


LISTENING

1 A  5.1 Listen to the radio programme about the Ig Nobel Prize and number the pictures in the order they are mentioned.

A B C D 

B Listen again and complete the descriptions of other Ig Nobel winners.

- Research into why pregnant women don't _____ over.
- Research into why dry spaghetti breaks into _____ pieces.
- A device that makes an annoying noise that only _____ can hear.
- A business suit that automatically _____ itself.
- A washing machine for _____ and _____.

C Listen again and circle the best ending, a), b) or c).


- The name 'Ig Nobel' suggests:
 - a link to the Nobel prize.
 - that the prize is 'ignoble' or stupid.
 - two meanings at the same time.
- It is awarded for:
 - ridiculous research and inventions.
 - amusing but interesting inventions.
 - potentially major research.
- The alarm clock was awarded an Ig Nobel prize because:
 - it was good for the economy.
 - it helped people get up.
 - it meant people worked harder.
- Martha is doing research into:
 - how to stay dry in the rain.
 - how people get wet in the rain.
 - whether an umbrella or a raincoat is better in the rain.

VOCABULARY

CHANGE

2 A Underline the correct words to complete the sentences.

- John was finding it hard to adapt *to/at* the weather in the new country.
- Small amounts of radiation can have a positive effect *on/to* some cancer patients.
- Artificial intelligence will *transform/enable* the way we live.
- I can't believe you hit my car. You've caused a lot of damage *to/at* the back of it.
- It wasn't easy to adjust *at/to* life at university.
- Taking drugs can have devastating effects *on/with* people's lives.
- That bad publicity did a lot of harm *to/for* our sales.
- Putting classes online has enabled people to *access/accept* learning when and where they want.
- We have to *revolutionise/criticise* the way we produce energy – we can't rely on fossil fuels forever.

B  5.2 Listen and write the words and phrases next to the correct stress pattern.

adjust to damage access transform effect
revolutionise devastating positive enable
do harm to adapt to

- Oo _____
oO _____
ooOoo _____
Oooo _____
oOo _____
Ooo _____

C Listen again and repeat.

GRAMMAR

ARTICLES

- 3 Complete the article with *a(n)*, *the* or *-* (no article).

AN INVENTOR OR THE INVENTOR?

It's ¹ _____ well-known fact that ² _____ electric light was invented by Thomas Edison, but is it really true? Edison's light bulb, like many inventions, was ³ _____ result of many scientists' work. ⁴ _____ English scientist had made ⁵ _____ simple electric light seventy years earlier and Edison's further development of ⁶ _____ idea wouldn't have been possible without the work of his colleagues.

Similarly, the Wright brothers are generally credited with inventing the first successful airplane at ⁷ _____ beginning of ⁸ _____ twentieth century. Yet literally dozens of ⁹ _____ inventors and scientists before that time might claim to have taken key steps in developing ¹⁰ _____ sustained flight. For instance, ¹¹ _____ Norwegian named Navrestad supposedly flew in a glider in 1825 and, in subsequent years, ¹² _____ advances were made all over the world. In fact, just before the Wright brothers' famous flight, ¹³ _____ American named Langley flew over ¹⁴ _____ Potomac River, a distance of about 800 metres.

It seems that ¹⁵ _____ person who not only achieves a particular feat but also records it, protects it and publicises it will be credited with the discovery.

- 4 Read the article. Cross out *the* in ten places where it is unnecessary.

YOUR MILLION-DOLLAR IDEA

Do you want to join those people who have made a million from a simple idea? Then just follow these five tips:

- 💰 Remember the saying 'necessity is the mother of the invention'. When the people need the things, sooner or later someone will come up with an idea to meet that need. It could be you!
- 💰 Watch people and notice their habits. How do they do the everyday activities, such as answering the phone, handling the money or the credit cards, eating and drinking? Is there a way that one of the activities could be made easier?
- 💰 When you have an idea, write it down. Draw a picture. Give it a name. This will help your mind work on the idea further.
- 💰 Don't talk to the negative people about your ideas. The motivation is important for the creativity and negative people can kill it.
- 💰 Talk to a friend about your ideas. Some of the most successful ideas emerge through the talking.



