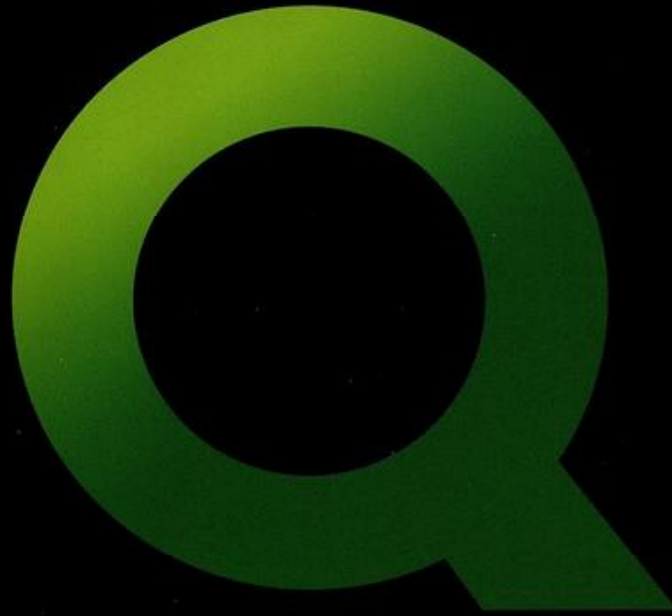


OXFORD

THIRD EDITION

3

OXFORD IMPACT  
EVALUATED



# Skills for Success

READING AND WRITING

Colin S. Ward | Margot F. Gramer



# CONTENTS

Welcome to <i>Q: Skills for Success</i> .....	iv
What is IQ Online? .....	viii
<b>UNIT 1 Sociology – How do you make a good first impression?</b>	<b>2</b>
Reading 1: Small Talk: A Big Deal .....	4
Critical Thinking Strategy: Identifying a causal chain .....	9
Reading Skill: Identifying main ideas and supporting details .....	10
Reading 2: 21 <sup>st</sup> Century Job Interviews .....	11
Work with the Video: Advice on a Good First Impression .....	16
Vocabulary Skill: Using the dictionary to identify word forms .....	17
Writing Skill: Organizing and developing a paragraph .....	19
Grammar: Real conditionals: present and future .....	23
Unit Assignment: Write a “how to” paragraph .....	25
<b>UNIT 2 Nutritional Science – What makes food attractive?</b>	<b>28</b>
Reading 1: Knowing Your Tastes .....	30
Critical Thinking Strategy: Making inferences .....	35
Reading Skill: Previewing a text .....	36
Reading 2: Eating with Our Eyes .....	37
Work with the Video: Soul Food .....	43
Vocabulary Skill: Use of context to understand words .....	44
Writing Skill: Using descriptive adjectives .....	46
Grammar: Use and placement of adjectives .....	49
Unit Assignment: Write a descriptive paragraph .....	51
<b>UNIT 3 Information Technology – How has technology affected our lives?</b>	<b>54</b>
Reading 1: Cars That Think .....	56
Critical Thinking Strategy: Identifying advantages and disadvantages .....	61
Reading Skill: Taking notes .....	62
Reading 2: Classrooms without Walls .....	63
Work with the Video: How Algorithms Changed the World .....	69
Vocabulary Skill: Synonyms .....	70
Writing Skill: Writing a summary and a personal response .....	72
Grammar: Parallel structure .....	75
Unit Assignment: Write a summary and a personal response paragraph .....	77
<b>UNIT 4 Marketing – Does advertising help or harm us?</b>	<b>80</b>
Reading 1: Can Targeted Ads Change You? .....	82
Reading Skill: Distinguishing facts from opinions .....	87
Reading 2: In Defense of Advertising .....	89
Critical Thinking Strategy: Using a Venn diagram .....	92
Work with the Video: How Tech Companies Monetize Data .....	95
Vocabulary Skill: Suffixes .....	96
Writing Skill: Writing an opinion essay .....	97
Grammar: Compound sentences .....	100
Unit Assignment: Write an opinion essay .....	101



