

File Test 9

READING

1 Read the article about advertising. Five sentences have been removed. Which sentence (A–F) fits each gap (1–5)? There is one extra sentence which you do not need to use.

Don't get caught out by Greenwashing!

Despite the huge rise in environmentally friendly marketing, most 'green' products on the market are not actually better for the environment at all. (_____) As a result of high consumer demand for environmentally friendly products, many companies have simply taken the opportunity to change their marketing strategies and update their packaging to mislead customers into thinking their goods are better for the environment. This practice has become so common that a name has been given to it: *greenwashing*. It is very difficult to spot greenwashing because we are constantly surrounded by clever advertising. So, how do you know you're really shopping responsibly? Here are our top tips.

Firstly, beware of green buzz words and slogans. We are often reassured by buzz words such as 'natural', 'green', and 'organic'. But should we be? (_____) A face cream may contain 98% natural organic ingredients but what about the remaining 2%? Another example is 'vegan leather'. Although it is frequently advertised as environmentally friendly, it is essentially just plastic. Plastic is just as harmful, if not worse, for the environment as real leather.

Sadly, this practice of advertising the environmentally friendliness of certain ingredients of products while ignoring the larger environmental cost is all too common. A classic example is soya. Food companies have become aware of consumers' concerns about the Amazon Rainforest being cleared to raise cattle. (_____) This boost sales of the companies' new soya-based products and makes millions for them. However, what most people don't realize is that the Amazon is actually being cleared to grow soya almost as quickly as it is for the beef industry. Another example is organic cotton. The good news? Your new t-shirt is organic. The bad news? It took 2,500 litres of water to make, it has been shipped tens of thousands of miles, and fast fashion creates vast amounts of landfill!

Another thing to watch out for is irrelevant claims. These often appear on the labels of beauty products which claim to be 'paraben and cruelty free' – that sounds brilliant until you realize it is irrelevant. Of course, they are – the EU banned harmful parabens and animal testing some time ago!

Now we come to perhaps the most obvious greenwashing trick. We look at certain adverts, labels, or packaging, and we see 'green' because the designers want us to. Who could fail to be convinced by those stunning images of forests, crystal clear rivers, and nature? (_____) But just because there's beautiful scenery on the label doesn't mean the company cares about its impact on the environment, nor does adding the affixes 'Green', 'Eco', 'Bio', or 'Enviro' to a brand name.

So how do you see through all this greenwashing? Unfortunately, there doesn't seem to be much being done at the moment to prevent it. (_____) If the product has been checked and certified by a recognized organization such as The Soil Association, FSC (for paper and wood), or EcoCert, then it is. Don't be fooled – do your research, and always read the label properly!

- A The product doesn't need to claim to be environmentally friendly because the images do all the work.
- B But the problem is 'green' products are too expensive for most people.
- C Even if a product makes these claims, there could be harmful chemicals hiding amongst the 'good' ones.
- D So the only way to know whether the product you are buying is green is to check the details on the label very carefully.
- E Unfortunately, greener advertising doesn't mean a greener product or a greener business.
- F So, in response they are encouraging us all to 'go vegan' to 'save the planet'.

GRAMMAR

2 Clauses of contrast and purpose: Complete the sentences with one or two words.

Example: **Although** the city is overcrowded, it has a good public transport system.

- 1 We should rent that apartment in the city centre, _____ it's more expensive.
- 2 _____ the cost, I'm really glad we flew business class.
- 3 We ignored the boss's mistake _____ not to embarrass her.
- 4 I phoned the company _____ they would know we'd be late.
- 5 We need to meet early next week in order _____ discuss the merger.
- 6 I enjoy the dance class, _____ I'm not very good at it.
- 7 Emma doesn't like spending money, _____ though she is very well off.
- 8 He really isn't very fit. He sometimes manages to cycle to work, _____.
- 9 We stopped _____ a quick meal before continuing on our journey.
- 10 The police closed the roads so _____ allow the president's car through safely.

3 Choose the correct word(s).

Example: Politics **is** / **are** a dirty business sometimes!

- 1 All the staff in the travel agency **was** / **were** very helpful.
- 2 Could you pass me **a** / **a piece of** paper for the printer, please?
- 3 Bring two **trousers** / **pairs of trousers** in case you need to change.
- 4 The scenery in New Zealand **is** / **are** absolutely spectacular!
- 5 Do you have any **advice** / **advices** about travelling in India?
- 6 I live **on the outskirts** / **on an outskirt** of Cape Town.
- 7 Everyone come to the meeting room – I have **some** / **a piece of** good news!
- 8 The Shard is a famous London building, made mostly of **glass** / **the glass**.
- 9 Traffic **is** / **are** awful during the rush hour.
- 10 I think I'll have **a** / **some** time after lunch to help you.
- 11 Do you have **an** / **some** iron I could use?
- 12 His clothes **look** / **looks** really expensive.

4 Complete the sentences with the correct words.

to for as in is that are

Example: I'm learning Mandarin so as to speak to my colleagues in the Beijing office.

- 1 We managed to get our connecting flight, _____ spite of the earlier delay.
- 2 It's disgusting – there _____ so much rubbish on the streets!
- 3 We entered the meeting room quietly in order not _____ interrupt the presentation.
- 4 This machine is _____ making car parts.
- 5 The police _____ investigating the robbery.
- 6 Despite the fact _____ my grandfather is 90, he still runs the family business.

VOCABULARY

5 Complete the words in the sentences.

Example: The annual board meeting is held in the **head** office in Edinburgh.

- 1 I'm going to the bank to discuss a loan to help me **s** _____ **u** _____ my new business.
- 2 Unfortunately, my brother had to close his café because it wasn't making a **p** _____.
- 3 We do **b** _____ with companies all over the world.
- 4 Let's **m** _____ the two companies – it will cost less to run as one large company.
- 5 What type of products does your company **m** _____ in this factory?
- 6 We've kept the business small but it's time now to **e** _____ into bigger markets.
- 7 It's a huge chain with over a thousand **b** _____ across the country.

- 8 OK, before we finish the meeting, is there any **o**_____ business?
- 9 Don't believe those adverts – their claims are totally **m**_____.
- 10 If we don't act soon, we'll be taken **o**_____ by a multinational company.

6 Write the words in brackets with the correct prefix or suffix.

Example: a type of public transport that runs on a rail through the city (rail) = monorail

- 1 when something is impossible to damage (break) = _____
- 2 to say a word wrongly (pronounce) = _____
- 3 to sleep longer than you intended to (sleep) = _____
- 4 when there is a lot of something (abundant) = _____
- 5 not getting a high enough salary (paid) = _____
- 6 something that's already been paid for before you use it (paid) = _____
- 7 the result of making something better (improve) = _____
- 8 to think about others, i.e. how you can help them or how they might feel (thought) _____
- 9 the economic system run for private profit (capital) = _____
- 10 the area around where you live (neighbour) = _____

LISTENING

7 Listen to five people talking about types of advertising. Which type does each person mention? Choose from the list (A–F). Use the letters only once. There is one extra letter which you do not need to use.

- A pop-up ads
- B viral adverts
- C television advertising
- D misleading advertising
- E slogans
- F personalized advertising

Speaker 1:

Speaker 2:

Speaker 3:

Speaker 4:

Speaker 5:

WRITING

8 Answer the following questions.

- 1 Do you prefer buying things from big companies or smaller local businesses? Why?

- 2 What's your favourite town or city? Why?