

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

Progress Test Answer Keys A

Unit 1

Grammar

1

- 1 hadn't known
- 2 had been staying
- 3 hadn't had
- 4 had been filming
- 5 hadn't wanted
- 6 had shown

2

- 1 had won
- 2 had been working
- 3 hadn't given
- 4 had made
- 5 had been studying
- 6 hadn't been enjoying
- 7 had begun
- 8 had become

3

- 1 I used to watch lots of horror movies when I was in my early teens.
- 2 –
- 3 When he was younger, the actor didn't use to enjoy being away from home.
- 4 Did you use to go to the cinema much in your youth?
- 5 At the age of ten, my brother would often eat a large bag of popcorn before the start of a film!
- 6 I used to be good at acting at school.

Vocabulary

4

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

5

- 1 celebrities
- 2 public
- 3 paparazzi
- 4 invade
- 5 harass
- 6 privacy

6

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

Use of English

7

- 1 show
- 2 difference
- 3 first
- 4 whereas
- 5 be
- 6 likely
- 7 both
- 8 unlike
- 9 Overall
- 10 one

Listening

8

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

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 E
- 3 A
- 4 B
- 5 F

Unit 2

Grammar

1

- 1 much / far, than
- 2 near, as
- 3 less, the
- 4 The, the
- 5 most, slightly
- 6 than, just / nearly / almost

2

- 1 more sensibly than
- 2 as lucky as
- 3 The tougher
- 4 as talented as
- 5 lot more popular than
- 6 further than

3

- 1 getting
- 2 go
- 3 Riding
- 4 complain
- 5 to play
- 6 come
- 7 jump
- 8 to give

Vocabulary

4

- 1 e
- 2 c
- 3 f
- 4 a
- 5 b

5

- 1 over the moon
- 2 down in the dumps
- 3 blow his top
- 4 on edge
- 5 in two minds

6

- 1 by
- 2 in
- 3 under
- 4 On
- 5 in

7

- 1 wave
- 2 deter
- 3 cut
- 4 commit
- 5 petty

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Use of English

8

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

Listening

9

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

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

Unit 3

Grammar

1

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

2

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

3

- 1 must have eaten
- 2 should have known
- 3 might have helped
- 4 can't have seen
- 5 weren't supposed to start
- 6 must have told
- 7 didn't need to go
- 8 ought to have informed

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Vocabulary

4

- 1 cleared
- 2 gasped
- 3 snoring / to snore
- 4 fidgeting / to fidget
- 5 slurps
- 6 raised
- 7 tut
- 8 scratching
- 9 cover
- 10 pursing

5

- 1 line
- 2 candy
- 3 sidewalk
- 4 check
- 5 toilet

6

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

Use of English

7

- 1 let's turn our attention to
- 2 something else I want to
- 3 far as gifts are concerned
- 4 language, we'd call it
- 5 brings me to the
- 6 a sort of cake
- 7 are supposed to remove
- 8 don't have to
- 9 Turning now to the topic
- 10 should arrive

Listening

8

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

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 ...

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Reading

9

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

Unit 4

Grammar

1

- 1 will be boarding
- 2 will have arrived
- 3 will be standing
- 4 will have kicked off
- 5 will have been playing
- 6 will have scored
- 7 will be sitting
- 8 will have won

2

- 1 Will you be carrying that bag on board as hand luggage, sir?
- 2 What subjects will you be taking at university?
- 3 Who will be accompanying the children on their flight to Australia?
- 4 Where will they be staying on Sunday evening?

3

- 1 as soon as, has finished
- 2 If, won't go
- 3 will book, once
- 4 while, 're sitting

Vocabulary

4

- 1 hang out
- 2 get off
- 3 tent
- 4 overcrowded
- 5 broadens
- 6 dingy
- 7 hospitable
- 8 light
- 9 get away from it all
- 10 B&B
- 11 winter sports
- 12 cottage

5

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

Use of English

6

- 1 opting **for**
- 2 to **broaden**
- 3 Chile, **mainly**
- 4 year **I'll** be
- 5 to **do** some
- 6 get **off** the
- 7 volunteer **by** chance
- 8 to **get** away
- 9 the **overcrowded**
- 10 wouldn't **pick-up** the

Listening

7

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

Unit 5

Grammar

1

- 1 have we had
- 2 should you believe
- 3 do families get
- 4 were we
- 5 had we walked

2

- 1 not be
- 2 not being
- 3 Didn't
- 4 Wouldn't
- 5 not to be

3

- 1 Many
- 2 any
- 3 the
- 4 a few
- 5 any
- 6 a
- 7 the
- 8 All
- 9 either
- 10 Several

Vocabulary

4

- 1 admired
- 2 in common with
- 3 nagged about
- 4 complimented on
- 5 looked down on
- 6 close to
- 7 respected
- 8 envied

5

- 1 made up
- 2 look up to
- 3 turned down
- 4 get over
- 5 putting me down
- 6 bringing up
- 7 see eye to eye

6

- 1 immune systems
- 2 guinea pigs
- 3 genes
- 4 offspring
- 5 mates

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Use of English

7

- 1 Judging
- 2 say
- 3 appears
- 4 looks
- 5 like
- 6 certain
- 7 wrong
- 8 must
- 9 doesn't
- 10 might

Listening

8

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

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 B
- 2 F
- 3 A
- 4 E
- 5 C

Unit 6

Grammar

1

- 1 is made
- 2 is used
- 3 was produced
- 4 have been found
- 5 have known
- 6 was being manufactured
- 7 wasn't called
- 8 must be aged
- 9 can be consumed
- 10 has been used