VOCABULARY PLUS

COMPOUND NOUNS

- 5 Complete the compound nouns with the words in the box.

through off look back down come side

- 1 Mobile phone access is possible almost everywhere but the down _____ is the increasing number of ugly antennas.
- 2 One positive out _____ of the availability of electronic media is a decrease in the amount of paper used.
- 3 The transistor was a major break _____ in the development of electronic devices.
- 4 In the early days of mobile phones, there was a trade- _____ between battery size and compactness.
- 5 The biggest draw _____ of the development of electronic communication has been that people see less of each other in person.
- 6 After the development of atomic weapons, the out _____ for human warfare became depressing and frightening.
- 7 The use of automated telephone response systems often leads to a communication break _____ between customers and providers.

READING

- 1 A** Look at the words in the box. Which do you think are the five best words (B) and which are the five worst words (W) to use in an advertisement?

Safety	Deal	Quality	Results	Love
Client	Discover	Cheap	Health	Best

- B** Read the article and complete it with the words in the box above.

THE TEN BEST AND WORST WORDS IN ADVERTISING

Everyone likes to get something for nothing, but the word 'free' has become a **big no-no** as it's sure to make people think of a product as second-rate. What are the words that are guaranteed to get a result? And what words should advertisers avoid using? Check out the five power words in advertising, and five others that advertisers should delete from their lexicons.

☺ THE TOP FIVE

- _____ – Everybody wants it, everybody needs it and it's so hard to get. Just the mention of it catches people's attention and makes them want the product that seems to promise to deliver.
- _____ – There's a bit of the explorer in all of us and while most people are **armchair explorers**, the sense that they are going to experience something new is irresistible.
- _____ – This has always been important to consumers, but we've seen a clear trend since the 1980s to put physical and mental well-being **at the forefront**. Most people are too busy or too lazy to pay attention to their own and that's all the more reason to make them buy some via your product.
- _____ – Just a mild suggestion that a product will keep the consumer's family out of danger – particularly if the advertiser can associate the product with protecting children – and most consumers will **dig deeper into their pockets** to pay out.
- _____ – One advertising psychologist has said that the power of this word is in the association consumers make with their childhood and school; getting good grades was the goal then, and this word makes them think of that. And yes, they still want good ones.

☹ THE BOTTOM FIVE

- _____ – Most people will **go to great lengths** to pay less for a product, but this is probably the worst word to communicate that that's what you offer. When it refers to price, it makes the product sound second-rate; unluckily, the word can also refer to quality.
- _____ – Sure, it's OK to talk about the customer or consumer using this word, but consumers don't like to be referred to in such a technical, business-orientated way.
- _____ – Similar to 'cheap', this word has associations with tricky used-car salesmen and products that aren't in fact worth spending money on.
- _____ – Only one product can really be described with this word and if everyone says theirs is, then who should the consumer believe?
- _____ – Another word that was once very much in fashion, but overuse has **made consumers numb** to its meaning. And who would say their product doesn't have it?

- 2** Match the meanings 1–6 with the phrases in bold in the article.

- make extra effort for something you want badly _____
- people who dream about doing something, but don't actually do it _____
- try hard(er) to get money for something _____
- something you should never do _____
- a top priority _____
- cause people not even to notice _____

VOCABULARY

ADVERTISING COLLOCATIONS

- 3** Complete the sentences. The first letter of each word is given.

- We're *l*_____ our new product next month at the trade exhibition.
- We *e*_____ the market with a new product.
- Let's *r*_____ the price so more people can afford our goods.
- Apple *d*_____ the smartphone market.
- The technology company *b*_____ into the fashion market with smart clothes.
- We've just decided on the price. We *s*_____ it so that it's similar to the competition.
- We sponsor a lot of sporting events to *p*_____ our brand name.
- The price of bread has *i*_____ by twenty-five percent recently.
- When a celebrity says a product is good, they *e*_____ the product.
- Sofex *r*_____ the price of their new colourful tablet – they are so popular people will pay more for them.
- The new brand will be *a*_____ on TV, the internet and radio.
- Our researchers can see a *g*_____ in the market.

