

CLASSROOM WORKOUT

Crosswords

- Work in pairs. Each pair draws a crossword grid (suggested size is 12×12) and makes a crossword puzzle using the environmental problems mentioned in this unit and the expressions with *earth* from Exercise 2 on page 79. The answers should be a mixture of nouns, verbs and adjectives. Write the clues for your answers, then swap crossword puzzles with another pair.
- Which pair is quickest to solve the puzzle?

CHECK YOURSELF

- Make a list of 10–15 verbs you could use to discuss changes involved in the different processes mentioned in this unit.
- Write down five facts you know about the importance of water as a result of reading the texts in this unit.

SUMMARY

In this unit, you:

- discussed a number of challenges facing the environment. What are the five most serious, in your opinion?
- looked at verbs of change. How many have you written down in your notebook?
- completed a chart with vocabulary about processes. How many words did you know?
- practised flow-chart completion. What are the key points to remember?
- practised table completion. Can you change the words you find in the text?
- practised conditional structures. Which were not new for you?
- did some paraphrase practice identifying similarities and differences between short texts. Why is it important to be able to spot paraphrases in the exam?

Over to you

- 1 Make a collection of expressions with *if, unless, otherwise* and *whether* and try to use at least one every day.
- 2 Read newspapers and magazines to find articles about business, scientific, economic and natural processes.
- 3 Go online and find websites that tackle environmental issues. Read them and evaluate how convincing their arguments are. Pay attention to the verbs of change they use in their texts.



IELTS ADVANTAGE



READING SKILLS

A step-by-step
guide to a high
IELTS reading score

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UNIT 1

Full of energy

In this unit, you will:

- discuss a range of energy sources and their effect on the environment
- study and practise **multiple-choice questions**
- study and practise **paragraph-heading questions**.

Getting started

1 Look at these three forms of energy production and discuss the questions below.



- 1 Are any of these systems used to produce energy in your country?
- 2 Which system is the best/worst for the environment?
- 3 Which system(s) do you think will still be in use in 100 years' time?

2 a Put these energy sources into the appropriate column of the table below.

biofuel	biomass	coal	ethanol	fossil fuel	gas	hydro-electric power
nuclear power	peat	solar power		tidal energy	wind power	

non-renewable energy resources	renewable energy resources

b Answer these questions about the energy sources.

- 1 Which of them involve burning?
- 2 Which do you think are the safest?
- 3 How many did you have to look up in a dictionary?

3 Discuss these questions.

- 1 What can we do to prepare for the time when non-renewable energy resources run out?
- 2 What effect does our thirst for energy have on the environment, and how is this likely to change in the future?



Spotlight on exam skills 1

Multiple choice

Multiple-choice questions test your ability to read for specific information. There are different types of multiple choice. This type offers you a 'stem' – sometimes an incomplete statement or a question – and three or four possible answers. Read the questions before you read the passage so you know what you are looking for.

1 Read this text, then answer the question that follows.

Tips

- You will not be penalized for wrong answers, so even if you don't know the answer, write something down.
- The different options for the answers include plausible 'distractors' – the wrong answers that only close reading will show to be wrong. These often contain key words from the text, so read carefully!
- You will not be expected to have any specialist knowledge of the subject.
- Read the question and options before you read the text and try to predict the answer.

Energy profile of the Czech Republic

The Czech Republic's dependence on energy imports has been quite favourable to date (32% of energy demand is met by imports); however, it is structurally unbalanced. The country's dependence on oil is about 95%, and in the case of natural gas, it is about 98%. The Czech Republic also imports nuclear power, but the primary resource, uranium ore, is available and produced domestically. In 2006, some 260,000 tonnes of oil and 150 mcm* of natural gas came from indigenous resources. However, the country's dependence on energy imports is expected to grow (to almost 50% by 2020). A number of direct and indirect measures must be adopted to slow the rate at which the Czech Republic's dependence on energy imports is increasing. Key measures include those geared towards promoting energy efficiency, supporting renewable energy resources in areas where they are effective (in accordance with the government's energy policy: 8% by 2010 and 16.9% by 2030), supporting nuclear energy (zero-emission energy sources) and improving the availability and extending the life span of the hidden potential of indigenous solid fuels, mainly brown coal.

