

Improve your Skills

Writing *for Advanced*

with Answer Key



Series editors:
Malcolm Mann • Steve Taylore-Knowles



MACMILLAN

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Introduction

What is *Improve your Skills: Writing for Advanced*?

Writing for Advanced is part of the *Improve your Skills* exam skills series: four preparation books which cover all aspects of the Cambridge English: Advanced exam. This course aims to develop the key writing skills, and language and exam techniques, for the Advanced Writing paper. The course can be used in conjunction with the other books in the series: *Use of English for Advanced*, *Reading for Advanced* and *Listening and Speaking for Advanced*. It can also be used as a general skills development course, or as preparation for other general English tests.

How do I use *Improve your Skills*?

You can use any of the books in this series either in class or to study on your own. The course will guide you through the activities step by step, so you can use this book with or without a teacher.

If you are studying as part of a class, your teacher will direct you on how to use each activity. Some activities can be treated as discussions, in which case they can be a useful opportunity to share ideas and techniques with other learners.

How is *Improve your Skills: Writing for Advanced* organised?

The course is made up of 12 units, each aimed at developing a particular Writing skill (e.g. planning or using paragraphs). Every unit is themed around a commonly occurring topic from the Advanced exam.

Each unit consists of:

- **Skills development:** explanation, examples and tasks to develop and practise relevant Writing skills both for general use and the exam. Each skill is broken down into simple stages with reference to why each skill is important for Advanced.
- **Vocabulary:** useful vocabulary for the Advanced exam.
- **Exam focus and practice:** focus on how each skill relates to the exam, followed by authentic Advanced-style tasks for real exam practice.

There are also *Skills tip* boxes throughout the book containing useful information and ideas on how to approach the exam writing tasks.

How will *Improve your Skills: Writing for Advanced* increase your success?

Skills development

The skills series develops the key writing skills needed for the exam in everyday contexts. People often struggle to perform the tasks without a clear plan and understanding of the requirements. The course helps you take priority and focus on the most important skills.

Language development

Each unit includes a list of useful vocabulary for the exam. The course also includes a list of useful vocabulary for the exam. The course also includes a list of useful vocabulary for the exam.

Exam technique

In any exam, you need to know the types of questions you will be asked. The course helps you to develop an understanding of the types of questions you will be asked. The course also includes a list of useful vocabulary for the exam.

How will *Improve your Skills* increase my chances of exam success?

Skills development

The skills sections form a detailed syllabus of core writing skills which are useful both in the exam and in everyday life – using connectors and cohesive devices and using appropriate register, for example. People often do these things in their own language without noticing, so it can take some practice to perform these actions in another language. Learning and understanding vocabulary and grammar can take priority in the classroom, and these very important skills can often get ignored.

Language input

Each unit includes useful vocabulary and phrases for the exam. In *Improve your Skills: Writing for Advanced*, you will find a wide range of topic vocabulary and ideas to make sure that you are well prepared when you reach the real exam.

Exam technique

In any exam, it is important to be prepared for the types of tasks you are likely to be given, and to have methods ready to answer any particular question. The Exam focus section helps you develop and practise these methods. The Skills tip boxes give short, simple advice about different types of questions, as well as study skills and how to effectively use the skills you have learned. The course covers every question type that you will face in the Advanced exam.

How is the Advanced exam organised and where does Writing fit in?

The Advanced exam consists of four papers: Use of English & Reading, Writing, Speaking and Listening. The Writing paper is made up of two tasks and takes 1 hour and 30 minutes to complete.

What does each task consist of?

The writing tasks make up 20% of your final mark in Advanced. There are two tasks which are designed to test your writing ability in a number of ways. Part 1 is a single essay task in which you are required to comment on the essay question, giving your own ideas and opinions. In Part 2 you have to choose one of three contextualised questions. You will be asked to write one of the following text types:

- report
- letter
- proposal
- review

For both parts, you have to write between 220 and 260 words.

The marks you receive in each task are based on:

- how relevant the content is to the question.
- how well you communicate your message to the reader and hold their attention (this is called communicative achievement).
- how well your writing is organised.
- the range and accuracy of the language used in the writing (i.e. grammar and vocabulary).

This course will develop your knowledge and understanding of all of the above skills, as well as the techniques you will need to use when planning and writing.

1

Planning

Toys and games

UNIT AIMS

Skill: planning

Vocabulary: entertainment topic vocabulary

Exam practice: Advanced Paper 2 Part 1

Improve your writing skills: planning

What is planning?

Planning involves spending a few minutes thinking and making decisions before you start writing. It includes selecting the main points you want to focus on, and deciding on the order in which you want to present them. It usually involves noting your decisions down in a way that is easy to refer to as you write.

- 1 Which phrase best sums up the skill of planning?
A presenting your key points as quickly as you can
B listing your key ideas in a random order
C collecting your thoughts and organising your ideas

Why is planning important?

Once you actually put pen to paper, you have to concentrate on the specific details of each sentence. Planning before writing therefore helps to ensure that you include all the information you want or need to. It also helps you to present points in the best order and in the right paragraph or section.

- 2 Successful planning allows you to
A focus on things other than ideas when you write.
B come up with better examples or reasons as you write.
C include more detailed information in certain paragraphs.

How do you plan?

The first step is to recognise the type of text you are going to write, as this will determine the overall structure to follow. Then, you need to think about the task/question as a whole and make key decisions. For instance, when writing an essay, you need to decide on the logical argument and opinions you want to present. Then, break this information down into main points, supporting points, examples, reasons, etc and divide the information into paragraphs. Note down useful words and phrases that you may want to use in your writing. Refer to your plan as you write, following and adapting it as appropriate.

- 3 What might 'adapting' your plan as you write involve?
A rewriting parts of your plan so it's clearer to follow
B using your plan as a flexible guide rather than a fixed set of rules
C creating the finished plan from your finalised piece of writing

How is planning important in Advanced?

Planning is extremely important whatever question you're answering in Advanced Paper 2. You only have limited time in the exam. Producing a quick plan before you start writing will help you produce a more successful piece of writing in the time available. Don't make the mistake of producing a piece of writing without making a plan first.

- 4 Compared to your actual piece of writing, your plan should take
A more time to produce.
B about the same amount of time to produce.
C less time to produce.

Get started

Look at

- Describe them
- Do you like them?
- What are they made of?
- Who made them?

Develop your skills

1 Match

- 1 about
- 2 example
- 3 level
- 4 machine
- 5 object
- 6 work

2 Choose

- 1 Machine
a
- 2 I
a
- 3 It
pr
a
- 4 W
a

3 Write

indu

Leis

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Get started

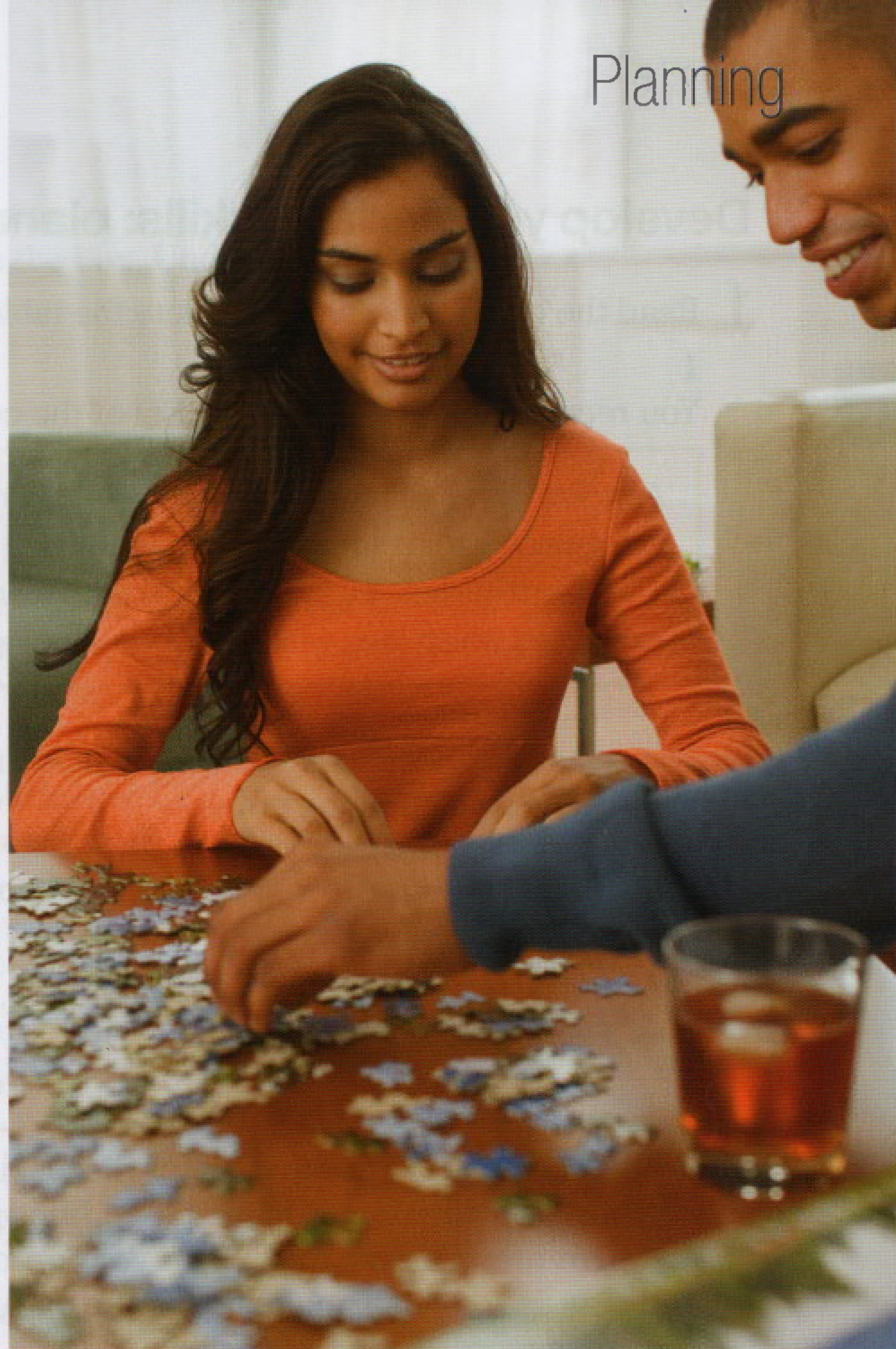
Look at the photo and answer the questions.

- Describe briefly what these people are doing and why they may have chosen to do it.
- Do you enjoy activities like this? Why? / Why not?
- What type of person might this activity be appropriate for?
- Who would find this activity more of a challenge?

Develop your vocabulary

1 Match these words to their definitions.

- | | | |
|----------------|-------|---|
| 1 absorbing | _____ | a casual and relaxed |
| 2 exhilarating | _____ | b unable to avoid doing or thinking about something |
| 3 leisurely | _____ | c making you feel very excited |
| 4 mundane | _____ | d meaningful and useful |
| 5 obsessed | _____ | e ordinary and boring |
| 6 worthwhile | _____ | f taking up all your attention |



2 Choose the correct word to complete each sentence.

- 1 Margo likes intellectual _____ such as reading classic novels and doing crossword puzzles.
a chases b hunts c races d pursuits
- 2 I need an amusing _____ to take my mind off all my work!
a diversion b disturbance c disguise d discipline
- 3 It is said that brain _____, such as riddles and puzzles, not only keep the mind active but may also help prevent mental illness.
a tormentors b trappers c teasers d tricksters
- 4 We devised a selection of icebreaker games to _____ up the party.
a liven b lighten c live d loosen

3 Write a word from the box in each gap to complete the paragraph.

indulge ■ recreation ■ steam ■ unwind ■ urge

Leisure time is essential for a number of reasons, but one of its most important functions is to allow us to (1) _____ after a hard day's work or a tough spell of studying. Letting off (2) _____ like this gives us a way to recharge our batteries and face the task ahead. Obviously, if we (3) _____ in a leisure activity too frequently, such as playing a computer game endlessly or pursuing the same hobby every day, not only does it diminish our level of enjoyment of the activity, but we may also not be able to resist the (4) _____ to do it constantly. The best course of action would then be to avoid these forms of (5) _____ at all costs.

Unit 1

Develop your writing skills: planning

1 Read the exam tasks and complete the table.

1

You receive a notice from the CEO of the company where you work.

As creativity at our company is very important, the Board is considering converting part of the workspace into a recreation area where staff can go during their breaks.
The Board invites you to send in a proposal outlining ideas for possible uses of this area and explaining which idea would improve working conditions most.

2

Your class attended a discussion on how employers can better motivate employees. You have made the following notes:

Methods to motivate employees

- Interactive games
- Bonus schemes
- Flexible work schedule

Comments overheard at discussion

"It might be a good way to get to know others."

"If you got extra money for hitting targets, I'd be more likely to try and do so."

"People will probably start coming and going as they please."

Write an essay for your instructor discussing **two** of the methods. You should explain **which method you think would be more important** for employers to use for motivating employees and **provide reasons** to support your opinion.
You may, if you wish, make use of the opinions expressed in the discussion, but you should use your own words as far as possible.

	Exam task 1	Exam task 2
Topic		
Task type		
Target reader		
Purpose		

2 Match the exam tasks in exercise 1 with these possible paragraph plans.

Plan A ____

- Paragraph 1:** purpose of writing
Paragraph 2: description of aspect 1
Paragraph 3: description of aspect 2
Paragraph 4: concluding statement

Plan B ____

- Paragraph 1:** purpose of writing
Paragraph 2: suggestion 1 with reasons
Paragraph 3: suggestion 2 with reasons
Paragraph 4: restatement of suggestions

- 3 Read these exam tasks and write the correct task type from the box. Underline the key words in the task.

email ■ review

A

You see the announcement below in an international magazine called *Executive Weekly*.

*Best
and
worst*
executive games

With so many gadgets on the market to choose from, we'd like to give our readers some ideas of what's going to be loads of fun to indulge in, and what's going to make your work actually seem more enjoyable.

Send in a(n) _____ which describes the best and worst executive toys and state the reasons for your opinion.

B

You recently purchased a chess set and discovered the following defects when you took it out of the box:

- made of plastic, not marble as advertised
- some pieces cracked
- board chipped in one corner

Write a(n) _____ to the company. You should explain:

- the overall problem and your reason for the purchase
- a detailed description of each problem
- what you want done about it

- 4 Match the notes with an exam task from exercise 3.

1 _____

Paragraph 1: quality issues with the product

Paragraph 2: really liked description and image in advert

Paragraph 3: material isn't what was advertised, damage visible in the product

Paragraph 4: would like product replaced free of charge

2 _____

Paragraph 1: lots of different items on the market

Paragraph 2: interactive, good way to let off steam

Paragraph 3: compact, inexpensive

Paragraph 4: bit mundane, inappropriate for the office

- 5 Read the exam task and the notes for a plan below. Tick the notes you would include in your text. You see this notice in the university where you are studying.

The History Department has received a grant to showcase the history of toys. Ideas under consideration include a permanent museum, a website, a temporary exhibition at a local museum, a photo album and a collectable series of miniature replicas.

The Head of Department invites you to send in a proposal outlining the importance of such an exhibition and explaining which of the above ideas would best illustrate this theme. A decision can then be made about what the exhibition should include.

Write your proposal.

- a suggest importance of having a permanent location first _____
- b express an interest in making models of toys _____
- c provide a brief description of the content of the proposal _____
- d talk about the drawbacks of having an exhibition for a short period only _____
- e mention the ease and low cost of creating a temporary exhibition _____
- f restate which ideas you favour and briefly emphasise the benefits _____
- g discuss having an item from the museum shop in the home _____
- h explain how a large space could house a wide array of toys _____

- 6 Match each note you would include in your text with a paragraph.

Paragraph 1 _____

Paragraph 2 _____

Paragraph 3 _____

Paragraph 4 _____

Unit 1

7 Read the exam task and underline the key words.

Your class has taken part in a discussion on the impact that violence in video games has on society. You have made the following notes.

Methods to lessen the impact that violent video games have on society

- parental controls
- awareness
- legislation

Comments from discussion:

“Parents should observe the games their children play and how often they play them.”

“Violent video games are known to increase aggression in young people.”

“Video game makers should be free to create whatever they want.”

Write an essay for your tutor discussing **two** of the methods in your notes. You should **explain which method is more important** and **provide reasons** to support your opinion.

8 Answer the questions.

- Which best summarises the logical argument in this task?
 - Video games are responsible for causing violence in society.
 - There is a lot of violence in video games.
- What is the main point of the task?
 - to describe the effects of violence in video games
 - to discuss ways to address the impact of violence in video games
- Which of these is a supporting point for the first comment?
 - Any and all video games should be kept out of reach of young children.
 - If children become obsessed with a game, play time certainly needs to be limited.
- Which of these is **NOT** a supporting point for the third comment?
 - There should be limits to what manufacturers can put in a video game.
 - These games are like a form of artistic expression for game developers.
- Tick the following phrases that you could use in your essay for this task.

<input type="checkbox"/> artistic expression	<input type="checkbox"/> leisurely pastime
<input type="checkbox"/> illegal activity	<input type="checkbox"/> market research
<input type="checkbox"/> adult supervision	<input type="checkbox"/> research results
<input type="checkbox"/> criminal behaviour	<input type="checkbox"/> absorbing pursuit

9 Make notes to plan your paragraphs for the exam task in exercise 7.

Introductory paragraph

- _____
- _____
- _____

1st main body paragraph

- _____
- _____
- _____

2nd main body paragraph

- _____
- _____
- _____

Concluding paragraph

-

10 Read the text and choose the correct word from the box.

You see

The
provi
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comm

The
ideas

Write:

- **appor**
- **inf**
- **rel**

Summary

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Useful

Second

Suppo

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11 Use the

1st ■

2011

10 Read the exam task and complete the plan. Use the phrases in the box for useful vocabulary suggestions.

You see the following notice in your community centre.

The manager of the community centre is considering the following ideas to provide special entertainment opportunities as a way to relax and unwind after work or at weekends. These include a board games night, dance competitions, karaoke, a charades night and paintball.

The centre director invites you to send a proposal presenting two of these ideas and give reasons to support your choice.

Write your **proposal**.

appropriate for all ages ■ brain teaser ■ competitive nature ■ gestures ■ family participation ■ informative experience ■ intellectual pursuit ■ exhilarating activity ■ worthwhile diversion ■ relaxing entertainment ■ simple rules

Summary of task idea: _____

First suggestion: _____

Supporting ideas for first suggestion: _____

Useful vocabulary: _____

Second suggestion: _____

Supporting ideas for second suggestion: _____

Useful vocabulary: _____

Concluding remarks: _____

11 Use the plan to write the main body paragraphs of your proposal.

1st main body paragraph

2nd main body paragraph

Exam focus: planning in *Advanced*

- 1** Look at the exam practice section on page 13 and choose the correct word or phrase to complete each sentence.
- Your essay will be written in a **formal** / **semi-formal** style.
 - The type of essay you write will be **descriptive** / **argumentative**.
 - The areas that will need the most planning are the **beginning and end** / **middle paragraphs**.
 - You **must use some** / **don't have to use any** of the ideas from the prompt.
 - The ideas in the prompt that appear in your essay should be **paraphrased** / **word for word**.
 - You **don't have to** / **must** write about the methods detailed in your notes.
- 2** Tick the plan that is most suitable for the essay.
- | | |
|---|---|
| <p>1 ____</p> <p>Main idea: gaming addiction</p> <p>Agree with: providing treatment</p> <p>Example 1: meet with a counsellor</p> <p>Example 2: have a support group</p> <p>Supporting phrases: help get over it, share experience</p> <p>Disagree with: warning labels</p> <p>Example 1: packaging thrown away</p> <p>Example 2: can't stop the problem from happening</p> <p>Supporting phrases: message lost, will be too late</p> | <p>2 ____</p> <p>Main idea: gaming addiction</p> <p>Agree with: public service announcements</p> <p>Example 1: raises awareness</p> <p>Example 2: have a proven success rate</p> <p>Supporting phrases: television adverts, completely cured</p> <p>Agree with: providing treatment</p> <p>Example 1: meet with a counsellor</p> <p>Example 2: have a support group</p> <p>Supporting phrases: help get over it, share experience</p> <p>Disagree with: warning labels</p> <p>Example 1: not forceful enough</p> <p>Example 2: unattractive</p> <p>Supporting phrases: people still buy products with these labels, artwork covered up</p> |
|---|---|
- 3** Choose the sentence that supports the idea for treating gaming addiction.
- Idea: treatment programmes
 - It does not make any sense to place a person with a gaming addiction problem into a treatment programme when these things only treat more serious addictions.
 - A specialised treatment programme that addresses the specific issue of gaming addiction could go a long way towards solving the problem.
 - Idea: public service announcements
 - This sort of thing might be slightly helpful in addressing the problem, but more often than not, people do not pay attention to them.
 - If these announcements are broadcast widely enough, they may reach people who are suffering from the problem.
 - Idea: warning labels
 - Warning labels sometimes deter people from buying certain products, so they may be effective in deterring people from overplaying a video game.
 - By the time most people have started playing a video game, they will have forgotten what the warning label said in the first place.

Skills tip

When planning in *Advanced* Paper 2 Part 1, should you

- think of examples to use to support your position? **Yes / No**
- aim to come up with more ideas when you actually start writing? **Yes / No**

Exam practice:

Advanced Paper 2 Part 1

Part 1

You **must** answer this question.

Write your answer in **220–260** words in an appropriate style.

- 1 Your class recently attended a panel discussion on the dangers of gaming addiction and what methods can be used to treat it. You have made the notes below.

Methods for treating game addiction:

- treatment programmes
- public service announcements
- warning labels

Some opinions expressed in the discussion:

"These people should be able to get counselling for their uncontrollable urges."

"If only more people knew how to recognise the signs."

"Any mention of the issue on the package would be ignored."

Write an essay for your instructor discussing **two** of the methods in your notes. You should **explain which method you think is more important** for treating problems associated with gaming addictions and **provide reasons** to support your opinion.

You may, if you wish, make use of the opinions expressed in the discussion, but you should use your own words as much as possible.

Skills tip

Your paragraph plan for the essay in *Advanced Paper 2 Part 1* will almost always follow the same basic structure. The first paragraph should always include a statement from the prompt paraphrased in your own words. The next two paragraphs should discuss your 'for' and 'against' arguments, which should include at least two justifying statements for each point. Conclude with the idea that you support and comment about what would happen if that idea became a reality.

2

Comparing

Advertising and marketing

UNIT AIMS

Skill: comparing

Vocabulary: work topic vocabulary

Exam practice: Advanced Paper 2 Part 2

Improve your writing skills: comparing

What is comparing?

Comparing involves describing and/or discussing the similarities and differences between two or more things. One of the key skills when comparing is to be able to recognise and focus on the most important and relevant similarities/differences, and ignore the less relevant ones.

1 The skill of comparing

- A involves focusing more on similarities than on differences.
- B is essentially the opposite of the skill of contrasting.
- C could also be referred to as 'comparing and contrasting'.

Why is comparing important?

Comparing is a central element of evaluation. When you're evaluating two or more things to determine which is the most suitable, the best, etc, you have to compare them. It is also a useful technique when describing something unfamiliar. By comparing the unfamiliar with something more familiar, you help your readers understand the unfamiliar object, situation, etc more clearly.

2 Which statement involves description rather than evaluation?

- A The XYG30 is less effective for workplace communication.
- B The XYG30 looks not dissimilar to an everyday smartphone.
- C The XYG30 is certainly more than capable of winning the speed test.

How do you compare?

Ways to express comparisons in English include using comparative and superlative adjectives and adverbs, using words and phrases used for comparing, such as A key difference between them is, One aspect they all have in common is, etc, using words and phrases for linking similar ideas, such as both, equally, similarly, etc, and using words and phrases for linking contrasting ideas, such as whereas, in contrast, etc.

3 Which word or phrase would we probably **not** use for comparing?

- A seem like
- B likewise
- C unlike

How is comparing important in Advanced?

Comparing is important in both parts of Advanced Paper 2. In the essay in Part 1, you may want to explain an idea by comparing it with something more familiar. You may also want to describe some ideas as more/less important/relevant/etc than other ideas. Comparing is also important in Part 2. In all the text types you might write in this part, you need to be able to evaluate by talking about the relative sizes, qualities, etc of two or more things, and compare unfamiliar ideas to familiar ideas.

4 In Advanced Paper 2, comparing is important in Part 1

- A but not particularly relevant to Part 2.
- B and all Part 2 text types.
- C and some Part 2 text types.

Get st

Look at
question

- What
many
- Is ad
Why
- What
in ad
desc
___ fa
___ la
___ in

Devel

1 Match

- 1 Th
- 2 Ex
- 3 If
- 4 Th
- 5 Al
- al

2 Choose

- 1 De
- ca
- 2 W
- ap
- 3 Th
- 4 Th
- 5 Th

3 Write

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the

Get started

Look at the photo and answer the questions.

- What are some effects of seeing too many adverts in our daily lives?
- Is advertising beneficial? Why? / Why not?
- What do you imagine working in advertising is like? Tick the descriptions you agree with.

<input type="checkbox"/> fast-paced	<input type="checkbox"/> competitive
<input type="checkbox"/> laid-back	<input type="checkbox"/> sedentary
<input type="checkbox"/> imaginative	<input type="checkbox"/> rewarding



Develop your vocabulary

1 Match to make sentences.

- | | |
|--|--|
| 1 The human resources manager was headhunting _____ | a ahead and hopefully things will fall into place. |
| 2 Even though we're not sure of the plan, let's press _____ | b the ropes like a professional. |
| 3 If you dress professionally for work, you'll project _____ | c to find qualified staff members. |
| 4 The ad was designed to target _____ | d a young, computer-savvy audience. |
| 5 Although Evan only started two weeks ago, he's already learned _____ | e an image of success. |

2 Choose the correct word to complete each sentence.

- 1 Darren, can you please show the **clients** / **consumers** in? I'd like to present the advertising campaign we developed for them.
- 2 We'd like the adverts to feature **prominently** / **extremely** round town, so they should appear on buses, in bus stops, in main squares and on major traffic routes.
- 3 The **subtitle** / **caption** at the bottom of the photo says the company was established in 1936.
- 4 The bank has a display of **catalogues** / **pamphlets** describing the range of services it offers.
- 5 The number of **personnel** / **labour** working in the marketing department exceeds 100.

3 Write a word or phrase from the box in each gap.

campaigns ■ direct mail ■ hoardings ■ placement ■ slogans

It is clear that advertising has spread to every walk of daily life, and it seems that no public surface is off limits for advert (1) _____. You can see adverts at bus stops, on the sides of buses, high above you on giant (2) _____, and even on the pavement. Sometime we love advertising, such as when we read catchy (3) _____ that soon find their way into our daily language. Other types of

advertising, such as (4) _____, which is delivered through the letterbox, often ends up in the bin seconds after it arrives. Even if a lot of advertisements are ignored, it must be worth the company's expense to create them. The truth is that the reason companies spend so much money on advertising (5) _____ is that it usually pays off.

Develop your writing skills: comparing

- 1 Underline comparison words and phrases in these sentences.
- 1 Advertising is one of the most competitive fields in the world today.
 - 2 The employees of an advertising firm strive to create campaigns that are more creative and attractive than other firms.
 - 3 A campaign with a good slogan and an effective plan at targeting the right audience is more likely to be a success than one that lacks even just one of those aspects.
 - 4 A key difference between the two is the creativity involved in developing an ad campaign.
 - 5 Advertising professionals include graphic designers and copywriters who are equally involved in the ad creation, but have different tasks.
 - 6 A graphic designer works on the image of the advert, whereas the copywriter develops slogans and captions.

- 2 Read the exam task and answer the questions.
- You see the following notice at the language school where you study English.

The school is looking to advertise itself as a learning centre for business English through its website.

The director invites you to send in a proposal outlining sections that include learning activities **and** career advice and explaining how these activities help promote the school.

- 1 What is the exam task asking you to write?
- 2 Why is the school asking students to come up with ideas for its website?
- 3 Who will you address the text to?
- 4 How many sections will you talk about?
- 5 Besides outlining sections, what else will you do in your text?

- 3 Look at the exam task in exercise 2 again and write sentences to compare the following suggestions, using the words from the box. There is an example given.

as helpful as ■ less fun ■ less suitable ■ less useful ■ more appropriate ■ more useful

- Example:*
- 1 games for learning English / tips for job interviews
The games for learning English section might be less useful for business English students than the tips for job interviews section.
 - 2 exam practice / games for learning English
 - 3 tips for job interviews / job listings
 - 4 games for learning English / business English vocabulary learning
 - 5 exam practice / business English vocabulary learning
 - 6 job listings / games for learning English

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4 Read the exam task and decide if the statements are true (T) or false (F).

Your advertising company is looking to become a multinational business and you have attended a meeting on the subject. You have been asked to write a report discussing the details of the meeting.

Location ●

- North America: easy to set up, expensive
- Latin America: cost-effective, language barrier

Staff 👤

- some in-house staff could relocate
- better to hire new staff

Conclusion

- Latin America more attractive option
- best to press ahead within the month

- 1 The topic of the exam task involves the expansion of a company. _____
- 2 The notes in the exam task belong to your manager. _____
- 3 The notes contain at least three instances of comparison words. _____
- 4 Your report is likely to contain a comparison of location choices. _____
- 5 The exam task is specifically asking you to compare location and staffing choices. _____
- 6 Your report will NOT include your recommendations. _____

5 Look at the exam task in exercise 4 again and tick which of the following are the most appropriate comparisons for the report.

- | | |
|--|--|
| 1 Setting up the new location in North America is less attractive due to the cost involved. _____ | 4 Hiring new staff means we will not have to concern ourselves with relocating existing staff, who may be considerably less likely to move to a foreign country. _____ |
| 2 Latin America is cost-effective and the language barrier would be a greater challenge to face than in North America. _____ | 5 The ease of setting up a location in North America makes it the most attractive option. _____ |
| 3 It is most important that we convince our in-house staff of the attractive option of relocating to the new business. _____ | 6 The best way forward is to begin setting up the new business as soon as we can. _____ |

6 Read the text and answer the questions.

Foreign advertisements can be very clever, often more so than those in my native USA. One of my favourites is a public service announcement in Norway about fire safety.

In this ad, a couple is getting ready to go to bed, and the woman tells the man to unplug the kettle because even though the risk is small, there is a chance of fire. The man scoffs, but the woman says, 'What could possibly go wrong by unplugging the kettle?' The next morning, the man gets ready for work, takes a sip of cold watery tea, spits it out on his work clothes, changes his shirt, is then late for work, misses his bus and one thing leads to another. He ends up in an Amazonian rainforest dressed like a tribal person.

The ad ends by saying the chances of this happening are one-millionth of one per cent, but the chances of fires due to electrical causes are 40%. Compare this to a typical fire safety ad in the States, and you'll find that it's much more memorable. The Norwegian ad is doing a better job of preventing fires, wouldn't you agree?

- 1 What is being compared in this text?
- 2 What words are used to make comparisons?
- 3 Why does the writer familiarise us with the advert's storyline?
- 4 What is being compared in the advert?
- 5 Which ad does the writer prefer? Why?
- 6 What does the writer conclude about the fire safety advert from Norway?

- 7 Look at the information below. Complete the text using words from the box and your own words where necessary.

Aid laundry detergent - advertising campaign and sales results:	
Livingston:	Bradvale:
Campaign favoured most by the 45-54 age bracket	Campaign favoured most by the 25-34 age bracket
Floral scent preferred more than the unscented version	Floral scent and unscented brands sold equally well
Large economy-sized boxes sold more in comparison to smaller boxes	Smaller boxes far outsold large economy-sized boxes

higher ■ perform ■ preferred ■ responsive ■ whereas

To: Amy Partridge **From:** Alex Fisher
Subject: Aid campaign **Date:** 24th November

Introduction

The purpose of this report is to detail the company's recent advertising campaign for Aid laundry detergent. Included are results of the campaign in the cities of Livingston and Bradvale.

Age groups

In Livingston, the campaign seemed to work best in the 45-54 age bracket,

(1) _____ in Bradvale, the campaign was more successful with the 25-34 age bracket. Thus, in regard to the advertisements, younger people in Bradvale were (2) _____ in Livingston.

Scent

As far as scents are concerned, the floral scent seemed to (3) _____ than the unscented version among consumers in Livingston. However, in Bradvale, consumers didn't show a preference to either one. It would seem that consumers in Livingston (4) _____ than the Bradvale consumers.

Boxes

Regarding product size, sales of large economy-sized boxes (5) _____ in Livingston than in Bradvale. On the other hand, smaller boxes greatly outsold the economy-sized ones in Bradvale.

Conclusion

These results are quite surprising, as we were expecting the same age groups in both areas to be most responsive to the campaign. I suggest we run the campaign locally in two or three other cities before finalising the national campaign.

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8 Read the exam task and choose the correct word or phrase.

You recently reviewed a printed advert for your product and you have made the following notes about the advert.

Style of advert

- product too small, doesn't feature prominently enough
- colour scheme brighter than originally agreed upon, not consistent with brand

Slogan

- catchy, but could be better
- would prefer something shorter, more like last year's campaign

Write a letter to your advertising company's account representative, Janice Styles, explaining the problems with the advert and suggesting what you would like done about it.

- 1 The exam task requires you to write a **letter** / **report**.
- 2 In this task, you are playing the role of a(n) **client** / **advertising manager**.
- 3 The design work in the ad seems to be much **smaller** / **larger** than the product.
- 4 The **product** / **colour scheme** is being compared with a previous selection.
- 5 From the notes, it seems that last year's slogan was **more** / **less** successful.
- 6 Your text will have **two** / **three** purposes.

9 Using the notes from the exam task in exercise 8, match the endings to the sentences to make comparisons.

- | | |
|---|--|
| 1 In reviewing the advert, it seems that the product ... | a more consistent with our company's brand. |
| 2 Regarding our brand colours, I would like a colour scheme that is not ... | b shorter in length and sold the product successfully. |
| 3 The colour scheme we originally agreed upon was ... | c features less prominently than we would like. |
| 4 In terms of the slogan, it would be great if you could make it ... | d as bright as the one that appears in the advert. |
| 5 We prefer the slogan for last year's campaign, which was ... | e catchier and more memorable. |

10 Complete the main body paragraphs of this letter. Use the information from exercises 9 and 10.

Dear Ms Styles,

I am writing with regard to the recent printed advertisement that your company made for our product. The advertisement has some promising aspects in its design. However, there are a few issues that I would like to be resolved before we agree to use it.

Please ensure that the above changes to the advertisement are implemented and send us the new one as soon as it is ready. Do of course let me know if you have any questions.

*Best regards,
Caroline Watkins*

Exam focus: comparing in Advanced

1 Look at the first exam task on page 21 and complete the sentences.

- 1 This exam task is asking you to write a(n) _____.
- 2 The campaign will focus on advertising Engeltown as a(n) _____.
- 3 Your proposal will be written to the _____ of Engeltown.
- 4 In your proposal, you will suggest ideas for _____ to be used in the campaign.
- 5 In the second part of your proposal, you will identify the _____ of the campaign.
- 6 Additionally, you will suggest where the _____ of the adverts will be.

