

A great idea

Speaking

1 Student A: Look at photos 1 and 2. Compare the photos and say why electricity is important in modern life. Which electrical appliance couldn't you live without?



Student B: Look at photos 3 and 4. Compare the photos and say what the advantages and disadvantages are of each method of transport. Which method of transport do you prefer and why?



Reading

Exam spot

In Paper 1 Part 7 you need to match the meanings of the questions to the meanings of sections of the text.

2 You are going to read a magazine article about items that were invented or discovered by accident. You will have to decide which question is mentioned in each section. First of all, skim the text for general meaning. Then look at the first question below. The key words which you will need to find a paraphrase for in the text are underlined.

Which section mentions the need to change people's attitude when buying goods?

1

The answer is in section E and the part that contains the answer is underlined. The key words are *purchase* and *groceries*.

Now answer questions 2–10 in the same way. Underline the part of the text in which you find the answer to the question.

Which section mentions

the need to find a cheaper way of doing something?

2

someone who didn't believe their discovery was important?

3

an idea which resulted from someone not being able to find what they wanted easily?

4

a misunderstanding of how to use something?

5

a decision to keep on trying to make an idea better?

6

the need for a new method of storage?

7

the need to manufacture something in large amounts for it to be worthwhile?

8

an idea which was a copy of something found in nature?

9

an idea which arose from an attempt to improve on an already well-known item?

10

Invented or discovered by accident?

A The teabag



The teabag is over 100 years old but not everyone is celebrating. A time-consuming ritual has been transformed by the little paper packet into a five-minute break, and it has saved the tea industry by fulfilling the modern need for convenience and speed. Like many inventions, the teabag came about by accident. Struggling to cut costs, Thomas Sullivan, a New York coffee merchant who turned to tea, sent out samples of poor quality tea in small silk sachets rather than as good quality loose tea. His customers failed to realise that they were supposed to cut open the sachet and empty its contents into a pot. The result was an immediate hit with American tea drinkers. It was viewed with suspicion by British drinkers at first and only took off in the 1960s.

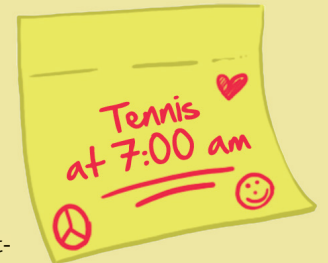
B Potato crisps

George Crum reportedly created the potato crisp in 1853 near Saratoga Springs, New York. Fed up with a customer who continuously sent his fried potatoes back, saying that they were soggy and not crunchy enough, Crum sliced the potatoes as thinly as possible, fried them in hot grease, then sprinkled them with salt. Eventually, the crisps were mass-produced, but since they were kept in barrels or tins, they quickly went stale. Then, in the 1920s, Laura Scudder invented the airtight bag by ironing together two pieces of waxed paper, thus keeping the crisps fresh longer. Today, potato crisps are packaged in plastic or foil bags.

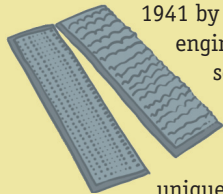


C Post-it Notes

In 1968, Spencer Silver from the company 3M attempted to make ordinary sticky tape, which was in use all over the world, even stickier. During an experiment, the researcher made a thick substance which did not sink into surfaces and could be removed with ease. However, no one at 3M was interested in the substance because it didn't stick. Sometime later, Spencer's colleague remembered the not-so-sticky substance. This man sang in a choir in his spare time. He had a problem knowing where in the book the various songs were. He managed to solve this problem with the help of the sticky substance invented by his colleague: the substance helped stick bookmarks in the song book without spoiling the pages. Post-it Notes were first sold in 1980.



D Velcro



The Velcro fastener was invented in 1941 by George de Mestral, a Swiss engineer. He noticed that flower seed heads (burs) kept sticking to his clothes when he was walking in the Alps. He decided to devise a unique fastener that duplicated the burs' tiny hooks. Although de Mestral first met with resistance and even laughter, he stuck to his idea. After many experiments, he realised that nylon, when sewn under infra red light, formed tiny but tough hooks, which easily attached themselves to softer, velvety nylon fabric. Velcro became a revolutionary fastening system which never goes wrong and is both simple and strong. It is still being used with great success today.

