

3 Cover to Cover

Reading Comprehension and Fluency

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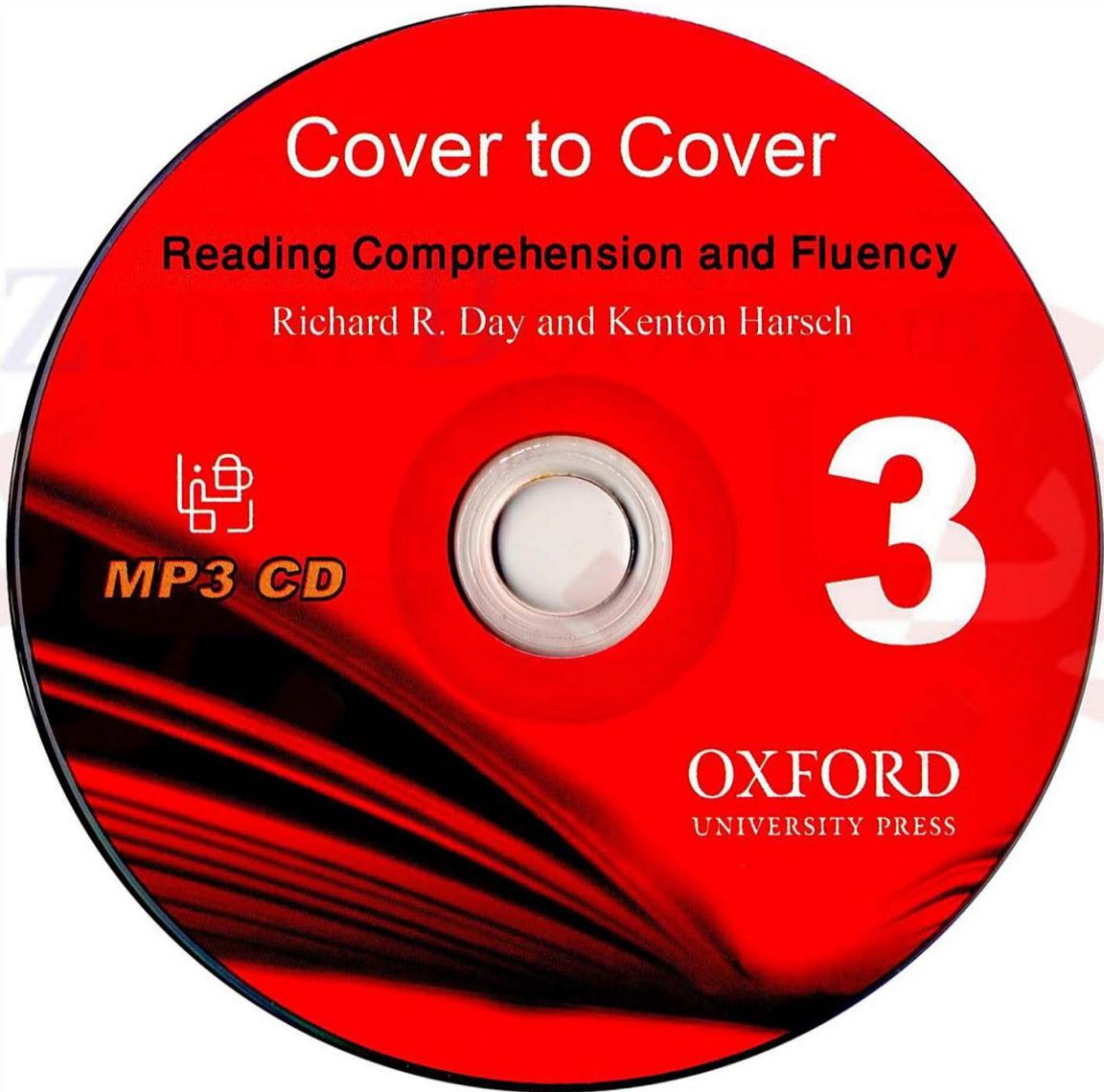
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Richard R. Day and Leslie Ono

