

The Test audio can be played from the Teacher's Resource Disk or you can use the downloaded MP3s.

Progress Test Answer Keys B

Unit 1

Grammar

1

- 1 had missed
- 2 had been performing
- 3 hadn't seen
- 4 had watched
- 5 had eaten
- 6 had been crying

2

- 1 had dreamed
- 2 hadn't been working
- 3 had directed
- 4 had become
- 5 had been trying
- 6 had sold
- 7 had decided
- 8 had won

3

- 1 My father used to have his own cine camera in the 1960s.
- 2 As a small child, Laura would watch cartoons on TV all day long.
- 3 –
- 4 Did you use to watch horror films in your youth?
- 5 During our summer holidays in France, we would go to the open-air cinema every day.
- 6 At school, I used to be jealous of my brother's acting talent, but now I just enjoy watching him perform.

Vocabulary

4

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

5

- 1 investigative
- 2 tabloid
- 3 paparazzi
- 4 invading
- 5 harassing
- 6 public

6

- 1 b
- 2 b
- 3 a
- 4 c
- 5 a
- 6 b
- 7 c

Use of English

7

- 1 common
- 2 see
- 3 Unlike
- 4 second
- 5 likely
- 6 of
- 7 show
- 8 whereas
- 9 In
- 10 than

Listening

8

- 1 B
- 2 D
- 3 C
- 4 B
- 5 D

Transcript 1

Presenter Today's guest on the *Breakfast Show* is Janice Barber. For over a decade, Janice has been interviewing the rich and famous for her column 'A Day In The Life', which appears in *Celebrity Magazine* every month. Welcome to the programme, Janice.

Janice Hello.

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Presenter Well, what I'd like to ask you is how you go about getting an interview with a star in the first place. I mean, is it easy?

Janice Well, no, not nowadays, anyway. Actually, there was a time, fifty years ago, when you could look up celebrities in the phone book, and call for a chat. Back then, it was only Hollywood megastars, you know, the really big names, who were difficult to contact. It's all changed now, though. Even a minor celebrity will have a publicist, and that's where you have to start, with a call to a publicist.

Presenter And is it hard to get to talk to them?

Janice It depends where you work, to be honest. Working for a major magazine, as I do, means I don't have any problems. The magazine editor, or her PA, supplies me with contact information, and, as *Celebrity Magazine* is well-known, I generally get through. Of course, if you're inexperienced, it's harder. Not only might you have to do a bit of research on the internet to find out which publicist to call, but you might just find you're put on hold or told that so-and-so is out of town. If they don't know who you are, they don't always want to talk.

Presenter That must be frustrating.

Janice Well, it is, but it doesn't mean you shouldn't try. There's always a chance, even if you work for a small radio station or local paper. An actor who has just finished filming, for example, is keen to be interviewed because they need all the publicity they can get, so their publicist will be desperately trying to arrange as many things as possible. It's a good idea to find out which celebrities have recently done something they want to publicise. Just don't try getting in touch with them when they're on holiday.

Presenter Sounds like good advice.

Janice Well, the best advice is to be persistent and polite with a publicist, and clear about why you want an interview with one of their clients. It's their job to make sure you aren't going to ask any awkward questions. So, they'll really interrogate you to find out what you aim to ask, and you may have to just smile and say thanks if they refuse.

Presenter OK. So, to get that interview, you need to be good at answering questions.

Janice I guess so.

Presenter Well, thanks Janice.

Reading

9

- 1 C
- 2 A
- 3 D
- 4 B
- 5 F

Unit 2

Grammar

1

- 1 much / far / significantly / substantially, than
- 2 less, the
- 3 The, the
- 4 more, as
- 5 slightly, little
- 6 like, as

2

- 1 better than
- 2 as famous
- 3 The more challenging
- 4 as strong as
- 5 near as hard as
- 6 more casually than

3

- 1 Doing
- 2 talking
- 3 play
- 4 to buy
- 5 call
- 6 telling
- 7 to pick
- 8 cycling

