



SKILLS FOR SUCCESS COURSE

Chapter 1 – Communications and Media



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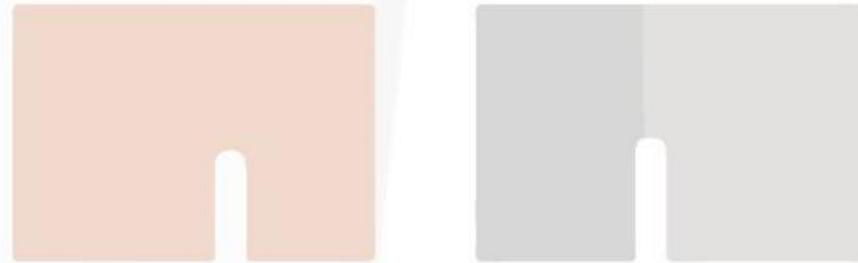


050-683-9050



Outlines :

- **Reading 1 : Staying safe online**
- **Reading 2 : Recognizing misinformation in the media**
- **Vocabulary : Word families**
- **Writing : Connecting sentences**
- **Grammar : The imperative**
- **Global skills : Critical thinking and creativity**
- **Unit Assignment : Make a poster**



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Vocabulary

الكلمة	Word	Type	Definition
حساب	Account	Noun	An arrangement that lets a person use the internet , send email , post on social media , etc.
حذر	Careful	Adjective	Thinking about what are you doing so that you do not have an accident or make mistakes
يضغط	Click	Verb	To press one of the buttons on a computer mouse
يحمل	Download	Verb	To get a copy of information on your computer , usually using the internet
هوية	Identity	Noun	Who or what a person or thing is
كلمة سر	Password	Noun	A secret word that you need in order to use a computer system
يتظاهر	Pretend	Verb	To try to make someone believe something that is not true
آمن	safe	Adjective	Not in danger , not hurt

Vocabulary

- **Example 1 :** Here are some words from Reading 1 . Read their definitions. Then complete each sentence .

- 1) Be When you share information about yourself online .
- 2) Don't tell anyone what your is .
- 3) It's not a good idea to to be someone else online .
- 4) Make sure to use only websites when shopping online .
- 5) Protect your by not giving too much personal information on the internet .
- 6) Don't on unknown web links; they can cause problems .
- 7) You should only computer programs from sites that you know .
- 8) I forgot the username for my

Account

Careful

Click

Download

Identity

Password

Pretend

Safe

Reading

- **Investigate** : Read the article and gather information staying safe online

Staying safe online

- 1) The internet is full of useful information. But it can also cause us problems if we aren't careful .
- 2) A lot of people have been fooled(1) on the Internet, including Nora . Recently, she decided it was time to order a new handbag . When she saw one that she liked from Louis Vuitton , she went online and found a website that was selling It for a very low price . She entered her name , her address , and her credit card number . Then she waited for her handbag to arrive , but it never came. Like many others, Nora was attracted to a price that was too low to be real . She paid for something that she never received .
- 3) Another problem is **clicking** on a link that looks OK but isn't . That is what happened to Ahmed. While he was looking online , he found an interesting website about cars. But when he clicked on one of the links(2) , a computer virus – a bad software program(3) – was **downloaded** onto his computer. This kind of program is called malware(4) . The program made his computer slow down. Sometimes his computer stopped working and he couldn't use some of the programs . The virus also sent him to strange websites when he went online .



Reading

Staying safe online

- 4) **Identity** theft can also be an issue , as Maria found out . She received an email message that said it was from the Department of Education . The message said she needed to go online to change her contact information(5) . She clicked on the website and entered some information. However , the website was not really from the Department of Education . Thieves used Maria's information to steal her identity and **pretended** to be Maria. They used her personal information to open new bank accounts in her name and buy things using her money .
- 5) Nora, Ahmed and Maria all had problems staying safe online , but there are ways to keep yourself safe on the Internet. Here are a few good ideas :
- First , when you are buying something online , check to make sure that you are on the right website . Look closely at the website address . Is the name of the company spelled correctly ?
 - Second , be careful about clicking on links . Be very careful if the link comes to you in an email. Do you know the sender ? Again , look carefully at the web address before clicking Does the address have any spelling errors ? Will it take you to the address that it says it will ?
 - Third , be careful about sharing your personal information online . Other people can use your personal information to try to use your identity . Only give personal information if you are sure that the website is OK .