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Cover to Cover

Reading Comprehension and Fluency

Richard R. Day and Kenton Harsch

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Richard R. Day and Leslie Ono

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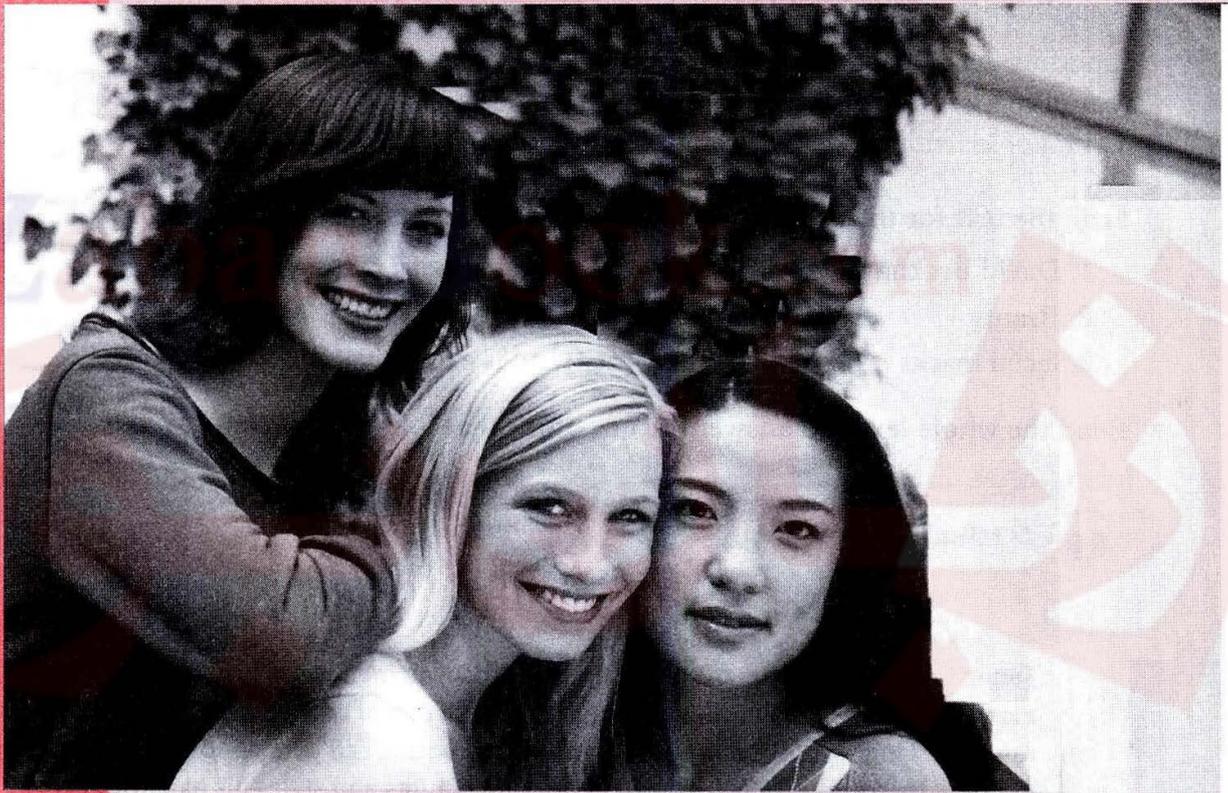
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Unit 1

Reading Strategies

- Comprehension: Identifying Supporting Details
- Fluency: Previewing and Predicting

Beauty



Discuss the questions.

1. Which of the people in the photo do you think are good-looking? Why do you think so?
2. Which physical traits are considered beautiful in your country?

This unit is about current trends in beauty. In Part 1, you will read about beauty trends. In Part 2, you will read about the growing popularity of plastic surgery. The unit is followed by Extensive Reading 1, which is an extract from a book called *The Picture of Dorian Gray*.

Part 1

Beauty

Before Reading

Discuss the questions.