Vocabulary

4

- 1 f
- 2 a
- 3 g
- 4 b
- 5 d

5

- 1 gets on my nerves
- 2 green with envy
- 3 tearing my hair out
- 4 lose face
- 5 blew my top

6

- 1 at
- 2 by
- 3 under
- 4 at
- 5 In

7

- 1 recorded
- 2 combat
- 3 prevention
- 4 Violent
- 5 rate

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Use of English

8

- 1 B
- 2 A
- 3 C
- 4 B
- 5 B
- 6 A
- 7 D
- 8 C
- 9 A
- 10 C

Listening

9

- A –
- B 2
- C 1
- D 3
- E 4

Transcript 2

- 1 Starting at a new school was nowhere near as bad as I thought it would be. I hated the idea of being the new kid, with no friends, having to talk to people I didn't know, feeling on edge. Fortunately for me, though, my first day was right at the start of the school year, so my parents arranged for me to visit the school a week before. A teacher showed me round, and I got to find out where the classrooms were. So, in the end, I was pretty relaxed about everything, and walked into school with a smile on my face, although, of course, I still got a bit lost. My advice? Visit the place before your first day. Try going in after school or at the weekend when there's nobody around.
- 2 No-one wants to lose face on their first day, but that's what happened to me. There I was, as nervous as anything, looking around for somewhere to sit in the dining hall, and the only place was in the middle of a crowd of people. Just as I was about to sit down, some kid put his bag on the chair and laughed. It was horrible. I'd advise any new kid to bring their lunch on the first day of school. Then they can avoid the queue and choose a seat at an empty table. It's better to let people sit with you instead of being in the vulnerable position of asking them. I soon made friends, but I've never forgotten how I felt that first lunchtime at school.
- 3 First impressions count, and there's no better way of making yourself a target for bullies than looking miserable or anxious or indecisive. If, like me, on my first day, you really have no idea which class you're supposed to be in, try not to look down in the dumps. That's always been one of my strengths, and something I managed to pull off all those years ago on my first day.

- 4 Being critical of your new school, or of the teachers, is a bad idea on your first day. That's where I went wrong. I started halfway through the year, and made the mistake of thinking that everybody would think I was the coolest kid in school if I criticised everything. Remember that kids are often more attached to their school than you think and don't want someone new telling them everything's rubbish. They all thought I was really bitter, and it took me ages to get to know anyone.

Reading

10

- 1 C
- 2 B
- 3 A
- 4 B
- 5 C

Unit 3

Grammar

1

- 1 don't have to
- 2 ought not to
- 3 should
- 4 mustn't
- 5 aren't supposed to
- 6 should

2

- 1 can
- 2 must
- 3 must
- 4 might
- 5 must not
- 6 can

3

- 1 might have caught
- 2 should have told
- 3 might have given
- 4 can't have known
- 5 weren't supposed to tell
- 6 must have won
- 7 didn't need to pay
- 8 ought to have sent

Vocabulary

4

- 1 sneezed
- 2 biting
- 3 frowned
- 4 gave
- 5 grinned
- 6 shrugged
- 7 folds
- 8 bow
- 9 waved
- 10 crossed

5

- 1 cell phone
- 2 highway
- 3 sneakers
- 4 flashlight
- 5 principal

6

- 1 thin-boned
- 2 low-set
- 3 longhaired
- 4 deep-throated
- 5 homemade

Use of English

7

- 1 Am I supposed to buy
- 2 something else I'd like to
- 3 a kind of fruit
- 4 brings me on to the
- 5 we'd call them
- 6 turn our attention
- 7 don't have to wear red
- 8 far as carnival is concerned
- 9 ought to sit
- 10 turn (our attention) to

Listening

8

- 1 B
- 2 A
- 3 B
- 4 C
- 5 B

Transcript 3

1 There are plenty of reasons why people go and live in another country. They may wish to take advantage of better educational opportunities abroad, they might want to improve their chances of getting a good job, or they may just prefer the culture of a foreign country to that of their own country. Take Elliot. Having grown up in Scotland, he expected to spend his life there, until, by chance, he fell in love with a Spanish girl called Anna who was in Edinburgh studying English. Elliot visited her in Granada, her home city in the south of Spain, and fell in love with the place straight away. It wasn't so much the music and the food that he admired, but the way people interacted with one another, and the way they enjoyed life. He's lived in Granada for four years now, and I know he could never live anywhere else.

