

Select Readings, Second Edition
Pre-Intermediate, Chapter 3 Test

Read the passage and answer the questions that follow.

The Effect of Colors

We have all heard expressions like *seeing red* or *feeling blue*. These expressions describe human emotions by using a color. But does color actually have an effect on our emotions?

Color perception¹ is controlled by the human brain—not by the eye. The eyes see a color and then signals are sent to the brain. Our brains then tell us how we feel emotionally about each color.

In general, certain colors create a certain type of emotional response, or feeling. Strangely, a color such as green, which in nature might create a feeling of relaxation and peace, can have the opposite effect when used to talk about things like a person’s face or an egg. Our cultural background, expectations, and past experiences can all change our perception of color.

People who work in marketing use these emotional responses to color when they plan a new advertising campaign, or design a package for a new product. Marketers are very careful to use colors that consumers feel good about to sell their product.

For example, the color red usually causes a strong emotional response in a consumer. Marketers often use red in their designs to cause people to make quick decisions. That is why you often see the buttons ‘Buy Now’ or ‘Click Here’ in red on Internet banners and websites.

Blue, on the other hand, carries with it a feeling of cleanliness² and trust. That is why we often see the color blue used in advertising for services related to cleanliness, such as water filters³ and cleaning liquids, or products such as high-tech items that should create a feeling of dependability.

The next time you walk through your local supermarket, pay attention. Can you see how the use of color on the various products might affect your decision to buy them or not? That is your emotional response to color in action.

1. The reading passage is primarily about _____.
 - A. How people’s favorite colors can make them buy things
 - B. Learning new English expressions with colors
 - C. How colors can affect the choices consumers make
 - D. Why red is better than blue in marketing
2. Which of the following colors are mentioned in the reading?
 - A. blue, green, and white
 - B. green, red, and blue
 - C. red, white, and blue
 - D. white, green, and red

¹ **perception** how people see and understand something

² **cleanliness** being clean

³ **water filters** machines that make water cleaner

3. How people perceive colors is controlled by _____.
 - A. the brain
 - B. the eyes
 - C. nature
 - D. signals

4. According to the reading, different colors can make people _____.
 - A. have strange feelings
 - B. see opposite effects
 - C. feel relaxed in nature
 - D. have certain emotional responses

5. According to the reading, the color green can make us feel _____.
 - A. peaceful when we think of it in a person's face
 - B. upset when we think of it while eating eggs
 - C. relaxed when we think of it in nature
 - D. happy when we see eggs that are that color

6. Which of the following is not part of what shapes how we perceive colors?
 - A. past experiences
 - B. expectations
 - C. cultural background
 - D. careful planning

7. The author says that the color red can _____.
 - A. make us decide to buy things more quickly
 - B. make us buy more things
 - C. make us go shopping more often
 - D. make it hard for us to make decisions

8. According to the passage, we can infer that blue is a good color to market all of the following items except _____.
 - A. floor cleaning supplies
 - B. computers
 - C. meat and fish
 - D. video cameras

9. In paragraph 6, what does the author mean by 'dependability'?
 - A. a feeling that the product is the best you can buy
 - B. a feeling that the product is easy to use
 - C. a feeling that the product is faster than others
 - D. a feeling that the product will work well for a long time

10. From the passage, we can infer that _____.
 - A. red is only used for marketing online
 - B. all people have the same reactions to the same colors
 - C. we can find examples of color-based marketing wherever we shop
 - D. green is not a good color for marketing products