

A READING

Read the article about detox products and advertising. Tick A, B, or C.

Detoxing through the centuries

If you use social media, you'll be very aware of the vast array of products out there which claim to heal us in all sorts of ways through detoxification. You just can't avoid those pop-ups offering relaxing teas, diet pills, insomnia cures, and revitalizing face masks. Read too many of these adverts and you might just end up feeling unhealthy, overweight, and lacking energy and vitality, even if you're actually fighting fit. The widespread promotion of such products in recent years has become a concern to medical experts, especially as the accuracy of claims that they make in their advertising is difficult to monitor. Many have called for social media platforms to take down posts which advertise them due to their potentially damaging impact on physical and mental health. But while some internet platform operators have taken this into consideration and made an effort to remove posts which make unproven or miraculous claims – about diet and weight loss products in particular – it seems impossible to eliminate such advertising altogether.

While we might think of the promotion of diet and detox products as being a modern phenomenon, it has actually been going on for hundreds of years. Indeed, in the 19th and 20th centuries, detox products were readily available to buy. They contained not only natural ingredients like peppermint, ginger, and cod-liver (fish) oil, but also chemical ingredients such as soap powder and petrol. Advertising claims ranged from improvement of the skin, to boosting mood and purifying the blood. In 1938, just like the medical experts of today, leading physician Lord Horder protested that the public was spending between £25–30 million each year on potentially harmful detox and health products. It is doubtful that those who purchased the products knew exactly what they were consuming as before 1941 there was no legal requirement to list a product's ingredients on its packaging. However, despite being controversial, these products were enormously popular.

Testimonial advertising became popular in the 19th and 20th centuries. The idea was that having another 'customer' recommend a product made it appear more trustworthy. These testimonials were probably based on genuine customer feedback. However, there were no guarantees that they hadn't been edited or selected in favour of the product. Today, online testimonial advertising has transformed modern marketing. Brands use social media influencers – a new style of 'expert' – to quickly and effectively promote a brand's products to their followers whether there is any truth to the health claims or not. As with the testimonials of the past, it's equally difficult to determine whether such recommendations are genuine or if the influencer is simply motivated by the money they can achieve through sponsorship. Yet, despite this potential for doubt, studies show that approximately 37% of people aged 18–34 are more likely to buy brands after their favourite influencers have posted sponsored recommendations.

Some influencers have been criticized by the advertising standards authorities for failing to notify people when their posts include content that has been sponsored by a company. Experts are concerned that competitive brands are using increasingly sophisticated ways of attracting customers. There's a growing awareness that people are hooked on social media and are motivated by the feeling of being 'connected' to others. The recommendations can seem very genuine – taking advantage of followers' trust when in fact the product is being recommended because the influencers are being paid by the company to do so.

So, are they deliberately misleading consumers? It's hard to say as each influencer will have individual motivations. Concern regarding the well-being of their followers has led some conscientious influencers to fight back against misleading health advertising by creating podcasts, posts, and mini documentaries which aim to discourage people from falling for exaggerated claims of so-called health products and cures. This type of backlash also happened in the early 1900s when the British Medical Association (BMA) began testing the ingredients of over-the-counter medicines in order to 'expose' any harmful contents or false claims. But while the BMA's intention was to educate the public, the approach was unsuccessful. Because

in doing so, it also seemed to suggest that the public was somehow weak and irrational – it came across as an insult rather than an act of kindness. So, now when podcasts and articles expose such health claims as 'nonsense' perhaps they too appear dismissive of the public, and perhaps they also demonstrate a lack of understanding as to why these products are so popular in the first place. After all, there's little historical evidence to suggest anything experts say will prevent people from buying them.

