



GRAMMAR

Match the sentence halves.

1. If somebody asks who you are, _____
2. I'll do it for you as long as _____
3. If the computer doesn't work, _____
4. I wouldn't be surprised if _____
5. Where would you travel if _____

- a) tell them you're a friend of Jack's.
- b) you pay me
- c) shouldn't you take it back to the shop?
- d) they brought those friends I don't like.
- e) money was no object?

Find and correct the mistakes in the line.

1. I think I'll buy a apple for lunch. _____
2. An accommodation we stayed in was extremely comfortable. _____
3. If you've got a bad news, please don't tell me yet. _____
4. Priceless work of art was stolen from the art gallery last night. _____
5. Apparently, we should eat five portions of fruit and vegetables for day. _____

Choose the correct answer, a), b) or c). Sometimes more than one answer is possible.

1. We live in London, but it was too polluted so we moved.
a) used to b) would c) use to
2. What do in the holidays when you were a kid?
a) would you b) were you used to c) did you use to
3. I like reading but I love it now.
a) didn't get used to b) wouldn't c) didn't use to
4. My grandfather often tell me stories about his childhood.
a) did b) used c) would



5. He drive to work but now he goes by bike.

a) would

b) used to

c) would go

Put the words in the correct order to make sentences.

1 meet / hoping / after / she / to / us / is / work

2 late / if / me / to / my / I / might / asks / do / overtime / be / boss / this / evening

3 give / tonight / answer / I / my / you / will

4 to / are / when / arrive / likely / they?

5 start / what / the / film / time / does?

VOCABULARY

Underline the correct alternatives.

1 Why does she always look at me like that? It really chills me out/ recharges me/winds me up.

2 It's time I took a holiday. I need to chill/focus/recharge my batteries.

3 Sorry, what did you say? I switched off/focused on/wound up for a moment there.

4 Stop getting so stressed and recharge/chill out/switch off!

5 I focus on/switch off/wind up my hobby in the evenings to relax after work.



Complete the sentences with the words in the box.

Hands – how – humour – shape – mind

1. Mo works out four times a week. He's in great _____.
2. Francesca loves computers and has a lot of technical know-_____.
3. Faisal's got such a great sense of _____.
4. Alex has got such a sharp _____.
5. Angelica's creative and really good with her _____.

Underline the correct alternatives.

1. I think your idea of a remote-controlled submarine is brilliant/dreadful. Kids will love it!
2. Your idea of a fizzy mint drink is too best/bizarre. No one will buy it.
3. Self-driving cars are coming, but it's predictable/ unrealistic to think we'll all have one soon.
4. They say people develop/get the best ideas when they least expect them.
5. To develop/reject an idea into a product takes time and money.

Match 1–7 with the endings a)–g).

- 1 Let's hope for a positive
- 2 A new road is convenient, but the downside
- 3 There's been a complete breakdown
- 4 Medical science is amazing, but one drawback
- 5 I hope the weather will be nice tomorrow. The outlook
- 6 There needs to be a sensible trade-o
- 7 I think virtual reality will be the next big breakthrough

- a) is the length of time testing takes.
- b) is the impact on the environment.
- c) between nature and industry.
- d) is very positive.
- e) in consumer electronics.
- f) in communication between Ben and his parents.
- g) outcome when our results arrive.



READING

The ten best and worst words in advertising

Everyone likes to get something for nothing, but the word "free" has become a **big no-no** as it's sure to make people think of a product as second rate. What are the words that are guaranteed to get a result? And what words should advertisers avoid using? Check out the five power words in advertising, and five others that advertisers should delete from their lexicons.

The top five

1 Love – everybody wants it, everybody needs it, and it's so hard to get; just the mention of it catches people's attention and makes them want the product that seems to promise to deliver.

2 Discover – There's a bit of the explorer in all of us, and while most people are armchair explorer the sense that they are going to experience something new is irresistible.

3 Health – This has always been important to consumers, but we've seen a clear trend since the 1980s to put physical and mental well-being **at the forefront**. Most people are too busy or lazy to pay attention to their own, and that's all the more reason to make them busy some via your product.

4 Safety – Just a mild suggestion that a product will keep the consumer's family out of danger – particularly if the advertiser can associate the product with protecting children – and most consumers will dig **deeper into their pockets** to pay out.

5 Results – One advertising psychologist has said that the power of this word is in the association consumers make with their childhood and school; getting good grades was the goal then, and this word makes them think of that. And yes, they still want good ones.

The bottom five

6 Cheap – Most people will **go to great lengths** to pay less for a product, but this is probably the worst word to communicate that that's what you offer. When it refers to price, it makes the product sound second rate; unluckily, the word can also refer to quality.

7 Client – Sure, it's OK to talk about the customer or consumer using this word, but consumers don't like to be referred to in such a technical, business-orientated way.

8 Deal – Similar to "cheap", this word has associations with tricky used car salesmen and products that aren't in fact worth spending money on.

9 Best – Only one product can really be described with this word, and if everyone says theirs is, then who should the consumer believe?

10 Quality – Another word that was once very much in fashion, but overuse has **made** consumers **numb** to its meaning. And who would say their product doesn't have it?



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Match the meanings with the phrases in bold in the

article.

- | | |
|----------------------------------|--|
| 1. Big no – no | a) Something you should never do |
| 2. Armchair explorers | b) Make extra effort for something you want badly |
| 3. At the forefront | c) Cause people who dream about doing something, but don't actually do it. |
| 4. Dig deeper into their pockets | d) Try hard(er) to get money for something |
| 5. Go to great lengths | e) A top priority |
| 6. Made numb to | |