* mcm = million cubic metres

adapted from www.euracoal.org

Which of these statements best describes energy use in the Czech Republic?

- A The country imports almost all of its energy.
- B The country's need for imported energy is likely to decrease through energy efficiency.
- C The country considers nuclear power as one of the potential solutions to the problem of imported energy.
- D The country aims to double its energy efficiency between 2010 and 2030.

Comments

- A Not true: ... but the primary resource, uranium ore, is available and produced domestically.
- B Not true: Although energy efficiency is mentioned, it will not be enough to stop the Czech Republic's increasing need for energy imports.
- C True
- D Not true: The figures for energy efficiency are not given.

2 You are going to read a longer text about our increasing need for energy. Before you read, predict which of these topics are likely to be discussed.

energy-saving measures nuclear power pollution health risks
 population growth scientific research transport finance

3 Read the text on page 10 and answer the three multiple-choice questions that follow.



Spotlight on language

Energy collocations

- 1 Write four or five sentences that reflect your opinion or the situation in your country. Use these collocations, which are all based on the words *source* and *energy*, and the sentence beginnings below.**

source of ... useful source of ... source material government sources
source of confusion source of information at source energy drink
green energy put your creative energies into ... solar energy energy loss

- 1 According to ...
- 2 The source of energy we read about most in my country ...
- 3 In my opinion, we should use more ...
- 4 Green energy is ...
- 5 A useful source of ...

Example: According to government sources, plans to promote green energy are now receiving more attention than ever before.

Collocations are an important part of natural, fluent language. You can be sure every text in the IELTS test will contain a number of them, as they are a frequent feature of all speaking and writing. Learning common collocations is also an excellent way to make your English sound more natural.

Write out collocations and useful expressions for different energy sources in your notebook – the more context you can give your examples, the better.

Working from context

- 2 Which energy sources are being talked about in these sentences? It is the same source in a, b and c in each case.**

- 1 a As the seams of and iron were exhausted, or became unprofitable to work, mining and smelting diminished.
b After a leisurely tea by a fire, I asked the clerk to phone for a taxi.
c He watched Peter climb onto the large heap of by the wall and start to fill a bag.
- Energy source =

- 2 a In the Philippines, the aim is to reduce the heavy dependence on imported

- b I think it is fair to say that the really top-quality olives are usually sold in rather than in brine.

- c In 2010, the tragedy at the Deepwater Horizon drilling rig led to the release of an estimated 750,000 cubic metres of into the sea, with serious ecological consequences.

Energy source =

- 3 a The question of how to create an economical and reliable supply of electricity without the costs and environmental disadvantages of power was approached from two separate directions.

- b The Oxford Survey of Childhood Cancers compared the job histories of the fathers of children with cancers to those of the fathers of healthy children and found that those who worked with materials were more at risk.

- c It is becoming increasingly difficult to take seriously claims that the civil side of power has nothing to do with weapons.

Energy source =

Energy crisis? What crisis?

Looking at the forecasts for the world's energy demands for the future is pretty frightening. As the population of the world has increased, so has our thirst for energy. Should we build more nuclear power stations, as these don't produce the carbon dioxide that conventional coal or gas-fired power stations produce? But wait a minute – nuclear power is dangerous! Following the accident in Chernobyl in 1984, many people turned against nuclear power, preferring greener options like wind and solar power. But how reliable is wind power? Even in windy parts of the world, like western England, the wind turbines are not always turning. What could make up the shortfall when the wind stops blowing? Coal? Far too dirty. Gas? Cleaner than coal, but it still produces carbon dioxide. Nuclear? Too dangerous and politically sensitive. Solar power? In northern Europe? You must be joking.

That future generations will have to find alternatives goes without saying. Without trying to sound too apocalyptic, there is no way that we can maintain our present lifestyles. It is still not clear just how much damage we have already done, and are currently doing, to the planet, but the vast majority of scientists believe that we have to do something.

