UNIT 5 - LESSON 3 - HOMEWORK

LISTENING
EXAM FOCUS: SECTION 3

Choosing options from lists

- choose multiple items in a list
- recognize and use words to describe money and value
- deal with test-related stress



Money and value

Topic focus

1 Work alone and answer the questions. Circle option a, b, or c.

1 If you received a large amount of money, would you:
a have a holiday with friends? b save it? c buy a new car?

2 If your home was on fire, which item would you save first?
a pictures or photos b wallet or purse c electronic goods

3 If you bought a present for a colleague, what would it be like?
a expensive b expensive (and buy yourself one) c as cheap as possible

4 If a colleague won a car, would you think:
a I'm happy for them b I wish I were them c That's so unfair!

5 A friend asks if they can borrow your new bicycle. Do you:
a agree happily? b agree but say 'Be careful'? c refuse?

2 Which option in exercise 1 did you circle most? What do you think your answers say about you?

Vocabulary

VOCABULARY FILE » page 128

3 Would you normally use the words and phrases below to describe products, people, or experiences? Put them into the correct column.

priceless worthless wealthy good value rich valuable a waste of money wasteful pricey poor

Products only	Products or experiences	People

4 Complete the sentences with words or phrases from exercise 3.

1 This antique collection is worth a fortune. It's _____.
2 We can't afford that house. It's too _____.
3 Who would buy that jacket? It's totally _____.
4 You shouldn't spend so much on clothes. You're so _____.
5 How much did you buy? Are you feeling _____?
6 His parents send him a lot of money because they're very _____.
7 Oh, look! If you buy one bottle, you get one free. That's _____.
8 How _____ is that painting?
9 I never buy new textbooks. They're _____.
10 I give a percentage of my income to _____ people.

5 With a partner, discuss the value of each item in the list below. Decide which item you would buy.

I think the home cinema system would be ***pricey*** *...*

home cinema system
two tickets for a music festival
meal in a top restaurant
new suit / dress
designer watch
piece of original artwork

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Exam skills

Choosing multiple items in a list

6 Answer questions 1–3 about the task below.

1 Do you have to write letters or words?
2 How many items do you have to choose?
3 Does it matter in what order you write the answers?

Which three things are discussed in the tutorial? Choose three letters (A–G).

A why being happy is important
B examples of important possessions
C the meaning of 'materialism'
D human motivation and the brain
E the objects that make us unhappy
F how long researchers have studied materialism
G the theory of evolution

7 Underline the key words in options A–G in exercise 6.

8 2.14 Two students have done the survey in exercise 1 as preparation for a sociology tutorial. Listen to part 1 of the tutorial. Circle the three correct options A–G in exercise 6.

Exam practice

9 2.15 Listen to part 2 of the tutorial. Which three things are mentioned by the speakers? Choose three letters (A–G).

A social events
B marriage
C sports activities
D family vacations
E branded goods
F traditional toys
G giving gifts

10 2.16 Listen to part 3 of the tutorial. Complete the summary. Write one word for each answer.

People with materialistic values are often [1]_____ and care about their possessions. Research shows that they become less [2]_____ than others. This may be because they feel [3]_____ about their possessions or stop [4]_____ other people. To be happy, it may be better to spend money on having [5]_____ with others.

What do you think?

11 Discuss the questions with a partner.

1 Is it important for you to feel in control of a situation?
2 Do things or experiences make you happier? Why?
3 Do you think it's useful to compare yourself to other people?

Study skills

Dealing with test-related stress

Which of the things below make you feel stressed about tests?

- having unrealistic goals
- what other students say or do
- parents' expectations
- having too much work to do
- feeling unprepared
- needing to remember a lot

What other things make you feel stressed about tests? How do you deal with stress?

LIVEWORKSHEETS

READING 1

Before you read

1 Work in pairs and discuss the questions.

1 What kind of advertising makes you want to buy something?
- advertisements in magazines
- street advertising
- online advertisements
- TV commercials

2 Do you often buy something because someone you know recommends it?

Test practice

➤ **TEST STRATEGIES** page 179

2a Read the first paragraph of the passage. What words or phrases from the paragraph do these paraphrases match?

1 buyers
2 convince
3 companies
4 types
5 relatives
6 increase in popularity

b Read the test task. What do you have to do?