1. What is a typical morning routine for a man before he goes to work?
2. Do you think men are getting more concerned with the way they look?

Comprehension Strategy: Identifying Supporting Details

Supporting details are used to reinforce or support the main idea of a paragraph. Types of supporting details include verifiable facts, statistics, quotes from experts, opinions of individuals, perceived trends, examples, etc.

A. Scan the text for the details (1–3). Match them with the ideas they support (a–c).

- | | |
|------------------------|---|
| 1. David Beckham | a. To show the trend includes many different countries. |
| 2. Beauty | b. To show the role of the media. |
| 3. facial masks | c. To show the trend is expensive. |

B. Read the whole text and answer the questions that follow.



CD 1 Track 2

Beauty

Seung Lee, age 26, is a manager in a high-end department store in Seoul, Korea. Like many men, he wakes up in the morning, enjoys a cup of coffee, and starts getting ready for work. Unlike most men, Seung's grooming routine can take up to one hour! Seung not only showers and shaves but also carefully sculpts and styles his hair with three different brand-name hair products. He then gently applies several expensive skin moisturizers, and makes sure not to forget the sunblock. Finally, Seung takes his time selecting a stylish outfit from his large wardrobe of designer suits, shirts, ties, and shoes.

Not only do these preparations cost Seung time, but they also cost him money. Monthly, he spends about 800 dollars on designer clothes, 200 dollars on spa treatments, and 300 dollars for cosmetics, such as hair products, eye creams, and facial masks.

Several years ago, Seung's expensive and time-consuming interest in his appearance may have seemed strange. However, recently, the growing trend in beauty is becoming more mainstream. In fact, people from all different countries are taking a closer look in the mirror.

Why is male beauty recently becoming so popular? First, the definition of masculinity may be changing. As gender roles¹ are changing, men are less afraid to care about their looks. So, they are spending more time and money on style and grooming. Furthermore, consumerism is thriving and statistics show strong economies are allowing for more spending money. As a result, many men are choosing to invest their extra cash in their looks and clothes.

The media are also playing a large role in popularizing the male beauty trend while profiting from it too. Recently, there has been a growing selection of health and beauty magazines which are aimed at men. Additionally, television shows which offer makeover advice and style tips are now popular with both men and women. Famous media figures, such as David Beckham, the British soccer player, also have a strong impact. Beckham is not only well-known for his soccer skills but also for his cool hairstyles, sarongs, and nail polish.

This trend can be expensive for men, but the rewards may be worth it. Tatsuo Yamakawa, a 32-year-old businessman from Tokyo, says his careful grooming and concern about style have helped him become successful at work. "If we look good on the outside, then we can feel confident on the inside," says Tatsuo. "The people you work with, including your customers, can sense that confidence and will react positively to you. This is an important key to success."

Seung says that his modern appearance has helped him to have good relationship with others. "people don't want to be with a person who is sloppy," he says. "They like men who are confident, stylish, and know how to take care of themselves."

What do women think about this boom in male beauty? Song Yang, from Beijing, China, likes how her fiancé is concerned about his appearance. "It's nice to have a fiancé who enjoys shopping for clothes or a relaxing day at the spa with me," says Song.

¹ gender roles the different ways men and women are expected to act in society

Checking Comprehension

Answer the questions.

1. What is the main idea of this article?
 - a. These days, men have more money.
 - b. These days, more men care about their looks.

2. Why does Seung Lee take a long time to get ready in the morning?
 - a. He often wakes up late.
 - b. He doesn't have enough clothes to choose from.
 - c. He is very careful with his grooming and outfit selection.

3. What is one reason that the male beauty trend is popular?
 - a. Men are more comfortable caring about their looks.
 - b. Consumerism is decreasing.

4. Where is this trend popular?
 - a. In Western countries.
 - b. In Asian countries.
 - c. In different countries all over the world.

5. According to Tatsuo Yamakawa, how can caring about looks help a man?
 - a. He can become famous.
 - b. He can have better social relationship
 - c. He can be successful at work.

