

Reading Comprehension

Skimming and Scanning:

Skimming and **scanning** are reading techniques that use rapid eye movement and keywords to move quickly through text for slightly different purposes.

Skimming is reading rapidly in order to get a general overview of the material.

Scanning is reading rapidly in order to find specific facts.

Here's a text through which students are required to use both techniques to achieve two tasks:

1. To put ideas in the correct order as mentioned in the text.
2. To decide if some sentences are true (T) or false (F) with underlining the parts of the text that prove their decisions.

Read the article. Put these techniques for remembering people's names in order.

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| a use the person's name in the conversation | d when a person tells you his or her name, repeat it immediately 1 |
| b imagine the person standing next to another person | e use the person's name when you say goodbye |
| c practise the names when you're not talking to anyone | f imagine the person holding a thing or an animal |

I'm sorry, what was your name again?

Business expert Gordon Dawson tells us how he remembers people's names.



When I was young, I went to a lot of business meetings or conferences, but I could never remember people's names. When I met someone for the first time and they told me their name, I was usually so stressed that I didn't hear it. And then later, when I met the person again, I was embarrassed because I couldn't remember their name. And I couldn't just say, "I'm sorry, what was your name again?" because I was too shy.

Then a few years ago, I learned some techniques to help me remember people's names. Now, when I'm introduced to someone, I always repeat his or her name immediately: "Nice to meet you, Sylvia." Then I use the person's name four or five times in the conversation: "Did you enjoy the dinner this evening, Sylvia?" When it is time to say goodbye, I use the person's name again: "It was nice meeting you, Sylvia."

I also imagine the person standing next to a person I know, maybe someone in my family, a famous person or a character from film or TV. For example, if I meet someone called Frank, I imagine him standing next to my uncle Frank. Or if I meet someone called Jennifer, I imagine her standing next to the



actress Jennifer Aniston. And when I meet someone called James, I think of that person as James Bond. It's a simple idea, but it really works.

To help me remember people's surnames, I sometimes imagine the person with a thing or an animal. For example, if someone's surname is Bell, I imagine them holding a big bell. Or if their surname is Fisher, I imagine them holding a wet fish. Or for someone with the surname Barker, I think of them with a really big dog (dogs bark, you see).

Then I practise their names when I'm on my own. I look at the faces of everyone in the room and I try to remember their names. If I can't remember, I ask someone else, "Excuse me, I can't remember that man's name. Do you know what it is?" It's also a good way to start a conversation and meet new people. William Shakespeare said that there is no sound so sweet as the sound of one's own name. If you can remember people's names, you will be successful in business – and in life.

3 Read the article again. Are these sentences true (T) or false (F)?

- 1 Gordon met a lot of people at conferences when he was young. *T*
- 2 He was embarrassed when he couldn't remember people's names.
- 3 He always asks people to say their names four or five times.
- 4 He has an uncle called Frank.
- 5 He met Jennifer Aniston at a conference.
- 6 When Gordon meets someone called James, he thinks of him holding a bell.