Reading

Staying safe online

- Next , make sure you have a strong program on your computer to protect it against viruses and malware .
 - When you are shopping online , use strong **passwords** for all your online **accounts**. Don't use easy words or your name . A strong password should have at least eight letters and also include numbers and symbols . It is the best not to use the same passwords for all your accounts . That way , if someone finds one of your passwords , they'll only be able to use it on that one account , and they won't be able to get into any other accounts .
- 6) Finally , remember , if it seems too good to be true , it probably is . Do you really believe that someone is going to give you a lot of money or sell you something expensive at a very low price ? So be careful ! Think before you click !

1- fool (v) : to make someone believe something that isn't true .

2- link (n) : word or words on a computer that take you to another place when you click on them

3- software program (n.phr) : a set of instructions that controls a computer

4- malware (n) : software such as a virus designed to damage or gain access to a computer system without the user knowing

5- contact information (n.phr) : the information (such as your telephone number , address , or email address) that tells someone how to communicate with you

Reading

- **Identify :** Match each person with the problem they had online .
-

..... **1. Maria**

a. Had identity stolen

..... **2. Nora**

b. Downloaded malware

..... **3. Ahmed**

c. Paid but didn't receive the product



Reading

- **Identify** : Write the correct paragraph number next to each idea from the article . Then underline the sentence(s) where you found the information
-
- a. Another person can pretend to be you online
 - b. Even though the internet has problems, you can protect yourself .
 - c. You can find many useful things online .
 - d. Many people have believed the wrong thing online .
 - e. You shouldn't believe offers that seem too good .
 - f. Malware can cause problems for your computer .



Reading

- **Explain :** Answer the questions . Then circle the information in the article .
-

1. Why did Nora decide to buy her handbag from that website ?

- a. It was not expensive**
- b. She was in a hurry**

2. How did Ahmed download a computer virus ?

- a. His computer slowed down .**
- b. He clicked on a link**

3. What happened after Maria's identity was stolen

- a. Someone spent her money**
- b. She gave some information**

4. How can you be careful when shopping online ?

- a. Look for lower prices**
- b. Make sure you are on the company's real website**

5. How did Ahmed know that he had malware on his computer ?

- a. His computer stopped working**
- b. He clicked on a link**

Reading

- **Explain :** Complete each statement . What happened to each person ?
-

1. **Nora thought she was buying a handbag for a good price , but**

2. **Ahmed got malware downloaded onto his computer because he**

3. **Maria had her identity stolen because she**

Reading skill

Identifying the idea of the main paragraph

A **paragraph** is a group of sentences about one topic . The main idea of a paragraph is the most important point about the topic . You can often find the main idea in the first or second sentence of paragraph . This is the topic sentence . The other sentences help explain or support the main idea . Identifying the main idea of a paragraph will help you to understand and remember what you read

Reading skill

- **Identify** : Read the paragraphs. Then circle the main idea.
-

- 1. Experts often influence our actions and purchases. For example, a doctor on a TV health show may recommend a medication. Because the doctor is an expert in health care, we expect her to be very knowledgeable about what medicines are best. We are more likely to follow her advice .**
- 2. Other people also influence what we buy. When a consumer uses a product , we listen to their opinion . On the internet , consumers can write their opinions about products . For example , on some travel websites , people write reviews of hotels and restaurants . Online bookstores share reviews from readers . These websites are very popular , and they show that people are interested in consumers' opinions .**

Reading skill

- **Identify :** Read the questions. Look back at Reading 1. Circle the correct answer for each question. Then write the key sentence from Reading 1 that helped you find the answer
-

1. What is the main idea of paragraph 3?

- a. Ahmed’s computer slowed down .
- b. Ahmed found an interesting website
- c. A computer virus was downloaded onto his computer

Key sentence :

2. What is the main idea of paragraph 4 ?

- a. Maria received an email message .
- b. Someone stole Maria’s identity .
- c. Maria had a problem .