E The shopping cart

Silvan Goldman invented the first shopping cart in 1936 when he saw his customers were reluctant to purchase a large number of groceries at any one time at his store because they were too heavy to carry. Once, Goldman saw a customer putting her bag with groceries on a toy machine that her son was pulling with a string. He came to the conclusion that he needed to fix small wheels to an ordinary shopping basket. Later, Goldman created the first modern shopping cart with the help of mechanical engineers. They were first manufactured in 1947.



F Penicillin

Sir Alexander Fleming, a British biologist, was researching a strain of bacteria in 1928, and noticed that one of the glass culture dishes that had accidentally been left near an open window had become contaminated with a fungus. He noticed that the fungus was destroying the bacteria. When he first published his findings, Fleming didn't think anyone would be very interested because the fungus (penicillin) was difficult to cultivate and slow-acting. It wasn't until 1945 that penicillin was able to be produced on an industrial scale, changing the way doctors treated bacterial infections forever.



Vocabulary

Word formation

3 The following words are from the reading text above. In pairs, talk about what part of speech they are and then change them into nouns.

- | | | | |
|---------------|---------|-----------|--------------|
| a celebrating | c hot | e various | g destroying |
| b failed | d fresh | f strong | h industrial |

The passive

1 Which of the verbs in bold in these sentences from the text in 12.1 are in the passive?

- a ... **has saved** the tea industry ...
- b It **was viewed** with suspicion ...
- c ... they **were** soggy ...
- d ... potato crisps **are packaged** in plastic ...
- e A time-consuming ritual **has been transformed** ...
- f ... and **could be removed** with ease.
- g ... **had** accidentally **been left** ...
- h ... the substance **helped** stick bookmarks ...
- i ... **is still being used** ...
- j ... was able **to be produced** ...

2 How is the passive formed and why is it used?

Grammar → page 193

3 Fill the gaps in the newspaper article with the passive form of one of the verbs or phrasal verbs in the box.

ask disperse dissolve encourage fill hope issue
make up persuade store supply talk into use

Shops with the sweet smell of success



It began with the smell of freshly baked bread. A supermarket with a sharp nose for business believed people (1) to spend more money if they smelled something pleasant. The idea was so successful that hundreds of other shops (2) to do the same. The smells of engine oil, leather and burning rubber (3) to launch and sell a new car, while banks and hotels (4) often with pleasant fragrances such as apple and lavender. Sports shops believe that customers (5) spending more money if they can smell the scent of freshly mown grass.

These kinds of business scents (6) by two

companies, BOC Gases and Atmospherics. The fragrances (7) in carbon dioxide and (8) via air conditioning, or (9) in discreet cylinders and released when needed. BOC Gases is working with British firms to see how well the fragrances are doing. Soon customers (10) with questionnaires, and it (11) their answers will provide a clearer idea of the relationship between scents and increased sales. A spokesman for the company said: 'Any smell you want (12) for you. We (13) constantly for the same smells, like coffee and bread, but we want people to think of other things too.'

4 It isn't always necessary to use *by*. Which sentences are correct and which need *by* ... to complete them?

- a Jurassic Park was directed
- b A new road is now being built round the town
- c She was given a job
- d He was murdered
- e She is being operated on
- f The fire is said to have been started

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5 Where would you see the following notices?

A **All crockery and cutlery to be returned after use.**

B **You are requested not to smoke.**

C **RESERVED FOR MEMBERS**

D **Packet should be opened at the other end.**

E **Lost treasure found in garden**

6 In pairs, ask and answer these questions.

- a Have you ever been photographed with someone famous or for a newspaper?
- b It is said that in the future most people will work from home. Do you agree?
- c Can you explain how paper is produced?
- d Where was your watch made?
- e What were you given for your last birthday?

7 Link the following pieces of information using a passive.

EXAMPLE: *social networking sites – millions of people*
Social networking sites are used by millions of people.

- a watches – Switzerland
- b gunpowder – China
- c Tutankhamen’s tomb – Lord Carnarvon
- d satellites – 1957
- e 2020 Olympic Games – not London
- f togas – the Romans



Exam spot

When you have a key word transformation from active to passive or passive to active, it is important to keep in the same tense as the original sentence.

8 Complete the second sentence so that it has a similar meaning to the first sentence, using the word given. Do not change the word given. You must use between two and five words, including the word given.

- 1 Inventors don’t like people copying their ideas.
OBJECT
 Inventors
 being copied.
- 2 Why were the students mixing up those chemicals in the lab yesterday?
BEING
 Why
 up in the lab yesterday?
- 3 They made her hand over her notebooks.
WAS
 She
 her notebooks.
- 4 People say that the local camera shop is very good.
SUPPOSED
 The local camera shop very good.
- 5 My boss told me of his decision yesterday.
INFORMED
 I
 decision yesterday.
- 6 Our mother always used to hide our presents in the attic.
WOULD
 Our presents
 in the attic by our mother.