6. Which statement about the beauty trend is NOT true?
 - a. The media has helped to popularize this trend.
 - b. Women like this trend.
 - c. It is inexpensive for men.

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Lord Henry was surprised. “But my dear Basil, why not?” he asked. “What strange people you artists are! You want to be famous, but then you’re not happy when you *are* famous. It’s bad when people talk about you—but it’s much worse when they *don’t* talk about you.”

“I know you’ll laugh at me,” replied Basil, “but I can’t exhibit the picture in an art gallery. I’ve put too much of myself into it.”

200

Lord Henry laughed. “Too much of yourself into it! You don’t look like him at all. He has a fair



Unit 3

Reading Strategies

- Comprehension: Recognizing the Author's Purpose
- Fluency: Scanning

Lying



Discuss the questions.

1. Pinocchio is a famous folktale about a puppet whose nose grows every time he tells a lie. Do you know any folktales or sayings about lying?
2. Are you good at knowing when another person is telling a lie to you, or not? Give an example.

This unit is about lying—not telling the truth. In Part 1, you will read an essay about lying. In Part 2, you will read about how to tell when someone is lying. The unit is followed by Extensive Reading 3, which is an extract from a book called *The Railway Children*. It is about the lives of three children whose father is imprisoned. They are only told that he will be “away for some time” and that they are all going to “play at being poor for a while.”

Part 1

On the Decay of the Art of Lying

Before Reading

Discuss the questions.

1. Do you think all human beings lie?
2. What would it be like if you could only tell the truth all the time?

Comprehension Strategy: Recognizing the Author's Purpose

Part of understanding a text is recognizing the author's purpose or reason for writing it.

These purposes include to:

- inform
- persuade
- entertain
- instruct
- advise
- argue

A. Read the text. Use the strategy to find the author's purpose. Check (✓) your answer.

- 1. to inform the reader about lying
- 2. to entertain the reader using the ways people lie
- 3. to argue about lying
- 4. to instruct the reader about how to avoid lying

B. Read the whole text and answer the questions that follow.



CD 1 Track 8

On the Decay of the Art of Lying

1 *Samuel Langhorne Clemens, also known as Mark Twain, was an American writer, journalist, and humorist who won a worldwide audience for his stories of the youthful adventures of Tom Sawyer and Huckleberry Finn. The following essay is based on parts of a humorous speech he once gave on the subject of lying.*

2 Don't get me wrong, ladies and gentlemen. I do not mean to suggest that the custom of lying has declined. Lying is something that humans have always done and will always do. It would be an impossible task to stop

people from enjoying their favorite hobby of lying. My complaint simply concerns the decay of the art of lying. It's obvious to every educated person that people lie more poorly today than they ever have! You just can't find people who lie as well as they did in the good old days. It's a terrible situation that truly saddens me.

3 Most sensible people agree that lying is something we cannot do without. To try to live without lying would be foolishness. Since lying is necessary, it makes sense that we should lie well. As we know, anyone who

Before Reading

Discuss the questions.

1. What is a search engine? Which one do you use?
2. What is the most popular search engine on the Internet?

Comprehension Strategy: Recognizing the Author's Purpose

Part of understanding a text is recognizing the author's purpose or reason for writing it. These purposes include to:

- inform
- persuade
- entertain
- instruct
- advise
- argue

A. Read the text. Use the strategy to find the author's purpose. Check (✓) your answer.

- 1. To persuade us to use Google when searching the Internet.
- 2. To inform us about Google's past and present.
- 3. To instruct us about how Google's search engine works.
- 4. To advise us to seek success on the Internet.

B. Read the text again and answer the questions that follow.



CD 3 Track 2

Google It!

- 1 Larry Page and Sergey Brin are two successful young entrepreneurs who have affected the lives of millions of people. In fact, they have changed the way many people use computers and the Internet today. They are the creators of Google, one of the most popular Internet search engines in the world.
- 2 Larry and Sergey first met in 1995 when they were graduate students at Stanford University. They were not good friends immediately. However, Larry and Sergey had one important thing in common. They were

both very interested in computer technology and wanted to help people use the Internet more effectively.