Key sentence :

Reading skill

- **Identify :** Read the questions. Look back at Reading 1. Circle the correct answer for each question. Then write the key sentence from Reading 1 that helped you find the answer
-

3. What is the main idea of paragraph 6 ?
- a. You can stay safe online .
 - b. Check the web address when shopping online .
 - c. Don't share personal information online .

Key sentence :

4. What is the main idea of paragraph 6 ?
- a. Nobody is going to give you a lot of money .
 - b. You should be careful online .
 - c. Some things are too good to be true .

Key sentence :

Vocabulary

- Vocabulary :** Here are some words from Reading 2 . Read the sentences . Circle the answer that best matches the meaning of each underlined word

الكلمة	Word	Type	Definition
انتباه	Attention	Noun	Looking or listening carefully and with interest
يتحقق	Check	Verb	To look to see that something is right, good, or safe
مخادع	Fake	Adjective	Something that seems real but is not
عنوان رئيسي	Headline	Noun	The words written in big letters at the top of a news story
معلومة	Information	Noun	Facts about people or things
يتعرف	Recognize	Verb	To know again someone or something that you have seen or heard before
قابل للثقة	Reliable	Adjective	That you can trust

Vocabulary

- **Vocabulary :** Here are some words from Reading 2 . Read the sentences . Circle the answer that best matches the meaning of each underlined word

الكلمة	Word	Type	Definition
مواقع تواصل	Social media	Noun	Places on the Internet where you can communicate with others who share your interests
ينتشر	Spread	Verb	To make something reach a larger area or bigger group of people
صحيح	True	Adjective	Right or correct; agreeing with fact; that really happened

Vocabulary

- **Vocabulary** : Here are some words from Reading 2 . Read the sentences . Circle the answer that best matches the meaning of each underlined word
-
1. Pay attention to the teacher in class to learn new things .
 - a. Listen to
 - b. Consideration
 2. I always check my backpack before leaving for school to make sure I have everything I need
 - a. Think about
 - b. Look at something carefully
 3. My aunt likes to post pictures of her travels on social media .
 - a. A place to share things on Internet
 - b. Posters



Vocabulary

- **Vocabulary** : Here are some words from Reading 2 . Read the sentences . Circle the answer that best matches the meaning of each underlined word
-
4. It is true that the sun rises in the east .
- a. Right and correct .
 - b. Not right or correct .
5. Amal showed me a fake snake, but I was still afraid
- a. Real
 - b. Pretend or not real
6. I can recognize my mom's voice from far away .
- a. Know
 - b. Remember

Vocabulary

- **Vocabulary** : Here are some words from Reading 2 . Read the sentences . Circle the answer that best matches the meaning of each underlined word
-

7. Illness can spread if we don't wash our hands .

- a. Change
- b. Grow larger

8. The headline said, “ Storm Damages Homes in City.”

- a. News
- b. Title of the newspaper article

9. I asked my teacher for information about computers for my project .

- a. Places to learn
- b. Facts or knowledge

10. My dad is a reliable person because he always does what he says will do

- a. You can talk to him
- b. You can trust him

Reading

- **Investigate** : Read the article and gather information about how to recognize fake information

Recognizing misinformation in the media

1. Do you believe everything you read ? Of course not . But how do you know if what you read online is true ? **Recognizing** misinformation in the media is important because not all the **information** we find on the Internet is **true** . When the information is false, it is known as “ misinformation. “ There are many ways that people hear or see misinformation .
2. One kind of misinformation tries to get your attention so that you will click on a link on a web page to read some information. Perhaps you have seen **headlines** like these: “ This new habit will change your life! “ or “ You can become stronger in one month with this new exercise program! “ or even “ 12 secrets they don’t want you to know “
3. These headlines are made to attract your interest , but often when you do click on the link , you don’t find the information you were looking for . Instead, you go to other web pages that promise to tell you something even more interesting. Many of these new pages contain advertisements , and the web page can earn money from those ads(1) . In fact, you may never find the information you needed , no matter how many links you click .
4. Another form of misinformation uses photos and videos. Websites may show a photo saying it is from one place when

