

# Answer Key

## Unit 1

### Improve your writing skills

1 C 2 A 3 B 4 C

### Get started

Students' own answers

### Develop your vocabulary

1  
1 f 2 c 3 a 4 e 5 b 6 d

2  
1 d 2 a 3 c 4 a

3  
1 unwind 2 steam 3 indulge 4 urge  
5 recreation

### Develop your writing skills

1 Suggested answers

	Exam task 1	Exam task 2
Topic	liven up a workspace	motivating employees
Task type	proposal	essay
Target reader	Board of a company	instructor
Purpose	present ideas and give reasons to support choice	explain which method is more important for employers to use for motivating employees and provide reasons to support opinion

2  
Plan A Exam task 2  
Plan B Exam task 1

3  
A review. Students should underline 'describes the best and worst executive toys' and 'state the reasons for your opinion'.

B email. Students should underline 'explain the overall problem', 'your reason for the purchase', 'a detailed description of each problem', and 'what you want done about it'.

4  
1 B 2 A

5  
Sentences to be ticked: a, c, e, f, g and h

6  
Paragraph 1 c  
Paragraph 2 a, h  
Paragraph 3 e, g  
Paragraph 4 f

7  
Students should underline: 'an essay for your tutor', 'discussing two of the methods', 'explain which method is more important' and 'provide reasons'.

8  
1 a 2 b 3 b 4 a 5 Students should tick: artistic expression, adult supervision, leisurely pastime, research results, absorbing pursuit.

9  
Suggested answers  
Introductory paragraph  
■ mention two methods  
■ mention that reasons will be given  
1st main body paragraph  
■ adult supervision must exist  
■ restricted play time  
■ responsible purchases  
2nd main body paragraph  
■ limits to what game makers will do  
■ public has free choice  
■ enforcement of laws against criminals  
Concluding paragraph  
■ restate opinion  
■ give thoughts for future

10  
Suggested answers  
Summary of task idea: providing special entertainment opportunities at a community centre

First suggestion: a board games night  
Supporting ideas for first suggestion: great way to bring friends and family together, easy to learn how to play  
Useful vocabulary: appropriate for

all ages, competitive nature, family participation, relaxing entertainment, worthwhile diversion, simple rules  
Second suggestion: a charades night  
Supporting ideas for second suggestion: interactive, highly creative

Useful vocabulary: appropriate for all ages, brain teaser, competitive nature, family participation, exhilarating activity, worthwhile diversion

Concluding remarks: ideas are the safest, easiest ways to relax and unwind in which everyone can participate and enjoy

11  
Suggested answers  
1st main body paragraph:  
The first suggestion is to have a board games night. One reason that playing board games is a worthwhile activity is its ability to bring family and friends together. It is appropriate for all ages, so an entire family, young and old, can participate. Another reason is that board games are relatively easy to learn how to play. The games come with simple rules, and furthermore, most people know the rules of the more popular games already.

2nd main body paragraph:  
The second suggestion is to have a charades night. One reason charades would be an excellent choice is its highly interactive and competitive nature. Participants have to stand up and use gestures to express words and phrases, with teammates trying to guess the answer. This brings us to the second reason why it is a worthwhile activity, which is its highly creative aspect. Participants really have to think about how they are going to get their point across, which makes charades an exhilarating activity.

### Exam focus

1  
1 formal  
2 argumentative  
3 middle paragraphs  
4 don't have to use any  
5 paraphrased  
6 must

2  
Students should tick plan 1.

3

1 b 2 b 3 a

### Skills tip

a Yes, b No

### Exam practice

Sample answer

Gaming addiction is a serious issue, as people who suffer from it can develop health and social problems. However, there is a method that can ensure people get assistance for these urges so that they no longer have to suffer.

In my opinion, the most effective way to help such sufferers is to provide a special treatment programme which can address specific issues related to gaming addiction. An addiction to video games is probably similar to other addictions in the sense that it consumes the addict's life. Users find the game so exhilarating that they indulge in play for hours on end, going without eating or any contact with the outside world. A counsellor would be able to help the person get over the problem, and a support group would allow them to share their painful experience with others.

On the other hand, it would be less effective to place warning labels on the boxes of video games. The problem is they will most likely be ignored. If the buyer simply unwraps the game and discards the box, the message will be lost immediately. Even if the user reads the warning label, by that point it is too late, as the problem occurs once they have already become obsessed with the game. To sum up, the best way to treat gaming addiction is to get help for it. More should be done to set up counselling programmes to enable people to deal with their problem and find a healthier and less addictive way to enjoy themselves.

## Unit 2

### Improve your writing skills

1 C 2 B 3 A 4 B

### Get started

Students' own answers

### Develop your vocabulary

1

1 c 2 a 3 e 4 d 5 b

2

- 1 clients
- 2 prominently
- 3 caption
- 4 pamphlets
- 5 personnel

3

- 1 placement
- 2 hoardings
- 3 slogans
- 4 direct mail
- 5 campaigns

### Develop your writing skills

1

- 1 the most competitive
- 2 more creative and attractive than
- 3 more likely... than
- 4 A key difference between
- 5 equally, different
- 6 whereas

2

- 1 a proposal
- 2 to advertise itself as a learning centre for business English through its website
- 3 the school director
- 4 two (learning activities, career advice)
- 5 explain how these activities help promote the school

3

- Suggested answers
- 2 The exam practice section would be less fun than the games for learning English section.
  - 3 The tips for job interviews section might be more appropriate than the job listings section.
  - 4 The games for learning English section might be less suitable than the business English vocabulary learning section.
  - 5 The exam practice section might be as helpful as the business English vocabulary learning section.
  - 6 The job listings sections might be more useful than the games for learning English section.

4

1 T 2 F 3 T 4 T 5 F 6 F

5

Sentences to be ticked: 1, 4 and 6

6

- 1 adverts in other countries (e.g. Norway) versus adverts in the US
- 2 more so, compare this, much more memorable, better
- 3 to explain what a clever advert is like
- 4 the consequences of unplugging a kettle versus not unplugging it

5 the Norwegian advert, because it's

more memorable

6 It does a better job of preventing fires.

7

- 1 whereas
- 2 more responsive than
- 3 perform better
- 4 preferred the floral scent more
- 5 were higher

8

- 1 letter
- 2 client
- 3 larger
- 4 colour scheme
- 5 more
- 6 two

9

1 c 2 d 3 a 4 e 5 b

10

Suggested answer

Firstly, I feel there are a couple of issues with the style of the advert. In reviewing the advert, it seems that the product features less prominently than we would like. Regarding our brand colours, I would like a colour scheme that is not quite as bright as the one that appears in the advert. The colour scheme we originally agreed upon was more consistent with our company's logo.

Secondly, in terms of the slogan, it is catchy, but it would be great if you could make it more memorable. We would like something similar to the slogan you created for last year's campaign, which was shorter in length and to be honest, sold the product more successfully. As I am sure you know, it is important for our target audience to remember the product in some way, so it is of crucial importance that we come up with a slogan that will stick in people's minds.

### Exam focus

1

- 1 proposal
- 2 tourist attraction
- 3 town council
- 4 slogans
- 5 target audience
- 6 placement

2

- 1 target audiences and advert placements
- 2 most appropriate
- 3 in order to ensure your proposal is chosen
- 4 Proposal for Engeltown's advertising campaign

5 Introduction, Ideas for campaign slogans; Target audience and placement of adverts, Conclusion

3

Sentences to be ticked: 1, 2, 4, 5, 7 and 8

4

Suggested answers

- 1 I feel confident your group will select this proposal.
- 2 The ideas I have proposed focus on the most important aspects.
- 3 These suggestions give the clearest idea for the best campaign.
- 4 Once people see the campaign, they will be certain to visit Engeltown.
- 5 Engeltown has many pleasing qualities and there are a number of reasons to visit.
- 6 The best placement for the adverts would be on travel websites, since many people use the internet to book holidays online.

#### Skills tip

a Yes, b No

#### Exam practice

Sample answers

1

Proposal for Engeltown's advertising campaign

Introduction

The purpose of this proposal is to suggest ideas for an advertising campaign showcasing Engeltown's tourist attractions. The proposal includes ideas for campaign slogans as well as suggestions for the most appropriate target audience and placement of the adverts.