2

Meg So, Tony. What made you go and live in Milan?

Tony Well, I got good grades at school, and my parents thought I should have tried to get into a top university, either in England or abroad, but, to be honest, I didn't know what I wanted to do. I knew I wanted to study something, but I didn't know which subject to choose. So, I took a course in the UK which gave me a qualification to teach English as a foreign language, and I took the first job I could find. That was in Milan, teaching English.

Meg It can't have been a bad decision because you're still here now, after three years.

Tony That's true. At first, it was difficult to adapt to life here. I missed my friends, and it was difficult to make Italian friends, but that didn't last long. I think I've really made the most of my opportunities out here. After a while, I decided I didn't want to teach anymore, but, instead of going back to England, I decided to study business in Milan. And now I can pick and choose jobs here because I'm fluent in both English and Italian. Everybody should try to learn another language, I think.

3 Spending time travelling abroad can open your eyes to aspects of life, which you might not experience if you never leave your native country. Prize-winning travel writer Fiona Swift is here to share her expertise with us on this subject, as is Tom Holmes from gap-year specialists Take Wings. We've also invited world-famous novelist Andrea Lock who says she must have spent more than half her life in countries other than the UK. Last, but not least, we have a panel of young people with questions to ask. Now, Fiona, let me ask you a question first ...

Reading

9

- 1 A
- 2 C
- 3 C
- 4 B
- 5 D

Unit 4

Grammar

1

- 1 will be seeing
- 2 will have hurried
- 3 will have arrived
- 4 will be waiting
- 5 will have been performing
- 6 will be singing
- 7 will have ended
- 8 will be heading

2

- 1 Will you be leaving the key at reception when you leave, sir?
- 2 How long are you intending to stay at your aunt's house?
- 3 Who will be serving the drinks at the party?
- 4 When will the builders be leaving?

3

- 1 in case, decide
- 2 will be writing, while
- 3 until, has written
- 4 If, 'll stay

Vocabulary

4

- 1 remote
- 2 be physically active
- 3 help you
- 4 unspoilt
- 5 lit
- 6 taste
- 7 volunteering
- 8 beach house
- 9 Eating out at restaurants
- 10 cruise
- 11 run-down
- 12 Couch surfing

5

- 1 A
- 2 B
- 3 B
- 4 A
- 5 A
- 6 C
- 7 A
- 8 B

Use of English

6

- 1 mainly **is** because
- 2 the **sights** of
- 3 the **best** option
- 4 I'm **going** opting
- 5 the **beaten** track
- 6 soak **up** the
- 7 pick **on** the
- 8 away **from** it
- 9 be **trekking** in
- 10 sleeping **rough** next

Listening

7

- 1 C
- 2 D
- 3 A
- 4 A
- 5 D

Transcript 4

Presenter Today's guest on *Travel Online* is nineteen-year-old, self-confessed travel addict Colin Patterson. But there's one thing about Colin, apart from his courage and determination, that makes him stand out from typical backpackers, and that's the disability he's had since he was two. Colin has spinal muscular atrophy, which means he can't walk, and has to use a wheelchair. Hi, Colin. Where are you?

Colin Well, I'm in the middle of Australia, on my way to Alice Springs, the only big town around here. We've stopped over in a pretty remote place for tonight. I don't even know its name.

Presenter That sounds seriously remote.

Colin Yeah. It's a pretty dingy, run-down place, as well. We had to stop here because our car broke down. I'm getting to see the real Australia, I guess.

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Presenter Sure. Right, what our listeners would like to hear is your story. How have you overcome serious physical disability to become a traveller with a worldwide following on the internet?