A complete the summary with words from the passage
B complete the summary with words from a list
C complete the summary with words from both the passage and a list
D complete the summary with your own words

Questions 1–8

Complete the summary using the list of words A–L below.

The characteristics of word-of mouth marketing

A big advantage of word-of-mouth marketing is the fact that no 1 _____ is involved. It is simply a matter of 2 _____ passing on information to people they know. This feature means that it has particular 3 _____ for smaller businesses. It is a very powerful type of marketing because people have more 4 _____ in friends than in advertisements. Although adverts reach a bigger audience, word-of-mouth marketing is often more likely to lead to 5 _____. One of its disadvantages, however, is that businesses cannot control it. They have no 6 _____ when it comes to the comments people make about their products – consumers may also share their 7 _____ of something they have bought. Word of mouth may help a company's name to become known, but what people say about their business may in the end prove to be an actual 8 _____ for sales.

A problem
B value
C companies
D dislike
E sales
F dangers
G faith
H manner
I buyers
J experience
K influence
L money

3 Complete the test task. Remember to follow these steps.

1 Find the part of the passage the summary relates to – underline matching words at the beginning of the summary and in the passage.
2 Think about what kind of information you need for each gap.
3 Read each sentence in the summary and match it with the right part of the passage. Remember that the summary uses paraphrases and not the same words as the passage.
4 Find the word in the list which fits the gap. Check that it matches the meaning and grammar of the sentence.

➤ **HELP**

2 Who might share information? There are two words referring to people or organisations in the list, but only one matches the meaning in the passage.

7 There are different words in the list that are things that people can share. You need one with a negative meaning here.

Task analysis

4 Work in pairs and discuss the questions.

1 Did you use the beginning of the summary to identify which part of the passage it was about?
2 Did you think about what kind of information goes in each gap (e.g. a person, a place, a feeling)?
3 Did you find the right word in the passage and think about paraphrases?

Discussion

5 Work in pairs and discuss the questions.

1 What adverts have you seen that you remember? What do you think makes them memorable?
2 To what extent do online reviews influence your decisions about whether to buy something or not?



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WOMM: advantages and disadvantages

A business can make the best product in the world but if no one knows about it, they cannot sell it. To tell customers about their products and to persuade them to buy them, all businesses need marketing. One of the most powerful forms of marketing is WOMM: word-of-mouth marketing. This is when people tell their family and friends about a product – and the growth of social media means it has become even more effective.

Word-of-mouth marketing has both advantages and disadvantages for businesses. Firstly, a main advantage is that it costs the business nothing. If a customer likes a product or service, he or she just tells their friends and family about it without getting or expecting any payment. So, word-of-mouth marketing has always been especially useful for small and local businesses, which may have small advertising budgets.

There are other benefits to word-of-mouth marketing. People trust a friend's recommendation more than an advertisement. Magazine and television advertising is based on the idea of reaching a lot of customers and hoping that some of them will buy the product. In contrast, although one happy customer can only tell their friends about a positive experience with a business, a personal recommendation from a friend has more influence than a professional advertisement.

However, there are, of course, problems with word-of-mouth advertising and the main one is that companies cannot manage it. For example, they cannot increase it nor can they control what people say. Customers may say negative things about the products and this can discourage people from buying them.

Interactive and social media have made word-of-mouth marketing much more powerful. When someone tells a friend in a coffee shop about the wonderful new phone they've just bought, they are speaking to one person. When they write about it on their social network page, they are telling all their friends. If they mention it on a blog or on YouTube, they are telling anyone with web access. The impact of this can be enormous. After all, most people say that they check out online reviews before booking a holiday or buying a new electronic device.

The problem of control is still an issue for online word-of-mouth marketing, but less so than for basic face-to-face marketing. Businesses can have more influence on the internet. They can, for instance, monitor what people say about their products and add comments of their own. They can also identify bloggers and people who are popular online and who they feel may be able to influence others to use their products. They can do a great deal to encourage excitement about their product on social media.

Of course, the trust that people have in a friend's recommendation is stronger than their trust in a review that a stranger posts online. Everyone has heard stories about less honest businesses employing people to give their products five stars, or even to write negative reports of competitors' products or services. Even so, there is evidence to show that online reviews frequently determine the decision: to buy or not to buy. This means that word-of-mouth marketing is something today that no business, large or small, should ignore.

