away}
- c. He is suffering from tuberculosis which is a ~~-----~~ disease. ^{unpleasant}
- d. It is a ~~-----~~ of time trying to talk to her. ^{destructive}

political, policy, politics, politically, politician, politicize

- a. The governors are trying to find a ~~-----~~ solution to the problem. ^{political}
- b. You need to be a ~~-----~~ to succeed in such a situation. ^{politician}
- c. Causing to develop an interest in and understanding of is to ~~-----~~. ^{politicize}
- d. This is a ~~-----~~ arranged dispute. ^{politically, argument, controversy}
- e. What is the company's ~~-----~~ on employing new workers. ^{policy}

sleep, sleepy, asleep, sleeper, sleepless, sleeping

- a. I couldn't hear the explosion, I am a heavy ~~-----~~. ^{not light sleeper}
- b. Since I ~~-----~~ late at night, usually in the morning I am ~~-----~~. ^{sleep, sleepy}
- c. I have spent many ~~-----~~ nights worrying about what I should do. ^{sleepless}
- d. He usually falls ~~-----~~ easily. ^{asleep}
- e. Those who suffer from insomnia (inability to sleep) tend to take ~~-----~~ pills. ^{sleeping, sleep over}

D. Fill in the blank using the words in the list.

- | | | |
|----------|-----------|-------|
| during | chemicals | guess |
| evidence | repair | need |
| helps | produce | |
| called | correct | |

No one knows why we sleep. There are two theories, but a theory is only an idea or a ~~-----~~ ^{guess}. Scientists don't know if these theories are ~~-----~~ ^{correct}. One theory of sleep is ~~-----~~ ^{called} the "Repair Theory". This says that ~~-----~~ ^{during} the day we use many important ~~-----~~ ^{chemicals = chemical substances} in our bodies and brains. We ~~-----~~ ^{need} sleep to make new chemicals and ~~-----~~ ^{repair} and ~~-----~~ ^{repair = recover} our bodies. One piece of ~~-----~~ ^{evidence} for this theory is that our bodies ~~-----~~ ^{produce} more of a growth hormone (a chemical that ~~-----~~ ^{helps} us grow) while we sleep.

E. Unscramble the words in each group to make a sentence

- tired, people, always, sleep-deprived, are, who, are
People who are sleep-deprived are always tired.
- used, he, to, work, is, hard, sleep, and, well, doesn't
He is used to working hard and doesn't sleep well.
- later, you, don't, when, sleep, need, to, you, enough, sleep, more
when you don't sleep enough later you need to sleep more.

4. dangers, sleep, that, possible, it, protected, is, us, from

It is possible that sleep protected us from dangers.

5. people, more, work, less, culture, our, sleep, in, and

People in our culture work less and sleep more

F. Fill in the blank using the words in the list .

foolish

mood

valued

diagnosed

feed

retired

crash

lazy

1. There was a serious plane -----~~crash~~-----this morning ; all passengers died.

2. I have always ~~valued~~^{precious, worthy} your advice; it is worthwhile to me.

3. He is too-----~~lazy~~-----to work; in fact, he avoids it.

4. Her ~~mood~~^{happy, joyful} changes very quickly; one moment she is cheerful, and the next she is complaining about everything .
nagging

5. It is ~~foolish~~^{deal sth financially} to spend money on something you can't afford.

6. They -----~~retired~~^{full salary} my father on full pay^{# partial} at the age of 60.

7. The two doctors ~~diagnosed~~ his disease differently

8. Babies learn to ~~feed~~^{eat} themselves after some time.

Tip

English people say "time is money". When they talk about time and money, they often use the same verbs. For example, time is spent and money is spent. Time is wasted and money is wasted. Time is saved and money is saved. Does your language have this pattern? In your culture do people talk about time and money with the same words?