Ideas for the campaign slogans

An attractive feature of Engeltown is its quaint, rural character that is impossible to find in cities which are noisier and full of high-rise buildings. Since Engeltown isn't far from large towns, one idea for a slogan is to call it a 'quiet getaway'. Two other special aspects of Engeltown are its historical buildings and close proximity to nature, and a slogan could mention these characteristics as well.

Target audience and placement of adverts

Since the people most likely to visit Engeltown for a holiday are city dwellers, the adverts should target this group of people. This will make the campaign most effective and the grant money will be well spent. Furthermore, the best placement for the adverts would be on travel websites, since many people use the internet to book holidays online. This is how the message

will reach the largest number of people. Placing adverts on the internet is likely to be more cost-effective than placing it on large hoardings or using direct mail.

Conclusion

In short, Engeltown has many pleasing qualities and there are a number of reasons to visit, but the ones I have proposed are the most important aspects to focus on. When city residents see the campaign, I feel confident they will choose to visit Engeltown.

2

Report on the Middleton Job Fair

Introduction

The following report concerns the recent job fair that our company attended in an effort to headhunt new personnel. Here is a summary of my interviews with various candidates and some thoughts on their suitability as staff in the company.

Level of qualifications

As far as the candidates' qualifications are concerned, many of them have graduated from university. Most of them possess bachelor's degrees and a few have obtained their master's degree in fields related to advertising, so we could possibly fill lower-level positions a bit more easily than higher-level positions. Many of the candidates have had little experience in the field, although they expressed a willingness to learn the ropes of advertising, and they seemed eager to get started on assignments.

Personality traits

In terms of personality, it seems that many of the candidates would project a good image for the company, since they were dressed professionally, as if they were already working for the company. The candidates are all very good communicators, and I imagine they would be effective when handling clients. They were both sociable and personable, which are highly desirable qualities for advertising personnel.

Conclusion

All in all, there were many promising candidates at the job fair and I believe that the candidates I met have a great deal of potential in terms of meeting our staffing needs. Attached are the CVs of the candidates I found to be most qualified for positions within our company.

3

We're all constantly bombarded with advertising – on TV, in magazines, and on the internet. For me, the most memorable

ads are still those shown on TV. Perhaps this is because they have the largest budgets and the biggest creative teams behind them. When they're good, they're very very good. When they're bad, they're truly dreadful.

My favourite advert of all time is for a well-known brand of cat food. It plays on your heart strings, but has a wonderful sense of humour too. It starts with an adorable little kitten trying to attract a young woman's attention. It clearly wants its dinner. She's busy studying though, and doesn't want to be disturbed. So, the kitten takes matters into its own hands – or, more accurately, its own paws. We see the kitten opening the cupboard door, finding the cat food and putting it in the bowl. It then eats dinner and even does the washing-up before the young woman comes into the kitchen. The look of innocence on the kitten's face is just superb – it gets me every time.

My least favourite advert of all time is for a razor blade (I won't say which one!). It revolves around the idea of two famous sports stars meeting at a bus stop. It's not a bad idea, but the script is awful, the acting is appalling, the humour falls flat and the slogan 'Well, that was a close shave!' is predictable and dull. I cringe every time it comes on.

In one sense, both adverts are successful in that they've made me remember them. In another sense, though, both adverts have failed – I've never bought that brand of cat food or that make of razor blade.

## Unit 3

### Improve your writing skills

1 C 2 A 3 B 4 A

### Get started

Students' own answers

### Develop your vocabulary

1

1 c 2 a 3 f 4 d 5 b 6 e

2

- 1 difficulties
- 2 ability
- 3 individual
- 4 respect
- 5 interaction
- 6 self-esteem
- 7 exploit
- 8 flexible

**Develop your writing skills****1–2**

Students' own answers

**3**

Suggested answers

Paragraph 2:

Writer's main point about the changing classroom environment: The trend is to have lots of flexible space.

Ways the writer supports this point: separating the classroom into sections / seating area with comfortable chairs / table for craft activities or discussion / movable walls

Paragraph 3:

Writer's secondary point about the changing classroom environment: The interaction between teacher and student is changing.

Ways the writer supports this point: teacher no longer insists on students doing what they are told / students involved in decision-making / students are given more freedom, for example, students can leave their desks when they need a break.

**4**

1 d 2 a 3 b 4 c

**5–9**

Students' own answers

**10**

Suggested answers

- 1 by mentioning that both teacher and student have a role to play
- 2 the roles and the responsibilities of the teacher
- 3 by giving examples of what the teacher is expected to do and the consequences if this is done
- 4 The writer begins with the word *However* to emphasise that the teacher is not solely responsible for a lesson being successful / that the student must take responsibility too.
- 5 The writer has paraphrased these points from exercise 8: Students have to take some responsibility for their own learning. Teachers should take their roles seriously.
- 6 By paraphrasing the need for the student to overcome obstacles

**11**

c

**12–13**

Students' own answers

**Exam focus****1**

Students' own answers

**2**

Students' own answers

**3**

B

**Skills tip**

a Yes, b No

**Exam practice**

Sample answer

Creating a positive atmosphere in the classroom is something which enables teachers to impart their knowledge to the best of their ability and also allows students the best possible environment in which to learn. To my mind, the key elements here are the teacher–student relationship and a pleasant studying environment.

The relationship between the teacher and the students plays a vital role in how successful a lesson is, and work in this area is the best way to improve the classroom environment. A teacher needs to strike the right balance between accessibility and authority. By this I mean that the teacher should act in a friendly way towards students, while at the same time maintaining a healthy respect for him or her. In my opinion, an informal approach on the part of the teacher works best, but he or she also needs to be able to control the class and allow each of its members to contribute to the lesson and develop their abilities.

The classroom itself is of secondary importance, but it still has a part to play. Teachers and school owners should make sure that the conditions in the classroom are comfortable. This includes having enough light, suitable furniture and a pleasant ambience. There should be enough space for everyone and as few distractions, such as noise from outside, as possible.

To conclude, there is no doubt in my mind that the teacher's relationship with the students is the key to a positive learning experience. If we can get this right, then all other obstacles can be overcome.

**Unit 4****Improve your writing skills**

1 C 2 A 3 A 4 B

**Get started**

Students' own answers

**Develop your vocabulary****1**

- 1 guesswork
- 2 contemplate
- 3 strive
- 4 grasp
- 5 self-study
- 6 tutorial
- 7 outline
- 8 read

**2**

- 1 devote
- 2 problematic
- 3 figure
- 4 assembling
- 5 ingenious
- 6 feasible
- 7 inspiration

**Develop your writing skills****1**

1  
Opening statement: d  
Closing statement: a

**2**

2  
Opening statement: b  
Closing statement: c

**2**

- 1 T
- 2 E
- 3 E
- 4 T

**3**

Sentences to be ticked: 2, 3 and 4

**4**

1 d 2 c 3 f 4 a 5 e 6 b

**5**

Students should circle the words: DIY, Archaeologists, Going and In (conclusion)

**6**

1 b 2 b 3 a 4 a

**7**

- 1 Task A
- 2 Task B
- 3 Task B
- 4 Task A
- 5 Task B
- 6 Task A

## 8

Areas of the text where the report needs improvement and why:

Report on the weekend DIY design class  
Introduction

This report is based on observations made in Sarah Fitch's DIY design course over the weekend. In this report, I will give a description of how the class went. (*didn't fully describe the plan for the text in the introduction*).

Popularity of tasks

In terms of how students liked the tasks, it seems that they were very interested in the tasks that Ms Fitch presented. The focus on interior designs was a positive aspect of the class. (*didn't mention the second part of the notes for this paragraph*)

(*no paragraph heading given ie: Ease in learning the tasks*)

As far as the ease in learning the tasks was concerned, (*didn't mention first part of the notes for this paragraph*) a few students had a bit of trouble about halfway through the process. As a result, some of their designs did not turn out properly. It may be possible that students did not think through the steps well enough.

Conclusion

In general, the class was interactive and useful for students, and I believe many people were pleased that they decided to take the course. (*no recommendations given*).