2 Look at the first exam task on page 21 again and answer the questions.

- 1 What will be compared in this exam task?
- 2 What wording is used in the exam task to show that comparing will be involved?
- 3 Why is comparing important in this exam task?
- 4 What kind of title would you give your text?
- 5 What could your headings be for this text?

3 Tick the phrases that would be useful for the first exam task.

- | | | | |
|---------------------------|-------|-----------------------------|-------|
| 1 quaint, rural character | _____ | 5 travel websites | _____ |
| 2 large hoardings | _____ | 6 industrial centre | _____ |
| 3 business travellers | _____ | 7 historical buildings | _____ |
| 4 city dwellers | _____ | 8 close proximity to nature | _____ |

4 Write sentences using these phrases to make your ideas the more appealing choice.

- 1 I feel confident / our proposal

- 2 The ideas I propose / important aspects

- 3 These suggestions / the best campaign

- 4 People / certain to visit Engeltown

- 5 Engeltown / reasons to visit

- 6 Best advert placement / people book online

Skills tip

In Advanced Paper 2 Part 2, could you

- a** include headings for proposals and reports?

Yes / No

- b** use bullet points for ideas in reviews?

Yes / No

Exam practice:

Advanced Paper 2 Part 2

Part 2

Write an answer to **one** of the questions **1–3** in this part.

Write your answer in **220–260** words in an appropriate style.

- 1** You see the following notice in a school where you are studying English.

The national tourism board has given our town, Engeltown, a grant to spend money on an advertising campaign that showcases our town's tourist attractions. The town council invites you to send a proposal outlining ideas to include in the campaign's slogans and suggestions for the most appropriate target audience and placement of the adverts. A decision can then be made about how the money should be spent.

Write your **proposal**.

- 2** You recently attended a job fair as the human resources representative of an advertising company. Here are your notes on some of the candidates interested in working at your company.

Qualifications

- mostly bachelor's degrees, few master's degrees
- inexperienced, eager to learn

Personality

- many project good image
- good communicators, good-natured

Overall

- promising candidates
- CVs of most qualified attached

Skills tip

When writing proposals and reports in *Advanced Paper 2 Part 2*, it is important to clearly state your objective in the first paragraph. Begin by stating your purpose, aim, objective or goal and then go on to say briefly how you will achieve that, either by comparing, suggesting, describing or examining information. The rubric will play a large part in supplying the specific information that will appear in your first paragraph, so be sure to follow it closely and include all the details.

Your manager has asked you to write a report summarising the job candidates you met and recommending whether they would make suitable employees.

Write your **report**.

- 3** You see the announcement below in a monthly magazine called *Ad World*.

Best and worst adverts

Adverts sometimes make us laugh, and sometimes they annoy us beyond belief.

We would like to publish our readers' favourite and least favourite adverts,

whether they are on television, in print, online or on hoardings.

Send in a review which describes the best advert and worst advert you have seen and give reasons for these choices.

Write your **review**.

3

Evaluating and prioritising

Classroom environments

UNIT AIMS

Skill: evaluating and prioritising

Vocabulary: education topic vocabulary

Exam practice: Advanced Paper 2 Part 1

Improve your writing skills: evaluating and prioritising

What are evaluating and prioritising?

Evaluating involves determining the value of something, often in terms of how important, useful or suitable it is. Prioritising involves determining and deciding how important something is compared with other things. When you evaluate and prioritise, you form an opinion based on evidence and logic and then express it, indicating which points you think are the most important, which are the next most important, etc.

- 1 Which of these statements is true about expressing opinion when writing?
A You should always prioritise first and evaluate second.
B You need to choose whether to evaluate or prioritise.
C You should combine elements of evaluating and prioritising.

Why are evaluating and prioritising important?

Expressing opinion in written form often involves making the most important points first, together with supporting details. This helps the reader recognise and understand what the main argument is. After that, secondary points are presented. These give additional weight to the position the writer has taken. Evaluating and prioritising main points helps to strengthen the writer's argument.

- 2 The more a writer's argument is strengthened,
A the more persuasive it will be to the reader.
B the fewer secondary points are required.
C the less it matters whether the reader agrees.

How do you evaluate and prioritise?

The first main stage is during planning and involves listing the reasons for an opinion and rating them in terms of most important/relevant/etc. It also involves rejecting poor or irrelevant reasons. The second main stage is while writing. This involves employing appropriate phrases to show the relative importance of different points, such as First of all, Secondly, What is more, More worryingly, One key reason for this is ..., etc.

- 3 Evaluating and prioritising take place
A mainly in the pre-writing planning stage.
B in both pre-writing and writing stages.
C only when there are reasons to reject.

How are evaluating and prioritising important in Advanced?

Evaluating and prioritising are important in all Advanced text types, but they're particularly important in Part 1. When, in an essay, you're presenting an argument based on your own opinion, you need to present the strongest case for your position, and guide your readers clearly through the argument. You do this by making the right decisions in the planning stage, and marking your argument with appropriate linking words and phrases while writing.

- 4 Why are evaluating and prioritising so important in Part 1?
A because it's essential in an essay to present a clear and sensible argument
B because Part 2 text types rarely involve you expressing your opinion
C because Part 1 is the only part where you need to consider the reader



Get started

Look at the photos and answer the questions.

- Which of the two learning environments do you prefer? Why?
- How do you think the learning experience is different in the two photos?

Develop your vocabulary

1 Match to make phrases.

- | | | |
|-----------------|-------|-------------------------------------|
| 1 to contribute | _____ | a students' attention in the lesson |
| 2 to engage | _____ | b students' efforts |
| 3 to give | _____ | c to the lesson |
| 4 to overcome | _____ | d obstacles |
| 5 to praise | _____ | e a balance between two things |
| 6 to strike | _____ | f (positive) feedback |

2 Write a word from the box in each gap to complete the paragraph.

ability ■ difficulties ■ exploit ■ flexible ■ individual ■ interaction ■ respect ■ self-esteem

MILE END

Language School

At Mile End Language School, we offer the best possible learning experience. Our staff are specially trained to deal with a variety of learning (1) _____. We recognise that students learn in different ways and that mixed (2) _____ classes are unavoidable. To deal with this, class sizes are kept to a maximum of seven students in a class and we make sure that every student gets the (3) _____

attention that he or she needs. Our teachers maintain (4) _____ in the classroom, not through strict discipline, but through a healthy (5) _____ with students, designed to build (6) _____. We also (7) _____ the space we have and apply a (8) _____ approach to each lesson so that students benefit from a comfortable, modern classroom environment.

Unit 3

Develop your writing skills: evaluating and prioritising

1 Complete the questionnaire.

YOUR EXPERIENCES OF THE CLASSROOM

Answer the following questions about your education so far.

1 What can you remember about your first classroom experiences?

ANSWER

2 Were your first experiences of being in a classroom mainly positive or negative? Give examples.

ANSWER

3 Have you ever been in a class where background music was playing? Do you think this is a good idea?

ANSWER

4 How important do you think it is to be able to discuss the lesson with other students?

ANSWER

5 Which do you think is the best arrangement for a language lesson such as English? Why?

- single desks facing the front
- rows of desks facing the front
- desks placed in a large 'U' shape
- students sitting in pairs facing the front
- round or rectangular table alongside the teacher
- students sitting in small groups facing each other

ANSWER

6 Make a note of any problems you have experienced with the following:

- lack of books or materials

ANSWER

- too many students in a class

ANSWER

- noise or other distractions

ANSWER

- lack of space in the classroom

ANSWER

- inadequate equipment

ANSWER

- students of mixed ability

ANSWER

- uncomfortable conditions in the classroom (e.g. heat, cold)

ANSWER

2 Read the points below and add any ideas of your own. Then number the points in each column in order of how important you think they are, putting 1 for the most important.

Teachers should ...

- praise students for their efforts and give positive feedback.
- tell students how they should behave.
- engage students in the lesson.
- involve students in decision making.

Students should ...

- be on time for the lesson.
- be prepared – having done all the work set for that lesson.
- remain silent in class.
- remain seated in class.

3 Read the text and complete the information.

The changing classroom

11

Opinions vary about the best classroom environment, but one thing is certain – the modern approach would have been hard to imagine 40 or so years ago.

First of all, a recent trend is to have lots of flexible classroom space. This includes separating the classroom into different sections. For example, apart from the usual desks facing the teacher, there could be a seating area with comfortable chairs or bean bags for quiet reading, and a large table for craft activities or group discussion.

Experiments have been carried out with movable walls so that the shape of the classroom can be changed to suit specific groups and lessons.

As well as this, the interaction between teacher and student is changing. In the modern classroom, the teacher no longer insists on students doing what they are told while sitting in silence. Instead, students are involved in decision-making and are given much more freedom than they were in the past. An example of this can be found in

one school where students can leave their desks when they feel they need a break. The teacher who devised this method claims that the benefits, in terms of how successful the lesson is, are enormous.

It seems that there are plenty of ways to make the classroom a friendly environment for students. All it takes is a little imagination and a teacher or school owner who is brave enough to try something new.

Paragraph 2:

Writer's main point about the changing classroom environment:

Ways the writer supports this point:

Paragraph 3:

Writer's secondary point about the changing classroom environment:

Ways the writer supports this point:

4 Match to make sentences about the text in exercise 3.

- 1 The writer mentions a large table for craft activities as an example of
- 2 The writer begins talking about the relationship between teachers and students by mentioning
- 3 The purpose of movable walls is to provide
- 4 The idea of students taking a break when they want to is an example of
- a the way things used to be in the past.
- b a classroom that suits its purpose.
- c students being given more freedom.
- d a separate section of the classroom.

5 Complete the sentences with your own opinions.

- 1 In my opinion, a flexible classroom space _____
- 2 I believe that students sitting in rows facing the teacher _____
- 3 I feel that involving students in decision making _____
- 4 Giving students more freedom in class might result in _____
- 5 I think the best way to make the classroom a friendly environment is _____

Unit 3

6 Read the exam task below and answer the questions.

Your class has recently attended a panel discussion on the quality of teaching and conditions in the classroom. You have made the notes below.

Factors that affect quality of teaching and conditions in the classroom:

- the role of the teacher
- the role of the student
- distractions in the classroom

Some opinions expressed in the discussion:

"We should not let any obstacles stand in the way of learning."

"Teachers should be conscientious and fair."

"Students too often blame the teacher or the conditions."

Write an essay for your tutor discussing **two** of the factors in your notes. You should **explain which you think is more important** for improving the quality of teaching or conditions and **provide reasons** to support your opinion.

You may, if you wish, make use of the opinions expressed in the discussion, but you should use your own words as much as possible.

- 1 How do you see the role of the teacher? What do you expect him or her to do?
- 2 In what ways can poor conditions stand in the way of learning?
- 3 How easy or difficult is it to overcome difficult conditions?
- 4 What do you think the role of the student should include?

7 Tick the comments you agree with. You can add your own ideas. Then number them in order of relevance to the task in exercise 6, writing 1 for the most relevant.

___ Whether you learn or not depends on your teacher.

___ Students have to take some responsibility for their own learning.

___ I can't learn anything if there's too much noise.

___ The traditional set-up of rows of desks facing the teacher is best.

___ Teachers should take their roles seriously.

___ Having more than 20 students in a class is a big disadvantage.



8 Choose two main factors from the task in exercise 6 and decide on the order of presentation.

Main body	Paragraph 2	
	Paragraph 3	

9 Write supporting details for each of the points you wrote in exercise 8. Use some of the phrases in the box.

This is due to ... ■ One reason for this is ... ■ An example of this is ... ■ By this I mean ...
■ To my mind, ... ■ While it is true that ... ■ This includes ... ■ There should be ...

10 Read this model answer to the task in exercise 6 and answer the questions.

we all spend a great deal of time in the classroom and, over the years, we are exposed to a range of different teaching styles and conditions. I believe that the teacher has a vital role to play but, equally, the student has certain responsibilities too.

In an ideal situation, the teacher should control the class so that obstacles can be overcome. The role of the teacher is to engage the students, making the lesson interesting so that he or she has the full attention of the class. A teacher needs to strike a balance between accessibility and authority, being friendly and building self-esteem, while at the same time maintaining a healthy respect in the classroom. In this way, each member of the class can contribute to the lesson and develop their abilities.

However, the student also has a part to play here. Conditions are rarely perfect, and there is no such thing as a perfect teacher, so it is up to the individual students to be mature enough to focus on what is important. It is very easy to blame external conditions, such as a classroom that is too small or badly decorated. While it is true that these things make a difference, the student has a responsibility to make the best of the situation.

To conclude, I believe that the classroom is a place which we need to exploit for what it has to offer. That means we should go in prepared to learn as much as possible from the experience and be prepared for some things that may be less than ideal.

- 1 In the introduction, how does the writer prepare us for the content of the main body?
- 2 What is the main subject of paragraph 2?
- 3 How does the writer support the main arguments in paragraph 2?
- 4 In paragraph 3, in what way does the writer change direction?
- 5 Which of the points from exercise 8 does the writer mention?
- 6 In what way does the conclusion refer to the writer's main arguments?

11 Decide which of the following statements best summarises the writer's opinion in the essay above.

- a We are right to criticise our teachers and classroom conditions.
- b Many of the problems caused in the classroom are the fault of students.
- c The teacher plays a vital role but the student must also play a part.

12 Read the essay task below and choose the two ideas that you would write about.

Your study group recently attended a seminar on modern classroom environments. You have made the notes below.

Some points about modern classrooms:

- Students are given more freedom
- Classrooms are often divided into different sections
- Learning difficulties are recognised and treated according to the student's needs

Some opinions expressed in the seminar:

"The classroom is a place where respect and discipline are essential."

"Teachers do not give enough thought to the layout of the classroom."

"All classes are mixed ability – students have very different needs."

Write an essay for your tutor discussing **two** of the points in your notes. You should **explain which you think is more important** and **provide reasons** to support your opinion.

13 Write a main body paragraph about one of the ideas you chose above. Support your main point with examples and/or explanations, as you did in exercises 8 and 9.

Exam focus: evaluating and prioritising in Advanced

1 Look at the exam practice section on page 29 and answer the questions below.

- 1 Which two of the three points will you write about? _____
- 2 Which point is the most important in your opinion? _____
- 3 Do you agree or disagree with each of the opinions in the second box? _____

2 Complete the table with your own ideas.

the teacher-student relationship	Teachers need to ...
	Students should ...
the classroom	A suitable classroom ought to ...
	This would help to ...
the number of students per class	Classes with a lot of students ...
	Smaller classes ...

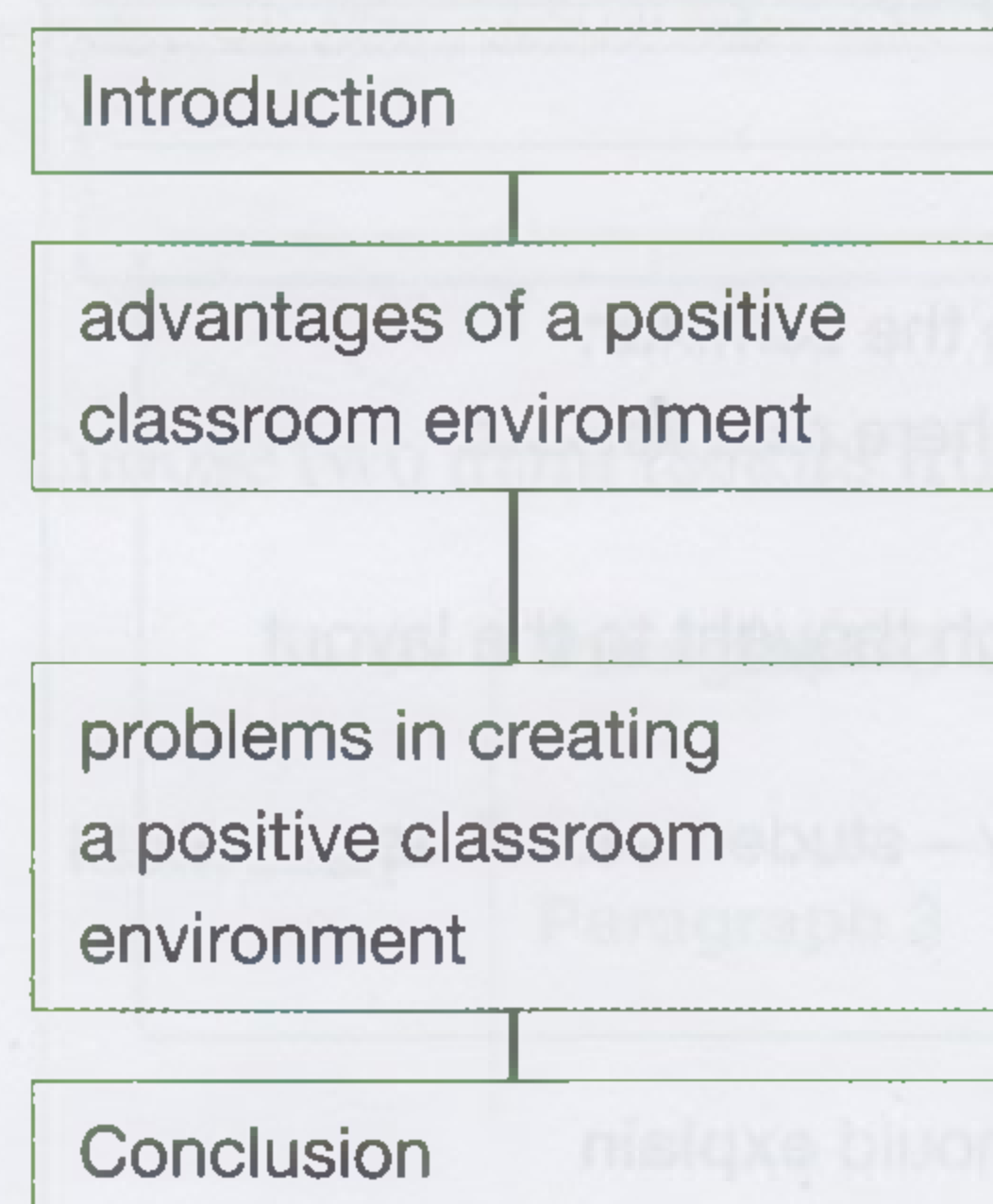
Skills tip

In Paper 2 Part 1, should you

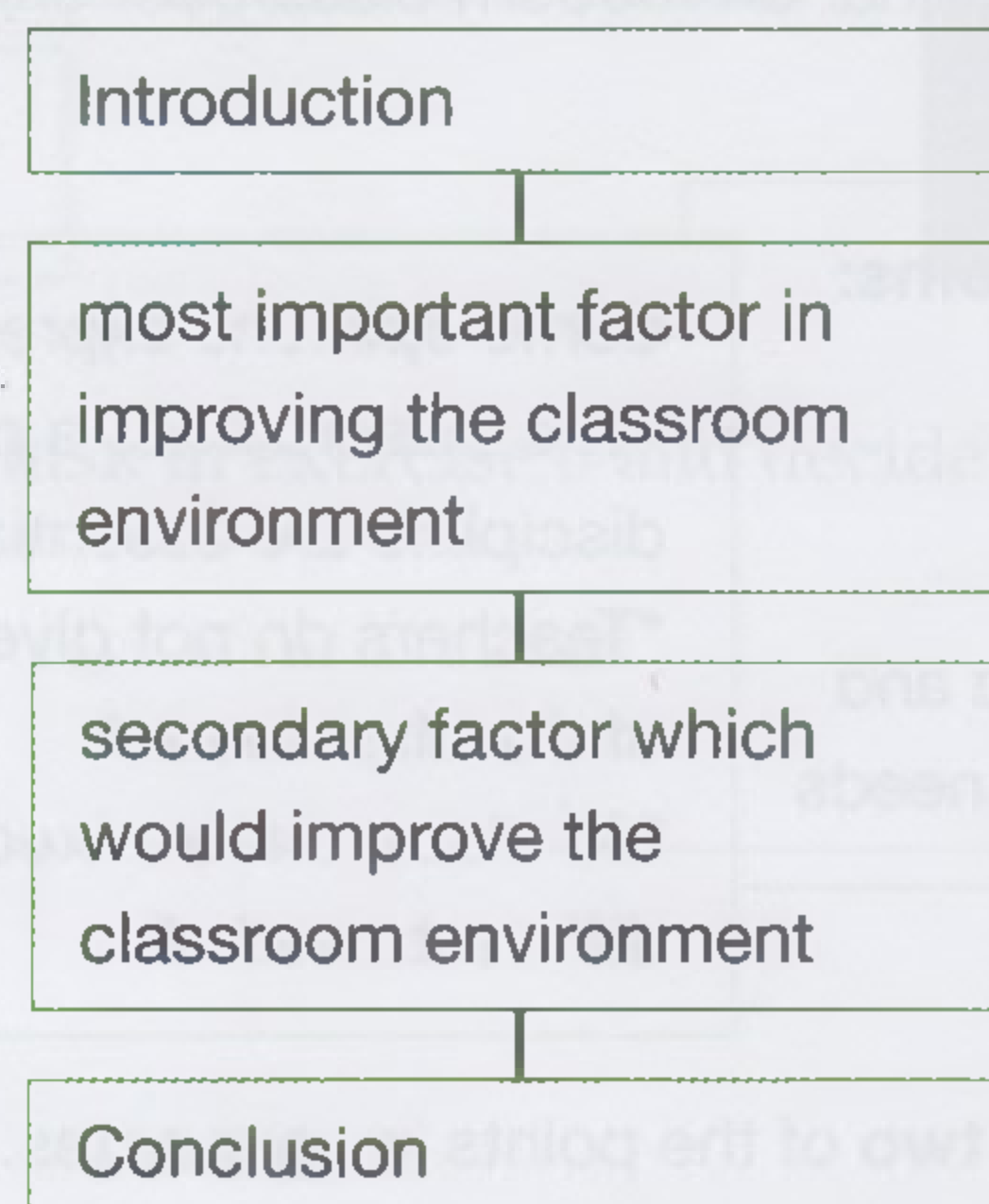
- a write about two of the notes in the first box? **Yes / No**
- b use all three of the opinions as they are written? **Yes / No**

3 Choose the best plan you could follow to write the essay on page 29.

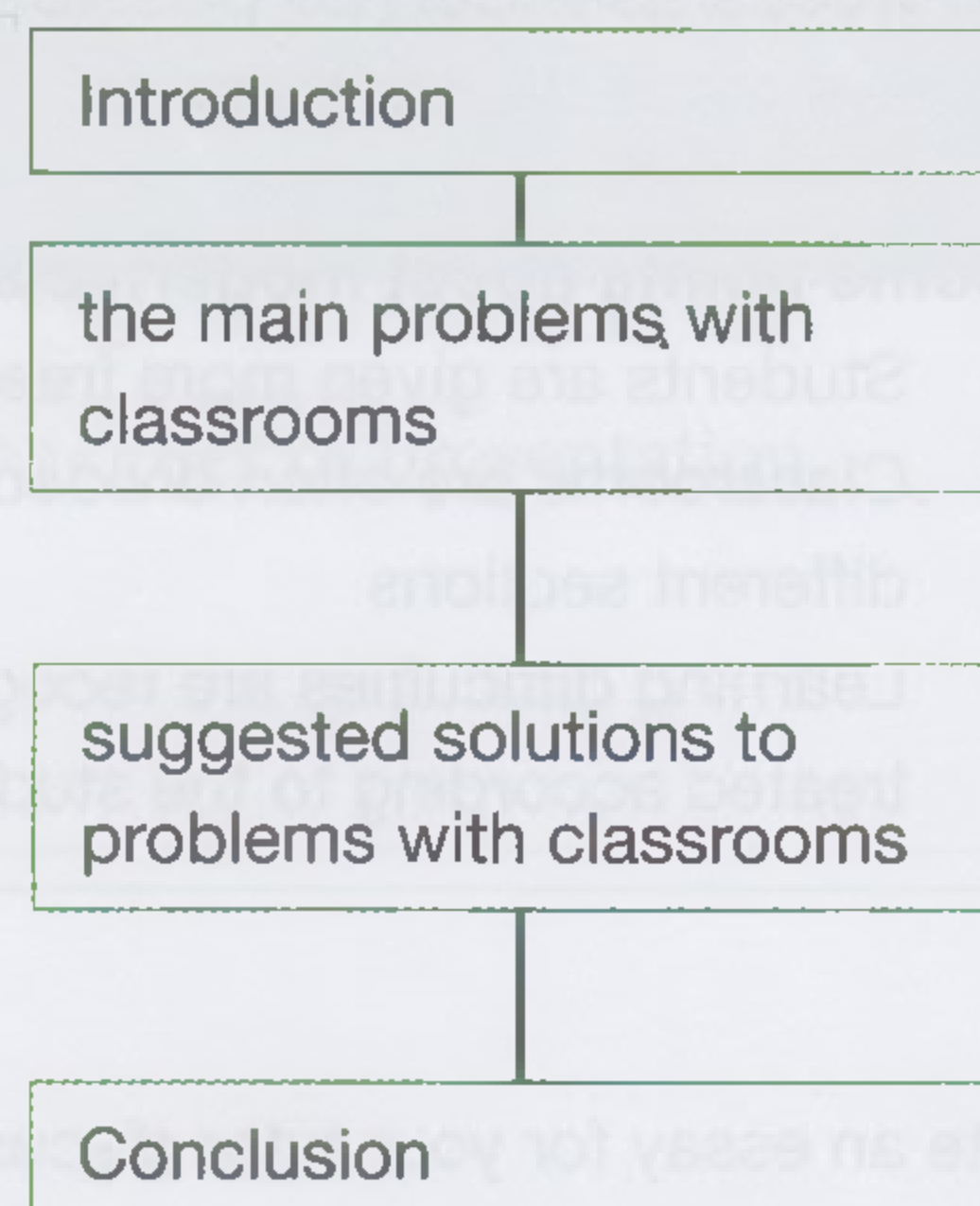
A



B



C



*Exam practice:***Advanced Paper 2 Part 1****Part 1**

You must answer this question.

Write your answer in **220–260** words in an appropriate style.

- 1** Your class recently attended a lecture on the importance of a positive classroom environment and what methods can be used to improve it. You have made the notes below.

Factors in the classroom environment:

- the teacher–student relationship
- the classroom
- the number of students per class

Some opinions expressed in the lecture:

“The personality of the teacher plays the single most important role in any lesson.”

“It is very difficult to be positive in an uncomfortable classroom.”

“There is no chance of individual attention if there are 30 students in a class.”

Write an essay for your tutor discussing **two** of the factors in your notes. You **should explain which you think is more important** for creating a positive classroom environment and **provide reasons** to support your opinion.

You may, if you wish, make use of the opinions expressed in the discussion, but you should use **your** own words as much as possible.

Skills tip

When you write an essay in *Advanced Paper 2 Part 1*, make sure your introduction tells the reader the main point(s) you are going to argue. Your main body paragraphs can then be split between the two points the task asks you to discuss. You can either begin with your main point or build up to it and present it in the second part of your main body. Finally, your conclusion should leave no doubt as to your opinion on the subject.

4

Using paragraphs

DIY

UNIT AIMS

Skill: using paragraphs

Vocabulary: free time topic vocabulary

Exam practice: *Advanced Paper 2 Part 2*

Improve your writing skills: using paragraphs

What is using paragraphs?

Every Advanced writing text that you produce will need to be divided into paragraphs. Each paragraph should contain at least one main point, together with relevant reasons, supporting details and examples as appropriate. In the exam, to show you're starting a new paragraph, make sure you leave a blank line after the previous paragraph, and/or indent the first word of each paragraph.

- 1 Which of these would be unsuccessful in terms of consistency?
A a text where every paragraph is indented by two centimetres
B a text where there's one blank line between each paragraph
C a text where the introduction is indented but the conclusion is not

Why is it important?

A piece of writing without paragraphs is difficult for the reader to follow and understand. Using paragraphs helps the reader recognise when you're moving onto a new point or idea. Paragraphs guide the reader through the text, making your argument and logic easier to follow.

- 2 Which statement best sums up the importance of paragraphs?
A They make the reading process easier for readers.
B They make the writing process easier for writers.
C They make the marking process easier for examiners.

How do you use paragraphs?

The main work should be done in the planning stage. You need to decide how many paragraphs your piece of writing needs – depending on the text type and how many points you wish to make – and which points (together with reasons, examples, etc) will be included in each paragraph. Then when it comes to writing, follow your plan.

- 3 Which of these statements is **not** true?
A Every text type requires a specific number of paragraphs.
B The text type will determine your paragraph structure to some extent.
C Text type is irrelevant when deciding on the number of paragraphs.

How is it important in *Advanced*?

Paragraphs are important in all text types to show you understand their conventions. In an essay, paragraphs help the reader to follow your argument. In a letter/email, a review, report or proposal, you want the reader to understand when you have moved on to a different aspect of the subject.

- 4 Which of these is an example of 'the layout conventions of the text type'?
A a warm, friendly tone in an informal letter
B every section of a report having a heading
C the logical flow of argument in an essay

Get started

Look at the photo and answer the questions.

- Have you ever done anything like this? If not, would you like to try? Why? / Why not?
- What can people do to make DIY projects easier and more enjoyable?
- Is it beneficial to be imaginative and flexible when doing a DIY project, or is it better to follow a set of instructions, a manual or a guide?



Develop your vocabulary

1 Each of the words or phrases in bold is in the wrong sentence. Write a word or phrase in bold from another sentence to replace the incorrect one.

- 1 Reading an instruction manual thoroughly takes all the **tutorial** out of the project. _____
- 2 I couldn't **read** remodelling my bathroom without help from a professional. _____
- 3 If you **grasp** to do things on your own, you'll be more self-sufficient in life. _____
- 4 The diagram was terribly confusing, and neither Mark nor Lisa could **outline** the concept. _____
- 5 Distance-learning classes are largely **guesswork**, meaning you are responsible for learning the materials on your own. _____
- 6 The DVD that comes with the book has a brief **self-study** on the fundamentals of garden design. _____
- 7 It would be a good idea to **contemplate** the steps on paper before you begin redesigning your kitchen. _____
- 8 You can teach yourself many things if you're willing to sit down and **strive** up on the subject. _____

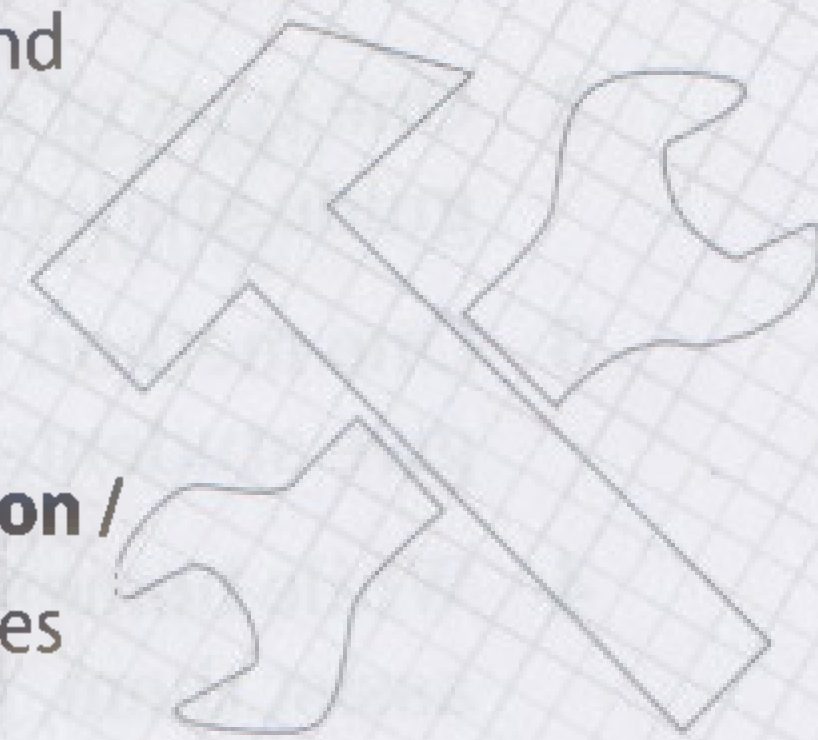
2 Choose the correct word.

DI Why?

05

A DIY project can be a great experience, but it can sometimes be a frustrating one, especially if you have to (1) **devour** / **devote** several hours or days to complete it and specifically if the plan is particularly (2) **awkward** / **problematic**. Most of the struggle involves trying to (3) **guess** / **figure** out a confusing instruction manual or suddenly realising halfway through (4) **assembling** / **accumulating** a piece of furniture, that parts are missing or that you've missed a step earlier on. Most people only go through this hassle because it's cheaper to build

things on your own. However, the DIY concept represents an (5) **ingenious** / **intellectual** idea for lowering costs, both for the manufacturer and for the consumer. It is, of course, entirely (6) **tempting** / **feasible** to do a DIY project successfully and efficiently if you take some time to make sure you understand what to do. It can also be a great family project, a learning experience and the perfect (7) **concentration** / **inspiration** for taking on greater challenges on your own.



Unit 4

Develop your writing skills: using paragraphs

1 Read the exam tasks and match an opening statement and a closing statement to each task.

1
You were responsible for overseeing a neighbourhood building project carried out by volunteers. Write a report on how the event went and what changes could be made to improve future events like this.

Opening statement _____
Closing statement _____

2
You see this notice at the youth centre where you work:

The director would like to offer courses for children to learn how to do things for themselves. You are invited to send a proposal outlining projects for the kitchen and outdoor projects as well as explaining the benefits.

Opening statement _____
Closing statement _____

- a In the future, I would suggest that more training should be provided so that these large-scale tasks can be carried out properly.
- b The following two ideas are what I believe would be the best inspiration for children to learn how to do some important things for themselves.
- c Although all of these ideas are important to read up on, I think the two that I have mentioned will be the most useful in their lives.
- d I will describe the events that took place during the building project and suggest what could be done to improve a project like this for next time.

2 Read these statements and decide if they are topic sentences (T) or examples (E).

- 1 One of the aspects of the project I would like to discuss is teamwork between volunteers. _____
- 2 Children can learn how to plant seeds, care for them, watch the plants grow and perhaps pick vegetables later in the year. _____
- 3 One of the volunteers was an engineer by profession, and she assisted with some of the more complicated building tasks. _____
- 4 Another important task I would like to suggest is gardening. _____

3 Read the exam task and tick the sentences that would go into the main body paragraphs of the essay.

You attended a discussion on how teachers can encourage students to do more things for themselves. The methods are: class projects, homework assignments and volunteering. Some comments from the discussion were:
“They can get assistance in class.”
“Their parents may just do it for them.”
“It’s also a way to give back to the community.”
Write an essay discussing two methods, say which one is more important and provide reasons to support your opinion.

- 1 There are a couple of methods I’d like to discuss, one of which I believe would be very useful for students to learn how to do things on their own. _____
- 2 One type of class project could be on how to manage your expenses, where teachers guide students through the various steps. _____
- 3 One method that would be highly appropriate is class projects, in which teachers can give students hands-on experience. _____
- 4 While homework assignments are helpful for some, others may get their parents to assist them, just as they do for many other things. _____

4 Complete the letter with the sentences below in the correct order.

- a Many people are afraid to make any changes in this respect because of the danger involved.
- b I hope to see these on the programme soon, and again, thank you for putting on such a helpful do-it-yourself home improvement programme.
- c This area of the house is one which many people would like to make better use of.
- d While I have learned how to do many things from watching your programme, I would like to make a couple of suggestions to include in future programmes which I am certain could really benefit viewers.
- e A simple tutorial could do two things: develop useful skills and prevent accidents.
- f I would like to see some ideas for converting it into a living area, instead of just being a storage space where everything collects dust.