Unit 4

Pre-reading Activities

A. Before you start reading the reading selection, discuss the following questions in a group.

1. How much do you think people are affected by advertisements? *ads, adverts, propaganda*

2. Do you have any reason for your choice of one brand rather than another one?

3. How can consumerism and marketing be related? *criteria ما قیاسات / criterion قیاس / مصرف گرای / supply and demand process*

4. How does self-fulfilling prophecy affect consumers? *self-satisfaction / self-contentment / ideology, theory*

consumerism *مصرف گرای*
Infer → *implicit understanding* ≠ *explicit*
imply ↓ *indirect* ↓ *direct*
plant the seed of sth in our mind

B. Scanning for Members of Word Families.

One way of developing your vocabulary is to learn by word families which are some words related in meaning and form, such as protect, protection, protective, protected. Scan the passage for the word related to the words given below and write them on the line. The words are in the order of their appearance in the passage. *accomplish*

1. consume

consumer A noun meaning "a person who uses up, wastes or destroys".

2. weak

weakness A noun meaning "the state or quality of being weak".

3. offend

offensive An adjective meaning "rude in a way that causes you to feel upset, insulted or annoyed".

4. fresh

freshener A noun meaning "something that makes a thing clearer, purer or more pleasant".

5. popular

popularity A noun meaning "the state of being popular".

6. succeed

successful An adjective meaning "achieving your aims or what was intended".

7. compulsive

compulsion A noun meaning "some irrational desire that we can't control"

prosperity : *لایابی*
enhance = *develop*

8. lose

---loss---A noun meaning "the state of no longer having something or as much of something."

9. reason

reasonable An adjective meaning "fair, practical and sensible"

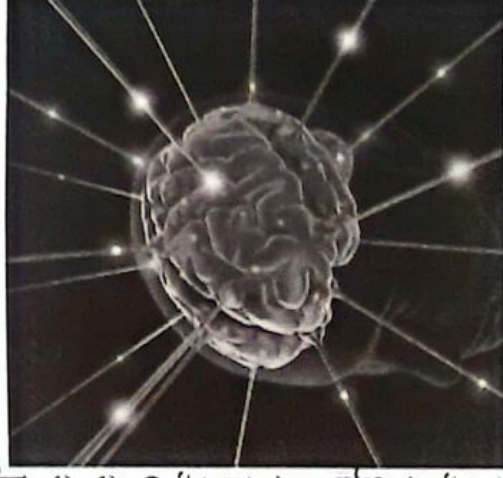
10. choose

---choice---A noun meaning "an act of choosing between two or more possibilities".

Reading

Consumerism and the Human Brain

We are all consumers. We all buy and use products and services: that is, we consume. The word comes from the Latin *consumere*, which means "to use up, to waste or destroy." Most of us don't think of ourselves as wasteful or destructive, but the word economy is based on consumerism. Today, people worldwide have greater access than ever before to a huge variety of products--and, often to dozens of brands of the same product. What



makes us decide to buy Brand A instead of Brand B, when the two items are really identical? Why do we buy things that we don't actually need? The answer lies in marketing--the advertising and selling of products. Successful marketers use their knowledge of psychology--and increasingly of recent studies of the human brain--to persuade us to consume more and more.

recognition

B A good understanding of human weakness is essential if a company wants to sell a product. One way that advertisers persuade us to buy a product is by targeting our dissatisfaction with ourselves, our fears, Consider for a moment a typical fear--fear of being offensive to other people. Advertisers persuade us, for example, that if we don't buy their mouthwash, we'll have bad breath and offend other people. Dentists tell us that mouthwash is actually unnecessary; they explain that we need only simple dental hygiene---regular correct use of a soft toothbrush and dental floss. But we continue to spend money on mouthwash, breath freshener and breath mints. Our fear of offending people outweighs our dentists' logic.

