11D REAL WORLD Advertising works

Advertising VOCABULARY 11.4

1 a Choose the correct words.

1 The artist designed a great *logo*/*slogan*.
2 They handed out *publicity*/*leaflets* in the shopping centre.
3 They give away free *samples*/*campaigns* in the supermarket.
4 They launched the *product*/*budget* in October.
5 Their advertising campaign was all over the *press*/*media*, except television.
6 The new trainers unexpectedly benefited from viral *campaigns*/*marketing* when young people praised them on social networks.
7 I saw a great advert for my favourite shampoo on a *billboard*/*slogan* on my way in to work.
8 When is the party to *design*/*launch* your new book?

b Match the words you didn't choose in **1a** to these definitions.

1 a short phrase to advertise something: *slogan*
2 the attention someone gets from appearing in newspapers, etc.: _____
3 the amount of money available to spend on advertising: _____
4 a series of advertisements for a product: _____
5 printed media, such as newspapers and magazines: _____
6 make or draw plans for a new product: _____

Discussion language (3) REAL WORLD 11.1

2 Laura, Tim and Steve work for an advertising agency. They are discussing the launch of a new chewing gum. Fill in the gaps with the phrases in the boxes.

A

~~I wonder if it would be a good idea~~ I'd rather we didn't
How about Yes, that could work The main problem with that
So am I right in thinking that

LAURA [1] *I wonder if it would be a good idea* to get a famous footballer to launch the product.
TIM [2] _____ is that it's been done too often before.
LAURA I suppose so. Let's think. OK. [3] _____ using that runner who won the London Marathon this year instead?
TIM [4] _____. What do you think, Steve?
STEVE [5] _____ have a sports person at all, to be honest.
LAURA [6] _____ you want us to have an actor or singer, or someone? Or not to use a celebrity at all?

B

So are you saying that Why don't we try and
I'm not sure that's such a good idea Yes, that makes sense

TIM I know. [7] _____ advertise it in *Girl Talk*?
STEVE That new teen magazine? [8] _____.
LAURA [9] _____. That's bought by girls and I thought we were aiming at boys.
STEVE [10] _____ we don't try to sell this to girls at all?

C

it's worth a try Can we just go over this again?
Maybe we should avoid One thing we could do

STEVE [11] _____ is give out free samples with a national magazine.
LAURA Well, we may not have enough in the budget, but [12] _____.
TIM [13] _____ using free samples. It's so expensive. What's wrong with the idea of the poster campaign we were discussing?
LAURA OK. [14] _____ We all agree we need a big campaign, but we don't want to spend too much.

Reading and Writing Portfolio 11 p84

12A Where's my mobile?

Language Summary 12, Student's Book p155

Colloquial words/phrases

VOCABULARY 12.1

1 **a** Replace the words/phrases in bold with the colloquial words/phrases in the box.

~~What's up?~~	trendy	quid
hang on a sec	bug	
stressed out	crazy	
chill out	mate	telly

What's up?

LAURA [1]~~**What's the matter?**~~ You look tired. Another late night?

NICOLE No, it's worse than that. I'm really [2]**worried and anxious** about work. Well, about my boss, really.

LAURA Not again! You really shouldn't let him [3]**annoy** you so much.

NICOLE I know. You're going to tell me I'm [4]**stupid**.

LAURA Yes, I am. You should just [5]**relax** more. He's not worth it.

NICOLE I know. Maybe I'll just go home and watch [6]**television**.

LAURA Oh no you won't! Let's go to that [7]**fashionable** new bar that's just opened.

NICOLE Oh, Laura, you're such a good [8]**friend**, you know!

LAURA [9]**Wait a moment**. Not so good, actually. I haven't got any cash on me.

NICOLE No problem. I've got a few [10]**pounds**.

b Replace the words in bold with these words and phrases.

loo	messed it up	a hassle	pretty
guy	pop into	fancy him	chucking out

ALFIE Hi, Jess. What are you doing?

JESS I'm [1]**throwing away** all my old photos and letters.

ALFIE So who's this [2]**man** here?

JESS Oh, that's Jamie. I used to [3]**find him really attractive** when I was about 14!

ALFIE And what happened to him?

JESS Oh, it became [4]**complicated** because my sister liked him, too. So I didn't see him again.

ALFIE Well, 14 is [5]**quite** young to really be in love!

JESS Exactly. How was your driving test?

ALFIE Oh, I [6]**did it badly** again. I just can't do three-point turns.

JESS Never mind. I'll tell you what – let's [7]**go to** that new restaurant in Castle Street for a quick lunch. I'll drive!

ALFIE Great. I'll just go to the [8]**toilet** and then I'm ready.

Modal verbs (2): deduction in the present and the past

GRAMMAR 12.1

2 Make sentences with these words.

1 be / That / brother / must / Diana's / guy

That guy must be Diana's brother.