Dear Sir or Madam,
I am writing to express my appreciation for the highly informative programme on home improvements which you broadcast weekly. (1) —
Firstly, I would like to see more shows that focus on improving your attic space. (2) — (3) —
Secondly, I believe it would be useful to focus on dealing with electrical issues. (4) — (5) —
To sum up, these are two suggestions that I think would be of use to your viewers. (6) —
Yours faithfully, Rebecca Lake

5 Divide this text into four paragraphs by circling the first word of each paragraph.

DIY is anything but a modern phenomenon. This can be seen by looking back thousands of years, as well as to the more recent past, and by searching for far more than just furniture. Archaeologists uncovered a building from the sixth century BC that belonged to an ancient Greek colony in Sicily that may be the first instance of DIY. The building had instructions carved on its walls on how to replicate its design. This was an ingenious attempt by the builder to teach other people how to build their own home just like the one unearthed. Going back 200 years to the North American pioneer days, as people spread farther west, new homes were constructed by those who were going to live in them. The homes were somewhat easier to construct than today's homes, as they lacked the electrical wiring, plumbing and other complexities of modern dwellings. Nonetheless, it was a DIY project few people would contemplate starting today. In conclusion, as recent trends in home building have shown, such as the use of sod bricks and natural materials, people can still achieve great things when they brush up on their DIY skills. However, most will stick to simpler DIY tasks such as assembling ready-made bookshelves, tables and bed frames.

6 Look back at exercise 5 and choose the main idea of each paragraph.

- | | |
|--------------------------------|--|
| 1 Introduction | 3 Main body paragraph 2 |
| a recent trends in DIY | a home building by early North American settlers |
| b history of DIY | b influences in modern American home building |
| 2 Main body paragraph 1 | 4 Conclusion |
| a DIY archaeology | a DIY and its limits |
| b DIY in ancient times | b future trends in DIY |

Unit 4

7 Look at the exam tasks and answer the questions.

Task A

You see the following notice in a magazine.

Best and worst of DIY!

DIY can be an adventure. That's why we want to publish the best and worst projects so that our readers know what and what not to do themselves. Send in a review which describes the best project **and** the worst project you have ever done and give reasons for these choices.

Task B

You see this notice in the halls of your school.

We are looking for ideas to put on the school website to assist students with DIY projects. Write a proposal that describes projects for inside **and** outside the home, and explain how the projects can help.

In which task will you

- | | |
|---|-----------|
| 1 compare and contrast ideas? | Task ____ |
| 2 have two main body paragraphs that support ideas? | Task ____ |
| 3 conclude with an overview of all ideas presented? | Task ____ |
| 4 conclude with recommending a single idea? | Task ____ |
| 5 provide helpful examples? | Task ____ |
| 6 provide a personal experience? | Task ____ |

8 Read the exam task and the example answer. Underline areas of the text where the report needs improvement and explain why.

You assisted with a weekend DIY design course on creating decorative items for the home. Here are your notes from the course.

Popularity of tasks

- students expressed interest in tasks
- focus on interior designs, some wanted more outdoor designs

Ease in learning the tasks

- most got started immediately
- some had trouble in intermediate stages

In general

- interactive and useful course
- better to put the more difficult items into advanced class

The course instructor has asked you to write a report describing how the classes went and giving your recommendations.

Report on the weekend DIY design class

Introduction

This report is based on observations made in Sarah Fitch's DIY design course over the weekend. In this report, I will give a description of how the class went.

Popularity of tasks

In terms of how students liked the tasks, it seems that they were very interested in the tasks that Ms Fitch presented. The focus on interior designs was a positive aspect of the class.

As far as the ease in learning the tasks was concerned, a few students had a bit of trouble about halfway through the process. As a result, some of their designs did not turn out properly. It may be possible that students did not think through the steps well enough.

Conclusion

In general, the class was interactive and useful for students, and I believe many people were pleased that they decided to take the course.



9 Complete the report, improving it by adding information or rewriting the problem areas.

You receive the following email at the television studio where you work.

You are invited to send a proposal outlining a programme that involves an artistic pursuit **and** one that involves home improvements and explaining how viewers could benefit from the ideas.

- 1 As many people have an interest in making music and strive to make their homes more environmentally friendly, shows about these activities will certainly be very popular.
- 2 The purpose of this proposal is to outline ideas for a new television series on interesting DIY activities and explain how viewers could benefit from the ideas.
- 3 I will also give reasons as to why I think my suggestions are the best ideas for the new series.
- 4 There are numerous DIY activities for a television series to focus on, but I believe the most appealing ones are the two I have mentioned in this proposal.

book publishing ■ eco-friendly home improvements ■ jewellery making
■ luxury home improvements ■ producing music

- 1 ____ I would not choose to do a programme on luxury home improvements; with the economy in bad shape, there would not be much interest in such a programme.
- 2 ____ Not only is it rewarding to create an accessory that expresses who you are, you could also go into business if you show a real talent for it.
- 3 ____ Besides, making your home eco-friendly is not only good for the environment; you will also save money on bills.
- 4 ____ Because book publishing and producing music go hand in hand, it would be feasible to create a show that covers both.

12 Using sentences from exercise 11, write the two main body paragraphs for the exam task.

Exam focus: using paragraphs in *Advanced*

1 Look at the first exam task on page 37 and choose the correct answers.

- | | |
|--|--|
| 1 The text type you will write is a(n) ____. | 4 There are ____ problematic issues that you will discuss. |
| a email of complaint | a two |
| b reference email | b three |
| 2 You will address your text to a ____. | 5 One of the problems is with the product's ____. |
| a bookshop | a materials |
| b furniture manufacturer | b instruction manual |
| 3 Your text will probably have at least ____ paragraphs. | 6 The content of your text will have ____ purposes. |
| a four | a two |
| b five | b three |

2 Decide if these phrases are useful for expressing a complaint (C) or a course of action (A).

- | | |
|--|-------|
| 1 The bookcase does not contain all of the items. | _____ |
| 2 I would like to suggest that you refund me 25% of the 50 euros I paid. | _____ |
| 3 I spent a lot of time trying to figure out how to follow the instructions. | _____ |
| 4 I was quite frustrated to discover this halfway through the assembly process. | _____ |
| 5 For you to not include everything required for assembly is, in my opinion, quite unacceptable. | _____ |
| 6 There was too much guesswork involved in the assembly. | _____ |
| 7 I feel I am entitled to a partial refund. | _____ |
| 8 It only seems fair that I should not have to pay for the repairs. | _____ |

3 Decide which paragraphs the sentences would appear in.

- | | |
|--|--|
| a In light of the above, I feel I am entitled to a partial refund. | |
| b Firstly, the bookcase does not contain all of the items needed to assemble the parts together. | |
| c I am writing to complain about the Beebo Bookcase, which I ordered from your online shop on 17th February and which was delivered on 21st February. | |
| d Secondly, the instruction booklet that came with the bookcase was, in my opinion, incredibly difficult to understand, despite the claim on your website that the instructions would be simple. | |
| e As you can imagine, I was quite frustrated to discover this halfway through the assembly process. | |
| f I would like to suggest that you refund me 25% of the 50 euros I paid for the bookcase. | |
| g For you to not include everything required for assembly is, in my opinion, quite unacceptable and caused me considerable inconvenience. | |
| h At one point, I was completely baffled by the various steps, as they did not make sense. | |

Skills tip

In *Advanced* Paper 2 Part 2, should you

- | | |
|---|----------|
| a make plans for all tasks, then decide which task you want to do? | Yes / No |
| b select a task for which you know the most topic-related vocabulary? | Yes / No |

Paragraph 1 _____

Paragraph 2 _____

Paragraph 3 _____

Paragraph 4 _____

*Exam practice:***Advanced Paper 2 Part 2****Part 2**

Write an answer to **one** of the questions **1–3** in this part.

Write your answer in **220–260** words in an appropriate style.

- 1** You recently purchased a bookcase online and have encountered some problems with the product.

Write an email to the company, Bernstein Furniture. Your email should explain:

- details of the product and when you purchased it
- the problems you have had with the product (parts missing, instructions difficult to follow)
- what you would like done about it.

Write your **email**.

- 2** You see the following notice in your local community centre.

The town council has informed us that they would like to contribute funds for a local building project to be carried out by volunteers with the help of trained professionals.

The planning director invites you to send a proposal outlining a project for the entire community **and** one for a family in need and explain the benefits that each project has.

Skills tip

When writing a letter or email of complaint, you have to make sure you are firm and clear in what you would like done about the issue. At the same time, you should not go to extremes by saying anything in an offensive or rude manner. List the complaints clearly and completely, and always remember to explicitly request specific action to be taken.

Write your **proposal**.

- 3** You are responsible for a self-study course in English literature which began at your university four weeks ago. Here are your notes on the course so far.

Course materials

- no complaints from students about online accessibility
- students seldom ask questions about materials

Homework/tests

- compulsory assignments usually completed, optional ones rarely
- test marks low, students may have trouble grasping concepts

Overall

- more interactive lessons needed
- review materials and assignments

Write a report for your Head of Department explaining how the course is going and what changes you believe should be made.

Write your **report**.

5

Understanding purpose and the target reader

The marine world

UNIT AIMS

Skill: understanding purpose and the target reader

Vocabulary: environment topic vocabulary

Exam practice: *Advanced Paper 2 Part 2*

Improve your writing skills: understanding purpose and the target reader

What is understanding purpose and the target reader?

Every time you write a text, you have a purpose, a reason for writing the text. It may be to give news, to express opinion, to examine an issue, to inform, etc. The target reader is the person who the text is for. For a letter this may be a friend, for a proposal it may be the leader of the town council, for a review it may be a typical reader of a magazine for young adults, for an essay it will probably be a teacher or tutor.

1 If your teacher has asked you to write a review of an aquarium for a local newspaper, who is the target reader?

- A your teacher
- B the editor of the newspaper
- C an average reader of the paper

Why is it important?

Everything in your piece of writing, including format and layout, register and style, linking devices, grammar, vocabulary, etc, should help you to achieve your purpose. You need to have a clear idea of why you are writing, and who you are writing for, in order to produce the correct layout and language. The effect on the target reader is the most important part of judging how successful your writing is.

2 Which of these does **not** help a proposal achieve the writer's purpose?

- A trying to use as many descriptive adjectives and adverbs as possible
- B giving every paragraph a clear and precise heading
- C having separate paragraphs for analysis and recommendations

How do you understand purpose and the target reader?

You need to study different text types and analyse exam writing tasks to recognise what the purpose of the writer of each one usually is. You also need to know who the target reader usually is for Advanced task types, and analyse writing tasks to decide who you are writing for in each one. Then, you need to choose the appropriate style, register, language and structure to match the purpose and the target reader.

3 At what point should you identify the purpose and the target reader?

- A while reading the exam task
- B while creating a paragraph plan
- C while writing your piece of writing

How is it important in Advanced?

Understanding purpose and the target reader is essential in any piece of writing you produce in Paper 2. If you haven't understood the purpose of the task, and if you haven't understood who you're writing to or for, you won't be able to make the right decisions in terms of register, formality, style, language, layout, etc. This in turn will effect the marks you're given.

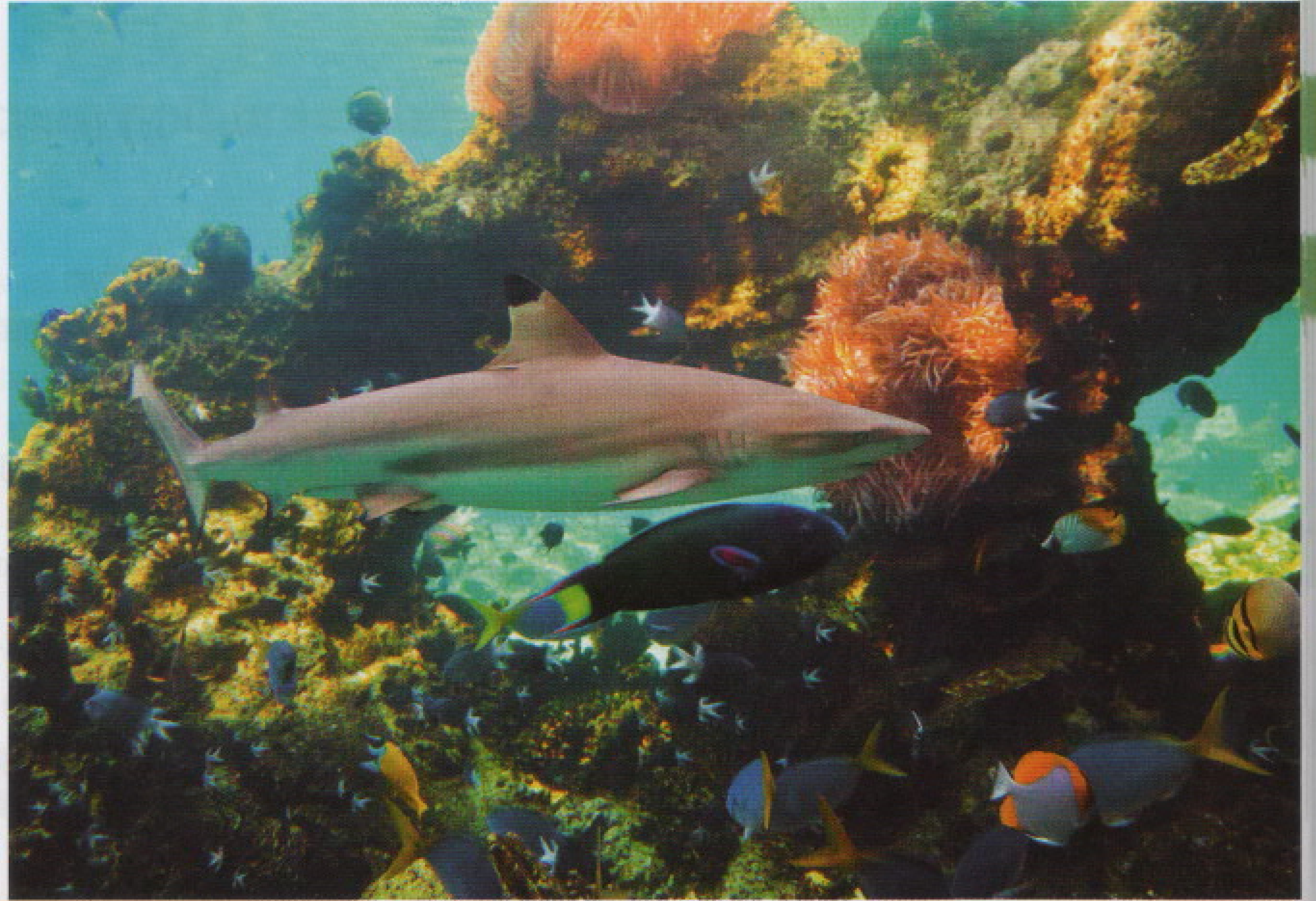
4 An examiner marking your piece of writing will

- A expect you to explain the purpose of every piece of writing.
- B be expecting very formal language whatever the text type.
- C put him/herself in the position of the target reader.

Get started

Look at the photo and answer the questions.

- What forms of sea life can you identify in this picture?
- What specific threats do our seas and oceans face?



Develop your vocabulary

1 Match to make phrases.

- | | |
|---------------|--|
| 1 to make | a funds to support a cause |
| 2 to raise | b irreversible damage |
| 3 to campaign | c donations to an environmental organisation |
| 4 to put | d against environmental destruction |
| 5 to do | e measures into practice |

2 Write a word or phrase from the box in each gap to complete the text.

biodiversity ■ clean-up ■ coastal ■ creatures ■ disposal ■ dumping ■ overfishing ■ reefs ■ stocks ■ washed up

THE TOP TEN

Our oceans and seas help keep our planet alive.
Here is a quick reference to the things we should all know.

5 big issues

- ⚙ The problem of (1) _____ threatens the food supply of billions of people around the world. The depletion of fish (2) _____ is perhaps the biggest problem we face.
- ⚙ Marine conservation is still at a very low level with less than one per cent of all oceans and seas having protected status.
- ⚙ Tourism has, until recently, paid little attention to the marine environment, with millions of hotels simply (3) _____ their waste into the sea.
- ⚙ Shipping and industry take their toll on the oceans with oil spills and oil leaks leading to millions of dead fish being (4) _____ on our beaches.
- ⚙ Climate change does not just affect the land. Global warming is responsible for destroying coral (5) _____, and carbon dioxide causes the sea to acidify. All of this threatens not just marine life but human life too.

5 steps to save the seas

- ⚙ With good management, we can stop the extinction of sea (6) _____ and guarantee fish supplies for generations to come.
- ⚙ The various (7) _____ campaigns held at beaches and (8) _____ resorts help to highlight the need to look after our seas.
- ⚙ We hope the message is finally getting through. There is evidence that the tourism industry is beginning to take waste (9) _____ seriously.
- ⚙ It costs millions for beaches to be chemically cleaned after a major oil spill. Massive fines imposed against oil and shipping companies might be the only way to make them listen.
- ⚙ There is hope, but the (10) _____ of our seas needs to be preserved. Things are changing and some people are beginning to take action. The question is: have we left it too late?

Develop your writing skills: understanding purpose and the target reader

1 Choose the correct word or phrase.

- 1 People usually read a film review **to find out more / for education purposes** and to **recommend it to others / decide whether or not to see it**.
- 2 A worker in an environmental organisation would write a report to **learn something new / give to the manager** and to **present facts about / criticise** a situation.
- 3 A person would read an email from a friend to **hear someone's news or opinion / become an expert in something**.
- 4 People usually write a proposal to **request information / suggest a course of action**.
- 5 A letter of complaint should contain **relevant facts / strong emotions** and should **express your anger / be formal and polite**.
- 6 Proposals, reports, emails, letters and reviews are all presented **differently / in the same way**.
- 7 Section headings are more appropriate for **letters and emails / reports and proposals** and are sometimes used in **reviews / essays**.

Report on the w

Introduction

This report is based on
Fitch's DIY design cou
report, I will give a des
ision series on

Popularity of tasks

In terms of how studen
me that
they were very interest
the improvements
the ideas.

Dear Sir or Madam,

*I am writing to express my a
programme on home improveme*

Film score:



2 Look at the different text types and say whether they are usually Formal (F), Informal (I) or can be Either (E).

- | | | | |
|--|-------|---|-------|
| a an email to a relative living abroad | _____ | e a review of a computer game | _____ |
| b a review of a film | _____ | f a report on environmental problems in your area | _____ |
| c a proposal for your manager | _____ | g a letter to an environmental agency | _____ |
| d a letter of complaint to a company | _____ | h an email accepting an invitation to give a talk | _____ |

3 Match the extracts to the text types in exercise 2. In each case, say what makes them formal or informal.

- 1 I believe that putting these measures into practice would have a significant positive effect on the efficiency of the organisation. _____
- 2 I'm fairly sure that this is going to be top of everyone's wish-list. It's not only going to be popular but it could be the beginning of a revolution! _____
- 3 I hope you will take my views into consideration as I am certain you will agree with me that we need to act now before the damage becomes irreversible. _____
- 4 Thank you again for inviting me and I look forward to meeting you. _____
- 5 In terms of waste disposal, the region is reasonably well-catered for, with several places for dumping both litter and larger household items. _____
- 6 Secondly, the work which was done to clean up the beach was not to a satisfactory standard with the result that a large amount of waste was washed into the sea. _____
- 7 I'm happy to hear that you're getting into voluntary work – helping the environment is a cool way to spend your free time. _____
- 8 Let's just say if you enjoyed his earlier efforts, you're going to love this one! _____

4 Read the extracts and identify the text type (e.g. letter, proposal), the target reader and the writer's purpose.

1

I am writing to request further details of the work your organisation does. I am currently studying Environmental Studies at Hampton College and am about to begin a gap year, during which I would like to do volunteer work. In particular I am interested in ...

Text type _____

Target reader _____

Writer's purpose _____

2

I recommend the setting up of an annual event, to be held at a coastal resort, in which we could promote the work of our organisation. This would greatly increase public awareness, while at the same time raising funds through donations. Features of this event could include ...

Text type _____

Target reader _____

Writer's purpose _____

3

Although the event is very informative for older visitors, those with small children might find that there is not much to hold their attention. Since it is a very worthwhile cause, perhaps younger members of the public should be considered next year to make it more of the 'Family Day Out' that the organisers advertised. The fair will close this Sunday.

Text type _____

Target reader _____

Writer's purpose _____

4

Although government aid was withdrawn last year, we managed to complete this year without a significant loss. This is due in part to an increase in donations from the public and sales of merchandise. The balance of accounts shows that we are in a strong position to continue our essential work.

Text type _____

Target reader _____

Writer's purpose _____

5 The words and phrases in bold are not suitable for formal writing. Replace them with words and phrases from the box.

closely examines ■ I firmly believe ■ marine life ■ most effective ■ outstanding ■ potentially
■ raise public awareness ■ recommend doing ■ the situation ■ is really thought-provoking

- 1 I'm 100% **sure** that the **best** way to improve **things** is to increase our advertising budget.
- 2 The book was very impressive and it **really made you think**.
- 3 The filming of the underwater scenes near the coral reef was **out of this world**.
- 4 Without immediate measures, this situation could **maybe** get so bad that it will affect fish and other **things**.
- 5 The director **has a good look at** the biggest threats facing marine biodiversity.
- 6 I **think you should do** this every year, as it is an excellent way to **tell people we're here**.

Unit 5

6 Complete the table with the writer's purpose.

to accept an invitation ■ to advise ■ to ask for information ■ to invite ■ to praise ■ to recommend a book or film	
1	<i>We would be very happy if you could attend ...</i>
2	<i>We thought the performance was outstanding and ...</i>
to criticise	<i>Sadly, after the opening sequence, the film became very slow and dull ...</i>
3	<i>I think the best thing to do would be to ...</i>
to explain	<i>However, there is an important message here. I think that the writer wanted to ...</i>
4	<i>I would be grateful if you could tell me</i>
to give information about yourself	<i>I have studied marine conservation for the last three years and have taken part in ...</i>
5	<i>Adults and children alike will love this film. Don't miss it!</i>
6	<i>I would be delighted to come and visit your organisation.</i>

7 Choose the most effective text for the purpose given.

- 1 purpose: to explain
 - a Although the film is enjoyable on the surface, I think it's important to think about the deeper meaning. By that I mean that these sea creatures are not simply cute cartoon characters for our amusement and it's time we started to care about what happens to them.
 - b I'm not so sure if the message of this film is all that clear. I thought the characters were funny and the dialogue had lots of jokes in it. My favourite was definitely the goldfish. He was great.
- 2 purpose: to suggest something
 - a It's really not enough for people to expect environmental organisations to look after our marine life. Where do they think the money comes from? Volunteers give up their free time to clean up beaches, for example. In most cases the work is done without any financial aid from the government.
 - b If people cannot get directly involved in stopping the pollution of the sea, there are plenty of organisations working in this area which would appreciate a little financial support. A small donation could go a long way towards helping with this essential work.
- 3 purpose: to recommend
 - a It is difficult to say what I liked best about this film. I find it difficult to choose between the amazing film of the Great Barrier Reef and the refreshing enthusiasm of the young campaigners who were campaigning against the global warming which is leading to rising sea levels.
 - b I would not hesitate in recommending this film for all, with perhaps the one exception being that very young children might find some of the scenes upsetting or frightening.
- 4 purpose: to persuade
 - a Although watching a nature documentary is not everyone's idea of a great evening, I think we all ought to see this one. It might not be as exciting as the latest action film, but I think the message is far more important, and one we cannot afford to ignore.
 - b For some people, watching nature documentaries is boring. They don't bother to watch them because they can always find something else with a bit more excitement. They want to have fun.

- 8 Read the exam tasks and identify the purpose, target reader and register or style.

A

You have seen the following announcement in a magazine for young people.

We are all aware of the problems that the environment is facing. One of the best ways to get this message across is through the medium of film. We want you to choose something you have seen with an environmental message and send us your review.

Write your **review**.

C

You recently read a reader's letter in a newspaper and you strongly disagree with the opinions presented. Below is an excerpt from the letter. Write an email to the editor of the newspaper in which you give your opinion.

Write your **email**.

B

You work for an environmental organisation and your department manager has asked you to write a proposal containing ideas to help the work of the organisation. Since your department is concerned with marine conservation, your proposal should focus on raising awareness of some of the threats faced by marine life.

Write your **proposal**.

Dear Sir,

I feel that we have got our priorities wrong regarding the environment. I am not in favour of polluting the sea but I feel that the extinction of a few species of fish is nothing in comparison to potential extinction of humans.

- 9 The paragraphs below are in response to the tasks in exercise 8. Complete the paragraphs with your own ideas, keeping in mind the writer's purpose and the target reader.

1 Of course, film is an ideal medium for this kind of message because

Furthermore, _____

2 **Fundraising**

In order to generate more income to help finance our work, I think we should

In addition, we could _____

3 One important consideration when preserving marine life is that

This is because _____

As well as this, _____

- 10 Follow the instructions to complete the film review with ideas of your own.

One of the most impressive things about the film was [praise an aspect of the film and say why it was good]

However, this was a film with a message. I think what the writer and director wanted to convey was [summarise the message]

I have no hesitation in recommending this film for [say who and why]

*Exam focus:***understanding purpose and the target reader in *Advanced***

1 Look at task 1 in the exam practice section on page 45 and answer the questions.

1 What do you have to write? _____

2 What is the writer's main purpose? _____

3 Who are the target readers in this case? _____

4 What style and register would be appropriate? Why? _____

5 Apart from reviewing the film, what else must your writing include? _____

6 Tick the things that you could write about for this task, giving reasons.

a nature documentary _____

an action thriller with an environmental theme _____

a romance set in a beautiful setting _____

a documentary about education _____

a cartoon with a message _____

7 Choose a suitable film, video or DVD for your review. _____

Skills tip

When you write a review in *Advanced* Paper 2 Part 2, should you

a adapt your writing style so that is suitable for the target reader? **Yes / No**

b always write as much as possible about plot and character? **Yes / No**

2 Make notes in the paragraph plan below for the subject you will write about.

Title: _____

What it is (e.g. cartoon, documentary, etc): _____

Name(s) of key person/people: _____

Key elements of the film/video/DVD: _____

Further points worth mentioning or required by the task: _____

Reasons readers of *Education on Screen* should watch: _____

Final recommendation: _____

Exam practice:

Advanced Paper 2 Part 2

Part 2

Write an answer to **one** of the questions **1–3** in this part.

Write your answer in **220–260** words in an appropriate style.

- 1** You see the following announcement in an international magazine called *Education on Screen*.

There are many educational films, documentaries and DVDs available today and a lot of these are based on subjects related to the environment. We want to publish reviews so that our readers know what is available.

Send in a review of something you have seen on TV, on the internet, on DVD or at the cinema which has an environmental message, giving reasons why you think our readers should watch it.

Write your **review**.

- 2** You recently had a holiday at a coastal town where you saw this notice.

As we all know, marine pollution is a problem we can no longer ignore. The Coastal Protection Agency works tirelessly to protect our seas and marine life.

We are keen to hear what visitors and local people think are the most important steps needed to protect our seas. Please set out your ideas in a proposal outlining the main areas where you think action should be taken.

Write your **proposal**.

- 3** You work for an organisation combating pollution of the sea. You have been invited to speak at an environmental fair. Write an email to the organiser, John Phillips, accepting the invitation and outlining what you would like to talk about. Your email should include:

- the main problems that need addressing
- what the organisation can offer
- the implications for the future

Write your **email**.

Skills tip

When you write a review in *Advanced Paper 2 Part 2*, the task will often indicate which aspects you should write about. However, it is usual to include some basic information in your review. For a book or film review, for instance, you should mention key information such as the name of the writer or director, main characters or leading actors, as well as other aspects which are worth mentioning, e.g. plot, special effects, filming, narration, etc. Pay attention to instructions in the task that ask you to comment on things like the meaning, message or significance. Bear in mind that you can lose a lot of marks if you ignore this part of the task.

6

Using connectors and cohesive devices

Diets and dieting

UNIT AIMS

Skill: using connectors and cohesive devices

Vocabulary: food and drink topic vocabulary

Exam practice: *Advanced Paper 2 Part 1*

Improve your writing skills: using connectors and cohesive devices

What is using connectors and cohesive devices?

Connectors and cohesive devices – also known as linking devices – are words and phrases that help to link parts of your writing together. They make your writing cohesive. In other words, they show the reader how different parts and ideas are logically connected to each other, and what the function of each part of the text is.

- 1 Which of these is an example of a close synonym being used to create cohesion?
A Although it seems a relatively simple diet to follow, there are pitfalls.
B Although it's a proven diet, it's the costliest weight-loss programme we looked at.
C Although it has its followers, we can't recommend it at all.

Why is it important?

Connectors and cohesive devices indicate to the reader whether the point you are making is an example, a further point, a contrasting point, a result, etc. Without connectors and cohesive devices, the reader will not be able to follow your logic and argument so clearly.

- 2 Connectors and cohesive devices
A act as signposts to the reader.
B make opinions seem more logical.
C force the reader to agree with you.

How do you use connectors and cohesive devices?

You need to know a large number of different connecting words and phrases, together with what their function is, and how and when to use them. You need to be aware of their register and their stylistic effect, and you need to know how to use them naturally in context when you are writing.

- 3 Which of these would **not** be a natural use of a connector?
A using 'having said that' in an essay
B using 'notwithstanding' in an email to a friend
C using 'on the other hand' in a review

How is it important in *Advanced*?

Connectors and cohesive devices are important in all the text types you may have to write in *Advanced Paper 2*. In an essay, you need to use more formal and/or academic connecting words and phrases. These are an essential part of structuring the argument you want to present to the reader. In the other text types (email/letter, report, proposal, review), you need to use appropriate words and phrases to structure your writing and to signal the function of each part of your writing to the reader.

- 4 Which of these text types would probably need the least formal connectors?
A an essay
B a proposal
C a review

Get started

Look at the photo and answer the questions.

- How does the man feel? Why?
- Why do you think he is eating this kind of food? Why? / Why not?
- What other foods might be in his diet? Choose from the list.

grilled chicken ■ double cheeseburger
 ■ low-fat yoghurt ■ fried eggs
 ■ boiled potatoes



Develop your vocabulary

1 Choose the correct word to complete each sentence.

- 1 Dieting is not as simple as controlling your food **intake** / **uptake**.
- 2 It seems unfair that people in need are **starving** / **dieting** while others want to lose weight.
- 3 A high-sugar diet can leave you **inclined** / **prone** to diabetes.
- 4 Processed food is often not very **nutritious** / **inedible** as it's full of salt and sugar.
- 5 Her new diet is **low-carb** / **no-carb**, with minimal amounts of bread, potatoes and pasta.

2 Match.

- 1 Some teenagers suffer from **eating** _____
- 2 People with a **slow** _____
- 3 Eating a **midnight** _____
- 4 More and more people eat **convenience** _____
- 5 Those on a diet should not expect **weight** _____

- a **feast** will undo all your careful dieting during the day.
- b **food** from supermarkets because they don't have time to cook.
- c **disorders**, such as anorexia and bulimia.
- d **loss** to happen overnight.
- e **metabolism** put on weight easily.

3 Write a word from the box in each gap to complete the text.

cholesterol ■ fatty ■ nutritional ■ obesity ■ regime

READ THE SMALL PRINT

The drive to end (1) _____ and lose weight has led to a craze for anything low-fat and low in (2) _____; a hatred, in fact, for any kind of (3) _____ foods at all. But while such low-fat products are advertised as healthy, they are often very high in sugar to compensate for the lack of taste. Look at the (4) _____ facts label on your bran cereal. Low in fat, plenty of fibre, of course – but look at the sugar content. Hardly the right amount that should appear as part of a sensible eating (5) _____.

Typical Values	Per 100g	Per serving (50g with 125ml semi-skimmed milk)
Energy	1593kJ	1063kJ
Protein	379kcal	252kcal
Carbohydrate	8.4g	8.6g
of which sugars	60.3g	36.0g
Fat	24.4g	18.1g
of which saturates	12.2g	8.2g
Fibre	1.4g	2.1g
Sodium	9.2g	4.6g
Salt Equivalent	0.01g	0.06g
	0.02g	0.1g

Unit 6

Develop your writing skills: using connectors and cohesive devices

1 Write a word from the box in each gap.

also ■ however ■ too ■ yet

- 1 The diet industry needs people to try to lose weight. _____, it is vital that they do not succeed.
- 2 Some people have a great appetite and _____ they never put on weight.
- 3 Not only is too much sugar bad for the teeth, but it _____ puts a strain on the liver.
- 4 Children should have more fibre in their diet, and many require supplementary vitamins and minerals _____.

2 Match.

- | | |
|--|---|
| 1 People have high levels of cholesterol because _____ | a practically starving themselves. |
| 2 Dieters often don't lose weight despite _____ | b although it is not deserved. |
| 3 Only eat fruit and vegetables in season so _____ | c that they are as fresh and natural as possible. |
| 4 Healthy food has a reputation for being tasteless, _____ | d they eat too much fatty food. |

3 Choose the **two** correct words or phrases to complete each sentence.

- 1 A person suffering from obesity usually wants help. **Moreover** / **Nonetheless** / **Furthermore**, they don't have many other options.
- 2 There is an advertisement for junk food during most commercial breaks. **Hence** / **Thus** / **Still**, escaping temptation is rather difficult.
- 3 Somebody with a slow metabolism can't shed weight very easily. **Whatsoever** / **Nevertheless** / **In spite of this**, with persistence they can achieve their goal.
- 4 A doctor warned her about being overweight. **Consequently** / **Notwithstanding** / **Accordingly**, she went on a diet.
- 5 You might want to increase your citrus fruit intake to get more vitamin C. **Conversely** / **Equally** / **Alternatively**, you can try green leafy vegetables.

4 Complete the second sentence so it has a similar meaning to the first. Write no more than four words in each gap.

- 1 Although some resent the government interfering in their kitchen, it is the state that ultimately pays the health costs of obesity.
Despite _____ of the government interfering in their kitchen, it is the state that ultimately pays the health costs of obesity.
- 2 However hard he tries, he doesn't seem able to lose weight.
No matter _____, he doesn't seem able to lose weight.
- 3 The overweight have mobility issues and are also prone to conditions like diabetes.
The overweight are prone to conditions like diabetes, _____ mobility issues.
- 4 His balanced diet is the reason for his losing weight successfully.
He is losing weight successfully due _____ he is following a balanced diet.