If we accept that change has to take place, we can consider what the catalyst will be for such change. Will it be governments telling us to save energy in various ways? Will it be companies producing ever more energy-efficient products? Or will it be people that change? Some may change for ideological

reasons, believing that to save the planet they will need to change and will stop driving their gas-guzzling four-by-fours and heating their houses to 25 degrees in winter so that they can sit in shorts and a T-shirt to watch their home cinema. Many more are likely to change, not for ideological reasons, but for financial ones. As the price of energy increases – which, unless a new cheap source of energy is found, it almost certainly will – people will face stark choices; money for food or money for heating. (Interestingly, since the recent financial crisis, there has been a significant increase in the number of people growing their own food and consequently the demand for allotments, once seen as the preserve of old men, has skyrocketed.)

It is quite probable that we won't be able to rely on the governments of the world to get us out of this difficult situation. Most democratic governments are not around for more than a decade, so it is clear that they are more likely to look at the short-term rather than long-term difficulties.

Perhaps surprisingly, some of the poorest people in the world will be least affected. If you are a subsistence farmer, growing enough food for your family and just a few more vegetables to sell at the market, then you are unlikely to have high energy requirements. However, if you can't live without your car and spend a high proportion of your income on energy in its various forms, then it is highly likely that you will have to accept some quite dramatic changes in your life.

- 1 According to the writer, our energy needs in the future ...
 - A will depend on how the climate changes.
 - B involve equally dangerous options.
 - C have no easy solution.
 - D must include a cleaner use of gas.

- 2 The writer feels that most people will change their behaviour ...
 - A because energy will be more expensive in the future.
 - B because governments will encourage a change in attitude.
 - C because new technology will improve energy efficiency.
 - D for ideological reasons.

- 3 According to the text, in recent times demand for allotments has ...
 - A fallen quickly.
 - B steadily declined.
 - C risen slowly.
 - D increased dramatically.

Comments

- 1 The answers to the questions are in order in the text, so you can presume that the answer to number 1 is somewhere near the beginning.
 - A Not correct. Aspects of climate are mentioned, but not climate change.
 - B Not correct. Danger is only mentioned in connection with nuclear power.
 - C Correct. The fact there are questions about each form shows there is no easy answer.
 - D Not correct. Gas is mentioned, but not as a 'must'.

- 2 The key to the answer is in the words *most* in the question and *many more* in the key sentence in the text.
 - A Correct
 - B Not correct: This is speculative.
 - C Not correct: This is also speculative.
 - D Not correct: More will change for financial reasons.

- 3 You may well not know the word *allotment*, but you don't need to know it to be able to answer the question. The text states that *there has been a significant increase in the number of people growing their own food and consequently the demand for allotments ... has skyrocketed*. Again, you may not have seen the word *skyrocketed* before, but the word does suggest something going up very quickly, so the answer is D.

Vocabulary builder 1

Building your bank of words and phrases

As you work through this book, you will increase your vocabulary in the process. This will help you read faster and understand texts more easily. Keep a notebook with you and add any useful new words, expressions or collocations to it, ideally with a bit of context so that you can see how the word or phrase is used. One very important focus is on developing your awareness of paraphrase – different ways of saying the same thing. This is because in the test, the questions will rarely use the same grammar and key words as occur in the text.

- 1** Look at the relevant paragraphs of the text on page 10 and find words or expressions that have a similar meaning to these definitions.

- 1 quite scary (paragraph 1) **pretty frightening**
- 2 normal, traditional (paragraph 1)
- 3 more environmentally friendly (paragraph 1)
- 4 compensate for a deficiency (paragraph 1)
- 5 is obvious (paragraph 2)
- 6 continue living as we do (paragraph 2)
- 7 types of car that consume a lot of fuel (paragraph 3)
- 8 have difficult decisions to make (paragraph 3)
- 9 solve this problem (paragraph 4)
- 10 use most of the money that you earn to buy something (paragraph 5)

- 2** Which of the words or expressions in Exercise 1 do you think will be most useful for you?



Spotlight on exam skills 2

Paragraph headings

- Tips**
- 1 Read the headings before you read the text so you know what to focus on.
 - 2 Check the instructions to see if you can use a heading more than once.
 - 3 Identify key words in the headings.
 - 4 Scan the text for similar ideas and paraphrases of key words.
 - 5 Remember that the first paragraph of a text is often a general introduction to the topic, so see if one of the headings seems more general than the others.
 - 6 When you have matched a heading and a paragraph, cross out the heading.
 - 7 Check your answers by re-reading the paragraph and ensuring the heading is a logical summary.

