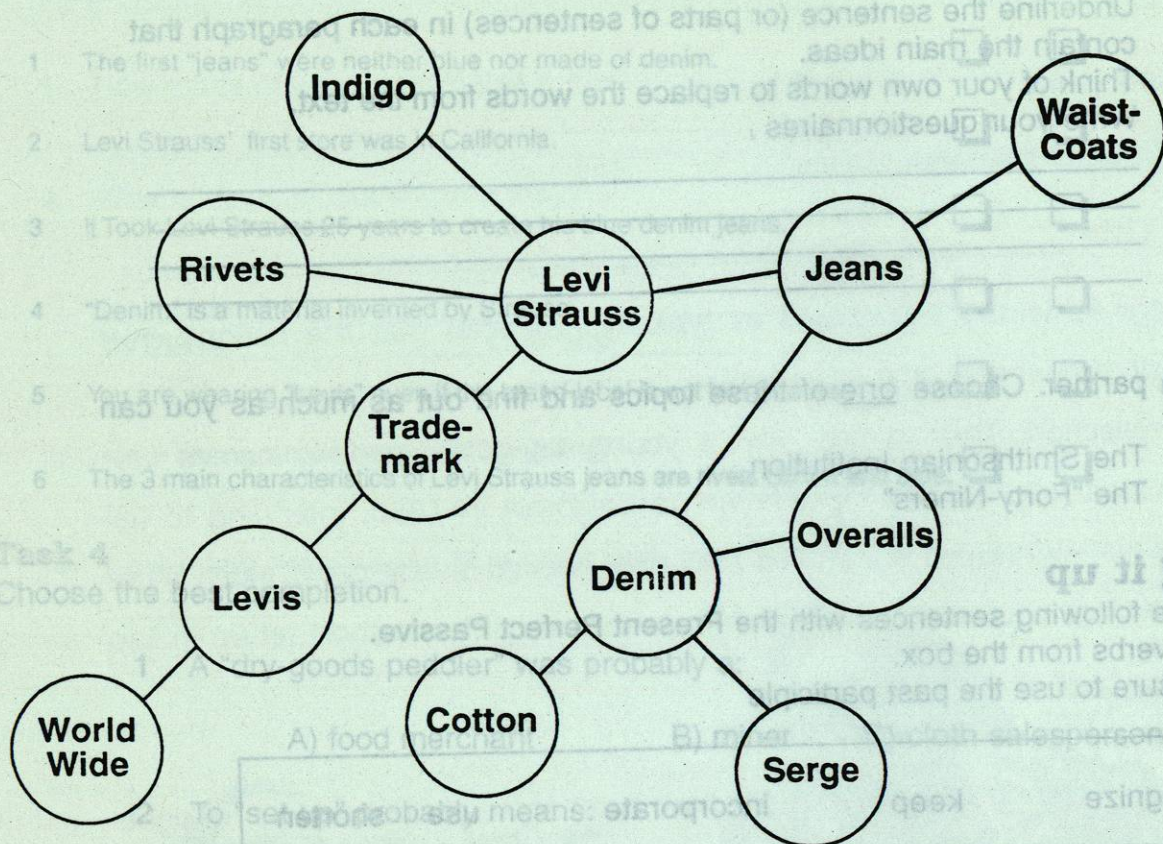


Words at work

Look at this "Spidergram" of associations made from the word "trademark."



Using this as an example, choose any noun from the text on page 187 as the center of your own "Spidergram."

How many associations can you think of?

- a The most common brands in Monterrey
- b Prices
- c Your classmates' preferences
- d Reasons for c.

Trends

Time to read!⁽¹⁾

Find different types of texts in different media, and all can have a different purpose.

Match the purposes of a text with the different types of publications.

Be careful! Some purposes could appear in more than one type of publication.)

