

Summary

Summarise the points made in the reading passage and explain how they cast doubt on the the reading passage.

Professor - lecturer, speaker

Reading passage- article

Wood Companies – Timber companies, Timber producers, primary producers of wood products

Eco-friendly – environmentally friendly,

Customers – consumers, buyers, the American market, the marketplace,

Opinion – beliefs, idea, point of view, argument,

Unwilling – reluctant,

Price – cost, amount paid for

Competition – lose ground, take market share, lose customers

Start with a good descriptive sentence to show the reader what you are writing about.

The initial script highlights the fact that American consumers would be reluctant to embrace wood products that are endorsed as eco-friendly by internationally recognised organizations. This opinion is rebuked by a professor who professes the opposite to be true.

The professor believes that in America not all advertising is the same, and that the marketplace can differentiate between those firms endorsing themselves and companies that are independently endorsed by external third parties. Customers that view the environment as important will definitely be influenced to buy based on factors other than price.

Certainly, price plays a part in the purchase decision process. Although, it has also been shown that if environmentally timber is only slightly more expensive, then the cost of the product will not have significant influence on the buying process.

Finally, in the speaker's opinion, should American timber companies not take the time to get certified as environmentally friendly, they will start to lose ground against those firms that do have this certificate. Foreign companies will eventually flood the American market and take market share based on their environmental protectionist policies.

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Gasoline – fuel, liquid petroleum, petrol

Eco-friendly – environmentally friendly,

Cattle – livestock, grazing animals

Opinion – beliefs, idea, point of view, argument,

Cheaper because of increased production – economies of scale

Subsidy – cost of production, government investment, government assistance

Start with a good descriptive sentence to show the reader what you are writing about.

The arguments against the use of ethanol as a fuel source instead of gasoline are not convincing.

Sure, the burning of plant based fuel produces some emissions in the same way as gasoline, but the initial production of the plants also absorbs carbon dioxide and in effect reduces global warming. Gasoline on the other hand is not so environmentally friendly.

The author of the initial article also raises concerns that growing large amounts of plant products and converting it into fuel will reduce the amount of food available for grazing animals. Yet looking at the parts of the plant that are actually used to produce ethanol we can see that they are not the same as those consumed by livestock.

(Yet the cellulose (needed /required) to produce fuel is found in parts of the plant that are not consumed by livestock)

While the third argument, that ethanol is only sustainable as a fuel source because of government subsidy will not always be true as production volumes increase. Like any product, economies of scale means that a large increase in production volume will subsequently lead to a reduced manufacturing cost. Hence, there will no longer be a need to have the government subsidies that currently exist to support the fledgling industry.