2 I / house / to / must / move / they / be / think / planning

3 must / been / crying / Nikki / have

4 lost / can't / passport / You / have / your

5 much / can't / ten / He / than / be / more

6 going / be / may / later / out / He

7 might / Tom / be / That / door / the / at

8 could / He / forgotten / have / it / about

Answer Key

1A A global language

1 2 know a few words 3 can't speak a word 4 'm reasonably good 5 can also get by 6 picked up 7 'm bilingual 8 also fluent in 9 can have a conversation 10 it's a bit rusty

2 2 can get by in German 3 sister is fluent in Chinese 4 Portuguese is a bit rusty 5 picked up some/a few words of Italian on holiday 6 bilingual in Turkish and Spanish

3a 2 h 3 d 4 f 5 e 6 c 7 a 8 i 9 g

b Present Continuous: 7 Present Simple passive: 8 Present Perfect Simple: 6 Present Perfect Continuous: 4 Past Simple: 1 Past Continuous: 3 Past Simple passive: 2 Past Perfect Simple: 5

4a 2 are based 3 was 4 had been 5 recovering 6 had just written 7 inspired 8 didn't 9 was 10 takes 11 believed 12 were

b 2 was interrupted 3 were looking 4 gave 5 has had 6 still use / are still using 7 know 8 have recently asked 9 is written

1B Open learning

1 2 lecture 3 dissertation 4 fees 5 student loan 6 tutorial 7 Masters 8 undergraduate 9 postgraduate 10 professor

2a 2 Did you **go** to the seminar yesterday? 3 ✓ 4 Some universities **do** give scholarships, but we don't. 5 ✓ 6 If I were you, I **wouldn't** eat in the college canteen. 7 **Do** you like doing exams or prefer continuous assessment? 8 I've **been** invited to apply for a PhD, but the fees are too high.

b b 1 c 7 d 6 e 8 f 5 g 3 h 2

3 2 a 3 a 4 c 5 b 6 a 7 c 8 c 9 b 10 a 11 b 12 c

4 2 wasn't 3 had 4 does 5 would 6 shouldn't 7 don't 8 'm 9 do 10 was 11 don't 12 won't

1C Getting results

1 c

2 2 to think 3 to recognise 4 to make 5 to check 6 making 7 think 8 reading 9 to suggest 10 to take 11 to demonstrate 12 be

3 1 B, E 2 D 3 G 4 F 5 A 6 C 7 B

1D Evening classes

1a 2 a 3 b 4 c

b b 2 c 1 d 3

2 2 What about 3 Who to 4 Where from 5 How long for

3 2 was 3 How 4 Where 5 how's it 6 do you 7 What kind/ type/sort 8 haven't you 9 like 10 what way

2A It's bad for you!

1a 2 every day 3 once in a while 4 every now and again 5 most days

b 2 N 3 N 4 Y 5 Y 6 N 7 Y

2 2 happened 3 was always eating / always used to eat 4 he won't eat 5 he's always worrying 6 used to eat / would eat 7 he gets up 8 would even complain / was even complaining

3 3 ✓ 4 used to be 5 knew / used to know 6 ✓ 7 ✓ 8 was / used to be 9 made

4 2 a 3 b 4 a 5 a

5 2 My doctor is always telling me to take more exercise. 3 My wife will (always) check the labels before she buys food. 4 When I was a student, I used to be a vegetarian. 5 I never used to worry about my food until I put on weight. 6 When my children were small, I would never give them fast food.

2B Life's different here

1 1 a 2 i 3 g 4 j 5 c 6 e 7 b 8 f 9 h 10 d

2 1 by 2 of 3 about 4 of 5 by

3 2 got used to wearing 3 get used to driving 4 used to flying 5 got used to drinking 6 used to living 7 used to answering

4 2 having to 3 organising 4 enjoy 5 focusing 6 wearing 7 get

5 2 b 3 d 4 a 5 e 6 c

6 2 He's getting used to **having** a baby in the house. 3 He's **used** to driving long distances, so don't worry. 4 He's used to the hot weather. He comes from Australia. 5 I didn't **use** to like him, but I do now. 6 We used to **play** together when we were children. 7 Did you two **use** to know each other? 8 How long did it take to get used to **wearing** contact lenses?

2C At a glance

1 1 B 2 D 3 A 4 C

2 2 F 3 T 4 T 5 T 6 T

3 2 responsibility 3 preference 4 conclusion 5 originate 6 conviction 7 really 8 criticism 9 recognisable

2D I see your point

1 2 g 3 e 4 h 5 a 6 c 7 b 8 f

2 2a D b A 3a A b D 4a A b D 5a A b A 6a D b A

3 2 Oh, do you think so? 3 Well, I'm still not convinced. 4 Well, I can't argue with that. 5 I see what you mean.