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READING 2

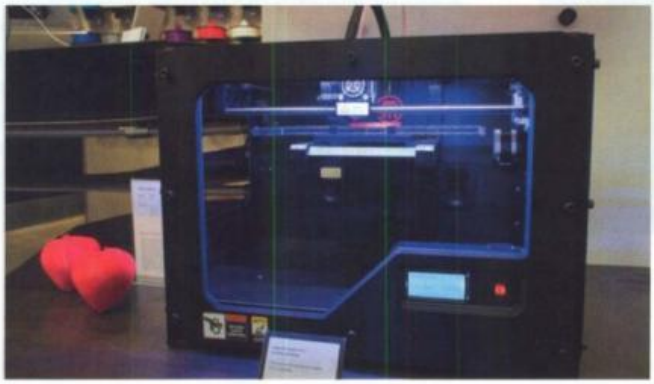
READING — Summary completion

- read for the main idea in a passage
- complete summaries of a passage
- use modal verbs to talk about ability

Topic focus

1 Look at the photo. Choose one of functions 1–3 for what you think the machine does.

1 It makes objects bigger or smaller.
2 It prints objects in three dimensions (3D).
3 It allows objects to 'travel' through space.



2 How do you think the machine in the picture works? Discuss with a partner.

Exam skills

Reading for the main idea

3 Read only the first sentence of the paragraph below. Choose the best heading a–c.

a How 3D printing is changing
b A description of 3D printing
c How 3D printing was developed

> 3D printing works by reproducing whole objects in layers. The machine first scans an object with great precision and then rebuilds it from bottom to top using a special material. The process can be used to produce tools, shoes, clothes, guitars ... in fact, almost anything, including objects with moving parts. Furthermore, the objects are produced as single pieces, removing the need to put parts together.

EXAM TIP 2.18

To understand the main idea of a passage, you often need to read only the topic sentence. Which type of question is this particularly useful for? » page 148

4 Now read the complete paragraph. Is your answer to exercise 3 the same?

5 Read the passage on page 85 quickly, focusing on the topic sentences of paragraphs A–F. Is the passage about:

1 the advantages and disadvantages of producing things at home?
2 the advantages of 3D printing?
3 why we should change the current system of production?

Completing summaries

6 Read the sentence below. Which paragraph of the passage discusses this problem?

However, people without money, large houses, or ___ may not be able to participate in this new economy.

7 Which part of speech is the missing word in the sentence in exercise 6: verb, noun, or adjective? Try to guess the word.

8 Scan the paragraph you chose in exercise 6. Find a suitable word or phrase to complete the sentence in exercise 6.

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THE THIRD INDUSTRIAL REVOLUTION

A 'Today is the beginning of the third industrial revolution.' These words were spoken by the Vice President of the EU, Antonio Tajani, in 2012. But what did he mean? In the first industrial revolution of the 19th century, machines started doing the tasks once done by hand. The second industrial revolution, 100 years later, saw electricity being used to mass-produce objects like cars in large factories. Now, many believe that these factories will disappear because technology permits us to produce much of what we need in our houses or locally. We can already produce renewable energy at home using solar panels or turbines, and 3D printing technology now allows us to print a range of objects. But should we, like Mr Tajani, be excited about this 'third industrial revolution'?

B The idea that we may all become producers is certainly attractive to many. Homeowners will be able to make money producing renewable energy and selling it over the internet, or print wonderful products – designing and producing them without having to build a large factory. Working under production managers will become a thing of the past and we will be able to print off whatever we need whenever we want.

C There will also be benefits for society in general. In the current world economy, various parts of a product like a mobile phone are made in different countries, sent to another country to be put together and packaged, and then shipped to shops all around the world. So, by downloading the product directly in our homes we will dramatically reduce production and distribution costs. We will also waste less energy and reduce levels of industrial pollution.

D However, perhaps not everyone will benefit from the third industrial revolution. In a world of small-scale domestic industry, people who don't have the space at home, the money for equipment, or the skills to design objects won't be able to profit. Worse still, 3D printers and energy generators may replace many of the jobs in factories and shops that less skilled workers could previously do. Poorer countries with lower levels of capital, education, and technology may be particularly affected.

