

CLASS C LYCEUM

OXFORD DISCOVER FUTURES 4

UNITS 6_7

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TASK 4

(5x2=10 marks)

Read the text and answer the questions below. For each question, choose the correct answer A, B, C or D.

RED IS FOR WINNERS



Psychological research reveals that 50% of the items purchased are bought only on impulse. The fashion industry is driven by fierce competition, and sellers are desperate for new strategies to convince and convert customers. Colour is a strong retail tool, because people react instinctively to it ; fashion industry marketers are well aware of it, and they have been playing with our minds for decades. The psychology of consumer behaviour is a complex and very important part of the success of huge companies. People from both worlds (fashion and marketing) use colours to subconsciously affect the behaviour of their target audience.

Apparently, red is the tint for winners. When all else is equal, a sporting strip of red is enough to tip the balance, British scientists report in *Nature* today. They have found that when competitors in sport are equally matched, then the team dressed in red score 10 per cent more in any competition than if they were in another colour. The findings could explain why Manchester United, Liverpool and Arsenal, have been so successful. On the other hand, the results could suggest that the colour red gives those who wear it an unfair advantage over their opponents.

It was discovered that the colour red subconsciously boosts the players' confidence and affects their opponents as well. Scientists from Durham University analysed the winning history of 68 top English teams from 1946 to 2013. They came to the conclusion that red could make individuals and teams feel more confident as well as being perceived by others as more aggressive and dominant.

Another study, carried out by German sports psychologists at the University of Munster corroborated the findings. The scientists showed video clips of taekwondo bouts to 42 experienced referees. One combatant wore blue, the other red. They then showed them the same clips but digitally manipulated the clothing to swap the colours. The fighters wearing red were given an average of 13 per cent more points than when they wore blue. "If one competitor is strong and the other weak, it won't change the outcome of the fight," said Norbert Hagemann, who led the study. "But the closer the levels, the easier it is for the colour to tip the scale."

Anthropologists working in collaboration with psychologists say that red most likely helps a football team because of its psychological effect on both teams. They claim that over the years, red might also attract more fans to a particular team which, in turn, can make them even stronger. In particular, they point to experiments that have shown that even looking at the colour red reduces a human's capacity to perform.

Scientists reason that colour only makes a difference when the contestants are evenly matched. The overriding factor that influences the outcome of a sporting contest is skill. Yet it is a fact that success, under certain conditions, has a colour, and the color is red even though researchers are now hard at work deciphering the mystery behind this bewildering phenomenon.

1. According to the article, the fashion industry uses colour to _____.

- A.** impact the mindset of shoppers
- B.** give explicit guidance to shoppers
- C.** reveal the subconscious feelings of shoppers

D. trigger the subconscious of shoppers into action

2. Studies have shown that _____.

- A. the colour red helps opposing teams remain impartial
- B. wearing red favours those who chose to wear it in competitions
- C. choice of colour for teams equal in skill is a determining factor for success
- D. the colour red is an indicator of unfairness

3. Experts believe that the colour red makes the person wearing it appear to be _____.

- A. controlling and hostile
- B. agreeable and laid back
- C. big-headed and immoral
- D. selfish and stubborn

4. A study by German sports psychologists _____.

- A. revealed that taekwondo athletes wearing blue did not do as well
- B. contradicted the findings of similar studies
- C. disclosed that colour makes one more detached
- D. showed that colour makes a difference to one's impartial, expert judgement

5. Scientists are _____ by the fact that that wearing red helps you win

- A. amazed
- B. puzzled
- C. discouraged
- D. thrilled

TASK 5

(5x1=5 marks)

Read the magazine article about three people (A-C) who write about their favourite colour and what it says about their personality. Then answer the questions that follow.

Anna- Black



If black is your favourite colour, you are a conservative and somewhat mysterious soul, tending to hide your vulnerabilities under an impenetrable barrier. You hide problems or try to keep them secret instead of dealing with them. However, deep inside, you know the problems are there; you just feel insecure and find it challenging to share your weaknesses with others. Your personality colour says you have a deep need for control, including controlling what others know about you. This is why you are a discreet and independent person. You like to keep your distance so that you feel your vulnerabilities are in a safe spot. Worry not—no one is perfect!