Reading

- **Investigate** : Read the article and gather information about how to recognize fake information

Recognizing misinformation in the media

4. Another form of misinformation uses photos and videos. Websites may show a photo saying it is from one place when it is actually from another place . Similarly , individuals might change a picture of a famous person by showing them in different clothing or with a different person . It is even possible to create **fake** videos that make it appear as if someone is saying something they never actually said .
5. A third type of misinformation is known as “ fake news “ . Fake news is information that is not true , but it is presented in a way that is similar to real news . Sometimes people **spread** fake news on purpose(2) to try to change people’s opinions on a subject . It is important to learn to recognize when information is incorrect .
6. So , how can you know if something you read online is true ? One way is to look at the source of the information . Is it from a **reliable** news source ? Have you heard from this news organization before ? Also , you can **check** the story by seeing if other news organizations are reporting(3) the same information . If only one source is reporting it , there is a possibility that it may not be true .

Reading

- **Investigate :** Read the article and gather information about how to recognize fake information

Recognizing misinformation in the media

7. One problem with misinformation is that social media platforms know what we like to see online . Social media uses this information to show us more stories that agree with what we believe . As a result , we may only see news stories on social media that agree with what we already think , so we don't see information that gives different ways of looking at the world . This can make it difficult for us to identify misinformation if it confirms what we already believe . In addition , the Internet makes it easy to create and share information on social media without careful fact-checking . Therefore , we must always be careful about information shared on social media .
8. So , how can you stop the spread of misinformation ? Fortunately , there are a few things we can do . Sometimes , fake news is shared because it gives people strong feelings , such as making them feel good or angry . These emotions can make people share the news without checking to see if it is true . So be careful about news that seems too good or too bad to be true . Developing critical thinking skills and asking questions can help us tell whether information is true or not . Before believing and sharing information , take the time to look at it yourself . By recognizing misinformation , we can get a better understanding of what is really happening in the world .

Reading

- **Investigate** : Read the article and gather information about how to recognize fake information
-

Recognizing misinformation in the media

Ad (n.) : Short for advertisements-information that tries to make people buy something

On purpose (idm.) : not by accident: with a particular attention

Reporting (n.) : Giving people information about something that has happened

Reading

- **Identify** : Answer the questions about the article .
-

1. What is the main idea of the article ?

- a.** .Misinformation can be created using photos and videos .
- b.** .There is a lot of misinformation online .
- c.** .Social media shows us stories that we already like .

2. What is the main idea of paragraph 8 ?

- a.** Check to see if news is true before sharing .
- b.** Fake news can make people feel good or angry .
- c.** You can help stop the spread of misinformation .

Reading

- **Explain :** Answer the questions. Write paragraph number where you found your answers.
-

1. What is “ fake news “ ? Paragraph

.....

2. How are photos and videos used to create misinformation ? Paragraph

.....

3. How does social media spread misinformation? Paragraph

.....

Reading

- **Explain :** Answer the questions. Write paragraph number where you found your answers.
-

4. How can you help stop the sharing of misinformation ? Paragraph

.....

5. Why do websites use unusual headlines ? Paragraph

.....

Critical thinking

- **Critical thinking strategy**

Putting ideas in order

Reading passages can be organized in different ways. Sometimes the most important ideas come first. We say that those passages are organized in order of importance. Many reading passages in English are organized in a linear sequence. That is, the ideas flow from one to the other in a regular order. Sometimes the sentences state the order clearly using signal words like **first**, **second**, **next**, **then** or **finally**. Sometime the passage does not use those words, When you are trying to remember a reading passage, put the ideas in order as you read. Use the signal words to help you. Look at the signal words in these sentences from reading 2,

First, when you are buying something online , check to make sure that you are on the right website .