Corpus spot



Take care when using the passive – the *Cambridge Learner Corpus* shows that exam candidates often make mistakes with this.

The hotel **was opened** by a famous film star.
 NOT The hotel ~~opened~~ by a famous film star.

Correct the mistakes that candidates have made with the passive in these sentences.

- a I was give a leaflet, which contains some interesting questions.
- b First of all you could go to the museum, which has been builded many years ago.
- c My laptop has bought for me two months ago.
- d This brand established in 1980.
- e The meeting has cancelled.
- f It located in a beautiful area.
- g My friend called Cecile and she is very pretty.
- h In your advertisement was written that there would be more than this.

Vocabulary

Collocations with *come, tell and fall*

9 In the article in 12.1, the collocation *come to a conclusion* is used. Match the sentences beginnings a–g with the endings 1–7.

- a I was so tired that I fell
 - b I find it hard to tell the twins
 - c Dan found it hard to come
 - d She’s so unlucky – she often falls
 - e Every night their grandmother would tell
 - f Paul told his boss
 - g There’s no pill to make someone fall
- 1 to a decision about his future.
 - 2 in love with you, unfortunately.
 - 3 a lie so that he could avoid the company training weekend.
 - 4 apart, they are so similar.
 - 5 asleep in front of the TV.
 - 6 ill on holiday.
 - 7 them a story about her childhood.

In pairs, use the collocations to make some sentences that are true for you.

EXAMPLE: *I fell ill last winter.*

Writing folder 6

Paper 2 Part 2 Reviews

In Part 2 of Paper 2 you may be asked to write a review, for example of a concert, film, play or TV programme you have seen. A review is a type of article which is generally published in a magazine or posted on a website. It can be either serious or light-hearted, and should contain both information and opinion.

1 Think of the best and worst films you have seen recently. List their good and bad points. Then tell your partner about each film.

2 Look at the notes about two films below. Which film did the writer prefer, A or B?

A	B
fascinating storyline	boring love scenes
historical events	appalling dialogue
shocking violence	complicated plot
tremendous soundtrack	terrible costumes
excellent acting skills	dull characters
interesting locations	unrealistic ending
frighteningly realistic	disappointing special effects

3 Read the film review opposite and complete gaps 1–7 with one of the sets of phrases in 2.

4 A positive review usually ends with a recommendation, as in the review opposite. Which of the recommendations below are grammatically correct? Tick them and correct the other sentences.

- a I suggest you to see this film without delay.
- b This film is highly recommended.
- c The movie has much to recommend it.
- d I will advise you not to miss this film.
- e I strongly advise you to go and see the film.
- f I could recommend this film to you.

One of the best films I have ever seen is *The Last King of Scotland*, starring Forest Whitaker. His performance as Idi Amin is (1) and cleverly illustrates how strange Amin's behaviour was at times. Alongside Whitaker, newcomer James McAvoy displays some (2) as the young Scottish doctor Nicholas Garrigan, who arrives in Uganda just as Amin takes power and who eventually becomes his personal doctor.

Uganda has some amazing landscapes and the film's (3) show us the real beauty of the country. The (4) , based on a novel by journalist Giles Foden, blends fact and fiction in a very clever way, sweeping us along with the (5) that were such a tragedy for Uganda in the 1970s. There are a number of scenes of (6) and the film is frequently disturbing because of this, but at the same time it is totally gripping.

Last but not least, there is a (7) , with a wide range of African music that will have you dancing in your seat at times. I thoroughly recommend this film to you.

5 Complete these sentences with information of your own, using passive forms of the verbs in brackets. Try to vary the tenses you use.

- a The film (direct)
- b This wonderful story (set)
- c All of the costumes (design)
- d The main character (play)
- e The supporting cast (choose)
- f Most of the music (compose)
- g A subtitled version (show)
- h The screenplay (nominate)

6 Now read this exam question.

You have seen this announcement on your college noticeboard.

We want your reviews
NOW!

Have you enjoyed a particular programme on TV recently? Or is there one that you just can't stand? Either way, why not write a review for the college website? Include plenty of information about the programme and give us your opinions on it, good or bad.

Email your review to Sam at the Student Office: sam@unitel.ac

Write your **review**.

