

Text Structure Quiz 3

Direction: read each passage and identify how the information is being organized.

1. If you ever get a really good idea, one that could change the world, you should get a patent to protect it. The United States Patent and Trademark Office (USPTO) issues two types of patents: design patents and utility patents. These patents have similar purposes but function in different ways. Design patents cover appearances. Let's say that you developed a new and original design for an iPhone case. To protect your work, you would want to get a design patent, which would help you win lawsuits against people who sell iPhone cases that look like yours. However, if you created a whole new product, like an iPhone case that recharges your phone using solar energy, then you would want to file for a utility patent. Utility patents are harder to get, but they allow you to sue those that copy the function of your product, giving you even greater protection.

- a. Cause and Effect
- b. Chronological Order
- c. Compare and Contrast
- d. Sequence

2. When Americans settled the Midwest, they were challenged by tough soils that resisted their cast iron plows. The Midwest contains some of the richest soil in the world, yet many settlers concluded that the soil was unsuitable for farming because they couldn't break ground. John Deere's steel plow changed all of that. Deere's plow was stronger and lighter than the iron plows people had used up until then. This allowed settlers to open up the tough but rich soil in the Midwest and unlock its agricultural potential. His invention became known as "The Plow that Broke the Plains," and it helped American farmers feed the world.

- a. Spatial / Descriptive Writing
- b. Problem and Solution
- c. Compare and Contrast
- d. Sequence

3. Leonardo da Vinci is easily one of the most popular inventors of all time. Exhibitions featuring his creations draw huge crowds hundreds of years after his death, but his most enduring work is not an invention; it is a sketch: *The Vitruvian Man* is da Vinci's drawing of an unclothed man in two positions. The two positions are drawn on top of one another and the man's body and head are in the same position in each, which gives him the appearance of having a single head and body. The man's arms and legs, however, are spread apart in two different ways: in one his arms and legs form an X, and in the other his arms and legs form a T. A perfectly drawn circle surrounds his body and within that circle is a square. I suppose it comments on the geometry present in anatomy. Anyway, it is a very popular image and I'm sure you would recognize it.

- a. Cause and Effect
- b. Sequence
- c. Spatial / Descriptive Writing
- d. Chronological Order

4. You may not know who Mark Zuckerberg is but I bet you know about Facebook. Zuckerberg and his roommates launched Facebook from their college dormitory at Harvard. Facebook started off as just a "Harvard thing," but Zuckerberg and roommates spread it to other universities like Stanford, Dartmouth, and NYU. As Facebook grew in size and popularity, Zuckerberg took investments but resisted buyout offers. The founders maintained control and in 2012 Facebook became a publically traded company. Today Facebook is one of the world's most popular websites and Zuckerberg is the CEO. Facebook has over one billion users and Zuckerberg is one of the 25 richest people in America. That's not too bad for a college dropout.

- a. Problem and Solution
- b. Cause and Effect
- c. Spatial / Descriptive Writing
- d. Chronological Order

5. A patent can protect your ideas, but filing for one is neither cheap nor easy. Before you waste a bunch of time and money, conduct a search to see if your idea has already been patented. You can do this from the USPTO website. If your idea hasn't been patented, then you may complete a patent application. Submit your completed patent application and pay the appropriate filing fees. Twelve to thirty-six months later, a USPTO agent will either issue or deny your patent. If your patent is denied, you may file a reconsideration request. If your patent is approved, you will own the rights to that idea. You'll feel comfortable taking your idea into the wild once it is patented.

- a. Cause and Effect
- b. Chronological Order
- c. Compare and Contrast
- d. Sequence

6. Dogs make good pets, but you have to take them outside all of the time. Cats take care of themselves, but who wants a stinky litter box in their house? Owning a pet is not for everybody. Some people just want the companionship of a pet without all the responsibility. Recognizing this situation, an advertising executive named Gary Dahl created the Pet Rock. The Pet Rock is just a regular rock, but it comes in a custom box with breathing holes and has a 32-page training manual. Millions of people around the world, but mainly in America, have satisfied their desire for a pet without yielding to responsibilities of pet ownership by getting a Pet Rock. You can too.

- a. Cause and Effect
- b. Problem and Solution
- c. Compare and Contrast
- d. Sequence

7. Thousands of software patents are granted every year, and while some of these patents protect good ideas, others just hurt consumers. For example, Amazon was granted a patent giving them the exclusive rights to any process that allows customers to buy a product with a single click. Amazon sued Barnes and Noble when they tried to implement a similar button. Because of the patent that Amazon was granted, Barnes and Noble customers have to navigate through multiple checkout pages to purchase an item. Imagine if McDonald's were allowed to patent the drive-thru window and sued Burger King for having one. Sometimes patents affect consumers negatively.

- a. Cause and Effect
- b. Problem and Solution
- c. Compare and Contrast
- d. Sequence

8. Thomas Edison became known as "The Wizard of Menlo Park" in 1877, when he invented the phonograph. Edison's phonograph allowed people to record sounds and replay them. Though this technology was unimpressive by today's standards—his recordings would only play few times and the sound quality was poor—back then Edison's device appeared to be magical. That's why people called Edison "The Wizard of Menlo Park," because they suspected him of witchcraft.

- a. Problem and Solution
- b. Cause and Effect
- c. Spatial / Descriptive Writing
- d. Sequence

9. Joseph Lister radically changed medicine when he proved that germs cause infections. Using Lister's method to sanitize your surgical tools is easy. Just get all of your surgical tools and dressings together, and then crack open a vat of carbolic acid. Soak your tools and dressings in the acid for a few minutes and then remove them. Allow your surgical tools to dry on a clean surface. You are now ready to begin your surgery. Your patients will rejoice over the benefits of surgical sanitation, such as decreased infection rates and better chances of survival.

- a. Cause and Effect
- b. Problem and Solution
- c. Compare and Contrast
- d. Sequence

Matching: match the definition to the term and shade in the appropriate bubble.

10. An action and its results are discussed	a. Chronological
11. Information is organized in order of time	b. Problem and Solution
12. A difficulty is described and an answer is offered	c. Sequence
	d. Cause and Effect
13. Differences and similarities of two or more things are discussed	a. Cause and Effect
14. Explains how something happens or is done, step-by-step	b. Spatial / Descriptive
15. Describes how something looks or the arrangement of a space	c. Compare and Contrast
	d. Sequence