Colin Well, I guess I don't let my limitations hold me back. If someone tells me I can't do something, that'll just make me want to do it more. I've always been like that. Some young people who use a wheelchair can lack confidence, and it's only later in life that they realise they have just as much right as everyone else to take on challenges. Not me, though. When I was young, my mum used to take me and my brothers on family holidays abroad, and she'd get really exasperated if anybody suggested I shouldn't go to the same places as the rest of my family. So, perhaps I've learned to be fearless from her.

Presenter Good for you. But how do you manage to travel round the world in a wheelchair?

Colin The secret is to be well-prepared. If I want to go somewhere, I'll plan a year in advance, checking out the accessibility of hotels or hostels, and of transport options. Sadly, some countries, especially in Asia and Africa, are just not set up for wheelchair users, so I've had to avoid them. But, usually I go where I want.

Presenter So, where next?

Colin This time next year, I'll be making my way across Canada, from coast to coast, but I'll have booked everything way before I set off. That way, I won't have any disappointments, and I'll be able to keep the costs down. Unlike most people, I can't travel on the cheap, you see. And I have to go with a friend, or sometimes with my mum because it's just too difficult to do everything by myself.

Reading

8

- 1 D
- 2 B
- 3 A
- 4 C
- 5 B

Unit 5

Grammar

1

- 1 have I won
- 2 will we know
- 3 do I feel
- 4 did my brother agree
- 5 have I seen

2

- 1 don't
- 2 not to have
- 3 Haven't
- 4 Wouldn't
- 5 not to be

3

- 1 a
- 2 some of
- 3 the
- 4 the
- 5 any
- 6 Neither
- 7 few
- 8 Each
- 9 None of
- 10 another

Vocabulary

4

- 1 warned about
- 2 wary of
- 3 trust
- 4 flattering
- 5 teased
- 6 adored
- 7 in common with
- 8 offended

5

- 1 talked me into
- 2 take after
- 3 turn up
- 4 split up with
- 5 feel sorry for
- 6 told Jo off
- 7 looks down on

6

- 1 mates
- 2 proof
- 3 genes
- 4 papers
- 5 organs

Use of English

7

- 1 appears
- 2 certain
- 3 seem
- 4 looks
- 5 expression
- 6 must
- 7 might
- 8 as
- 9 be
- 10 like

Listening

8

- A 1
- B 3
- C –
- D 2
- E 4

Transcript 5

- 1 **Megan** Growing up in Canada, I was close to a girl called Sue, who, like me, was an only child. That was what really brought us together. We were like sisters, spending time in each other's houses, and even sharing clothes. She was a bit of a tomboy, while I liked playing with dolls, so we didn't have that much in common, but that didn't seem to matter. My family and I moved to England when I was six, and I cried for weeks. We were too young to keep in touch. Anyway, six months ago, I decided to try to contact Sue again, and soon found her profile on a social networking site. We exchanged messages, and chatted on Skype. Perhaps we'll meet in person one day soon.
- 2 **Grant** When my dad announced we'd be moving to London, I said I wouldn't go unless my best friend Carl could come with me. Carl and I were only five, and complete opposites. He was easy-going, whereas I was bossy. Anyway, we moved, me, my sister, my mum and my dad, and Carl didn't come. Over the years, we sent cards, and were friends on Facebook, but I didn't see him for years. Then he suddenly called me, saying he had moved to live in the same part of London as me. We've met three or four times since, and it's like old times. He hasn't changed a bit.

- 3 **Andy** I was a bit wary of meeting Louisa after so many years apart. She and I were inseparable in pre-school, but, to be honest, it was only because we lived next door to each other, and our mums were friends, that we spent so much time together. We had very different personalities. My family moved house, we went to different primary schools, and we lost touch. We got together again only because my sister met Louisa by accident at a party and arranged for us to meet for a meal. That was a year ago. To my surprise, we got on really well, so well in fact that now we're dating, even though we live in different towns. My first friend is now my girlfriend.
- 4 **Samantha** I didn't recognise Clara at first. Her hair was long, and she was taller than she had been eight years previously when I moved house with my family. We were both at the same school reunion. My sister had dragged me along and I'd spent the evening talking to people I had nothing in common with. Then I met Clara. As kids, Clara and I were on the same wavelength, and nothing had changed. We remembered how upset we had been when I moved, and wished we'd kept in touch somehow. Before long, we were chatting away as if we'd never been apart. She lives abroad now, but I hope to still keep in touch.