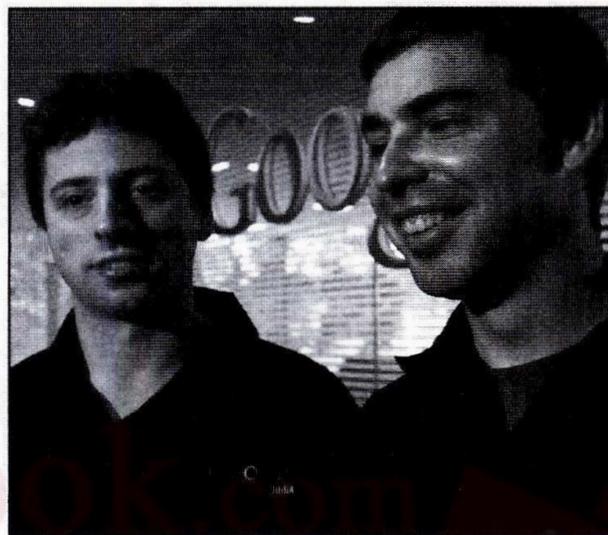
- 3 In 1996, while they were still graduate students, Larry and Sergey decided to create a way for people to search more efficiently on the Internet. They wanted to develop a search engine that would quickly find the most relevant information from the large amount of data on the Internet. With a lot of hard work and creativity, by the end of 1997, their research project had become a big success. They had created BackRub—a

unique search engine that analyzed Web links in a new way.

4 Knowing that their new search technology was something special, over the next year they continued to improve it. Larry's dormitory room became their workshop where the two students worked. Their first business office was Sergey's dormitory room. A friend encouraged them to start their own Internet search engine company. So, they borrowed money from family, friends, and professors to help them get their company, Google Inc., started. In September 1998, the young Google corporation, which consisted of Larry, Sergey, and one employee, moved into its first official company office—a friend's garage.

5 Over the next few years, Larry and Sergey again continued to work on and improve their search engine. They designed a unique, and also secret, way for their search engine to find and organize the large amount of information available online. Using this new technology, it didn't take long for Google to grow and become one of the largest, most popular Internet search tools in the world.

6 Today, millions of people all over the world are using Google. Users run over 200 million searches a day in over 100 different languages. Additionally, there are now Google offices in many different countries, including Japan, France, and Italy. The company's main headquarters has moved from the friend's garage to a large building in California, appropriately named the Googleplex. The number of employees, which the company calls *googlers*, has grown from the original three to over 7,000 around the world in 2006.



Sergey Brin and Larry Page

7 Despite great success and growth, Larry and Sergey still think it is important to keep a “small company feel.” They believe the work environment should be comfortable, and that happy employees, or googlers, are the key to success. For example, the Googleplex has a cafe where googlers can enjoy free, healthy lunches five days a week. Furthermore, googlers can use the workout room, the massage room, and play video games when they need a break from work. It's also common to see googlers having fun at the company's table tennis and pool tables or enjoying a game of roller hockey in the parking lot.

8 Why did Larry and Sergey choose the name *Google*? Their company name was inspired by the word *googol*—a mathematical term which means the numeral 1 followed by 100 zeros. The company likes this term because it reflects their mission, which is “to organize the world's information and make it universally accessible and useful.”



100 .

Oh! He was a hard, clever, mean old man, Scrooge was! There was nothing warm or open about him. He lived a secretive, lonely life, and took no interest in other people at all. The cold inside him made his eyes red, his thin lips blue, and his voice high and angry. It put white frost on his old head, his eyebrows, and his chin. The frost in his heart made the air around him cold, too. In the hottest days of summer his office was as cold as ice, and it was just as cold in winter.

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Nobody ever stopped him in the street to say, with a happy smile, "My dear Scrooge, how are you? When will you come to see me?" No poor man asked him for money, no children asked him the time, no man or woman ever, in all his life, asked him the way. Animals as well as people were afraid of him. Cats used to hide in doorways when they saw him coming. But what did Scrooge care! It was just what he wanted. He liked being on the edge of people's busy lives, while warning everyone to keep away from him.

