

1 LOOKING AT LANGUAGE



Complete the sentences with a phrase from the list.

an ear-worm a captive audience get into your head
had their day hit a false note their ears perk up
word for word

- 1 The best way to get rid of an ear worm is to replace it with another tune.
- 2 Some people say that libraries have _____ and they will soon disappear.
- 3 The song has a catchy chorus which can easily _____ and you find yourself singing it all day.
- 4 I repeated her instructions _____ to avoid any confusion.
- 5 My dogs love biscuits – _____ as soon as they hear me open the packet.
- 6 Musicians often play on trains and ask for money because they know they have _____.
- 7 The mayor _____ with her speech and caused a lot of controversy.

2 VOCABULARY FROM THE INTERVIEW

Complete the sentences from the interview with a word from the list.

baton bet fan gold short tapped

- 1 I took the baton from him.
- 2 I _____ you most people would remember these commercials.
- 3 Using a celebrity is a _____ cut.
- 4 I'm not a big _____ of it.
- 5 They _____ into a mind-set.
- 6 They became the _____ standard.

3 THE CONVERSATION

Match beginnings 1–6 to endings a–f.

- 1 Just by going outside you're seeing these advertisements and you're being influenced, so, for example we, d
 - 2 You know, we barely, _____
 - 3 So, there's definitely, _____
 - 4 They see pictures in magazines and they're starting to be, _____
 - 5 Yeah, especially for children, I mean I, I have, _____
 - 6 So, I think, um, I think, _____
- a we don't really watch TV and we have a TV, we just don't watch very much.
- b definitely I think that the answer to the question is yes, we are all influenced in different ways by advertising, I suppose.
- c I have younger siblings and it's kind of like 'Ooh, all of my friends have this toy, I must have it as well'...
- d we all know certain brands just because they're everywhere around us.
- e you're definitely being influenced.
- f my 11-year-old is starting to be a little bit more cynical about what he sees.



4 VOCABULARY FROM THE CONVERSATION

blatant point subtle rush subliminally

- 1 So that sort of advertising is blatant.
- 2 And that's super-_____ advertising.
- 3 You might buy this if you're in a _____.
- 4 _____, I think, if we recognize something.
- 5 The _____ of advertisements is that you recognize the products.

Can you remember...? 1-9

GRAMMAR & VOCABULARY

- a Complete the second sentence so that it means the same as the first sentence. Write 2-5 words. Use the word in brackets.

- 1 Owen started studying at 9.00 a.m. and he's still studying now, at 6.00 p.m. (has)
Owen _____ all day.
- 2 We aren't very keen on climbing, so we didn't go to the mountains. (much)
We didn't go to the mountains because we don't like _____.
- 3 I don't have Harry's number, so I can't call him. (his)
I'd call Harry if I _____.
- 4 Freya still finds it strange to live on her own. She really doesn't like it. (get)
Freya can't _____ on her own. She really doesn't like it.
- 5 I can't wait to see you next week. (looking)
I'm _____ next week.
- 6 I'll always remember the first time I visited Florence. I fell in love with the city. (forget)
I'll _____ for the first time. I fell in love with the city.
- 7 I'm sure you left your jacket in the car. You weren't wearing it when you came in. (have)
You _____ in the car. You weren't wearing it when you came in.
- 8 I get the impression that Emily has been crying. (as)
It _____ has been crying.
- 9 We asked a local plumber to fit our shower. (had)
We _____ by a local plumber.
- 10 His teacher said he should enter the writing competition. (encouraged)
His teacher _____ the writing competition.
- 11 I arrived on time, although I had left home late. (despite)
_____, I arrived on time.
- 12 Laura bought some new shorts in the sale. (a)
Laura bought _____ in the sale.

- b Complete the text. Write one word in each gap.

WORLD NEWS

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India set to break world records

It would seem that Tokyo is about to lose its position ¹ _____ the largest city in the world. According to the UN, Delhi, the capital of India, is set to take the top spot in 2028. The organization predicts that Delhi's population will ² _____ grown from 29 million to 39 million ³ _____ 2030. Meanwhile, it ⁴ _____ thought that Tokyo's population will remain at its current level of 37 million.

In ⁵ _____, it is not only India's capital city that is likely to break records soon, but the country itself. The population of India is expected ⁶ _____ reach 1.438 billion in 2024, exceeding China's 1.436 billion. This increase would make India the most populous country in the world.

Delhi is not the only city in India where significant population growth is predicted to ⁷ _____ place. The population of Mumbai is set to rise from 19 million to 25 million. In ⁸ _____ of this growth, the city will maintain its position as the world's sixth-largest city. ⁹ _____ though the population of Kolkata will increase from 14 million to 18 million, the city will move down the list, from 13th to 16th position. Bengaluru, which is ranked 29th ¹⁰ _____ the moment, will move up to the 21st spot as its population grows from 10 million to 16 million.