7 Which programme will you write about? List as many nouns as you can related to each type of programme below.

- comedy: *jokes,*
- documentary: *photography,*
- game show: *quiz,*
- reality show: *celebrities,*
- soap opera: *drama,*

8 Make a paragraph plan before you start writing. Follow the exam advice opposite and use some of the language in 2. Write your review in 140–190 words.

EXAM ADVICE

Content

- Remember to mention what you are reviewing by name.
- Include both factual information and opinion.
- Add a recommendation unless the review is negative.

Communicative achievement

- Write in a consistently serious or light-hearted style, depending on the target reader.
- Communicate your ideas effectively.

Organisation

- Organise your review in paragraphs.
- State some basic facts in an introduction.
- Finish with a recommendation or reasons to avoid.

Language

- Use a range of tenses and passive forms.
- Include a variety of adjectives and adverbs.

Speaking folder 2

Paper 4 Part 2

In Part 2 of the Speaking test, you speak on your own for one minute. You are given two photographs with a printed question. You should compare the two photographs and answer the question. You are also asked to answer a question about your partner's photographs. This part of the test takes four minutes for a pair of candidates and six minutes for a group of three candidates.

Examiner: Pedro, it's your turn first. Here are your photographs. They show people enjoying sports in different situations. I'd like you to compare the photographs and say what it is that the people are enjoying about each of the sports.

What are the people enjoying about each of the sports?



Examiner: Thank you, Pedro. Natalia, do you prefer to watch or take part in sport?

1 Look at the two photographs related to sports. Discuss similarities and differences between the two.

2 **2 02** Listen to Pedro and Natalia doing Part 2 of the Speaking test. Answer the following questions.

- a What did Pedro say is similar about the photos?
- b What did he say is different about them?
- c What does Pedro say the people are enjoying about the sporting events?
- d What is Natalia's opinion of taking part in sports?
- e What is her opinion of watching sports?

3 **2 02** Tick the things Pedro does in his answers. Then listen again and check.

- paraphrases an unknown word
- answers the printed question
- expresses his own opinions
- hesitates and talks slowly
- uses linking words and phrases
- corrects a word form
- describes each photo in detail

4 Match the beginnings of the sentences (1–4) with the endings (a–d). Use linking or contrasting words and phrases from the Useful language box on page 89.

- 1 Both photos show sports
- 2 In the first photograph, the people are actually doing the sport,
- 3 The people in the first photo are different ages,
- 4 The people playing golf are a family.

- a , the people watching the football match are all young men.
- b , in the second, the people are watching.
- c they are very different.
- d the football fans are quite young.

USEFUL LANGUAGE

Linking *In the first photo ... The second photo shows ... Both photographs show ... Neither photo is ... To answer the question, ...*

Contrasting *One difference is that ... Another difference is that ... but, while, whereas On the other hand, ... However, ... less / more ... than, although ...*

Expressing opinions and preferences *I think ... In my opinion ... I prefer ... I wouldn't mind ... I like ... I don't like ... I enjoy ...*

Paraphrasing unknown words *I can't think of the word, but it means ... I don't know the exact name of this (sport / food), but it's a bit like ... I'm not sure how to say it, but it's a kind of ...*

- 5 Look at the second exam task for Speaking test Part 2. Read the Exam advice and think about the two questions the examiner asks.

EXAM ADVICE

- In Part 2 of the Speaking test, you need to make sure you compare the photographs. Remember, you don't need to describe the photographs in detail.
- Make sure you leave enough time to answer the printed question.
- Practise comparing two photographs to get an idea of how much you can say in one minute. Don't stop talking until the examiner says 'Thank you'.
- Use linking phrases and words/phrases of contrast to organise your ideas and what you say.
- If you don't know or can't remember a word, use other words to describe what you want to say.

- 6 Work in pairs. Do the Part 2 task. Follow the Exam advice and use the words and phrases from the Useful language box in your answers.

Examiner: Now Natalia, here are your photographs. They show people spending time with their friends. I'd like you to compare the photographs and say how important it is to spend time with friends.

How important is it to spend time with friends?



Examiner: Thank you, Natalia. Pedro, do you think you spend enough time with your friends?

Assessment focus: Discourse management

The examiner will award you marks for organising your speech, so remember to use a wide range of linking words and phrases to order your ideas and contrasting phrases to compare the photos. It is also important to speak without hesitation and to avoid repeating your ideas.

Pronunciation → page 180



Units 7–12 Get it Right!