Second, be careful about clicking on links .

Third , be careful about sharing your personal information online .

Also , make sure you have a strong program on your computer to protect you from malware .

Other problems are caused by computer viruses .

Finally , you should learn to recognize misinformation .

Critical thinking

- **Identify** : Complete the paragraph with signal words .
-

Misinformation on the Internet is a big problem . Not all things you see online are true . (1)..... , anyone can put things on the Internet , even if they're not true. (2)..... , sometimes people don't know they are sharing wrong information , and this makes other believe them . Other times , false things are made on purpose to trick people . (3)..... , social media and websites might not check if things are true . (4)..... , we should be careful and check if something is true with good source before believing it .

Vocabulary

- **Apply :** Complete the paragraph with words from the box .

attention

fake

information

social media

check

headlines

reliable

spread

There is a lot of on the Internet . Sometimes websites have that are designed to get your These are not always Another problem is that can sometimes misinformation . Because there is so much news online , you should always to see if the information is true before you share it .

Critical thinking

- **Identify** : According to the article , which of the following can be examples of misinformation ? Check (✓) the boxes
-

1. **Checking to see if something is true .**
2. **Headlines to attract attention .**
3. **Being careful about websites**
4. **“ fake news “**
5. **Advertisements online**
6. **Photos and videos that are not what they seem to be**
7. **Recognizing when information is wrong**

Vocabulary

- **Video Vocabulary :**

Source (n.) : A place where something comes from .

Artificial Intelligence (n.) : The way in which computers can copy the way humans think

Narrow (v.) : To make a list of things smaller

Evidence (n.) : The facts that make you believe something is true

Video

- **Apply :** Watch the video again . Circle the correct answer to complete the sentences.
-

6. For a successful web search , you need to

a. Trust the information

b. Believe what you read

c. Keep trying



Vocabulary skill

- **Word families :**

Learning about word families can help you improve your vocabulary. Word families are group of words that come from the same root . If you know the meaning of the noun form of a word , you may also recognize the verb form .

In some word families , the noun form and the verb form are the same .

His teacher had a strong influence on him . (noun)

Parents influence their children . (verb)

Vocabulary skill

- Word families : Identify :** Look at the pairs words in the box . Decide if each word is a noun or a verb . Then write the words on the correct side of the chart . Use a dictionary to help you .

Choice / Choose

Discuss / Discussion

Inform / Information

Connect / Connection

Enjoy / Enjoyment

Thought / Think

Contribution / Contribute

Gift / Give

Nouns	Verbs
Empty space for writing	Empty space for writing

Vocabulary skill

- **Identify** : Read the sentences . Write **N (noun)** or **V (verb)** for each bold word .
-

1. My brother **study** in the kitchen everyday .
2. The **Study** Showed important changes in trends .
3. Sameer wanted to **comment** on Laith's presentation .
4. I saw the **comment** Bilal wrote on the website .
5. My grandparents had an important **influence** on me .
6. My friends often **influence** my book choices .
7. Dr.Zhara's **research** on weather is very interesting .
8. Tariq will **research** many colleges before making a decision .
9. It is helpful to **review** your notes before a test .
- 10 After I read the book **review** , I didn't want to read the book .

Grammer



Grammer



Vocabulary skill

- **Apply :** Complete each sentence with a noun or a verb from Activity B . For verbs , use the correct form of the present simple .

-
1. Daoud in the library at night .
 2. Faisal usually books for the college newspaper
 3. The weather has a strong on farmers' fruit and vegetable .
 4. Rihanna always on my clothing .
 5. Kareema news stories for her job at a magazine .
 6. Allen's Is about human behavior .
 7. There are only a few From my teacher on my essay .
 8. TV ads often Our decisions about which product to buy .

Study

Comment

Research

Influence

Review

Grammer



Writing skill

- **Connecting sentences :**

You can connect two shorter sentences using and . Here are some other ways to connect sentences .