Choose the correct answer. (____/15)

1. The writer's main intention in the text is to ____.

- a. criticize the way brands use social media influencers to sell detox products
- b. compare current and past methods of promotion for detox and health products
- c. highlight the potential dangers of using detox products

2. According to the writer in paragraph 1, health and detox product advertising ____.

- a. is difficult to control.
- b. should be banned.
- c. only appeals to people who have low self-esteem

3. The writer says that internet platform operators ____.

- a. are not interested in preventing misleading advertising .
- b. have been trying to deal with misleading advertising.
- c. are unable to remove adverts once they have been posted .

4. In the 19th and 20th centuries, detox and health products ____.

- a. were only available from medical professionals.
- b. contained only natural ingredients
- c. were easy to purchase

5. It was not necessary to list a product's ingredients on its packaging ____.

- a. unless it was considered potentially harmful
- b. until the 1940s.
- c. until Lord Horder's protests of 1938

6. In advertising, the idea of having a customer recommend a product started ____.

- a. because brands thought people were more likely to believe another customer
- b. when social media influencers became popular.
- c. when experts refused to recommend products which could be harmful.

7. The writer suggests that the product recommendations made by social media influencers ____.

- a. could sometimes be made for financial gain

- b. were often more reliable than sceptics might expect.
- c. were deliberately designed to mislead customers.

8. According to the writer, social media users _____.

- a. don't tend to fall for false advertising anymore
- b. can be tricked into believing that an influencer's recommendations are personal.
- c. are more likely to become addicted to detox and health products.

9. Some social media influencers have started a backlash against false health claims because they _____.

- a. can make more money from blogging about controversial issues
- b. have fallen for misleading adverts themselves.
- c. are worried about their followers who buy health products online.

10. The writer suggests that people and organizations who attempt to expose false health claims in advertising _____.

- a. should be given greater publicity.
- b. are ignoring the needs of those who buy the products.
- c. should examine historical evidence.

B LISTENING

Listen to five people talking about their predictions for travel and tourism in the future. Match the speakers (1–5) to their ideas (A–H). (____ /15) [CLICK HERE TO LISTEN](#)

Speaker 1

Speaker 2

Speaker 3

Speaker 4

Speaker 5

_____ _____ _____ _____ _____

- A** It will be impossible to control the movement of people across borders.
- B** Travelling abroad will become less appealing.
- C** There will be limitations placed on how freely people can travel.
- D** Travel will become prohibitively expensive.
- E** Tourist numbers will decline with the younger generation.
- F** We may only be allowed to travel for essential purposes.
- G** Sustainable tourism opportunities will continue to increase.
- H** Travellers will have to be prepared to share their travel experiences.

C VOCABULARY

1) Underline the correct word.. STUDY: Phone / technology SB p. 60, Health & medicine SB p.76, preparing food SB p. 172, prefixes SB p. 67, 169, colour idioms SB p. 73, travel & tourism SB p. 81, 170, Art SB p. 71, Animal matters SB p. 87, 171, Word building SB p.97 (____/6)

0. Would you ever consider having **cosmetic / alternative** surgery?
1. Andy burned his arm on the grill and needed to get **supplements / treatment** for it.
2. The content of this film is **unappropriate / inappropriate** for children under the age of twelve.

- Many of these so-called **labour-saving / life-changing** devices actually cause inconvenience.
- Although I was happy to inherit my uncle's old piano, I have to admit, it's a bit of a **grey / white** elephant in my modern apartment.
- I found that **still life / portrait** of the 18th-century lady a bit spooky. I felt like her eyes were following me around the room!
- We really enjoyed the murder mystery party. As usual there were a lot of **blue / red** herrings to throw us off track, but we managed to solve it in the end

2) Complete the idioms with ONE word. **STUDY:** similes for comparison: SB p. 79 (____/6)

Example: Adele turned as white as a sheet just before she fainted.

- Where are my glasses? I'm as _____ as a bat without them!
- She can be as stubborn as a _____. I can never convince her of anything.
- This new machine works like a _____. It was definitely worth the money.