5 Write a word or phrase from the box on each line to replace the word in bold.

alternatively ■ conversely ■ for instance ■ furthermore ■ however ■ that is ■ therefore

- Food labels are often misleading or confusing. **For that reason**, it is better to prepare your own food.
- There is no doubt that convenience food has led to unhealthy eating habits. **As well as that**, we are slowly forgetting how to cook.
- We think of low-fat food as being more unhealthy, which is untrue. **On the contrary**, such foods are often packed with sugar.
- There is certainly some hysteria surrounding food scares. **Having said that**, consumer paranoia is all too often proved right.
- Fast food puts a strain on our organs and fails to provide us with the nutrients we need. **In other words**, it is killing us.
- Gerry could join a weight loss club. **As an alternative option**, he could buy some exercise equipment.
- An obese person cannot just start high-intensity exercises. Gentle activities are the best way to begin, **such as** short walks.

6 Write a word from the box in each gap.

first ■ former ■ latter ■ making ■ more ■ on ■ one ■ otherwise
 ■ since ■ so ■ such ■ them ■ though ■ which ■ whose

Michael Pollan's Cooked

Every few months it seems, a new diet craze sweeps the western world. Whether (1) _____ a diet is low-fat, low-carb, no-carb or something else, one thing is for sure; none of (2) _____ work. If they did, everyone would be healthy and thin by now, (3) _____ clearly isn't the case.

Enter Michael Pollan, (4) _____ book, *In Defense of Food: An Eater's Manifesto*, out through all the chatter a few years ago. In that book were seven precious words of advice: 'Eat food. Not too much. Mostly plants.' Now, with his new (5) _____, *Cooked*, his slogan has gained three (6) _____: cook it yourself. In the (7) _____ book, he complained about the increasingly synthetic nature of food; in the (8) _____, he wants

us to understand that a meal is more than the sum of its parts. In (9) _____ a loaf of bread, a sauce, a meal, we are solving many of society's problems – nutritional or (10) _____ – in one stroke. (11) _____, we are choosing what goes into our food, instead of a food scientist in a lab doing (12) _____. Next, we are increasing the quality of what goes in, (13) _____ we're unlikely to get the cheapest ingredients and jazz them up with sugar, salt and so (14) _____. Thirdly, we're in control of our food choices and can buy local, fair trade or even grow it in our gardens.

The rise of obesity and diabetes in the west has been linked with convenience foods by many experts. (15) _____ it sounds paradoxical, we started to put on weight the minute we stopped cooking.



Unit 6

7 Choose the correct word.

The attempt to introduce healthy food to the school cafeteria was well-intentioned. (1) **Unfortunately** / **Naturally**, many parents were upset about not being consulted. In the first three weeks of the programme, we had twice as much food waste. (2) **Clearly** / **Hypothetically**, a lot of the food was simply not to the students' taste. Then we started to advertise the after-school health and fitness club. (3) **Consequently** / **Additionally**, ten more students signed up. We also sent parents leaflets describing what a nutritional packed lunch looked like.

(4) **Disappointingly** / **Curiously**, this had the most positive response from parents and students. But many students felt their point of view had not been considered. (5) **Astonishingly** / **Understandably**, they were angry. I suggest we call a meeting of the PTA to learn parents' views. (6) **Similarly** / **Accordingly**, we should talk to the student council. I am not saying we should end the experiment. (7) **Doubtfully** / **Certainly**, it needs to be radically rethought, however.

8 Find and underline six connecting words or phrases which are too informal.

To: Dr Barrett **From:** Grace Porter, Rockwell Dieticians

Subject: James Fallwell, candidate for weight-loss surgery

The patient has managed to shed two pounds thanks to a rigorous exercise routine and strict diet. And also, his blood tests have showed lower levels of blood sugar and cholesterol. Then again, he has some way to go before he is at a suitable weight for an operation. What's more, he has not convinced me entirely that he is ready to change his lifestyle. Like, he sometimes talks as though this eating regime will only continue up to the surgery. To cap that, he admitted succumbing to a fast food meal just after his last check-up. Sure, it is the only time he has done so, but he should perhaps be warned.

9 Write a more formal connecting word or phrase to replace those from exercise 8.

- | | |
|---------|---------|
| 1 _____ | 4 _____ |
| 2 _____ | 5 _____ |
| 3 _____ | 6 _____ |

10 Write one word in each gap to complete the text.

	Dear Louise,
	It was great to hear from you. Good to hear you want to lose weight. Thanks
	(1) _____ my nutrition course, I'm in a position to give you some advice. Then
	(2) _____, I'm no doctor, so if something's not working, get a second opinion.
	(3) _____ start with, don't go too fast. Weight that is lost too fast never stays
	off. On (4) _____ of that, it puts a strain on the body. (5) _____, don't
	exercise too much at the beginning. Slow and steady is the key. Try something gentle
	(6) _____ a one-mile walk. Then you can increase it to two or three miles and then
	start to run. Your diet needs to be high in fibre and protein (7) _____ you'll be
	building muscle. What's (8) _____ the low levels of fat and sugar will be sending a
	strong message to your body.

11 Complete the sentences with ideas of your own.

- 1 People do have a degree of personal responsibility for their weight and fitness level.
Having said that, _____
- 2 The incidence of childhood obesity is at an all-time high.
Furthermore, _____
- 3 When children choose what to eat, they invariably ask for fast food.
This is mainly due to _____
- 4 The early changes from sensible dieting are not very dramatic.
As a result, _____
- 5 Despite the enormous size of the diet industry,

12 Write a synonym and a pronoun which can replace the words in bold.

Example:

Advertisements have a powerful effect on children, the jingles in **advertisements** being among the first songs they learn. commercials them

- 1 Bulimia nervosa is a common food disorder. Teenagers with poor self-esteem are prone to this **disorder**. _____
- 2 Losing weight is a desirable objective for many people, but **losing weight** should be done with care. _____
- 3 Some people object to the taste of healthy food, but it takes time to get used to new **tastes**. _____
- 4 The government has no place telling people what to eat. This is why people object to the **government's** involvement. _____
- 5 Monitor your food consumption carefully. Studies have shown **consumption** is consistently underestimated by overweight people. _____
- 6 A supermarket is designed to persuade its customers to buy more. **Customers** should be aware of this when they go out shopping. _____

13 Rewrite the two sentences as one sentence, using the relative pronoun in brackets.

- 1 Many people are unhappy with their weight. Diet books are aimed at these people. (**who**)

- 2 Advertising works well on children. That is why so much is focused on them. (**which**)

- 3 For some children, every meal is junk. It is these children that we should target. (**whom**)

- 4 People want instant results from diets. This is completely unrealistic. (**which**)

- 5 Many parents suffer from weight issues. Their children should be taught about healthy eating from an early age. (**whose**)

*Exam focus:***using connectors and cohesive devices in *Advanced***

1 Look at the exam practice section on page 53 and match.

- 1 Even if students eat a nutritious lunch, _____
- 2 However helpful lessons on a balanced diet might be, _____
- 3 Though the diet many young people follow at home is unhealthy, _____
- 4 Though government television campaigns are well-intentioned, _____
- 5 Food companies have such a large budget available for advertising _____
- 6 An obsession with food and dieting is a common teenage affliction, _____
- a so any course on healthy eating must take this into account.
- b they cannot hope to be heard above the voice of the food industry.
- c they may still be eating poorly at home.
- d that government campaigns need to be smart and innovative to compete.
- e they must take into account the teenage tendency for eating disorders.
- f a good school lunch would go some way towards compensating for this.

Skills tip

When you write an essay in *Advanced* Paper 2 Part 1, should you

- a simply state your opinions without giving reasons? **Yes / No**
- b use formal and academic language? **Yes / No**

2 Decide whether each sentence is an advantage (A) or a disadvantage (D).

- 1 A healthy school lunch would teach teenagers what proper food tastes like. _____
- 2 Parents might get upset that their children are being forced to eat food they dislike. _____
- 3 Lessons on nutrition could just make healthy eating something associated with school only, and not real life. _____
- 4 A few years of nutritional education would give young people the tools they need for a healthy lifestyle. _____
- 5 Government warnings on television tend to be viewed as an unwelcome intrusion into people's private lives. _____
- 6 The success of anti-tobacco advertising could easily translate into a similar improvement in our diets. _____

3 Read the essay question on page 53 and answer the questions.

In which paragraph should you...

- 1 introduce and criticise the weaker of the two methods you have chosen? _____
- 2 ask what can be done? _____
- 3 introduce the problem of obesity? _____
- 4 decide which of the two methods is better? _____
- 5 introduce the method you think will be most effective? _____
- 6 present the two methods side by side? _____

Exam practice:

Advanced Paper 2 Part 1

Part 1

You must answer this question.

Write your answer in **220–260** words in an appropriate style.

- 1 Your class has attended a panel discussion on what methods governments should use to combat the growing problem of obesity among young people. You have made the notes below.

Possible methods to combat obesity in young people:

- healthy school lunches
- education
- television campaign

Some opinions expressed in the discussion:

“Schools can’t make up for an unhealthy diet at home.”

“Too much emphasis on food can lead to dieting obsessions and disorders.”

“The advertising power of food companies is far greater than the government’s.”

Write an essay for your tutor discussing two of the methods in your notes. You should explain which method you think is more important for governments to consider and provide reasons to support your opinion.

You may, if you wish, make use of the opinions expressed in the discussion, but you should use your own words as far as possible.

Skills tip

Don't be tempted to mention main points in your essay which aren't included in the notes. The two areas you are being asked to discuss will be quite sufficient to cover 220–260 words as long as you make sure you expand on each one clearly, giving reasons to back up your arguments and an example, where appropriate. Trying to include anything more in your essay will just make it less clear, unconvincing and more cluttered.

7

Making recommendations

Planning for the future

UNIT AIMS

Skill: making recommendations

Vocabulary: technology topic vocabulary

Exam practice: Advanced Paper 2 Part 2

Improve your writing skills: making recommendations

What is making recommendations?

Making recommendations involves stating what you consider to be a sensible course of action for someone or a group of people to follow, or stating a course of action which should not be followed. This could be on a personal, professional or societal level. It usually involves providing reasoning behind the recommendation, and the use of appropriate connectors (also known as linking devices) to signal the recommendation.

- 1 What does 'to signal the recommendation' mean?
 - A to back up the recommendation with logical and sensible reasoning
 - B to indicate that the writer is making, or about to make, a recommendation
 - C to highlight whether the recommendation is to do something or not to do it

Why is it important?

The function of many texts is to influence people's opinion and to have an effect on their decision-making process by providing information and reasoned argument. Recommendations are a key and concluding part of this.

- 2 Which of these statements about making recommendations is **not** correct?
 - A It's about providing people with your advice and suggestions.
 - B It's about giving people facts and logic to help them decide.
 - C It's about convincing people to do something they don't want to do.

How do you make recommendations?

You need to know a large number of phrases and structures used for making recommendations, and know when it's appropriate to use them. These include more formal expressions such as I would recommend ...ing, I would like to suggest that, as well as more informal expressions such as Why don't you, How about. You also need to be able to use conditionals, modals and the passive.

- 3 Which of these conditional sentences involves an implicit recommendation?
 - A Had they invested the funds in research, it might not have been wasted.
 - B Should we gain access to additional funds, expanding the study will be more feasible.
 - C Were you to invest the funds in research, you might well benefit in the long run.

How is it important in Advanced?

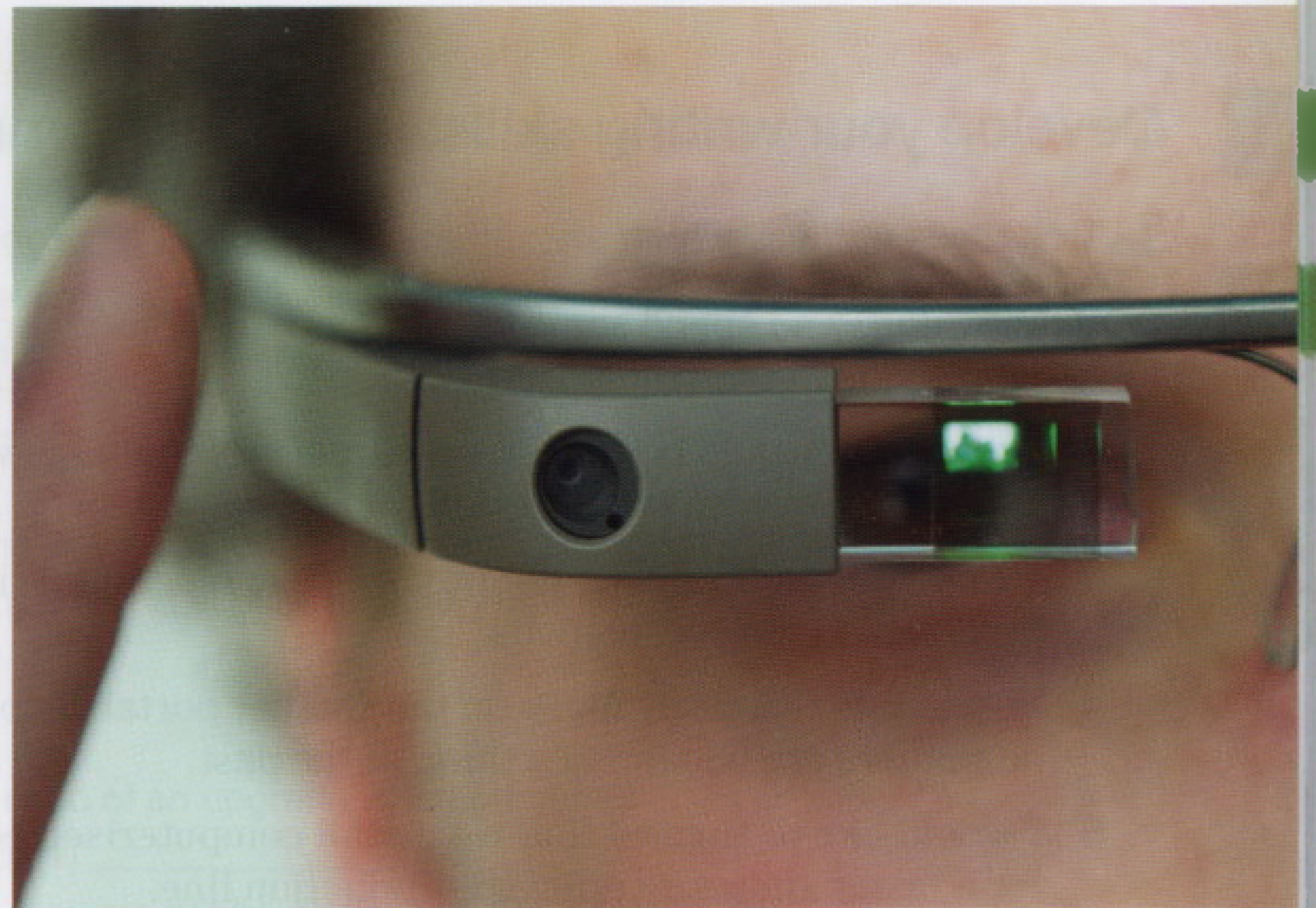
Reviews make recommendations about what and what not to do/see/buy, etc. Reports and proposals often require analysis of a current situation and recommendations for future action. In Advanced Paper 2, you will get a better mark if you can make recommendations accurately and appropriately, using a range of different expressions and structures.

- 4 In Advanced Paper 2, use of making recommendations is
 - A almost certain in an essay or letter/email.
 - B highly unlikely in an essay or letter/email.
 - C quite possible in an essay or letter/email.

Get started

Look at the photo and answer the questions.

- What do you think of the technology displayed in the photo? Is it practical? Is it here to stay? Why? / Why not?
- Which of the following do you think will be around in 20 years' time? Do you believe they will still be around in 50 years' time? Why? / Why not?
 - ☐ digital music players
 - ☐ voice recognition mobile phones
 - ☐ touch-screen tablets
 - ☐ DVD players
 - ☐ electric trains
 - ☐ hybrid cars
 - ☐ eye scanners



Develop your vocabulary

1 Match the words with their definitions.

- | | | |
|----------------|-------|---|
| 1 lacklustre | _____ | a occurring at the same time |
| 2 radical | _____ | b outdated |
| 3 uniform | _____ | c below expectations |
| 4 simultaneous | _____ | d being extreme in nature |
| 5 antiquated | _____ | e having the same characteristic throughout |

2 Choose the correct word.

- 1 These products must be **tested** / **examined** before they will be ready for sale.
- 2 As this device is no longer profitable, it must be **stepped** / **phased** out of production.
- 3 The factory installed a few automated systems in an effort to **formalise** / **modernise** its assembly line.
- 4 We've had to completely **overhaul** / **overdo** our systems to bring us up to date with today's standards.
- 5 We're looking to cut down on waste in the company in order to **minimise** / **maximise** profits.

3 Write a word from the box in each gap to complete the paragraph.

broadband ■ capabilities ■ evolution ■ innovations ■ sustainability

It's a struggle to keep up with technology these days. The constant array of new inventions and (1) _____ means that whenever we buy a high-tech device, it becomes outdated after a year. Luckily though, most of us can keep up with the (2) _____ of gadgets. For example, nearly everyone has a mobile phone, and the old ones work the same way as the new, albeit with fewer (3) _____. Another example is with

(4) _____; this type of internet service has been around for so long that most people have it these days, and there's no real need to change because it works well as it is. It's not certain whether inventors had (5) _____ in mind when they invented these devices, but it seems they'll be here for a long while. So if we've got those, we're doing all right in the technological race.

Develop your writing skills: making recommendations

1 Tick the sentences which are suitable for a report or proposal.

- 1

Why don't you spend some of the company's profits on improving the working conditions in the office?

☐
- 2

One option would be to develop wireless technology within digital cameras for easier use with other devices.

☐
- 3

How about modernising the way we have meetings with clients, to include high-tech video conferencing?

☐
- 4

You should definitely focus on the smaller portable computers, as desktop computers are becoming a thing of the past.

☐
- 5

I would like to suggest that we install computerised equipment in the factory for a faster and more efficient production line.

☐
- 6

It is recommended that the line of film cameras be phased out, as it has become an unprofitable product line.

☐

2 Rewrite sentences in exercise 2 where necessary to make them suitable for a report or proposal.

3 Using phrases from the box, make recommendations that would appear in the text type listed below each set of phrases.

Have you thought about ■ I would caution against ■ I would recommend
■ It is advisable to ■ One suggestion would be ■ Why don't you

- 1

attend some workshops / update your skills set
letter to a colleague
- 2

discontinue the smartphone line / commonly used device
proposal to a director
- 3

redesign the kitchen appliances / include touch-screen capabilities
report to a manager
- 4

use an online system / place all of our orders
email to an assistant
- 5

redesign the advertising campaign / focus on your latest innovations
letter to a client
- 6

choose these two ideas / most profitable for the company
proposal to a company

4 Write a phrase from the box in each gap to complete the report. There are two extra phrases which you will not need to use.

a useful option is ■ consequently ■ due to ■ even though ■ I would recommend
■ instead of ■ it is my belief ■ it would be advisable ■ one suggestion ■ this means

Introduction

The purpose of this report is to outline problems with existing office systems and the development of innovative products in our company and explain how they can be addressed.

Office systems

Currently, the company's office systems are in need of an upgrade. The computers at some of the workstations are antiquated and, (1) _____ this, they either suffer from frequent breakdowns or they are not being used at all. (2) _____ that the company's workload is being processed at a slower pace and productivity is not being maximised to its fullest potential.

Innovation of products

(3) _____ our company has a great line of products, many of them are in need of innovation. Consumers are beginning to abandon our brands and switch to the products of our competitors. (4) _____ that we do not spend enough resources on research and development of our products and (5) _____, they are not as appealing to consumers as they should be.

Conclusion

In order to maximise our company's productivity, (6) _____ that we take stock of the company's operating systems to see where upgrades can be made. In terms of product innovation, (7) _____ would be to invest money in researching the competition to see what innovations they have made and if there is any way we can improve upon and incorporate similar changes into our own products.

5 Read the report again and write the paragraph in which the following appear.

- | | |
|-------------------------------------|-----------------|
| 1 the purpose of writing | Paragraph _____ |
| 2 a recommendation | Paragraph _____ |
| 3 a result of an external problem | Paragraph _____ |
| 4 a discussion of an in-house issue | Paragraph _____ |
| 5 the text type | Paragraph _____ |

6 What recommendations does the writer make in this report?

Unit 7

7 Tick the exam task which matches the report in exercise 4.

A _____

The supervisor of our factory has been given the task of finding a way to streamline the production process and would like some ideas of areas to focus on.

You have been asked to submit a report outlining problems with the existing assembly line and worker training and explaining how these problems can be addressed.

B _____

The director of the marketing department is looking for ways to innovate products and he would like to arrange a panel discussion to explore this issue.

Please send a report to the director outlining any problems with existing product designs and product capabilities and explaining how these problems can be resolved.

C _____

The CEO of the company aims to increase the company's sustainability and she would like to form a committee which will plan to achieve this.

You are invited to send a report outlining any problems with existing office systems and innovation of products and explaining how they can be improved. These ideas will then be the focus of the committee.

8 Look at exercise 7 again and answer the questions.
In which of the two other tasks in exercise 7 would you recommend...

- | | | | |
|------------------------------|------------|-----------------------------------|------------|
| 1 modernising equipment? | Task _____ | 4 doing consumer research? | Task _____ |
| 2 assessing skills? | Task _____ | 5 providing educational seminars? | Task _____ |
| 3 testing out new functions? | Task _____ | 6 researching competition? | Task _____ |

9 Complete these main body paragraphs which answer task B in exercise 8. Use your own ideas where appropriate.

Heading: (1) _____

Modern, sleek and functional designs are what make a product especially popular these days. In my review of product designs, it seems that the appearance of many products look (2) _____. This may be the reason some of our most loyal consumers are beginning to switch to the competition. I'm afraid if we do not redesign these products soon, (3) _____. Once that happens, it might be difficult to get them to return.

Heading: (4) _____

Having a variety of functions is what many sophisticated consumers want from today's high-tech products. After assessing the product capabilities of a few of our products, I believe that some of our products lack (5) _____ when it comes to offering a wide range of capabilities. Just as with lacklustre product design, products with few capabilities will drive consumers away. I believe if we begin addressing this issue immediately, (6) _____.

10 Tick the recommendations you could include in the final paragraph.

- | | |
|---|-------|
| 1 As these products have limited capabilities, I would suggest lowering the prices in order to increase demand. | _____ |
| 2 One suggestion would be to conduct customer surveys to find out what consumers want. | _____ |
| 3 I would recommend trying out new functions with existing products as soon as possible. | _____ |
| 4 It would be advisable to review competitors' products to know what we're up against. | _____ |
| 5 One option would be to completely overhaul product designs, then see how well they do. | _____ |

11 Read

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11 Read the exam task and answer the questions.

You see this announcement in a technology magazine called *Tomorrow's Technology*.

With such an overwhelming array of devices on the market, it's hard to believe many of them will be around in 20 years' time. So we've decided to ask our readers to tell us what their favourite and least favourite devices are these days. Send us a review which describes the best device and the worst device you've seen or you've used yourself and give reasons for these choices.

- 1 Who will you be your target reader?

- 2 Where will this review appear?

- 3 What is the purpose in writing this review?

- 4 What will your first and second main body paragraphs focus on?

- 5 If you were to give a recommendation, where would it appear?

12 Use the ideas below to complete the review for the exam task in exercise 11. Give your purpose for writing, your opinions and your reasons where appropriate, and include a recommendation.

antiquated ■ bulky ■ desktop computers ■ immobile ■ lack of wireless capabilities
■ next evolution in computers ■ other end of the spectrum ■ portable ■ stylish
■ tablet computers ■ user-friendly ■ wide array of functions

The best and worst of the world of computers

Computers have come a long ways since their invention, and it's amazing to see what's on offer in today's shops.

Having a portable computing device is especially important for me, which is why I would choose a tablet over any other computing device on the market.

At the other end of the spectrum is the desktop computer.

In conclusion,

*Exam focus:***making recommendations in
Advanced**

1 Look at question 1 in the exam practice section on page 61 and answer the questions.

1 What kind of text will you write for this question, and for whom?

2 What will be the focus of the text?

3 What is contained in the notes?

4 What are the outstanding issues listed in the notes?

5 Which notes will help you with recommendations?

2 Look at question 1 again and tick the most useful recommendations.

1 installing a library card scanner for security _____

2 charging members to use the Computer Centre _____

3 connecting computer terminals to a central printer _____

4 instructing staff to assist with printouts _____

5 removing the upgrades and going back to the old system _____

6 providing each user with an individual password _____

7 persuading the public not to make hard copies _____

Skills tip

In *Advanced* Paper 2
Part 2, will you

a copy notes you have
been given word for
word? **Yes / No**

b add your own ideas
to extend the notes
provided? **Yes / No**

3 For each idea you have chosen in exercise 2, write a sentence or two suggesting that idea and giving a reason for making the suggestion.

1 _____

2 _____

3 _____

4 _____

Exam practice:

Advanced Paper 2 Part 2

Part 2

Write an answer to **one** of the questions **1–3** in this part.

Write your answer in **220–260** words in an appropriate style.

- 1** The library where you work has recently upgraded its Computer Centre, which offers computing facilities to members of the public. You have been asked by your manager to write a report on the effectiveness of the upgrade **and** make recommendations addressing outstanding issues.

Your report should include the following notes:

- increased accessibility
- upgrades to software
- positive feedback, although some prefer to make hard copies
- some want more security
- recommend security systems
- provide printers

Skills tip

In writing tasks that involve recommendations, the conclusion is where your positive or negative recommendation will appear. As it will be based on the material you have included in previous paragraphs, make sure your recommendation is supported by the ideas in those paragraphs.

Write your **report**.

- 2** You receive the following email from the director of the electronics company you work for.

Innovation is the key to our company's success. As such, we would like to review a few product lines to see if any innovations can be made.
The director invites you to send a proposal outlining two product lines that could benefit from innovations **and** be profitable for the company, giving reasons to support your choices.

Write your **proposal**.

- 3** You have seen the following job advertisement posted on an employment website.

New Line Games is opening a new branch in Middleton. We're looking for the brightest gaming programmers to join the staff at our new office.

Your qualifications/achievements:

- good degree in computer programming
- made innovations, won awards
- at least three years' experience
- stay current with trends, attend conventions

Create a covering letter listing your achievements **and** explaining how your skills would be valuable to the company.

Write your **letter**.

8

Understanding and using prompts

Gyms and health clubs

UNIT AIMS

Skill: understanding and using prompts

Vocabulary: health and fitness topic vocabulary

Exam practice: Advanced Paper 2 Part 1

Improve your writing skills: understanding and using prompts

What is understanding and using prompts?

Prompts are the pieces of information you are given in the instructions of an exam writing task. They include things such as lecture notes you have taken, an advertisement you've seen in a magazine, a notice you've seen on a noticeboard, or even just a list of points. Understanding and using prompts involves making sure you understand exactly what the prompts mean and refer to, and then using the information correctly in your own words in your piece of writing.

1 Which of these statements is true?

- A The task sometimes states that you have written the prompts.
- B The task always states that you have written the prompts.
- C The task never states that you have written the prompts.

Why is it important?

In an exam setting, you will gain or lose marks depending on whether you understand and use the prompts given appropriately or not. Outside of exams, it's important in many work situations that you can make use of relevant information, such as a list, when you produce a piece of writing.

2 Understanding and using prompts is essentially about

- A exam tasks rather than real-life situations.
- B using information from one text in a second text.
- C proving your reading skills are as good as your writing skills.

How do you understand and use prompts?

You need to read all the prompts carefully and make sure you know what they represent (notes, an advertisement, etc). You need to make sure you understand all the information that appears in the prompts, which information you have to include in your piece of writing and which information you can choose to include if you wish. While writing, you need to express the ideas in the prompts in your own words as much as possible.

3 It may be that you don't have to

- A include information from all of the prompts in a task.
- B understand where the prompts are supposed to have come from.
- C rephrase any of the prompts in your own words.

How is it important in Advanced?

In each Advanced Paper 2 task, you are given a situation. The task is to write something relevant to that situation. Understanding and using prompts is a central part of understanding the situation and achieving the task. All Advanced Paper 2 tasks rely on this skill to a greater or lesser extent.

4 The phrase 'to a greater or lesser extent' suggests that some Paper 2 tasks

- A give more marks for understanding the prompts.
- B don't require this skill in order to achieve the task.
- C contain more prompt information than others.

Get started

- Look at the photo and answer the questions.
 - Where are the people in the photo and what are they doing?
 - Is this type of activity popular in your country? Why? / Why not?
 - What do you think are the best ways of keeping fit? Do you do any of these?



Develop your vocabulary

- Replace each word in bold with its opposite from the box.

abandon ■ detrimental ■ flexible ■ solitude

- A long, intense workout when you haven't exercised for some time may actually be **beneficial** to your health.
- Many people begin an exercise routine but then **maintain** it after only a few sessions.
- You shouldn't join a health club if you prefer to work out in **company**.
- Exercising at home rather than at a health club allows you to follow a more **rigid** routine.

- Write a word or phrase from the box in each gap to complete the text.

cater for ■ energising ■ kitted out ■ motivated ■ sticking to ■ teamed up with ■ unwinding

SWIMMING

Whether you're recovering after a gym workout, taking part in an aqua-fit class or simply (1) _____ after a hard day, swimming in our full-size pool offers one of the best all-over body workouts.

GYM

In our superb gym area you'll find a(n) (2) _____ environment and dedicated, highly qualified staff on hand to keep you (3) _____.

CLASSES

We don't believe in (4) _____ the same old routine, which is why we urge members to attend any of our free group fitness classes.

EQUIPMENT

We've (5) _____ the club with an extensive range of the very latest, highest quality fitness equipment to (6) _____ everyone's health and fitness goals.

TREATMENTS

We've (7) _____ beauty, health and holistic therapists to ensure you stay in tip-top condition.

Take advantage of our special offer – one week's free membership to try out our first-class facilities.

Develop your writing skills: understanding and using prompts

1 Match the opinions about gyms and health clubs with the three main features.

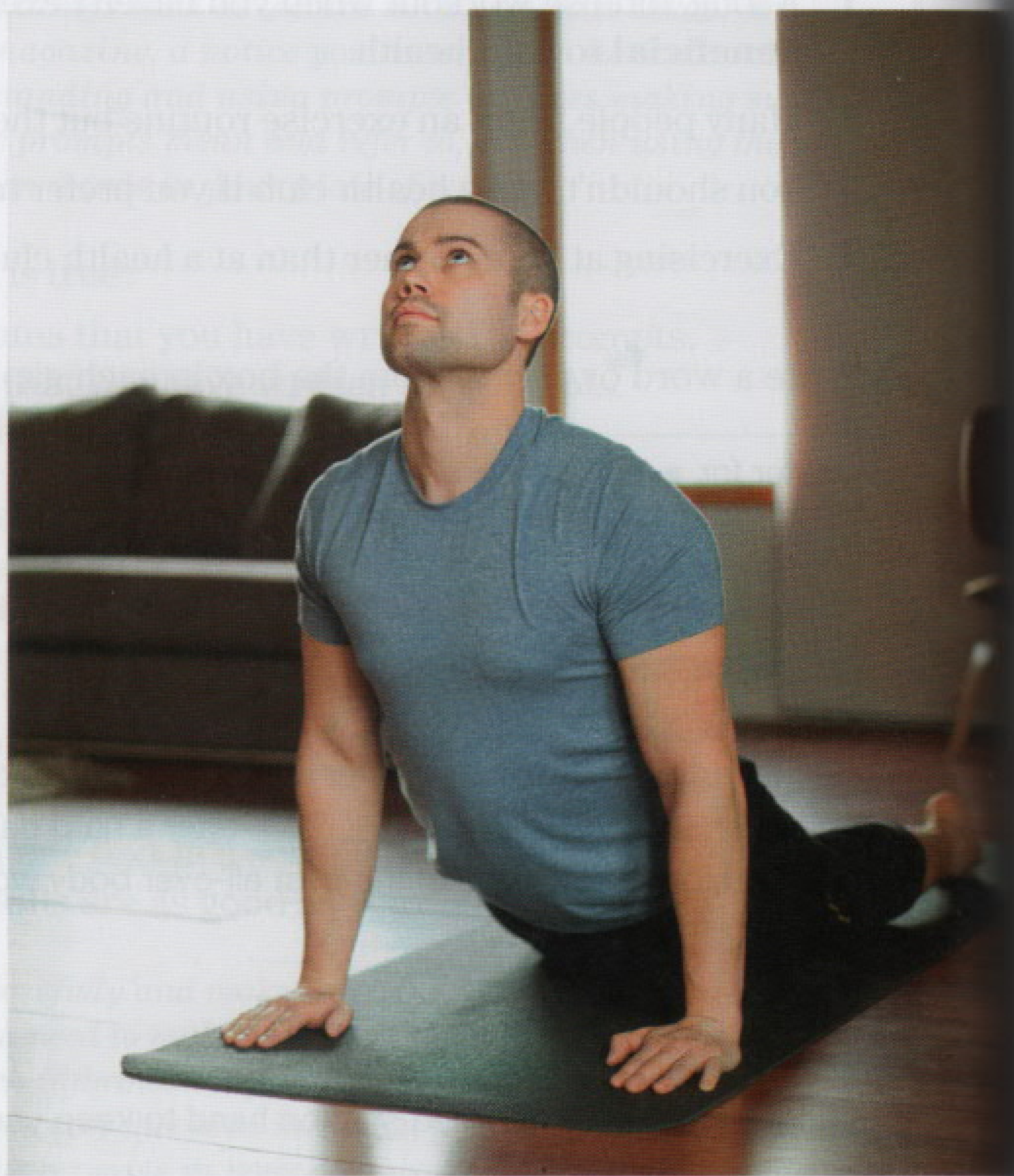
- | | |
|---|-------|
| 1 motivation and encouragement | _____ |
| 2 professional staff and equipment | _____ |
| 3 good social atmosphere | _____ |
| a It's fun exercising in a class because there's a 'team' feeling. | |
| b It's kitted out with lots of excellent machines, weights and so on. | |
| c It's nice to meet people who share my interest in keeping fit. | |
| d The trainers are highly qualified and very helpful. | |
| e The instructors urge me to carry on when I feel like stopping. | |
| f The monthly fee and regular schedule make me feel I have to go. | |

2 Match the words with their opposites.

- | | | |
|----------------|-------|--------------|
| 1 affordable | _____ | a exhausting |
| 2 invigorating | _____ | b expensive |
| 3 relaxing | _____ | c repetitive |
| 4 social | _____ | d solitary |
| 5 varied | _____ | e stressful |

3 Write one word from exercise 2 to summarise each comment about exercising.

- | | |
|--|-------|
| 1 I admit that I miss having some company when I work out. | _____ |
| 2 I feel really energised after a short jog or a light workout. | _____ |
| 3 I find that a swim helps me to unwind after a hard day. | _____ |
| 4 I go to different classes instead of sticking to one routine. | _____ |
| 5 It costs a lot to go to a health club or buy fitness machines. | _____ |



4 Write a word from exercise 2 in each gap to complete the sentences.

- Although keeping fit at home is more _____ than belonging to a health club, it can nonetheless be quite _____ to buy fitness equipment for your personal use.
- Health clubs aren't just about getting fit. For example, after a _____ day at the office, using the pool or sauna is very _____.
- At home, your fitness routine can become very _____, whereas the range of equipment and classes at a health club enables you to enjoy a more _____ approach.
- A further advantage of health clubs is that the _____ element helps to motivate people, while exercising at home is often a _____ activity.
- Fitness training doesn't need to be demanding and _____ – in fact, a brief workout, especially at the start of the day, can be _____.