^{similarly} In a similar way, advertisers also take ^{use the opportunity to, abuse, make use} advantage of our need for a good self-image, ^{passion} our desire to appear attractive, successful, and even exciting. Take the example of the Marlboro cowboy. For years, ^{for along time} this famous image has appeared everywhere, in even the smallest ^{class, small town} rural villages. Many men see it and think that's the kind of person they would like to be--strong, handsome, and adventurous--- a person with an exciting life. Although it's ^{illogical} irrational-impossible to explain ^{according to cause and effect} reasonably-they buy the cigarettes



because they want to be like the Marlboro man. It's common knowledge that the original model for these advertisements was a man addicted to smoking who died of lung cancer. However, this brand of cigarette remains very popular. Another example is the recent popularity in the United States of SUVs---sports utility vehicles. ^{off-road, any type of means of transportation} These vehicles are more expensive than most cars. They use more gas and create more pollution than most cars. They take up more space than most cars. But commercials show them climbing rocky mountain roads and crossing rivers, which seems exciting to many people. Most people who buy an SUV never get out of city. They spend their morning commute in gridlock, ^{to up and back to work} not driving up and down mountains. Although it may seem irrational, ^{logical, unreasonable} advertisers persuade them that SUV owners are people with an exciting life.

With so many different (but almost identical) ^{similar} brands of the same product, what causes us to choose one brand instead of another? ^{values, leads, convince} According to Dr. Alan Hirsch, our sense of smell actually influences ^{out} our opinion of a product and our decision to buy it. A scientist at the Smell and Taste Treatment and Research Foundation in Chicago, Hirsch ^{do, conduct} ran a careful, well-organized ^{careful} study. There were two identical pairs of Nike sneakers in each room. There was only one difference: he sprayed one of the rooms with a scent of flowers. ^{smell} Volunteers entered each room and answered questions about the sneakers. The result was that 84 percent of the people preferred the sneakers in the room with the floral smell---even though they were exactly the same as the ^{pairs of sneakers} ones in the other room!

This is also the effect of self-fulfilling prophecies. A self-fulfilling ^{prophecy} prophecy is a situation in which people cause a prediction to come true. (For example a teacher tells a class that they are especially intelligent, and that semester the class does especially well on exams). In marketing, a successful advertisement persuades consumers that a

Which other word in this sentence gives clue to the meaning of "prophecy"?

injecting hope and optimism

(describing a noun) adj → adv → (describing a verb)

product works well. Their belief causes them to use the product in such a way that it does work well. For example, the ads for Brand x of a diet pill say, "Take this pill, and you will lose weight because you won't be hungry". So people buy brand X. Because they believe it will cause weight loss, they begin to eat less. They establish a new habit of eating less. The result? They lose weight. Is this because of the pill or because they are eating less?

F Most of us like to think that we are reasonable, independent thinkers. We like to believe that we have a good reason for our choices. We don't want to buy products because of some strange compulsion-- some irrational desire that we can't control. The truth is, however, that---with their increasing knowledge of what goes on in the human brain---marketers might have more power over us than we realize.

A. Read the following sentences and decide if based on the information provided in the text they are true or false. Then show your choice by writing T (for true) or F (for false) in the blank space next to each sentence.

---T--- 1. Psychologists may help marketers to encourage people buy one brand instead of another one.

---T--- 2. Consuming can be wastefulness.

---T--- 3. Knowledge of what people don't have but seek to have can be the basis of an advertisement.

---F--- 4. Dentists are marketers of their new products.

---F--- 5. We are often misguided by the dentists' logic.

---F--- 6. Those who are dissatisfied with themselves are not usually affected by ads.

---F--- 7. Sport utility vehicle owners have an interesting life.

---T--- 8. Sense of smell might lead a person to buy a brand rather than another one.

---T--- 9. Compulsive buyers usually purchase things irrationally.

---T--- 10. What goes on in the consumers' brain helps the marketers to force them to choose a specific brand.

B. Read the following sentences carefully and decide which one of the four options (a, b, c, or d) best completes each item.

1. The questions asked in the first paragraph -----.
a. have remained unanswered through the passage
✓b. are used to emphasize the ^{significance} importance of marketing
c. show the recent studies on human brain
d. highlight the ^{variety} diversity of the brands

2. The best topic for the first paragraph is -----.
a. the origin of the word "consume"
✓b. the effect of marketing on consumers
c. human brain and human psychology
d. comparison of the consumers in the past and now

3. According to paragraph B, advertisers -----.
a. are cleverer than dentists
b. are as persuasive as dentists
c. and dentists have some similarities
✓d. make us ^{ignore} disregard our logic
سوف نأخذ