GRAMMAR

REAL AND HYPOTHETICAL CONDITIONALS

- 4** Complete the second sentence so that it has a similar meaning to the first. Use between two and five words including the word given.
- Without increasing the budget we can't put an advert on TV. **UNLESS**
We can't put an advert on TV _____ the budget.
 - Not many people use the shop because it closes at five o'clock. **LATER**
If the shop _____, more people would use it.
 - Could we get a discount by paying in cash? **SUPPOSING**
_____ in cash, could we get a discount?
 - Providing we're happy with your work, we'll give you a full-time contract. **LONG**
We'll give you a full-time contract _____ happy with your work.
 - Suppose I accepted the job, how soon would you want me to start? **WERE**
If I _____ the job, how soon would you want me to start?
 - Supposing you don't get the job, what would you do then? **LET'S**
_____ you don't get the job, what would you do then?
- 5** Complete the sentences with the appropriate form of the verbs in brackets.
- If the shop _____ (not have) the right version, I _____ (definitely/get) it online.
 - If I _____ (not be) left-handed, I _____ (not wear) my watch on my right wrist.
 - We _____ (close) the factory unless a buyer _____ (come forward) in the next few days.
 - If Cindy _____ (not be) at the party now, you _____ (be) miserable.
 - If I _____ (not sit) here now, I _____ (be) at home playing the guitar.
 - I _____ (buy) you dinner provided that we _____ (pass) the exam!

WRITING

A REPORT; LEARN TO MAKE WRITTEN COMPARISONS

6 A Put the words in the correct order to make phrases.

- for / less / is / important / far

- contrast / an / to / show / interesting

- on / place / importance / greater

- is / in / no / there / difference / almost

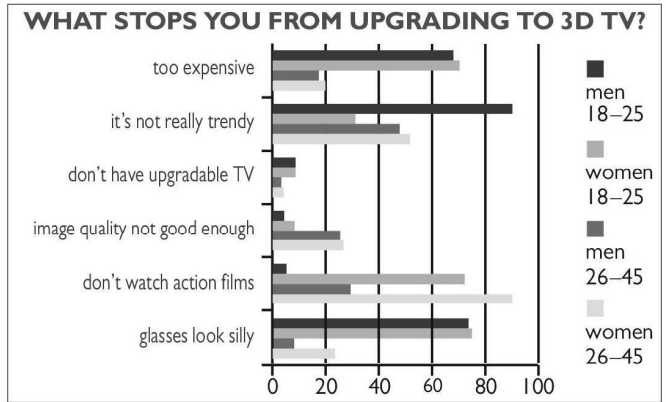
- equally / both / more / less / affects / groups / or

- differences / significant / are / there / in

- a / shows / slight / only / variation

B Look at the chart and complete the sentences with the phrases from Exercise 6A.

- Looking at men and women in the younger age group, the way the glasses look _____.
- _____ the number of people who don't have an upgradable TV.
- Comparing younger men and women, the importance of price and image quality _____.
- _____ the number of people who watch action films – the films that benefit the most from the 3D effect.
- Younger men _____ how trendy 3D TV is than the other groups.
- The results for the older groups _____ those for the younger group.
- The way the glasses look _____ people in the older age group than the 18-to-25-year-olds.



