

Inside Reading Level 1
Unit 3 Skill Review: Finding the Main Idea

Name: _____

Date: _____

The Unit 3 Review Skill asks you to find the main idea of the entire article. It also asks you to read the first sentence of each paragraph and think about how it is connected to the main idea.

A Reading 2 “What’s in a Name?” is from a marketing textbook that discusses the factors that go into choosing a good name for a new product. Read the sentences below that begin each paragraph in Reading 2. Think about how the sentences are connected.

Paragraph 1- To be powerful, the name must be easy to remember.

Paragraph 2- The name must also be easy to pronounce.

Paragraph 3- A product name should be unique.

Paragraph 4- In addition, an effective name should hint at what the product is used for.

Paragraph 5- An effective name also includes words, or parts of words, that are positive and inviting.

Paragraph 6- The letters within names are important, too.

Paragraph 7- Marketers must also consider how a product name will translate in other languages if the product is exported.

Paragraph 8- Finally, a name must not generate negative associations in the minds of consumers.

B Circle words in the sentences above that you think are important to the Reading. Look for any repeated words or ideas.

C Now read the first paragraph of the Reading. Think about the words you circled. Then underline the sentence that is the main idea for the entire article.

One of the most important tasks in marketing a new product is giving it a name. In marketing, the quality of a product is not as important as the quality of the name it is given. This is because marketing is not about the product; it is about selling the product. Marketers use strategies such as attractive packaging, catchy slogans, and other clever ways to convince consumers to buy their product. The most powerful marketing strategy, however, is giving a product a powerful name.

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Answer Key

Answers for circled words may vary but should include: name, product.

Main Idea: One of the most important tasks in marketing a new product is giving it a name.
Alternatively: The most powerful marketing strategy, however, is giving a product a powerful name.