3A Against the law

1 2 stolen; theft 3 vandalism; vandalise 4 smuggling; smuggle 5 shoplifting; shoplift 6 looting; loot 7 burgled; burglary

2 2 kidnapper 3 smuggler 4 fraudster 5 arsonist 6 burglar 7 mugger 8 terrorist 9 looter

3 2 f 3 a 4 b 5 d 6 g 7 c 8 e

4 1 As long as; wasn't 2 If; broke; Unless; wouldn't charge 3 Would; approach; if; Even if; looked 4 Imagine; hit; Assuming; was 5 Suppose; ate; Unless; forgot 6 Suppose; Would; ask; Provided; could

3B It shouldn't be allowed!

1 2 b 3 d 4 b 5 c 6 d 7 a 8 d 9 c 10 b

2 1 had accepted / would have 2 Would you have; had 3 'd had; wouldn't have 4 had; would you have 5 could have; hadn't sentenced 6 should be; would you have had to 7 hadn't known; might not have 8 you have had; had found

3a 2 Would you have taken; hadn't refunded 3 hadn't attacked; would she have shot 4 would have gone; had found 5 would have got; hadn't become 6 hadn't given; would have acquitted

b 1b T 2a T b F 3a T b T 4a F b F 5a T b T 6a T b T

4 1 ... been in bed at midday. If she hadn't been in bed at midday, she wouldn't have heard her neighbour's alarm. If she hadn't heard her neighbour's alarm, she wouldn't have seen the burglars. If she hadn't

Answer Key

seen the burglars, she wouldn't have called the police.

2 ... he would have had some money. If he'd had some money, he wouldn't have stolen food from a supermarket. If he hadn't stolen food from a supermarket, the security guard wouldn't have called the police. If the security guard hadn't called the police, Martin wouldn't have gone to court. If he hadn't gone to court, he wouldn't have gone to prison. If he hadn't gone to prison, he wouldn't have met lots of criminals. If he hadn't met lots of criminals, he wouldn't have become interested in crime. If he hadn't become interested in crime, he wouldn't have trained as a police officer.

3C The cost of crime

1 not mentioned: b, e

2 1 to 2 for 3 on 4 in 5 on 6 to 7 for

3 3 stops 4 from 5 worry 6 about 7 cope 8 with 9 complained 10 to

4 1 entertainment / watching TV
2 He thinks Rizza doesn't need CCTV because the shop is too small.
3 You don't need permission to install a CCTV camera. 4 It makes areas feel safer. / It discourages crime and helps to solve it. 5 There is no evidence that it stops criminals from committing crimes; there are problems with personal privacy.
6 Images of his suicide attempt were shown on TV. 7 No. The camera was turned off.

3D How can I help?

1 2 That'd be 3 if you like 4 I'd better 5 Would you like me 6 you wouldn't mind 7 Why don't I 8 It'd be easier 9 would it help if 10 As long as 11 What if I called 12 I can

2a 2 Would you like me to come over?
3 Would it help if I rang your bank?
4 What if I cancelled tomorrow morning's meeting? 5 Why don't I call you a taxi? 6 I'll pick you up and you can stay at ours tonight if you like.

b b 5 c 3 d 6 e 2 f 4

4A Urban legends

1a 2 made up 3 went off 4 pass on

b 2 came round 3 ran away 4 turned out 5 work out

2a 2 bumped 3 apologised 4 went on 5 noticed 6 had gone 7 chased 8 had caught up 9 shouted

b 2 a 3 c 4 a 5 c 6 b 7 c 8 a

3 2 When I finally found the café, Jacqui had already been waiting for an hour. 3 By the time I got out of the shower, the phone had stopped ringing. 4 When we arrived at the cinema, the film had already started.
5 When Tom came to see me, I felt exhausted because I had been working all day.

4 2 had bought/had been buying 3 realised 4 had disappeared 5 had noticed 6 had been doing 7 phoned 8 got 9 saw 10 had parked 11 had to 12 had been returned 13 got 14 had stolen

4B First books

1 2 author 3 plot 4 novelist 5 genre 6 browse 7 hardback 8 critic 9 flick ↓ paperback

2a 1 This book, which was about the American Civil War, was made into a famous film. 2 This Shakespeare play is about two lovers whose families hate each other. 3 The place where this modern novel takes place is Paris. 4 This novel, which is by the Russian writer Tolstoy, is extremely long. 5 This book, whose hero is a vampire, is very popular with teenagers. 6 The novel that I love the best was written by a Frenchman called Flaubert.

b a 4 b 2 c 5 d 6 e 1 f 3

3 1 ✓ 2 ~~which~~ 3 ~~that~~ 4 ✓ 5 ~~that~~ 6 ~~that~~ 7 ✓

4 2 which/that 3 when 4 where 5 who/that 6 which 7 which/that 8 whose

5 2 The novel is based on a true story (which/that) her mother told her.
3 My son lent me this book, which I'm trying to finish before he gets back. 4 I know the woman (who's) giving tonight's book reading.
5 Did you read that paperback (which/that) I lent (to) you last week?
6 Jacqueline Wilson is a writer whose books are read by millions of young girls all over the world.