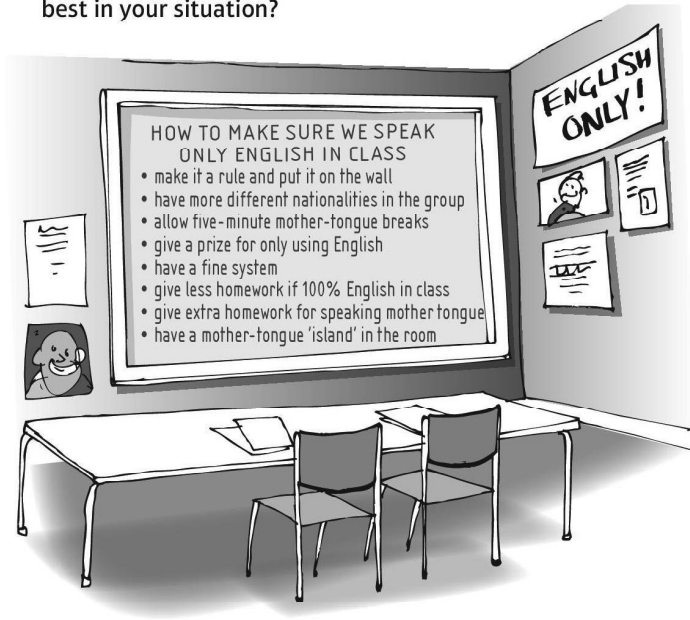
C Write five more sentences about the data in the chart.



FUNCTION

SUGGESTING IDEAS

- 1 A Read the list of ideas. Which two do you think would be the best in your situation?



- B Read the conversation. Do the speakers share your ideas?

- A: What do you think about simply writing the rule on a sign on the wall: 'English only'?
- B: I think it's too simple. We'd ignore it.
- C: ¹How much do you feel about a fine system? You have to pay if you speak your language.
- B: ²That could be a problem idea. Not everyone has money for fines.
- A: ³I suppose we try a mother-tongue 'island'. A place in the room where you can go to speak your mother tongue if you really need to.
- C: ⁴That's not a bad terribly idea.
- B: ⁵It wouldn't be work. Everyone would be on the island!
- A: ⁶Would you consider about having five-minute mother-tongue breaks in the middle of the lesson?
- B: ⁷I think we're running on the wrong track here. It's either punishment or reward, nothing else works.
- C: ⁸How does giving a prize for using only English strike you out? Like no homework? Or chocolate?
- B: ⁹Should we go agree for that?
- A: ¹⁰It'd be great if we should could get more different nationalities in the group. Then we'd naturally speak English more.
- B: ¹¹It wouldn't be my first last choice. Where are we going to find these people?
- C: ¹²I'm torn up between punishment and reward systems. Fines or prizes.
- A: Could we go for both?
- B: Yeah, ¹³let's go out with that.

- C Cross out the unnecessary word in each underlined phrase.

- D ▶ 5.3 Listen to the conversation or read the audio script on pages 77–78 to check.

VOCABULARY

COLLOCATIONS WITH IDEA

- 2 A Complete the words by adding vowels.

- People who read that won't understand it, the ideas are much too b_z_rr_.
- When the movie started I already knew how it was going to end. The idea for the film was very pr_d_ct_bl_.
- They both refused to speak until the other apologised for cr_t_c_s_ng their ideas.
- Harry's just started at the bank and thinks he'll be running it within a year. He's already c_m_ng_p_w_th ideas for how to change things.
- The directors r_j_ct_d her idea for expanding the business because they thought it was too risky.
- Have you heard? The director wants to fire Sophie for having that dr_df_l idea – it cost the company thousands of pounds.
- So you want to drive 2000 kilometres in two days, all by yourself? I think that's an nr_l_st_c idea.
- That's the best idea I've ever heard! It's br_ll_nt.

- B ▶ 5.4 Listen to the words and circle the correct stress pattern.

- | | | | | | |
|---|------|------|---|------|------|
| 1 | Oo | oO | 5 | Ooo | oOo |
| 2 | oOoo | ooOo | 6 | Oo | oO |
| 3 | Oooo | ooOo | 7 | oOoo | ooOo |
| 4 | Oooo | ooOo | 8 | Oo | oO |

LEARN TO

SHOW RESERVATIONS

- 3 A Correct the mistake in each sentence.

- To be honestly, I thought your first suggestion was better.
- To put bluntly, that's the worst idea I've heard today.
- Actual, I don't think that's a very practical idea.
- Frankedly, it's just not going to work.
- I have to saying, that's probably the only way.

- B ▶ 5.5 Listen and check. Then listen again and repeat, paying attention to the stress and intonation.