



Lesson

2

Life Is Full of Colors


✓ Check what you already know.



- What's your favorite color?
- Can you recommend a good color for the shirts?



- Jake **lives** in Seoul, and Sumin **lives** in Busan.
- He **had** his son **clean** the kitchen.



Think Ahead What color do you think represents you best?

In this lesson, I will ...

Listening & Speaking

- learn to ask others their preferences.
- learn to ask others to do something.

Reading

- read some fun facts about colors.

Writing

- write a passage describing a pie chart.

Culture

- learn about the various colors of mail boxes used around the world.

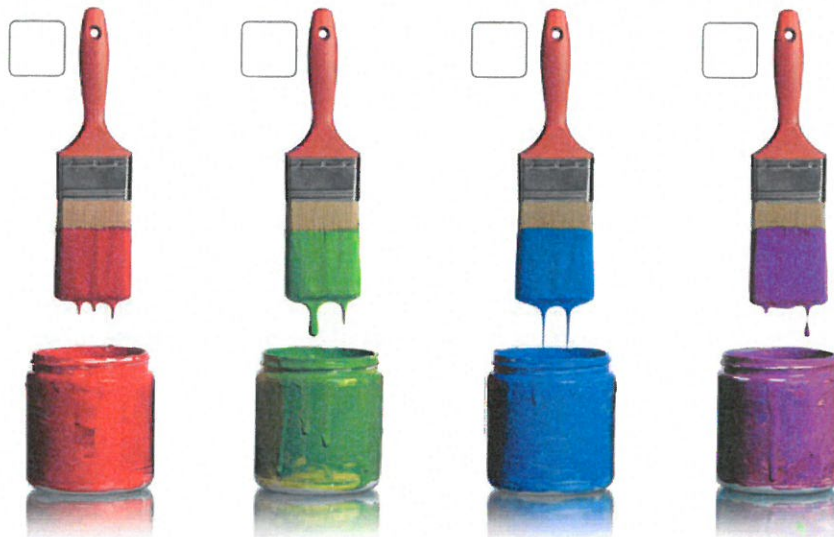
Key Expressions

- What color do you prefer ... ?
- I wonder if you could recommend ...
- It was generally accepted that **pink was for boys and blue for girls**.
- There is a gene that **allows** people **to perceive** the color red.

Starting Out

THINK

Do you know what the most popular colors in the world are? Guess and rank the following colors in order of the popularity of them.



LISTEN

What color did the class decide on for the bulletin board of their classroom?



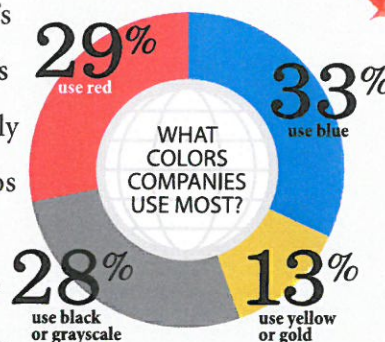


Color Matters



Lesson 2

Studies have shown that a product's color influences about 80% of a customer's purchasing decision. So companies really focus on the colors of their brand logos and goods. In particular, they focus on the effects colors have on their customers' emotions and memories. For example,



red is used in food by restaurants and food companies to stimulate appetite. And blue is often used in the corporate business world because it symbolizes trust and high efficiency. A study analyzed the colors of the logos of the world's top 100 brands. The result of the study is displayed in the pie chart.

(<https://www.marketo.com/infographics/>)

- In each circle, write names of companies whose brand logos are the color of the circle.

