

1

Our people

Starting off

1 Work in small groups. How do you think these things reflect our personality? (Give examples.)

- the job we choose
- the subject(s) we choose to study
- our free-time interests
- the clothes we wear
- the friends we choose

What sort of personalities do you imagine the people in the photographs have?

2 These adjectives can be used to describe personality. Complete the table by writing each adjective in the correct column.

competent conscientious genuine idealistic
imaginative insecure insensitive modest naïve
open-minded outgoing protective self-centred
unconventional

Personality attributes		
Usually positive	Usually negative	Could be either

3 Choose adjectives from Exercise 2 and talk to your partner.

- 1 Explain how three of the adjectives form part of your personality.
- 2 Use three different adjectives to describe one of your close friends.



Listening | Part 4

1 Work in pairs. You will hear five short extracts in which people are talking about a family member they admire. Before you listen, look at the list of occupations (A–H) in Task One.

- 1 What do you think attracts people to these occupations?
- 2 Which do you think is easiest and which is the most difficult to learn?

TASK ONE

For questions 1–5, choose from the list (A–H) the person who each speaker is talking about.

A a deep-sea diver	
B a fisherman/fisherwoman	Speaker 1 1
C a gardener	Speaker 2 2
D a magician	Speaker 3 3
E a musician	Speaker 4 4
F an actor	Speaker 5 5
G an archaeologist	
H an explorer	

2 Which of these phrases would you associate with each occupation? (You can associate some of the phrases with more than one occupation.)

- a few of his/her recordings
- complete dedication to his/her craft
- perform a new trick
- underwater adventures
- out in all weathers
- the first person to set foot in a place
- suffer from stage fright
- digging at some excavation or other

Now think of one more phrase you might associate with each occupation.

Exam information

In Listening Part 4

- you hear five short monologues on related subjects and you do two listening tasks
- in each task you have to choose one answer for each speaker from a list of eight options
- you hear each speaker twice.

This part tests your ability to identify the gist of what the speakers say, their attitude and the main points, and to interpret the context they are speaking in.

TASK TWO

For questions 6–10, choose from the list (A–H) the quality the speaker admires about the person.

A a positive outlook on life	
B ability to anticipate problems	Speaker 1 6
C an enquiring mind	Speaker 2 7
D attention to detail	Speaker 3 8
E calmness under pressure	Speaker 4 9
F readiness to explain things	Speaker 5 10
G kindness to children	
H originality and inventiveness	

3 Look at the list of qualities (A–H) in Task Two and paraphrase each of them using your own words. Which quality would you associate with each occupation?

4  02 Now listen to the five speakers and do Tasks One and Two.

5 Work in pairs. Tell each other about someone interesting or unusual in your family or circle of friends.

- What do they do?
- What are they like?
- What is your relationship with them like?



Grammar

Tenses Revision

1. Choose the right option to fill in the gaps

1. Yesterday, John _____ his phone at home.
A) has forgotten B) forgot C) forgets
2. By this time next year, we _____ all of our exams.
A) will have finished B) will finish C) would finish
3. Sarah _____ a lot of money since she started working.
A) saved B) save C) has saved
4. When I was younger, I _____ a lot of sports.
A) played B) have played C) had played
5. I wish I _____ how to play the piano.
A) know B) knew C) have known
6. When we arrived, the party _____.
A) have started B) started C) had started
7. If I _____ her phone number, I would call her.
A) have B) had C) will have
8. She _____ to the gym three times a week.
A) goes B) has gone C) went
9. He _____ to become a doctor since he was a child.
A) wanted B) had wanted C) has wanted
10. The company _____ a lot of new employees this year.
A) hired B) has hired C) had hired

3. Choose the correct verb to fill in the gaps.

1. She _____ (took/taken) a course in creative writing and _____ (improved/improving) her skills.
2. We _____ (have/had) a lot of trouble finding a place to park, but eventually we _____ (found/finding) a spot.
3. He _____ (has/had) a lot of experience in this field, so I _____ (trust/trusted) his judgment.
4. They _____ (will/would) have to work hard if they _____ (want/wanted) to achieve their goals.
5. I _____ (am being/was) really careful not to make any mistakes because I _____ (don't want/didn't want) to mess things up.



2. Fill in the gaps with the correct form of the verbs in brackets.

1. She _____ (go) to the gym every day, but yesterday she _____ (stay) home.
2. By the time I _____ (get) to the airport, my flight _____ (leave).
3. I'm afraid I _____ (not finish) the report by Friday unless I _____ (get) some help.
4. If he _____ (study) harder, he _____ (pass) the exam.
5. She _____ (work) as a teacher for ten years before she _____ (quit).
6. By this time next week, I _____ (lie) on the beach in Hawaii.