Focus on verbs

1 Find and correct twelve mistakes with verb forms in the text. An example has been done for you.

Anyone for tennis?



My family used to ^{live} lived in a small village in the countryside. It was a great place for growing up, but when I got really interested in playing tennis, there weren't any proper facilities nearby. Every weekend, my dad would drove me to the nearest big town, nearly 100 kilometres away, to attend coaching sessions there. It was OK at first, but soon my coach said that I needed train more regularly if I was really going to make a career of it.

I thought about go to a boarding school in town, but I was still very young and I didn't want leave my family. Eventually, after discussed it with the whole family, my parents agreed moving to the town with me. It was a big decision for everyone. For my brothers and sisters, it meant to change schools and my mum had to find a new job.

For me, it's been fantastic though. My game's really improved and I've started competing regularly in tournaments. At first, I didn't really expect won, I just enjoyed playing. But now I've got used to compete, I really want to do well. I could go and take part in competitions abroad, but for me, it's important finishing school first. There'll be plenty of opportunities of travelling abroad later and maybe one day I'll get the chance to compete in a Grand Slam.

Remember to use an infinitive of purpose to say why you do something – the *Cambridge Learner Corpus* shows that Spanish-speaking exam candidates often make mistakes with this structure.

I went to the UK **to learn** English.
NOT I went to the UK ~~for learning~~ English.

2 Complete the sentences with the infinitive of purpose using the verbs in the box.

buy encourage exercise go join prevent warm up

- a We started a campaign children to take up new sports.
- b Instead of taking your car to the city centre, why don't you walk?
- c The best way injuries is before you exercise.
- d More than a hundred new people applied the club last month.
- e Some families don't have enough money expensive sports gear.
- f Experts say the best time is in the afternoon.

3 Find and correct one mistake with *like* in each sentence. The mistakes include missing words, verb forms and word order.

- a I saw a guy at the airport who looked Lionel Messi.
- b I don't like when there are adverts on TV in the middle of a match.
- c We would like you come with us at the weekend.
- d The kids can try out different sports to get an idea of what like they are.
- e We'd like buying tickets for the finals.
- f I met two of my sporting heroes in one day – I felt the luckiest person in the world.

Focus on prepositions

- 4 Complete the sentences with one preposition in each gap.
- a More than 50,000 runners take part the New York marathon every year.
 - b He talked about how he prepares a race.
 - c All athletes worry getting injured.
 - d She explained us why the safety equipment is so important.
 - e Lots of people listen music while they're at the gym.
 - f Last year, she got married her coach.
 - g It's easy to spend a lot of money sportswear.
 - h I'd like to thank my family all their support.

Focus on word order

- 5 Find and correct a mistake with word order in each sentence.
- a There are lots of different activities available, even you can try kitesurfing.
 - b Probably I'll get tickets for the basketball match if I can.
 - c I've been recently to Switzerland to go snowboarding.
 - d If the weather's good, we always could go surfing.
 - e During the course, also you'll participate in a number of outdoor activities.
 - f Make sure you have a strong lock because bikes easily can be stolen.



Focus on vocabulary

Be careful with the words *sport*, *sports* and *sporting* – the *Cambridge Learner Corpus* shows that Spanish-speaking exam candidates often make mistakes with these. Remember:



● *sport* is a countable noun to describe activities like tennis, football or basketball

What is your favourite **sport** to watch on TV?

● we use *sports* or *sporting* before another noun

a new **sports centre**

NOT a new ~~sport~~-centre

Wimbledon is a major **sporting event**.

NOT Wimbledon is a major ~~sport~~-event.

- 6 Complete the text using *sport*, *sports* or *sporting* in each gap.

A major (1)wear company is asking people to vote for their greatest (2) moment. If you're a (3) fan, it's probably quite difficult to choose. Was it a world record by your (4) hero? Was it when your team won the cup? Or maybe it was a (5) event held in your home country. Of course, it's very difficult to compare one (6) with another, or to say that one (7) person is better than another. But whatever your favourite (8), now's your chance to vote.

Focus on spelling: vowel sounds

- 7 Find and correct a spelling mistake in each sentence.

- a The view from the top of the slopes is beatiful.
- b You'll recive an email to confirm your booking.
- c On a tipical day, I probably spend about 30 minutes walking.
- d In lots of cities now you can rent bicycles to get around.
- e In Paris, for exmple, there's a bike rental scheme called Vélib.
- f Everyone has to take responsability for their own health.
- g That means thinking about what you eat and your phisical fitness.
- h A healthy diet can help prevent heart desease.

