FIRST 1- UNIT 5

Section 1: Vocabulary

1 Choose the answer (A, B, C or D) that best completes each sentence.

1 She's worried about animal welfare so she switched to a _____ vegetarian diet.
A low **B** strict **C** free **D** high

2 She usually eats fat-_____ food because she's trying to lose weight.
A rich **B** balanced **C** high **D** free

3 They don't want to put chemicals into their bodies so they buy _____ food.
A organic **B** vitamin **C** free **D** addictive

4 I couldn't go on a dairy-_____ diet because I love cheese and eggs.
A strict **B** balanced **C** free **D** low

5 Have you got the _____ for that curry? I'd like to know how to make it.
A menu **B** recipe **C** spice **D** ingredients

6 Do you like eating vegetables or cooked?
A fresh **B** chopped **C** junk **D** raw

7 If you eat lots of vegetables, your diet is likely to be rich in _____.
A vitamins **B** fat **C** spice **D** salt

8 Eating a well-_____ diet is important to maintain good health and avoid being sick.
A vitamins **B** dairy
C balanced **D** health

9 My diet _____ of eating small portions of all the foods I like.
A contains **B** consists
C includes **D** insists

2 Complete the sentences with the words in the box.

went	increase	raised (x2)	grew	do

1 My mother's family were _____ in the countryside, so she doesn't like cities.
2 Our business _____much more quickly after we started selling online.
3 The new computer software will _____away with some of our old systems.
4 Several people have _____objections to the idea of moving offices.
5 Next year the company will have to _____production to satisfy its customers.
6 The video was popular with young people and _____ viral in just one day.

Section 2: Grammar

3 Complete the second sentence so that it has a similar meaning to the first sentence, using the word given. Do not change the word given. You must use between two and five words, including the word given.

1 We know that people were farming thousands of years ago. (**IS**)
It _____
people were farming thousands of years ago.

2 We had to send them the directions for the restaurant. (**BE**)
They _____
the directions for the restaurant.

3 They are preparing your food right now. (**IS**)
Your _____
right now.

4 You must clean the rice before you cook it. (**BE**)
The _____
before you cook it.

5 They think the café will be busy all year. (**EXPECTED**)
The _____
busy all year.

6 It's necessary to order the paella in advance. (**NEEDS**)
The _____
in advance.

7 We believe that the restaurant was bought by a famous chef last month. (**HAVE**)
The restaurant is _____
by a famous chef last month.

4 Complete the text. Use only one word for each gap.

I haven't been able to find out very **1** _____ information about the new restaurant which is opening next month. **2** _____ is believed to be owned by a famous chef, but I don't know which one. I've looked at the website, but there are very **3** details about the owner or the menu. People **4** _____ said to be very interested and keen to find out a **5** _____ more about it. There have also been **6** _____ of comments about the prices on some online forums. It is thought **7** _____ the owner wants to attract students and young people, so the prices may be quite reasonable. There haven't been **8** _____ updates to the website recently, so it looks like we won't know anything else about it until the opening night!

Section 3: Reading

Read the text below and choose the answer (A, B, C or D) which you think fits best according to the text. Put an X in the box of the right answer.

1 In paragraph 1 we learn that Joe Swanberg's films are

A usually low-budget costume dramas.

B rarely seen in cinemas.

C often bought on DVD.

D made for young people in the city.

2 What impact has technology had on the movie business, according to paragraph 2?

A Small independent film-makers are struggling to find an audience.

B Audiences are still enjoying blockbuster films.

C Fewer young people are attracted to the industry.

D There is more choice available in the middle market area.

3 According to paragraph 3, blockbuster success is because people

A prefer to see famous actors in films.

B like watching and talking about reality shows.

C only watch films recommended to them by friends.

D are reluctant to see films they've never heard of.

4 Paragraph 5 indicates that people may

A be confused by the choice presented to them.

B choose niche films because of their availability.

C not understand all the different formats available.

D prefer to listen to music than watch films these days.

5 What does 'they' refer to in paragraph 6?

A consumers

B media companies

C television programmes

D movie industry decision-makers

6 What does paragraph 7 say about the situation nowadays?

A Consumers are benefiting from it.

B There is hardly anything good on television.

C Making programmes is easier than before.

D Better films and TV programmes are being made.

The future of entertainment

More than ever, media is separating into mass market blockbusters on the one hand and 'niche' products – attracting small groups of people with similar interests – on the other. Everything else is struggling to compete.

Joe Swanberg makes films about the romantic lives of young people in the city. He shoots quickly with a digital camera and asks actors to wear their own clothes. His low-budget films are hardly ever shown in cinemas. By keeping his costs down and distributing digitally, Mr Swanberg is making a living.

Technology was expected to help young people like him. A few years ago it was predicted that the internet would vastly increase the supply of small independent films and other niche media products and increase their audiences. That has certainly happened. However, so has the opposite. Blockbusters are also tightening their grip on audiences, whether it's in the area of film, music, television or books. The growth of both niche products and huge sell-out successes has been at the expense of the things in the middle, which are just quite popular – the near-misses.

There are several reasons why big hits still do so well. As in the past, people still want to have something to talk about with their friends. Which is why talent shows such as *American Idol* do pretty much as well as they did ten years ago, and why the latest blockbuster still breaks new records at the box office. Research shows that people still choose blockbusters more often than less well-known books and films. This is probably because people tend to try only things they have heard of – which for many people means media-hyped blockbusters.

Furthermore, all the technology that has made niche content so much more accessible has also proved handy for pushing blockbusters. Missed the last popular film? Don't worry, because there will be other chances to see it, in a wide variety of formats.

Blockbusters are doing well not in spite of the fact that people have more choice in entertainment, but because of it. Imagine walking into a music shop which has more than 10 million songs, as iTunes does, all of them arranged alphabetically. Making up your mind would be impossible! So, rather than having to decide, it's much easier to just grab what everybody is talking about.

Is this increasingly more common separation into blockbusters and niches good or bad? It certainly makes life harder for media companies. In a world where entertainment choices are growing, it is more important than ever to make a big impact with your product. If it isn't a hit, it will have to fight for attention together with thousands – perhaps millions – of other offerings. The possibility of failing can make people anxious and more conservative. Television programmes must be successful quickly or they will be cancelled. It is becoming even harder to talk the decision-makers in the movie industry into approving films if ***they*** are not confident there is a demand for them.

These days, with so many options, there is rarely nothing good on television. So the media industry must raise its game.

Intelligent people naturally wish that more money were available to produce the kind of music, films and television programmes they like. The problem is that everybody has different ideas about exactly what they want to watch. Some may love watching a programme about the history of dance; others may want to spend an hour being told how to look after pet snakes. But not many want to do either of these things, which explains why such programmes are niche products. There are only a few things that can be guaranteed to delight large numbers of people. They are known as blockbusters.

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