

Grammar

Quantifiers

1 Circle the correct options to complete the text.

I saw an ad on social media for ¹some / ²any tooth-whitener—a product that is supposed to make your teeth brighter. It shows ³some / ⁴any pictures of people's teeth before and after using it, and the difference is amazing. But the ad doesn't give ⁵some / ⁶any information about the ingredients or say how long you need to use it. I think that ⁷some / ⁸any whitening chemicals can be dangerous if you use too much of them or leave them on your teeth for too long. I don't see ⁹some / ¹⁰any reason to believe I could get an amazing result like that because it just seems too good to be true. I'm not going to buy ¹¹some / ¹²any.

2 Complete the conversation with these words.

all no many most none

Lea: I bought this exercise watch I saw recommended by a professional trainer, but there are ¹_____ instructions with it.

Axel: That's annoying. Does it have ²_____ buttons on it?

Lea: No, there are ³_____, actually. ⁴_____ of the controls are touch-screen.

Axel: Aren't ⁵_____ touch-screen menus easy to follow?

Lea: Maybe. But this one isn't! I can't even set the time.

3 Match the beginnings of the sentences (1–5) with the endings (a–e).

- 1 Most ads get the attention of a few people, but no ad appeals to _____
- 2 The ad says that it's the perfect gift for the person who has _____
- 3 It was hard to choose which shirt to order because I wanted them _____
- 4 Many of us see hundreds of ads _____
- 5 Trying to get you to buy something is the purpose of almost _____

a everything. c everyone. e every day.
b every ad. d all.

4

Complete the sentences with *both*, *either*, or *neither*.

1 I don't enjoy ads and _____ does Jo. We _____ think they're annoying.

2 _____ my dad and my uncle work in advertising.

3 I don't like _____ of the two products. _____ of them seems very high quality.

4 Did you try _____ of the two new flavors of soda pop they keep advertising?

5 Customers seem to prefer _____ the blue package or the green one, but not the red one.



JOHN BRINSMEAD & SONS' PIANOS

Nineteenth-century advertisement
for a piano company in London



Circle the correct quantifier (a, b, or c) to complete the text.

Almost ¹ _____ of us are constantly exposed to advertising online, at the movie theater, on TV and radio, and on outdoor signs. This is nothing new. Advertising has been around in ² _____ form for thousands of years. A type of poetry magazine published in Rome in the first century contained information about makers of ³ _____ from perfume to jewelry, praising them for the quality of their work. In ancient China, ⁴ _____ musical and written advertisements were common. Many shopkeepers ⁵ _____ played music or sang songs to attract customers. Throughout history, anyone with ⁶ _____ to sell has found a way to try to get people to buy it.

1 a neither	b every	c all
2 a any	b some	c no
3 a something	b most	c everything
4 a both	b any	c most
5 a neither	b either	c both
6 a something	b everything	c any

Pronunciation

Understanding vowels across accents



1 A 10.1 Listen. Write the words you hear.

1 _____
2 _____
3 _____
4 _____
5 _____

2 A 10.1 Listen again and repeat the words.