B. Catherine- White



If white is your favourite color, your need for mental clarity guides your actions and way of seeing life. You are naturally positive and optimistic. People enjoy being around your bright aura and find you sincere and transparent. If you are keen on white, you think carefully before acting and tend to have a great deal of self-control. This is also the colour of new beginnings, so the preference for this colour might indicate you are seeking a new path.

C. Mary- Green



If green is your favourite colour, you are a free-spirited person who enjoys a thrilling and adventurous life. From all the colours of the spectrum, green—a secondary color—is the peacemaker, and that reflects who you are. You are a lively and down-to-earth person who strives for harmony. You are a forward-thinker and loyal friend who thinks that a friend that sticks with you and helps you when you're in trouble is a true friend. Having green as a

personality colour means you are kind, generous and compassionate - good to have around during a crisis as you remain calm and take control of the situation until it is resolved. You are also caring towards others; however, you must be careful not to neglect your own needs while giving to others.

Adapted from: <https://www.colorexplained.com/favorite-color-personality-color/>

Whose favourite colour shows that they are a person who....?	
1. believes that “a friend in need is a friend indeed”	_____
2. generally doesn’t like or trust change	_____
3. never behaves impulsively	_____
4. tends to sweep things under the carpet	_____
5. usually only sees the glass half full	_____

TASK 6

(10 marks)

Read the article about Yusra Mardini and answer the following questions.

From Fleeing Syria To Competing In The Olympics Yusra Mardini



In 2015, Yusra Mardini almost drowned in the Mediterranean while fleeing the civil war in Syria. She survived thanks to her swimming skills – and, just a year later, competed at the Rio Olympics. Now Hollywood wants to tell her story. Her ability to withstand adversity and bounce back has made her an inspiration to many.

Every morning, a Syrian girl with a winning smile takes a deep breath and dives into the Olympic swimming pool on the outskirts of Berlin, come rain or shine. As she rips through the water with a butterfly stroke honed from a lifetime of swimming, Yusra Mardini never forgets how close she came to drowning in the Mediterranean in 2015 as she was forced to flee her home because of the civil war in Syria.

When the motor on their dangerously overcrowded boat stopped running off the coast of Turkey, Yusra and her older sister, Sarah, swam for more than three hours in the rough seas, pushing the boat towards the Greek islands. They helped save not just their own lives but those of 18 other refugees.

“I thought it would be a real shame if I drowned,” Yusra said with typical humour after her story became known, “because I am a swimmer.”

A swimmer she is. As she dives again into the water, her babyish face hidden behind goggles, Yusra uses the memory of that traumatic journey and the bloody civil war from which she escaped to power her dreams.

In the four and a half years since she arrived in Europe, Yusra has competed at the 2016 Rio Olympics and 2021 Tokyo Olympics. She has met the Pope and Barack Obama. She has given speeches at the United Nations and to the World Economic Forum in Davos. She's been appointed a Goodwill Ambassador for the United Nations High Commissioner for Refugees (UNHCR). She has written a book about her life called *Butterfly*, and a feature film about her, directed by Stephen Daldry, the Oscar-winning director of *The Hours* and *Billy Elliot*, is now in the works.

"Yes, we are refugees, but we are normal human beings," Yusra, tells me she wants people to know. "We think about our futures. We care about our kids. We are doctors and engineers and teachers. We are educated, but we just don't have the chance to continue our normal lives because of war."

As lofty as her achievements have been since she fled Syria, Yusra's focus is now back on swimming. She knows that she must get her times much lower to have a chance of competing in the next Olympics. "If I am going to be realistic," says Yusra, who at 5'5" is small for a swimmer, "I know it will be really good if I am in the top 20 or 40 in the world. But I'm not going to take that as an answer, so I am putting everything I can into this until the next Olympics."