Complete the words with a negative prefix. **STUDY:** prefixes: SB p. 67, 169

Example: This is the end of the line. All passengers must disembark and change trains

- You mustn't record the performance on your phone when you're in the theatre – it's ____ legal.
- Haven't you heard? Jill's been ____ mobile for months now. She broke her leg skateboarding.
- Sarah wanted to buy another plate to replace the one that got broken but unfortunately the style has been ____ continued.

3) Word formation. **STUDY:** Word formation SB p. 97 (____/8) each x2

- The _____ (wide) of the river was impressive.
- The harsh weather _____ (weak) the structure of the building.
- She was _____ (deep) moved by the speech.
- The _____ (high) of the mountain made it a challenging climb.

D GRAMMAR .

1) Complete the sentences with the correct form of the verb in brackets. **STUDY:** Gerund / infinitive SB p. 78, 156, Conditional sentences SB p. 62, 153 (____/5)

- We _____ (not hear) Fotis's band play tomorrow night if we don't hurry up and get tickets.
- Joe insisted on us having a Chinese takeaway last night but I would rather _____ (have) Indian.

3. Excuse me! I dislike people _____ (talk) while I'm giving a presentation.

4. The woman at customer services advised me _____ (contact) the manufacturer to ask them to repair the laptop.

5. If we _____ (have) a bit more money to spend, we could buy a bigger TV.



2) Combine the sentences forming relative clauses. STUDY: Relative clauses SB p. 99, 160 (___/5)

1- A monk is a man. The man has devoted his life to God.

A monk _____

2- I have one black cat. His name is Blacky.

I have _____

3- A herbivore is an animal. The animal feeds upon vegetation.

A herbivore _____

4- Carol plays the piano brilliantly. She is only 9 years old.

Carol _____

5- Sydney is the largest Australian city. It's not the capital of Australia.

Sydney _____

3) Is the sentence right or wrong? Write C (correct) or I (incorrect). Correct the incorrect sentences by writing them below. STUDY: Expressing future plans / arrangements SB p. 157 (___/5)

Example: I see Melanie after class tonight.

I'm seeing Melanie after class tonight.

1 It is believed that the company director is on the point of to resign.

2 Will we be eating lunch at the usual time? Your sister wants to know.

3 The Prime Minister is open the new shopping centre here on Saturday.

4 My sister-in-law is about to have a baby, so my brother is very nervous.

5 We're to be make sure he's there on time because he's usually late.

4- SENTENCE TRANSFORMATION - Complete each sentence using the word given so that it means the same as the sentence before. **STUDY:** Conditional sentences SB p. 62, 153, Permission, Obligation & necessity SB p. 154, 69,

Perception and sensation SB p. 71, 155, Adding emphasis SB p. 161 (____/15)

1. We didn't know you were sleeping, otherwise we wouldn't have turned the music so loud. (**HAD**)
If we _____ **sleeping, we wouldn't have turned up the music so loud.**
2. We are not allowed to use our phones in class. (**SUPPOSED**)
We _____ **our phones in class.**
3. She looked at him like she was angry. (**THOUGH**)
She _____ **she was angry.**
4. It is impossible that he finished the project in one day. (**ABLE**)
He _____ **finish the project in one day.**
5. She didn't go because of a prior commitment. (**REASON**)
The _____ **because of a prior commitment.**
6. His new movie is going to be released next month. (**DUE**)
His new movie _____ **next month.**

E WRITING

(____/20 MARKS)

On a separate sheet, choose one of the **ESSAY** titles below and write the pros and cons in approximately **180-240 words**.

- *A mobile phone is the most useful device to have nowadays.*
- *Online shopping is better than in-store shopping.*

When you write your essay, make sure you:

- use appropriate language
- use linkers
- check your grammar, spelling and vocabulary.
- state your ideas in a well-organized way:

Paragraph 1	Introduction
Paragraph 2	Arguments in favour
Paragraph 3	Arguments against
Paragraph 4	Conclusion, saying whether you think the advantages outweigh the disadvantages, or vice versa.

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