4C Very funny!

1 c

2 1 because 2 Even though 3 instead of 4 despite 5 Nevertheless, 6 since

3 1 a 2 b 3 c 4 b 5 a

4 2 As 3 Even though 4 whereas 5 instead of 6 Apart from

4D How was your day?

1 2 driving; crazy 3 killing 4 nightmare 5 forever 6 dying; drink

2 2 a ton 3 over the moon 4 scared stiff 5 out of my mind 6 speechless

3a 2 I can imagine 3 He would say that, wouldn't he? 4 That is fantastic news. 5 to be honest 6 I bet you were!

b b I bet you were! c He would say that, wouldn't he? d to be honest e That is fantastic news! f I can imagine.

5A Nature's best

1 1 Keeping a pet can be **time-consuming** but it can also be **rewarding** if you do it well. 2 Rats can seem **weird** pets but the British first started keeping them over 150 years ago. 3 Pet smuggling can be **lucrative** for criminals. 4 Monkeys are fortunately **rare** as pets because they need constant attention and can be **fierce** towards people.
5 Children are usually **enthusiastic** about pets for the first few months but many will lose interest in their animals after this.

2 2 unsuitable 3 affectionate 4 harmless 5 destructive 6 faithful

3a 2 c 3 d 4 a 5 b

b 1 no harder than 2 just as easy 4 nearly as expensive as 5 only slightly cheaper 7 not nearly as friendly as 8 nowhere near as hard work as 9 a great deal easier 10 considerably more dangerous than

4 2 nearly 3 than 4 cute 5 far 6 much 7 less 8 quite 9 no

5 2 not nearly as expensive as 3 as near as interesting as 4 are a great deal larger 5 a little easier to 6 as intelligent as

6 2 Rabbit's fur is as **soft** as feathers.
3 There are thousands more leopards in the world **than** tigers.

4 Bee stings are a lot **more** painful than mosquito bites. 5 The number of wild tigers is getting smaller and smaller each year. 6 Spiders are **far** more frightening than ants.

5B Royal treasures

1 1 catch up on 2 fit in with; go ahead 3 pass by; put you out 4 talk me into; packed out

2 2 If you need me, I'll be sitting outside in the garden. 3 They're **coming** to lay a new lawn this afternoon. 4 I'm going to **buy** some fresh herbs. 5 The castle doesn't **open** until ten. 6 The pollen **will probably** make me sneeze. 7 I'll **water** the plants if you like. 8 I imagine we'll **be** working in the garden all weekend.

3 A b 4 B Present Simple c 5 C Present Continuous d 3 D Future Continuous e 8 f 2 E *will* g 7 h 6

4 2 going to have 3 'll be seeing 4 'm giving 5 'll find 6 Are you going to 7 'll use 8 'll be watching 9 'll be waiting 10 have

5 2 will probably get 3 Will you be able 4 'm going 5 'll see 6 won't be coming 7 goes 8 'll be leaving 9 gets 10 miss 11 'll be asking

6 2 'll be thinking 3 'll be meeting 4 will soon be wondering 5 will be flying 6 Will you be staying

5C The nature of cities

1 B

2 2 DS 3 F 4 T 5 F 6 F

3a 2 lurk 3 fowl 4 lunge 5 giant 6 unwary

b a loiter b lunge c unwary d giant e fowl f lurk

5D Carbon footprints

1 2 inevitable; wasteful 3 unsustainable 4 disturbing; justifiable 5 ethical; damaging

2 2 d 3 c 4 f 5 e 6 a

3 2 Well, some people would 3 Yes, but then again 4 One argument in favour of 5 I've never really thought about 6 That's an interesting 7 I don't think it's right 8 Maybe, but I just don't 9 No, that's not what I

6A Codes of conduct

1 2 e 3 d 4 c 5 a 6 g 7 h 8 b 9 j 10 f

2 2 trying 3 annoying 4 wasting 5 apologising 6 Chatting 7 going 8 being 9 enjoying

3 2 Despite living here, I don't understand British humour. 3 People don't like you standing too close in some cultures. / People in some cultures don't like you standing too close. 4 Eating in restaurants is expensive in some countries. 5 I try to avoid answering direct questions. 6 The English hate being asked how much they earn.

4 2 Smoking 3 Talking about the weather 4 Being late 5 Shaking hands 6 Speaking loudly 7 Watching soap operas 8 Complaining

5 1 barking 2 Feeling 3 ✓ 4 I noticed 5 ✓ 6 taking

6B Rebel!