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One Christmas Eve, old Scrooge was working busily in his office. It was cold, frosty, foggy weather. Outside it

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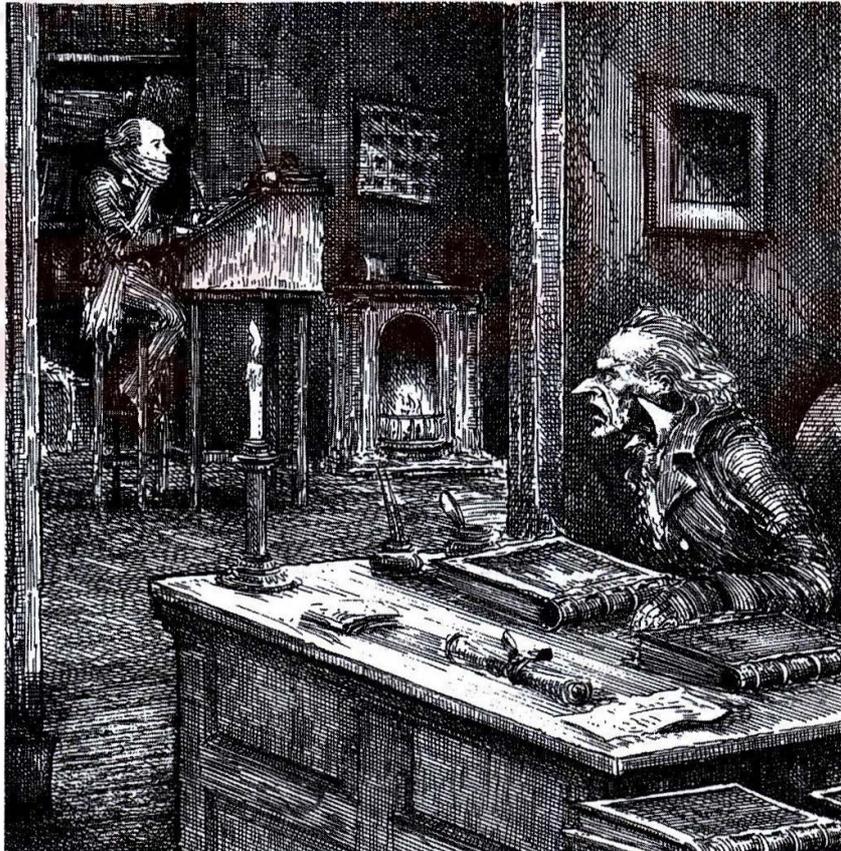
“Of course I’m angry,” answered the uncle, “when I live in a world full of stupid people like you! You say ‘Merry Christmas!’ But what is Christmas? Just a time when you spend too much, when you find yourself a year older and not an hour richer, when you have to pay your bills. Everyone who goes around saying ‘Merry Christmas’ should have his tongue cut out. Yes, he should!”

550

“Uncle! Please don’t say that!” said the nephew. “I’ve always thought of Christmas as a time to be helpful and kind to other people. It’s the only time of the year when people open their hearts freely to each other.

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And so, uncle, although I’ve never made any money from



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Cover to Cover 3

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Cover to Cover develops reading skills, builds vocabulary, and makes reading more enjoyable. The reading passages are taken not only from magazines and newspapers, but also from popular classic stories such as *A Christmas Carol* and *The Secret Garden*. These extracts, specially adapted for learners of English, provide a practical way to introduce extensive reading into the classroom.

- Reading texts explore **up-to-the-minute issues** such as online gaming, why more women are choosing to stay single, and the secret of a long life.
- Extracts from **Oxford Bookworms graded readers** develop reading fluency and encourage reading for pleasure.
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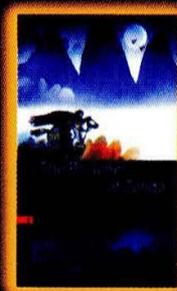
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