

GRAMMAR

1 Underline the correct word(s).

Example: Although / **In spite of** the exam was hard, I still passed.

- 1 Book early in order **to** / **for** get tickets at the lowest prices.
- 2 **In spite of** / **Although** the cost, I'm really glad we flew first class.
- 3 I phoned the hotel **so as** / **so that** they would know we'd be arriving late.
- 4 We enjoy playing tennis, **even though** / **despite** we're not very good at it.
- 5 You should take the exam, **though** / **in spite of** you'll need to study hard for it.
- 6 I ignored her mistake **so as not to** / **to not** embarrass her.

2 Underline the correct word(s).

Example: The scenery in Switzerland is / **are** fantastic.

- 1 Politics **is** / **are** a dirty business sometimes.
- 2 The Shard is a famous London building, made mostly of **the glass** / **glass**.
- 3 Bring two **trousers** / **pairs of trousers** in case you need to change.
- 4 Would you like **a piece of** / **a** toast with that coffee?
- 5 Do you have any **advices** / **advice** about travelling in Mexico?
- 6 I live **on the outskirts** / **on an outskirt** of Los Angeles.
- 7 Do you have **a pair of** / **a** shorts I could borrow if it's hot tomorrow?
- 8 All the staff in the travel agency **was** / **were** very helpful.

3 Complete the sentences with the correct words.

~~whenever~~ whenever whatever whichever however wherever whoever

Example: *Whenever* I see roses, I always think of you.

- 1 Order _____ you want to eat – I'm paying!
- 2 _____ we travel, by train, bus, or car, it's not going to be cheap.
- 3 _____ I ask, they all say the same thing – we're going in the wrong direction.
- 4 I'm a freelance journalist so I can work for _____ newspaper I want to.
- 5 You'll find friendly people _____ you go in the world.
- 6 I don't have children in school now so I can go on holiday _____ I want to.

VOCABULARY

4 Complete the words in the sentences.

Example: A chain is a group of shops owned by the same company.

- 1 It's a huge chain with over a thousand **b** _____ across the country.
- 2 We've kept the business small but it's time now to **e** _____ into bigger markets.
- 3 The annual board meeting is held in the **h** _____ office in London.
- 4 I had to close the shop because it wasn't making a **p** _____.
- 5 What's the name of that actor? He's in that TV **c** _____ for coffee.
- 6 We do **b** _____ with companies all over the world.
- 7 If we don't act soon we'll be taken **o** _____ by a multinational company.
- 8 If a sportsperson **e** _____ a product, it can go wrong if they start to perform badly.
- 9 Don't believe those adverts, they're totally **m** _____.
- 10 If we **m** _____ the two companies, it will cost less to run one big company.

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

Example: someone who can speak two languages (lingual) = bilingual

1 a main character in a book or film who isn't heroic (hero) = _____

2 the area around where you live (neighbour) = _____

3 not getting a high enough salary (paid) = _____

4 somebody that doesn't smoke any more (smoker) = _____

5 to sleep longer than you intended to (sleep) = _____

6 something that's paid for before you use it (paid) = _____

7 to say a word wrongly (pronounce) = _____

8 food that is still a bit raw (cook) = _____

9 the economic system run for private profit (capital) = _____

10 the result of making something better (improve) = _____

PRONUNCIATION

6 Match the words with the same sound.

digital business company ~~slogan~~ false import

Example: promote slogan

1 decision _____

2 launch _____

3 profit _____

4 multinational _____

5 merge _____

7 Underline the stressed syllable in the words in bold.

Example: We **ex|port** nearly half of what we produce.

- 1 This area has some wonderful local **pro|duce** – you must try the cheese.
- 2 The airline company agreed to **re|fund** my booking fee.
- 3 There has been a huge **in|crease** in the number of takeovers this year.
- 4 We're **im|por|ting** too much of our energy at the moment.
- 5 This is a very **mul|ti|cul|tu|ral** area of the city.