5 Read the rubric and prompts for an exam task. List the three main points that you should cover in the review.

You see the announcement below on a website called *GymLife*.

How good is your health club?

We're rating a wide range of health clubs around the world, and we need your help. We plan to post reviews of health clubs in various areas, written by people who know them well.

Send us your review of a local health club which you use (or have used), describing its good points **and** its bad points and giving reasons to support your remarks.

Write your **review**.

- 1
- 2
- 3

6 Read these introductions to three students' reviews, based on the exam task in exercise 5, and answer the questions.

A

Gerry's Gym in Station Road is actually a real old-fashioned gym rather than a health club. It caters for boxers only, so it doesn't have a pool or any exercise bikes or fancy equipment like that. Instead, there are three boxing rings, several punchbags and some weights.

B

There are hundreds of MaxShape health clubs worldwide, and you often see adverts for them. The first MaxShape club in my country is due to open in the capital in April, and I'm excited because, from what the adverts show, it's an excellent chain with fantastic facilities.

C

In the five years since I joined the Brisbane Health Club in nearby Mickson Lane, it has kept on improving. While it lacks some of the very expensive facilities you find in larger clubs, it has a wonderfully warm atmosphere, tight organisation and dedicated instructors.

- 1 Which of these answers is suitable for a review of a local health club?
- 2 What might the other answers be reviewing?
- 3 Which writers have used the place described?
- 4 Which writer mentions both good points and bad points?

7 Match the headings to the notes, which were made during a class discussion.

Why do people go to gyms/health clubs?
1 Health benefits _____
2 Improving appearance _____
3 Quality of life _____

- a beauty treatments
- b body-building
- c cardio-vascular workout
- d fun, healthy hobby
- e improving social life
- f improving stamina, breathing, etc
- g increasing energy levels
- h losing unattractive weight
- i losing unhealthy weight
- j overcoming stress
- k reducing cholesterol levels
- l toning up your muscles

8 Read these paragraphs from three students' essays based on the notes in exercise 7 and answer the questions.

A
One reason people go to health clubs is to improve their appearance. They may go for beauty treatments, body-building, losing unattractive weight or toning up their muscles. All of these things will improve their appearance, and so that's why they go.

B
An important reason why people attend health clubs is to improve and protect their health. Systematic exercise strengthens the heart, lungs and circulation, which has been shown to help prevent heart attacks and strokes. Furthermore, exercise helps to reduce excess weight and the dangers to health which this brings with it, and is even said to help to reduce unhealthily high levels of cholesterol.

C
Quality of life is just as important a reason to go to a health club as improving one's appearance or looking for health benefits. So can going to a health club offer you better quality of life? The answer is probably yes, because it isn't only a fun, healthy hobby, it can actually improve your social life. Forget what the critics of health clubs say - exercise can definitely increase your energy levels, and it's also a great way of overcoming stress. Take all of that together, and you can see that going to a health club definitely improves your quality of life.

- 1 Which writer has used his or her own words as far as possible? _____
- 2 Which writer has provided further details to develop his or her points? _____
- 3 Which writers have included repetition and/or irrelevant points? _____
- 4 Is each paragraph approximately the correct length (55-75 words)? If not, state whether the paragraph is too long or too short.

A _____ B _____ C _____

9 Look at the exam task below and choose the best answer for each question.

The health club where you work plans to offer local companies special membership rates and classes for groups of ten or more employees. The club manager has asked you to write an email to send to the managers of the companies. Your email should explain:

- brief details of the offer
- the advantage(s) to employees
- the advantage(s) to the company

Write your **letter**.

- Who are your target readers?
 - company managers
 - health club members
- Should your email contain a brief concluding paragraph?
 - yes
 - no
- The word count for the task is 220–260 words. Approximately how many words should you use for each of the three main points?
 - 35–55
 - 55–75

10 Match the details to the main points from the exam task. There are two details you don't need.

- | | |
|-----------------------------------|---|
| 1 brief details of the offer | a happy, healthy workers are far more productive |
| 2 the advantage(s) to employees | b monthly fee of €16 per person for two sessions per week |
| 3 the advantage(s) to the company | c the club has been in business for over seven years |
| | d health clubs are a major growth industry nowadays |
| | e use of our superb facilities for a very affordable fee |
| | f a fringe benefit which helps to attract and keep staff |
| | g spending enjoyable social time bonding with colleagues |
| | h exclusive classes with a timetable to suit the group |

11 Use your answer from exercise 9 to complete the letter. Write a total of 220–260 words, including the words given below.

	<i>Dear Sir or Madam,</i>
	<i>We'd like to team up with your company in order to offer your employees the chance to join our first-class health club for a fraction of the normal fees.</i>
	<i>Our group rate applies to a minimum</i>
	<i>For employees, the advantages of this offer</i>
	<i>In addition, we'd like to point out the benefits to your company</i>
	<i>Please don't hesitate to get in touch</i>
	<i>Yours faithfully,</i>

*Exam focus:***understanding and using prompts in
Advanced**

1 Look at the exam practice section on page 69 and decide if these statements are true (T) or false (F).

- 1 You should write an essay to be presented at a panel discussion. _____
- 2 Your essay must deal with all three approaches mentioned. _____
- 3 You should explain which approach would be more suitable for you. _____
- 4 You are expected to provide some ideas which are not included in the prompts. _____
- 5 You must make use of the opinions provided in the prompts. _____
- 6 You must not use any of the words in the prompts. _____

2 Complete these notes with ideas from the prompts, plus your own ideas, with reasons and/or examples where appropriate.

1 Competitive sport – advantages

more than just exercise (fun of playing/competing) – part of a team/club

2 Competitive sport – disadvantages

3 Health club – advantages

4 Health club – disadvantages

5 At home – advantages

6 At home – disadvantages

Skills tip

In *Advanced* Paper 2 Part 1, should you always

a attempt to refer to all of the prompts you are given?

Yes / No

b try to say what you really think, even if you're not sure how to explain it?

Yes / No

3 Put these paragraph topics in the correct order for an answer to the essay question on page 69.

- 1 _____ **a** comparing suitability of both approaches, with reasons
- 2 _____ **b** advantage(s) and disadvantage(s) of second approach, with examples
- 3 _____ **c** stating which two approaches will be discussed
- 4 _____ **d** summarising which approach is more suitable
- 5 _____ **e** advantage(s) and disadvantage(s) of first approach, with examples

Exam practice:

Advanced Paper 2 Part 1

Part 1

You **must** answer this question.

Write your answer in **220–260** words in an appropriate style.

- 1 Your class has attended a panel discussion on different approaches to keeping fit. You have made the notes below.

Different approaches to keeping fit

- competitive sport, swimming, cycling, etc
- going to a health club regularly
- working out at home and/or jogging

Some opinions expressed in the discussion:

"It's more than just exercise, but you run the risk of injury."

"It offers good services and facilities, but it's expensive."

"It's convenient, but it can be limited, boring and lonely."

Write an essay for your tutor discussing **two** of the approaches in your notes. You should **explain which approach is more suitable** for the average person and **provide reasons** to support your opinion.

You may, if you wish, make use of the opinions expressed in the discussion, but you should use your own words as far as possible.

Skills tip

When you write an essay in *Advanced Paper 2 Part 1*, note the key parts of the rubric and prompts, and make sure you understand the prompts fully. Plan your answer, deciding on the main topic of each paragraph and which specific points to include, with reasons and/or examples. Check that your plan includes all the points required. When writing, you can use a few key words from the prompts, but not whole phrases. Develop each point with your own ideas, and try to show a wide range of language structures and vocabulary.

9

Using different styles

The work-life balance

UNIT AIMS

Skill: using different styles

Vocabulary: social issues topic vocabulary

Exam practice: *Advanced Paper 2 Part 2*

Improve your writing skills: using different styles

What is using different styles?

Every written text has a particular style, which is created by the writer through conscious choices regarding formality, grammar, vocabulary and structure. A writer does have some leeway when it comes to creating style – one writer's friendly letter style may be more informal than another writer's – but text type demands appropriate style to a great extent. Using different styles involves deciding which style is appropriate for the text you are writing and ensuring your choice of language matches that style.

1 Which word is closest in meaning to 'leeway'?

- A rules B guidance C flexibility

Why is using different styles important?

Using different styles is important because it's important to meet readers' expectations and needs. A reader of a film magazine, for example, expects film reviews to be informative, entertaining and engaging. If you don't create an appropriate style, you won't produce a successful piece of writing as far as the reader is concerned.

2 It's important for writers to

- A provide readers with what they require.
B always entertain through their writing.
C ask readers how successful they have been.

How do you use different styles?

The best way to approach this is as a reader. Read lots of different texts and text types and consciously ask yourself how the writer creates the style of the text. Think about formality, grammar, vocabulary, sentence and paragraph length and structure, set phrases, rhetorical questions, logical flow, addressing the reader, etc. Then try to use these techniques in your own writing.

3 The word 'experiment' suggests that you

- A are not penalised for poor style in the exam.
B don't always have to exactly copy someone else's style.
C should take a scientific approach to creating style.

How is using different styles important in *Advanced*?

In *Advanced Paper 2*, you have to write an essay in Part 1 and a report, a proposal, a review or a letter/email in Part 2. You need to get the style of each text you produce right in terms of its purpose and target reader. Using different styles appropriately shows that you understand the differences between text types, that you understand why you are writing and who you are writing for, and that you can meet the needs and expectations of the reader.

4 Which of these text types might have a very similar style?

- A an essay and a letter
B a report and a proposal
C a review and an email

Develop your writing skills: using different styles

1 Decide if these phrases are formal (F) or informal (I).

- 1 This is a cool place for people of all ages ... _____
- 2 What do you think is the best way to ... _____
- 3 As is clear from the information I have presented ... _____
- 4 Were these changes to be made, I believe that ... _____
- 5 If you need a place to chill out after work ... _____
- 6 Although workers are not explicitly asked to work from home ... _____

2 Match the extracts to the styles of writing.

- 1 Informal, conversational style _____
- 2 Semi-formal, serious style _____
- 3 Formal, business-like style _____
- a So, if you're looking for a place to hang out and unwind after a hard day's work, or somewhere to take the family at the weekend, this could be the ideal solution for you.
- b In the office, an increasing number of employees use laptops, which they then take home with them at the end of the working day. Even when it is not explicitly stated that they are expected to work from home, the pressure to meet targets and deadlines often results in work being done at home in the evenings and at weekends.
- c I feel that your article oversimplified the problem. Although I agree that there are a number of things the employee can do to lighten a busy schedule, employers themselves are partly responsible for the situation having got out of hand.
- d How about next weekend? If you're not busy, come along and I'll show you round. As a member, I can sign you in and get you reduced prices on the equipment hire. It really doesn't cost a lot anyway, and it's a great way to recharge your batteries and give your energy levels a boost!
- e As can be seen from the above, there is a pressing need to implement policies which will not only protect employees, but will actually enhance performance. I therefore recommend that these suggestions be put into practice at the earliest opportunity.

3 Decide which of the task types the above extracts come from.

- 1 a letter to a newspaper _____
- 2 an email to a friend _____
- 3 a review of a recreation centre _____
- 4 a proposal to a manager _____
- 5 a report on working conditions _____

4 Find examples of the following in the extracts in exercise 2.

- 1 contractions/short forms (e.g. *I'm*)
- 2 informal phrasal verbs
- 3 expressions often used when speaking to a friend
- 4 complex sentences
- 5 passive constructions

5 Choose the correct word or phrase.

- 1 The use of passive constructions is typical of **formal** / **informal** writing.
- 2 The style of a letter or email depends mainly on **the target reader** / **the subject matter**.
- 3 There is **a big** / **very little** difference between the style used in a report and a proposal.
- 4 Informal style is best suited to a friendly email or a **report** / **review**.
- 5 A letter to someone you don't know should remain **chatty** / **respectful**.
- 6 Addressing the reader directly is a characteristic of a **more** / **less** formal style.

Develop your writing skills: using different styles

1 Decide if these phrases are formal (F) or informal (I).

- 1

This is a cool place for people of all ages ...

- 2

What do you think is the best way to ...

- 3

As is clear from the information I have presented ...

- 4

Were these changes to be made, I believe that ...

- 5

If you need a place to chill out after work ...

- 6

Although workers are not explicitly asked to work from home ...

2 Match the extracts to the styles of writing.

- 1

Informal, conversational style

- 2

Semi-formal, serious style

- 3

Formal, business-like style

- a

So, if you're looking for a place to hang out and unwind after a hard day's work, or somewhere to take the family at the weekend, this could be the ideal solution for you.
- b

In the office, an increasing number of employees use laptops, which they then take home with them at the end of the working day. Even when it is not explicitly stated that they are expected to work from home, the pressure to meet targets and deadlines often results in work being done at home in the evenings and at weekends.
- c

I feel that your article oversimplified the problem. Although I agree that there are a number of things the employee can do to lighten a busy schedule, employers themselves are partly responsible for the situation having got out of hand.
- d

How about next weekend? If you're not busy, come along and I'll show you round. As a member, I can sign you in and get you reduced prices on the equipment hire. It really doesn't cost a lot anyway, and it's a great way to recharge your batteries and give your energy levels a boost!
- e

As can be seen from the above, there is a pressing need to implement policies which will not only protect employees, but will actually enhance performance. I therefore recommend that these suggestions be put into practice at the earliest opportunity.

3 Decide which of the task types the above extracts come from.

- 1

a letter to a newspaper

- 2

an email to a friend

- 3

a review of a recreation centre

- 4

a proposal to a manager

- 5

a report on working conditions

4 Find examples of the following in the extracts in exercise 2.

- 1

contractions/short forms (*e.g. I'm*)
- 2

informal phrasal verbs
- 3

expressions often used when speaking to a friend
- 4

complex sentences
- 5

passive constructions

5 Choose the correct word or phrase.

- 1

The use of passive constructions is typical of **formal** / **informal** writing.
- 2

The style of a letter or email depends mainly on **the target reader** / **the subject matter**.
- 3

There is **a big** / **very little** difference between the style used in a report and a proposal.
- 4

Informal style is best suited to a friendly email or a **report** / **review**.
- 5

A letter to someone you don't know should remain **chatty** / **respectful**.
- 6

Addressing the reader directly is a characteristic of a **more** / **less** formal style.

6 Match each text beginning with its ending.

- 1 Dear Sir or Madam,
I am writing to say how much I disagreed with
the opinion expressed in your article about
employer–employee relations in Tuesday’s
issue of your newsletter. _____

2 Hey Judy,
How are things? I’m just dropping you a quick
line to tell you that I’ll be leaving my job at
the end of this month because I’ve found
something else that I think will suit me down
to the ground. _____

3 The purpose of this report is to assess the
conditions in our company with regard to
employee satisfaction and work–life balance. _____

4 Residents of Garfield can’t have failed to
notice the construction work that’s been going
on at the Hall Mill site over the last two years.
Well, we’re pleased to note that the work has
finished and the result is a leisure centre that
will be the envy of towns and cities for miles
around. _____

5 In this proposal, I intend to set out three main
changes that I believe will make a significant
difference to the welfare of our employees. _____
- a Of course, I’ll tell you more about it when I’ve
settled in but I’m pretty excited about it, I’ll tell
you that much!
Hope you’re well. Let me know your news.
Robin

b Apart from the crowds during the opening
weekend, we can’t find anything to fault the
place. In fact, we would be so bold as to say
that, if you live in the area, it’s not a question
of whether you will visit, but of when you will!

c To conclude, if the above measures were to
be put into practice, I feel confident that we
would begin to see an improvement in morale
immediately, and staff would have more
incentive to work.

d I hope you will take my suggestions into
consideration.
Yours faithfully,
Donald Finnie

e As can be seen from the above, there is room
for improvement within the company. A
combination of amenities and advice offered
by the management would significantly
improve the way employees feel about their
roles. Needless to say, this can only have a
positive effect on productivity.

7 Look at the extracts below and number them in order of formality (1 = the most formal).

- A However, the point of this project is that it should be a place which the whole
family can enjoy. So, although the sports amenities are fantastic, they’re not the
only attraction. _____

B Of the employees who filled in the questionnaire, over 80 per cent reacted
favourably to the suggestion that the company could provide team-building
activities in the evenings and at weekends. _____

C Your writer seems to think that the whole issue of recreation is a personal matter,
one which needs to be addressed by each staff member. I would like to suggest that
there are several important measures a company can take in this area. _____

D I firmly believe that the single most effective contribution to welfare would be the
establishment of a social club for the benefit of employees. _____

E I’ve been thinking about a move for ages and when this chance came up I felt I just
couldn’t turn it down. Luckily, they were impressed with my application and it all
took off from there, really. _____

8 Match each extract in exercise 7 with a text beginning from exercise 6.

- Extract A _____
- Extract B _____
- Extract C _____
- Extract D _____
- Extract E _____



9 Read four different extracts about the same subject and choose the style of writing for each one. Ignore the gaps for now.

- 1 The club, which is also open to the public, offers a relaxed atmosphere. The food, prepared by award-winning chef, Francis Jakes, is of the highest standard and the menu is varied enough to suit even the fussiest of eaters. There is, as you would expect, plenty on offer for vegetarians and vegans. ____ Every Friday night, there is a different live act to provide musical entertainment. Other events are also promoted on a regular basis.

descriptive / discursive

- 2 The company I work for has just opened a social club. At first I thought it would be just a café or bar where workers could go for a drink after work but it turns out that it's much more than that. ____ And it's open to the public so it's just like an ordinary restaurant. I took my parents last week and they were really impressed. Maybe I could take you next time you're in town? There's music on Friday nights so we could try that.

conversational / academic

- 3 We were impressed with the food and service, and you are to be congratulated on the excellent decor. Unfortunately, the atmosphere we had expected for a quiet family meal was spoiled by the noise from the live music act and their very enthusiastic audience. I would like to suggest that your staff mention this to diners when taking their bookings. ____

respectful / light-hearted

- 4 From the information gathered, we have established various useful statistics about the restaurant. Of those diners frequenting the restaurant on evenings when no entertainment was provided, approximately 60 per cent were from the general public, i.e. they were not staff members or their relatives. ____ On occasions where there was live music, the majority (75 per cent) of ticket-holders were in attendance as a direct result of a connection with our employees.

humorous / professional

10 Write the letter of a sentence in each gap in exercise 9.

- a This contrasts greatly with our organised events.
- b Had we known, we would have chosen a different night.
- c But it's in the entertainment it offers that the club really excels.
- d For a start, they've really taken the food side of things seriously and they've got a well-known chef in.

- 11** Read the text and choose the best description of the type of writing from the box. Then answer the questions below.

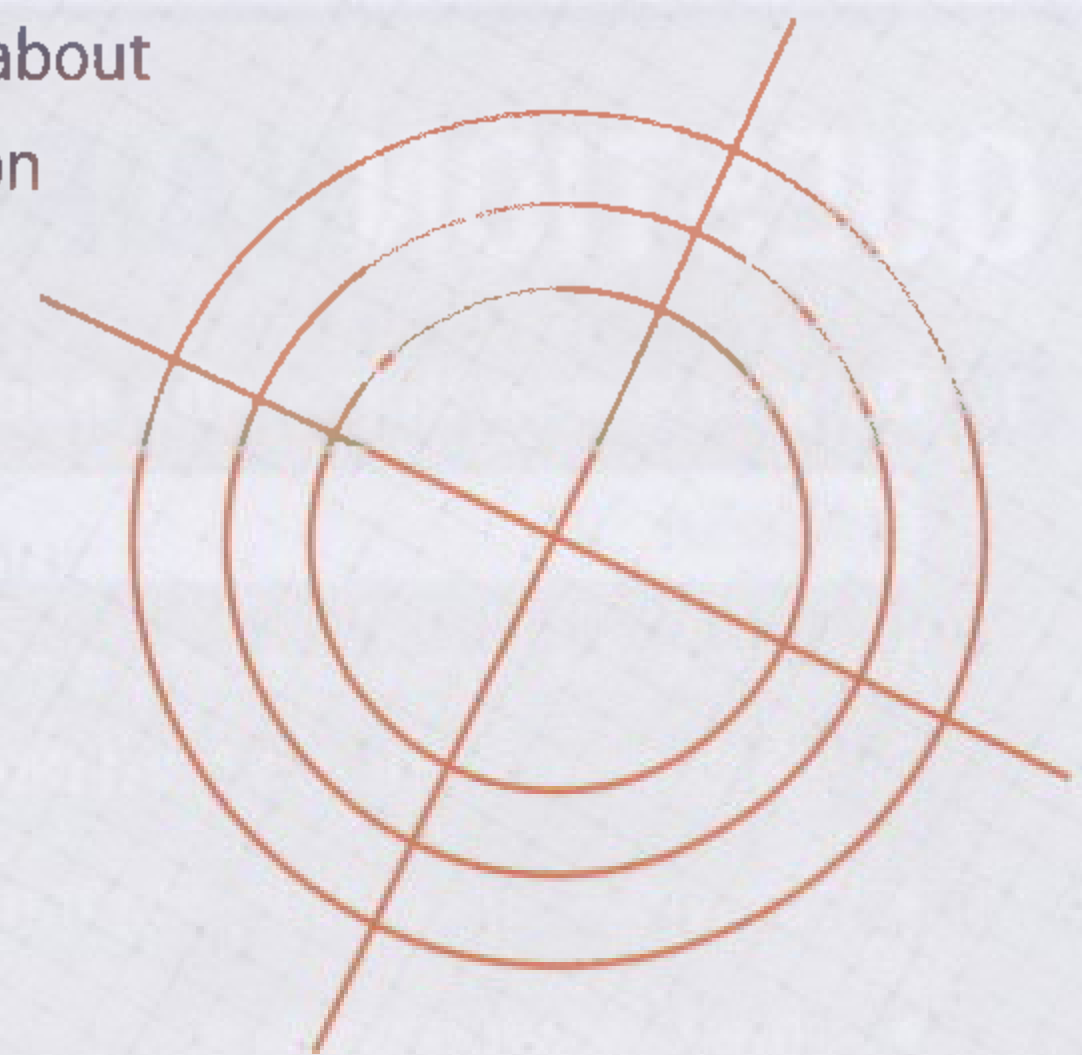
- A** This is an informal piece of writing with a chatty, conversational style and direct address, which are typical of an email or letter to a friend.
B This is an academic piece of writing with a formal style, sophisticated language and complex sentences, which are typical of an essay.
C This is a descriptive piece of writing with less formal language, a light-hearted conversational style and direct address, which are typical of a review or an article.

paintball

If you've never tried paintball, you may think that it's just for kids. That's certainly what I thought until my recent visit to the Executive Paintball Field in Stone. But if there's one thing I've learned, it's that corporate team-building activities are not only useful, they are a lot of fun.

One of the most impressive things about the facility at Stone is the way they take safety so seriously. This is fantastic because there are a lot of young people around, and parents want to know that there is no chance of anything going wrong. But there are two sides to this, because when a group of workers comes to play paintball, it can do no harm to force them to stick to the safety rules. It might not be the aim of the exercise, but it's no bad thing to remind people that safety at work is very important.

But clearly, the point of having fun here is to improve interpersonal skills, which can then contribute to the smooth running of the office. My own experience suggests that this works really well – through taking part in the games of paintball, we learned a lot about communication, negotiation and leadership. Above all, it was a very motivating experience and I have to say that when we returned to work, there was quite a buzz in the office.



- 1 Why did the writer try paintball?
- 2 Which two reasons does the writer give for the importance of safety?
- 3 How successful was the team-building experience?

- 12** Use the prompts below to rephrase the sentences from exercise 11 in a different style.

- 1 If you've never tried paintball, you may think that it's just for kids.
(rephrase more formally, suitable for an essay)

To many people, paintball _____

- 2 One of the most impressive things about the facility at Stone is the way they take safety so seriously.
(rephrase less formally, suitable for an email to a friend)

One thing _____

- 3 This is fantastic because there are a lot of young people around, and parents want to know that there is no chance of anything going wrong.
(rephrase more formally, suitable for a proposal or a report)

This emphasis on safety _____

- 4 It might not be the aim of the exercise, but it's no bad thing to remind people that safety at work is very important.
(rephrase more formally, suitable for a letter praising the organisers)

Although, our objective was to foster team building, the importance _____

Exam focus: using different styles in *Advanced*

1 Look at question 1 in the exam practice section on page 77 and answer these questions.

- | | |
|---|----------|
| 1 Do you know the target reader(s) personally? | Yes / No |
| 2 Do you have to agree that people work too hard these days? | Yes / No |
| 3 If you feel strongly about the article, should you use emotional language? | Yes / No |
| 4 Is it important to mention all three bullet points? | Yes / No |
| 5 Is it appropriate to use humour in your letter? | Yes / No |
| 6 Should you keep to a formal, respectful style? | Yes / No |
| 7 Is this a suitable way to start your letter: <i>Dear Sir or Madam, ...?</i> | Yes / No |
| 8 Is this a suitable way to end your letter: <i>With fondest wishes, ...?</i> | Yes / No |

2 Make notes to answer the questions below.

QUESTIONNAIRE

1 Do you agree that some people work too hard?

ANSWER

If so, tick the most important reasons.

Some people work too hard because ...

- they are afraid of losing their jobs. ANS
- they are workaholics. ANS
- they need more money. ANS
- they are forced to. ANS
- they want to impress their employers. ANS
- they want to avoid spending time at home. ANS
- other ANSWER

2 How would you describe the present employment situation where you live? Tick one.

- hopeful ANS
- difficult ANS
- challenging ANS
- desperate ANS
- positive ANS

3 How do workers feel about job security?

ANSWER

4 Which of the following are practical ways to help people maintain a healthy work-life balance?

- regular hobbies ANS
- doing sport ANS
- reducing the hours you work ANS
- spending more time with friends and family ANS
- caring less about your job ANS
- not taking work home ANS
- activities organised by employers ANS

Skills tip

In *Advanced* Paper 2 Part 2, should your writing style depend on

- a how strongly you feel about the subject? Yes / No
- b the person who is going to read what you write? Yes / No

Exam practice:

Advanced Paper 2 Part 2

Part 2

Write an answer to **one** of the questions 1–3 in this part.

Write your answer in **220–260** words in an appropriate style.

- 1 You recently read a newspaper article which stated that people work too hard these days. You have decided to write a letter to the editor of the newspaper that published the article giving your views.

Your letter should mention:

- reasons some people work hard
- the employment situation
- striking a balance between work and free time

Write your **letter**.

- 2 You work for a multinational company and you have been asked by your manager to write a report on some of the problems faced by employees in your country. Your manager is particularly keen to hear about how workers maintain a balance between their working life and their home life. You should mention the conditions in your country and ways in which the situation could be improved.

Write your **report**.

- 3 A large company is considering relocating to your town. The management want to establish whether there are suitable leisure facilities where their workers can go outside working hours. Residents of the town have been asked to review a local leisure centre which is suitable for employees to visit in their free time.

Write your **review**.

Skills tip

In *Advanced Paper 2 Part 2*, one of the questions may ask you to write a letter. Usually, this will be a formal letter. When you are writing to a stranger or to someone in a business context, always use a safe, formal style. Don't risk offending the target reader by including language which is more suitable for a friend. If in doubt about a word or a phrase, opt for the more formal version.

10

Justifying

Appearance

UNIT AIMS

Skill: justifying

Vocabulary: people topic vocabulary

Exam practice: *Advanced Paper 2 Part 1*

Improve your writing skills: justifying

What is justifying?

Justifying involves providing some kind of evidence to support opinion, belief or even factual information. The evidence may be a reason, explanation, example or result, or a combination of several or all of them. Justifying gives credibility, and helps convince the reader that what you're saying is correct and sensible.

- 1 If your argument has 'credibility', the reader is
 - A less likely to find it sensible.
 - B unlikely to require any evidence.
 - C more likely to agree with it.

Why is justifying important?

If you merely state an opinion without providing supporting evidence, the reader has little reason to accept or agree with it. To convince the reader, you have to demonstrate why you believe what you have stated is correct. In other words, you need to put forward a logical argument, and not just present an opinion in isolation. That way, the reader will recognise that your opinion or point is based on sound reasoning.

- 2 The phrase 'sound reasoning' is connected to the idea of
 - A listening for detail.
 - B sensible thinking.
 - C providing multiple reasons.

How do you justify?

As part of the planning process, decide what evidence – reasons, explanations, examples, results – you're going to include to support your points and opinions. Then, as you write, you need to make use of a wide range of phrases and structures that are used for reasons (This is due to, etc), explanations (in other words, etc), examples (for instance, etc), and results (As a consequence, etc).

- 3 Which of these words might be used to justify something?
 - A nonetheless
 - B altogether
 - C hence

How is justifying important in Advanced?

Justifying is important whenever you have to present an opinion, belief or fact and explain or defend it. It is particularly relevant to writing an essay in Paper 2 Part 1. It is an essential element in developing a convincing argument on the topic given. Essays that present opinions but do not properly or fully justify them are unlikely to receive a high mark.

- 4 Which statement is correct?
 - A Justifying is relevant to both Part 1 and Part 2 of Paper 2.
 - B Justifying is only really relevant to Paper 2 Part 1.
 - C Justifying is only relevant to essays, reviews, reports and proposals.

Get started

Look at the photo and answer the questions.

- In terms of physical appearance, how do you think the interviewee has prepared for this interview? Think in terms of the following:

clothes ■ face ■ hair

- Is the way someone looks important to an interviewer? Why? / Why not?
- 'Don't judge a book by its cover.' To what extent do you agree with this saying?

Develop your vocabulary

- 1 Write a word from the box in each gap to complete the sentences.

disfigured ■ plain ■ striking ■ thinning ■ youthful

- 1 A healthy diet can keep your skin looking _____ as you get older.
- 2 If you have _____ hair, you should go and see a specialist immediately.
- 3 A fire in the kitchen left her face badly _____.
- 4 Someone can be _____ in appearance, but a friendly smile can make them look more attractive.
- 5 He's not handsome in a conventional way, but he has _____ features.

- 2 Match to make sentences.

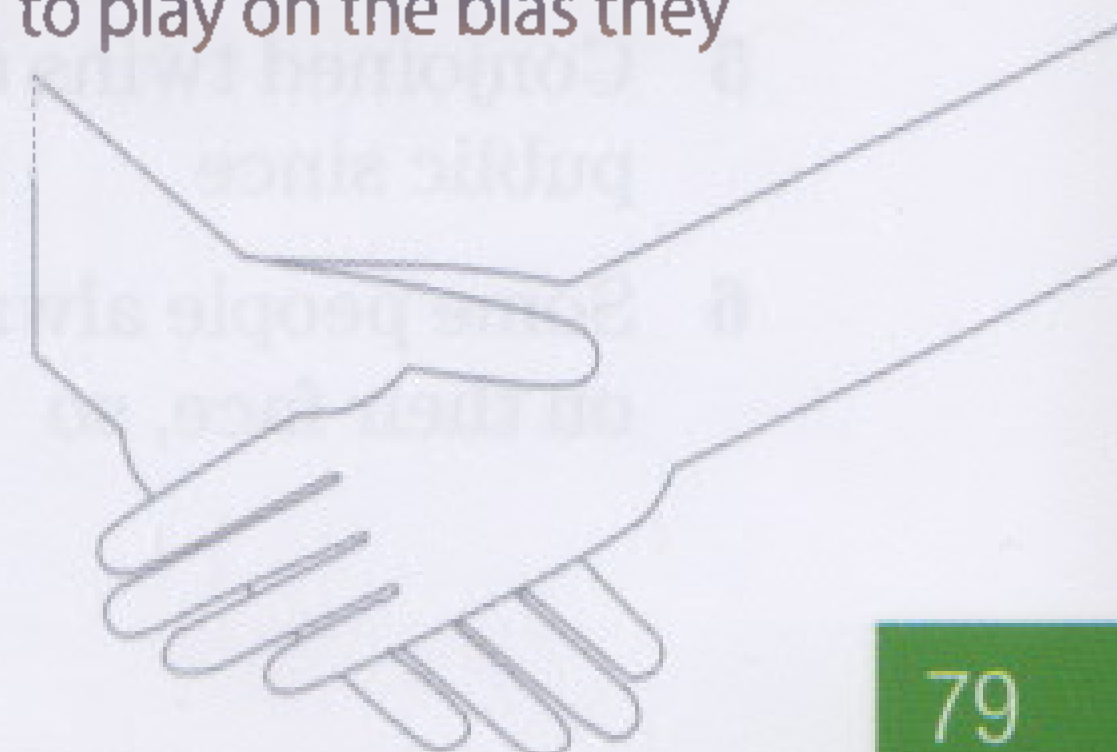
- | | | |
|----------------------------------|-------|--|
| 1 The first | _____ | a industry demands that we spend hours on our appearance. |
| 2 The beauty | _____ | b feature is her long thick red hair. |
| 3 Cosmetic | _____ | c impression people receive of you often sticks. |
| 4 Her most distinguishing | _____ | d patch can easily be covered with a hair transplant. |
| 5 A bald | _____ | e surgery can radically alter someone's face these days. |

- 3 Choose the correct word.

At first glance

It may sound unfair, but we have usually made our minds up about someone before they even open their mouth. A major factor is obviously their (1) **views / looks** – a handsome man or pretty woman wins people over more easily. Another is the (2) **expression / feature** on their face – an angry, glowering man is hardly going to win hearts and minds. However, there are more subtle cues which often awaken our (3) **prejudices / previews**. Our conventional personalities often react in the presence of anything that does not (4) **harmonise / conform**,

for example a dramatic hairstyle. It is this almost unconscious bias that is the hardest to get rid of, and also the easiest to play on. Interviewees for a job, for example, will (5) **enhance / focus** their appearance – add a touch of eye-liner, change their hair, put on a power suit – all to play on the bias they expect to find in their interviewer.



05

Develop your writing skills: justifying

1 Read the extract and write the letter of a sentence to answer each question.

(a) There can be no doubt that we live in an age where looks are everything.
(b) After all, though, people have different goals in life, almost everyone tries to look as good as they can while they pursue them. (c) This has led to a beauty industry which exploits our efforts. (d) Cosmetic surgery, for instance, is booming throughout the world. (e) It may have resulted from a hidden fear of aging and death.