To match paragraph headings to paragraphs, you have to understand the basic idea – the ‘gist’ – of a paragraph. There will always be more headings than you need.

- 1** Which of these is the best title for the passage on page 12?

A

Solar power turns darkness to light in Zimbabwe

B

Ambitious project curtails land degradation

C

UNDP invests \$7 million in Zimbabwe

D

Shamva’s farmers share solar power systems

In the early 1990s, numerous villages turned to solar power in parts of Africa where one might least expect to stumble upon an oasis of lights shimmering in the pitch-black night. Perhaps the most ambitious project of this nature, and one that is often cited, is a Zimbabwean project supported by UNDP through the Global Environment Facility (GEF). The initiative, jointly funded by GEF (\$7m) and Zimbabwe (\$400,000), installed some 9,000 solar power systems throughout the country in a bid to improve living standards, but also to curtail land degradation and pollution.

The River Estate near Shamva, 70 kilometres from Zimbabwe's capital, Harare, boasts one of the best solar-village models in the country. Fifty-two commercial farming families share systems; there is one system for every two houses. Each family has two lamps and a connection for a radio or small television set. The new lighting systems have improved the quality of life for the community. They have extended study hours for schoolchildren, reduced rural-to-urban migration in the area, and upgraded health standards by electrifying a local health centre.

adapted from www.un.org

Comments

Although B, C and D all mention things from the text, it is only A which encompasses the information from the whole text, so A is the correct answer.

2 Read the paragraph below and decide which of these headings best suits it, and why.

- A A difficult balancing act for news organizations
- B The potential dangers of alternative medicine
- C Alternative medicine fights back

Many news organizations are desperate to be seen as being fair to all sides. For example, when a doctor is on a news programme to talk about the potential dangers of alternative medicine, there will almost certainly be an alternative-medicine practitioner on the same programme. The presenter of the programme, keen to remain neutral, gives them both equal air time to put their side of the story. But does this give a realistic view to the public? Perhaps by remaining neutral, the news organizations are giving an unbalanced view.

Comments

While alternative medicine is mentioned in the paragraph, it was only used as an example to illustrate a wider problem: the difficulty that news organizations face is trying to present the facts and remain neutral at the same time. Therefore A is the answer.

3 Read the text *Our energy requirements* on page 13. It has seven paragraphs, A–G. Choose the correct heading for each paragraph from the list above the text. There are more headings than you need. Write the correct number (i–x) next to each question (1–7).

- 1 Paragraph A viii
- 2 Paragraph B
- 3 Paragraph C
- 4 Paragraph D
- 5 Paragraph E
- 6 Paragraph F
- 7 Paragraph G

List of Headings

- i The process of physical development
- ii Dealing with food
- iii Beneficial activities
- iv Reserves of fat
- v Mother's milk
- vi Forms of exertion
- vii Expecting a baby
- viii Essential processes
- ix Mental relaxation
- x Energy as a key to life

Our energy requirements

As human beings, we depend on energy in many ways.

A
This comprises a series of functions that are essential for life, such as cell function and replacement; the synthesis, secretion and metabolism of enzymes and hormones to transport proteins and other substances and molecules; the maintenance of body temperature; the uninterrupted work of cardiac and respiratory muscles; and brain function. The amount of energy used for basal metabolism in a period of time is called the *basal metabolic rate* (BMR), and is measured under standard conditions that include being awake in the supine position after ten to 12 hours of fasting and eight hours of physical rest, and being in a state of mental relaxation in an ambient environmental temperature that does not cause heat-generating or heat-dissipating processes. BMR represents 45 to 70 per cent of daily total energy expenditure and is determined mainly by the individual's age, gender, body size, body composition and lifestyle.

B
Eating requires energy for the ingestion and digestion of what we put in our mouths, and for the absorption, transport, interconversion, oxidation and deposition of nutrients. These metabolic processes increase heat production and oxygen consumption, and are known by terms such as *dietary-induced thermogenesis*, *specific dynamic action of food* and *thermic effect of feeding*. The metabolic response to nutrition increases total energy expenditure by about 10 per cent of the BMR over a 24-hour period in individuals eating a mixed diet.