## 9

Suggested answers

Introduction

This report is based on observations made in Sarah Fitch's DIY design class over the weekend. In this report I will give a description of how the class went and my recommendations for future classes.

Popularity of tasks

In terms of how students liked the tasks, it seems that they were very interested in the tasks that Ms Fitch presented. The focus on interior designs was a positive aspect of the class. However, some of the students desired to learn more designs for outdoor use in addition to the interior ones.

Ease in learning the tasks

As far as the ease in learning the tasks was concerned, most of the students got started straight away, so the designs were not terribly difficult to create in the beginning. A few students had a bit of trouble about halfway through

the process. As a result, some of their designs did not turn out properly. It may be possible that students did not think through the steps well enough.

Conclusion

In general, the class was interactive and useful for students, and I believe many people were pleased that they decided to take the course. One recommendation I would make is to possibly have a separate advanced level class that includes the more complicated designs. Another recommendation would be to incorporate more designs for outdoor use.

### 10

1 C 2 O 3 O 4 C

### 11

Sentences to be ticked: 2 and 3

### 12

Suggested answer

Many of us want to explore our artistic talents. One creative way of doing so is to host a programme on jewellery making. As it is a fairly effortless endeavour, I think there would be plenty of viewers who would participate in the show. Furthermore, not only is it rewarding to create an accessory that expresses who you are, you could also go into business if you show a real talent for it.

In terms of home improvement shows, I believe people want to make their life in the world more eco-friendly, so it would be great to apply this to the home. There are many simple, inexpensive and useful changes that could be taught through the programme. Besides, making your home eco-friendly is not only good for the environment; you will also save money on bills.

### Exam focus

#### 1

1 a 2 b 3 a 4 a 5 b 6 a

#### 2

1 C 2 A 3 C 4 C 5 C 6 C 7 A  
8 A

#### 3

Paragraph 1: c  
Paragraph 2: b, e, g  
Paragraph 3: d, h  
Paragraph 4: a, f

### Skills tip

a No, b Yes

## Exam practice

Sample answers

### 1

To: Bernstein Furniture

Subject: Beebo Bookcase

Dear Sir or Madam,

I am writing to complain about the Beebo Bookcase, which I ordered from your online shop on 17th February and which was delivered on 21st February.

Firstly, the bookcase does not contain all of the items needed to assemble the parts together. As you must be aware, the assembler needs to purchase separately a pack of screws before assembly can be attempted. As you can imagine, I was quite frustrated to discover this halfway through the assembly process. For you to not include everything required for assembly is, in my opinion, quite unacceptable and caused me considerable inconvenience.

Secondly, the instruction booklet that came with the bookcase was, in my opinion, incredibly difficult to understand, despite the claim on your website that the instructions would be simple. I spent quite a lot of time trying to figure out how to follow them, and at one point I was completely baffled by the various steps, as they did not make any sense at all. I would argue that there was too much guesswork involved in the instructions and they are not so easy to follow.

In light of the above, I feel I am entitled to a partial refund. I would like to suggest that you refund me 25% of the 50 euros I paid for the bookcase.

I look forward to hearing from you.

Yours faithfully,  
Alan Simons

### 2

Community building project

Introduction

The purpose of this proposal is to put forth two suggestions for a local building project to be carried out by volunteers with the help of trained professionals. I will also give reasons to support my suggestions.

Community garden

These days, community gardens are being set up in neighbourhoods all over the country. It is increasingly becoming a necessity for every community to have one, and for this reason, I would suggest we use the funds to build a community garden. In addition, I would say that the creation of such a project is a highly feasible activity, as it would be relatively simple to do.



A home for a low-income family  
 A second project I would like to suggest is to build a home for a low-income family. It is certainly not a simple project to carry out, but it could be a terrific learning process for all those involved, like a tutorial in home building. Naturally, all involved would have to read up on how to do the various aspects of the project, but with trained professionals involved, it should go smoothly. The project could also serve as inspiration for those in the community who are less fortunate, to never give up in life.

### Conclusion

Although there are many different projects that could be worthwhile for our community, I believe the two I have suggested, the community garden and the home for a low-income family, are the most beneficial.

### 3

Report on the self-study course in English literature

### Introduction

This report covers the self-study course in English literature that began four weeks ago. In the report, I will discuss how students are getting on with the course materials, homework assignments and tests and give recommendations for possible changes to the course.

### Course materials

Since the course began, I am happy to report that I have received no complaints from students about not being able to access the materials online, so that seems to be a success. On the other hand, I have noticed that students seldom ask questions about the materials. This might be because they completely understand the materials; however, I think it is more likely that they have not been thinking the materials through sufficiently.

### Homework assignments and tests

It seems that students are completing the compulsory homework assignments without fail; however, there are some optional assignments in the course for further study, and hardly any of those assignments are being completed. Test marks seem to be a bit low, and it is possible that students are having trouble grasping some of the concepts in the course.

### Conclusion

I believe that more interaction with students may be helpful to improve their understanding of the materials, and to make sure they are fully aware of all the concepts. It is possible that we need to review the materials to ensure clarity, or even ask students what they think of them. I also think some optional homework assignments should be made compulsory. That way, they could perhaps do better when taking tests.

## Unit 5

### Improve your writing skills

1 C 2 A 3 A 4 C

### Get started

Students' own answers

Suggested answers

Fish, sharks, coral.

Marine pollution, oil leaks, overfishing, dumping, global warming.

### Develop your vocabulary

#### 1

1 c 2 a 3 d 4 e 5 b

#### 2

1 overfishing

2 stocks

3 dumping

4 washed up

5 reefs

6 creatures

7 clean-up

8 coastal

9 disposal

10 biodiversity

### Develop your writing skills

#### 1

1 to find out more, decide whether or not to see it

2 give to the manager, present facts about

3 hear someone's news or opinion

4 suggest a course of action

5 relevant facts, be formal and polite

6 differently

7 reports and proposals, reviews

#### 2

a I

b E

c F

d F

e E

f F

g F

h E

### 3

1 c formal use of *I believe*; formal language (*significant/effect/efficiency*)

2 e informal phrases such as *fairly sure*; contractions (*it's*); *going to*; use of exclamation mark

3 g formal phrasing such as *take into consideration*; use of *certain* (rather than *sure*)

4 h neutral expressions such as *I look forward to meeting you* suitable for letter or email

5 f formal structures such as *In terms of, reasonably well*; passive voice (*is ... catered for*)

6 d formal language (*to a satisfactory standard, with the result that*); passive voice (*the work which was done*)

7 a informal use of contractions; colloquial expressions such as *happy, getting into, a cool way*

8 b informal use of contractions; colloquial expressions such as *Let's just say, you're going to love this one.*

### 4

1 Text type: letter/email; Target reader: an official with an environmental organisation; Writer's purpose: to find out more information and to find out about volunteering opportunities

2 Text type: proposal; Target reader: the writer's manager; Writer's purpose: to suggest ways to raise public awareness about the company/organisation

3 Text type: review; Target reader: the general public; Writer's purpose: to publicise the good and bad points of an event

4 Text type: report; Target reader: the writer's manager; Writer's purpose: to report on progress of an organisation over the last year

### 5

1 I firmly believe, most effective, the situation

2 is really thought-provoking

3 outstanding

4 potentially, marine life

5 closely examines

6 recommend doing, raise public awareness

### 6

Suggested answers

1 to invite

2 to praise

3 to advise

4 to ask for information

5 to recommend a book or film

6 to accept an invitation

7

1 a 2 b 3 b 4 a

8

A purpose: review of a film  
target reader: young magazine reader  
register/style: formal or informal

B purpose: suggestions to improve the situation  
target reader: serious professional  
register/style: formal

C purpose: persuade people that marine conservation is important  
target reader: other newspaper readers  
register/style: balanced and polite

9

Suggested answers

1

Of course, film is an ideal medium for this kind of message because it is such a popular medium.

Furthermore, thanks to some ingenious camera work, we are truly able to see the beauty of nature.

2

Fundraising

In order to generate more income to help finance our work, I think we should stage regular fundraising events.