E There is also doubt over whether governments will be able to regulate production. For example, currently, governments are able to restrict the sale of dangerous goods such as guns and knives by making sure buyers and sellers have a licence. But who will control what millions of 3D printers produce? Also, if production of copied 'designer' goods is already a problem for brands, how much greater will the problem be when we can scan and print off any object we find? Finally, how will governments tax goods or energy produced domestically?

F These are just a few of the questions that need to be answered during the third industrial revolution. In the meantime, technicians from all countries are busy exploring the applications of 3D printing and other exciting inventions. The main problem is whether the governments of the world will be able to keep up with them and deal with the consequences.

Exam practice

9 Complete the summary with words from the passage. Write no more than two words each time.

The third industrial revolution will have many advantages. For instance, we will produce more things at home, rather than in a [1]_____. This will reduce the [2]_____ of making products, as well as levels of [3]_____ and energy use. However, unskilled workers and poorer people may not be able to participate in this new economy. People will need financial capital for [4]_____ and they will need a range of new skills. There may also be a negative impact on [5]_____ in production and distribution. Furthermore, governments will need to [6]_____ the new economy to stop people making things that are [7]_____.

Grammar GRAMMAR FILE » page 118

Modal verbs of ability

10 Complete the sentences from the passage. Use *could, can,* or *will / won't be able to.*

1 We _____ already produce renewable energy at home using solar panels or turbines.

2 People who don't have the space at home, the money for equipment, or the skills to design objects _____ profit.

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3 3D printers and energy generators may replace many of the jobs in factories and shops that less skilled workers _____ previously do.

4 There is also doubt over whether governments _____ regulate production.

11 Discuss the activities below using *could*, *can*, or *will / won't be able to*. Use the stems to help you.

Example: *In the past, we could get a free university education.*

In the past ...	*At the moment ...*	*In the future ...*

- get a free university education
- buy CD players
- touch and smell objects on webpages
- have a meal for under 5 euros
- watch 3D televisions
- go on holiday in space

What do you think?

12 Read the complete passage on page 85. Will the production of home energy and 3D printing really change the world? Think about the points below. Then discuss with a partner.

- quality of home-produced goods / energy
- technical limits
- enjoyment of shopping
- needs of travellers

LIVEWORKSHEETS

GRAMMAR

A **Complete the sentences with the verb forms from the box.**

have arrived	~~be eating~~	be holding	be playing football
have left	have lost	be repairing	have written

1 You won't be eating here tonight, I assume.
2 Make sure you get here before 7, because if it's later than that we'll _____.
3 There's no point ringing Alan between 2 and 4 – he'll _____ then, so he won't be able to answer the phone.
4 The Lansdown Social Club will _____ its annual members' meeting next Thursday (27th November), at 8.30 pm.
5 I don't know why she bought this game – she'll _____ interest in it by next week.
6 I need your report by 5 o'clock at the latest. I hope you will _____ it by then.
7 They definitely won't _____ by then – it'll take them at least another hour to get here.
8 They'll _____ the bridge next week, so the road is going to be closed.

B **Complete the sentences, using one phrase from box A and one from box B.**

A	B
~~hates his job so much~~	visit the city in the future
director of the company is	just about to start
country is on the verge of	there's bound to be a big queue
was about to	to retire at the end of the year
people are set to	an economic crisis
should get there early because	but it was delayed by two hours
was due to arrive at 3.40	~~I think he's on the point of resigning~~
the film is	call the police

1 Joe hates his job so much I think he's on the point of resigning.
2 Hurry up, _____.
3 Some experts think the _____.
4 At last you're here! I _____.
5 More _____.
6 We _____.
7 Her flight _____.
8 The _____.

C **Cross out ONE wrong word in each sentence to make it correct.**

1 I'll ~~have~~ be seeing Simon at college today – shall I invite him to your party?
2 Rovers were bound to be win the match last night – they've got a much better team.
3 The leaders of the two countries are go to meet in Washington next month.
4 Do you think Susan will have been left home yet?
5 We're on to the point of signing a new contract with a big Italian company.
6 NASA scientists are be set to announce a new space mission for next year.
7 She was so pleased to find her cat that she was going on the verge of tears.
8 My new secretary is just due to start work next Monday.