1 2 big-headed 3 strong-willed 4 level-headed 5 self-centred 6 narrow-minded 7 laid-back 8 self-conscious 9 absent-minded

2 2 They are bound to prefer Emma. 3 ✓ 4 I doubt if Steve will apply for the job. 5 She's unlikely to have another interview. 6 ✓ 7 I can't imagine they will/would choose her for the job. 8 ✓

3 2 bound to 3 may well 4 doubt 5 unlikely 6 can't imagine 7 dare say 8 couldn't

4 2 don't suppose she will mind 3 doubt he will arrive / be arriving 4 can't imagine it will be cold 5 likely to forget

5a 2 I can't imagine what will happen in the next episode of *High Street*. 3 I don't suppose Bruce will get back from lunch before two. 4 It's unlikely (that) Ellie will invite us to her party now. 5 I dare say (that) Jamie will be playing computer games again, as usual.

b a 4 b 5 c 2 d 3 e 1

6C Dress code

1 no

2 1 a 2 b 3 a 4 a 5 b 6 a 7 b 8 a

3 2 F 3 T 4 F 5 T 6 DS 7 T 8 DS

6D Sorry to interrupt ...

1 2 Sorry to disturb you. 3 Can I have a word? 4 Sorry **to** bother you, but have you got a minute? 5 I was wondering if I could see you for a moment.

2 2 I'm really up against it at the moment. 3 Can I have a word? 4 I'm a bit tied up just now. 5 Sorry to bother you, but have you got a minute? 6 Sorry, this isn't a good time. 7 Sorry to disturb you. 8 I'm rather pushed for time at the moment. 9 I was wondering if I could see you for a moment. 10 I'm really rather busy.

3 2 Are you going to 3 I'll be working 4 I'll probably meet 5 is coming 6 I'll 7 goes 8 won't have to

7A At the airport

1 2 doubt 3 realises 4 deserves 5 trusts 6 recognise 7 suit 8 involve 9 respect

2a 2 d 3 a 4 f 5 c 6 b

b b 1 c 5 d 3 e 4 f 2

3 2 've been doing 3 is starting 4 'm doing 5 have to 6 was flying 7 had brought 8 arrived 9 'm thinking 10 was talking 11 seemed 12 suspect

4 2 Did you see; 'm thinking 3 's / has been behaving; Do you think 4 have had; 'm thinking 5 saw; was having

7B Showpiece of China

1 2 production 3 economies 4 Industrial 5 Manufacturers 6 produce 7 distribution 8 development 9 environmentalists 10 economists

2 1 b 2 a 3 d 4 c 5 e 6 f 7 h 8 g

3 2 have been decorating. 3 has been falling since 2000. 4 has been driving for three hours / since 6 o'clock. 5 has been rising since 1970. 6 has been snowing for six hours.

4 2a has he phoned b have been phoning 3a have been learning b Have you ever learnt 4a Have you been painting? b have painted 5a have replied b have been replying 6a has been trying b have tried

Answer Key

7C Life online

1 2 mispronounce 3 ex-colleague 4 pro-government 5 underqualified 6 non-smoker 7 post-war

2 2 self- 3 anti- 4 over 5 multi-

3 2 F 3 DS 4 T 5 T 6 DS 7 T

7D You're breaking up

1 2 contract 3 touchscreen 4 pay-as-you-go 5 cut off 6 reception 7 smartphone 8 landline 9 ringtone

2 2 b 3 a 4 c 5 a

3 2 breaking up 3 catch any of that 4 signal isn't very good 5 keep losing 6 got cut off 7 my battery 8 calling you 9 phone you back 10 a bit of a delay 11 on your landline 12 you'll have to speak up 13 my battery's about to

8A I'm broke

1 2 rate 3 repay 4 loan 5 on 6 of 7 cash 8 on 9 off 10 in

2 1 c 2 a; c 3 a; b 4 a 5 b 6 c

3 Hi Jo,

I've been at college a month now, but it feels like I've been here all my life! Hard work, but I'm enjoying it. I just wish I ~~have~~ **had** more money. I always seem to be overdrawn. At the moment I'm broke, but luckily it's nearly time for my parents ~~sending~~ **to send** me my monthly cheque. If only they **would** send / **sent** one every week!

Anyway, how are you? How's the new job? I wish you ~~be~~ **were** here instead. It would be much more fun! If only there was a direct train service, you could come down more often. Anyway, it's about time I ~~do~~ **did** some work. I haven't done any for two days.

I hope ~~you'd~~ **you/you'll** email me soon.

4 2 found 3 will leave 4 had 5 could buy

8B Every little helps

1 2 up 3 off 4 back 5 down 6 out 7 down 8 off 9 to 10 off

2 2 'd set 3 have booked 4 'd gone 5 hadn't decided 6 have told

3 2 'd waited 3 've known 4 have given up 5 hadn't listened 6 'd worked 7 have become 8 'd learned 9 have taken 10 'd spent

4a 2 e 3 a 4 d 5 f 6 b

b a 5 b 3 c 1 d 6 e 4 f 2

5 1 I wish I'd learned to dance. 2 You shouldn't have parked here. 3 I wish I hadn't bought so much. 4 I should have looked at the weather forecast.