C
This is the most variable and, after BMR, the second largest component of daily energy expenditure. Humans perform *obligatory* and *discretionary* physical activities. Obligatory activities can seldom be avoided within a given setting, and they are imposed on the individual by economic, cultural or societal demands. The term "obligatory" is more comprehensive than

the term "occupational" that was used in the 1985 report (WHO, 1985) because, in addition to occupational work, obligatory activities include daily activities such as going to school, tending to the home and family and other demands made on children and adults by their economic, social and cultural environment.

D
Discretionary activities, although not socially or economically essential, are important for health, well-being and a good quality of life in general. They include the regular practice of physical activity for fitness and health; the performance of optional household tasks that may contribute to family comfort and well-being; and the engagement in individually and socially desirable activities for personal enjoyment, social interaction and community development.

E
The energy cost of growth has two components: 1) the energy needed to synthesize growing tissues; and 2) the energy deposited in those tissues. The energy cost of growth is about 35 per cent of total energy requirement during the first three months of age, falls rapidly to about 5 per cent at 12 months and about 3 per cent in the second year, remains at 1 to 2 per cent until mid-adolescence, and is negligible in the late teens.

F
During pregnancy, extra energy is needed for the growth of the foetus, placenta and various maternal tissues, such as in the uterus, breasts and fat stores, as well as for changes in maternal metabolism and the increase in maternal effort at rest and during physical activity.

G
The energy cost of lactation has two components: 1) the energy content of this food for the baby; and 2) the energy required in its production. Well-nourished lactating women can derive part of this additional requirement from body fat stores accumulated during pregnancy.

4 Read this checklist and the related expert advice.

question	expert advice
1 Did you read the question carefully and write i–x in the right place?	You must write i–x, not 1–10.
2 Did you leave any answers blank?	If you did, you're throwing away points. If you really don't know, guess.
3 Did you start by reading the text slowly and carefully?	This is not a good idea. The first time you read the text, you should read quickly to get the gist.
4 Did you read the headings before or after you read the text?	Most effective readers read the questions first, so they know what information they are looking for, then read the text.
5 Did you read the text quickly to get a general idea of the content?	This is a good strategy to use.
6 Did you reread one paragraph at a time trying to find a suitable match?	This is good. Focus on one paragraph, read all the headings, find the best match, then move on to the next paragraph.
7 Did you reread the headings, then reread the whole text to find a match each time?	This wastes your time because instead of rereading the headings, which are short, each time, you reread the whole text. Don't do this.
8 Did you look for the same words in the heading and the paragraphs?	Be careful. You might spot the same word in a heading and paragraph, but that doesn't mean the heading summarizes the key idea.
9 Did you find words which have the same meanings as the headings in the paragraphs?	Often the heading will summarize or paraphrase a paragraph.
10 Did you cross out the headings as you used them?	Do this – it saves time and makes it easier to match the remaining headings.
11 Did you cross out the example heading already given before you matched the others?	Again, this helps you save time.
12 Did you look up any new words or expressions in the dictionary?	In the test, you won't be able to use a dictionary. You should try to practise working out the meanings of new words from the context.

5 You are going to read an article about using natural gas in cars. Before you read, predict which of these topics will occur in the article.

cost engine design family life pollution road safety taxis storage

6 Now read the article on pages 15–16 and check your answers to Exercise 5.

UNIT 7

Sell, sell, sell

In this unit, you will:

- discuss advertising
- study and practise True / False / Not Given tasks
- learn collocations about marketing.

Getting started

- 1** Look at these three photos and decide what could be the most effective way of advertising each product. What features of each product would you want to stress?



- 2** Complete the table below with these phrases.

time-saving low-cost high in protein great taste precision-engineered
healthy gums long-lasting smile money-saving low fat labour-saving
for whiter teeth high-performance environmental impact good for you

electric toothbrush	hybrid car	milk

- 3** In your opinion, which of these forms of advertising would be most suitable for the three different products?

- | | |
|-----------------------|-----------------|
| 1 TV advertising | 6 newspaper ads |
| 2 billboards | 7 radio ads |
| 3 telephone marketing | 8 trade fairs |
| 4 social media | 9 bulk mailing |
| 5 free samples | 10 email |

Vocabulary builder 1

Advertising

1 Read the short texts below and on page 83 (A–F) and decide if these statements are True (T), False (F) or Not Given (NG).