Units 7–12 Revision

Grammar

- 1 For questions 1–8, read the film review below and think of the word which best fits each gap. Use only one word in each gap.



The best film I have seen is *LA Confidential*, starring Kim Basinger and Kevin Spacey. It was set (1) 1950s Los Angeles, and (2) the budget wasn't particularly extravagant, the film had very powerful images and seemed totally authentic. For example, the costumes looked just like what people (3) have worn; the cars seemed to (4) exactly what people used to drive around in. (5) of the actors played their parts extremely well, and Kim Basinger in particular gave (6) truly outstanding performance. The film was absolutely gripping, largely (7) the storyline was so carefully put together. There were several ingredients: not only the obvious ones like murder and blackmail, but also corruption, Hollywood lifestyles and some moving family histories. (8) is an impressive film. Not to be missed!

Topic review

- 2 Read these sentences and say which are true for you, giving more details. Don't be afraid to use your imagination!
- a I used to be different from how I am now.
 - b Next weekend I'm going to do something dangerous!
 - c I look like a famous film star.
 - d It must have been difficult looking after me when I was younger.
 - e I can't stand losing when I play sport.
 - f I'd like to invent something useful, like the Post-it Note.
 - g As a child, I was always made to finish my food.
 - h By this time next year I'll have passed *Cambridge English: First*.
 - i I really enjoy watching adverts on TV.
 - j I find it hard to believe that the Earth has been visited by aliens.

Vocabulary

- 3 Two common verbs are used in these sentences. Decide what they are and fill the gaps, using a suitable verb form.
- a We're used to living in a village now.
 - b Luisa after her grandmother when it comes to looks.
 - c Don't try and out of doing the chores!
 - d Stefan is still at home over a cold.
 - e You should turns to borrow the car to go into town.
 - f I finally a letter from the company last week, offering me a refund.
 - g Susie gets really annoyed when Jack doesn't her suggestions seriously.
 - h I should really account of other people's feelings more.
- 4 Decide which is the odd one out in these sets and say why.
- a disturbing, terrifying, cunning, appalling
 - b voice-over, jingle, slogan, campaign
 - c martial arts, snowboarding, aerobics, gymnastics
 - d fancy, detest, loathe, hate
 - e deep, wide, huge, shallow
 - f pitch, sports centre, court, track
 - g intend, pretend, expect, hope
 - h extravagant, economical, affordable, cheap

Phrasal verbs

5 Complete sentences a–h with phrasal verbs formed from the verbs given. There is one extra verb in each set.

ON get keep look pass switch

- a The property market is on favourably by investors.
- b It must be really hard to on in advertising – it's such a competitive business.
- c Sally never gave up hope and on trying to get her novel published.
- d How about on the lights for this court – it's too dark to see the ball!

OFF break make put take work

- e Sales of electric cars could really off given the current price of petrol.
- f I'm going to use the exercise bike in the gym later, to off that huge lunch!
- g Jenny me off seeing that film; she said it was very shocking.
- h He off a piece of the freshly baked bread and chewed it with great pleasure.

Writing

6 Read paragraphs A–C and decide what type of writing each one is:

- 1 letter
- 2 review
- 3 article
- 4 essay

A To sum up, people should work fewer hours in the future, in my opinion. By doing this, unemployment could be reduced and working parents would be able to spend more time with their children. Moreover, life would be less stressful, which must be a benefit to society in the end.

B The action takes place on the northwestern coast of the USA and the scenery is terrific – huge cliffs and crashing waves, not to mention giant mountain peaks and amazing forests. Although the pace seems a little slow at the beginning, things pick up quite quickly when the hero eventually appears. From then on, you'll be on the edge of your seat.

C Have you ever thought of joining a gym? I recently did and it changed my life. I used to come home from my job and just sit watching TV, but now I work out every evening. My friends say my personality has changed. Before, I would be rather aggressive whenever my day had been bad, but now they say I'm much better tempered.

Which paragraph is an opening and which is a conclusion?

9.1 exercise 1

Here is the complete advertisement. It is for Samsung's 3D LED television, advertised in 2010.



9.1 exercise 8

Group B: XK Trainers

You are suspicious of advertising agencies, because two recent advertising campaigns failed. One used a famous basketball player, who was accused of taking bribes the same week the adverts appeared. Another, filmed at great cost in Antarctica, did not attract the public. Decide on the style you are now looking for.