<b>UNIT 5 Psychology – How do people overcome obstacles?</b>	<b>104</b>
Reading 1: How People Learn to Become Resilient . . . . .	106
Critical Thinking Strategy: Justifying your opinion of a text. . . . .	110
Reading Skill: Using referents to understand contrast . . . . .	113
Reading 2: The Climb of My Life . . . . .	115
Work with the Video: Shona Regains Her Confidence . . . . .	120
Vocabulary Skill: Using the dictionary to find the correct meaning . . . . .	121
Writing Skill: Writing a narrative essay . . . . .	123
Grammar: Shifts between past and present time frames . . . . .	126
Unit Assignment: Write a narrative essay . . . . .	127
<b>UNIT 6 Neurology – Are you a good decision maker?</b>	<b>130</b>
Reading 1: The Lazy Brain . . . . .	132
Reading Skill: Using a graphic organizer. . . . .	138
Reading 2: Problem-Solvers: Which One Are You? . . . . .	139
Critical Thinking Strategy: Classifying Information . . . . .	144
Work with the Video: Intuition. . . . .	146
Vocabulary Skill: Phrasal verbs. . . . .	147
Writing Skill: Stating reasons and giving examples . . . . .	149
Grammar: Gerunds and infinitives . . . . .	153
Unit Assignment: Write an analysis essay with reasons and examples . . . . .	155
<b>UNIT 7 Economics – Can a business earn money while making a difference?</b>	<b>158</b>
Reading 1: FEED Projects: How a Bag Can Feed Children in Many Ways . . . . .	160
Reading Skill: Using a timeline . . . . .	165
Reading 2: A New Business Model: Do Well While Doing Good . . . . .	167
Critical Thinking Strategy: Adding details to support statements. . . . .	174
Work with the Video: Ecotourism . . . . .	175
Vocabulary Skill: Collocations with verbs. . . . .	176
Writing Skill: Writing a cause/effect essay . . . . .	177
Grammar: Complex sentences . . . . .	181
Unit Assignment: Write a cause/effect essay . . . . .	183
<b>UNIT 8 Behavioral Studies – What does it take to be successful?</b>	<b>186</b>
Reading 1: Fast Cars, Big Money . . . . .	188
Reading Skill: Scanning a text . . . . .	192
Reading 2: Practice Makes . . . Pain? . . . . .	193
Critical Thinking Strategy: Identifying problems and solutions . . . . .	197
Work with the Video: Sports Scholarships in the USA . . . . .	199
Vocabulary Skill: Collocations with adjectives + prepositions. . . . .	200
Writing Skill: Writing an argumentative essay . . . . .	202
Grammar: Sentence fragments . . . . .	206
Unit Assignment: Write an argumentative essay . . . . .	207
<b>Vocabulary List and CEFR Correlation. . . . .</b>	<b>212</b>
<b>Authors and Consultants. . . . .</b>	<b>214</b>





## Sociology

### CRITICAL THINKING

identifying a causal chain

### READING

identifying main ideas and supporting details

### VOCABULARY

using the dictionary to identify word forms

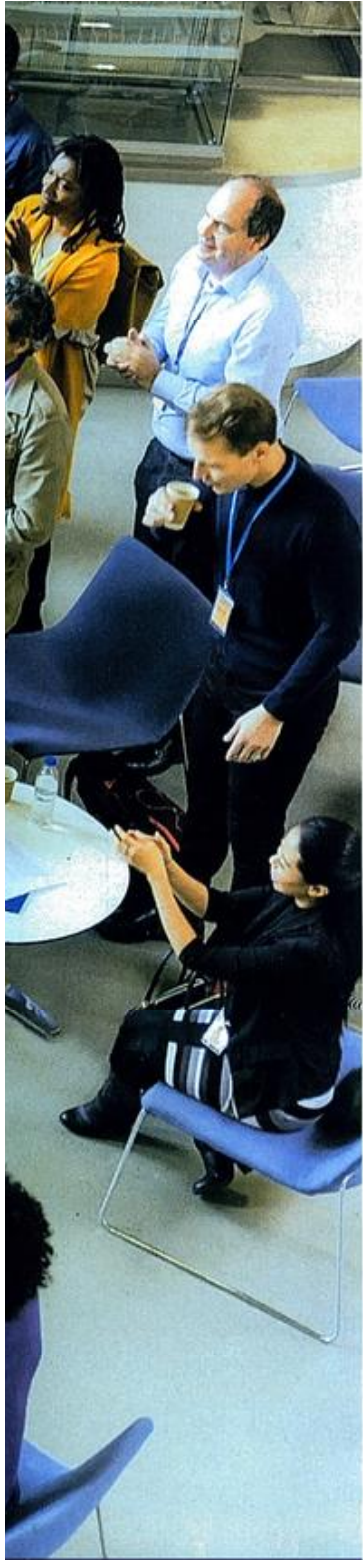
### WRITING

organizing and developing a paragraph

### GRAMMAR

real conditionals: present and future





## UNIT QUESTION

# How do you make a good first impression?

A. Discuss these questions with your classmates.

1. What qualities do you look for in a friend?
2. What is the best way to make a good first impression on a classmate?  
On a boss?
3. Look at the photo. Describe the people in the room. Where are they?  
What is the man standing up doing?