8C A bit extra

1 a

2 2 D 3 B 4 A 5 D 6 E 7 B 8 B 9 D

3 2 reductions – discounts 3 pay – financial reward 4 the be-all and end-all – the most important consideration 5 extra – additional 6 appreciated – valued 7 employees – workers 8 leave – holiday

8D I didn't realise

1 2 d 3 c 4 b 5 f 6 a

2 a have put it down 2 returning your call b you'd phoned until a few minutes ago 3 I'm so late c for some reason 4 what I said yesterday d to upset you

3 2 She grew up in Long Island, which is an hour away from New York. 3 She is a best-selling writer, whose books are read all over the world. 4 Her books, which deal with teenage issues and family problems, have been described as 'soap operas'. 5 She gets a lot of ideas for her books from her friends, who tell her all the gossip in the small town they live in. 6 She spends more than 100 days a year giving readings, which she believes helps to sell her books.

9A The silver screen

1 2 c 3 a 4 a 5 b 6 c 7 a 8 c 9 b 10 a 11 b 12 b

2 2 had fallen 3 were still being produced 4 was released 5 had been taken 6 to fall 7 was being invested 8 were produced 9 left 10 were provided 11 be seen 12 are increasing

3 2 is being shot in the UK, Turkey and China. 3 has been dubbed into 12 languages. 4 is included 5 was being shown on all three screens. 6 is going to be directed by Peter Jackson.

4 2 This film is famous for being made in less than a month. 3 Cartoons used to be drawn by hand but nowadays they are drawn on computers. 4 *Harry Potter and the Deathly Hallows* was the last film based/to be based on J K Rowling's best-selling novels. 5 The American actors spent weeks being trained in British pronunciation. 6 Shooting of the film will be delayed for three months for legal reasons. 7 I prefer films that are/have been subtitled rather than dubbed. 8 If it were less expensive, more films would be made in the UK.

9B What was it like?

1 2 moving 3 believable 4 overrated 5 hilarious 6 underrated 7 gripping 8 realistic 9 predictable 10 weird

2 2 like 3 such 4 so 5 like 6 so 7 such a 8 like 9 many 10 Such as 11 like 12 such 13 so 14 as 15 like 16 like

3 2 like old leather 3 As his manager 4 like/such as nursing 5 as a waiter 6 like the Queen 7 as it always is 8 as a substitute

4a 2 such an 3 such a 4 so 5 such a 6 So 7 so 8 so

b 2 so underrated 3 was so predictable, I left before the end. 4 such an unbelievable ending, I couldn't stop laughing. 5 credit rating is so bad, I can't get a loan from anyone.

9C Is it art?

1 2 E 3 D 4 F 5 A

2 b clear c play d light e poor f show

3a 2 show 3 play 4 poor 5 light 6 clear

b b light c poor d letter(s) e show f clear

9D It's up to you

1a 2 Are you doing anything interesting this weekend? 3 Do you fancy going to see that new French film? 4 Do you feel like eating out or getting a take-away? 5 I thought we could give that new Indian restaurant a try on Saturday.

b b I **don't** really mind. It's up to you. c I'd rather give spicy food a miss, if you don't mind. d I'm going to bed early. Some other **time**, perhaps? e Well, I wouldn't mind **going** to the sales on Saturday morning.

c 2 e 3 a 4 b 5 c

2 2 got anything 3 'm not bothered either 4 up to going 5 give it a miss 6 fancy seeing

3 2 I don't really feel up to going to the gym today. 3 I'm not bothered either way. 4 Have you got anything on next Friday? 5 Do you fancy seeing my brother's band play live? 6 I'd rather give it a miss, if you don't mind.

10A How practical are you?

1 2 put in; burglar alarm 3 replacing; locks 4 bedroom; redecorated 5 cut; grass 6 put up; wall 7 roof; repaired; checked; leaks 8 rugs; dry-cleaned

2 2 b 3 c 4 c 5 a 6 c 7 b 8 a 9 c 10 a 11 b

3 2 Roger had a burglar alarm put in for him. 3 Martha is going to put up some shelves herself. 4 Roger had his car serviced at a garage. 5 Martha has fixed a leak in her bathroom herself. 6 Martha cuts the grass herself.