- | | |
|----------------------------|------------------------|
| 1 newspapers () | a) give information |
| 2 magazines () | b) express opinion |
| 3 novels/short stories () | c) persuade directly |
| 4 manuals () | d) persuade indirectly |
| 5 advertisements () | e) describe processes |
| 6 textbooks () | f) explain concepts |
| | g) give definitions |
| | h) give instructions |
| | i) express feelings |
| | j) entertain |
| | k) warn |
| | l) request |

China: Suspicious of Drug Use Confirmed

IT WAS THE MOST DAMNING evidence yet that China systematically dopes athletes. The Olympic Council of Asia (OCA) stripped 11 Chinese of medals from the recent Asian Games in Hiroshima after they tested positive for drugs. They included quadruple-gold medalist Lu Bin, 17, and at least two other members of the women's swim team, which swept the golds. Never before, reported Kyodo news service, had so many athletes from one nation tested positive at one meet. "The athletes are victims," OCA medical officer Yoshio Kuroda said. "There is somebody behind them."

Beijing officials had argued that suspicion of China's sports system was motivated by Western racism. They had aroused considerable support in Asia—until last week. Beijing officials declared themselves "shocked" and insisted any doping was unsanctioned. They promised "strict punishment" for those involved. A Beijing paper also challenged test results of swimmer Yang Aihua, and intimated that Japan was trying to disqualify the Chinese in

order to boost its own Asian Games medal count. This time Beijing had few backers. International Olympic Committee president Juan Antonio Samaranch, an old friend of Beijing, was silent as other Westerners stepped up the attack. German officials called for a boycott of international swim meets in China. The suspicions will dog China's athletes at least through the 1996 Olympics in Atlanta, where Beijing had hoped to shine.

Positive: Lu Bin



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BETTER THAN STORE-BUGHT

I used to think that store-bought valentines were better than the ones I made. But this past Valentine's Day, I realized how special homemade cards are. For a teacher's aide, and a little girl who is learning English as a second language gave me my first homemade valentine. Her best cursive writing, she wrote: "Dear Miss Dubbs, I hope you have a nice Valentine day on wednesday February 14, 1990. Miss Dubbs you always help me, thanku Miss Dubbs. I love you Miss Dubbs." I'll treasure this valentine forever in my heart, because it came from her. Kristy Dubbs, age 22 Teacher's aide Lakewood, Calif.

(Continued on page 2)

The Blast That Lasts

Futurebiotics is pleased to introduce the newest member of our Vital K family of remarkably successful Herbal-Mineral tonics...

Vital K_{TM}+ Ginseng Extra

Vital K₊ is the extra-potency energizer with the herbal boost of 3 power-packed Ginsengs: Siberian, Korean and American plus all the 18 invigorating herbal extracts, potassium, calcium and iron found in the original Vital K.

2

Loomings

CALL me Ishmael. Some years ago—never mind how long precisely—having little or no money in my purse, and nothing particular to interest me on shore, I thought I would sail about a little and see the watery part of the world. It is a way I have of driving off the spleen, and regulating the circulation. Whenever I find myself growin' grim about the mouth; whenever I find myself involuntarily pausing before coffin warehouses, and bringing up the rear of every funeral I meet; and especially whenever my hypos get such an upper hand of me, that it requires a strong moral principle to prevent me from deliberately stepping into the street, and methodically knocking people's hats off—then, I account it high time to get to sea as soon as I can. This is my substitute for pistol and ball. With a philosophical flourish Cato throws himself upon his sword; I quietly take to the ship. There is nothing surprising in this. If they but knew it, almost all men in their degree, some time or other, cherish very nearly the same feelings towards the ocean with me.

There now is your insular city of the Manhattoes, belted round by wharves as Indian isles by coral reefs—commerce surrounds it with her surf. Right and left, the streets take you waterward. Its extreme down-town is the battery, where that noble mole is washed by waves, and cooled by breezes, which a few hours previous were out of sight of land. Look at the crowds of water-gazers there.

