

**E** Below is a text with blanks. Select the appropriate answer choice for each blank.

Many Utopias have been dreamed up through the ages. From Plato's *Republic* to Thomas More's *Utopia* and beyond, serious thinkers have (1) ..... societies where people live in peace and harmony. Most of these imaginary worlds have things in common: everybody is equal and plays a part in the running of the society; nobody goes without the (2) ..... of life; people live mostly off the land; often there is no money, and so on. Another thing they have in common is that, to the average person, they appear distasteful or unworkable since they do not take into account ordinary human nature or feelings.

Architects have got in on the act, too. After the Great Fire of London, Christopher Wren drew up plans for a (3) ..... of the whole city, including precise street widths. And in the 20<sup>th</sup> century there was Le Corbusier's *Radiant City* in which, if you weren't in a car or didn't have one, life would have been a nightmare.

Also in the 20<sup>th</sup> century, another famous architect, Frank Lloyd Wright, dreamed up a perfect city that got no further than the drawing-board. Wright believed that what was wrong with modern cities was, in his words, *rent*. Ideas, land, even money itself, had to be paid for. He saw this as a form of slavery and believed that modern city dwellers had no sense of themselves as productive individuals. Thus, Wright's city was to be made up of numerous individual homesteads, and the houses themselves were to be simple, functional and in (4) ..... with the environment. Everyone would own enough land to grow food for himself and his family. No outsiders would be allowed to come between the citizen and what he produced, or to (5) ..... both for money. Goods and services would all be exchanged, not bought and sold for profit.

- |   |               |                |                 |                |
|---|---------------|----------------|-----------------|----------------|
| 1 | seen          | dreamt         | envisioned      | idealised      |
| 2 | needs         | wants          | ingredients     | essentials     |
| 3 | re-decoration | re-arrangement | re-construction | re-composition |
| 4 | contact       | harmony        | peace           | community      |
| 5 | usurp         | rob            | exploit         | corrupt        |

**F** Below is a text with blanks. Select the appropriate answer choice for each blank.

It is surprising how many people still believe that advertising has little or no influence on what they buy. It is more surprising still when these same people (1) ..... to using a particular brand of, say, washing powder, toothpaste or cigarettes, and say they wouldn't change if you paid them – even after they've been shown that another brand is either just the same, better or cheaper. The fact is, people (2) ..... themselves that they have never *consciously* made a deliberate decision to buy a product based on an advertisement they have seen. They may, however, own up to doing so when they come to buy a product they have never owned before and shop around for the best (3) .....

But there's no (4) ..... away from ads. They're everywhere, and they're designed very cleverly and carefully to play on your emotions. And it works: you remember the ads that make you laugh, or feel sad, or simply annoy you. Often you find yourself buying something simply – you tell yourself – to try it out, but how did this brand of this product get into your head? Another reason for supposing advertising works is the question: why would so many hard-headed business people spend so much money on something that didn't?

- |   |          |          |          |         |
|---|----------|----------|----------|---------|
| 1 | divulge  | reveal   | admit    | declare |
| 2 | believe  | persuade | confess  | credit  |
| 3 | money    | saving   | package  | deal    |
| 4 | escaping | getting  | breaking | going   |