4 2 have; had 3 haven't had 4 got; get/have 5 get 6 have/get 7 are having/are getting 8 didn't get 9 get/have

10B The youth of today

1 2 b 3 a 4 c 5 b 6 a 7 c 8 c 9 b 10 a

2 2 have got 3 likes 4 costs 5 knows; thinks 6 carries 7 eat/eats 8 is

3 2 no key 3 none of the accused 4 no help 5 no trains 6 None of the food

4 2 cousins 3 no 4 team 5 Neither 6 None of 7 All 8 landlord 9 both of 10 Everyone

5 2 every 3 none of 4 no one 5 Everything 6 all 7 neither 8 no 9 everyone

10C Battle of the sexes

1a b ended c polite d place e forward f tags g loving

b 2 gossip-loving 3 question tags 4 straightforward 5 super-polite 6 workplace 7 open-ended

2 2 T 3 F 4 T 5 T 6 T

10D I did tell you!

1a 2 d 3 c 4 f 5 a 6 e

b 2 The thing that drives me mad about our area is the litter. 3 One thing I love about cutting grass is the wonderful smell. 4 The thing I hate about weekends is Sunday evenings. 5 What I admire about flight attendants is that they're always so cheerful. 6 One thing that impresses me about Simon is his determination.

2 2 kids nowadays is that they're so rude. 3 having my hair done is that it takes ages. 4 makes me think about retiring is my health. 5 don't enjoy about Hollywood films is that they're so predictable. 6 annoys me about these trousers is that they have to be dry-cleaned.

3 2 Our bathroom had to be redecorated after the flood. 3 A statement is going to be made at midday tomorrow. 4 The boiler had to be fixed when it ~~was broken~~ broke down. 5 I paid £50, so I think it was a rip off. 6 They ~~were~~ put in a burglar alarm last week.

11A Meeting up

1a 2 on the go 3 a living 4 redundant 5 work 6 a project 7 a living 8 work 9 get 10 a talk

b 2 redundant 3 on the go 4 freelance 5 out of work 6 living

2 2 have found 3 be learning 4 be living 5 have retired 6 be driving 7 be making 8 'll have

3 2 will buy / will be buying 3 will have invented 4 won't eat / won't be eating 5 will live / will be living 6 will have found 7 will have / will be having 8 will have landed 9 will have / will be having 10 will be living

11B Going into business

1 2 a 3 c 4 b 5 a 6 b 7 c 8 a 9 a 10 b 11 c 12 c

2a 2 how much research I did/had done 3 I was going to invest 4 would be advertising for staff 5 I had found a suitable location for the café 6 I had to / must write a business plan before we went any further

b b "I've talked to over 600 people in the town ..." c "There'll be three investors ..." d "I've found the perfect spot ..." e "I'll have it done by tomorrow!"

3 2 if her husband could find 3 her son not to advertise 4 why his colleagues closed down/had closed down 5 If Paula would come/go to the meeting with her 6 to get back to the client

11C The coffee shop

1 b

2 1 T 2 F 3 T 4 F 5 DS 6 DS

3 2 He threatened to close coffee houses down. 3 His people refused to obey him. 4 The article points out that the internet and coffee houses were similar in many ways. 5 People used to invite friends to go to a coffee house and discuss politics.

11D Advertising works

1a 2 leaflets 3 samples 4 product 5 media 6 marketing 7 billboard 8 launch

b 2 publicity 3 budget 4 campaign 5 press 6 design

2 2 The main problem with that 3 How about 4 Yes, that could work 5 I'd rather we didn't 6 So am I right in thinking that 7 Why don't we try and 8 Yes, that makes sense 9 I'm not sure that's such a good idea 10 So are you saying that 11 One thing we could do 12 it's worth a try 13 Maybe we should avoid 14 Can we just go over this again?

12A Where's my mobile?

1a 2 stressed out 3 bug 4 crazy 5 chill out 6 telly 7 trendy 8 mate 9 Hang on a sec 10 quid

b 1 chucking out 2 guy 3 fancy him 4 a hassle 5 pretty 6 messed it up 7 pop into 8 loo

2 2 I think they must be planning to move house. 3 Nikki must have been crying. 4 You can't have lost your passport. 5 He can't be much more than ten. 6 He may be going out later. 7 That might be Tom at the door. 8 He could have forgotten about it.

3 1 must have been 2 may have built 3 can't have carried 4 might have used 5 must have cut 6 could have destroyed 7 couldn't have escaped

12B A great inheritance

1 2 somewhere in the region of 3 tiny 4 or so 5 -odd 6 vast 7 in excess 8 ish 9 give or take 10 roughly

2 2 a 3 b 4 a 5 c 6 a

3 2 would have 3 didn't need to get 4 could have 5 was able to get on 6 shouldn't have 7 needn't have

4 2 b 3 f 4 d 5 a 6 c

Answer Key

5 2 should have told 3 would have sent 4 was able to swim 5 needn't have prepared 6 didn't need to say

12C Spooky!