Reading

9

- 1 D
- 2 A
- 3 F
- 4 C
- 5 B

Unit 6

Grammar

1

- 1 is produced
- 2 is sold
- 3 has been marketed
- 4 were being turned
- 5 may have begun
- 6 have been found
- 7 is known
- 8 were invented
- 9 were pressed
- 10 must have been prepared

2

- 1 should be allowed to stay in bed longer
- 2 must be completed, is reopened
- 3 are believed to be caused by eating
- 4 has only just been opened by the mayor, can be forgiven
- 5 was once believed that, had been made

Vocabulary

3

- 1 consume
- 2 Vitamin
- 3 cholesterol
- 4 boosting
- 5 additives
- 6 calories

4

- 1 bursts
- 2 throat
- 3 convert
- 4 lift
- 5 menu
- 6 amount
- 7 infection
- 8 bruise
- 9 bandage
- 10 pedal

5

- 1 mind
- 2 record
- 3 far
- 4 highly

Use of English

6

- 1 attend
- 2 heartburn
- 3 feel
- 4 think
- 5 dizzy
- 6 mean
- 7 push
- 8 chest
- 9 X-ray
- 10 rest

Listening

7

- 1 C
- 2 B
- 3 C
- 4 B
- 5 A

Transcript 6

- 1 The kiwi fruit has long been considered a superfood. It has more vitamin C than a comparable amount of orange, and it provides plenty of minerals too. It's also both exotic in appearance and absolutely delicious to eat, with a flavour which reminds people of strawberries and bananas, and a creamy consistency all of its own. Recent research, however, suggests that it might be more than just a useful and tasty part of our diet.

Kiwi fruit contain numerous nutrients, called phytonutrients, that protect the DNA in human cells from damage. In a study of children in Italy, it was discovered that the more kiwi fruit the children ate, the fewer breathing problems such as shortness of breath or night coughing they had. Other studies have shown kiwi fruit protect against diabetes, and, like all fruits that are rich in vitamin C, they reduce the risk of heart disease, cancer and arthritis. They are also a great source of dietary fibre, and fibre has many beneficial properties, ranging from keeping the blood sugar levels of diabetic patients under control to reducing the risk of a heart attack.

2

Presenter Now, nuts are considered to be good for you by just about everybody, aren't they? But is that true? How healthy are they? I can't think of anyone better to ask than our health expert, Dr Julian Smith. Welcome back on the show, doctor.

Dr Smith Hi, Samantha. Yes, nuts. I think it's fair to say that nuts are good for you. They're packed with nutrition – they're natural, and most are high in fats, proteins, vitamins and minerals, which are good for your heart. The problem with nuts, though, is that we add all sorts of things to them, from salt to sugar to chocolate.

Presenter So, you're saying that nuts should be avoided?

Dr Smith Far from it. Just cut out nuts that have been processed or packaged in any way, and buy them loose, and in their natural state. There are plenty of natural food shops you can go to to get the real thing. There's no such thing as an unhealthy nut either, although some are better than others, especially if you want to lose weight. Chestnuts are lower in calories, for example, whereas macademia nuts and pecans are much higher.

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- 3** A new study has shown that foods on the market which are given a 'healthy eating' label are contributing to the obesity crisis in this country. That's because people believe that food marketed in this way is less filling, and, as a result, they eat more of it. Instead of helping people to lose weight, 'healthy eating' foods are encouraging them to eat more. In reaching their findings, researchers tested how three groups of students responded to different labels on food, and found that, in the minds of most people, 'healthy' meant 'less filling'. Researchers suggest that food, in future, should be labelled differently. Instead of calling something 'healthy', it should be labelled 'nourishing' instead.

