

ADVANCED
Use of English practice

WORKBOOK (PAGE 68- 69)

PART 1- Multiple-choice cloze

A. Read the article. For questions 1-8, decide which answers (A, B, C or D) best fits each gap.

- | | | | | |
|---|-------------|--------------|-------------|----------------|
| 0 | A brand | B trade | C label | D tag |
| 1 | A tough | B strong | C resilient | D durable |
| 2 | A motivated | B dedicated | C approved | D facilitated |
| 3 | A Whereas | B Conversely | C Naturally | D Additionally |
| 4 | A way | B time | C route | D direction |
| 5 | A accept | B agree | C settle | D stay |
| 6 | A devote | B spend | C occupy | D offer |
| 7 | A puts | B makes | C gives | D does |
| 8 | A arrive | B lead | C reach | D jump |

THE MUSICAL FUTURE

Iconic bands like the Beatles or the Rolling Stones became successful (0) *A brand* names and generated vast wealth. This was partly achieved by controlling the distribution of their music, which created (1) demand and fevered worldwide attention. However, the world has changed and with the proliferation of communication channels and access to information and music sharing (2) by the internet, that kind of fervour will be hard to recreate. (3), singers and musicians can still have good careers but the days of such long-lived mega status may be on their (4) out. The future is unclear: will huge stadium gigs still be on the agenda or are bands going to (5) for more restricted local success? Touring bands have to (6) all their waking hours to their shows, which often (7) a strain on their personal lives. We shouldn't (8) to conclusions but in future there may need to be a redefining of what success as an artist really means – and it could be different from that of the past.

VOCABULARY

B. Find words in the article that match meanings 1- 6

1. FRANTIC _____
2. RAPID INCREASE _____
3. PASSION _____
4. VERY BIG _____
5. MUSICAL SHOW _____
6. FORMAL PLAN _____