- Connect two sentences with but to give different information . Use a comma before but

The first time is difficult , but it gets easier .

- Connect two sentences with so when the second sentence is the result of the first sentence . Use a comma before so

Someone stole Amy's password. (situation) → She couldn't get into her account. (result) .

Someone stole Amy's password, so she couldn't get into her account .

- Combine two sentences with because . Because gives the reason for a situation .

Mehmet can't text his friends (situation) → His mother took his phone . (reason)

Mehmet can't text his friends because his mother took his phone

Because his mother took his phone , Mehmet can't text his friends

Writing skill

- **Connecting sentences :**

You can connect two shorter sentences using and . Here are some other ways to connect sentences .

- **Combine two sentences with when . There is a comma if the sentence begins with when**
There is no comma if when is in the middle of a sentence . When the subject in both sentences is the same , use a pronoun in the second part of the sentence .

Abby and Sarah are happy → They laugh .

When Abby and Sarah are happy , they laugh .

Abby and Sarah laugh **when** they are happy .

- **Introduce a second idea that is different from the first with the words but or however . However is similar in meaning to the word but . However usually comes at the beginning of the second sentence . Use a comma after however .**

There is a lot of information about staying safe on the Internet , **but** many people are still fooled .

There is a lot of information about staying safe on the Internet . **However** , many people are still fooled .

Writing skill

- **Identify** : Match the connecting word to its use .
-

..... **1.** because

a. to give different information

..... **2.** so

b. to give the reason for a situation

..... **3.** however

c. when the second sentence is the result of the first sentence

..... **4.** when

d. to show a connection at a specific time

..... **5.** and

e. to introduce an idea that is different from the first one

..... **6.** but

f. to connect to sentences with similar ideas

Writing model

- **Evaluate :** Read the model paragraph . Circle the words that are used to connect two shorter sentences into one .
-

1. Carlos was in his office one afternoon when he received a call from his bank . They called him because they noticed that he bought a lot of new things online that morning . However , Carlos knew he didn't buy anything . He told the bank it wasn't him , so Carlos didn't have to pay and changed his passwords . Someone stole Carlos's identity , but this time he was lucky .

- **Apply :** Circle the correct connecting conjunction to combine the sentences .

2. Fariba is interested in world news , **so** / **however** she usually reads a lot of online newspapers . Now she always chooses a reliable source **and** / **because** she realized that a lot of the news stories you can read online are not always true . Fariba likes to read about the environment **because** / **and** stories about what is happening in different parts of the world **when** / **but** she has the time .

Writing model

- **Apply :** Use the words in the box to connect the sentences .

Because

But

However

So

When

1. Omar thought he was safe online , his identity was stolen .
2. Jim was sad he heard the news .
3. Samara’s computer was broken , she took it to a repair shop .
4. Her computer wouldn’t work there was malware on it .
5. The shop fixed her computer quickly , It broke again the next day .

Writing task

- **Compse** : Read the sentences . Use the connecting words to join the sentences to make a paragraph .
-

1. Misinformation has been around for a long time . People have always shared information that isn't true

2. Misinformation spreads . People can become upset

3. Almost everyone has read or heard fake news at some point . It is everywhere

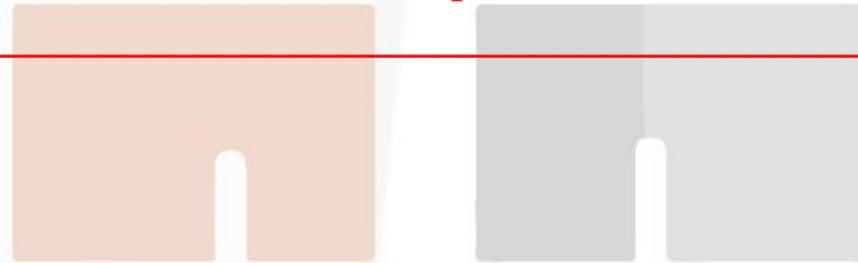
4. People often believe what they read . They share the information .