Reading

- 8**
- 1 B
 - 2 A
 - 3 C
 - 4 C
 - 5 A

Unit 7

Grammar

- 1**
- 1 she was really enjoying the weather there
 - 2 had to / must phone her mum later
 - 3 he would stay until the work was finished
 - 4 they had driven all the way to the coast
 - 5 James hadn't rung that evening
 - 6 she might go out later
- 2**
- 1 if / whether he had gone to the match the weekend before / the previous weekend
 - 2 he had enjoyed every minute of it
 - 3 (Simon) how he had managed to get a ticket
 - 4 his dad was a season ticket holder
 - 5 (Simon) if / whether he was going again the following week
 - 6 asked her / Ruth if / whether she would like to come the next / following time
- 3**
- 1 Polly promised not to reveal our plans.
 - 2 I apologised for not writing sooner.
 - 3 The teacher requested that everybody (should) bring their swimming costume.
 - 4 I don't recommend staying at that hotel.
 - 5 They accused Peter of stealing.
 - 6 The police have warned pedestrians not to use the footpath.
 - 7 Rachel confessed to eating the biscuits.
 - 8 Nobody has congratulated us on raising all that money.

Vocabulary

- 4**
- 1 b
 - 2 a
 - 3 b
 - 4 a
 - 5 a
 - 6 b
 - 7 b
 - 8 c
 - 9 b
 - 10 c
- 5**
- 1 for
 - 2 of
 - 3 in
 - 4 to
 - 5 on
- 6**
- 1 setting up
 - 2 zoom in
 - 3 taken in
 - 4 let on
 - 5 make out

Use of English

- 7**
- 1 to
 - 2 in
 - 3 thing
 - 4 by
 - 5 in
 - 6 with
 - 7 on
 - 8 example
 - 9 up
 - 10 on

Listening

- 8**
- A 1
 - B 4
 - C 3
 - D —
 - E 2

Transcript 7

Is it acceptable to report students cheating in exams?
What do you think?

- 1 I find it worrying that you should have any doubts at all about what to do. Anybody cheating in an exam doesn't deserve any sympathy. If you don't tell the people in charge what you've seen, then you become part of the problem. It's only because other students accept it, or even think it's cool, that some students cheat. If I ever saw what you have described, I'd see it as my duty to just put up my hand, wait for a teacher to come over, and tell her about the cheating straightaway. The sooner this is stopped the better.
- 2 Part of me thinks that anyone who cheats in exams deserves to be caught. They think what they're doing isn't hurting anyone. But that isn't true. They're getting better marks than they should, and that has a negative effect on other students, on their school and on themselves. What if a cheating student got a place at university which could have gone to you? And what if your school's good reputation was lost because the media discovered that students there had been cheating? My only concern is whether I would actually tell a teacher if I saw a cheat. I'd be worried about the consequences, I think. Not for the cheat, but for me. I might be bullied by the cheat's friends, or even my own friends might think I was a 'rat'. Sometimes it's hard to do the right thing.
- 3 I expect my school to be pretty strict about cheating. They should warn students not to do it, and, if they catch anybody, the punishment should be tough. But I don't see that it's our responsibility as students to reveal the cheats. We're not the police. These guys are our friends, and it's important to stick together even if we don't always agree with each other's actions. Rather than telling a teacher, I'd probably have a word with anyone I saw cheating, and tell them not to do it again. What if you told the head teacher that someone was cheating, and it turned out they weren't? What if the school got really tough on someone you reported? I'd hate to be responsible for ruining someone's life.
- 4 We have to remember that revealing a cheat is good for everybody, including the cheat. If caught, they might realise their mistake and change their ways. If allowed to get away with what they're doing, they might repeat the same mistake until, one day, they do get caught, and with much more serious consequences. What I would say, though, is that I don't think anyone should report a cheat during an exam. It should be quiet and anonymous. Ask to speak to a teacher after the exam to explain what happened, or send an unsigned letter to describe what you saw.