- 1 Everyone has a favourite form of advertising, but the most annoying is generally acknowledged to be full-page advertising in newspapers and glossy magazines.
- 2 Companies must be able to give evidence that the claims made in their advertising are true.
- 3 The amount of advertising we are subject to has increased dramatically in recent years as a result of social media and email, with its daily dose of unwanted spam messages.
- 4 Special techniques are employed to make sure products appeal to children.
- 5 It is easier to advertise cheaper products such as educational toys than more expensive items like hybrid cars.
- 6 There is growing public concern about the influence advertising may have on certain groups of people.
- 7 Customers buy products in the clear belief that the benefits of the products advertised are truthful.
- 8 The aim of all advertising and promotional material is to persuade people to take a course of action, which is usually to purchase the product or service in question.
- 9 It is generally accepted that all adverts aim to create clear messages that are quick and easy to understand.

A

A company that produces baby milk has been criticized by the advertising watchdog for making a number of claims that were ruled to be misleading and not supported by robust evidence. The company said it accepted the ruling in its entirety.

B

An unsatisfied customer is taking Honda to court for what she alleges are the shortcomings of her hybrid car. Having originally made the purchase of the car in the expectation of saving money at the petrol pump, she claims the car fails to deliver the 51-miles-per-gallon performance advertised.

C

Following years of increasingly vociferous complaints from educational bodies, parents, church groups and others, the government is to launch an official inquiry into the possible harmful effects of advertising on children. It plans to investigate evidence of connections between adverts and anxiety, eating disorders and drinking.

D

The advertising of toys is aimed at two distinct groups. When advertising to children, the emphasis is placed on fun and excitement, an effect achieved by the focus on bright colours, fast-moving images and the association with famous TV characters. The use of large boxes in packaging enhances this attractiveness. When advertising to adults, however, it is the educational benefits that are promoted.

E

In a series of studies designed to analyze consumer reactions to advertising claims, scientists found that ambiguous descriptions tend to be interpreted in two different ways. Consumers either infer that the attributes refer to technical details that are likely to be informative to people who are more knowledgeable than they are, or they assume that the purpose of the description is simply to sound persuasive.

F

When asked about attitudes towards different forms of advertising, consumers rated interruptive or intrusive formats such as telemarketing and spam email as most annoying, and print advertising in newspapers or magazines and outdoor advertising were rated most positively, although nobody is likely to confess to wanting more advertising in their lives.

2 Find and underline at least ten expressions relating to advertising in the texts above.

3 Match the two halves of these marketing collocations, then match them with their definitions (a–i).

Example: 1 trade mark, c

1 trade	revenue
2 sales	reputation
3 product	loyalty
4 exclusive	research
5 good	agreement
6 market	mark
7 brand	launch
8 franchise	endorsement
9 celebrity	rights

- a when something new is brought to the market
- b when no one else is allowed to provide the same service
- c a name or symbol which identifies a product
- d when people think highly of a person or company
- e customers sticking to favourite products
- f an arrangement with a parent company to run a related business
- g the money that is generated
- h surveys to find out if there is a demand for a service in an area
- i the use of the famous to promote a product



Spotlight on exam skills 1

True / False / Not Given

In this question type, you need to decide whether a statement is true, false or not given **in the text**.

Tips

- 1 Scan the text to find the relevant paragraph.
- 2 Look for text which supports the statement, though don't expect to see exactly the same words.
- 3 Look out for anything to show that the statement is not true, and pay particular attention to verbs that contradict or negate a sentence, such as *deny, refuse, criticize*.
- 4 When you have scanned the text and located the relevant place in the text, if there is no information, then the answer is 'Not Given'.
- 5 The questions follow the order of the text.
- 6 You must only base your answer on the information in the text, not on what you may know. If the information is true but not written in the text, the answer is 'Not Given'.
- 7 Also pay attention to comparative structures, and to words and expressions that qualify a statement, such as *mainly, always, often, never* or verbs that have different degrees of truth, such as *suggest, claim, believe, know*.
- 8 Just write 'True', 'False' or 'Not Given'. No further information is required.
- 9 Remember, there will be at least one of each type of answer.