In addition, we could make a considerable amount of money through the sale of merchandise such as mugs and T-shirts.

3

One important consideration when preserving marine life is that every species is vital.

This is because the extinction of just one species could upset the balance of the ecosystem.

As well as this, we need to remember that it is largely as a result of our actions on land that we are facing problems with our seas. We cannot separate one from the other.

10

Suggested answers

One of the most impressive things about the film was the cinematography. With its spectacular underwater scenes, accompanied by dramatic music, the film was a pleasure to watch from start to finish.

However, this was a film with a message. I think what the writer and director wanted to convey was the speed at which this underwater world was disappearing. I have no hesitation in recommending this film for anyone with the slightest interest in nature – and that should include all of us.

### Exam focus

1

1 a review of a film or video

2 to describe the film/video for people who haven't seen it

3 readers of *Education on Screen* magazine

4 The style and register should be semi-formal to formal because the emphasis here is on education and the environment so the subject is quite a serious one.

5 reasons why readers should watch it

6 a *nature documentary*: ✓ This is the most logical thing to review.  
*an action thriller with an environmental theme*: ✓ This is also possible if the environmental theme can be considered possible, rather than complete science fiction.

*a romance set in a beautiful setting*: This is unlikely to contain the elements of education and environment required by the task.

*a documentary about education*: This would probably be off-topic unless the aspect of education is something like Environmental Studies.

*a cartoon with a message*: This is unlikely but possible if the cartoon has a serious environmental message, rather than being purely for entertainment.

7 Students' own answers

2–3

Students' own answers

### Skills tip

a Yes, b No

### Exam practice

Sample answers

1

Revolution

Rob Stewart made his name by filming *Sharkwater*, a documentary about the dangers facing sharks. In *Revolution*, the follow-up, he makes it clear that it is not only sharks and the oceans that are endangered, but potentially the whole of humanity.

*Revolution* examines various areas where there is damage to the environment such as the coral reefs of Papua New Guinea and the deforested areas of Madagascar. Stewart travels to 15 countries to talk to individuals and organizations who are trying to find solutions. The different facts and opinions we hear are shocking but give us hope. Meanwhile, the spectacular camerawork gives us an insight into a

world which we might lose before we have even begun to appreciate it.

Although Stewart's passion is clearly for marine life, this film makes it clear that it is not one single factor, but rather a combination of human actions, that is pushing the balance of nature ever closer towards catastrophe. All of us need to see how damage to the environment, loss of endangered species and ocean acidification are threatening the future of our planet. If the oceans die, he argues, most of life on Earth will quickly follow. Not everyone is interested in nature documentaries. However, I believe this is compulsory viewing for everyone. The main message of *Revolution* is that young people are the ones who stand to lose the most. We can stop the damage, so I believe we have a duty to find out how – if not for our benefit, for the sake of future generations.

2

To: Geoffrey Harrison Coastal Protection Agency

From: Sarah Barker

Subject: Steps to protect the seas and marine life

Purpose

The purpose of this proposal is to outline my suggestions for ways in which we can reduce the damage being done to our seas and coastlines.

Industry

Undoubtedly, one of the biggest causes of damage to our marine life is industry. Whether by pumping waste directly into the sea or more indirectly through other methods, such as farming, where chemicals and fertilisers used on the land frequently make their way into the sea, there is no doubt that the problem has reached extremely dangerous levels. I suggest an immediate review of all industrial processes and new laws which will enforce the safe disposal of all waste. Companies which do not comply with these laws should be stopped from operating and governments fail to act should face international pressure.

The general public

Although the destruction caused by individuals is far less serious than that of governments and major industries, I believe that we need to act on an individual level too. Authorities in coastal areas should step up their campaigns against littering, by providing suitable waste disposal facilities and launching

public awareness campaigns. This would help highlight the fact that we all have a responsibility to preserve the environment.

Conclusion

Our seas and oceans are not just important because they support fish and other sea creatures. They also play a vital role in the health of the Earth as a whole.

If we implement the measures suggested above, we can start to undo the damage and help preserve our planet for future generations.

**3**

To: John Phillips

Subject: Talk for the environment fair

Dear Mr Phillips,

Thank you for inviting me to talk at your environmental fair in June. I am delighted to accept your invitation and I propose to speak about the following topics of environmental interest.

First of all, I would like to start with the pollution caused by industry and the effects this is having on our seas and oceans. As part of my talk, I would like to mention how a great percentage of marine pollution is caused by our actions on land, for example, the chemicals which end up polluting our rivers and seas. I will also touch upon ocean acidification caused by the increase of carbon dioxide in the air, which then finds its way into the sea.

Additionally, I would like to present the current predictions for the future. For instance, in one scenario, where nothing is done to reverse the damage, we face the very real possibility of mass extinction of sea life in the next 100 years. This will have a dramatic effect on the approximately one billion people who rely directly on fish as their main source of protein. However, the consequences run far deeper, and I would like to explain how the extinction of just one species affects the whole balance of nature. Finally, I intend to show how, by taking action now, we can prevent this tragedy from happening.

I very much look forward to attending the fair and talking to your visitors.

Yours sincerely,  
Andy Porter

## Unit 6

### Improve your writing skills

1 B 2 A 3 B 4 C

### Get started

Students' own answers

### Develop your vocabulary

**1**

- 1 intake
- 2 starving
- 3 prone
- 4 nutritious
- 5 low-carb

**2**

- 1 c 2 e 3 a 4 b 5 d

**3**

- 1 obesity
- 2 cholesterol
- 3 fatty
- 4 nutritional
- 5 regime

### Develop your writing skills

**1**

- 1 However
- 2 yet
- 3 also
- 4 too

**2**

- 1 d 2 a 3 c 4 b

**3**

- 1 Moreover, Furthermore
- 2 Hence, Thus
- 3 Nevertheless, In spite of this
- 4 Consequently, Accordingly
- 5 Equally, Alternatively

**4**

- 1 resentment by some
- 2 how hard he tries
- 3 as well as / in addition to
- 4 to the fact that

**5**

- 1 Therefore
- 2 Furthermore
- 3 Conversely
- 4 However
- 5 That is
- 6 Alternatively
- 7 for instance

**6**

- 1 such
- 2 them
- 3 which
- 4 whose
- 5 one
- 6 more

7 former

8 latter

9 making

10 otherwise

11 First

12 so

13 since

14 on

15 Though

**7**

- 1 Unfortunately
- 2 Clearly
- 3 Consequently
- 4 Curiously
- 5 Understandably
- 6 Similarly
- 7 Certainly

**8**

The patient has managed to shed two pounds thanks to a rigorous exercise routine and strict diet. And also, his blood tests have showed lower levels of blood sugar and cholesterol. Then again, he has some way to go before he is at a suitable weight for the operation. What's more, he has not convinced me entirely that he is ready to change his lifestyle. Like, he sometimes talks as though this regime will only continue up to the surgery. To cap that, he admitted succumbing to a fast food meal just after his previous check-up. Sure, it is the only time he has done so, but he should perhaps be warned.

**9**

- 1 Similarly
- 2 However/Having said that
- 3 Additionally/In addition
- 4 For instance
- 5 Furthermore
- 6 Certainly

**10**

- 1 to
- 2 again
- 3 To
- 4 top
- 5 Also/Next/Secondly
- 6 like
- 7 as/since/because
- 8 more

**11**

Suggested answers

- 1 there are genetic reasons for obesity in some people that cannot be changed.
- 2 more and more children are developing diabetes.
- 3 the sugar and salt that it contains.
- 4 many people lose willpower and give up.
- 5 people do not seem to be getting thinner.



12

- 1 disease/condition, one
- 2 dieting/weight loss, it/this
- 3 flavours, ones
- 4 state's, its
- 5 intake, it/this
- 6 Consumers, They

13

- 1 Diet books are aimed at (the many) people who are unhappy with their weight.
- 2 Advertising works well on children, which is why so much is focused on them.
- 3 We should target those children for whom every meal is junk.
- 4 People want instant results from diets, which is completely unrealistic.
- 5 Children whose parents suffer from weight issues should be taught about healthy eating from an early age.

