

## READING COMPREHENSION

**A** Mark each statement as either true (T) or false (F) according to the reading.

1. \_\_\_\_\_ One purpose of branding is to set apart one company from another.
2. \_\_\_\_\_ The term “brand power” means that a particular brand is strong in the minds of consumers.
3. \_\_\_\_\_ A company with high brand power is one that is recognized by a large number of consumers.
4. \_\_\_\_\_ A company with high brand power has certain advantages over other companies, including the ability to more easily introduce new products to the consumer.

**B** Choose the best answer according to the reading.

1. According to the passage, what should a company consider when designing a brand?
  - a. Color
  - b. The shape of its logo
  - c. Its customers’ preferences
  - d. All of the above
2. What is an example of a way that a company might use high brand power to increase its business?
  - a. Comparing its logo with a competitor’s logo
  - b. Re-creating products that were not successful in the past
  - c. Using its brand name to introduce new products
  - d. Using its brand name to support a political cause
3. Why is multibranding used?
  - a. To re-introduce less successful products under a new name
  - b. To create a new or stronger brand name
  - c. To satisfy customer desire for variety
  - d. To benefit from consumers’ long-standing perceptions about the company

**C** For the next two questions, look for the answers in the book and write them on the lines provided.

1. Why do hospitals’ logos include the color green?

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2. Why do companies such as Coca-Cola and Tide use rounded logos?

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# Lesson 7 Exercise 1 Words In Context

**PCG Education**



## **Lesson 7 Exercise 1 Words In Context:**

*101 Lessons: Vocabulary Words in Context* Margaret Brinton, 2007-01-09 Standards based lessons show how vocabulary words presented in context help students learn how to use them accurately in their speech and writing **Teacher's Manual** Nila Banton Smith, Stuart Appleton Curtis, 1926 *Teaching Challenging Texts* Lawrence Baines, Jane Fisher, 2013-06-27 *Teaching Challenging Texts* shows how to increase reading comprehension and enhance student engagement even with the most challenging texts Every chapter features ready to use research based lessons replete with explicit instructions handouts Common Core correlations and assessments Exploring the Future features fiction by George Orwell Suzanne Collins and William Golding nonfiction by Philip Zimbardo Stephen Pinker Abraham Lincoln Jared Diamond Dan Ariely and Ray Kurzweil images from several films an old television commercial and classical and contemporary music Understanding the Power of One features fiction by Victor Hugo and Lori Halse Anderson nonfiction by Phillis Wheatley Sojourner Truth and Edith Hamilton a young adult book on archaeology an animated film from Walt Disney and an episode from Saturday Night Live An extensive list of free resources and correlations to the Common Core allow teachers to teach on the cheap *Teaching Difficult Texts* brims with relevant and robust lessons for a new generation **Leila's & Kim's Pre-College Vocabulary in Context & Properly Graded Grammar Workbook-2 Levels One - Six for Japanese-Chinese-South America-Korean-Arab & English Speaking-College Seekers** Sam Christian, 2013-09-30 Title Leila s And Kim s Pre college Vocabulary in Context and Graded Grammar Exercises This Workbook is a valuable tool put forward for the benefit of aspiring Leila and ambitious Kim and their high school and pre college peers who would use it to enrich their repertoire of vocabulary and review their English Grammar to help them cope with their post high school and college requirements and to satisfy their search and eagerness to using the language smoothly and with confidence In fact in order to respond to Leila s strong desire to learn and Kim s tremendous love of developing language proficiency this Workbook contains a large number of Vocabulary Exercises totaling more than 200 which are intended to help enrich users by more than 3000 words of common use most of which are part of the International Word List and early college textbook items in addition to the many other items used in the multiple choice question distractors Similarly there are more than 200 Grammar Exercises of 20 items each Both the Vocabulary and the Grammar Exercises are supplied with answers at the end of each exercise to facilitate reference instead of having tables appended at the end of the book which are not usually referred to by many users A user of the Workbook however should only look at the answers once he or she has finished the exercise to compare the answers The context sentences used in the Workbook are simple and are meant to please Kim and thrill Leila rather than frustrate their efforts or waste their valuable time The review exercises have not been haphazardly written but are the result of many years of working with the likes of Leila and Kim here and abroad as well as personal involvement in program development text and test writing research and note taking in order to decide the context in which