D **Tick the sentence, a or b, which means the same as the sentence given.**

1 One of our sales team will be calling you this afternoon.
   a One of the sales team will call you later today. ✓
   b I'm sure one of our sales team has already called you this afternoon.
2 Annie will be lying on a beach in Spain soon.
   a I imagine Annie is lying on a beach in Spain.
   b Before long Annie is going to be lying on a beach in Spain.
3 Ten years from now, many of our endangered species will have died out.
   a Many of our endangered species will become extinct within the next ten years.
   b In ten years' time, many of our endangered species will be dying out.
4 Bring an umbrella – it'll probably be raining by the time we get there.
   a Bring an umbrella – it'll probably start raining when we get there.
   b Bring an umbrella – it'll probably have started raining by the time we get there.
5 I knew it was a mistake to let Alice borrow your car. She was bound to have an accident.
   a It isn't a good idea to let Alice borrow your car. She'll definitely have an accident.
   b Lending your car to Alice was a bad idea because it was obvious she was going to have an accident.

LIVEWORKSHEETS

6 By next June my grandfather will have been working for the company for 50 years.
   a It's nearly 50 years since my grandfather started working for the company.
   b My grandfather is going to stop working for the company next June.
7 Will you be paying your bill by credit card?
   a Do you intend to use your credit card to pay your bill?
   b I would prefer it if you paid your bill using your credit card.
8 They were just about to phone for a taxi when their neighbour offered to take them.
   a Their neighbour offered to take them but they had already phoned for a taxi.
   b They didn't need to phone for a taxi because at the last minute their neighbour offered to take them.

E Complete the dialogue, using appropriate future forms of the verbs in brackets. Sometimes more than one form is possible.

Anna: Have you decided where to go for your holidays this year?
Jane: Yes, we [1] 're going / 're going to go (go) camping.
Anna: Camping? Where?
Jane: We're not sure yet. We think we [2] _____ (try) France for a change.
Anna: France? Really? What happened? I thought you [3] _____ (book) a cruise?
Jane: We were. In fact, we [4] _____ (pay) a deposit for one when Steve found out he'd lost his job.
Anna: Oh, I see. So you didn't want to spend so much money, is that it?
Jane: Exactly. We're a bit worried because there aren't many jobs around, and nobody knows when the situation [5] _____ (get better). We can't even be sure that Steve [6] _____ (find) another job by this time next year!
Anna: Don't be so pessimistic! He [7] _____ (work) again within the next couple of months, I'm sure.
Jane: I hope you're right! Anyway, we [8] _____ (be able) to afford a cruise for a while! What about you? What are you doing for your holidays?
Anna: Er, well, er, it's a bit embarrassing. Do you remember that Philip got a promotion recently? Well, er, now that he's earning more money we've decided we [9] _____ (do) something we've always wanted to do.
Jane: Really? What's that?
Anna: Er ... we're going on a cruise! In the Mediterranean! I [10] _____ (send) you a postcard, if you like!

MY TURN!

Copy the sentences into your notebook, making changes so that all the sentences are true for you.

1 Five years from now, I will still be living in my country.
   Five years from now I will be living in France.
2 By the time I am 30, I will have bought a big house.
3 Before my next birthday, I will have visited at least two more countries.
4 In ten years' time, I will have been working for at least five years.
5 At 7 o'clock tomorrow morning, I'll still be sleeping.
6 I'm on the verge of making some important changes in my life.
7 I'm just about to stop studying for the day.
8 My country is bound to change a lot in the next few years.
9 I was going to study more English today, but now I've changed my mind!

Now write three more sentences about yourself, using the future forms from this unit.

MY TEST!

Circle the correct option.

1 A: I don't know what she looks like. B: You'll know her when you see her. _____ a red sweater.
   a She's due to wear b She'll be wearing c She's about to wear
2 _____ the time I get back from the camp, I'll be feeling much fitter. a At b Until c By
3 I'm sorry but I can't help you now. I was _____ to leave. a just about b on the point c on the verge
4 The world's population _____ reach 10 billion in the year 2200. a is set to b is about to c will have
5 I _____ at home and watch TV, but my dad said I needed to get some exercise.
   a will have stayed b was going to stay c will have been staying

My Test! answers: 1b 2c 3a 4a 5b

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