2

- 1 is estimated that, will have been sold
- 2 should have been completed, was sent
- 3 are said to have been first brought
- 4 to be offered a place on the course
- 5 be reminded of, was stolen

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Vocabulary

3

- 1 dairy
- 2 minerals
- 3 saturated
- 4 Fizzy
- 5 preservatives
- 6 digest

4

- 1 dish
- 2 beat
- 3 congested
- 4 attend
- 5 doing
- 6 Antihistamine
- 7 push
- 8 slice
- 9 stiff
- 10 virus

5

- 1 thought
- 2 breath
- 3 well
- 4 half

Use of English

6

- 1 swollen
- 2 infection
- 3 catch
- 4 mind
- 5 temperature
- 6 mean
- 7 fatigued
- 8 same
- 9 X-ray
- 10 painkillers

Listening

7

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

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

Unit 7

Grammar

- 1**
- 1 he had never been there before
 - 2 she might come over later this morning
 - 3 both of the CDs belonged to her
 - 4 had had a go at windsurfing the summer before
 - 5 he wouldn't help me with my homework
 - 6 that he has missed the last bus home
- 2**
- 1 what he was doing the next day
 - 2 he was helping his brother to fix his new bike
 - 3 (William) how long his brother had had the bike
 - 4 he had bought it the month before
 - 5 (William) if / whether he was doing anything the following evening
 - 6 (Anna) if / whether she felt like going out for a pizza
- 3**
- 1 Paula denied taking the bag.
 - 2 Rosie agreed not to drive so fast.
 - 3 Anna begged Tony to sing a song.
 - 4 I insisted on paying for the meal.
 - 5 Andrea admitted to telling a lie.
 - 6 Amy offered to write to George.
 - 7 I don't blame my teammates for losing the match.
 - 8 Harry proposed that we should catch / caught a later bus.

Vocabulary

- 4**
- 1 b
 - 2 a
 - 3 c
 - 4 b
 - 5 a
 - 6 c
 - 7 b
 - 8 c
 - 9 c
 - 10 a
- 5**
- 1 in
 - 2 with
 - 3 to
 - 4 of
 - 5 for
- 6**
- 1 holed up
 - 2 taken in
 - 3 let on
 - 4 play on
 - 5 find out

Use of English

- 7**
- 1 mean
 - 2 in
 - 3 about
 - 4 way
 - 5 in
 - 6 out
 - 7 on
 - 8 instance / example
 - 9 on
 - 10 out

Listening

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

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

Unit 8

Grammar

1

- 1 I hadn't dropped my mobile phone, I wouldn't have cracked the screen.
- 2 wouldn't have got soaked if I were wearing a raincoat.
- 3 people really cared about the planet, they wouldn't use so much energy.
- 4 wouldn't waste a lot of energy if he switched his computer off.
- 5 I hadn't run all the way home, I wouldn't be tired.
- 6 we hadn't won a free flight in a competition, we wouldn't be going to Florida.
- 7 would have said 'hello' if I had seen you.
- 8 I were good at DIY, I would have put up the shelves.
- 9 Sally hadn't broken her ankle last weekend, she would be able to play football this term.
- 10 I hadn't lost my key, I could have got in.

2

- 1 Supposing
- 2 flew
- 3 would be released
- 4 would produce
- 5 Even if
- 6 stopped
- 7 would still continue
- 8 Supposing
- 9 unless
- 10 had seen

Vocabulary

3

- 1 held up gender inequality
- 2 hold homelessness
- 3 sign censorship
- 4 stand corruption
- 5 vote racism

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4

- 1 to come
- 2 stay
- 3 to go
- 4 sitting
- 5 handed
- 6 not to make

5

- 1 put in
- 2 step down
- 3 Setting up
- 4 helped out

Use of English

6

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

Listening

7

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

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 E
- 2 A
- 3 F
- 4 B
- 5 C

Unit 9

Grammar

1

- 1 All (that) Patricia had on her was a handful of dollars.
- 2 What Harry did was throw away his old credit card.
- 3 It was fast food wrappers that were floating on the pond.
- 4 One thing (that) I can't stand is being in the queue at the checkout.
- 5 What the experts have been doing is carrying out a survey into shopping trends.
- 6 One idea that has been very successful in recent years is the new recycling scheme.
- 7 All (that) Brad wanted to do was help out with the rubbish collecting.
- 8 It was Gareth who led the protest against dumping chemicals in the river.
- 9 One place (that) we have just opened a branch of our department store is Dubai.
- 10 The only thing (that) Jill will be worried about is finding a bargain in the sales.

2

- 1 Made out of plastic, it won't last long.
- 2 Being bored, Wendy walked out of the cinema.
- 3 Feeling tired, we decided to stay in.
- 4 Having waited in the bank for three hours, Lucy was told she didn't have the right papers.
- 5 Sitting on the beach, we read the books we'd bought.

3

- 1 Since arriving
- 2 On hearing
- 3 Before going
- 4 After losing
- 5 While sitting

Vocabulary

4

- 1 basket
- 2 reviews
- 3 debt
- 4 haggle
- 5 afford
- 6 notifications
- 7 snap
- 8 knocked

5

- 1 rolling
- 2 hard
- 3 hand
- 4 red
- 5 ends
- 6 belt
- 7 broke

6

- 1 brand
- 2 logo
- 3 jingle
- 4 launch
- 5 commercial

Use of English

7

- 1 opinions
- 2 better
- 3 thing
- 4 top
- 5 Another
- 6 suppose
- 7 think
- 8 sure
- 9 argued
- 10 reasons

Listening

8

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

3 B

4 B

5 A