

UNIT 12

Language focus

1 Present Simple passive

Complete the text. Use the Present Simple passive form of the verbs in brackets.

Cognac

Cork *is used* _____ ¹ (use) by the wine and spirits industries for 93% of wine stoppers. Stoppers _____ ² (need) for other drinks, like sherry and brandy.

The finest brandies – cognac and armagnac – _____ ³ (make) in France. Cognac is the most famous and it _____ ⁴ (sell) all over the world.

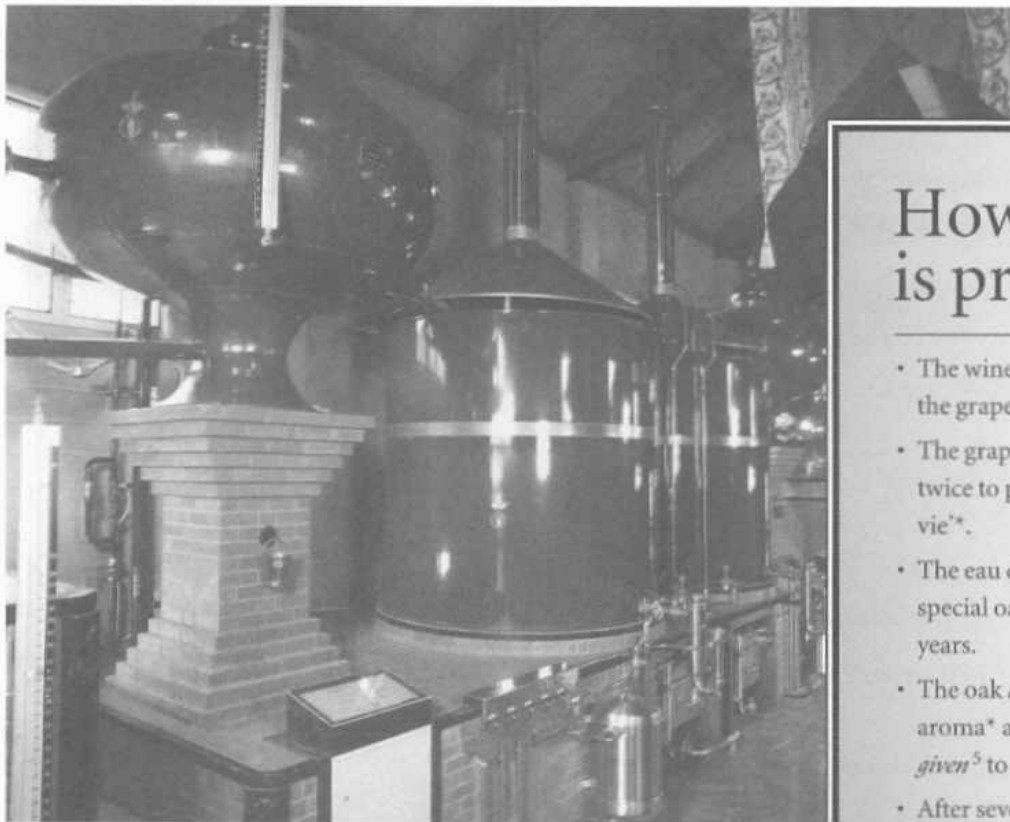
Cognac, like armagnac, _____ ⁵ (name) after the area where it _____ ⁶ (produce). The region of Cognac is north of Bordeaux. There, the grapes _____ ⁷ (grow) in large vineyards. Twenty thousand wine growers _____ ⁸ (employ) in the industry.

Over 150 million bottles of cognac _____ ⁹ (export) from France each year. The brandy _____ ¹⁰ (enjoy) most of all by Europeans and Americans.