Reading

9

- 1 D
- 2 B
- 3 A
- 4 D
- 5 C

Unit 8

Grammar

1

- 1 we had had some money in the bank, we would have had a holiday this year.
- 2 I hadn't forgotten to charge my phone, the battery wouldn't have died.
- 3 would have understood what the customs official said if I spoke his language.
- 4 wouldn't have towed away his car if he hadn't parked it illegally.
- 5 they hadn't forgotten to go shopping, they wouldn't have phoned for a pizza.
- 6 I hadn't been offered a job in Australia, I wouldn't be going there.
- 7 wouldn't be in a hurry if she hadn't got up late.
- 8 I knew how to fix the fridge, I would have fixed it.
- 9 Tom didn't have a headache, he could have gone out this evening.
- 10 I weren't studying for my exams, I wouldn't have spent the weekend in the library.

2

- 1 Supposing
- 2 had
- 3 would feel
- 4 Even if
- 5 were
- 6 would still represent
- 7 wouldn't think
- 8 unless
- 9 had taken
- 10 would have reached

Vocabulary

3

- 1 organised unemployment
- 2 went globalisation
- 3 sign global warming
- 4 vote famine
- 5 shouted nuclear weapons

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4

- 1 to give
- 2 do
- 3 doing
- 4 served
- 5 thinking
- 6 asking

5

- 1 squeeze in
- 2 get ahead
- 3 take on
- 4 thought up

Use of English

6

- 1 C
- 2 B
- 3 C
- 4 A
- 5 B
- 6 D
- 7 C
- 8 B
- 9 A
- 10 D

Listening

7

- 1 C
- 2 A
- 3 C
- 4 B
- 5 D

Transcript 8

Presenter Stacey Kelly is a typical teenager. Her friends tell us she's passionate and spontaneous, outgoing and considerate. Oh, and pretty stubborn at times too. And it's probably a good job that Stacey is all these things because she's a teenager with a plan. Here to tell us more about it is Stacey herself.

Stacey Hi.

Presenter So, tell us a little bit about yourself.

Stacey Well, I have a rare disorder called ITP which prevents my blood from clotting properly. As a result, I bruise easily and if I ever cut myself, then it's really hard to stop the bleeding. It's something I have to live with, and, while there's no cure, it's manageable with drugs.

Presenter That sounds tough.

Stacey As it isn't a common disease, very little research has been carried out into its causes or its treatment.

Presenter And that's what you're campaigning to change?

Stacey Absolutely. Experts are able to describe the symptoms and progress of the disease, but not why it happens to certain people, and, while, as I said, there are treatments out there, they don't always work with everybody. We're all unique, you know, and many people I've spoken to have problems getting the right balance of drugs for them. Different people need a different mix of drugs. I also want more people to know about ITP.

Presenter That's important to you, is it? That people know what you have.

Stacey Well, yes. I know people hate hearing about diseases, but it's important for people to understand chronic diseases like mine. Some people with my condition feel isolated and misunderstood because nobody has any awareness of their problem.

Presenter I can see why. So, what have you done to educate people about your disease? I'm imagining a big poster campaign, or a sponsored event of some kind. I know people go on long distance sponsored walks to raise awareness.

Stacey That's not something I'm into, to be honest. The internet is great for spreading the word. I've used social media sites to get in touch with as many fellow sufferers as I can, and we've formed an online community. If I feel down, or need advice, they are always there to put their arm round me. We help each other get things done, too. For example, I'm not very good at the technical side of things, but I've been able to get some of my new friends to design a website and post a short awareness video I made.

Presenter A video?

Stacey Yes, a video I recorded on my phone which explains the disease to people who don't know about it. It asks for donations too, but more importantly, its aim is to get some recognition for the condition. I've also done interviews on local radio, like this one, and for newspapers. A local TV station is planning to make a short documentary about my daily life soon, so I'm hoping that will really launch the campaign further.

