

Orange is it

Aim of worksheet

To give students reading practice and to extend vocabulary. The theme of the text is the colour orange as a corporate colour.

Time and materials

Allow about 45 minutes.

The activities are best done with a dictionary so the students can find and/or check their answers. All the language in the worksheet is in the Second Edition of the *Macmillan English Dictionary for Advanced Learners* (MED).

Procedure

- 1 Ask the students to look at the title of the article and ask them what they think the text is about. Briefly discuss why they think orange is so prevalent as a corporate colour.
- 2 Ask the students to check the meanings of the words in Activity 1. When they have done this, check the answers with the whole class.
- 3 Ask the students to read the text and complete it with the words from Activity 1. Go through the answers with the class.
- 4 Elicit a summary of the main ideas of the text. You could ask a few comprehension questions to check understanding and to help explain meaning. For example:

How many colours can the human eye discern?

Which companies have recently 'gone' orange?

What does the mobile phone company Orange believe the colour orange represents?

What role does colour play when we decide to buy something?

Why is orange so popular these days?

What does science tell us about the colour orange?

What are the connotations of other colours?

- 5 Ask the students, working alone or in pairs and using a dictionary, to check their answers to the questions in Activities 2 to 5. Go through the answers and check understanding with the students.
- 6 Ask the students to form pairs or small groups and discuss questions 1 to 5 in the **For discussion** section. Ask them to report back anything interesting from their discussions.

Answers

► Activity 1

a discern	b nuances	c myriad	d connotations	e crucial
f bypassing	g solely	h portray	i grabs	j frivolous

► Activity 2

a *discernible*: able to be seen, noticed or understood

discerning: showing good judgement about things such as art, music and books

b *nuance*: a slight difference (in colour) that may be difficult to notice

shade: a particular form of a colour, for example, sky blue and navy blue are shades of blue

hue: a literary word for colour

Answers (continued)

c **meaning in text:** to avoid dealing with something

other meanings: to avoid the centre of a town or city by using a road that goes round it; to perform a medical operation to make someone's blood flow past a blocked or damaged part of their heart rather than through it

d grab hold of; grab an opportunity/chance; grab (the) headlines; make a grab at/for something; up for grabs

▶ **Activity 3**

a authority **b** calmness **c** cleanliness **d** dynamism **e** femininity
f fragility **g** innocence **h** neutrality **i** solidity **j** youthfulness

▶ **Activity 4**

a **dark:** deep, rich, sombre

bright: garish, gaudy, loud, vibrant

pale: faded, light, pastel

▶ **Activity 5**

a *black market:* the illegal buying and selling of goods

b *once in a blue moon:* very rarely

c *red carpet:* special treatment to an important visitor

d *out of the blue:* suddenly and unexpectedly

e *black sheep:* someone who is not approved by the other members of their family

f *caught red-handed:* caught doing something wrong