4. "it" in paragraph C (line 6) refers to-----.
a. Marlboro cigarette b. attractive image
c. rural village ✓d. Marlboro cowboy

5. To the writer of this passage -----is not reasonable.
a. our need for a good self image
✓b. buying Marlboro cigarette
c. being an adventurous person
d. our morning commute in gridlock

6. The topic sentence of paragraph C -----.
a. is brought in the middle
b. has appeared at the end of the paragraph
c. could be the last sentence
✓d. is the first sentence

7. All of the following are mentioned as factors affecting our choice of a product ^{except} except: ^{except accept aspect expect}
a. our desire for what we lack
✓b. our sense of sight
c. our tendency toward being pretty
d. our sense of smell

8. Paragraph E mostly talks about -----.
- ✓a. the effect of self-fulfilling prophecy
 - b. establishment of new habits
 - c. the result of losing weight
 - d. weight loss among consumers
9. According to the reading selection, -----can make us compulsive.
- a. consumers
 - b. dentists
 - ✓c. marketers
 - d. independent thinkers

C. Answer the following questions orally.

1. What is marketing?
2. Why do we buy things that we don't need?
3. What is necessary for a company owner to know before selling his products?
4. Is Marlboro cowboy a successful character in reality ?
5. Why are SUVs so popular although they have many drawbacks?
6. Can smell have any effect on the consumers' decision to buy something?
7. What is self-fulfilling prophecy?
8. How do compulsive buyers act?

D. Read the following sentences carefully and decide which one of the four options (a, b, c, or d) best completes each item.

1. The consumers who are -----use more of something than is necessary.
 - a. adventurous
 - ✓b. wasteful *use more than what they need*
 - c. excited
 - d. queasy
2. Marketing ^{experts} specialists usually -----people to destroy or waste things; to do this they use the knowledge of psychology.
 - ✓a. persuade
 - b. require
 - c. determine
 - d. circulate
3. This advertising company tries to ----- young people, trying hard to have an effect on this particular group of the society.
 - a. relax
 - b. promote
 - ✓c. target (✓)
 - d. verify

4. His comments were deeply ^{severely} ----- to the managers; the language he used was annoying for them.
 a. satisfying
 c. perfect
 b. pleasant
 ✓d. offensive ^{offending}
5. The advantages of this program far ----- the disadvantages; in fact, there are few drawbacks; ^{by advantages, profit, expense and, dark side}
 a. cover
 b. explain
 ✓c. outweigh ^{overcome, exceed}
 d. influence
6. He tries to win ----- among the students by giving them unnecessary credits.
 a. utility ^{usefulness}
 b. decision ^{choice}
 c. prediction
 ✓d. popularity ^{* win popularity *}
7. Our teacher was believed to have the power of -----; she was able to say what will happen in the future.
 ✓a. prophecy
 b. efficiency
 c. fulfillment
 d. independence
8. He is considered a/an ----- buyer since he always has some (irrational uncontrollable desire) to buy things. ^{power of prophecy = sense of prediction}
 ✓a. compulsive
 b. reasonable
 c. intelligent
 d. knowledgeable
9. New habits are not readily -----; in fact, it gets some time to be created. ^{easily}
 a. considered
 b. monitored
 c. projected
 ✓d. established ^{representative}
10. A person who does a job without being paid for it is called a/an -----.
 a. consumer
 b. employee
 ✓c. volunteer
 d. criminal
11. An experienced teacher can ----- the results of the exam for each student even before the exam is given.
 a. enhance
 b. conduct
 ✓c. predict
 d. target
12. College students need easy ----- to their specialized books and Internet so that they can write up their reports. ^{easy}
 a. activity
 b. marketing
 c. breath
 ✓d. access ^{availability}
13. By spitting in the street, you are actually ----- other people.
 ✓a. offending
 b. pleasing
 c. forcing
 d. attracting

E. Understanding Parts of Speech.

Knowledge of the parts of speech of words can help you guess the meaning of the new word. To know the part of speech of words, suffixes are helpful. Some suffixes related to noun and adjective are chosen from the passage and listed:

Noun	Meaning	Example	Adjective	Meaning	Example
ism	school, tendency	consumerism	ful	with, having	wasteful
logy	study, science	psychology	al/cal	related to	dental medical
er/or	doer	consumer	ent, ant		different
ness	fact or state of	weakness	ive	having; with	attractive
tion/ ion	state of	dissatisfaction	ous	related to	adventurous
ity	state or quality	popularity	able/ ible	can	reasonable sensible accessible

F. Write the part of speech of the following words. The suffixes will tell you.

1. ---adj--- destructive
2. ---n--- variety
3. ---adj--- identical
4. ---adj--- successful
5. ---adj--- essential
6. ---adj--- typical
7. ---adj--- offensive
8. ---n--- fresher
9. ---adj--- irrational
10. ---adj--- original
11. ---n--- utility
12. ---adj--- expensive
13. ---s (v)--- volunteer
14. ---s--- prediction
15. ---adj--- independent
16. ---n--- thinker

G. Complete the following sentences by using the words in the list.

1. For a ---variety--- of reasons, the manager decided to cancel the meeting.
diversity

2. It was a completely ~~irrational~~ decision not to let the physician have an operation on his heart.

3. Three ^{separate} ~~independent~~ studies in three different countries all arrived ^{get, reach} ~~at~~ the same conclusions.

4. We can live without clothes, but food and drink are ~~essential~~ ^{vital}.

5. This painting is fairly ~~identical~~ ^{is, work of art} of his early work; it has the same quality.

6. Some behaviors are ~~detractive~~ in that they cause much problem for the person.

7. The requested project ^{demands project} ~~is~~ ^{استند} of limited practical ~~utility~~ ^{فائدة}.

8. Any article to be published in journals must be ~~original~~ ^{original}; no other researcher must have worked on it.

H. Analyzing compound words

Many English words consist of two shorter words, usually in the form of nouns. These are called compound nouns. In order to guess the meaning of compound nouns, try to analyze them; in other words, break them into parts.

Circle the word or phrase which best explains the meaning of the underlined word.

1. worldwide (p. A, line 6)

a. existing in the world

c. experienced in the world

☒ b. in or over all the world

d. things in the world

2. mouthwash (p. B, line 7)

a. washing the mouth

b. mouth hygiene

c. as much drink in the mouth

☒ d. liquid used for making the mouth fresh

3. self-image (p. C, line 2)

☒ a. opinion you have of yourself

c. belief in yourself

b. confidence in yourself

d. ability to think by yourself

4. gridlock (p. C, line 24)

a. a safe lock

c. a metal frame

☒ b. a traffic jam

d. a rocky frame

5. well-organized (p. D, line 8)
- a. formed well
 - b. involving a high number of items
 - c. involving a large number of people

✓d. arranged in the best way

6. self-fulfilling prophecy(p. E, line1)

- ✓a. a prediction which comes true
- b. a prediction based on personal ideas
 - c. a prediction which is satisfying
 - d. a prediction which is hoped to occur