B. Listen to *The Q Classroom* online. Then complete the chart with the suggestions from the box.

be polite	<del>comb my hair</del>	have confidence
keep eye contact	pay attention	remember people's names
smile	<del>wear nice clothes</del>	

How do you make a good first impression?	
Marcus	<i>comb my hair, wear nice clothes</i>
Yuna	
Felix	
Sophy	

**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 and gather information and ideas to write a paragraph on how to make a good first impression.

# READING

## READING 1

### Small Talk: A Big Deal

#### OBJECTIVE ►

You are going to read a newspaper article about small talk. Use the article to gather information and ideas for your Unit Assignment.

#### PREVIEW THE READING

**A. PREVIEW** Read the title and headings and look at the photographs. What do you think "small talk" means? Check (✓) your answer.

- ☐ talking about important events in your life
- ☐ talking about things like traffic or weather
- ☐ talking about your boss and coworkers

#### WRITING TIP

When you do your Quick Write, try to keep writing without stopping. Focus on your ideas.

**B. QUICK WRITE** How do you feel when you meet someone new at school or at work? What do you say to make him or her feel more comfortable? Write for 5–10 minutes in response. Be sure to use this section for your Unit Assignment.

**C. VOCABULARY** Check (✓) the words you know. Then work with a partner to locate each word in the reading. Use clues to help define the words you don't know. Check your definitions in the dictionary.

appreciate (v.) 🔍

confidence (n.) 🔍

demonstrate (v.) 🔍 OPAL

effective (adj.) 🔍 OPAL

impress (v.) 🔍

lead to (v. phr.)

maintain (v.) 🔍 OPAL

offensive (adj.) 🔍

select (v.) 🔍 OPAL

stranger (n.) 🔍

🔍 Oxford 3000™ words

OPAL Oxford Phrasal Academic Lexicon

**IQ PRACTICE** Go online to listen and practice your pronunciation.  
Practice ► Unit 1 ► Activity 2



## WORK WITH THE READING



A. **INVESTIGATE** Read the article and gather information about how to make a good first impression.

# SMALL TALK: A BIG DEAL



- 1 Put a group of **strangers** in a room together, and they'll probably start a conversation. "Hot today, isn't it?" one might say. "You said it," another replies. Soon enough, comments about today's weather will **lead to** other people's weather stories about getting stuck in the rain or trying to stay cool during last week's high of 100 degrees Fahrenheit (37.7 degrees Celsius).
- 2 Why do we talk so much about the weather, and why is it important? When we first meet people, we don't begin by telling them our life story. We start with *small talk*, a polite conversation about something much less important, like traffic or weather. Sometimes it goes nowhere. We may talk to people in the elevator, at the store, or on the bus, but the conversation quickly ends. Many other times, however, small talk can create something *much* bigger, including new friendships or even a better job. It just has to be done the right way.

### New Friends and Jobs

- 3 Research suggests that small talk can build new friendships. When we begin conversations with new people, we want to feel comfortable, and so do they. We use small talk to find common interests. Weather may lead to more interesting topics like summer fashion or winter foods. Once we have a common interest, a friendship can begin. The more we engage in<sup>1</sup> small talk, the more friends we can make.
- 4 Small talk even helps people get hired and perform better at work. In order to **impress** at a job interview, you need to bond with the interviewer right away. **Effective** small talk can make that first impression get you the job. Small talk is equally important after you are hired. In fact, research **demonstrates** that just five minutes of small talk can lead to more successful business deals. Effective small talk at the office can also help people get promoted<sup>2</sup> more often.

<sup>1</sup> **engage in:** to take part in something

<sup>2</sup> **promote:** to move someone to a higher rank or more senior job





## As Easy as 1–2–3

- 5 So, how can you make small talk lead to a new friendship, job, or promotion? First off, find common ground. **Select** something around you that you share with the other person. At a job interview, look around the room for common interests. Perhaps the interviewer has a photo of his children on his desk. “Oh, you have kids, too?” you might ask.
- 6 Next, keep the conversation going. Compliment<sup>3</sup> the other person to make him or her feel comfortable and ask questions to show interest: “Oh, you’ve been to Paris?” Don’t do all the talking and avoid saying anything **offensive** that might make the other person feel awkward. It could create a negative impression and possibly end the conversation.
- 7 Third, **maintain** eye contact. When you look people in the eye, they feel you **appreciate** what they are saying. Maintaining eye

contact is important. It makes you appear honest and builds trust. Without trust, a relationship cannot develop<sup>4</sup>, say experts.