- 1 Which sentence gives a result? _____

2 Which sentence gives an explanation? _____

3 Which sentence gives an opinion? _____
- 4 Which sentence gives an example? _____

5 Which sentence gives a reason? _____

2 Read the sentences and decide if they provide a reason, a result, an explanation or an example.

- 1 Their child has a very pale complexion. It's because she suffers from anaemia. _____

2 Many changeable features usually distinguish men and women in terms of appearance. These include hairstyle, make-up and clothing. _____

3 Though she was a top writer, she looked quite plain. Hence, she was able to live a fairly normal life. _____

4 Many teenagers are deeply insecure about their looks. This is due to the enormous changes their bodies are going through. _____

5 Members of sub-cultures often resemble one another in looks and style. In other words, they are not as rebellious as they believe. _____

6 Someone who has a very striking appearance may be beautiful without being pretty. To put it another way, beauty is not about having perfect features. _____

7 For a pop star to have long-term success, their image must change regularly. Madonna, for example, often introduces a fresh persona. _____

8 Since at least the 1960s, the emphasis has been on looking young. As a result, even middle-aged people strive for youthful looks. _____

3 Match to make sentences.

- 1 There is a Japanese saying: the nail that sticks out gets hammered down. That is to say, _____

2 Many plastic surgeons say their work is just as important as that of other surgeons on the grounds that _____

3 Beautiful people are treated better from a very young age. This means that _____

4 There are good reasons why actors and actresses have cosmetic surgery, like _____

5 Conjoined twins tend to feel awkward in public since _____

6 Some people always have a happy expression on their face, so _____
- a their view of the world can be quite different to a plainer person's view. _____

b the way it smoothes out those worry lines on the forehead. _____

c they appear attractive even if they are not particularly good-looking. _____

d it's better not to stand out or look different from everyone else. _____

e they save the disfigured from a lifetime of stares. _____

f they believe people are staring at their strange appearance. _____

4 Choose the correct word or phrase:

- 1 The colour of a person's skin has always been an easy way to include or exclude them. **To put it another way / For instance**, racism is not a modern problem.
- 2 What is considered attractive in one culture may not be in another. **That is to say / For example**, a size zero model would be considered too skinny in many cultures.
- 3 Strong features, **that is / such as** high cheekbones and a large nose often photograph very well, as well as look good on film.
- 4 A hairstyle plays a very important role in the way someone looks. **In other words / For example**, a good haircut can change someone beyond recognition.
- 5 There is a word for judging people solely on the basis of their race, **namely / including**, racism.
- 6 Your posture is as important as your physical condition. Anyone who slouches looks bad, **namely / including** someone with very little body fat.

5 Write a word from the box in each gap.

account ■ consequence ■ due ■ grounds ■ resulted ■ since

- 1 No-one can tell the twins apart _____ they are always dressed the same.
- 2 Her plastic surgeon refuses to see her on the _____ that she has had five operations already this year.
- 3 He always makes a good impression on people _____ to his warm eyes and friendly smile.
- 4 Her face was covered in scars as a _____ of a bad car accident.
- 5 Her lack of confidence _____ from her mother's constant criticism of her looks.
- 6 He would never wear such bright colours on _____ of his shyness.

6 Rewrite the sentences from exercise 5 using the words in bold.

1 **SO**

2 **THEREFORE**

3 **CONSEQUENTLY**

4 **LED**

5 **HENCE**

6 **CONSEQUENCE**

7 Write the correct form of the verb in brackets to complete each sentence. Include modal verbs where appropriate.

- 1 People should be happy with their looks. If they _____ (be not), they will waste time and money trying to correct them.
- 2 Most people want to look the same as others, not different. If they didn't, the fashion industry _____ (be) in trouble.
- 3 That actor definitely had some plastic surgery. If he hadn't, he _____ (not disappear) for six months.
- 4 We must end this modern obsession with looks. If we don't, our children _____ (suffer) the consequences.

8 Write one word in each gap to complete the text.

CRUEL BEAUTY?

Throughout the ages, ideals of beauty have (1) _____ to people – especially women – inflicting varying amounts of pain on themselves. (2) _____ instance, tight corsets worn in nineteenth-century Britain, the custom of foot-binding in ancient China and neck rings worn by the Kayan tribe in Burma inflicted varying amounts of pain on the body to create distinguishing features considered attractive in those cultures. The reason (3) _____ such extreme measures was the attraction of a mate, just (4) _____ the song of the nightingale or the dance of the penguins. The drive to reproduce is the strongest of all in nature, (5) _____ it is perhaps not surprising that pain and discomfort are not always considered barriers. Neither are men exempt from beauty rituals. The daily removal of hair from the face – shaving, in other (6) _____ – makes men look younger, and youthfulness is a major factor in selection by females, according to studies. Another is build. Attributes such (7) _____ posture, height and muscles are highly desirable at a genetic level. This could well be (8) _____ men automatically stand straighter when someone they find attractive walks into the room.



9 Complete the sentences with ideas of your own.

- 1 The way someone looks should not affect how they are treated.
After all, _____
- 2 Models present an unrealistic ideal of beauty.
That is to say, _____
- 3 Some people judge others as inferior because of the colour of their skin.
Consequently, _____
- 4 There are ways in which prejudice about appearance could be avoided in job interviews.
For instance, _____
- 5 We pay too much attention to what other people think of our appearance.
If we did not, _____
- 6 There are large numbers of young people with a poor body image.
This is because _____

10 Read the texts and complete the notes with justifications and examples.

The main point to bear in mind about the interview process is that personnel managers are often trying to screen a large number of candidates to arrive at a shortlist. That means they will put a cross next to names for what might seem trivial reasons. A multi-coloured tie might disqualify you, as might a severe expression or a strange haircut. For the first interview, it is important not to offend, not to seem odd in any way. Obviously, you do not want to drop to the back of the pack, but the time to really shine is the second interview. There, you will have time to explain why your peculiarities are actually valuable assets for the company.

- 1 *The problem with the interview process is that candidates need to look and sound like different people at the various stages.*

Explanation: _____

Examples: _____

If you are insecure about your small eyes, the thing to remember is that wide expanses of skin around them will make them look even smaller. A fringe is a much better choice of hairstyle than any kind where the hair is swept backwards, exposing that high wide forehead. However, the fringe should be feathery rather than thick or heavy. A light fringe can make a small-eyed person appear to have average-sized eyes. In the same way, someone who worries that they have a large nose can direct attention away from it with a side parting (taking the eyes of the viewer away from the centre of the face) and long hair. The further below the nose the hair ends, the shorter the nose will appear in comparison.

- 2 *Many beauty tips you read in magazines and on the internet seem designed less to enhance your beauty and more to disguise what are perceived as 'flaws'.*

Example: _____

Reason: _____

Are you tired of your thinning hair? Do you spend more time trying to hide your bald patch than you used to spend combing your full locks as a teenager? Do you have to correct people's false idea of your age again and again? Maybe it's time you took steps to change the situation. The science of hair implants has come a long way, and we are now in a position to offer a complete solution to hair loss that is indistinguishable from a natural head of hair. In fact, *it is* a natural head of hair. Using the latest surgical techniques, we take hair follicles from areas with thick hair growth (generally the back and sides of the head) and transplant them into the thinning areas. Studies have shown that successful hair transplants can lead to improvements in all areas of life, from career to marriage prospects. Excellent success rates are guaranteed.

- 3 *Signs of ageing of all kinds are today often seen as a negative reflection on an individual's ability.*

Explanation: _____

Result: _____

Exam focus: justifying in *Advanced*

1 Look at the exam practice section on page 85 and tick the correct statements.

- 1 The essay asks you to discuss whether beauty sells products. _____
- 2 In the essay, you need to ask whether society favours the beautiful. _____
- 3 It would be helpful to define what you see as 'success'. _____
- 4 When discussing prejudice, you should restrict yourself to race. _____
- 5 The business suit is a good example of conformity. _____
- 6 You should limit the discussion of beauty to the fashion industry. _____

2 Look at the exam practice section on page 85 again. Decide if the statements below are discussing prejudice (P), conformity (C) or beauty (B).

- 1 Some of the most successful people on Earth are eccentrics. _____
- 2 Looks do not last for the length of most careers. _____
- 3 People who look or act differently tend to become outcasts. _____
- 4 It is still difficult for women to break through the glass ceiling. _____
- 5 Workplaces are slowly growing more multicultural. _____
- 6 Interviewers unconsciously treat better-looking candidates favourably. _____

3 Tick the statements from exercise 2 which agree with the proposition 'Appearance is the defining factor for success in life'.

4 Tick two possible plans for the essay in the exam practice section.

- 1 **Paragraph 1:** introduce the question
Paragraph 2: discuss prejudice, conformity and beauty
Paragraph 3: introduce an idea of your own about success
Paragraph 4: come to a conclusion _____
- 2 **Paragraph 1:** introduce the question
Paragraph 2: discuss how appearance can prejudice people
Paragraph 3: discuss the disadvantages of beauty
Paragraph 4: come to a conclusion _____
- 3 **Paragraph 1:** introduce the question
Paragraph 2: discuss how looking the same as other people helps
Paragraph 3: discuss the advantages of beauty
Paragraph 4: come to a conclusion _____
- 4 **Paragraph 1:** introduce the question
Paragraph 2: discuss how appearance can prejudice people
Paragraph 3: discuss how looking the same as other people helps
Paragraph 4: come to a conclusion _____
- 5 **Paragraph 1:** introduce the question
Paragraph 2: discuss the effects of prejudice
Paragraph 3: discuss how our ideas of beauty conform in society
Paragraph 4: come to a conclusion _____

Skills tip

When you write an essay in *Advanced* Paper 2 Part 1, should you

- a assume all the opinion quotes were expressed by the same person? **Yes / No**
- b leave any justification of your points for the conclusion? **Yes / No**

Exam practice:
Advanced Paper 2 Part 1

Part 1

You **must** answer this question.
Write your answer in **220–260** words in an appropriate style.

- 1 Your class has attended a lecture on people’s appearance influencing their success in life. You have made the notes below.

Appearance is the defining factor for success in life:

- prejudice
- conformity
- beauty

Some ideas expressed in the lecture:
“Sexist and racist judgements begin at first sight.”
“The human instinct to look the same as others in order to fit in is powerful.”
“Good looks are prized above nearly everything else in society.”

Write an essay for your tutor discussing two of the points in your notes. You should explain which plays the most important role in success or failure in life **and** provide reasons to support your opinion.

You may, if you wish, make use of the ideas expressed in the discussion, but you should use your own words as far as possible.

Skills tip

An essay is meant to be a balanced piece of writing, just as a discussion is a balanced conversation. This means you should bring in the other side of the argument to your own and express it fairly. You are then, of course, able to attack it to show its weaknesses, and you will at least have demonstrated that you are aware of its existence. In doing so, you can also make your own argument appear stronger.

11

Expressing opinions

Unusual holidays

UNIT AIMS

Skill: expressing opinions

Vocabulary: travel topic vocabulary

Exam practice: *Advanced Paper 2 Part 2*

Improve your writing skills: expressing opinions

What is expressing opinions?

When you express opinion, you present your subjective view on a topic – or the view of someone else. The style you use to do this will depend on the text type. In a review, for example, you might express opinion in an entertaining, personal style, while in a report you will probably express opinion in a more professional, impersonal way.

1 Which of these phrases could be used to express someone else's opinion?

- A in accordance with
- B according to
- C of his/her own accord

Why is expressing opinions important?

Almost all text types – including essays, reviews, reports, proposals, letters and emails – demand the expression of opinion to a greater or lesser degree, whether in terms of the pros and cons of a particular course of action, a response to a stimulus, such as a work of art, or a consideration and evaluation of different options. Being able to express opinion effectively is one of the most fundamental aspects of being a successful writer.

2 What does the phrase 'pros and cons' mean?

- A supporters and opponents
- B positive and negative choices
- C advantages and disadvantages

How do you express opinions?

Some people find actually forming an opinion on a topic difficult. You need to be able to consider a topic and come to an opinion about it. You also need to be able to justify that opinion (see Unit 10), in an appropriate style (see Unit 9), and make decisions on how explicitly you will highlight the opinion. For example, the phrase to my mind clearly shows the reader that what follows is your own opinion. At other times, you may want to dress your opinion up more as fact, or imply opinion rather than state it explicitly (e.g. I'm not convinced that's a good idea is an implicit and polite way of saying you think it's a bad idea).

3 Why might someone write that they are 'not convinced' by an argument?

- A to express their disagreement politely
- B to show they are open to persuasion
- C to show they find it difficult to form opinions

How is expressing opinions important in Advanced?

Expressing opinions is a key part of writing all Advanced text types. You won't be marked on what your opinion is, so you are free to take whatever view of a subject you like. However, you are marked on how effectively and appropriately you express your opinion (and how well you justify it).

4 What might affect your marks in Advanced Paper 2?

- A the opinion you choose to express
- B expressing someone else's opinion
- C the language you use to express opinion



Get started

Look at the photo and answer the questions.

- How do you think these people feel?
- Think of three reasons why someone might choose this kind of holiday.
- Would you like to go on a holiday like this? Why? / Why not?

Develop your vocabulary

1 Choose the correct word to complete each sentence.

- 1 A safari is a chance to see wild animals at first **glance** / **hand**.
- 2 The tour company offers activity holidays in the great **outside** / **outdoors**.
- 3 He's taken a 12-month sabbatical, bought a yacht and is off to sail the seven **seas** / **oceans**.
- 4 The members of the pony trekking group came from all four **corners** / **sides** of the world.
- 5 The guide promised to take them into the **heart** / **soul** of the rainforest.
- 6 The fact that we were out of radio contact with the base added a **feel** / **touch** of danger to the expedition.
- 7 The helicopter will drop you in the **middle** / **centre** of nowhere with just a backpack and water.

2 Write a word from the box in each gap to complete the text.

agritourism ■ ecotourist ■ high-end ■ inaccessible ■ reserve ■ resort ■ self-catering ■ unspoilt

NEW-AGE TOURISM

Forget the traveller; it's time for a new breed – the (1) _____. For this green globetrotter, holidays are about saving the planet just as much as relaxing. In fact, most holidays involve working; (2) _____ on small French farms are popular, as are treks through remote mountains to rebuild ancient temples. You won't find them in (3) _____ accommodation; nothing fancier than a three-star hotel, and they're happiest in a yurt on the open plains of Mongolia. Simple food from roadside stalls is good, but (4) _____ is even better. They're uninterested in any bustling (5) _____ by the sea. Instead, they are only to be found on beaches (6) _____ by road. They might also go on a safari holiday, in regions (7) _____ by too much development, but only if they could stay in a traditional African villager's hut close to a nature (8) _____, and not in a hunting lodge where all those animal trophies would haunt their dreams.

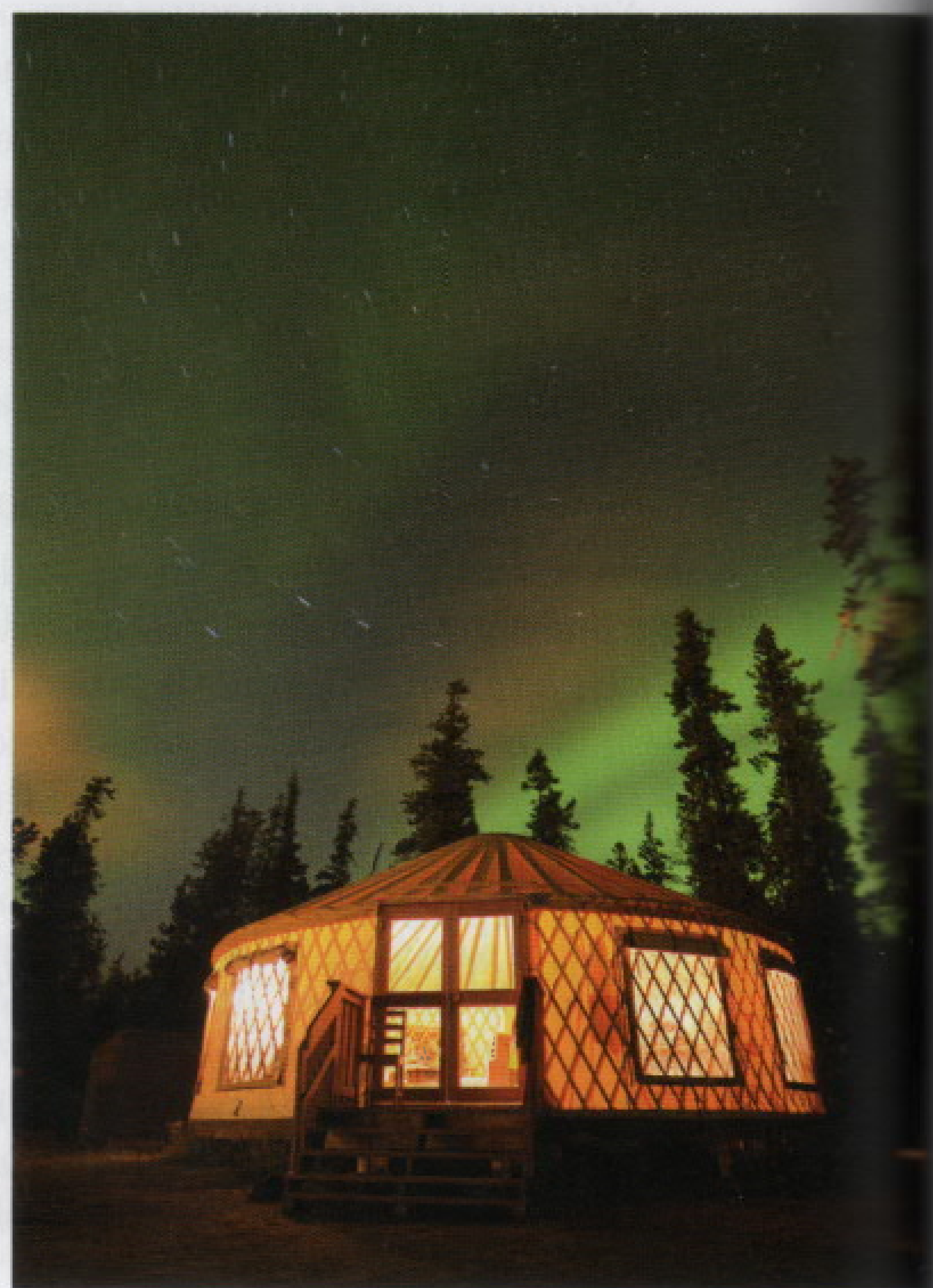
Develop your writing skills: expressing opinions

1 Decide whether these sentences are opinion (O) or fact (F).

- 1 It is impossible to deny that the number of unspoilt destinations is shrinking fast. _____
- 2 Speaking personally, a bustling city is much more exciting than some tropical rainforest. _____
- 3 More and more traditional resorts are registering significant reductions in visitor numbers. _____
- 4 Today's tourists are demanding more and more for their money, as is proven by falling costs. _____
- 5 First, a travel writer sings the praises of an isolated place; six months later, the first tour groups arrive. _____
- 6 What could be better than two weeks in a tree house in the heart of the rainforest? _____
- 7 It seems to me that a week on a houseboat exploring the English canals is just as unusual as trekking in the Sahara. _____
- 8 The popular exotic destinations turn out to be, believe it or not, some of the most cosmopolitan places on Earth. _____

2 Tick the sentences that express the writer's own opinion.

- 1 I'm sure you'll agree that staying in native traditional accommodation such as a yurt enhances the traveller's experience. _____
- 2 According to some, adventure holidays involve far too many risks to even consider. _____
- 3 Many insist that tourism invariably helps local economies, bringing in that all-important foreign currency. _____
- 4 There's no doubt that tourists who sing the praises of safari holidays in Africa are onto something. _____
- 5 I don't expect every reader to agree, but agritourism is the only choice for this ecotourist. _____
- 6 The boat owner claimed the beach was inaccessible by land, thus making himself indispensable to us. _____
- 7 Those who maintain that self-catering in an igloo is their idea of heaven should really come and try it. _____
- 8 It is commonly believed that indulging our creative side on holiday can make up for our everyday neglect of it. _____



3 Put the sentences in order from the strongest to the least strong opinion (1 = strongest, 6 = least strong).

- a I think tourists must seek unusual experiences to make up for a mundane home life. 1 _____
- b There's no doubt in my mind that tourists seek unusual experiences to make up for a mundane home life. 2 _____
- c I strongly believe that tourists seek unusual experiences to make up for a mundane home life. 3 _____
- d I'm not sure, but I suppose tourists might seek unusual experiences to make up for a mundane home life. 4 _____
- e One possible reason that tourists seek unusual experiences could be to make up for a mundane home life. 5 _____
- f I imagine tourists seek unusual experiences to make up for a mundane home life. 6 _____

4 Match each sentence with a text type.

- 1

As I see it, we need to create an experience quite unlike any other in the region.

.....
- 2

If you ask me, the experienced traveller won't find anything fresh or inspiring about this place, so I can't really recommend it.

.....
- 3

I am of the opinion that the snow centre has not done enough to ensure the safety of its visitors, and should not, therefore, be given a licence.

.....
- 4

Travellers from the developed world, from my point of view, seek out the danger missing from their everyday lives.

.....
- 5

I'm 100% sure that a trip down the Amazon river would suit us down to the ground.

.....
- 6

It appears to me that what was promised in the brochure did not coincide with what I experienced.

.....
- 7

I know you like a touch of excitement, but IMO, a holiday is about relaxation.

.....
- 8

Those of you searching for a real taste of the Spanish countryside will not, to my mind, be disappointed.

.....
- 9

In my view, the clearing in the forest offers the perfect place for our proposed campsite.

.....
- 10

The arrival of a single traveller to an unspoiled region, for me, instantly changes it, so that it loses the very quality that attracted him or her in the first place.

.....
- 11

As far as I can tell, none of the criticisms we have directed at the management of the centre have been addressed.

.....
- 12

I am confident that, once you read my complaints, you will agree that I have been unfairly treated.

.....

- a report
- b review
- c formal email/letter
- d informal email/letter
- e proposal
- f essay

5 Underline the phrases in exercise 4 which are used to express opinion.

6 Rewrite the underlined parts of the report extract in more appropriate language.

DAILY DESTINATIONS&ACCOMMODATION

(1) I don't reckon that we can just give the tourist a bicycle and a map and (2) be 100% sure that they are going to enjoy themselves. (3) For me, a bicycle tour should be as carefully planned as any other; perhaps more so. (4) I'd say a tourist who has just completed ten or fifteen kilometres over five hours is far more drained of energy than one who spent a similar length of time on a coach. For this reason, (5) there's no way we can offer just a basic type of accommodation at the end of the daily journey. (6) If you ask me, it has to be upmarket, while remaining comfortable and cosy. (7) I don't see why we can't vet the management and staff of potential hotels and guest houses, since we are offering them our custom. (8) One thing's for sure: we need to impress upon them what behaviour and treatment our clients expect.



- 1

.....
- 2

.....
- 3

.....
- 4

.....
- 5

.....
- 6

.....
- 7

.....
- 8

.....

7

Write 'N' for 'negative' or 'P' for 'positive', depending on the writer's opinion of the initial statement.

1

Most package holidays try to add a touch of local colour for visitors. For anyone with the slightest knowledge of the country, this tends to feel less than genuine.

2

Adventures in the great outdoors are often advertised as spiritual experiences. There is an element of romance in camping under the stars and living in the open air that cannot be denied.

3

The safari gives tourists a chance to see animals in the wild. Certainly, though nature reserves are to some extent artificial, it is a far cry from lions pacing a cage in the zoo.

4

Agritourism offers guests an opportunity to get to know farm life at first hand. Having experienced a number of such packages, I'm less than convinced that they really deliver on their promises.

5

Many travel agencies sell activity and adventure holidays as much the same thing. Personally speaking, the controlled nature of the former distinguishes it completely from the spirit of the latter.

6

People who live perfectly safe lives are prepared to risk them while on holiday. For me, this can only mean that it is their everyday lives that need addressing.

7

Camel trekking across the Sahara brings us in contact with a completely alien way of life. I feel this cannot be anything other than beneficial.

8

This site has been proposed as ideal for the base camp for expeditions. Given the lack of access, I find it difficult to understand why.

10

8

Match each statement with an opinion.

1

Many people's idea of heaven is a secluded beach in the Caribbean.

2

Adventure holidays continue to become more and more extreme.

3

Would you enjoy an organised trip that retraced the journey of a wagon train in the Wild West?

4

Agritourism could provide a vital source of income for farmers in this area.

5

According to some local operators, getting as much money from each visitor as possible is what their job entails.

6

The balance between keeping a destination unspoilt and attracting more visitors is a fine one.

a

Personally, there's nothing I like more than a holiday that is a journey in itself.

b

As far as I'm concerned, theirs is the worst possible philosophy in the long term.

c

For me, these private resorts represent everything that is bad about tourism.

d

To my mind, if you choose the former, you must exclude the latter.

e

It seems to me, however, that some wrongly believe it is an easy source of income; but it is not.

f

I consider this to be an extremely dangerous trend.

11

9

Write a sentence justifying each opinion from exercise 8.

1

2

3

4

5

6

12

10 Match each opinion with the reason why it is not appropriate or successful.

- | | | |
|--|-------|---|
| 1 The manager told me that improvements were being made at the resort, but given the state of his office, I doubt any words that come out of his mouth. | _____ | a It's formal rather than informal. |
| 2 Please come climbing with me! I am firmly of the opinion that you cannot fail but be entertained. | _____ | b It's informal rather than formal. |
| 3 Those who travel to distant parts of the world often come back as new people. That is simply a fact. | _____ | c It doesn't express the other people's opinion fairly. |
| 4 There was no pony-trekking excursion, as was advertised in your brochure. I don't reckon that's any way to run a business – and my wife agrees. | _____ | d It's a rude personal attack. |
| 5 Some people say that this is one of the best hiking trails in the country, though I have no idea why. | _____ | e It doesn't support the proposal strongly enough. |
| 6 We should promote white-water rafting as the centrepiece of the river experience. It is, in my opinion, the best-selling point, apart from the bungee jumping perhaps. | _____ | f There's no justification. |

11 Match each extract with two sentences to make the beginning of a short paragraph.

One idea for attracting tourists back to the area is the construction of new luxury hotels.

The hotel bills itself as 'boutique', which I took to mean small but high-end.

1 _____ 2 _____

5 _____ 6 _____

I was told that my two-week stay in the Sahara would be the experience of a lifetime.

I got to the top of the path and finally the fabled city of Machu Picchu came into view.

3 _____ 4 _____

7 _____ 8 _____

- Others say that the result would simply be more empty rooms.
- The first part of the description fits perfectly; there wasn't space to swing a cat in my hotel room.
- I had heard and read so much, but nothing really prepares you for the reality.
- Draughty tents and overworked camels were not, however, the memories I had expected to carry home with me.
- The place seems both ancient and modern at once; part of the mountains yet utterly constructed, man-made.
- Many believe that those we have at the moment offer only low-cost, low-quality accommodation.
- The second half was where the place fell short, with grubby linen, a dirty bathroom and a miserable breakfast.
- If by this you meant something I would never forget, you were right.

12 Write a sentence to conclude each paragraph in exercise 11, giving an opinion.

- _____
- _____
- _____
- _____

Exam focus:
expressing opinions in Advanced

- 1 Look at the first question in the exam practice section on page 93 and tick which opinions might be useful to express in your proposal.
- 1 how you feel about adventure tourism in general
 - 2 what kind of person you think an adventure tourist is
 - 3 what kind of accommodation suits adventure tourism
 - 4 whether you think the Planning Director is capable of achieving this goal
 - 5 whether you think the area can attract adventure tourists
 - 6 what kind of development would increase the town's draw the most

- 2 Look at the first question in the exam practice section on page 93 again and write a word or phrase that means the same as each of the words or phrases in bold.

- 1 We can **build on** our existing tourist capacity.
- 2 There can be no doubt that the present **facilities are** not sufficient.
- 3 The waterfall is the **perfect** place for a zip line.
- 4 People sign up for **activity** holidays for the excitement.
- 5 The **current** is very swift just after the bend in the river.
- 6 The view from the top of the gorge is **breathtaking**.
- 7 We can **take advantage of** the open areas on both banks of the river.
- 8 This area has unique **advantages** which should be exploited.

Skills tip

When you write a proposal in Advanced Paper 2 Part 2, should you

- a always try to give both sides of the issues you raise?
Yes / No
- b try to stay objective and avoid personal opinions?
Yes / No

- 3 Create two possible plans using the headings. There are two extra headings which do not fit.

Proposal for adventure tourism development			
	Plan 1	Plan 2	
Paragraph 1	Introduction	Introduction	a A campsite
Paragraph 2			b Raising more money
Paragraph 3			c Water sports
Paragraph 4			d Organised hiking
Paragraph 5	Conclusion	Conclusion	e Five-star luxury
			f Bungee jumping
			g Summer camps
			h Canoe racing

Exam practice:

Advanced Paper 2 Part 2

Part 2

Write an answer to **one** of the questions **1–3** in this part.

Write your answer in **220–260** words in an appropriate style.

- 1** You see this notice in the local library of the town where you are studying English.

The National Development Agency has given our town a grant to be spent on developing the tourism infrastructure of the local river. We feel it is an ideal spot for adventure holidays due to the fast flow of the river, the spectacular gorge and the surrounding forested hills. The Planning Director invites you to send in a proposal on how to utilise the natural merits of the area. A decision can then be made on how the money should be spent.

Write your **proposal**.

- 2** You see this announcement in a tourism magazine.

Are you an agritourist? Have you been to more than one organised holiday on a farm? Then we'd love to hear from you.
We're looking for reviews that compare two places offering farm stays to tourists, giving our readers an idea of the best and worst that agritourism has to offer. The best reviews will be published next month.

Write your **review**.

- 3** You recently went on a safari holiday, but were extremely disappointed with your experience. Write an email to the travel agency that arranged the holiday, covering the following:

- the quality of accommodation
- problems with the transportation
- the guide's lack of knowledge

Write your **email**.

Skills tip

When you write a proposal in *Advanced Paper 2 Part 2*, remember that the basic purpose of this piece of writing is to persuade. After all, you hope the reader will be convinced to implement the ideas outlined in your piece of writing. For this reason, whether you are writing in a formal, neutral or even informal style, your proposal must promote your ideas, using vivid and powerful language and strong arguments.

Hypothesising

Fashion

UNIT AIMS

Skill: hypothesising

Vocabulary: culture topic vocabulary

Exam practice: *Advanced Paper 2 Part 1*

Improve your writing skills: hypothesising

What is hypothesising?

Although the word 'hypothesising' is connected to the word 'hypothetical', hypothesising relates to both hypothetical and real situations. In terms of real situations, hypothesising essentially means speculating – in an essay on fashion, you might hypothesise about why some people are more fashion-conscious than others.

- 1 The difference between the two types of hypothesising is that one
 - A is about reality and one is about a world we can only imagine.
 - B involves being certain and the other involves guessing.
 - C relates to results and the other relates to the causes of situations.

Why is hypothesising important?

It shows that you can speculate effectively about causes, reasons and explanations and that you have the language to explore imaginary situations. This is important because it shows that you are able to think abstractly (about ideas and issues) and not just concretely (about your own life, practical matters).

- 2 Which phrase best sums up the skill of 'hypothesising'?
 - A adequately explaining and giving reasons
 - B appropriately thinking abstractly and concretely
 - C effectively expressing imagination

How do you hypothesise?

The first aspect of hypothesising involves speculating about causes, reasons and explanations. To do this, you need to come up with sensible and logical reasons, etc, and then present them using appropriate expressions. The second aspect involves exploring imaginary situations. To do this, you need to present hypothetical situations using appropriate expressions (Supposing, Had it not been for, etc) and structures like conditionals, modals, etc.

- 3 The phrase 'Had it not been for' introduces a
 - A question about a past situation.
 - B situation the writer considers to be negative.
 - C hypothetical situation related to the past.

How is hypothesising important in *Advanced*?

All texts you write in *Advanced Paper 2* might include hypothesising in some way. In an essay, you may well need to hypothesise when you are asked to consider explanations, reasons and solutions connected to a social issue. In an email/letter, you may have to speculate about a situation. In a report or proposal, you may have to hypothesise about reasons for a particular work-based situation and explore possible solutions. In a review, you may need to hypothesise about reasons behind different aspects of a book, etc.

- 4 Hypothesising
 - A is mainly carried out in formal writing types.
 - B can be done in every text type and every style.
 - C will rarely be required for texts you write in Part 2.

Get started

Look at the photo and answer the questions.

- Where are the people in the photograph and what are they doing?
- How difficult do you think it is to make a choice in this situation?
- What factors do people usually consider when buying clothes?
- Who determines what styles are in fashion?



Develop your vocabulary

- 1 Replace each word in bold with its opposite from the box.

discounted ■ elegant ■ esteem ■ overpriced ■ wholesale

- 1 You can find clothes at a much cheaper price if you're able to buy directly from a **retail** supplier. _____
- 2 You seldom find **inexpensive** clothes in the charity shop. _____
- 3 As you're a frequent shopper here, we'll sell you these items at **marked-up** prices. _____
- 4 You should have seen the **disrespect** in which the designers were held, at the fashion show. _____
- 5 She prefers classic, timeless designs which are simple but **tasteless**. _____

- 2 Choose the correct word or phrase.

- 1 What's the point in buying such an expensive handbag when it will soon go out of **fashion** / **trend**?
- 2 You don't have to be a model to work in a clothes shop, but you should at least be **state-of-the-art** / **fashion-conscious**.
- 3 It's usually just a few **fashion victims** / **trendsetters** who make the latest fads so popular.
- 4 The designer received warm **compliments** / **complements** and praise in the fashion world for her new summer collection.

- 3 Write a word from the box in each gap.

boutiques ■ catwalk ■ impact ■ outfits ■ publicity ■ rage

LONDON

London fashion week has come to an end for another season. So what made a(n) (1) _____ at this spring's fashion extravaganza?

The queen of the (2) _____ this year was the young model, Sandy diMarco. Not only has her image appeared in the last five issues of our magazine, but she was chosen as the glamorous face of three top designer labels at this season's fashion week. However, it was her sense of style off the runway that saw her come into the glare of (3) _____ most.

The designers seemed to have a common theme for this season. The use of bright colours was all the (4) _____, being used in every collection. There was also the return of long, flowing dresses to women's fashion. These classic (5) _____ were as stylish and practical as ever. Their lightweight fabrics would also allow the dresses to dry in minutes after a typical British shower.

You'll no doubt see garments inspired by the fashion week in your favourite (6) _____ and department stores very soon.

Develop your writing skills: hypothesising

- 1 Read the exam task and state whether the sentences are hypothesising about hypothetical (H) or real (R) situations.

You see this advert on a news website.

We are a chain of high street fashion shops who want to make the clothes you wear more eco-friendly.

The owners of the company invite you to send a proposal suggesting ways fashion could be more environmentally friendly. The best proposal we receive could become policy in all of our shops.

Write your **proposal**.

- 1 Suppose there were no clothes shops. Wouldn't people still harm the environment by making their own clothes? _____
- 2 Can't technology help to make fabric production more efficient in terms of water and energy use? _____
- 3 If high street shops sold second-hand clothes, fewer new clothes would have to be produced. _____
- 4 Customers might be happy to pay more money for eco-friendly clothing if they were sure it would last longer and not soon be out of fashion. _____
- 5 One reason why existing eco-friendly brands aren't more successful may be that the average shopper isn't very environmentally aware. _____
- 6 The fashion industry would cease to exist if it were made to change its methods overnight. _____

- 2 Choose the correct word or phrase to complete each statement.

