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Title of book : NORTH STAR

Discussion : Reading (membaca)

(Ringkasan / resume)

Unit 1 - The world of advertising

- a. PREDICTING
- b. SHARING INFORMATION
- c. PREPARING TO READ

ADVERTISING ALL OVER THE WORLD

1. How can a rabbit be stronger than a football hero? How can a rabbit be more powerful than a big, strong man? In the world of advertising, this is quite possible.
2. in the world of advertising, selling products is the most important goal.
3. but is also true that the problems of global advertising-problem of language and culture

Unit 2 – Going to extremes: Sports and obsession

An **obsession** is a very strong desire to do or be something.

Sometimes an obsession with sport can help an athlete to practice harder and improve.

Unit 3 – Miracle Cure ?

A treatment is a way to cure a sickness or to improve a person's health.

A miracle cure ? more and more people are turning away from their doctors and, instead, going to individualis who have no medical training and who sell unproven treatments.

Unit 4 – The Metamorphosis

The metamorphosis is a short story which is both funny and sad at the same time. It is funny because of how Gregor must learn to move his new “cockroach” legs and body.

Unit 5 – Speaking of gender

Often boys and girls are given different types of toys, games, and clothing. Complete the chart below about your home culture.

Unit 6 – Ecotourism

Tourists in a FRAGILE LAND

1. As a scientist working in Antarctica.
2. Antarctica is the center of important scientific research, and it must be preserved for this purpose.
3. When tourist groups come here they take us away from our research.
4. The need to protect Antarctica from tourists becomes even greater when we consider the fact that there is no government here.
5. If we don't protect Antarctica from tourism there may be serious consequences for us all.

Unit 7 – What's So funny about that ?

THE STORY OF I LOVE LUCY

1. My dream of being a TV star had finally come true.
2. Our decision to create I Love Lucy was made.
3. Desi clearly described and carefully summarized what his ideas for the show were.
4. After we started making the show I looked more and more like an expectant mother.
5. Lucy's dream of being a star was one reason why I Love Lucy was a hit.

Unit 8 – ALWAYS IN FASHION

1. Cosmetic surgery, also known as “plastic” surgery.
2. People have always had the desire to look more beautiful and fashionable.

Unit 9 – Crime And Punishment

Murder is totally unfair because the victims of murder are gone forever. Their hopes and plans have ended permanently, and the pleasures they enjoyed in life have been destroyed.

Unit 10 – Finding A Spouse

All human beings are born into families, and families begin with the joining together of a man and a woman in marriage. All societies have their own form of marriage.

CONCLUSION :

Explore fascinating content while building language competence and critical thinking skills. The best selling NORTH STAR series offers two strands. to avoid these problems of translation, most advertising firms are now beginning to write completely new ads global advertisers must also consider differences in laws and customs, finally there is the question of what to advertise.

REVISION FEATURES

- new and updated high – interest topics motivate students to express their own point of view.
- Expanded vocabulary and pronunciation practice ensure greater language proficiency
- A grammar and the azar grammar series.
- The fully integrated approach includes a teacher's manual with achievement tests, testGen CD-ROM, process writing activity books, audio recording of the main reading and listening sections, a new video program, and web activities.