**READING COMPREHENSION**

**UNIT 1 CHANGING WORLD MARKETS**

1. Ascompanies try to grow and introduce their products in other countries, they need to see the important differences among interna­tional markets. It is becoming more and more important for companies to create products and advertising strategies that fit different cultures.
2. Consider TV advertising in the United States, for example. When someone in the U.S. watches a movie on TV, he or she might be waiting for "the good guy" to get "the bad guy," but then suddenly a TV com­mercial interrupts the action. There is a break for three—sometimes as much as ten—minutes. Eventually the commercials end, and the movie continues. However, a few minutes later—just when "the good guy" is in serious trouble—the movie is interrupted again by another set of TV commercials. People in the U.S. are used to this, and they might think that it is the same all over the world. In fact, it is not. In places like France and Spain, a viewer can watch at least a half hour of a program before a commercial ***interruption***.
3. The situation in China is a completely different story. For many years, all commercial advertising was illegal in China. Government advertising was everywhere, but business advertising was nonexistent. Then Sony came along and changed things. Sony and other Japanese companies were the first businesses to start advertising in China. They also led the way for other companies to enter the country.
4. Companies wishing to enter international markets can learn some­thing from the Chinese market. In China, it is important for a company not to go in overnight and start advertising right away because this can lead to serious mistakes. Advertisers must take their time and plan their campaigns carefully. For example, because there are millions of people in China who don't know what a "Big Mac" is, a company would not want to rush over there and try to sell Big Macs to the Chinese. Instead, a com­pany must plan ahead five or ten years. It pays to be patient in China.
5. If a company is interested in introducing a product in Russia, it should carefully think about its product and whether or not there is really a market for it. Fast food, for example, was a very strange idea in Russia. In Russian restaurants, a customer usually sits down and the waiter brings the soup, salad, meat, and potatoes—one thing at a time. Traditionally, Russians think people should take their time and enjoy their food.
6. The case of pizza in Russia is an interesting example of introducing a product in an international market. Before the restaurant called "Pizzeria" opened there, the company first had to convince Russian people to try its product. To do this, they explained that pizza was sim­ilar to Russian *vatrushka.* The Russians liked it, but the restaurant was not so popular with foreign visitors because the pizza did not always have enough tomato sauce and cheese. Another problem was that if customers wanted to take the pizza home with them, the chef would not allow it. He did not want it to get cold.
7. World markets are changing every day, and new ones are opening up all the time. Companies and advertisers have to look at the ***big picture*** before they start planning a marketing campaign. They need to con­sider: Will people buy the product? Will they understand the marketing plan? Companies should remember that for years in China and Russia, people had a hard time buying things. The best advertisement of all was a long line in front of a store. ***That*** is how people knew which store was the place to go. So, businesses that want to expand into interna­tional markets must think about how things are changing if they expect to be successful.

**1.** What is the main idea of this text?

1. There are certain world markets where you should not advertise.
2. Advertising in China is different from advertising in Russia.
3. These days most American products are easy to advertise around the world.
4. Changing world markets require a change in advertising strategy.

**2.** In paragraph 2, the word ***interruption***is closest in meaning to …

1. correction
2. break
3. ad

(D) product

**3.** What can be inferred from paragraph 2 about advertising in the U.S.?

1. American advertisements do not sell products well.
2. Other countries should follow American advertising strategies.
3. There is too much violence on American TV.
4. There is too much advertising on American TV.

**4.** Which of the following is ***not mentioned*** in paragraph 3 as examples of the Chinese situation?

1. commercial advertising used to be illegal
2. government advertising was nonexistent
3. business advertising was not seen anywhere
4. the Japanese changed advertising in China

**5.** In paragraph 6, the key to selling pizza in Russia was that …

1. it was similar to *vatrushka*
2. it was sold in Moscow
3. foreign visitors loved it
4. you could take it home

**6.** In paragraph 7, the expression ***big picture***is closest in meaning to …

1. a large photo
2. the worst situation
3. the whole context
4. the most important point

**7.** Why does the author make the comment, "*Companies should remember that for years in China and Russia, people had a hard time buying things*."?

1. To contrast them with other countries
2. To remind the reader of difficult markets
3. To give an example of how things change
4. To explain how countries can become successful

**8.** In paragraph 7, what does the word ***that***refer to in the sentence, "*That is how people knew which store was the place to go."?*

1. China
2. Long line
3. Advertisement
4. Store

**9.** Where would the following sentence best fit? Circle the letter that shows the point where you would insert this sentence.

**In many parts of the world, advertisements in the middle of a program are rare.**

Consider TV advertising in the United States, for example. When someone in the U.S. watches a movie on TV, he or she might be waiting for "the good guy" to get "the bad guy," but then suddenly a TV commercial interrupts the action. [A] There is a break for three—sometimes as much as ten—minutes. [B] Eventually the commercials end, and the movie continues. However, a few minutes later—just when "the good guy" is in serious trouble—the movie is interrupted again by another set of TV commercials. People in the U.S. are used to this, and they might think that it is the same all over the world. [C] In fact, it is not. [D] In places like France and Spain, a viewer can watch at least a half hour of a program before a commercial interruption.

**10.** Which of the following expresses the essential information in this sentence from the passage?

**The Russians liked it, but the restaurant was not so popular with foreign visitors because the pizza did not always have enough tomato sauce and cheese.**

1. Even though the Russians liked Pizzeria pizza, the foreign visitors did not.
2. Because the pizza did not have enough tomato sauce and cheese, the foreign visitors did not like it.
3. The Russians and the foreign visitors both liked the pizza.
4. The Russians liked the pizza, but it did not have enough sauce and cheese.