

9 Grammar, Vocabulary, and Pronunciation **B**

GRAMMAR

1 Underline the correct word(s).

Example: The scenery in Switzerland is / **are** fantastic.

- I'd welcome some **advices** / **advice** on the best way to set up a business.
- You'll need to bring a **pair of** / **a** shorts if you want to play football.
- I think we're **on the outskirts** / **on an outskirt** of Paris at the moment.
- The airline staff **was** / **were** very helpful when my baggage got lost.
- Politics **is** / **are** not something I'm really interested in.
- I bought three **pants** / **pairs of pants** during the sales.
- The Shard is the highest building in London and is made mostly of **the glass** / **glass**.
- Could you pass me a **piece of** / **a** toast, please?

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2 Complete the sentences with the correct word.

~~whenever~~ whatever whichever whenever
however wherever whoever

Example: Whenever I see roses, I always think of you.

- You'll find good people and bad people _____ you go in the world.
- Natalie is a freelance producer, so she can work for _____ movie company she wants.
- Eat _____ you want – everything is good in this restaurant!
- I'm not tied to any fixed dates – I can go _____ is best for you.
- _____ we choose to get there, by road or air, it's not going to be cheap.
- _____ I go to when I need help, they're always busy.

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3 Underline the correct word(s).

Example: Although / In spite of the exam was hard, I still passed.

- I wanted to study medicine **even though** / **despite** I knew it would be difficult.
- You'd love Greenland, **though** / **in spite of** you might find the cold temperature difficult to manage.
- I didn't comment on her mistake **so as not to** / **to not** make her feel uncomfortable.
- In spite of** / **Although** the delay, we didn't miss any of the concert.
- I sent Jenny a text **so as** / **so that** she knew we were going to be late.
- Come as early as possible in order **to** / **for** get a seat near the front.

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Grammar total	20
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VOCABULARY

4 Write the words in brackets with the correct prefix or suffix.

Example: someone who can speak two languages
(lingual) = bilingual

- something that's paid for before you use it (paid)
= _____
- a main character in a book or movie who isn't heroic (hero) = _____
- to say a word incorrectly (pronounce) = _____
- not getting a high enough salary (paid) = _____
- the result of making something better (improve)
= _____
- food that is still a bit raw (cook) = _____
- the economic system run for private profit (capital)
= _____
- to sleep longer than you intended to (sleep)
= _____
- the area around where you live (neighbor)
= _____
- somebody that doesn't smoke any more (smoker)
= _____

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5 Complete the words in the sentences.

Example: A **chain** is a group of stores owned by the same company.

- I recognize that actor. He's in a TV **c**_____ for car insurance.
- I do **b**_____ with many different companies, here and abroad.
- Small companies always risk being taken **o**_____ by much bigger ones.
- If he isn't traveling, the CEO will be at the **h**_____ in Tokyo.
- If you **m**_____ two companies, the one big company will need fewer staff.
- My favorite football player **e**_____ this shampoo, so I can't resist buying it.
- That ad doesn't show the truth – it's very **m**_____.
- This store is only one of many **b**_____ owned by that chain.
- We need to **e**_____ and move into bigger markets if we want to make more money.
- It's simple – if we can't make a **p**_____, then we'll have to shut the store.

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Vocabulary total	20
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PRONUNCIATION

6 Underline the stressed syllable in the words in bold.

Example: We **ex|port** nearly half of what we produce.

- We're **im|port|ing** too much of our energy at the moment.
- This is a very **mul|ti|cul|tu|ral** area of the city.
- This area has some wonderful local **pro|duce** – you must try the cheese.
- The airline company agreed to **re|fund** my booking fee.
- There has been a huge **in|crease** in the number of takeovers this year.

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7 Match the words with the same sound.

digital	business	company
slogan	false	draw

Example: promote *slogan*

- profit _____
- multinational** _____
- merge _____
- decision _____
- launch** _____

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Pronunciation total	10
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Grammar, Vocabulary, and Pronunciation total	50
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9 Reading and Writing **B**

READING

Read the article about television advertising. Five sentences have been removed. Which sentence (A–F) fits each gap (1–5)? There is one extra sentence you do not need to use.

How Television Advertising Started

Every day the average person sees 20 minutes of commercials on television or on their computer. But how did this come about? Broadcasting was originally developed as a means for companies to sell radios. But once they realized that many households were listening to their radios for a significant amount of time every day, organizations started to explore this medium as a way to get their message across to the public. If one had to choose a single event that began the era of radio broadcasting, it would probably be the radio program broadcast by station WEAJ in New York City on August 28, 1922. This was a ten-minute advertisement for suburban apartment housing. By Christmas of that year, several other major New York department stores were also running advertisements for their stores.