**Exam focus**

1

- 1 c 2 e 3 f 4 b 5 d 6 a

2

- 1 A 2 D 3 D 4 A 5 D 6 A

3

- 1 Paragraph 2
- 2 Paragraph 1
- 3 Paragraph 1
- 4 Paragraph 4
- 5 Paragraph 3
- 6 Paragraph 4

**Skills tip**

- a No, b Yes

**Exam practice**

Sample answer

One of the greatest burdens on health systems is the problem of obesity and diseases such as diabetes that accompany it. Excess weight is increasingly common among school-age children, condemning them to a life of inactivity and ill health. What role can governments play in fighting this modern-day epidemic?

One obvious step would be the introduction of healthy school lunches. If children regularly ate a balanced meal, they would discover what nutritious food tastes like. This might, however, be no more than a symbolic step. After all, lunch in the school canteen is not compulsory, and what is in a lunchbox prepared at home cannot be regulated. In addition, it is doubtful whether five lunches can compensate for morning, evening and weekend overeating.

What is vital is education. Governments should consider the option of introducing compulsory lessons about diet, cooking and nutrition for all students. Homework could be specifically designed to involve the parents and guardians of pupils, since their own cooperation is necessary in order for the theory to become practice. Care should be taken, however, to emphasise the importance of healthy dieting, on account of the tendency some teenagers have towards eating disorders; for instance, anorexia.

To conclude, the availability of a healthy school lunch would of course be a positive step, but it is unlikely to have any great or long-term effect on the problem of obesity. Only with the understanding that comes with education, can young people be convinced that losing weight in a healthy way and following a balanced diet are possible and desirable goals.

## Unit 7

**Improve your writing skills**

- 1 B 2 C 3 C 4 C

**Get started**

Students' own answers

**Develop your vocabulary**

1

- 1 c 2 d 3 e 4 a 5 b

2

- 1 tested
- 2 phased
- 3 modernise
- 4 overhaul
- 5 maximise

3

- 1 innovations
- 2 evolution
- 3 capabilities
- 4 broadband
- 5 sustainability

**Develop your writing skills**

1

Sentences to be ticked: 2, 5 and 6

2

Suggested answers

- 1 I would recommend spending some of the company's profits on improving the working conditions in the office.
- 3 One option would be to modernise the way we have meetings with clients to include high-tech video conferencing.

4 Focusing on the smaller, portable computers should be considered, as desktop computers are becoming a thing of the past.

3

Suggested answers

- 1 Why don't you attend some workshops so you can update your skills set?
- 2 I would caution against discontinuing the smartphone line as it's a commonly used device.
- 3 One suggestion would be to redesign the kitchen appliances to include touch-screen capabilities.
- 4 Have you thought about using an online ordering system to place all of our orders?
- 5 It is advisable to redesign the advertising campaign in order to focus on your latest innovations.
- 6 I would recommend choosing these two ideas because they will be most profitable for the company.

4

- 1 due to
- 2 This means
- 3 Even though
- 4 It is my belief
- 5 consequently
- 6 I would recommend
- 7 one suggestion

5

- 1 Paragraph 1
- 2 Paragraph 4
- 3 Paragraph 3
- 4 Paragraph 2
- 5 Paragraph 1

6

take stock of the company's operating systems to see where upgrades can be made, invest money in researching the competition to see what innovations they have made

7

Students should tick C

8

- 1 Task A
- 2 Task A
- 3 Task B
- 4 Task B
- 5 Task A
- 6 Task B

9

Suggested answers

- 1 Product designs
- 2 antiquated / old-fashioned
- 3 more consumers will make the same move

- 4 Product capabilities
- 5 innovation
- 6 we can prevent this from happening

## 10

Sentences to be ticked: 2, 3 and 4.

## 11

- 1 readers of a technology magazine
- 2 the technology magazine *Tomorrow's Technology*
- 3 to discuss your favourite and least favourite devices
- 4 best device and worst device you've seen or used and reasons
- 5 in the concluding paragraph

## 12

Suggested answer

... I would like to present my favourite type of computer and the one I like least, and say which one I would recommend to readers.

Tablets are the next evolution in computers. You can take them with you anywhere, they're even lighter than a laptop and they have basically the same functions. Because they have a wide array of functions, you can use them for work or leisure, at home or in the office. They're also quite stylish and many come with durable carrying cases. Their touchscreen capabilities make them user-friendly as well.

This has to be the worst computing device still on the market. Besides being bulky and immobile, they're antiquated systems that look more like a piece of furniture than a tech device nowadays. Even worse, many of the older ones lack wireless functions, making them useless in today's wireless world.

...if you happen to be in the market looking for a type of computer, I highly recommend getting a tablet. They're great whether you are always on the go or you simply enjoy sitting around surfing the internet at home.

### Exam focus

#### 1

- 1 report, a manager
- 2 upgrades to the Computer Centre
- 3 changes that have been made, the opinions of members of the public and general recommendations
- 4 some people want hard copies; some people want more security
- 5 the final two notes

#### 2

Sentences to be ticked: 1, 3, 4 and 6

## 3

Suggested answers

One option is to install a card scanner to verify the identity of each user. This would increase security, while at the same time allowing the library to assess the numbers of people using the Centre.

I would like to suggest that all computer terminals be connected to a central printer. In this way, those members of the public who wished to make hard copies would be able to do so.

I would recommend that staff be instructed to assist with printouts. Although this may involve extra training and therefore extra cost, it would clearly make the service more useful to members of the public.

It is recommended that each user be provided with an individual password which would allow access to a folder containing all that user's files. This would provide an extra layer of security.

### Skills tip

a No, b Yes

### Exam practice

Sample answers

#### 1

To: Ms Philpot

From: Isaac Jarvis

Subject: The Computer Centre upgrade

Introduction

This report concerns the upgrades made to the Computer Centre. It outlines the effectiveness of the upgrades and provides recommendations to address outstanding issues.

Upgrades

One key area the upgrades addressed was accessibility. Ramps have been installed to improve wheelchair access. To make the Centre more accessible to people from ethnic minorities, publicity has been produced in a range of languages.

It was also felt that the software needed to be upgraded. This involved installing new versions of all key programs, as well as training staff in their use.

User survey

A survey of Centre users was conducted over a seven-day period. In general, the feedback was very positive and people felt that the Computer Centre was a useful facility, particularly for those unable to afford their own home computer or internet connection. However, two areas were highlighted as being of concern. Firstly, some users felt that more security was needed in such a public system.

Secondly, some said they would welcome the ability to produce hard copies of files and webpages.

Recommendations

One option is to install a card scanner to verify the identity of each user. This would increase security, while at the same time allowing the library to assess the number of users. Individual passwords which would allow access to a folder containing all that user's files would provide an extra layer of security.

Finally, I would also suggest that computer terminals be connected to a central printer. In this way, members of the public who wished to make hard copies would be able to do so.

## 2

Introduction

This proposal outlines two product lines which are key to the success of the company. Based on my experience and on market research, I propose that we focus on our range of tablet computers and our home cinema systems.

Tablets

As the tablet computer market becomes increasingly competitive, it is vital that we keep our products up to date. Areas that have been identified as candidates for innovation include the touchscreen interface and the overall product design. The former will enable us to introduce new functions, while the latter will allow our products to stand out in a crowded marketplace. Innovations in these areas should make us more competitive in emerging markets, such as India, as long as any changes do not significantly increase the overall price of the products.

Home cinema systems

Our home cinema systems are market leaders in many countries, and it is vital that we innovate to maintain our position. Competitors have generally caught up with our existing products, and we need to offer consumers new features. I propose that we explore adding online services to our systems, such as the ability to download films and other content directly, without the need for a computer.

We might also consider improving the sound quality. As televisions with larger and larger screens become more common, there is greater demand for high-quality audio. Investing in this area will increase costs and so push up prices, but I am convinced that the consumer is willing to pay more for a quality product.

3

Dear Sir or Madam,

I am writing in response to your recent advert posted on an online employment agency's website. I would like to apply for a position as a gaming programmer with your company, New Line Games, at your new branch in Middleton. I believe that with my experience and qualifications I will be a valuable asset to your team.