1 Read this text and decide whether the statements below are True (T), False (F) or Not Given (NG). Pay attention to the underlined words in the questions.

You've got mail – and LOTS of it!

It has been estimated that an astonishing 71% of all mail addressed to you – direct mail – is junk mail. This is all mail looking for business from you. You are a potential customer, and someone, somewhere is hoping you will buy, or at least respond to, some compelling offer. That's annoying enough, but add to that figure all the unsolicited generic – hence indirect – mail that is shoved through your letterbox without your name on it, and you have a figure of truly staggering proportions. To that can be added all the advertising material inserted inside every newspaper or magazine you pick up, generally in effect doubling their size,

which is a specific problem with the format. Statistics are hard to come by, rather like a closely guarded secret; however, some calculate that at least 3.4 billion items of direct mail and 13 billion items of unaddressed mail such as inserts and flyers were sent out in 2005 in the UK alone. While the environmental impact of such use of paper is clearly significant, the sheer volume of the issue – which is similar in every developed country in the world – is an indication that there is something in it for businesses, otherwise they simply wouldn't engage in such a costly and labour-intensive activity.

- 1 It is not always clear what the purpose of direct mail is.
- 2 There is more direct mail in the UK than elsewhere in the world.
- 3 Most people receive more direct mail than indirect mail.
- 4 The author has a negative opinion of junk mail.
- 5 Newspapers and magazines often carry additional advertising.
- 6 The true figures for the amount of direct and indirect mail sent out cannot be calculated.
- 7 Every year, people in the UK receive about 13 billion items of indirect mail.
- 8 Businesses invest in these forms of advertising because they are profitable.

Comments

- 1 False: *This is all mail looking for business from you.*
- 2 Not Given: There is no mention of other countries.
- 3 Not Given: The passage does not compare the quantities of both types of mail.
- 4 True: *That's annoying enough ...*
- 5 True: *... inserted inside every newspaper or magazine you pick up ...*
- 6 True: *Statistics are hard to come by ... some calculate that at least ...*
- 7 False: This is the figure for 2005.
- 8 True: *... there is something in it for businesses ...*

- 2** Re-read the two sentences in the right-hand column of the text on page 84 (*Statistics ... activity.*) and try to write three statements for each sentence: one that would produce a True answer, one a False answer and one a Not Given answer. Which is the easiest/hardest to write?

Vocabulary builder 2

Lifestyle

- 1** Complete the sentences below with the words in the box. There is one word you will not need.

addiction	affluent	ego
eye-catching	lifestyle	shopaholic

- 1 It can't be easy being a top football manager, as the players almost all have a fragile that the manager has to cope with.
- 2 It was not long ago that mobile phones were only used by the most members of society, with everyone else using public phones and landlines.
- 3 Should you wear clothes for an interview, or is it better that your personality is what they remember?
- 4 In the past, many people connected the word '.....' with things like drugs, but nowadays, people realize that work can also fall into the same category.
- 5 Would you like to lead a jet-setting , or would you prefer to stay in one place with your close family and friends?

- 2** Which word did you not use in Exercise 1? Are you one? What are the symptoms of being one? Is it a serious problem or a bit of a joke?

Collocation practice

- 3** Complete these collocations from the text on page 84 without re-reading it.

- | | |
|---------------------|--------------------------------|
| 1 junk | 6 a guarded secret |
| 2 shove | 7 the impact |
| 3 staggering | 8 the volume |
| 4 advertising | 9 in every country |
| 5 hard to | 10 there's something for |

- 4** Complete the missing prepositions in these expressions from the same text.

- 1 mail addressed you
- 2 looking business from
- 3 without your name it
- 4 engage such a costly activity



Spotlight on exam skills 2

True / False / Not Given

How to copy from texts

- 1 Read this text carefully.

Shopping for what we need or what we want?

Over the past hundred years, shopping has grown to become one of the leading pastimes of an increasing proportion of populations in rich and developing nations alike. Indeed, for many – and this is not necessarily restricted to the most affluent – shopping is cited as the number-one hobby. Changes in modern lifestyles mean that for many families, it is no longer eating together but shopping that bonds them as a family, at least at the weekend. The era that invented the term 'shopaholic' witnessed shopping, originally the necessary process of exchanging goods or services in order to eat and dress, become acknowledged as a serious addiction if not by all branches of medicine, at least by the general public, and as such, it is an issue that merits serious study.

