

PREVIEW: VOCABULARY MATCHING

Locate the words on the left in the Essay. Match the words with their definitions on the right. Do not use a dictionary.

	WORDS		DEFINITIONS
1.	discard	(a)	Chase away. Force to go away.
2.	drive out	(b)	Persuaded of. Very sure. Confident. Convinced.
3.	positive	(c)	Exchange.
4.	sensational	(d)	Stunning. Causing intense interest and excitement.
5.	swap	(e)	Cast aside or away. Get rid of.
		(f)	Customary. Following the currently respected proprieties, practices or thinking.
		(g)	Enough. Fulfilling a need or requirement.

READING SKILLS: SCANNING

As a strategic reading skill, scanning means *looking for specific information*. Take three minutes or less to run your eyes over the questions below and the Essay. Then choose the best answer to the following questions.

- (1) The Sony Walkman was based on an existing product called the _____.
a) Hearman c) Talkman
b) Pressman d) Watchman
- (2) The Walkman sold its first 30,000 units _____.
a) in July 1979 c) after the end of the millennium
b) by mid-September 1979 d) during the decade, 1980-1989

READING COMPREHENSION: SUMMARIZING

Read the Essay.

List the letters corresponding to the following sentences in the best order for a summary of the Essay.

- a) This new product, called the Walkman, was launched in July 1979 with a brilliant advertising and marketing campaign. Within a couple of months, it was clear that the company had a new hit product.
- b) The inspiration came when Masaru Ibuka asked the company to develop a way for him to listen to stereo music on long plane flights. Akio Morita saw great commercial possibilities.