3

Newsmakers Trouble in Paradise

THE FAMOUS CAN SELDOM conduct their romances in private—as last week makes plain. "The media is being very irresponsible and spreading false rumor," said Lisa Marie Presley-Jackson, responding to reports that her marriage to Michael Jackson is disappearing faster than Jackson's other glove. "Michael and I are very happily married," says Lisa. So lay off.

INTRODUCTION

Logic in general is the science and art of right thinking. Unlike physical science, or social science, or philosophy, it is not concerned with the reality about which we are thinking but only with the operation of thinking itself. Until recent years, however, it has displayed a natural gravitation toward philosophy, and academically it is still usually included in the philosophical curriculum. This situation is all likelihood, as it should be. For if logic is not part of philosophy, it is a study that is a natural and necessary preparation for philosophy. The ancients considered logic as preparatory to all sciences for this reason they called it the *organon*, or instrument, of science was that which no science included, and which holds in any posed. In our own day, it is doubtful that this holds in any respect to the physical, biological, or social sciences in their primary stages. It seems, nevertheless, to be an of philosophy, and of all efforts to determine the laws of scientific laws and principles.

CHAPTER

Task 1

Relate the preceding texts to the corresponding media where they originally appeared

- | | | | |
|---|---|-----|------------------|
| 1 | China: Suspicious of Drug Use Confirmed | () | a) newspaper |
| 2 | Chapter 1 Loomings | () | b) magazine |
| 3 | Newsmakers Trouble in Paradise | () | c) book |
| 4 | INTRODUCTION | () | d) manual |
| 5 | BETTER THAN STORE BOUGHT | () | e) advertisement |
| 6 | The Blast that lasts | () | |

Task 2 (Work in pairs)

Tick the box that seems to fit best with the content and communicative intention of each text.

Title: China: Suspicious of Drug Use Confirmed (text 1)

Author's occupation:

- novelist teacher journalist advertiser

Purpose:

- informing teaching entertaining persuading

This text was written for:

- students specialists consumers adolescents

informed readers

Title: INTRODUCTION (text 4)

1 Author's occupation:

- novelist professor journalist advertiser
 researcher

2 Purpose:

- informing teaching entertaining persuading

3 This text was written for:

- students specialists consumers informed readers

Title: Chapter 1 Loomings (text 2)

1 Author's occupation:

- novelist teacher journalist advertiser

2 Purpose:

- informing teaching entertaining persuading

3 This text was written for:

- students specialists consumers readers of literature

Title: The blast that lasts (text 6)

1 Author's occupation:

- novelist teacher journalist advertiser

2 Purpose:

- informing teaching entertaining persuading

3 This text was written for:

- students specialists consumers readers of literature

Write three different examples of the following types of publications in Spanish and three more in English.

Publication	Spanish	English
-------------	---------	---------

newspaper _____

magazines _____

(different types) _____

novels _____

advertisements _____

Now compare the number and topic of sections in a

Newspaper in Spanish
Section / topic

Newspaper in English
Section / topic

Which one do you prefer? _____

Skill: *Writer's intention. Fact vs opinion*

Task 1

Fill in the box with the number of the passage on page 192 that fits into each description.

- a passage from a novel
- a passage from a textbook on logic
- a passage from a "revista de opinion"
- a letter to: corresponding section
- a passage from a gossip section
- a passage from an advertisement

2 What is the author's intention in each passage?
(There may be more than one answer.)

- to make publicity
- to amuse the reader
- to criticize
- to share a personal experience
- to define a concept
- to punish an action
- to persuade

3 In this passage you can tell that the author's attitude towards the topic s/he describes is one of

- | | |
|--|--|
| <input type="checkbox"/> <input type="checkbox"/> admiration | <input type="checkbox"/> <input type="checkbox"/> indifference |
| <input type="checkbox"/> <input type="checkbox"/> sympathy | <input type="checkbox"/> <input type="checkbox"/> deep emotion |
| <input type="checkbox"/> <input type="checkbox"/> concern | <input type="checkbox"/> <input type="checkbox"/> pity |
| <input type="checkbox"/> <input type="checkbox"/> erudition | <input type="checkbox"/> <input type="checkbox"/> detachment |

Write a, b, c, d, e, or f in front of the following sentences according to what you think the tone of the sentence is.