I graduated four years ago with a top-class degree in computer programming from the University of Littleton. Since then, I have worked for Digifun Games as an innovative programmer, working on the firm's various video games. I have assisted in developing new games for the company with state-of-the-art graphics, compelling storylines and engaging multi-player interaction. Many of the games I have helped create have won national and international gaming awards.

I take every opportunity to stay up-to-date in trends in computer and video gaming, and I make the effort to attend gaming conventions in order to review the most recent products and discuss industry developments with colleagues. During my time as a gaming programmer at Digifun, I have seen the company's profits double. I believe that I have made a significant contribution to that achievement. I believe the skills and experience I have gained would be invaluable to New Line Games.

Attached is my CV for your consideration. Please don't hesitate to contact me if you require further information or wish me to attend an interview.

I look forward to hearing from you.

Yours faithfully,

Tara Chang

## Unit 8

### Improve your writing skills

1 A 2 B 3 A 4 C

### Get started

1

Students' own answers

### Develop your vocabulary

1

- 1 detrimental
- 2 abandon
- 3 solitude
- 4 flexible

2

- 1 unwinding
- 2 energising
- 3 motivated
- 4 sticking to
- 5 kitted out
- 6 cater for
- 7 teamed up with

### Develop your writing skills

1

- 1 e, f
- 2 b, d
- 3 a, c

2

- 1 b 2 a 3 e 4 d 5 c

3

- 1 solitary
- 2 invigorating
- 3 relaxing
- 4 varied
- 5 expensive

4

- 1 affordable / expensive
- 2 stressful / relaxing
- 3 repetitive / varied
- 4 social / solitary
- 5 exhausting / invigorating

5

- 1 review of a local health club which you use or have used
- 2 its good points and its bad points
- 4 reasons to support your remarks

6

- 1 C
- 2 Suggested answers: A: a boxing gym; B: an international health club
- 3 Suggested answer: C, maybe A, but not B
- 4 C

7

- 1 c, f, i, k
- 2 a, b, h, l
- 3 d, e, g, j

8

- 1 B
- 2 B
- 3 A, C
- 4 Suggested answers: A: No, too short, B: Yes, C: No, too long

9

- 1 a 2 a 3 b

10

- 1 b, h
- 2 e, g
- 3 a, f

11

Suggested answer

Dear Sir or Madam,

We'd like to team up with your company in order to offer your employees the chance to join our first-class health club for a fraction of the normal fees.

Our group rate applies to a minimum of ten employees from your company. This rate includes a monthly fee of €16 per person for two sessions per week, with no registration fee or other charges. We are also offering the group exclusive classes, with a timetable to suit the group. Individuals from the group can attend extra sessions at the reduced price of €5 per session.

For employees, the advantages of this offer are obvious. Firstly, those joining the scheme will be entitled to the use of our superb facilities for a very affordable fee, with immediate health and fitness benefits. Secondly, they will be able to spend enjoyable social time bonding with their colleagues, improving their social life as well as helping to ensure a happier atmosphere in the office or factory.

In addition, we'd like to point out the benefits this scheme might offer your company itself. We've suggested that employees joining our club will enjoy better health and a happier social life, and, as you know, happy, healthy workers are far more productive in the workplace. Furthermore, since membership is tied to their job, it becomes a fringe benefit which helps to attract and keep staff. Please don't hesitate to get in touch to discuss our offer, or if you have any further queries.

Yours faithfully,

Jack Smith

### Exam focus

1

- 1 F 2 F 3 F 4 T 5 F 6 F

2

Suggested answers

- 1 more than just exercise (fun of playing/ competing) – part of a team/club – chance of fame/career
- 2 risk of injury – needs talent (i.e. not for everyone) – commitment (can't let team down) – takes up lot of time (training, matches)
- 3 services and facilities (e.g. instructors, equipment, pool, etc) – variety of exercise (different classes) – social life – support and encouragement

- 4 expensive – not always convenient (fixed timetable, travel)  
 5 convenient (flexible timetable/routine, no travel) – cheap (no fees)  
 6 limited (little/no equipment), boring (little variety of exercises) and lonely (working out alone) – not very effective (poor/no equipment, no expert instruction)

- 3  
 1 c 2 e 3 b 4 a 5 d

**Skills tip**  
 a No, b No

**Exam practice**

**1**  
 Sample answer  
 For the average person, since they lack the level of talent required for competitive sport, the typical approach to keeping fit involves regular exercise workouts at home, or attending a health club two or three times a week.

The main advantage of exercising alone at home, including jogging around one's neighbourhood, is convenience. There is no need to travel, and each individual can follow a flexible routine which suits them. One disadvantage is that exercising in this way, with little or no equipment, supervision or advice, usually brings fewer fitness benefits. Furthermore, many people find the limited routine soon becomes a repetitive and lonely activity. A health club, on the other hand, usually offers expert training and guidance, a wide range of professional equipment and an interesting variety of different fitness activities; in addition, there is a strong social element involved. However, the membership fees for health clubs can be too expensive for some people's budgets. Not surprisingly, the percentage of people who begin a fitness routine but then abandon it is much higher among those exercising at home rather than attending a health club, not only for the reasons suggested above, but also because health club staff provide encouragement and support. The expense is not beyond the average person's means, especially considering the superior health benefits and the added bonus of a better social life. It therefore seems obvious that for the average person attending a health club, it is a far more suitable way of keeping fit than working out at home. (253 words)

## Unit 9

**Improve your writing skills**

- 1 C 2 A 3 B 4 B

**Get started**

Students' own answers

**Develop your vocabulary**

- 1**  
 1 d 2 b 3 a 4 c 5 e  
**2**  
 The more formal words are *implement, unwind, amenities, recreation, corporate.*

- 3**  
 1 strike  
 2 targets  
 3 morale  
 4 schedule  
 5 recharge  
 6 incentive  
 7 boost  
 8 team-building  
 9 interpersonal  
 10 motivating

**Develop your writing skills**

- 1**  
 1 I 2 I 3 F 4 F 5 I 6 F  
**2**  
 1 a, d  
 2 c  
 3 b, e  
**3**  
 1 c 2 d 3 a 4 e 5 b  
**4**  
 1 Extracts a and d (*you're, I'll, doesn't*)  
 2 Extracts a and d (*hang out, come along, show you round, sign you in, try out*)  
 3 Extracts a and d (*So, a hard day's work, How about, really, anyway, recharge your batteries, etc*)  
 4 Extracts b, c and e (most of the sentences are complex)  
 5 Extracts b and e (*it is not explicitly stated, they are expected to work from home, work being done at home, As can be seen, recommend that these suggestions be put into practice*)  
**5**  
 1 formal  
 2 the target reader  
 3 very little  
 4 review  
 5 respectful  
 6 less  
**6**  
 1 d 2 a 3 e 4 b 5 c

- 7**  
 Suggested answers (some variation is possible)  
 1 D 2 B/C 3 C/D 4 A 5 E

- 8**  
 Extract A: 4  
 Extract B: 3  
 Extract C: 1  
 Extract D: 5  
 Extract E: 2

- 9**  
 1 descriptive  
 2 conversational  
 3 respectful  
 4 professional

- 10**  
 1 c 2 d 3 b 4 a

- 11**  
 Description C  
 1 as part of a team-building activity with his company  
 2 to protect young children and to remind adults of the importance of workplace safety  
 3 It was very successful. They learned communication, negotiation and leadership and they were motivated to work harder when they went back to the office.

- 12**  
 Suggested answers  
 1 ... is an activity mainly enjoyed by young people.  
 2 ... I really like about Stone is that it is very safe / they really look after your safety.  
 3 ... is reassuring, given the obvious concerns that parents may have.  
 4 ... you clearly place on safety was an excellent reminder that safety in the workplace is an important issue.

**Exam focus**

- 1**  
 1 No  
 2 No  
 3 No  
 4 Yes  
 5 No  
 6 Yes  
 7 Yes  
 8 No  
**2**  
 Questions 1–4: Students' own answers

**Skills tip**  
 a No, b Yes

## Exam practice

### Sample answers

1

Dear Sir or Madam,

I was interested to read your article entitled 'Work will be the death of you' in Tuesday's paper. However, I think the article oversimplified the problem.

