

Grammar

Quantifiers

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

- 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 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 **10.1** Listen. Write the words you hear.

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

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