

NAME: _____

DATE: _____

SCORE: _____ /50

A  Listen to the radio show with author Tim Vandervalk. Choose the correct answers.

1 According to Tim, a member of your tribe is different from a follower in that ...

- A** they give you more “likes” when you write a post.
- B** your opinions resonate with them more strongly.
- C** they may live in the same area as you do.

2 According to Tim, members of your tribe ...

- A** will talk and listen to each other.
- B** usually participate in your presentations.
- C** discuss your books online.

3 Tim says when you are building a tribe you must ...

- A** speak to each member individually.
- B** have a message which relates to the values of your tribe.
- C** produce work which is in line with what you believe.

4 When talking about the size of a tribe, Tim says that ...

- A** if it gets too large, you might lose your biggest fans.
- B** your goals will affect the ideal size of your tribe.
- C** the bigger the tribe, the happier you will be.

5 Who would the ideal audience for this interview be?

- A** an Instagrammer who wants more followers
- B** a writer who wants to write a bestseller
- C** a blogger who wants to build a more loyal fanbase

_____ / 10 (2 points each)

B Choose the correct answers.

1 Jade chose a painting with *bold* / *muted* colors to stand out against the pale background of her wall.

2 My husband and I liked the apartment with *neutral* / *saturated* colors because of their calming effect.

3 Few colors *conjure up* / *resonate with* the idea of royalty more effectively than purple and gold.

4 The power of the boxer has been *reflected* / *captured* perfectly in this photo.

5 Color is a powerful tool to *convey* / *resonate* emotion in a work of art.

6 Since *pastel* / *saturated* colors are so bold, it's best not to use them on all the walls.

7 The artist used blurred lines to *transmit* / *capture* movement to the viewer.

_____ / 7 (1 point each)

C Complete the sentences with the words from the box.

green green around green light green thumb red tape red-handed the red

- 1 All my plants seem to die quickly. I clearly don't have a _____.
- 2 Paul was excited when he got the _____ from his boss to organize the company party.
- 3 Kevin didn't buy the computer because he didn't want to get in _____.
- 4 João was very _____ when he started working here, but now he is one of our best employees.
- 5 It's good we installed video cameras in the lobby because last week we caught a thief _____.
- 6 Tom looks a bit _____ the gills. He should go and see a doctor.
- 7 Getting my visa was a nightmare. There was so much _____ to cut through.

_____ / 7 (1 point each)

D Choose the correct answers.

- 1 Neither of my sisters *like* / *likes* the color scheme in my house. They say it is dull.
- 2 I think statistics *were* / *was* the most difficult subject I studied in college.
- 3 I hope the news *are* / *is* good about your soccer team.
- 4 Our personal information *is* / *are* particularly vulnerable on the internet.
- 5 The phenomenon of electric scooters *are* / *is* taking over US cities.
- 6 Nobody in my circle of friends *want* / *wants* to go to the college reunion.
- 7 A million dollars *is* / *are* a lot to pay for a car.
- 8 The school *are* / *is* having a charity dinner at the end of the semester.

_____ / 8 (1 point each)

E Complete the text with *a*, *an*, *the*, or - (no article).

The Ocean Blue

Here is ¹ _____ interesting question – why is the ocean blue? Think about it for ² _____ moment. It is not, as many people think, because it is a reflection of ³ _____ sky, but is in fact because ⁴ _____ atmosphere tends to scatter blue light (which has ⁵ _____ shorter wavelength) more than red light. So when you look at the sky in the day, you see ⁶ _____ blue no matter where you look. So why is some water bluer than ⁷ _____ other water? ⁸ _____ simplest answer is that the water is shallower and the sunlight reflects off the sand beneath it. So now you know!

_____ / 8 (1 point each)

F Read the article. Then choose the correct answers.

The Power of Color

In the world of business, it is vital to understand how colors affect mood in order to get the optimal reaction from a target audience in branding and advertising. Colors trigger a wide range of responses in the brain and throughout the central nervous system. By using colors correctly, a company can create the appropriate emotion to demand action from potential customers.

Colors with longer wavelengths, such as red, provoke the fastest response in the brain. This explains why red is used as a warning sign. Colors with shorter wavelengths, such as blue, are more soothing and can actually lower blood pressure. Pink has a tranquillizing effect, and in some prisons the cells are painted pink in the hope it will reduce aggressive behavior. Yellow lies in the middle of the spectrum, but it attracts the most attention because it is the brightest. This may explain why many taxis are yellow.

Color is the element of a brand that people remember most, followed by shapes and then words. Studies indicate that color alone may influence attraction to a product or message 60% of the time and that color can increase brand recognition by up to 80%.

When choosing a color for your brand, you should think about what your brand represents and who your target audience is. For example, many banks choose dark blue because it represents stability and trust. Fast-food restaurants choose red and yellow because red stimulates the appetite and yellow grabs the attention, whereas fine-dining restaurants might favor blue for its calming effect. Laundry detergents often choose blue and orange. Blue symbolizes cleanliness, and orange represents energy. Combined, they signify a powerful cleaning product.

So if you are creating a new brand or launching a new product, don't underestimate the power of the colors you choose.

- 1 What is the writer's main purpose in writing this text?
A to highlight the importance of color in branding and advertising
B to briefly explain the history of color in advertising
C to explain the current trends in using color in brand design
- 2 In the first paragraph, the writer suggests that colors ...
A may influence buying behavior.
B are important for consumers so they can identify products.
C could be harmful if used incorrectly.
- 3 What is suggested in the second paragraph?
A The color with the longest wavelength will be most visible.
B The color pink can reduce violent crime the most.
C Color may provoke physical reactions.
- 4 According to the writer, ...
A words in branding are more powerful than shapes.
B the color of a brand will stay in the memory longer than other elements.
C the right color choice can increase sales by over 50%.
- 5 In the fourth paragraph, the writer says that ...
A banks with dark blue logos are more stable than other banks.
B combining two colors in a brand is less powerful than having a single color.
C your brand identity and chosen market should guide your choice of color.

_____ / 10 (2 points each)