

# Grammar

## Quantifiers

- 1 Circle the correct options to complete the text.  
I saw an ad on social media for <sup>1</sup>some / any tooth-whitener—a product that is supposed to make your teeth brighter. It shows <sup>2</sup>some / any pictures of people's teeth before and after using it, and the difference is amazing. But the ad doesn't give <sup>3</sup>some / any information about the ingredients or say how long you need to use it. I think that <sup>4</sup>some / any 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 <sup>5</sup>some / any 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 <sup>6</sup>some / any.

- 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 <sup>1</sup> instructions with it.

Axel: That's annoying. Does it have <sup>2</sup> buttons on it?

Lea: No, there are <sup>3</sup> actually.  
<sup>4</sup> of the controls are touch-screen.

Axel: Aren't <sup>5</sup> 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*.

- I don't enjoy ads and \_\_\_\_\_ does Jo. We \_\_\_\_\_ think they're annoying.
- \_\_\_\_\_ my dad and my uncle work in advertising.
- I don't like \_\_\_\_\_ of the two products. \_\_\_\_\_ of them seems very high quality.
- Did you try \_\_\_\_\_ of the two new flavors of soda pop they keep advertising?
- Customers seem to prefer \_\_\_\_\_ the blue package or the green one, but not the red one.



Neon street advertisements, Osaka, Japan

# 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 <sup>1</sup> \_\_\_\_\_ 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 <sup>2</sup> \_\_\_\_\_ form for thousands of years. A type of poetry magazine published in Rome in the first century contained information about makers of <sup>3</sup> \_\_\_\_\_ from perfume to jewelry, praising them for the quality of their work. In ancient China, <sup>4</sup> \_\_\_\_\_ musical and written advertisements were common. Many shopkeepers <sup>5</sup> \_\_\_\_\_ played music or sang songs to attract customers. Throughout history, anyone with <sup>6</sup> \_\_\_\_\_ 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** **10.1** Listen. Write the words you hear.

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_

**2** **10.1** Listen again and repeat the words.