Adapted from: <https://www.iamamigrant.org/stories/germany/yusra-mardini>

1. What helped Yusra Mardini survive while fleeing the civil war in Syria?
.....(1)

2. What does Yusra's daily routine involve?
.....(1)

3. How long did Yusra have to swim in the swirling waters, pushing the boat?
.....(1)

4. What has Yusra achieved in the four and a half years she has been in Europe? Give three details.
.....
.....
.....(3)

5. What genre does Yusra's book belong to?
.....(1)

6. What does the article tell us about Yusra Mardini's character? Give three details.
.....
.....
.....(3)

TASK 7

(15 marks)

Read the following article about what home means for a family forced to flee.

Write a summary about the reasons why homes are more important than one may think. Your summary should be about 100 words long (and no more than 120 words long).

You should use your own words as far as possible.

Living in a flat with windows, doors and space for privacy is a luxury that most of us take for granted. For millions of displaced families, though, it is not always a matter of course. After fleeing war or persecution, the opportunity to work and earn money is one of the most effective ways people can rebuild their lives and live in dignity. Without a proper home, it is very difficult or impossible for displaced families to find paid work. Many live in camps or informal settlements far from towns and markets and can't afford to travel. Others lack the documents required to work legally. But if you have a home, you have stability and a better chance of getting a job.

Loss of income means that many parents can't afford to send their children to school. Without a good home, it is hard for children to concentrate on their schoolwork and homework. Today, more than 75 million children in countries affected by crisis and conflict need help with schooling.

Equally important is the fact that a good home provides protection. Children are less at risk of violence and sexual abuse. They are less likely to be forced into child labour, married off at a young age or forcibly recruited by armed groups.

A safe and good home reduces the risk of developing mental stress. Many displaced children struggle with trauma caused by conflict. Without school and a stable living environment, these children's condition can worsen, and they can miss out on opportunities to receive help. Even the most basic shelter and settlements assistance can contribute to a sense of normalcy for conflict- and disaster-affected communities

Without a proper home, it is also difficult for people to access health care and other public services. Many displaced people live in camps or informal settlements with limited or no access to health services. Others lack identity papers or other important documents required to access health care and other public services. A report on the wider impacts on humanitarian shelter and settlements assistance shows that poor shelter can increase risk to health, and that housing deprivation increases the risk of disability or severe ill health over the course of life by 25 percent.

Having a home also increases the opportunity for displaced families to establish strong social, economic and cultural ties with their host community. When people are included and integrated into the local community, they are more able to rebuild their lives and live in a dignified way. A recent report by InterAction shows that 46 per cent of families in

Lebanon who benefited from housing upgrading, reported reduced community tensions, and increased empathy and trust.

UN guidance states : “People on the move, whether they are refugees, asylum seekers, internally displaced persons or migrants, are particularly vulnerable to a range of human rights violations, including violations of the right to adequate housing. International human rights law “recognises everyone’s right to an adequate standard of living, including adequate housing. Displaced persons are also particularly vulnerable to discrimination, racism and xenophobia, which can further interfere with their ability to secure sustainable and adequate living conditions.”

In total, there are more than 82 million displaced people in the world today. Of these, 34.3 million are refugees who have fled to another country. Although this is a historically high figure and a staggeringly high number of people in need of protection, it is entirely possible to offer all displaced people a dignified life, if we only have the will to do so. All it takes is collective effort.

<https://www.nrc.no/perspectives/2020/seven-reasons-why-homes-for-refugees-are-more-important-than-you-think/>

TASK 8:

(15 marks)

You recently entered a competition and won first prize, which was a 2-day stay at a special holiday cottage in the countryside. Write an email to your best friend about it. In your email, you should:

- describe the holiday cottage
- explain what is special about it
- say how staying there made you feel

Your email should be between 120 and 150 words long.



TASK 9

(15 marks)

You have seen an advertisement in your school magazine inviting readers to send in articles about the importance of colours in people’s lives. The article is entitled “Colour is a power which directly influences the soul.” To what extent do you agree or disagree? Your article should be between 150-200 words long.



Here are two comments from other students in your class.

Colours can greatly affect our moods and the way other people respond to us.

It is not the colour that affects your mood. It's what you associate with that colour that makes the difference.