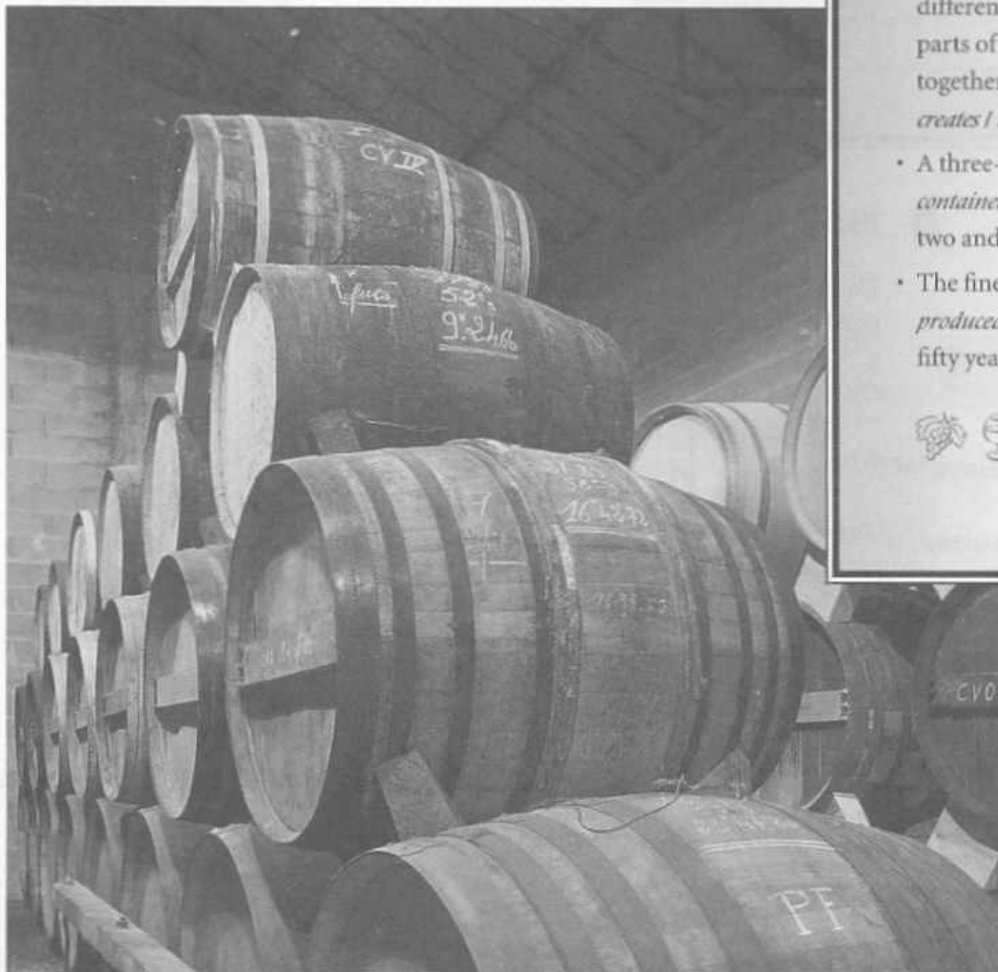
2 Present Simple active or passive

Underline the correct verb form.



How cognac is produced

- The wine growers pick / are picked¹ the grapes in the autumn.
- The grape juice heats / is heated² twice to produce a clear, 'eau de vie'.
- The eau de vie puts / is put³ into special oak barrels for a number of years.
- The oak chooses / is chosen⁴ for the aroma* and colour that it gives / is given⁵ to the eau de vie.
- After several years, eaux de vie of different ages and from different parts of Cognac bring / are brought⁶ together and the final cognac creates / is created⁷.
- A three-star cognac contains / is contained⁸ eaux de vie as young as two and a half years.
- The finest cognac produces / is produced⁹ from eaux de vie as old as fifty years.



*eau de vie: colourless brandy made from grape juice
aroma: a strong but pleasant smell

3 Past Simple passive

Change the active sentences to Past Simple passive sentences.

The Early History of Cognac

12th century: They established local wine production in Cognac.

Local wine production was established in Cognac. 1

14th century: They developed a wine trade between France and Holland.

_____ 2

16th century: They imported wine products in the form of brandy.

_____ 3

They added water to the brandy in Holland.

_____ 4

They sold the new drink as 'brandywine'.

_____ 5

17th century: They put the 'brandywine' in oak barrels.

_____ 6

The oak improved the quality of the 'brandywine'.

_____ 7 by the oak.

They called the new drink 'cognac'.

_____ 8

4 Present Perfect passive

Complete the sentences in the Kristala Glass factfile. Use the Present Perfect passive form of the verbs in brackets.