Part 7



Exam task

You are going to read a newspaper article about online versions of printed publications. Six paragraphs have been removed from the article. Choose from the paragraphs A–G the one which fits each gap (1–6). There is one extra paragraph which you do not need to use.

- 1 Look at these digital versions of printed reading material. Discuss these questions, giving reasons.

- Which is more convenient: print or digital? Which is more enjoyable?
- Which of the digital versions do you think are free? Which websites have a 'paywall', i.e. you have to pay for access?
- Will any of the print versions have disappeared within ten years?

- 2 Quickly read the main text in the exam task and then options A–G. Which of the following have recently been rising, and which have been falling?

- sales of news & current affairs magazines
- sales of printed books
- sales of European printed newspapers
- online advertising in newspapers
- worldwide sales of printed newspapers

- 3 Read the third Quick step, then look at the words in bold after gaps 1, 2 & 3 and in options A, B & C. Answer these questions.

- What kind of expressions are they?
- How can each expression help you match the option to the gap?
- Which similar expressions are used after gaps 4–6, and at the beginning of D–G?

- 4 Do the exam task, using the expressions in Exercise 3 to help you.

Quick steps to Reading and Use of English Part 7

- Look at the introduction to find out the text type and the topic.
- Quickly read the title, the main text and then options A–G, noting any topic links.
- For each gap, look for grammar links, e.g. reference words, linking expressions and matching verb tenses.
- Read the completed text to check it makes sense.

The end of print may take some time

Peter Preston

Transition. It's a pleasant word and a calming concept. Change may frighten some and challenge others. But transition means going surely and sweetly from somewhere present to somewhere future. Unless, that is, it is newspapers' 'transition' to the online world, an uncertain and highly uncomfortable process – because, frankly, it may not be a process at all.

1

All of which may well be true, depending on timing, demography, geography and more. After all, everyone – from web academics to print analysts – says so. Yet pause for a while and count a few little things that don't quite fit.

2

As for news and current affairs magazines – which you'd expect to find in the eye of the digital storm – they had a 5.4% increase to report. In short, on both sides of the Atlantic, although some magazine areas went down, many showed rapid growth.

3

Yet, when booksellers examined the value of the physical books they sold over the last six months, they found it just 0.4% down. Screen or paper, then? It wasn't one or the other: it was both.

4

And even within Europe, different countries have different stories to tell. There's Britain, with a 10.8% drop in recent years (and a 19.6% fall for quality papers), but in Germany the decline has only been 7% all round – with a mere 0.8% lost to quality titles. And France shows only a 3.1% fall (0.8% at the quality end of the market).

5

Already 360 US papers – including most of the biggest and best – have built paywalls around their products. However, the best way of attracting a paying readership appears to be a deal that offers the print copy and digital access as some kind of joint package.

6

Of course this huge difference isn't good news for newspaper companies, as maintaining both an active website and an active print edition is difficult, complex and expensive. But newspaper brands still have much of their high profile in print; adrift on the web, the job of just being noticed becomes far harder.

Exam tip >

Fill in the gaps you find easiest first to reduce the number you have to choose from.

Part 1

Collocations

1 In each of 1–6, which three verbs form collocations with the words on their right?

- 1 show / put / present / schedule
- 2 publish / submit / send in / contribute
- 3 broadcast / perform / read / report
- 4 carry / print / feature / show
- 5 draft / edit / broadcast / research
- 6 run / cover / promote / tell

- a TV programme
- a photo to a magazine
- the news on TV
- a newspaper story
- a magazine article
- a news story on TV

- A** In other words, print is also a crucial tool in selling internet subscriptions. And its advertising rates raise between nine and ten times more money than online.
- B** Tales like **these** of young people abandoning newspaper-reading are wildly exaggerated. Turn to the latest National Readership Survey figures and you'll find nearly 5,000,000 people aged between 15 and 35 following the main national dailies.
- C** **Such** varying national trends may well reflect a situation far more complicated than the prophets of digital revolution assume. America's media analysts used to argue that booming online advertising revenues would pay for change and, along with lower production costs, make online newspapers a natural success. But now, with digital advertisements on newspaper sites actually dropping back, such assumptions seem like history.
- D** One is the magazine world, both in the UK and in the US. It ought to be collapsing, wrecked by the move to the tablets which fit existing magazine page sizes so perfectly. But, in fact, the rate of decline in magazine purchasing is relatively small, with subscriptions holding up strongly and advertising remarkably solid.
- E** But surely (you say) it is bound to happen eventually. Everybody knows that print newspaper sales are plummeting while visits to the same papers' websites keep on soaring. Just look at the latest print circulation figures. *The Daily Telegraph*, *The Guardian* and many of the rest are down overall between 8% and 10% year-on-year, but their websites go ever higher.
- F** You can discover a similar phenomenon when it comes to books. Kindle and similar e-readers are booming, with sales up massively this year. The apparent first step of transition couldn't be clearer.
- G** So if sales in that area have fallen so little, perhaps the crisis mostly affects newspapers? Yet again, though, the messages are oddly mixed. The latest survey of trends by the World Association of Newspapers shows that global circulation rose 1.1% last year (to 512 million copies a day). Sales in the West dropped back but Asia more than made up the difference.