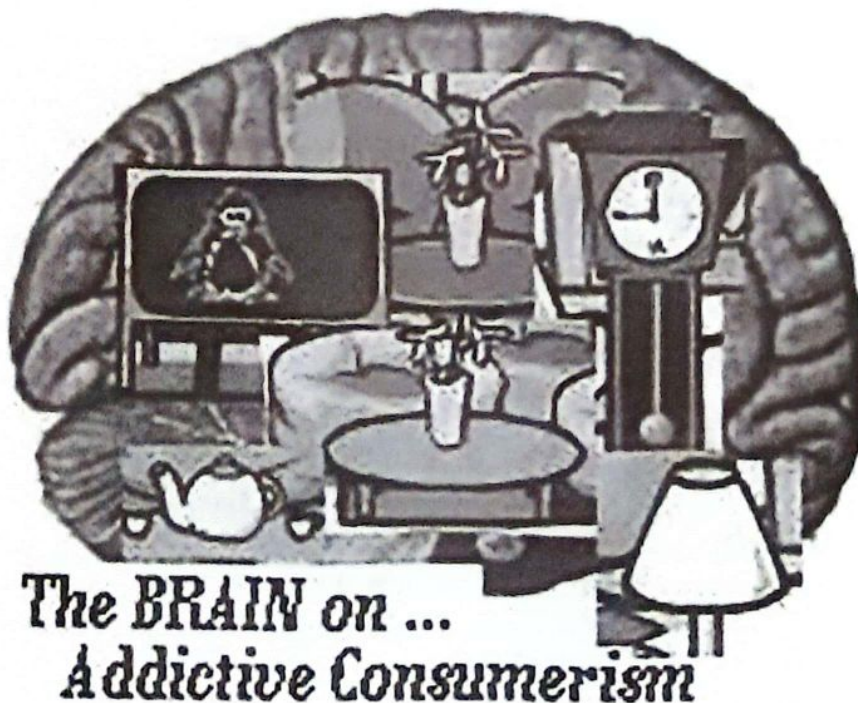
Further Reading

Scientists Say Aromas Have Major Effects on Emotions

- ^ Perhaps it has always been apparent, as plain as the nose on your face. But nobody was paying much attention. "From an evolutionary point of view, we typically don't think of the nose as very important," said Dr. Gary Schwartz, professor of psychiatry and psychology at the University of Arizona. "But **it** is stuck square in the middle of the face. Why would something that was less relevant to normal activities be so prominent? It implies there is something more important **there** than we may have realized."

"it" refers to

"There" refers to



The BRAIN on ... Addictive Consumerism

- 13 Indeed, scientists are learning that fragrance affects us more than previously thought. New research indicates that smells influence our minds, our moods and our bodies. But smell remains one of the least-

offensive, offence, offend

- a. The TV interviewer must be careful not to ~~---offend---~~ others.
 b. The new legislation makes it an ~~---offence---~~ to carry a gun.
 c. He acted in a way that some viewers might find it ~~---offensive---~~.

*** hygienic, hygiene, hygienically, hygienist**

- a. In the interest of ~~---hygiene---~~, please wash you hands.
 b. Food must be prepared in ~~---hygienic---~~ conditions.
 c. A person working with a dentist and giving people advice about keeping their teeth clean is referred to as a ~~---hygienist---~~.
 d. Used medical supplies were ~~---hygienically---~~ disposed of.

preference, preferable, prefer

- a. I would ~~---prefer---~~ that you did not mention my name.
 b. Many people express a strong ~~---preference---~~ for sea food.
 c. Anything was ~~---preferable---~~ to the tense atmosphere at home.

emotional, emotion, emotionless

- a. The decision was made based on ~~---emotion---~~ rather than rational thought.
 b. He is suffering some ~~---emotional---~~ problems.
 c. He ran his lecture with an ~~---emotionless---~~ voice; there was no expression of feeling on his face.

computer, computerize, computerization

- a. The ~~---computerization---~~ of the medical records have only recently been achieved.
 b. The company has been fully ~~---computerized---~~.
 c. In research, the data are usually processed by ~~---computer---~~.

D. Match the words in column I with their equivalents in column II.

I	II
1. tackle d	a. treatment by scents <i>smell, perfume, aroma</i>
2. enhance i	b. clear, obvious
3. routine h	c. pleasant smell
4. aromatherapy a	d. try to deal with a difficult situation
5. distilled j	e. find, discover
6. application f <i>again</i>	f. copy
7. invigorate g <i>-empower, boost, make sth. stronger</i>	g. make fresh and give strength
8. apparent b	h. something done ordinarily

G. Find the following words in the dictionary. Write the pronunciation, part of speech, meaning, example, etc.

Word	Part of speech	Meaning	Example Sentence
<u>vigilance</u>	n	awareness, watchfulness sobriety	maintain vigilance
fragrance	n	perfume pleasant smell, aroma	spread fragrance
monitor	v, n	observe, scan	a heart monitor
phase	n	stage, step	the final phase of production
tension	n	stress, rigidity pressure & force	
<u>absence</u>	n	lack, loss not attending	I felt the absence of my father after he died
✓queasy	adj	feeling sick, nauseous	