1 2 d 3 e 4 b 5 f 6 c

2 1 T 2 F 3 T 4 DS 5 T 6 T

3 2 a far cry from 3 take with a pinch of salt 4 keep an eye out 5 in the middle of nowhere

Reading and Writing Portfolio 1

1 a

2 2 i 3 d 4 h 5 g 6 e 7 b 8 c

3a b A Writing a first draft
c B Writing a final draft
d D Thinking of ideas and ordering them

b 2 A Writing a first draft
3 C Checking and correcting the first draft
4 B Writing a final draft

4 Possible answer:
2 the demands of being a teacher
3 qualities of a good teacher
4 work experience in a local school
5 places to find more information about careers in teaching

5a playing; the two numbers; teachers; many more

b The job is very hard work and requires you **to play** many different roles – beyond showing students, say, how to multiply **two numbers**. A **teacher's** day never ends with the last lesson of the afternoon. Teachers have to give up personal time for lesson preparation, marking homework, meetings, talking to parents and **much** more.

Reading and Writing Portfolio 2

1 b

2 2 T 3 F 4 F 5 T 6 T 7 F 8 T

3a 1 so much 2 More and more 3 completely 4 at all 5 indeed 6 only; far 7 absolutely 8 huge 9 themselves 10 even 11 just 12 does

b 1 at all 2 does 3 themselves

4 2 at all 3 far 4 myself 5 just 6 indeed 7 huge 8 even 9 does 10 strongly

Reading and Writing Portfolio 3

1 c

2 2 b 3 b 4 a 5 a 6 c

3 2 zero conditional 3 imperatives 4 modal verbs of possibility 5 *should*

4 b not to be conspicuous about the valuables you are carrying c like to spread your valuables around your body d may be better to let them take it e aware that your attacker might be stronger than you

5 Possible answers:
2 If you don't have a security system, think about installing one. 3 Try to keep a list of phone numbers you might need in an emergency. 4 You might like to install/consider installing a light outside your home. 5 You should ask a neighbour to look after your house when you're on holiday. 6 Don't leave spare keys outside the house. 7 If there is someone in your house, go to a neighbour and call the police. 8 If you see signs of a break-in, be aware that someone could still be in your house.

6 2 e 3 c 4 d 5 b

Reading and Writing Portfolio 4

1 2 A 3 E 4 B 5 C

2 2 band he was in 3 try to get a record deal 4 Depp to take up acting himself 5 first film 6 made him famous/made him a teenage idol 7 international star 8 Depp's children

3 2 Depp 3 Depp 4 a band 5 *The Kids* 6 Los Angeles 7 in Los Angeles 8 Lori Anne Allison 9 Lori's 10 becoming an actor 11 *A Nightmare on Elm Street* 12 becoming a teenage idol 13 Depp 14 (a film role) came along 15 (starring in) *Edward Scissorhands* 16 after *Edward Scissorhands* 17 Vanessa Paradis 18 (his) film roles

4a 2 c 3 a 4 d 5 e

b 1 1, 4 2 2, 3, 5

5 2 then 3 His 4 this; he 5 them 6 one 7 did

6 2 Unfortunately 3 very likely 4 Sadly 5 suddenly

Reading and Writing Portfolio 5

1 2 e 3 d 4 b 5 c

2 2 c 3 d 4 c 5 a 6 d 7 b 8 d 9 b 10 a

3a 2 begin by looking 3 What this 4 did you 5 let me turn 6 said earlier 7 finish by saying

b b 3 c 7 d 6 e 2 f 4 g 5

4a 2 C 3 B 4 D 5 A 6 B 7 A 8 C

b 2 I said earlier 3 know that leaving 4 want to do today is talk to you about 5 means is that we 6 me turn to 7 begin by looking at 8 me finish by saying

Reading and Writing Portfolio 6

1 2 D 3 E 4 B 5 A

2 1 river; pine; cliffs 2 fish; presents 3 bargain 4 birds 5 warm; friendly

3 2 which/that are 3 which/that is 4 which is 5 which is 6 who are 7 which are 8 which is

4 2 vast 3 ancient 4 fascinating 5 spectacular 6 tiny 7 outstanding 8 delicious 9 delighted 10 unique

5 2 We crossed the river in a small boat, rowed by a man from Dalyan. 3 I saw a turtle swimming in the lake. 4 Kaunos was an important Greek town founded in the 6th century BC. 5 We went for a boat trip organised by the tour company. 6 The Turkish 'eye' is a good-luck charm seen everywhere in the town. 7 I took a photo of my wife bargaining for carpets.

6 2 an ancient 3 spectacular 4 delicious 5 delighted 6 tiny 7 fascinating

Reading and Writing Portfolio 7

1 2 1,400 3 Land's End 4 2001 5 £15 million 6 33% 7 £20 million 8 £10 9 hprice@mailme.com 10 2nd April

2 2 ✗ 3 ✓ 4 ✗ 5 ✓ 6 ✓ 7 ✗ 8 ✓

3 1 a; d 2 b; d 3 a; c

4a 2 Last year's course was on Mondays. 3 We have very low fees for the course. 4 The fees will be increasing next year. 5 but it is often full until 5.00 p.m.