- 1 ____ fashion outlets were forced to reduce their prices?
a What if
b Why not
- 2 ____ her famous name, would consumers really have wanted to buy her designs?
a Wouldn't it have been
b Had it not been for
- 3 ____ most business professionals went to work in tracksuits. Would people believe sportswear is formal then?
a Supposing
b If
- 4 ____ humans are supposed to wear shoes with thick inclined soles, shouldn't our feet have evolved in that shape?
a If
b Perhaps



3 Match two possible reasons or explanations to each argument.

- 1 The fashion industry has a duty to stop using fur. _____
- 2 Fashion designers create clothing which the average person cannot wear or afford. _____
- 3 Small boutiques struggle to survive in this age of online shopping. _____
- a It's fair to say that such retail outlets might not use the internet effectively enough themselves.
- b The fact that animal rights are all the rage with many celebrities might encourage them to do so.
- c One reason is that there are so many alternative synthetic fabrics available to designers these days.
- d It's probably as a result of trying to set trends that inspire people.
- e Most internet shops are just wholesale suppliers that operate online.
- f They may believe that their designs are too stylish for ordinary people.



4 Match to make conditional sentences.

- | | |
|---|---|
| 1 If everyone bought their clothes on the internet, _____ | a if they could afford designer clothing. |
| 2 People think they would be more glamorous _____ | b items would be too expensive for many people to afford. |
| 3 If all clothes were made with expensive, luxurious fabrics, _____ | c they would be less likely to wear clothes that belong on the catwalk. |
| 4 Fashion-conscious consumers would spend less money _____ | d the high street would become a thing of the past. |
| 5 If famous actors were not in the glare of publicity, _____ | e if fashion seasons occurred less often. |

5 Each of the words or phrases in bold is incorrect. Write the correct word or phrase on the line.

- 1 What if more people **are** to buy second-hand clothes? Wouldn't that result in less clothing being made? _____
- 2 **Supposed** retailers donated some of their profits to charity. Wouldn't that make an impact? _____
- 3 Would clothing prices be affected if consumers were to **demanding** more durable clothes? _____
- 4 Had it not been for fashion magazines, new trends may not **had** been promoted so aggressively. _____
- 5 It's difficult to know how designers would feel if they **are** told to use models that weren't so skinny. _____
- 6 What would happen in a world without logos? If the designer **can't** put his logo on his polo shirts, do you believe that they would sell for such marked-up prices? _____
- 7 What would you do if you **work** as a fashion designer? Would you believe it was acceptable to make fur garments? _____
- 8 Most consumers would prefer to **wearing** clothes made by a local designer if they were affordable. _____

Unit 12

6 Read the exam task and choose the best answer to each question.

You see the announcement below on the website of an online film club.

Best and worst costumes in cinema

We're asking members of our online film club to post reviews of their favourite films, based only on the costumes.

Send us your review of the best **and** worst costumes in film, and suggest how the costumes affected the films. Give reasons to support your choices.

Write your **review**.

- 1 Who are the target readers of the review?
 - a costume designers
 - b film club members
- 2 What should non-members do if they want to write reviews?
 - a sign up to the film club
 - b post their reviews to a different address
- 3 What should your introductory paragraph refer to?
 - a good and bad costumes used in films
 - b how expensive costumes are
- 4 What would be a more appropriate conclusion?
 - a how much the quality of costumes can help to make a film (un)successful
 - b which are the most common mistakes made with costumes in films

7 Answer the following questions about the exam task in exercise 6.

- 1 Should you write about the best and worst costumes in only one film? **Yes / No**
- 2 Should you present your own ideas in the review? **Yes / No**
- 3 Do you need to justify your ideas/suggestions? **Yes / No**

8 Complete the sentences. Use the information given.

Example:

- 1 There are hardly any shops in the town centre. **(shop in out-of-town retail outlets)**
If people didn't go shopping in out-of-town retail outlets, there might be more shops in the town centre.
- 2 Fashion designers are using more fur these days. **(result of consumer demand)**
One possible reason _____
- 3 You should always dress formally to a job interview. **(personality is more important)**
What if _____
- 4 Fabric production can be very harmful to the environment. **(become more eco-friendly)**
If _____
- 5 Most high street shops are full of fashion for teenagers. **(stock clothing for different age groups)**
Supposing _____
- 6 It's hard to think of interesting ideas for a fancy dress costume.. **(great ideas online)**
If _____

9 Read the exam task notes and tick the statements that could be used in the essay.

Why does style matter in modern society?

- individuality and identity
- advertising and fashion magazines
- celebrity culture

Some opinions expressed in the discussion:

"Everyone wants to show their own fashion personality."

"Advertisements of latest trends are everywhere you look."

"Stars may be trendsetters, but we don't live in their 'designer' world."

- 1 The world's top fashion designers could never be as famous as the best actors. _____

2 The clothes you wear can instantly make others aware of who you are. _____

3 What if you could walk down the street without seeing fashion victims all around you? _____
- 4 When you surf the internet, it's also full of pop-up ads for discounted clothing and accessories. _____

5 It's not only clothes, but hairstyles, accessories and musical interests that can define a person's style. _____

6 Once actors step on the red carpet, they receive compliments on or questions about their clothes. _____

10 Read these paragraphs from three students' essays, based on the exam task in exercise 9, and answer the questions.

A

What if people weren't exposed to so much advertising? You can't walk around a city centre these days without seeing posters everywhere of skinny models wearing the latest high street trends. Supposing newspapers and magazines made their adverts smaller, too. Readers might have more articles to read if that ever happened.

B

I hold my friends in high esteem, but none of them are as style-conscious as I am. I hate looking boring or unfashionable, even when I'm sitting at home. Being trendy doesn't have to be that expensive. I often buy inexpensive clothes from vintage shops and then alter them at home. I also like designing my own clothes because I can sew very well.

C

Celebrities play an important role in bringing fashion and style to the attention of the general public. Famous people are always in magazines and on television, so it's natural that people examine what they wear. Supposing we all lived in the glamorous world of celebrity, though. Wouldn't we all have more style? One possible reason celebrity life seems so appealing is because most people will never experience it.

- 1 Which writer refers to the 'designer world' of stars in his/her own words? _____

2 In which paragraph does the writer NOT make use of the opinions expressed in the discussion? _____

3 In which paragraph does the writer speculate only about real situations? _____

4 Which writer does not hypothesise about the topic he/she is discussing? _____

Exam focus:

hypothesising in *Advanced*

1 Look at the exam task on page 101 and decide if the statements are true (T) or false (F).

- 1 You should use semi-formal or neutral language in your essay. _____
- 2 You must consider only the opinions expressed in the discussion. _____
- 3 You have to use conditional sentences if you want to hypothesise. _____
- 4 You can speculate about real situations, but you should not hypothesise about imaginary scenarios. _____
- 5 You have to describe which method would serve consumers best. _____
- 6 You should attempt to use the opinions expressed in the panel discussion word for word. _____

2 Tick the ideas that match the notes in the exam practice task on page 101.

- 1 Fashion designers should be more charitable. _____
- 2 People should not have to buy new outfits so often. _____
- 3 High street shops could increase their advertising budgets. _____
- 4 The local economy could benefit. _____
- 5 Clothes should last more than a couple of months. _____
- 6 Retailers might consider updating their websites. _____

3 Read the essay plan for the exam practice task on page 101 and match the instructions to the correct paragraph number.

- Paragraph 1:** introduction _____
- Paragraph 2:** discuss topic, with reasons, causes and suggestions _____
- Paragraph 3:** discuss topic, with reasons, causes and suggestions _____
- Paragraph 4:** comparison of arguments with justifications _____
- Paragraph 5:** conclusion _____

- a State which idea would be best.
- b Hypothesise about the second idea, giving potential consequences.
- c State the two ideas that will be discussed.
- d Hypothesise about the first idea, giving potential consequences.
- e Give a balanced hypothesis of the effectiveness of both ideas, with reasons.

Skills tip

In *Advanced* Paper 2 Part 1, should you

- a** hypothesise about three ideas you think are important?

Yes / No

- b** give suggestions for your ideas and describe what results they could have?

Yes / No

Exam practice:

Advanced Paper 2 Part 1

Part 1

You **must** answer this question.

Write your answer in **220–260** words in an appropriate style.

- 1 Your class has attended a panel discussion on how the fashion industry could serve consumers better. You have made the notes below.

How the fashion industry could serve consumers better

- make clothes more durable
- promote fashion changes less
- support local designers

Some opinions expressed in the discussion:

“Cheap clothes only last a couple of months.”

“I need clothes that will still be in fashion years from now.”

“Promoting local designers is great for the local economy.”

Write an essay for your tutor discussing **two** of the ways the fashion industry could serve consumers better. You should **explain which method would be most effective** and **provide reasons** to support your opinions.

You may, if you wish, make use of the opinions expressed in the panel discussion, but you should use your own words as far as possible.

Skills tip

Hypothesising about abstract ideas requires you to express your ideas using advanced grammatical structures. You need to be completely comfortable using modals, producing conditional sentences, speculating with phrases such as *What if*, etc before you enter the exam room. For every speculative or hypothetical sentence you write or say, try to think of an alternative way of saying the same thing. It is important to add some variety to your language when writing, and hypothesising allows you to do this effectively.

Key

Unit 1

Improve your writing skills

1 C 2 A 3 B 4 C

Get started

Students' own answers

Develop your vocabulary

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

2
1 d 2 a 3 c 4 a

3
1 unwind 2 steam 3 indulge 4 urge
5 recreation

Develop your writing skills

1 Suggested answers

	Exam task 1	Exam task 2
Topic	liven up a workspace	motivating employees
Task type	proposal	essay
Target reader	Board of a company	instructor
Purpose	present ideas and give reasons to support choice	explain which method is more important for employers to use for motivating employees and provide reasons to support opinion

2
Plan A Exam task 2
Plan B Exam task 1

3
A review. Students should underline 'describes the best and worst executive toys' and 'state the reasons for your opinion'.

B email. Students should underline 'explain the overall problem', 'your reason for the purchase', 'a detailed description of each problem', and 'what you want done about it'.

4
1 B 2 A

5
Sentences to be ticked: a, c, e, f, g and h

6
Paragraph 1 c
Paragraph 2 a, h
Paragraph 3 e, g
Paragraph 4 f

7
Students should underline: 'an essay for your tutor', 'discussing two of the methods', 'explain which method is more important' and 'provide reasons'.

8
1 a 2 b 3 b 4 a 5 Students should tick: artistic expression, adult supervision, leisurely pastime, research results, absorbing pursuit.

9
Suggested answers
Introductory paragraph
■ mention two methods
■ mention that reasons will be given
1st main body paragraph
■ adult supervision must exist
■ restricted play time
■ responsible purchases
2nd main body paragraph
■ limits to what game makers will do
■ public has free choice
■ enforcement of laws against criminals
Concluding paragraph
■ restate opinion
■ give thoughts for future

10
Suggested answers
Summary of task idea: providing special entertainment opportunities at a community centre

First suggestion: a board games night
Supporting ideas for first suggestion: great way to bring friends and family together, easy to learn how to play
Useful vocabulary: appropriate for

all ages, competitive nature, family participation, relaxing entertainment, worthwhile diversion, simple rules

Second suggestion: a charades night
Supporting ideas for second suggestion: interactive, highly creative

Useful vocabulary: appropriate for all ages, brain teaser, competitive nature, family participation, exhilarating activity, worthwhile diversion

Concluding remarks: ideas are the safest, easiest ways to relax and unwind in which everyone can participate and enjoy

11
Suggested answers

1st main body paragraph:
The first suggestion is to have a board games night. One reason that playing board games is a worthwhile activity is its ability to bring family and friends together. It is appropriate for all ages, so an entire family, young and old, can participate. Another reason is that board games are relatively easy to learn how to play. The games come with simple rules, and furthermore, most people know the rules of the more popular games already.

2nd main body paragraph:
The second suggestion is to have a charades night. One reason charades would be an excellent choice is its highly interactive and competitive nature. Participants have to stand up and use gestures to express words and phrases, with teammates trying to guess the answer. This brings us to the second reason why it is a worthwhile activity, which is its highly creative aspect. Participants really have to think about how they are going to get their point across, which makes charades an exhilarating activity.

Exam focus

1
1 formal
2 argumentative
3 middle paragraphs
4 don't have to use any
5 paraphrased
6 must

2
Students should tick plan 1.

3

1 b 2 b 3 a

Skills tip

a Yes, b No

Exam practice

Sample answer

Gaming addiction is a serious issue, as people who suffer from it can develop health and social problems. However, there is a method that can ensure people get assistance for these urges so that they no longer have to suffer.

In my opinion, the most effective way to help such sufferers is to provide a special treatment programme which can address specific issues related to gaming addiction. An addiction to video games is probably similar to other addictions in the sense that it consumes the addict's life. Users find the game so exhilarating that they indulge in play for hours on end, going without eating or any contact with the outside world. A counsellor would be able to help the person get over the problem, and a support group would allow them to share their painful experience with others.

On the other hand, it would be less effective to place warning labels on the boxes of video games. The problem is they will most likely be ignored. If the buyer simply unwraps the game and discards the box, the message will be lost immediately. Even if the user reads the warning label, by that point it is too late, as the problem occurs once they have already become obsessed with the game. To sum up, the best way to treat gaming addiction is to get help for it. More should be done to set up counselling programmes to enable people to deal with their problem and find a healthier and less addictive way to enjoy themselves.

Unit 2

Improve your writing skills

1 C 2 B 3 A 4 B

Get started

Students' own answers

Develop your vocabulary

1

1 c 2 a 3 e 4 d 5 b

2

1 clients
2 prominently
3 caption
4 pamphlets
5 personnel

3

1 placement
2 hoardings
3 slogans
4 direct mail
5 campaigns

Develop your writing skills

1

1 the most competitive
2 more creative and attractive than
3 more likely... than
4 A key difference between
5 equally, different
6 whereas

2

1 a proposal
2 to advertise itself as a learning centre for business English through its website
3 the school director
4 two (learning activities, career advice)
5 explain how these activities help promote the school

3

Suggested answers
2 The exam practice section would be less fun than the games for learning English section.
3 The tips for job interviews section might be more appropriate than the job listings section.
4 The games for learning English section might be less suitable than the business English vocabulary learning section.
5 The exam practice section might be as helpful as the business English vocabulary learning section.
6 The job listings sections might be more useful than the games for learning English section.

4

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

5

Sentences to be ticked: 1, 4 and 6

6

1 adverts in other countries (e.g. Norway) versus adverts in the US
2 more so, compare this, much more memorable, better
3 to explain what a clever advert is like
4 the consequences of unplugging a kettle versus not unplugging it

5 the Norwegian advert, because it's more memorable

6 It does a better job of preventing fires.

7

1 whereas
2 more responsive than
3 perform better
4 preferred the floral scent more
5 were higher

8

1 letter
2 client
3 larger
4 colour scheme
5 more
6 two

9

1 c 2 d 3 a 4 e 5 b

10

Suggested answer

Firstly, I feel there are a couple of issues with the style of the advert. In reviewing the advert, it seems that the product features less prominently than we would like. Regarding our brand colours, I would like a colour scheme that is not quite as bright as the one that appears in the advert. The colour scheme we originally agreed upon was more consistent with our company's logo.

Secondly, in terms of the slogan, it is catchy, but it would be great if you could make it more memorable. We would like something similar to the slogan you created for last year's campaign, which was shorter in length and to be honest, sold the product more successfully. As I am sure you know, it is important for our target audience to remember the product in some way, so it is of crucial importance that we come up with a slogan that will stick in people's minds.

Exam focus

1

1 proposal
2 tourist attraction
3 town council
4 slogans
5 target audience
6 placement

2

1 target audiences and advert placements
2 most appropriate
3 in order to ensure your proposal is chosen
4 Proposal for Engeltown's advertising campaign

- 5 Introduction, Ideas for campaign slogans; Target audience and placement of adverts, Conclusion
- 3
- Sentences to be ticked: 1, 2, 4, 5, 7 and 8
- 4
- Suggested answers
- 1 I feel confident your group will select this proposal.
- 2 The ideas I have proposed focus on the most important aspects.
- 3 These suggestions give the clearest idea for the best campaign.
- 4 Once people see the campaign, they will be certain to visit Engeltown.
- 5 Engeltown has many pleasing qualities and there are a number of reasons to visit.
- 6 The best placement for the adverts would be on travel websites, since many people use the internet to book holidays online.

Skills tip
a Yes, b No

Exam practice
Sample answers

1

Proposal for Engeltown's advertising campaign

Introduction

The purpose of this proposal is to suggest ideas for an advertising campaign showcasing Engeltown's tourist attractions. The proposal includes ideas for campaign slogans as well as suggestions for the most appropriate target audience and placement of the adverts.

Ideas for the campaign slogans

An attractive feature of Engeltown is its quaint, rural character that is impossible to find in cities which are noisier and full of high-rise buildings. Since Engeltown isn't far from large towns, one idea for a slogan is to call it a 'quiet getaway'. Two other special aspects of Engeltown are its historical buildings and close proximity to nature, and a slogan could mention these characteristics as well.

Target audience and placement of adverts

Since the people most likely to visit Engeltown for a holiday are city dwellers, the adverts should target this group of people. This will make the campaign most effective and the grant money will be well spent. Furthermore, the best placement for the adverts would be on travel websites, since many people use the internet to book holidays online. This is how the message

will reach the largest number of people. Placing adverts on the internet is likely to be more cost-effective than placing it on large hoardings or using direct mail.

Conclusion

In short, Engeltown has many pleasing qualities and there are a number of reasons to visit, but the ones I have proposed are the most important aspects to focus on. When city residents see the campaign, I feel confident they will choose to visit Engeltown.

2

Report on the Middleton Job Fair

Introduction

The following report concerns the recent job fair that our company attended in an effort to headhunt new personnel. Here is a summary of my interviews with various candidates and some thoughts on their suitability as staff in the company.

Level of qualifications

As far as the candidates' qualifications are concerned, many of them have graduated from university. Most of them possess bachelor's degrees and a few have obtained their master's degree in fields related to advertising, so we could possibly fill lower-level positions a bit more easily than higher-level positions. Many of the candidates have had little experience in the field, although they expressed a willingness to learn the ropes of advertising, and they seemed eager to get started on assignments.

Personality traits

In terms of personality, it seems that many of the candidates would project a good image for the company, since they were dressed professionally, as if they were already working for the company. The candidates are all very good communicators, and I imagine they would be effective when handling clients. They were both sociable and personable, which are highly desirable qualities for advertising personnel.

Conclusion

All in all, there were many promising candidates at the job fair and I believe that the candidates I met have a great deal of potential in terms of meeting our staffing needs. Attached are the CVs of the candidates I found to be most qualified for positions within our company.

3

We're all constantly bombarded with advertising – on TV, in magazines, and on the internet. For me, the most memorable

ads are still those shown on TV. Perhaps this is because they have the largest budgets and the biggest creative teams behind them. When they're good, they're very very good. When they're bad, they're truly dreadful.

My favourite advert of all time is for a well-known brand of cat food. It plays on your heart strings, but has a wonderful sense of humour too. It starts with an adorable little kitten trying to attract a young woman's attention. It clearly wants its dinner. She's busy studying though, and doesn't want to be disturbed. So, the kitten takes matters into its own hands – or, more accurately, its own paws. We see the kitten opening the cupboard door, finding the cat food and putting it in the bowl. It then eats dinner and even does the washing-up before the young woman comes into the kitchen. The look of innocence on the kitten's face is just superb – it gets me every time.

My least favourite advert of all time is for a razor blade (I won't say which one!). It revolves around the idea of two famous sports stars meeting at a bus stop. It's not a bad idea, but the script is awful, the acting is appalling, the humour falls flat and the slogan 'Well, that was a close shave!' is predictable and dull. I cringe every time it comes on.

In one sense, both adverts are successful in that they've made me remember them. In another sense, though, both adverts have failed – I've never bought that brand of cat food or that make of razor blade.

Unit 3
Improve your writing skills
1 C 2 A 3 B 4 A

Get started
Students' own answers

- Develop your vocabulary**
- 1
- 1 c 2 a 3 f 4 d 5 b 6 e
- 2
- 1 difficulties
2 ability
3 individual
4 respect
5 interaction
6 self-esteem
7 exploit
8 flexible

Develop your writing skills

1–2

Students' own answers

3

Suggested answers

Paragraph 2:

Writer's main point about the changing classroom environment: The trend is to have lots of flexible space.

Ways the writer supports this point:

separating the classroom into sections / seating area with comfortable chairs / table for craft activities or discussion / movable walls

Paragraph 3:

Writer's secondary point about the changing classroom environment: The interaction between teacher and student is changing.

Ways the writer supports this point:

teacher no longer insists on students doing what they are told / students involved in decision-making / students are given more freedom, for example, students can leave their desks when they need a break.

4

1 d 2 a 3 b 4 c

5–9

Students' own answers

10

Suggested answers

1 by mentioning that both teacher and student have a role to play

2 the roles and the responsibilities of the teacher

3 by giving examples of what the teacher is expected to do and the consequences if this is done

4 The writer begins with the word *However* to emphasise that the teacher is not solely responsible for a lesson being successful / that the student must take responsibility too.

5 The writer has paraphrased these points from exercise 8: Students have to take some responsibility for their own learning. Teachers should take their roles seriously.

6 By paraphrasing the need for the student to overcome obstacles

11

c

12–13

Students' own answers

Exam focus

1

Students' own answers

2

Students' own answers

3

B

Skills tip

a Yes, b No

Exam practice

Sample answer

Creating a positive atmosphere in the classroom is something which enables teachers to impart their knowledge to the best of their ability and also allows students the best possible environment in which to learn. To my mind, the key elements here are the teacher–student relationship and a pleasant studying environment.

The relationship between the teacher and the students plays a vital role in how successful a lesson is, and work in this area is the best way to improve the classroom environment. A teacher needs to strike the right balance between accessibility and authority. By this I mean that the teacher should act in a friendly way towards students, while at the same time maintaining a healthy respect for him or her. In my opinion, an informal approach on the part of the teacher works best, but he or she also needs to be able to control the class and allow each of its members to contribute to the lesson and develop their abilities.

The classroom itself is of secondary importance, but it still has a part to play. Teachers and school owners should make sure that the conditions in the classroom are comfortable. This includes having enough light, suitable furniture and a pleasant ambience. There should be enough space for everyone and as few distractions, such as noise from outside, as possible.

To conclude, there is no doubt in my mind that the teacher's relationship with the students is the key to a positive learning experience. If we can get this right, then all other obstacles can be overcome.

Unit 4

Improve your writing skills

1 C 2 A 3 A 4 B

Get started

Students' own answers

Develop your vocabulary

1

- 1 guesswork
- 2 contemplate
- 3 strive
- 4 grasp
- 5 self-study
- 6 tutorial
- 7 outline
- 8 read

2

- 1 devote
- 2 problematic
- 3 figure
- 4 assembling
- 5 ingenious
- 6 feasible
- 7 inspiration

Develop your writing skills

1

- 1 Opening statement: d
Closing statement: a
- 2 Opening statement: b
Closing statement: c

2

- 1 T
- 2 E
- 3 E
- 4 T

3

Sentences to be ticked: 2, 3 and 4

4

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

5

Students should circle the words: DIY, Archaeologists, Going and In (conclusion)

6

1 b 2 b 3 a 4 a

7

- 1 Task A
- 2 Task B
- 3 Task B
- 4 Task A
- 5 Task B
- 6 Task A

8

Areas of the text where the report needs improvement and why:

Report on the weekend DIY design class

Introduction

This report is based on observations made in Sarah Fitch's DIY design course over the weekend. In this report, I will give a description of how the class went. (*didn't fully describe the plan for the text in the introduction*).

Popularity of tasks

In terms of how students liked the tasks, it seems that they were very interested in the tasks that Ms Fitch presented. The focus on interior designs was a positive aspect of the class. (*didn't mention the second part of the notes for this paragraph*)

(*no paragraph heading given ie: Ease in learning the tasks*)

As far as the ease in learning the tasks was concerned, (*didn't mention first part of the notes for this paragraph*) a few students had a bit of trouble about halfway through the process. As a result, some of their designs did not turn out properly. It may be possible that students did not think through the steps well enough.

Conclusion

In general, the class was interactive and useful for students, and I believe many people were pleased that they decided to take the course. (*no recommendations given*).

9

Suggested answers

Introduction

This report is based on observations made in Sarah Fitch's DIY design class over the weekend. In this report I will give a description of how the class went and my recommendations for future classes.

Popularity of tasks

In terms of how students liked the tasks, it seems that they were very interested in the tasks that Ms Fitch presented. The focus on interior designs was a positive aspect of the class. However, some of the students desired to learn more designs for outdoor use in addition to the interior ones.

Ease in learning the tasks

As far as the ease in learning the tasks was concerned, most of the students got started straight away, so the designs were not terribly difficult to create in the beginning. A few students had a bit of trouble about halfway through

the process. As a result, some of their designs did not turn out properly. It may be possible that students did not think through the steps well enough.

Conclusion

In general, the class was interactive and useful for students, and I believe many people were pleased that they decided to take the course. One recommendation I would make is to possibly have a separate advanced level class that includes the more complicated designs. Another recommendation would be to incorporate more designs for outdoor use.

10

1 C 2 O 3 O 4 C

11

Sentences to be ticked: 2 and 3

12

Suggested answer

Many of us want to explore our artistic talents. One creative way of doing so is to host a programme on jewellery making. As it is a fairly effortless endeavour, I think there would be plenty of viewers who would participate in the show. Furthermore, not only is it rewarding to create an accessory that expresses who you are, you could also go into business if you show a real talent for it.

In terms of home improvement shows, I believe people want to make their life in the world more eco-friendly, so it would be great to apply this to the home. There are many simple, inexpensive and useful changes that could be taught through the programme. Besides, making your home eco-friendly is not only good for the environment; you will also save money on bills.

Exam focus

1

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

2

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

3

Paragraph 1: c

Paragraph 2: b, e, g

Paragraph 3: d, h

Paragraph 4: a, f

Skills tip

a No, b Yes

Exam practice

Sample answers

1

To: Bernstein Furniture

Subject: Beebo Bookcase

Dear Sir or Madam,

I am writing to complain about the Beebo Bookcase, which I ordered from your online shop on 17th February and which was delivered on 21st February.

Firstly, the bookcase does not contain all of the items needed to assemble the parts together. As you must be aware, the assembler needs to purchase separately a pack of screws before assembly can be attempted. As you can imagine, I was quite frustrated to discover this halfway through the assembly process. For you to not include everything required for assembly is, in my opinion, quite unacceptable and caused me considerable inconvenience.

Secondly, the instruction booklet that came with the bookcase was, in my opinion, incredibly difficult to understand, despite the claim on your website that the instructions would be simple. I spent quite a lot of time trying to figure out how to follow them, and at one point I was completely baffled by the various steps, as they did not make any sense at all. I would argue that there was too much guesswork involved in the instructions and they are not so easy to follow.

In light of the above, I feel I am entitled to a partial refund. I would like to suggest that you refund me 25% of the 50 euros I paid for the bookcase.

I look forward to hearing from you.

Yours faithfully,

Alan Simons

2

Community building project

Introduction

The purpose of this proposal is to put forth two suggestions for a local building project to be carried out by volunteers with the help of trained professionals. I will also give reasons to support my suggestions.

Community garden

These days, community gardens are being set up in neighbourhoods all over the country. It is increasingly becoming a necessity for every community to have one, and for this reason, I would suggest we use the funds to build a community garden. In addition, I would say that the creation of such a project is a highly feasible activity, as it would be relatively simple to do.

A home for a low-income family
A second project I would like to suggest is to build a home for a low-income family. It is certainly not a simple project to carry out, but it could be a terrific learning process for all those involved, like a tutorial in home building. Naturally, all involved would have to read up on how to do the various aspects of the project, but with trained professionals involved, it should go smoothly. The project could also serve as inspiration for those in the community who are less fortunate, to never give up in life.

Conclusion
Although there are many different projects that could be worthwhile for our community, I believe the two I have suggested, the community garden and the home for a low-income family, are the most beneficial.

3
Report on the self-study course in English literature

Introduction
This report covers the self-study course in English literature that began four weeks ago. In the report, I will discuss how students are getting on with the course materials, homework assignments and tests and give recommendations for possible changes to the course.

Course materials
Since the course began, I am happy to report that I have received no complaints from students about not being able to access the materials online, so that seems to be a success. On the other hand, I have noticed that students seldom ask questions about the materials. This might be because they completely understand the materials; however, I think it is more likely that they have not been thinking the materials through sufficiently.

Homework assignments and tests
It seems that students are completing the compulsory homework assignments without fail; however, there are some optional assignments in the course for further study, and hardly any of those assignments are being completed. Test marks seem to be a bit low, and it is possible that students are having trouble grasping some of the concepts in the course.

Conclusion
I believe that more interaction with students may be helpful to improve their understanding of the materials, and to make sure they are fully aware of all the concepts. It is possible that we need to review the materials to ensure clarity, or even ask students what they think of them. I also think some optional homework assignments should be made compulsory. That way, they could perhaps do better when taking tests.

Unit 5

Improve your writing skills

1 C 2 A 3 A 4 C

Get started

Students' own answers
Suggested answers
Fish, sharks, coral.
Marine pollution, oil leaks, overfishing, dumping, global warming.

Develop your vocabulary

- 1
1 c 2 a 3 d 4 e 5 b
- 2
1 overfishing
2 stocks
3 dumping
4 washed up
5 reefs
6 creatures
7 clean-up
8 coastal
9 disposal
10 biodiversity

Develop your writing skills

- 1
1 to find out more, decide whether or not to see it
2 give to the manager, present facts about
3 hear someone's news or opinion
4 suggest a course of action
5 relevant facts, be formal and polite
6 differently
7 reports and proposals, reviews
- 2
a I
b E
c F
d F
e E
f F
g F
h E

- 3
1 c formal use of *I believe*; formal language (*significant/effect/efficiency*)
2 e informal phrases such as *fairly sure*; contractions (*it's*); *going to*; use of exclamation mark
3 g formal phrasing such as *take into consideration*; use of *certain* (rather than *sure*)
4 h neutral expressions such as *I look forward to meeting you* suitable for letter or email
5 f formal structures such as *In terms of*, *reasonably well*; passive voice (*is ... catered for*)
6 d formal language (*to a satisfactory standard, with the result that*); passive voice (*the work which was done*)
7 a informal use of contractions; colloquial expressions such as *happy, getting into, a cool way*
8 b informal use of contractions; colloquial expressions such as *Let's just say, you're going to love this one.*
- 4
1 Text type: letter/email; Target reader: an official with an environmental organisation; Writer's purpose: to find out more information and to find out about volunteering opportunities
2 Text type: proposal; Target reader: the writer's manager; Writer's purpose: to suggest ways to raise public awareness about the company/organisation
3 Text type: review; Target reader: the general public; Writer's purpose: to publicise the good and bad points of an event
4 Text type: report; Target reader: the writer's manager; Writer's purpose: to report on progress of an organisation over the last year
- 5
1 I firmly believe, most effective, the situation
2 is really thought-provoking
3 outstanding
4 potentially, marine life
5 closely examines
6 recommend doing, raise public awareness
- 6
Suggested answers
1 to invite
2 to praise
3 to advise
4 to ask for information
5 to recommend a book or film
6 to accept an invitation

7

1 a 2 b 3 b 4 a

8

A purpose: review of a film

target reader: young magazine reader

register/style: formal or informal

B purpose: suggestions to improve the situation

target reader: serious professional

register/style: formal

C purpose: persuade people that marine conservation is important

target reader: other newspaper readers

register/style: balanced and polite

9

Suggested answers

1

Of course, film is an ideal medium for this kind of message because it is such a popular medium.

Furthermore, thanks to some ingenious camera work, we are truly able to see the beauty of nature.

2

Fundraising

In order to generate more income to help finance our work, I think we should stage regular fundraising events.

In addition, we could make a considerable amount of money through the sale of merchandise such as mugs and T-shirts.

3

One important consideration when preserving marine life is that every species is vital.

This is because the extinction of just one species could upset the balance of the ecosystem.

As well as this, we need to remember that it is largely as a result of our actions on land that we are facing problems with our seas. We cannot separate one from the other.

10

Suggested answers

One of the most impressive things about the film was the cinematography. With its spectacular underwater scenes, accompanied by dramatic music, the film was a pleasure to watch from start to finish.

However, this was a film with a message. I think what the writer and director wanted to convey was the speed at which this underwater world was disappearing. I have no hesitation in recommending this film for anyone with the slightest interest in nature – and that should include all of us.

Exam focus

1

1 a review of a film or video

2 to describe the film/video for people who haven't seen it

3 readers of *Education on Screen* magazine

4 The style and register should be semi-formal to formal because the emphasis here is on education and the environment so the subject is quite a serious one.

5 reasons why readers should watch it

6 a *nature documentary*: ✓ This is the most logical thing to review.

an action thriller with an environmental theme: ✓ This is also possible if the environmental theme can be considered possible, rather than complete science fiction.

a romance set in a beautiful setting: This is unlikely to contain the elements of education and environment required by the task.

a documentary about education: This would probably be off-topic unless the aspect of education is something like Environmental Studies.

a cartoon with a message: This is unlikely but possible if the cartoon has a serious environmental message, rather than being purely for entertainment.

7 Students' own answers

2-3

Students' own answers

Skills tip

a Yes, b No

Exam practice

Sample answers

1

Revolution

Rob Stewart made his name by filming *Sharkwater*, a documentary about the dangers facing sharks. In *Revolution*, the follow-up, he makes it clear that it is not only sharks and the oceans that are endangered, but potentially the whole of humanity.

Revolution examines various areas where there is damage to the environment such as the coral reefs of Papua New Guinea and the deforested areas of Madagascar. Stewart travels to 15 countries to talk to individuals and organizations who are trying to find solutions. The different facts and opinions we hear are shocking but give us hope. Meanwhile, the spectacular camerawork gives us an insight into a

world which we might lose before we have even begun to appreciate it.

Although Stewart's passion is clearly for marine life, this film makes it clear that it is not one single factor, but rather a combination of human actions, that is pushing the balance of nature ever closer towards catastrophe. All of us need to see how damage to the environment, loss of endangered species and ocean acidification are threatening the future of our planet. If the oceans die, he argues, most of life on Earth will quickly follow.

Not everyone is interested in nature documentaries. However, I believe this is compulsory viewing for everyone. The main message of *Revolution* is that young people are the ones who stand to lose the most. We can stop the damage, so I believe we have a duty to find out how – if not for our benefit, for the sake of future generations.

2

To: Geoffrey Harrison Coastal Protection Agency

From: Sarah Barker

Subject: Steps to protect the seas and marine life

Purpose

The purpose of this proposal is to outline my suggestions for ways in which we can reduce the damage being done to our seas and coastlines.

Industry

Undoubtedly, one of the biggest causes of damage to our marine life is industry. Whether by pumping waste directly into the sea or more indirectly through other methods, such as farming, where chemicals and fertilisers used on the land frequently make their way into the sea, there is no doubt that the problem has reached extremely dangerous levels. I suggest an immediate review of all industrial processes and new laws which will enforce the safe disposal of all waste. Companies which do not comply with these laws should be stopped from operating and governments fail to act should face international pressure.

The general public

Although the destruction caused by individuals is far less serious than that of governments and major industries, I believe that we need to act on an individual level too. Authorities in coastal areas should step up their campaigns against littering, by providing suitable waste disposal facilities and launching

public awareness campaigns. This would help highlight the fact that we all have a responsibility to preserve the environment.