an item should fit Finally whether the user of this Workbook is a high school student a pre college or university student or a job seeker it is certainly an excellent tool in hand and A Road to College and Career Success only if the exercises are given the time and the effort required *Ventures Level 3 Teacher's Edition with Assessment Audio CD/CD-ROM* Gretchen Bitterlin,2013-07-12 Ventures 2nd Edition is a six level standards based ESL series for adult education ESL The Ventures 2nd Edition interleaved Level 3 Teacher s Edition includes easy to follow lesson plans for every unit It offers tips and suggestions for addressing common areas of difficulty for students as well as suggested expansion activities for improving learner persistence The Teacher s Edition also explains where to find additional practice in other Ventures components such as the Workbook Online Teacher s Resource Room and Student Arcade Multi skill unit midterm and final tests are found in the back of the Teacher s Edition Also includes an Assessment CD CD ROM which contains audio for each test as well as all the tests in a customizable format Building Vocabulary: Level 11 Kit Timothy Rasinski, Nancy Padak, Rick M. Newton, and Evangeline Newton,2010-06-09 Building Vocabulary from Word Roots provides a systematic approach to teaching vocabulary using Greek and Latin prefixes bases and suffixes Over 90% of English words of two or more syllables are of Greek or Latin origin Instead of learning words and definitions in isolation students learn key roots and strategies for deciphering words and their meanings across all content areas Building Vocabulary from Word Roots Level 11 kit includes Teacher s Guide Student Guided Practice Book Each kit includes a single copy additional copies may be ordered in quantities of 10 or more Assessments to support data driven instruction and Digital resources including modeled lessons 50 bonus activities and more

Vocabulary Workshop Norbert Elliot,1998-08 **Complete Reading, Grade 1** ,2012-09-01 An exciting and dynamic way to communicate reading concepts to your first grade student Complete Reading is the most comprehensive grade 1 reading workbook that offers Activities designed for Canadian school children Challenging and motivating lessons in phonics sequencing following directions reading comprehension grammar and other early reading and comprehension skills Lessons that encourage critical thinking and independent learning A thorough presentation and practice of skills used on tests Test practice section with tips and example tests Complete Reading also features step by step instructions and straightforward easy to understand directions support independent learning and thinking 352 full color pages and an answer key

**Encounters II [text + Workbook]** Jennifer Li-chia Liu,2010-02-05 The first 10 lessons appear in the companion set Encounters I **Word Power Pack 2 for Grades 2-3** ,2001-09-01 This packet introduces your students to challenging new words chosen from popular literature at the designated level using a mode of selection that expands the conventional basal vocabularies and ensures the usefulness of words learned Reviews reinforce learning and activity pages introduce new words in context Reinforcement is provided in student activities matching words with their meanings alphabetizing words matching words with their antonyms and completing puzzles All lessons are teacher created The teaching guide includes a list of source books for each level *Reading Mastery Classic Grades Pre-K-2, Series Guide* McGraw Hill,2002-07-11 For more

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**Building Vocabulary: Level 9 Kit** Timonthy Rasinski, Nancy Padak, Rick M. Newton, and Evangeline Newton,2009-07-22 Building Vocabulary from Word Roots provides a systematic approach to teaching vocabulary using Greek and Latin prefixes bases and suffixes Over 90% of English words of two or more syllables are of Greek or Latin origin Instead of learning words and definitions in isolation students learn key roots and strategies for deciphering words and their meanings across all content areas Building Vocabulary from Word Roots Level 9 kit includes Teacher s Guide Student Guided Practice Book Each kit includes a single copy additional copies may be ordered in quantities of 10 or more Assessments to support data driven instruction and Digital resources including modeled lessons 50 bonus activities and more

**Illustrated Phonographic World** ,1894 **The New Cambridge English Course 2 Teacher's Book** Michael Swan,Catherine Walter,1990-06-28 The New Cambridge English Course is a four level course for learners of English

**The Educator-journal** ,1907 **English Language Arts, Grade 12 Module 2** PCG Education,2015-12-18 Paths to College and Career Jossey Bass and PCG Education are proud to bring the Paths to College and Career English Language Arts ELA curriculum and professional development resources for grades 6 12 to educators across the country Originally developed for EngageNY and written with a focus on the shifts in instructional practice and student experiences the standards require Paths to College and Career includes daily lesson plans guiding questions recommended texts scaffolding strategies and other classroom resources Paths to College and Career is a concrete and practical ELA instructional program that engages students with compelling and complex texts At each grade level Paths to College and Career delivers a yearlong curriculum that develops all students ability to read closely and engage in text based discussions build evidence based claims and arguments conduct research and write from sources and expand their academic vocabulary Paths to College and Career s instructional resources address the needs of all learners including students with disabilities English language learners and gifted and talented students This enhanced curriculum provides teachers with freshly designed Teacher Guides that make the curriculum more accessible and flexible a Teacher Resource Book for each module that includes all of the materials educators need to manage instruction and Student Journals that give students learning tools for each module and a single place to organize and document their learning As the creators of the Paths ELA curriculum for grades 6 12 PCG Education provides a professional learning program that ensures the success of the curriculum The program includes Nationally recognized professional development from an organization that has been immersed in the new

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