READING

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

A Brief History of Television Advertising

Every day the average person sees 20 minutes of adverts on television or on their computer. But how did this come about? Commercial broadcasting was originally developed as a means for companies to sell radios, where radio-manufacturing companies also owned the radio stations. But once they realized that many households were listening to their radios a significant amount of time every day, other organizations started to explore this medium as a way to get their message across to the public. If one has to choose a single event that began the era of radio broadcasting, it would probably be the radio programme broadcast by station WEAf in New York City on August 28, 1922 (1_____). By Christmas of that year, several other major New York department stores were also running advertisements for their stores.

By the late 20s radio advertising had advanced in a dramatic way. It was now dominated by advertising agencies who took control of the schedules by buying the available air time – those valuable minutes and hours during which they could reach the public – and selling it to their customers. They also handled the creative aspects of the commercials and programmes. (2_____). These efforts paved the way for the birth of television advertising that would begin in a few more decades.

Television advertising didn't really take hold until the late 1940s. As television was totally new – offering both sound and moving pictures – the advertising industry moved into this area cautiously as they were not sure what methods would work best to promote their clients' products on television. (3_____). Or perhaps it was a case of taking an entirely new approach to reach the television audiences in a meaningful and effective manner.

After many surveys, the advertising agencies determined that the most effective way to reach consumers with a strong message would be by creating shows that featured a single product or a line of products from a single company. From this idea came the typical television shows of the 1950s, including such titles as Kraft Television Theater and Colgate Comedy Hour. As with radio, these television programmes were produced by advertising agencies for their clients, rather than the studios as is normal practice today.

This practice worked really well for the clients for a while. But as the television gained more popularity and there were more people watching it, the television networks were raising the costs of doing business. This pressure connected with the cost of delivering a production through television forced a massive change in the relationship of all the parties involved. (4_____). NBC executive Sylvester L. "Pat" Weaver came up with a solution that would work and would also be very favourable to the networks. He introduced the "magazine concept" of television advertising. In this arrangement, the sponsors would purchase blocks of time (typically one to two minutes) in a show rather than be a sponsor for an entire show. This idea would allow a variety of sponsors – up to four was the number imagined – for a show. Like a magazine, the networks would now control the content as no one advertiser would "own" a particular show.

By 1960, the magazine concept dominated television advertising, as it has ever since. Instead of relying on audience identification with a specific show, sponsors now spread their messages across the schedule in an effort to reach as many consumers as possible. Being able to reach a broader segment of the population proved to be very effective for the sponsors.

More than 30 years later, online advertising came onto the scene. (5_____). Another is the efficiency of the advertiser's investment. Online advertising allows for the customization of advertisements, including content and posted websites.

Many people find advertisements annoying, complaining that they interrupt their enjoyment of a television programme for example. But perhaps we should appreciate the long way they have come since the 1920s.

- A One major benefit of this type of advertising is the immediate publishing of information and content that is not limited by geography or time.
- B A solution had to be found if this very powerful advertising medium was to continue to be financially possible for the sponsors.
- C This idea was originally resisted but after a bit of experimentation, they found that this method would work well for packaged-goods.
- D This was a ten-minute advertisement for suburban apartment housing.
- E Should it still be treated as radio advertising but with pictures thrown in?
- F In fact, they even created entire series that were designed to sell one product or another.

LISTENING

1 Listen to five people talking about their favourite adverts. Which does each person say about the advert?

- A Some people can identify with this situation.
- B It's a situation we've all been in to a lesser extent.
- C It may encourage people to get involved in something.
- D The advert is actually a warning.
- E It's effective because it just focuses on what the product does.
- F It's memorable because it's so silly.

Speaker 1 []

Speaker 2 []

Speaker 3 []

Speaker 4 []

Speaker 5 []

2 Listen to a marketing expert talking about advertising and underline the correct answer.

- 1 Advertising a product is important for a company because **it helps tell them what the public think** / helps them to make more money / **helps increase interest in the company's other products.**
- 2 According to Ryan, advertising a banking service is **completely different from** / **a little similar to** / **exactly the same as advertising a car.**
- 3 Ryan says that advertising may be described as art because it is mainly done by artists / **it is seen by the public** / **it requires imaginative thinking and ideas.**
- 4 The most successful adverts are **simple** / **original** / **humorous.**
- 5 'Targeting' in advertising means **communicating with a certain type of person** / **reaching a certain level of creativity** / **achieving a certain number of sales.**