First of all, I agree with your writer when he says that some people work too hard. Both in manual and white-collar jobs, people take their work very seriously and sometimes put in extra hours, many of which are unpaid. They take pride in their work and there may be a culture of working late in the company.

Yet, we also need to remember that many of these people have either experienced unemployment, or are terrified of the prospect of it. The human cost of unemployment, in terms of loss of confidence and self-esteem, cannot be ignored. This goes some way towards explaining why those with jobs will do whatever they can to keep them.

Of course, in an ideal world, we should work just to cover the essentials and leave enough money and time left over for leisure. Even in this difficult financial climate, we should aim to organise our working week, so that we have time to ourselves and to spend with our families. Often, joining a club which meets regularly is a good way to ensure at least some leisure time every week. Employers can play a part by providing team-building activities which will both provide leisure and help improve morale and motivation. Perhaps you might consider running a regular column providing practical suggestions on how to strike a balance between work and free time.

Yours faithfully,  
Martha Berger

2

To: Mr D Griffiths

From: Christophe Clark

Subject: Report on work-related problems

Introduction

The purpose of this report is to comment on problems in maintaining a work-life balance in my country.

Problems

Given the present employment situation, workers feel that they have to work longer hours, often unpaid, for fear that they will be replaced. This fear also results in workers being reluctant to take time off and, in some cases, failing to take their

full holiday allowance because they feel that they will be seen as disloyal. One of the main consequences of this is stress-related illness.

Work and home life

Employees find it difficult to maintain a balance between work and home because they are no longer clearly off-duty when they are at home. An increasing number work from home in the evenings and at weekends. They may find they are contacted on their mobile phones and by email out of hours and asked to perform work-related duties. The effect is that workers no longer have a clear divide between work and home.

Solutions

It would benefit most employees to be given a realistic workload so they do not have to work late. Bosses should delegate responsibilities to staff on duty so that, barring emergencies, workers would know that their free time is their own. More support could be given to workers with families such as flexible working hours.

Conclusion

There is clearly a need for better ways in which workers can keep their working life separate from home life. The results will be a happier workplace, less stress and ultimately more productivity.

3

The Homedale Leisure Centre  
Located just outside the town, the Homedale is an ideal place for people of all ages to spend their free time.

The sports centre has facilities for a variety of sports, such as tennis, squash and badminton. There is also a fully-equipped gym with qualified instructors on hand to offer guidance. Members of the public can use any of these facilities and courts can be booked in advance by telephone. Members can hire sports equipment and there are good changing facilities. Joining the club allows members reduced prices and priority booking. Attached to the complex is an indoor swimming pool which is available all year round. Finally, there are both football and rugby pitches with regular fixtures being held at weekends.

However, the Homedale Centre is more than just a sports centre. The bowling centre and the five-screen cinema also attract large numbers of visitors. There are several shops on the site, selling everything from clothes to home

accessories. There is also a choice of places to eat or drink, with outlets selling a range of different cuisines, including award-winning Italian and Chinese restaurants.

There is an extensive children's adventure playground at the centre, which is also the location for paintball, a popular activity among local companies. In addition, there is a large lake where visitors can hire rowing boats in the summer months, but which allows for scenic family walks all year round.

The Homedale Centre offers many varied opportunities for leisure and relaxation. Opening hours are from 9 a.m. to 11 p.m.

## Unit 10

### Improve your writing skills

1 C 2 B 3 C 4 A

### Get started

Students' own answers

### Develop your vocabulary

1

- 1 youthful
- 2 thinning
- 3 disfigured
- 4 plain
- 5 striking

2

- 1 c 2 a 3 e 4 b 5 d

3

- 1 looks
- 2 expression
- 3 prejudices
- 4 conform
- 5 enhance

### Develop your writing skills

1

- 1 c 2 b 3 a 4 d 5 e

2

- 1 a reason
- 2 an example
- 3 a result
- 4 a reason
- 5 an explanation
- 6 an explanation
- 7 an example
- 8 a result

3

- 1 d 2 e 3 a 4 b 5 f 6 c

4

- 1 To put it another way
- 2 For example
- 3 such as



- 4 In other words  
5 namely  
6 including

**5**

- 1 since  
2 grounds  
3 due  
4 consequence  
5 resulted  
6 account

**6**

Suggested answers

- 1 The twins are always dressed the same, so no-one can tell them apart.  
2 She has had five operations already this year and therefore her plastic surgeon refuses to see her.  
3 He has warm eyes and a friendly smile, and consequently he always makes a good impression on people.  
4 A bad car accident led to her face being covered in scars.  
5 Her mother constantly criticised her looks and hence she lacked confidence.  
6 He is shy and as a consequence he would never wear such bright colours.

**7**

- 1 are not  
2 would be  
3 would not have disappeared  
4 will suffer

**8**

- 1 led  
2 For  
3 for  
4 as  
5 so  
6 words  
7 as  
8 why

**9**

Suggested answers

- 1 it is what is inside that really matters.  
2 only very few people actually have such stunning looks.  
3 they choose to ignore the person's talents and good qualities.  
4 interviews could be carried out on the telephone.  
5 we would find our lives much easier.  
6 television and magazines are full of images of people with well-toned bodies.

**10**

Suggested answers

**1**

**Explanation:** In other words, they must pretend to be different people for the first and second interviews.

**Examples:** In the first interview, for instance, it would be wise to wear plain colours, whereas in the second more striking clothes might help get you noticed.

**2**

**Example:** For example, they might tell you how to make your eyes look bigger, or your nose smaller.

**Reason:** This is because such articles are read by people who are not happy about their appearance.

**3**

**Explanation:** To put it another way, both your personal and professional prospects could suffer if you do not look young.

**Result:** As a result of our negative view of ageing, people are turning to cosmetic surgery to turn back time.

### Exam focus

**1**

Sentences to be ticked: 2, 3, 5

**2**

1 C 2 B 3 C 4 P 5 P 6 B

**3**

Sentences to be ticked: 3 and 6

**4**

Plans to be ticked: 3 and 4

### Skills tip

a No, b No

### Exam practice

Sample answer

We live in a world where first impressions count and the beauty industry churns out new products every day. If we take success in life to mean the conventional notion of high earnings and social position, to what extent does physical appearance play a role in achieving these?

A good-looking man or woman will certainly find they are treated differently. Studies have shown that such people tend to attract favourable attention regardless of their ability or intelligence. There are even professions where beauty is a requirement; for instance, modelling and, to an extent, acting. However, in many careers the attention may not be of a welcome kind, as sexual harassment cases show, and looks are never going to substitute for competence and talent in other areas.

What is perhaps more worrying is prejudice of a negative kind; situations where someone's skin colour or gender puts them in a disadvantageous position. There has been much progress in the

battle against both sexism and racism in the workplace, but it still exists. The fact that most senior management and political positions are overwhelmingly held by white males is ample proof of this.

There are laws against this kind of bias now, and the sexual and racial make-up of workplaces is gradually changing.

Although physical appearance will always have an effect on our first impression of a person, there is hope that beauty will, in the not-too-distant future, no longer be the defining factor in getting on the career ladder and being accepted by society.

## Unit 11

### Improve your writing skills

1 B 2 C 3 A 4 C

### Get started

Students' own answers

### Develop your vocabulary

**1**

- 1 hand  
2 outdoors  
3 seas  
4 corners  
5 heart  
6 touch  
7 middle

**2**

- 1 ecotourist  
2 agritourism  
3 high-end  
4 self-catering  
5 resort  
6 inaccessible  
7 unspoilt  
8 reserve

### Develop your writing skills

**1**

1 F 2 O 3 F 4 F 5 F 6 O 7 O 8 F

**2**

Sentences to be ticked: 1, 4, 5, 7

**3**

1 b 2 c 3 a 4 f 5 e 6 d

**4**

1 e 2 b 3 a 4 f 5 d 6 c 7 d 8 b  
9 e 10 f 11 a 12 c

**5**

- 1 As I see it,  
2 If you ask me,  
3 I am of the opinion that  
4 from my point of view,

- 5 I'm 100% sure that  
 6 It appears to me that  
 7 but IMO,  
 8 to my mind,  
 9 In my view,  
 10 for me  
 11 As far as I can tell,  
 12 I am confident that

**6**

Suggested answers

- 1 I am not of the opinion that  
 2 be confident  
 3 From my point of view  
 4 In my opinion,  
 5 I do not believe  
 6 To my mind  
 7 I am convinced we can  
 8 I am certain of one thing

**7**

1 N 2 P 3 P 4 N 5 N 6 N 7 P 8 N

**8**

1 c 2 f 3 a 4 e 5 b 6 d

**9**

Suggested answers

- 1 You see nothing of the real life in the country you're visiting, after all.  
 2 Eventually, a tourist who doesn't realise the safety risks is going to get killed.  
 3 In the past, we were all nomads, and these journeys bring us back to our roots.  
 4 This is because creating an interesting programme for visitors takes time and effort.  
 5 When word spreads, as it does so fast on the internet, tourism will dry up.  
 6 There's nothing that ruins a place faster than runaway tourism.