5. Soon the misinformation spreads . Other people hear it and share it , too .

6. This can really get people in trouble . Many people continue to spread misinformation anyway .

Grammar

- **The imperative**



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Grammar

• The imperative

- Use the imperative to give instructions , advice , suggestions , and warnings or to tell another person what to do.
Be careful ! The Internet can be dangerous .
Stay safe online .
- To form the imperative , use the base form of the verb . The subject of the sentence is understood to be the pronoun you , but this word is not written or spoken . Use the imperative the present simple tense .
Do the dishes .
Go to your room .
Open the window .
- The negative is don't + the base form of the verb . (don't = do not) .
Don't click on that link .
Don't wait for me .

Grammar

• The imperative

- Use the imperative with please to make polite requests .
Please open your web browser .
Please begin in writing you essays .
- Use the imperative with let's to make a suggestion . (Let's = let us)
Let's go to the movies .
Let's do our homework now .
- The negative is Let's not + the base form of the verb
Let's not take the bus .
Don't wait for me .

Grammar

- **Identify** : Answer the questions about the imperative .
-

1. The imperative is used for which of the following purposes ? Circle the correct answer .

- a. To give advice or suggestions .**
- b. To talk about events that happen everyday .**
- c. To give instructions about what to do .**
- d. To describe things that happened in the past .**
- e. To warn someone .**

2. Circle the examples of the imperative in this paragraph .

This is how to prepare a cup of tea . First , heat the water on a stove or in a microwave . Be careful – the water may be very hot . Second , choose the kind of tea you want to drink . Maybe there is a kind of tea that you prefer . Third , pour the hot water over the tea . Wait for a few minutes . Now you have a nice cup of tea . Enjoy !

Writing task

- **Identify** : Answer the questions about the imperative .

3. Change these imperative sentences to negative .

a. Go out in the sun

b. Please open the window

c. Let's go to the park

d. Stop thinking about tomorrow

e. Let's go to Amal's house



Grammar

- Apply:** Read the sentences . Circle correct or incorrect . If the sentence is incorrect , correct it using the correct form of the imperative from the box .

Be

Click

Go

Open

Take

Check

Do

Look

Stay

Wait

- 1. Correct / Incorrect** Checked your answers before you give your homework to your teacher .

- 2. Correct / Incorrect** I'm going to be late , so don't waiting for me .

- 3. Correct / Incorrect** Its very dark outside. Be careful on your way home .

Grammar

- **Apply:** Read the sentences . Circle correct or incorrect . If the sentence is incorrect , correct it using the correct form of the imperative from the box .

Be

Click

Go

Open

Take

Check

Do

Look

Stay

Wait

4. Correct / Incorrect Please to open the door to let in some cool air .

5. Correct / Incorrect A bad storm is coming . Stay here and don't go anywhere .

6. Correct / Incorrect Looking both ways before crossing the street .

Grammar

- **Apply:** Read the sentences . Circle correct or incorrect . If the sentence is incorrect , correct it using the correct form of the imperative from the box .

Be

Click

Go

Open

Take

Check

Do

Look

Stay

Wait

7. Correct / Incorrect We aren't in a hurry . Let's be taking our time .

8. Correct / Incorrect I am trying to sleep . Go away and stop making noise .

9. Correct / Incorrect Click on the link to go to another website .

Grammar

- Apply:** Read the sentences . Circle correct or incorrect . If the sentence is incorrect , correct it using the correct form of the imperative from the box .

Be

Click

Go

Open

Take

Check

Do

Look

Stay

Wait

10. Correct / Incorrect Let's not doing anything that we could be sad about later

Global skills

- **Creativity**

Using design effectively

Communicating using different kinds of media , such as posters and infographics , is an important academic and professional skill . There excellent digital tools available to help us create media , but to use these tools effectively , we still need to understand the rules of good design . Thinking carefully about layout , color , images , and other aspects of design can help us create media that look professional and communicate the right message .

Find out more about this in IQ online .

**THE
END**

MULTI COURSES

End of Chapter 1

Chapter 1 – Marketing | Why does something become popular ?



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