- | | | | |
|---|----------------|---|----------|
| a | matter of fact | d | emotive |
| b | ironic | e | venomous |
| c | formal | f | critical |

- form text 3 "the famous can seldom conduct their romances in private as last week makes plain." ()
- form text 4 "Logic in general is the science and art of right thinking." ()
- form text 1 "It was the most damning evidence yet that China systematically dopes athletes." ()
- form text 1 "The Olympic Council of Asia (OCA) stripped 11 Chinese of medals from the recent Asian Game in Hiroshima after they tested positive for drugs." ()
- form text 5 "I'll treasure this Valentine forever in my heart, because it came from hers." ()

Clearing it up

Task 1

This is the beginning of a questionnaire about what you and your classmates used to do when you were children, between five and ten years old.
Work in pairs to add four or more questions.

	Name:				
1	Did you use to live in the house where you live now?				
2	Did you use to go to school in the morning?				
3	Did you use to have birthday parties?				
4	Did you use to share your toys with friends and siblings?				
5					
6					
7					
8					

Task 2

Now ask these questions to four peers — different from your partner in the previous task. Fill in their answers with a tick if it is something they used to do, or a cross if it is something they didn't use to.

Used to describes past habits or states, i.e.:

- repeated or regular actions in the past which do not happen now:

When I was six I used to go to church every

Saturday and Sunday.

- past states which are not true now:

My mother used to have black hair but it's gone gray now.

- past situations which are not the situation now:

He used to be the school's principal but now he is just a teacher.

Task 3

Complete this table

	Affirmative	Negative
Interrogative form	Did he use to...?	to... use to

Task 4

Complete the sentences using **used to** (affirmative, negative, or interrogative).

- ❖ You never _____ to play with your younger brother, did you?
- ❖ Sam _____ (not) be as clever as Rob but he is now.
- ❖ Mexico _____ to be considered a peaceful country but it is not now.
- ❖ There _____ to be a stable economic situation too.
- ❖ _____ (you) to have more job opportunities before?
- ❖ I can remember when we _____ to go on vacation every summer.

Words at work

Chapter 1 Loomings belong to a well known American novel: "Moby Dick." This is the story of one-legged Captain Ahab, who swears vengeance on the whale that has mangled him.

Task 1

Work in pairs. Read the text and match the definitions to the words in bold face.

CHAPTER 1

Loomings

CALL me Ishmael. Some years ago—**never mind** how long precisely—having little or no money in my **purse**, and nothing particular to interest me on **shore**, I thought I would **sail** about a little and see the watery part of the world. It is a way I have of driving off the **spleen**, and regulating the circulation. Whenever I find myself growing **grim** about the mouth; whenever it is a **damp, drizzly** November in my soul; whenever I find myself involuntarily pausing before **coffin warehouses**, and **bringing up** the rear of every funeral I meet; and especially whenever my **hypos** get such an upper hand of me, that it requires a strong moral principle to prevent me from deliberately stepping into the street, and methodically knocking people's hats off—then, I account it high time to get to sea as soon as I can. This is my substitute for pistol and ball. With a philosophical flourish Cato throws himself upon his sword; I quietly **take** to the ship. There is nothing surprising in this. If they but knew it, almost all men in their degree, some time or other, **cherish** very nearly the same feelings towards the ocean with me.

(Herman Melville, Moby Dick, Signet Classic 1980)

- | | | | |
|---|-----------------------|---|------------------------|
| a | coast, beach littoral | f | depression, despair |
| b | wallet, pocket | g | treasure, appreciate |
| c | following, rearing | h | navigate |
| d | bromous | i | it doesn't matter |
| e | sinister, unpleasant | j | humid, moist |
| | | k | sarcophagus depository |