**10**

1 d 2 a 3 f 4 b 5 c 6 e

**11**

1 f 2 a 3 h 4 d 5 b 6 g 7 c 8 e

**12**

Suggested answers

- 1 In my opinion, the money would be better spent on advertising.  
 2 To my mind, you are guilty of misleading advertising at the very least.  
 3 Personally speaking, I was tempted to leave in the middle of the night.  
 4 If you ask me, everyone ought to visit this place at least once.

### Exam focus

**1**

Items to be ticked: 2, 3, 6

**2**

Suggested answers

- 1 develop  
 2 infrastructure is  
 3 ideal  
 4 adventure  
 5 flow  
 6 spectacular  
 7 utilise  
 8 merits

**3**

Suggested answer

	Plan 1	Plan 2
Paragraph 2	A campsite	Summer camps
Paragraph 3	Water sports	Organised hiking
Paragraph 4	Bungee jumping	Canoe racing

### Skills tip

a No, b No

### Exam practice

Sample answers

**1**

To: Amy Walters, Planning Director, NDA  
 From: Igor Kalin  
 Subject: Proposal for adventure tourism development  
 Date: 22<sup>nd</sup> September

#### Introduction

The area around the river is ideally suited to adventure holidays, and I am convinced that with the right investment it could draw a large number of tourists to the town.

#### A campsite

Many adventure tourists are also campers, so it would be advisable to provide plenty of room for them. Additionally, I hardly think the town's hotels would be able to accommodate an enormous number of visitors, so a municipal campsite is an obvious solution. The perfect spot would be where the river turns east just south of town.

#### Water sports

A wide variety of water sports should be on offer, and some money should be invested in equipment and proper training for instructors. I strongly believe that white-water rafting on the fast stretch of river through the gorge would be hugely popular, as well as canoeing, kayaking and rowing.

#### Bungee jumping

Every resort needs a star attraction, and adventure holiday resorts are no different.

A bungee-jumping platform on the bridge above the gorge would provide the high-adrenalin climax to a holiday that adventurers crave. The location is also, from my point of view, among the most breathtaking views the country has to offer for this activity.

#### Conclusion

Along with sufficient advertising and publicity, these steps could not fail to make this town a highlight in the field of adventure tourism, one of the fastest-growing areas in the sector and one I am sure that has a bright future.

**2**

From fine wine to chicken feed

As I see it, agritourism has to fulfil three basic requirements. Firstly, it must be green, secondly, it must be educational and thirdly, it must be sociable. I've been on a number of farm holidays, but there are two that stand out, one as a shining example of agritourism, the other, less so.

The former was a pretty little family farm in the north of Italy. They grew grapes mostly, but they had land put aside to grow produce to feed both family and guests. I stayed there during the grape-picking season and got to learn the process in some detail. There were another ten visitors there from all four corners of the world and we worked side by side all day long, then ate together every night under starry skies, drinking wine from the previous year's harvest.

The other farm was in France, and the farmer there claimed it was the oldest agritourism farm in France. If it was, age had not improved it. The farm itself had deteriorated, and the farmer was rarely around; you'd sometimes spot him in some distant field. His wife did her best to feed us and keep us amused, but the food was bought from the supermarket and the jobs were nothing more inspiring than feeding the chickens.

For me, it's vital to check online reviews, since there's often no way of telling what these places will be like in advance. The best can change your life, but the worst leave you cynical.

**3**

Dear Mrs Carter,

I am writing to express my extreme disappointment with the safari holiday in Kenya which I recently returned from, and which was organised by your company.

I am young and have stayed in many places worse than the hunting lodge we were accommodated in, but there were older people on the same safari who found the experience trying. I remind you that we were promised 'simple luxury', but what we found was uncomfortable, overrun with insects and leaky when it rained. Moreover, the lack of mosquito nets without holes was, in my opinion, bordering on negligence.

This might have been bearable if we had been tired every night from a long day's safari. This was not the case three out of the seven days because the ancient safari truck kept developing problems. When we did go out, apart from the fear of the truck breaking down in the middle of nowhere, we were accompanied by a guide who knew almost nothing. He rarely knew where to go and when we got somewhere, his ignorance of the wildlife there was, for me at least, breathtaking. A safari holiday is not something I expect to be able to afford many times in a lifetime, and therefore my experience was all the more bitter. I believe I am entitled to a full refund of the money I paid, and await your prompt reply.

Yours sincerely,  
Jenna Scott

## Unit 12

### Improve your writing skills

1 A 2 C 3 C 4 B

### Get started

Students' own answers

### Develop your vocabulary

1

- 1 wholesale
- 2 overpriced
- 3 discounted
- 4 esteem
- 5 elegant

2

- 1 fashion
- 2 fashion-conscious
- 3 trendsetters
- 4 compliments

3

- 1 impact
- 2 catwalk
- 3 publicity
- 4 rage
- 5 outfits
- 6 boutiques

### Develop your writing skills

1

1 H 2 R 3 H 4 H 5 R 6 H

2

1 a 2 b 3 a 4 a

3

1 b, c  
2 d, f  
3 a, e

4

1 d 2 a 3 b 4 e 5 c

5

1 were  
2 Suppose/Supposing  
3 demand  
4 have  
5 were  
6 couldn't  
7 worked  
8 wear

6

1 b 2 a 3 a 4 a

7

1 No  
2 Yes  
3 Yes

8

Suggested answers

- 2 One possible reason fashion designers are using more fur today is that it's a result of consumer demand.
- 3 What if your personality was more important than how formally you dressed at a job interview?
- 4 If fabric production became more eco-friendly, then it would be less harmful to the environment.
- 5 Supposing high street shops stocked more clothing for different age groups.
- 6 If you can't think of an interesting idea for a fancy dress costume, there are some great ideas online.

9

Statements to be ticked: 2, 4, 5, 6

10

1 C 2 B 3 A 4 B

### Exam focus

1

1 T 2 F 3 F 4 F 5 T 6 F

2

Sentences to be ticked: 2, 4, 5

3

1 c 2 d 3 b 4 e 5 a

### Skills tip

a No, b Yes

### Exam practice

1

Sample answer

Consumers would perhaps be better served if the fashion industry took steps to design clothes that stayed in fashion longer, or if it promoted fashion created by local designers.

One possible reason for people having to buy clothes so often is that styles change frequently. Supposing clothes were designed not to go out of fashion so quickly, wouldn't that help consumers by saving them money? If fashion trends lasted for several seasons, people wouldn't constantly believe their clothes were out of fashion.

What is more, most shops in the high street sell clothes that are designed and manufactured abroad. It is possible that this makes fashion more affordable for consumers. What if the fashion industry promoted more local designers and brands, though? That may result in more expensive clothes, but on the other hand supporting local designers and factories would undoubtedly help the local economy.

While the fashion industry does promote fashion changes aggressively, they could argue that they are giving consumers what they want. At the same time, consumers may not mind where their clothes are produced, but the fashion industry could do more to support local designers. Local fashion could be popular with consumers who might then feel they are boosting their local economies while also wearing the latest trends.

Considering these ideas, I believe the fashion industry could do the most to serve its consumers if it played a bigger role in supporting local designers, which could bring great benefits to consumers as well as the local economy.