K

Kristala Glass factfile

- Kristala glass has been produced 1 (produce) in the Czech Republic for over 150 years.
- Cognac bottles _____ 2 (make) by the company since 1920.
- The bottles _____ 3 (import) by wine producers in France for over seventy years.
- Crystal glass _____ 4 (use) by the company to make cognac glasses since 1946.
- The glasses _____ 5 (sell) all over Europe for almost fifty years.
- A new design for the traditional cognac glass _____ 6 (create) at the factory this year.

5 Future passive

EurAd is organizing a new advertising campaign for Kristala Glass in Germany. Look at the notes and write sentences about when things will happen. Use the Future passive form.


Kristala Glass Launch Schedule

June	Prepare the script for the Kristala TV advert
20 July	Make the TV advert at the EurAd studios, Dusseldorf
15 September	Hold a press conference at Hotel Adlon, Berlin
26 September	Invite journalists to the Kristala exhibition at the Frankfurt Trade Fair
October	Launch the Kristala TV campaign on RTV
November	Put follow-up adverts in consumer magazines



- 1 *The script for the Kristala TV advert will be prepared in June.*
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____

6 Practice drills: Passive sentences

 **12.1, 12.2, 12.3** Follow the instructions on the Student's CD/Cassette. If necessary, refer to the Listening scripts on pp.88-89.



Pocket Book p. 9

Pronunciation Linking

Read the sentences aloud. Join the words you think are linked.

- 1 Cognac is named after its region.
- 2 The town and its region are near Bordeaux.
- 3 The grapes are grown all over the region.
- 4 The fruit is picked in the month of September.
- 5 The juice is turned into a clear eau de vie.
- 6 This is put into special oak barrels.
- 7 The oak adds colour and aroma.

 **12.4** Listen and repeat the sentences.

1 Complete the table.

Noun	Adjective	Noun	Adjective
anger	<u>angry</u>		hungry
centre		industry	
comfort		knowledge	
	commercial		noisy
	economical		political
fashion			profitable
	healthy	value	

2 Complete the sentences. Use the correct nouns and adjectives from 1.

- Sales have increased this year so we have made a profit of €900,000.
- The older employees are _____ about traditional glass-making methods.
- There are a lot of factories and warehouses in the _____ area of the city.
- The _____ of our house has increased by £10,000 since January.
- I haven't been ill for ten years – I'm a very _____ person.
- I hope to work for the government, so I am going to study _____ at university.
- The main banks and businesses are located in the _____ of the city.

3 Complete the pairs of sentences. Use the words in the box.

careful / careless	hopeful / hopeless	powerful / powerless
harmful / harmless	painful / painless	useful / useless

- a The new director is very powerful and makes all the decisions in the company.

b People in poor countries often feel powerless to change their lives.
- a Please be _____ when you drive to work – the roads are very icy.

b I made a lot of _____ mistakes in the sales report so I had to do it again.
- a My tooth is _____, so I'm going to visit the dentist this afternoon.

b The treatment is _____ – you won't feel any discomfort.
- a These machines are old and don't work any more – they're _____ to us.

b The information you gave me was very _____ for my presentation.
- a The interview was difficult, so he isn't _____ he'll get the job.

b The future of the company is _____ – sales are poor and we can't pay our suppliers.
- a Don't throw the chemicals in the rubbish – they're _____ to the environment.

b Don't worry! The dog is _____ and won't hurt you.

Thanking for hospitality. Saying goodbye

EurAd's Alexa Brandt has driven Milos Zeman, Kristala's Director, to the airport after the Berlin press conference. Complete the conversation. Use the phrases in the box.

I really must be going.
See you on the 26th.
Thank you very much for your hospitality.
I'm looking forward to our next meeting

It was really enjoyable.
have a good trip back.
I'm glad you enjoyed it.

- MILOS Thanks for driving me to the airport.
- ALEXA Not at all. It was the least I could do after all your hard work this week.
- MILOS Well, it hasn't all been hard work, and you've been very kind. _____ 1
- ALEXA You're very welcome. _____ 2
- MILOS I certainly did. _____ 3
- Alex, look. They're calling my flight to Prague now. _____ 4
- ALEXA Yes, of course. Well, _____ 5
- at the Frankfurt Trade Fair in September.
- MILOS Me, too. _____ 6
- ALEXA Yes. So, goodbye for now, and _____ 7
- MILOS Thanks. Goodbye.



12.5 Listen to the conversation and check your answers.

12.6 Listen and repeat the sentences on the Student's CD/Cassette.



Pocket Book p. 21