Conclusion

Our seas and oceans are not just important because they support fish and other sea creatures. They also play a vital role in the health of the Earth as a whole. If we implement the measures suggested above, we can start to undo the damage and help preserve our planet for future generations.

3

To: John Phillips

Subject: Talk for the environment fair

Dear Mr Phillips,

Thank you for inviting me to talk at your environmental fair in June. I am delighted to accept your invitation and I propose to speak about the following topics of environmental interest.

First of all, I would like to start with the pollution caused by industry and the effects this is having on our seas and oceans. As part of my talk, I would like to mention how a great percentage of marine pollution is caused by our actions on land, for example, the chemicals which end up polluting our rivers and seas. I will also touch upon ocean acidification caused by the increase of carbon dioxide in the air, which then finds its way into the sea.

Additionally, I would like to present the current predictions for the future. For instance, in one scenario, where nothing is done to reverse the damage, we face the very real possibility of mass extinction of sea life in the next 100 years. This will have a dramatic effect on the approximately one billion people who rely directly on fish as their main source of protein. However, the consequences run far deeper, and I would like to explain how the extinction of just one species affects the whole balance of nature.

Finally, I intend to show how, by taking action now, we can prevent this tragedy from happening.

I very much look forward to attending the fair and talking to your visitors.

Yours sincerely,

Andy Porter

Unit 6

Improve your writing skills

1 B 2 A 3 B 4 C

Get started

Students' own answers

Develop your vocabulary

- 1
- 1 intake
 - 2 starving
 - 3 prone
 - 4 nutritious
 - 5 low-carb
- 2
- 1 c 2 e 3 a 4 b 5 d
- 3
- 1 obesity
 - 2 cholesterol
 - 3 fatty
 - 4 nutritional
 - 5 regime

Develop your writing skills

- 1
- 1 However
 - 2 yet
 - 3 also
 - 4 too
- 2
- 1 d 2 a 3 c 4 b
- 3
- 1 Moreover, Furthermore
 - 2 Hence, Thus
 - 3 Nevertheless, In spite of this
 - 4 Consequently, Accordingly
 - 5 Equally, Alternatively
- 4
- 1 resentment by some
 - 2 how hard he tries
 - 3 as well as / in addition to
 - 4 to the fact that
- 5
- 1 Therefore
 - 2 Furthermore
 - 3 Conversely
 - 4 However
 - 5 That is
 - 6 Alternatively
 - 7 for instance
- 6
- 1 such
 - 2 them
 - 3 which
 - 4 whose
 - 5 one
 - 6 more

- 7 former
- 8 latter
- 9 making
- 10 otherwise
- 11 First
- 12 so
- 13 since
- 14 on
- 15 Though

7

- 1 Unfortunately
- 2 Clearly
- 3 Consequently
- 4 Curiously
- 5 Understandably
- 6 Similarly
- 7 Certainly

8

The patient has managed to shed two pounds thanks to a rigorous exercise routine and strict diet. And also, his blood tests have showed lower levels of blood sugar and cholesterol. Then again, he has some way to go before he is at a suitable weight for the operation. What's more, he has not convinced me entirely that he is ready to change his lifestyle. Like, he sometimes talks as though this regime will only continue up to the surgery. To cap that, he admitted succumbing to a fast food meal just after his previous check-up. Sure, it is the only time he has done so, but he should perhaps be warned.

9

- 1 Similarly
- 2 However/Having said that
- 3 Additionally/In addition
- 4 For instance
- 5 Furthermore
- 6 Certainly

10

- 1 to
- 2 again
- 3 To
- 4 top
- 5 Also/Next/Secondly
- 6 like
- 7 as/since/because
- 8 more

11

Suggested answers

- 1 there are genetic reasons for obesity in some people that cannot be changed.
- 2 more and more children are developing diabetes.
- 3 the sugar and salt that it contains.
- 4 many people lose willpower and give up.
- 5 people do not seem to be getting thinner.

12

- 1 disease/condition, one
- 2 dieting/weight loss, it/this
- 3 flavours, ones
- 4 state's, its
- 5 intake, it/this
- 6 Consumers, They

13

- 1 Diet books are aimed at (the many) people who are unhappy with their weight.
- 2 Advertising works well on children, which is why so much is focused on them.
- 3 We should target those children for whom every meal is junk.
- 4 People want instant results from diets, which is completely unrealistic.
- 5 Children whose parents suffer from weight issues should be taught about healthy eating from an early age.

Exam focus

1

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

2

- 1 A 2 D 3 D 4 A 5 D 6 A

3

- 1 Paragraph 2
- 2 Paragraph 1
- 3 Paragraph 1
- 4 Paragraph 4
- 5 Paragraph 3
- 6 Paragraph 4

Skills tip

a No, b Yes

Exam practice

Sample answer

One of the greatest burdens on health systems is the problem of obesity and diseases such as diabetes that accompany it. Excess weight is increasingly common among school-age children, condemning them to a life of inactivity and ill health. What role can governments play in fighting this modern-day epidemic?

One obvious step would be the introduction of healthy school lunches. If children regularly ate a balanced meal, they would discover what nutritious food tastes like. This might, however, be no more than a symbolic step. After all, lunch in the school canteen is not compulsory, and what is in a lunchbox prepared at home cannot be regulated. In addition, it is doubtful whether five lunches can compensate for morning, evening and weekend overeating.

What is vital is education. Governments should consider the option of introducing compulsory lessons about diet, cooking and nutrition for all students. Homework could be specifically designed to involve the parents and guardians of pupils, since their own cooperation is necessary in order for the theory to become practice. Care should be taken, however, to emphasise the importance of healthy dieting, on account of the tendency some teenagers have towards eating disorders; for instance, anorexia.

To conclude, the availability of a healthy school lunch would of course be a positive step, but it is unlikely to have any great or long-term effect on the problem of obesity. Only with the understanding that comes with education, can young people be convinced that losing weight in a healthy way and following a balanced diet are possible and desirable goals.

Unit 7

Improve your writing skills

- 1 B 2 C 3 C 4 C

Get started

Students' own answers

Develop your vocabulary

1

- 1 c 2 d 3 e 4 a 5 b

2

- 1 tested
- 2 phased
- 3 modernise
- 4 overhaul
- 5 maximise

3

- 1 innovations
- 2 evolution
- 3 capabilities
- 4 broadband
- 5 sustainability

Develop your writing skills

1

Sentences to be ticked: 2, 5 and 6

2

Suggested answers

- 1 I would recommend spending some of the company's profits on improving the working conditions in the office.
- 3 One option would be to modernise the way we have meetings with clients to include high-tech video conferencing.

4 Focusing on the smaller, portable computers should be considered, as desktop computers are becoming a thing of the past.

3

Suggested answers

- 1 Why don't you attend some workshops so you can update your skills set?
- 2 I would caution against discontinuing the smartphone line as it's a commonly used device.
- 3 One suggestion would be to redesign the kitchen appliances to include touch-screen capabilities.
- 4 Have you thought about using an online ordering system to place all of our orders?
- 5 It is advisable to redesign the advertising campaign in order to focus on your latest innovations.
- 6 I would recommend choosing these two ideas because they will be most profitable for the company.

4

- 1 due to
- 2 This means
- 3 Even though
- 4 It is my belief
- 5 consequently
- 6 I would recommend
- 7 one suggestion

5

- 1 Paragraph 1
- 2 Paragraph 4
- 3 Paragraph 3
- 4 Paragraph 2
- 5 Paragraph 1

6

take stock of the company's operating systems to see where upgrades can be made, invest money in researching the competition to see what innovations they have made

7

Students should tick C

8

- 1 Task A
- 2 Task A
- 3 Task B
- 4 Task B
- 5 Task A
- 6 Task B

9

Suggested answers

- 1 Product designs
- 2 antiquated / old-fashioned
- 3 more consumers will make the same move

- 4 Product capabilities
- 5 innovation
- 6 we can prevent this from happening

10

Sentences to be ticked: 2, 3 and 4.

11

- 1 readers of a technology magazine
- 2 the technology magazine *Tomorrow's Technology*
- 3 to discuss your favourite and least favourite devices
- 4 best device and worst device you've seen or used and reasons
- 5 in the concluding paragraph

12

Suggested answer

... I would like to present my favourite type of computer and the one I like least, and say which one I would recommend to readers.

Tablets are the next evolution in computers. You can take them with you anywhere, they're even lighter than a laptop and they have basically the same functions. Because they have a wide array of functions, you can use them for work or leisure, at home or in the office. They're also quite stylish and many come with durable carrying cases. Their touch-screen capabilities make them user-friendly as well.

This has to be the worst computing device still on the market. Besides being bulky and immobile, they're antiquated systems that look more like a piece of furniture than a tech device nowadays. Even worse, many of the older ones lack wireless functions, making them useless in today's wireless world.

...if you happen to be in the market looking for a type of computer, I highly recommend getting a tablet. They're great whether you are always on the go or you simply enjoy sitting around surfing the internet at home.

Exam focus

1

- 1 report, a manager
- 2 upgrades to the Computer Centre
- 3 changes that have been made, the opinions of members of the public and general recommendations
- 4 some people want hard copies; some people want more security
- 5 the final two notes

2

Sentences to be ticked: 1, 3, 4 and 6

3

Suggested answers

One option is to install a card scanner to verify the identity of each user. This would increase security, while at the same time allowing the library to assess the numbers of people using the Centre.

I would like to suggest that all computer terminals be connected to a central printer. In this way, those members of the public who wished to make hard copies would be able to do so.

I would recommend that staff be instructed to assist with printouts. Although this may involve extra training and therefore extra cost, it would clearly make the service more useful to members of the public.

It is recommended that each user be provided with an individual password which would allow access to a folder containing all that user's files. This would provide an extra layer of security.

Skills tip

a No, b Yes

Exam practice

Sample answers

1

To: Ms Philpot

From: Isaac Jarvis

Subject: The Computer Centre upgrade

Introduction

This report concerns the upgrades made to the Computer Centre. It outlines the effectiveness of the upgrades and provides recommendations to address outstanding issues.

Upgrades

One key area the upgrades addressed was accessibility. Ramps have been installed to improve wheelchair access. To make the Centre more accessible to people from ethnic minorities, publicity has been produced in a range of languages.

It was also felt that the software needed to be upgraded. This involved installing new versions of all key programs, as well as training staff in their use.

User survey

A survey of Centre users was conducted over a seven-day period. In general, the feedback was very positive and people felt that the Computer Centre was a useful facility, particularly for those unable to afford their own home computer or internet connection. However, two areas were highlighted as being of concern. Firstly, some users felt that more security was needed in such a public system.

Secondly, some said they would welcome the ability to produce hard copies of files and webpages.

Recommendations

One option is to install a card scanner to verify the identity of each user. This would increase security, while at the same time allowing the library to assess the number of users. Individual passwords which would allow access to a folder containing all that user's files would provide an extra layer of security.

Finally, I would also suggest that computer terminals be connected to a central printer. In this way, members of the public who wished to make hard copies would be able to do so.

2

Introduction

This proposal outlines two product lines which are key to the success of the company. Based on my experience and on market research, I propose that we focus on our range of tablet computers and our home cinema systems.

Tablets

As the tablet computer market becomes increasingly competitive, it is vital that we keep our products up to date. Areas that have been identified as candidates for innovation include the touchscreen interface and the overall product design. The former will enable us to introduce new functions, while the latter will allow our products to stand out in a crowded marketplace. Innovations in these areas should make us more competitive in emerging markets, such as India, as long as any changes do not significantly increase the overall price of the products.

Home cinema systems

Our home cinema systems are market leaders in many countries, and it is vital that we innovate to maintain our position. Competitors have generally caught up with our existing products, and we need to offer consumers new features. I propose that we explore adding online services to our systems, such as the ability to download films and other content directly, without the need for a computer.

We might also consider improving the sound quality. As televisions with larger and larger screens become more common, there is greater demand for high-quality audio. Investing in this area will increase costs and so push up prices, but I am convinced that the consumer is willing to pay more for a quality product.

3

Dear Sir or Madam,
I am writing in response to your recent advert posted on an online employment agency's website. I would like to apply for a position as a gaming programmer with your company, New Line Games, at your new branch in Middleton. I believe that with my experience and qualifications I will be a valuable asset to your team.

I graduated four years ago with a top-class degree in computer programming from the University of Littleton. Since then, I have worked for Digifun Games as an innovative programmer, working on the firm's various video games. I have assisted in developing new games for the company with state-of-the-art graphics, compelling storylines and engaging multi-player interaction. Many of the games I have helped create have won national and international gaming awards.

I take every opportunity to stay up-to-date in trends in computer and video gaming, and I make the effort to attend gaming conventions in order to review the most recent products and discuss industry developments with colleagues. During my time as a gaming programmer at Digifun, I have seen the company's profits double. I believe that I have made a significant contribution to that achievement. I believe the skills and experience I have gained would be invaluable to New Line Games.

Attached is my CV for your consideration. Please don't hesitate to contact me if you require further information or wish me to attend an interview.

I look forward to hearing from you.

Yours faithfully,

Tara Chang

Unit 8

Improve your writing skills

1 A 2 B 3 A 4 C

Get started

1

Students' own answers

Develop your vocabulary

1

1 detrimental

2 abandon

3 solitude

4 flexible

2

1 unwinding

2 energising

3 motivated

4 sticking to

5 kitted out

6 cater for

7 teamed up with

Develop your writing skills

1

1 e, f

2 b, d

3 a, c

2

1 b 2 a 3 e 4 d 5 c

3

1 solitary

2 invigorating

3 relaxing

4 varied

5 expensive

4

1 affordable / expensive

2 stressful / relaxing

3 repetitive / varied

4 social / solitary

5 exhausting / invigorating

5

1 review of a local health club which you use or have used

2 its good points and its bad points

4 reasons to support your remarks

6

1 C

2 Suggested answers: A: a boxing gym;

B: an international health club

3 Suggested answer: C, maybe A, but

not B

4 C

7

1 c, f, i, k

2 a, b, h, l

3 d, e, g, j

8

1 B

2 B

3 A, C

4 Suggested answers: A: No, too short,

B: Yes, C: No, too long

9

1 a 2 a 3 b

10

1 b, h

2 e, g

3 a, f

11

Suggested answer

Dear Sir or Madam,

We'd like to team up with your company in order to offer your employees the chance to join our first-class health club for a fraction of the normal fees.

Our group rate applies to a minimum of ten employees from your company. This rate includes a monthly fee of €16 per person for two sessions per week, with no registration fee or other charges. We are also offering the group exclusive classes, with a timetable to suit the group. Individuals from the group can attend extra sessions at the reduced price of €5 per session.

For employees, the advantages of this offer are obvious. Firstly, those joining the scheme will be entitled to the use of our superb facilities for a very affordable fee, with immediate health and fitness benefits. Secondly, they will be able to spend enjoyable social time bonding with their colleagues, improving their social life as well as helping to ensure a happier atmosphere in the office or factory.

In addition, we'd like to point out the benefits this scheme might offer your company itself. We've suggested that employees joining our club will enjoy better health and a happier social life, and, as you know, happy, healthy workers are far more productive in the workplace.

Furthermore, since membership is tied to their job, it becomes a fringe benefit which helps to attract and keep staff.

Please don't hesitate to get in touch to discuss our offer, or if you have any further queries.

Yours faithfully,

Jack Smith

Exam focus

1

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

2

Suggested answers

1 more than just exercise (fun of playing/ competing) – part of a team/club – chance of fame/career

2 risk of injury – needs talent (i.e. not for everyone) – commitment (can't let team down) – takes up lot of time (training, matches)

3 services and facilities (e.g. instructors, equipment, pool, etc) – variety of exercise (different classes) – social life – support and encouragement

- 4 expensive – not always convenient (fixed timetable, travel)
 5 convenient (flexible timetable/routine, no travel) – cheap (no fees)
 6 limited (little/no equipment), boring (little variety of exercises) and lonely (working out alone) – not very effective (poor/no equipment, no expert instruction)

3

1 c 2 e 3 b 4 a 5 d

Skills tip

a No, b No

Exam practice

1

Sample answer

For the average person, since they lack the level of talent required for competitive sport, the typical approach to keeping fit involves regular exercise workouts at home, or attending a health club two or three times a week.

The main advantage of exercising alone at home, including jogging around one's neighbourhood, is convenience. There is no need to travel, and each individual can follow a flexible routine which suits them. One disadvantage is that exercising in this way, with little or no equipment, supervision or advice, usually brings fewer fitness benefits. Furthermore, many people find the limited routine soon becomes a repetitive and lonely activity.

A health club, on the other hand, usually offers expert training and guidance, a wide range of professional equipment and an interesting variety of different fitness activities; in addition, there is a strong social element involved. However, the membership fees for health clubs can be too expensive for some people's budgets. Not surprisingly, the percentage of people who begin a fitness routine but then abandon it is much higher among those exercising at home rather than attending a health club, not only for the reasons suggested above, but also because health club staff provide encouragement and support. The expense is not beyond the average person's means, especially considering the superior health benefits and the added bonus of a better social life. It therefore seems obvious that for the average person attending a health club, it is a far more suitable way of keeping fit than working out at home. (253 words)

Unit 9

Improve your writing skills

1 C 2 A 3 B 4 B

Get started

Students' own answers

Develop your vocabulary

1

1 d 2 b 3 a 4 c 5 e

2

The more formal words are *implement, unwind, amenities, recreation, corporate*.

3

- 1 strike
- 2 targets
- 3 morale
- 4 schedule
- 5 recharge
- 6 incentive
- 7 boost
- 8 team-building
- 9 interpersonal
- 10 motivating

Develop your writing skills

1

1 I 2 I 3 F 4 F 5 I 6 F

2

- 1 a, d
- 2 c
- 3 b, e

3

1 c 2 d 3 a 4 e 5 b

4

- 1 Extracts a and d (*you're, I'll, doesn't*)
- 2 Extracts a and d (*hang out, come along, show you round, sign you in, try out*)
- 3 Extracts a and d (*So, a hard day's work, How about, really, anyway, recharge your batteries, etc*)
- 4 Extracts b, c and e (most of the sentences are complex)
- 5 Extracts b and e (*it is not explicitly stated, they are expected to work from home, work being done at home, As can be seen, recommend that these suggestions be put into practice*)

5

- 1 formal
- 2 the target reader
- 3 very little
- 4 review
- 5 respectful
- 6 less

6

1 d 2 a 3 e 4 b 5 c

7

Suggested answers (some variation is possible)

1 D 2 B/C 3 C/D 4 A 5 E

8

Extract A: 4

Extract B: 3

Extract C: 1

Extract D: 5

Extract E: 2

9

- 1 descriptive
- 2 conversational
- 3 respectful
- 4 professional

10

1 c 2 d 3 b 4 a

11

Description C

- 1 as part of a team-building activity with his company
- 2 to protect young children and to remind adults of the importance of workplace safety
- 3 It was very successful. They learned communication, negotiation and leadership and they were motivated to work harder when they went back to the office.

12

Suggested answers

- 1 ... is an activity mainly enjoyed by young people.
- 2 ... I really like about Stone is that it is very safe / they really look after your safety.
- 3 ... is reassuring, given the obvious concerns that parents may have.
- 4 ... you clearly place on safety was an excellent reminder that safety in the workplace is an important issue.

Exam focus

1

- 1 No
- 2 No
- 3 No
- 4 Yes
- 5 No
- 6 Yes
- 7 Yes
- 8 No

2

Questions 1–4: Students' own answers

Skills tip

a No, b Yes

Exam practice

Sample answers

1

Dear Sir or Madam,

I was interested to read your article entitled 'Work will be the death of you' in Tuesday's paper. However, I think the article oversimplified the problem.

First of all, I agree with your writer when he says that some people work too hard. Both in manual and white-collar jobs, people take their work very seriously and sometimes put in extra hours, many of which are unpaid. They take pride in their work and there may be a culture of working late in the company.

Yet, we also need to remember that many of these people have either experienced unemployment, or are terrified of the prospect of it. The human cost of unemployment, in terms of loss of confidence and self-esteem, cannot be ignored. This goes some way towards explaining why those with jobs will do whatever they can to keep them.

Of course, in an ideal world, we should work just to cover the essentials and leave enough money and time left over for leisure. Even in this difficult financial climate, we should aim to organise our working week, so that we have time to ourselves and to spend with our families. Often, joining a club which meets regularly is a good way to ensure at least some leisure time every week. Employers can play a part by providing team-building activities which will both provide leisure and help improve morale and motivation. Perhaps you might consider running a regular column providing practical suggestions on how to strike a balance between work and free time.

Yours faithfully,
Martha Berger

2

To: Mr D Griffiths

From: Christophe Clark

Subject: Report on work-related problems

Introduction

The purpose of this report is to comment on problems in maintaining a work-life balance in my country.

Problems

Given the present employment situation, workers feel that they have to work longer hours, often unpaid, for fear that they will be replaced. This fear also results in workers being reluctant to take time off and, in some cases, failing to take their

full holiday allowance because they feel that they will be seen as disloyal. One of the main consequences of this is stress-related illness.

Work and home life

Employees find it difficult to maintain a balance between work and home because they are no longer clearly off-duty when they are at home. An increasing number work from home in the evenings and at weekends. They may find they are contacted on their mobile phones and by email out of hours and asked to perform work-related duties. The effect is that workers no longer have a clear divide between work and home.

Solutions

It would benefit most employees to be given a realistic workload so they do not have to work late. Bosses should delegate responsibilities to staff on duty so that, barring emergencies, workers would know that their free time is their own. More support could be given to workers with families such as flexible working hours.

Conclusion

There is clearly a need for better ways in which workers can keep their working life separate from home life. The results will be a happier workplace, less stress and ultimately more productivity.

3

The Homedale Leisure Centre

Located just outside the town, the Homedale is an ideal place for people of all ages to spend their free time.

The sports centre has facilities for a variety of sports, such as tennis, squash and badminton. There is also a fully-equipped gym with qualified instructors on hand to offer guidance. Members of the public can use any of these facilities and courts can be booked in advance by telephone. Members can hire sports equipment and there are good changing facilities. Joining the club allows members reduced prices and priority booking. Attached to the complex is an indoor swimming pool which is available all year round. Finally, there are both football and rugby pitches with regular fixtures being held at weekends.

However, the Homedale Centre is more than just a sports centre. The bowling centre and the five-screen cinema also attract large numbers of visitors.

There are several shops on the site, selling everything from clothes to home

accessories. There is also a choice of places to eat or drink, with outlets selling a range of different cuisines, including award-winning Italian and Chinese restaurants.

There is an extensive children's adventure playground at the centre, which is also the location for paintball, a popular activity among local companies. In addition, there is a large lake where visitors can hire rowing boats in the summer months, but which allows for scenic family walks all year round.

The Homedale Centre offers many varied opportunities for leisure and relaxation.

Opening hours are from 9 a.m. to 11 p.m.

Unit 10

Improve your writing skills

1 C 2 B 3 C 4 A

Get started

Students' own answers

Develop your vocabulary

1

- 1 youthful
- 2 thinning
- 3 disfigured
- 4 plain
- 5 striking

2

- 1 c 2 a 3 e 4 b 5 d

3

- 1 looks
- 2 expression
- 3 prejudices
- 4 conform
- 5 enhance

Develop your writing skills

1

- 1 c 2 b 3 a 4 d 5 e

2

- 1 a reason
- 2 an example
- 3 a result
- 4 a reason
- 5 an explanation
- 6 an explanation
- 7 an example
- 8 a result

3

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

4

- 1 To put it another way
- 2 For example
- 3 such as

- 4 In other words
- 5 namely
- 6 including

5

- 1 since
- 2 grounds
- 3 due
- 4 consequence
- 5 resulted
- 6 account

6

Suggested answers

- 1 The twins are always dressed the same, so no-one can tell them apart.
- 2 She has had five operations already this year and therefore her plastic surgeon refuses to see her.
- 3 He has warm eyes and a friendly smile, and consequently he always makes a good impression on people.
- 4 A bad car accident led to her face being covered in scars.
- 5 Her mother constantly criticised her looks and hence she lacked confidence.
- 6 He is shy and as a consequence he would never wear such bright colours.

7

- 1 are not
- 2 would be
- 3 would not have disappeared
- 4 will suffer

8

- 1 led
- 2 For
- 3 for
- 4 as
- 5 so
- 6 words
- 7 as
- 8 why

9

Suggested answers

- 1 it is what is inside that really matters.
- 2 only very few people actually have such stunning looks.
- 3 they choose to ignore the person's talents and good qualities.
- 4 interviews could be carried out on the telephone.
- 5 we would find our lives much easier.
- 6 television and magazines are full of images of people with well-toned bodies.

10

Suggested answers

1

Explanation: In other words, they must pretend to be different people for the first and second interviews.

Examples: In the first interview, for instance, it would be wise to wear plain colours, whereas in the second more striking clothes might help get you noticed.

2

Example: For example, they might tell you how to make your eyes look bigger, or your nose smaller.

Reason: This is because such articles are read by people who are not happy about their appearance.

3

Explanation: To put it another way, both your personal and professional prospects could suffer if you do not look young.

Result: As a result of our negative view of ageing, people are turning to cosmetic surgery to turn back time.

Exam focus

1

Sentences to be ticked: 2, 3, 5

2

1 C 2 B 3 C 4 P 5 P 6 B

3

Sentences to be ticked: 3 and 6

4

Plans to be ticked: 3 and 4

Skills tip

a No, b No

Exam practice

Sample answer

We live in a world where first impressions count and the beauty industry churns out new products every day. If we take success in life to mean the conventional notion of high earnings and social position, to what extent does physical appearance play a role in achieving these?

A good-looking man or woman will certainly find they are treated differently. Studies have shown that such people tend to attract favourable attention regardless of their ability or intelligence. There are even professions where beauty is a requirement; for instance, modelling and, to an extent, acting. However, in many careers the attention may not be of a welcome kind, as sexual harassment cases show, and looks are never going to substitute for competence and talent in other areas.

What is perhaps more worrying is prejudice of a negative kind; situations where someone's skin colour or gender puts them in a disadvantageous position. There has been much progress in the

battle against both sexism and racism in the workplace, but it still exists. The fact that most senior management and political positions are overwhelmingly held by white males is ample proof of this.

There are laws against this kind of bias now, and the sexual and racial make-up of workplaces is gradually changing. Although physical appearance will always have an effect on our first impression of a person, there is hope that beauty will, in the not-too-distant future, no longer be the defining factor in getting on the career ladder and being accepted by society.

Unit 11

Improve your writing skills

1 B 2 C 3 A 4 C

Get started

Students' own answers

Develop your vocabulary

1

- 1 hand
- 2 outdoors
- 3 seas
- 4 corners
- 5 heart
- 6 touch
- 7 middle

2

- 1 ecotourist
- 2 agritourism
- 3 high-end
- 4 self-catering
- 5 resort
- 6 inaccessible
- 7 unspoilt
- 8 reserve

Develop your writing skills

1

1 F 2 O 3 F 4 F 5 F 6 O 7 O 8 F

2

Sentences to be ticked: 1, 4, 5, 7

3

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

4

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

5

- 1 As I see it,
- 2 If you ask me,
- 3 I am of the opinion that
- 4 from my point of view,

- 5 I'm 100% sure that
6 It appears to me that
7 but IMO,
8 to my mind,
9 In my view,
10 for me
11 As far as I can tell,
12 I am confident that

- 6
Suggested answers
1 I am not of the opinion that
2 be confident
3 From my point of view
4 In my opinion,
5 I do not believe
6 To my mind
7 I am convinced we can
8 I am certain of one thing

- 7
1 N 2 P 3 P 4 N 5 N 6 N 7 P 8 N
8
1 c 2 f 3 a 4 e 5 b 6 d

- 9
Suggested answers
1 You see nothing of the real life in the country you're visiting, after all.
2 Eventually, a tourist who doesn't realise the safety risks is going to get killed.
3 In the past, we were all nomads, and these journeys bring us back to our roots.
4 This is because creating an interesting programme for visitors takes time and effort.
5 When word spreads, as it does so fast on the internet, tourism will dry up.
6 There's nothing that ruins a place faster than runaway tourism.

- 10
1 d 2 a 3 f 4 b 5 c 6 e
11
1 f 2 a 3 h 4 d 5 b 6 g 7 c 8 e

- 12
Suggested answers
1 In my opinion, the money would be better spent on advertising.
2 To my mind, you are guilty of misleading advertising at the very least.
3 Personally speaking, I was tempted to leave in the middle of the night.
4 If you ask me, everyone ought to visit this place at least once.

Exam focus

- 1
Items to be ticked: 2, 3, 6

- 2
Suggested answers
1 develop
2 infrastructure is
3 ideal
4 adventure
5 flow
6 spectacular
7 utilise
8 merits

	Plan 1	Plan 2
Paragraph 2	A campsite	Summer camps
Paragraph 3	Water sports	Organised hiking
Paragraph 4	Bungee jumping	Canoe racing

- Skills tip
a No, b No

Exam practice
Sample answers

- 1
To: Amy Walters, Planning Director, NDA
From: Igor Kalin
Subject: Proposal for adventure tourism development
Date: 22nd September
Introduction
The area around the river is ideally suited to adventure holidays, and I am convinced that with the right investment it could draw a large number of tourists to the town.
A campsite
Many adventure tourists are also campers, so it would be advisable to provide plenty of room for them. Additionally, I hardly think the town's hotels would be able to accommodate an enormous number of visitors, so a municipal campsite is an obvious solution. The perfect spot would be where the river turns east just south of town.
Water sports
A wide variety of water sports should be on offer, and some money should be invested in equipment and proper training for instructors. I strongly believe that white-water rafting on the fast stretch of river through the gorge would be hugely popular, as well as canoeing, kayaking and rowing.
Bungee jumping
Every resort needs a star attraction, and adventure holiday resorts are no different.

A bungee-jumping platform on the bridge above the gorge would provide the high-adrenalin climax to a holiday that adventurers crave. The location is also, from my point of view, among the most breathtaking views the country has to offer for this activity.
Conclusion
Along with sufficient advertising and publicity, these steps could not fail to make this town a highlight in the field of adventure tourism, one of the fastest-growing areas in the sector and one I am sure that has a bright future.

2
From fine wine to chicken feed
As I see it, agritourism has to fulfil three basic requirements. Firstly, it must be green, secondly, it must be educational and thirdly, it must be sociable. I've been on a number of farm holidays, but there are two that stand out, one as a shining example of agritourism, the other, less so. The former was a pretty little family farm in the north of Italy. They grew grapes mostly, but they had land put aside to grow produce to feed both family and guests. I stayed there during the grape-picking season and got to learn the process in some detail. There were another ten visitors there from all four corners of the world and we worked side by side all day long, then ate together every night under starry skies, drinking wine from the previous year's harvest. The other farm was in France, and the farmer there claimed it was the oldest agritourism farm in France. If it was, age had not improved it. The farm itself had deteriorated, and the farmer was rarely around; you'd sometimes spot him in some distant field. His wife did her best to feed us and keep us amused, but the food was bought from the supermarket and the jobs were nothing more inspiring than feeding the chickens.
For me, it's vital to check online reviews, since there's often no way of telling what these places will be like in advance. The best can change your life, but the worst leave you cynical.

3
Dear Mrs Carter,
I am writing to express my extreme disappointment with the safari holiday in Kenya which I recently returned from, and which was organised by your company.

I am young and have stayed in many places worse than the hunting lodge we were accommodated in, but there were older people on the same safari who found the experience trying. I remind you that we were promised ‘simple luxury’, but what we found was uncomfortable, overrun with insects and leaky when it rained. Moreover, the lack of mosquito nets without holes was, in my opinion, bordering on negligence.

This might have been bearable if we had been tired every night from a long day’s safari. This was not the case three out of the seven days because the ancient safari truck kept developing problems. When we did go out, apart from the fear of the truck breaking down in the middle of nowhere, we were accompanied by a guide who knew almost nothing. He rarely knew where to go and when we got somewhere, his ignorance of the wildlife there was, for me at least, breathtaking.

A safari holiday is not something I expect to be able to afford many times in a lifetime, and therefore my experience was all the more bitter. I believe I am entitled to a full refund of the money I paid, and await your prompt reply.

Yours sincerely,
Jenna Scott

Unit 12

Improve your writing skills
1 A 2 C 3 C 4 B

Get started
Students’ own answers

Develop your vocabulary

1
1 wholesale
2 overpriced
3 discounted
4 esteem
5 elegant

2
1 fashion
2 fashion-conscious
3 trendsetters
4 compliments

3
1 impact
2 catwalk
3 publicity
4 rage
5 outfits
6 boutiques

Develop your writing skills

1
1 H 2 R 3 H 4 H 5 R 6 H

2
1 a 2 b 3 a 4 a

3
1 b, c
2 d, f
3 a, e

4
1 d 2 a 3 b 4 e 5 c

5
1 were
2 Suppose/Supposing
3 demand
4 have
5 were
6 couldn’t
7 worked
8 wear

6
1 b 2 a 3 a 4 a

7
1 No
2 Yes
3 Yes

8
Suggested answers
2 One possible reason fashion designers are using more fur today is that it’s a result of consumer demand.
3 What if your personality was more important than how formally you dressed at a job interview?
4 If fabric production became more eco-friendly, then it would be less harmful to the environment.
5 Supposing high street shops stocked more clothing for different age groups.
6 If you can’t think of an interesting idea for a fancy dress costume, there are some great ideas online.

9
Statements to be ticked: 2, 4, 5, 6

10
1 C 2 B 3 A 4 B

Exam focus

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

2
Sentences to be ticked: 2, 4, 5

3
1 c 2 d 3 b 4 e 5 a

Skills tip
a No, b Yes

Exam practice

1
Sample answer
Consumers would perhaps be better served if the fashion industry took steps to design clothes that stayed in fashion longer, or if it promoted fashion created by local designers.

One possible reason for people having to buy clothes so often is that styles change frequently. Supposing clothes were designed not to go out of fashion so quickly, wouldn’t that help consumers by saving them money? If fashion trends lasted for several seasons, people wouldn’t constantly believe their clothes were out of fashion.

What is more, most shops in the high street sell clothes that are designed and manufactured abroad. It is possible that this makes fashion more affordable for consumers. What if the fashion industry promoted more local designers and brands, though? That may result in more expensive clothes, but on the other hand supporting local designers and factories would undoubtedly help the local economy.

While the fashion industry does promote fashion changes aggressively, they could argue that they are giving consumers what they want. At the same time, consumers may not mind where their clothes are produced, but the fashion industry could do more to support local designers. Local fashion could be popular with consumers who might then feel they are boosting their local economies while also wearing the latest trends.

Considering these ideas, I believe the fashion industry could do the most to serve its consumers if it played a bigger role in supporting local designers, which could bring great benefits to consumers as well as the local economy.

Improve your Skills

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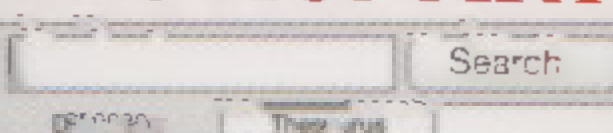
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- **Skills tips** with ideas on how to approach Writing tasks in Advanced
- **Practice test** with authentic Writing tasks based on the unit topic with model answers

COMMON EUROPEAN FRAMEWORK

A1 A2 B1 B2 **C1** C2


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