One reason for this lies in how the products we shop for are marketed. It is not simply a case of presenting the public with a product in an eye-catching manner. Advertising works by focusing on the promotion of our ego, the sense of ourselves that we identify with, rather than on specific objective facts of whatever it is we buy. The 'feel-good factor' often associated with purchasing items can be explained in these terms rather than price or value, although of course everyone likes to feel that he or she has got a bargain. Companies know that they don't sell products, they sell us lifestyles, regardless of whether they are selling a cheap daily necessity or a special luxury item: everything from our breakfast cereals to the cars we drive is marketed in this way. We buy a toothbrush or a pair of jeans and we actually buy into an image of ourselves that is defined by what we have, not who we are.

- 2 Look at the underlined phrases in the text and the expressions in bold in these statements, then decide if the statements are True (T), False (F) or Not Given (NG).

- 1 Shopping has only recently become a social pleasure.
- 2 The interest in shopping as a way of spending time crosses social and national borders.
- 3 In most families, shared mealtimes have been replaced by shopping as an opportunity for family togetherness.
- 4 Medical research is being conducted into the problem of excessive shopping.
- 5 The success of an advert relies on more than the nature and properties of the product itself.
- 6 The act of buying something creates a sense of satisfaction, as long as the buyer has got value for money.
- 7 It is easier to sell cheaper products than more expensive items because they don't rely on sophisticated sales techniques.
- 8 Our possessions make statements about our identity.

Spotlight on language

Comments

- 1 False: The first line talks about *over the past 100 years*, which cannot be considered 'only recently'.
- 2 True: The text refers to rich and poor people, and in rich and developing nations.
- 3 False: There is a difference between *many* and *most families*. The qualifier *at least at the weekend* also makes the generalization false.
- 4 Not Given: Although there is mention of the phenomenon being acknowledged by some branches of medicine and that further study is merited, there is no mention that research is being carried out. This does not mean that research *isn't* being carried out, simply that such research is not mentioned in the text.
- 5 True: There is reference to adverts promoting the feel-good factor and lifestyle which are not connected to the nature and properties of the product itself.
- 6 False: While it is true that many people like to get a bargain, a sense of satisfaction can be achieved by other means, such as the feel-good factor.
- 7 Not Given: Expensive and inexpensive goods are mentioned, but it is not discussed whether cheaper goods are easier to sell. Although this may be the case, as it is not stated in the text, the answer has to be 'Not Given'.
- 8 True: As stated in the last sentence of the text.

3 Read this text, then decide whether the questions on page 88 are True (T), False (F) or Not Given (NG).

The development of market research

There have been considerable improvements to the way products and services are marketed over the years. Much of this can be attributed to the creation of market research as an industry, which saw its beginnings in the latter part of the 1920s in the United States with the work of a man named Daniel Starch.

The common practice at that time was for copywriters to think up an appropriate and perhaps catchy text to attract the attention of the buying public, publish the ad, and then hope that readers would act upon the information provided and buy the product or service.

During the early 1930s, Daniel Starch developed the theory that in order to be effective, advertising must be seen, read, believed, remembered and then acted upon. He went on to develop a research company that would stop people going about their business in the streets, asking them if they read certain publications. If they did, his researchers would show them the magazines and ask if they recognized or remembered any of the ads found in them. Having collected the data, he then compared the number of people he interviewed with the circulation of the magazine to calculate how effective those ads were in reaching their readers. Thus surveying or 'market research' was born.

As time went on, many more market-research companies began to emerge and followed Starch's example. It was not long before they were working to improve on his techniques. George Gallup, whose name is now associated with opinion polls, developed a rival system that was known as 'aided recall', which prompted those interviewed to recall the ads seen in a publication, without actually showing them the ads. This rival system was later adopted by companies to measure the effectiveness of radio and television advertising.

In the late 1980s, Ronald Lindorf founded what would be one of the largest market-research companies in the United States, Western Wats. The focus of Western Wats was to leverage the current technology of