

Stop and Check: Units 13–16

Under each paragraph, write the words from the appropriate unit that correspond with the numbered phrases in bold.

Advertising

Advertising takes many forms. Many companies place **1advertisements for their products on television or the radio**, for example. They will be helped by **2another company which specialises in helping companies advertise their products**. They will devise a **3strategy that helps them advertise their products in the most effective way**. The company will have a **4recognisable name associated with it**. Some companies might also have a **5catchy phrase** or a **6short, catchy tune** that is associated with their products or with the company itself, or a **7symbol that people associate with them**. Finally, on a personal level, we can all **8advertise things that we own and want to sell in newspapers or on the internet**.

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Education

Most children go to their **1first school between the ages of about five and 11**. Here, they learn **2how to read and write** as well as basic numeracy skills. From about 11 years old until they are about 18, they attend **3the final years of their schooling**, before getting a job or **4going to university or a similar higher institution of study**. At university, **5the students studying for their first degree** have to attend **6talks given by university lecturers**, and usually take notes. When they **7successfully complete the required coursework and pass their exams**, they can continue their studies by taking a higher degree. **8People who are studying for a higher degree** usually do a Master's degree or Ph.D. Studies have found that the more education a person has, the more money they will earn in their lifetime.

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Crime

Most of us have been **1directly affected by a crime** at some point in our lives. Some crimes, however, are more serious than others, especially those involving a **2gun or**

a knife. All victims hope the perpetrators of the crime they were involved in are caught and charged with the crime. Once a person has been charged with a crime, they go to court, where **3the process of deciding whether they are innocent or guilty** takes place. If they don't agree with the **4decision relating to their innocence or guilt**, they can **5challenge it to try to get it changed**. For committing very serious offences, **6people can be executed**. For less serious offences, the criminal might have to **7help in the community in some way**. Unfortunately, some people who break the law **8never get caught**, while others who have committed no crime are wrongly found guilty.

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Environment

People are becoming more and more concerned about the environment, partly because of **1dramatic changes in the weather**. The earth is getting warmer as **2gases that are trapped in the atmosphere heat up the planet**. In addition, some areas are **3experiencing long periods without rain**. We are also polluting the atmosphere by pumping **4untreated human waste** into our rivers and seas. The **5things that live in the sea** are being adversely affected by this, as well as by global warming, which is increasing the temperature of the seawater. The use of **6energy derived from dead plants and animals** is also harming the environment. In the future, we will have to take measures such as **7using products again instead of throwing them away**, so that we no longer **8pollute** the environment.

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