By the late '20s radio advertising had advanced in a dramatic way. It was now dominated by advertising agencies who took control of the schedules by buying the available air time – those valuable minutes and hours during which they could reach the public – and selling it to their customers. (— 1 —) In fact, they even created entire series that were designed to sell one product or another. These efforts paved the way for the birth of television advertising that took place in later decades.

Television advertising didn't really take hold until the late 1940s. Television was totally new – offering both sound and moving pictures – and the advertising industry moved into this area cautiously because they were not sure what methods would work best to promote their clients' products on television. Should it still be treated as radio advertising but with pictures thrown in? Or perhaps it was a case of taking an entirely new approach to reach the television audiences in a meaningful and effective manner.

After many surveys, the advertising agencies determined that the most effective way to reach consumers with a strong message would be by creating shows that featured a single product or a line of products from a single company. From this idea came the typical television shows of the 1950s, including such titles as *Kraft Television Theater* and *Colgate Comedy Hour*. (— 2 —)

This practice worked very well for the clients for a while. (— 3 —) This pressure, connected with the cost of delivering a production through television, forced a massive

change in the relationship of all the parties involved. A solution had to be found if this very powerful advertising medium was to continue to be financially possible for the sponsors.

NBC executive Sylvester L. "Pat" Weaver came up with a solution that would work and would also be very favorable to the networks. He introduced the "magazine concept" of television advertising. In this arrangement, the sponsors would purchase blocks of time (typically one to two minutes) in a show rather than be a sponsor for an entire show. (— 4 —) Like a magazine, the networks would now control the content as no one advertiser would "own" a particular show.

By 1960, the magazine concept dominated television advertising, as it has ever since. Instead of relying on audience identification with a specific show, sponsors now spread their messages across the schedule in an effort to reach as many consumers as possible. (— 5 —)

More than 30 years later, online advertising came onto the scene. One major benefit of this type of advertising is the immediate publishing of information and content that is not limited by geography or time. Another benefit is the efficiency of the advertiser's investment. Online advertising allows for the customization of advertisements on websites.

Many people find advertisements annoying, complaining that they interrupt their enjoyment of a television program, for example. But perhaps we should appreciate the long way they have come since the 1920s.

- A Being able to reach a broader segment of the population proved to be very effective for the sponsors.
- B This idea would allow a variety of sponsors – up to four was the number imagined – for a show.
- C This idea was originally resisted, but after a bit of experimentation, they found that this method would work well for packaged goods.
- D They also handled the creative aspects of the commercials and programs.
- E But as television gained more popularity and there were more people watching it, the television networks were raising the costs of doing business.
- F As with radio, these television programs were produced by advertising agencies for their clients, rather than the studios as is common practice currently.

Reading total

10

9 Reading and Writing **B****WRITING**

Write a report on the following topic:

“The role of television in modern life.”

Write 140–180 words. Include the following information:

- say what you think the role of television in modern life is
- discuss how you think the role of television has changed in recent years
- explain what you think the advantages of television are

Writing total 10

Reading and Writing total 20

9 Listening and Speaking **B**

LISTENING

- 1 Listen to five people talking about their favorite ads. Which does each person say about the ad?
- A It's unforgettable because it's ridiculous.
 B It's like real life but made funnier for television.
 C Some people can identify with this situation.
 D It could inspire people to help out in their local area.
 E It works because the emphasis is simply on the role of the product.
 F The main message in the ad is advice.

Speaker 1:
 Speaker 2:
 Speaker 3:
 Speaker 4:
 Speaker 5:

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- 2 Listen to a marketing expert talking about advertising and underline the correct answer.

- 1 According to Ryan, advertising can help a company **establish their place in the market / make more money / become well known**.
- 2 Ryan says that advertising a music festival is **no different from / a little different from / completely different from** advertising a television.
- 3 Ryan describes advertising as a profession because it **can be done by any individual / sticks to specific rules / requires a course of study**.
- 4 For an ad to be successful, it should be **funny / straightforward / unique**.
- 5 In advertising, "targeting" means **achieving a high level of creativity / getting a message across to specific customers / reaching a certain level of sales**.

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Listening total	10
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SPEAKING

- 1 Answer your partner's questions.
 Now make questions and ask your partner.
- 1 What / like to do when / visit a new town or city?
 - 2 What / the best restaurant to visit in the place where you live and why?
 - 3 What / you think shouldn't be advertised? Why?
 - 4 What / your perfect job be and why?
 - 5 you / influenced by advertising? In what ways?
- 2 Talk about the statement below, saying if you agree or disagree. Give reasons.
 "Big cities are the best places for young people to live."
- 3 Listen to your partner talk about work. Do you agree with him / her?

Speaking total	20
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Listening and Speaking total	30
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