- 2 Complete the collocations in *italics* with the correct form of verbs from Exercise 1. In some cases more than one answer is possible.

- The writer will have to *the article* down to 1,000 words.
- That's a lovely photo. Why don't you it to a nature *magazine*?
- Both channels their main news *bulletin* live at ten o'clock.
- The *documentary* was for 21.00, but will be shown at 21.30 instead.
- It's best to an *article*, make any changes, and then write a final version.
- Channel 19 has decided not to the *story*.
- Our reporter Carla Montero has been this *story* since the crisis began.
- The web edition of the paper is the *story* on its front page.

Quick steps to Reading and Use of English Part 1

- Look at the title and the example, then quickly read the text without filling in any gaps.
- Look before and after each gap for words that collocate with the missing word.
- Make sure your answers make sense.

- Read quickly through the exam task. How does the text answer the question in the title?
- Look at the example. Which word in the first sentence goes with *capture*?
- Underline words that might go with missing words 1–8. Then do the exam task.
- Discuss these questions.
 - If you witnessed a news event, would you photograph it? Would you submit the images to the media? Why/Why not?
 - How would you feel if the media published pictures from your Facebook page (for example) without permission?

Exam task

For questions 1–8, read the text below and decide which answer (A, B, C or D) best fits each gap. There is an example at the beginning (0).

Example: 0 A grasp B capture C seize D trap

Should the media earn money from content they don't own?

Although digital cameras and camera phones have made it easier to (0) B newsworthy events, it is social media that have revolutionised citizen photography. With news regularly breaking on social (1), some journalists are now turning to them as (2) of images as fast-moving events occur.

Unfortunately, some reporters have published user-generated content (UGC) without permission. Despite official guidance that images (3) on social media can be used without permission if there are exceptional circumstances or (4) public interest, debate continues about whether this is ethical.

With research (5) that around one in ten people would film or photograph a news event, it is clear that UGC has a major role to (6) in the future of the media. However, if the media is to prevent its relationship with the public from souring, steps must be (7) to ensure that people are properly rewarded for their work and that permission is always (8)

- | | | | |
|----------------|--------------|--------------|--------------|
| 1 A networks | B complexes | C frames | D structures |
| 2 A bases | B sources | C roots | D springs |
| 3 A deposited | B planted | C imposed | D posted |
| 4 A sharp | B strong | C heavy | D fierce |
| 5 A indicating | B displaying | C presenting | D expressing |
| 6 A serve | B apply | C play | D face |
| 7 A climbed | B made | C walked | D taken |
| 8 A applied | B sought | C demanded | D searched |

Exam tip

Pencil in the words you choose on the question paper. This will make it easier to check the text makes sense when you finish.

Vocabulary: Collocations

- 1 Complete each of the gaps with one of the nouns from the box.

challenge	success	motivation
ambition	failure	

- a The film *Star Wars* **was an overnight** _____.
- b I have a **burning** _____ to travel to Australia.
- c When pupils tire of studying, a system of rewards can help **increase student** _____.
- d Sadly, my attempts to learn Japanese **met with complete** _____.
- e The government **faces the formidable** _____ of reducing unemployment.

- 2 In exercise 1, the words in **bold** are 'collocates' of the nouns you wrote. This means that they are often used together with those nouns. Write a new sentence for each noun, using the collocates in **bold**. The sentences must be true.

- 3  Compare and discuss your sentences with another student.

- 4 In sentence **e** in exercise 1, the verb *face* collocates with *challenge*. Which of the five nouns do each of the following pairs of verbs collocate with?

fulfil a/an _____

realize _____

achieve _____

enjoy _____

take up a/an _____

rise to _____

end in _____

result in _____

improve _____

lack _____

- 5 The adjective *formidable* also collocates with *challenge*. All three words in each of the groups below can be used in combination with one of the nouns from exercise 1. Write an appropriate noun in each of the spaces.

- a major/new/daunting _____
- b secret/lifelong/main _____
- c total/continued/dismal _____
- d huge/great/resounding _____
- e high/strong/poor _____

- 6  Study the collocations in this section for two minutes, then close your book and write down as many as you can remember. Compare your results with your partner's.