## The Big Question: To Talk or Not to Talk?

- 8 Some people shy away from small talk. They might not have enough **confidence** to start up conversations with strangers. And let’s face it—talking to someone you don’t know is not the easiest thing to do! Still, experts say with practice, small talk *does* get easier, even for the shy ones. You just have to take that first step.
- 9 Other people avoid small talk because they dislike discussing things like traffic, weather, or sports scores. For them, these topics are just *too* small. However, when you think about it, small talk is anything but small. In fact, it is actually a *very* big deal!

<sup>3</sup> **compliment**: to praise or express admiration for someone

<sup>4</sup> **develop**: to become better and stronger



## VOCABULARY SKILL REVIEW

Look at the sentences in Activity B. Which of the vocabulary words in bold are nouns? Which are verbs?

### B. VOCABULARY Here are some words from Reading 1. Read the sentences. Then match each bold word with its definition below.

- f 1. I thought I saw a **stranger** standing in front of my apartment building, but then I realized it was my friend waiting for me.
- \_\_\_ 2. Smiling can **demonstrate** to other people that you are a friendly person. Shaking a person's hand is another way to show friendliness.
- \_\_\_ 3. People with **confidence** usually make better public speakers because they feel very comfortable standing in front of a lot of people.
- \_\_\_ 4. Many people believe Facebook is an **effective** way to keep in touch with family and friends who live far away.
- \_\_\_ 5. When you meet new people in school, it can sometimes **lead to** friendships that last a lifetime.
- \_\_\_ 6. You should **select** what you wear to a job interview carefully. What you wear to an interview is very important.
- \_\_\_ 7. I really **appreciate** my friends. They always give me good advice.
- \_\_\_ 8. Adel wanted to **impress** the interviewer, so he told him about the important project he worked on.
- \_\_\_ 9. One of the best ways to **maintain** a conversation is to keep asking questions; then it can easily continue.
- \_\_\_ 10. Jokes are a great way to "break the ice" when you meet new people, but you should never tell **offensive** jokes that could make them feel uncomfortable or angry.

- a. (v. phr.) to have something as a result
- b. (n.) the feeling that you are sure about your own beliefs or abilities
- c. (v.) to make someone admire and respect you
- d. (adj.) producing the result that is wanted or intended
- e. (v.) to choose someone or something from similar people or things
- ~~f.~~ (n.) a person you do not know
- g. (v.) to enjoy or to understand the value of someone or something
- h. (adj.) unpleasant or insulting
- i. (v.) to show clearly that something exists or is true
- j. (v.) to continue to have something; to keep something at the same level

**iQ PRACTICE** Go online for more practice with the vocabulary.  
**Practice > Unit 1 > Activity 3**



**C. RESTATE** Circle the main idea of the article.

- a. Strangers who find themselves together in the same place will probably talk to each other.
- b. Small talk is a polite conversation with strangers about topics like traffic, weather, or sports.
- c. According to experts, there are three important steps to follow when you engage in small talk.
- d. When small talk is done correctly, it can improve people's social and professional lives.

**D. CATEGORIZE** Read the statements. Write *T* (true) or *F* (false). Then correct each false statement to make it true according to the article.

- \_\_\_ 1. People do not usually talk about their personal lives with strangers.
- \_\_\_ 2. Small talk can happen at the store or on the bus.
- \_\_\_ 3. Small talk helps people find shared interests.
- \_\_\_ 4. Small talk is only helpful before you get a job.
- \_\_\_ 5. Just five minutes of small talk helps employees get promoted.
- \_\_\_ 6. You should never ask new people details about their family.
- \_\_\_ 7. Some people feel uncomfortable using small talk.
- \_\_\_ 8. Effective small talk can leave a bad first impression on others.

**TIP FOR SUCCESS**

Use pronoun referents, such as *it* and *they*, to continue an idea in a following sentence.

**E. IDENTIFY** Read these sentences from Reading 1. Then answer the questions. Find the sentences in the reading to help you.

- 1. (Paragraph 1) Put a group of strangers in a room together, and **they**'ll probably start a conversation.  
Who does *they* refer to? \_\_\_\_\_
- 2. (Paragraph 2) **It** just has to be done the right way.  
What does *it* refer to? \_\_\_\_\_
- 3. (Paragraph 3) When we begin conversations with new people, we want to feel comfortable, and so do **they**.  
Who does *they* refer to? \_\_\_\_\_
- 4. (Paragraph 6) **It** could create a negative impression and possibly end the conversation.  
What does *it* refer to? \_\_\_\_\_