Reading

8

- 1 B
- 2 F
- 3 D
- 4 C
- 5 A

Unit 9

Grammar

1

- 1 It was shopkeepers who had been promoting their products online.
- 2 One thing (that) I know for a fact is that Tokyo has some amazing shopping malls.
- 3 What the company has closed is some of its smaller stores.
- 4 One charity that benefitted from the sponsored swim was Save the Children.
- 5 All (that) Clara needed to do was save a hundred euros.
- 6 It was Christina who bought the laptop for a bargain price.
- 7 One person (that) I really admire is the leader of the Green Party.
- 8 All (that) David knew was three words of Japanese.
- 9 What Simone did was walk all the way to the shopping centre by herself.
- 10 The only thing Agnes has lost is her credit card.

2

- 1 Decorated with fruit, the kids will love it.
- 2 Disappointed with her results, Sue wrote a letter to complain.
- 3 Cycling down the hill at top speed, I started to feel dizzy.
- 4 Reaching the first bend, Larissa was ten metres behind the leaders.
- 5 Sitting in class, Tom began to daydream.

3

- 1 Since starting
- 2 While playing
- 3 Before cooking
- 4 After watching
- 5 On hearing

Vocabulary

4

- 1 items
- 2 checkout
- 3 ripped
- 4 budget
- 5 splashed
- 6 overspend
- 7 shop
- 8 track

5

- 1 made
- 2 lap
- 3 rip
- 4 nose
- 5 cheap
- 6 hard
- 7 mouth

6

- 1 consumer
- 2 jingle
- 3 endorsement
- 4 commercial
- 5 slogan

Use of English

7

- 1 sure
- 2 think
- 3 argued
- 4 thing
- 5 that
- 6 reasons
- 7 opinions
- 8 one
- 9 view
- 10 suppose

Listening

8

- 1 C
- 2 B
- 3 C
- 4 C
- 5 A

Transcript 9

- 1 Nowadays, we expect to hear songs we are familiar with when we watch commercials on TV or online. Actually, however, using an original song is a relatively recent phenomenon. The truth is, before the 1970s, commercials relied on jingles to sell what they were advertising, and only occasionally used pop songs, but with the lyrics changed, so that they could mention the name of their product. Back then, record companies asked for huge fees to use any of their pop songs, so advertisers simply couldn't afford them.

The Test audio can be played from the Teacher's Resource Disk or you can use the downloaded MP3s.

In the late 1980s, things changed, not because the costs went down, but because there was more money available to spend on advertising. Nike, the sports shoe giant, led the way using The Beatles song *Revolution* in an ad. At first, pop stars weren't crazy about seeing their songs used to sell things. In fact, The Beatles took Nike to court because they were annoyed their song had been used. But, by the 1990s, most major artists had signed agreements with advertising companies, allowing them to use their songs. Today, pop songs are an integral part of commercials, and pop stars are keen to have their songs used because of the publicity they get. In fact, there have been a number of top ten hits which owe their popularity to the fact they were used in a big advertising campaign.

2

Presenter Do you think TV commercials have changed over the last fifty years?

Expert Oh yes. They have become much more sophisticated, mostly because the audience is smarter. Back in the 1960s, advertisers just showed their product and told viewers what to do with it: Drink lemonade! Buy Glitz washing powder! Today, ads like that don't work.

Presenter Why not?

Expert Well, today, viewers want ads to make them laugh or cry, and they want to learn things they don't already know. They're too smart to be told what to do, and they also have the technology to avoid commercials. We can mute the sound if we don't want to listen.

Presenter Yes, I guess you're right. I hadn't thought about it that way before. We've become more demanding, I suppose.

Expert Absolutely. That's why commercials draw people in by telling a story, or create mystery by not telling them what's being advertised until right at the end. We keep watching because we want to know what happens.

3 Do you want to know what it takes to get to the very top in advertising? If so, click on the link and follow the instructions to get your copy of a remarkable lecture filmed during Emily McCarthy's recent European conference tour. Emily's achievements as a creative director and agency owner are too many to be listed. So, take the chance to watch Emily in the comfort of your own home or office as she shares some of the tips that make her recent book, *A Life In Advertising* such essential reading. There's no-one better qualified to discuss the subject. You're just a click away.

Reading

9

- 1 A
- 2 B
- 3 C
- 4 A
- 5 B