

# Answer key

## UNIT 1

### 1.1 Do schools kill creativity?

1

- 1 Theatre / drama and education
- 2 In the development of creativity, innovation and human resources in education and in business
- 3 His TED Talk videos have been seen by a record estimated 250 million people in over 150 countries and his 2006 talk became the most viewed in TED's history.
- 4 Creativity and innovation, business, arts, education, UK/US cultural relations
- 5 He was knighted for 'services to the arts'

2

- c Leaving the textbook at the classroom door

3

- 1 Musallam 2 Mulgan 3 Pierson, Musallam  
4 Robinson, Mulgan

4

- a rousing b poignant c fabled d fun  
e succinct

6

I've seen this talk quite a few times and I still get really emotional watching it.

7

I think it has something to do with the kind of overwhelming kindness – love even – that Rita F. Pierson shows her students.

8

- 1 teacher trainer 2 connections

9

- 1 vulnerability / background; orator / speaker  
2 engage / interest 3 poverty; surroundings / environment 4 every teacher

10

- 1 a 2 b 3 b 4 b 5 a

### 1.2 What've you been up to?

1

- a 2, 6, 7, 8, 10  
b 5, 9  
c 1, 3, 4

2

- 1 made  
2 leaped  
3 have become  
4 have ever created  
5 has ever yet come  
6 didn't see

7 turned out ('has turned out' is maybe also possible, suggesting that the reflection is grounded in the time of speaking, But the original has 'turned out' suggesting this was realized in the past, possibly shortly after the event)

8 was replaced

9 freed ('has freed' also possible, depending on Jobs' perspective)

3

- 1 has been 2 've known 3 involved  
4 found 5 've been talking 6 have been  
7 has been 8 've been told 9 produced  
10 had 11 painted 12 worked

4

- 1 a 's worked b 's been working c was working d worked  
2 a 've been finalizing b finalized c Have they finalized d were finalizing  
3 a were waiting b waited and waited c 've been waiting d 've waited (or 've been waiting)  
4 a was going b went c 've been going d 've been

5

- 1 small/tiny 2 vast 3 almost 4 significant  
5 tiny/small 6 sizeable 7 Relatively  
8 good

6

- 1 Globally, about one in eight males have some form of colour blindness, whereas only about one in 200 women is colour blind.  
2 About one in every 16 Americans plays a musical instrument.  
3 In most countries, over 99 per cent of all students graduating in medicine find jobs or enter further study within six months of graduating.  
4 Geography is the worst degree for gaining employment in a number of countries, with only around three out of every ten graduates in subject-related employment six months after graduating.  
5 Research suggests that only one in four employees believe they are allowed to fulfil their creative potential at work.  
6 According to a study, about four out of every ten people consider themselves to be in some way artistic.

7

- 1 has won a number of awards  
2 named him as one of the 100 most influential people  
3 he became a Senator for Life  
4 has collaborated with a number of other notable architects  
5 designed the iconic  
6 has been described as having  
7 has been chairman of the  
8 has also been working  
9 was set up as a non-profit organization  
10 most notable projects have been completed

### 1.3 How talent thrives

1

c

2

b

3

- 1 a 4 b 1 c 2 d 3  
2 c (Based on each individual's letters, diaries and interviews and drawing on some secondary sources)  
3 a Anthony Trollope b Gertrude Stein c Igor Stravinsky  
4 a  
5 b

4

- a breaking down b drawing on c exacting  
d procrastination e mundane f increment

5

- 2 had, inspiration  
3 came, idea  
4 came, angle  
5 take, hobby  
6 devoted, work  
7 broke, convention  
8 build, experience, follow, path

6

- 1 creation 2 creative 3 creator 4 Creativity  
5 creatively 6 creation 7 recreating  
8 Creationism / creationists

7

- 1 demonstrate 2 thinking 3 streak  
4 force 5 impression 6 highly  
7 stifling 8 foster

### 1.4 It's not really my thing

1

- 1 × 2 ✓ 3 × 4 ✓ 5 × 6 ✓ 7 ✓  
8 × 9 ✓

2

- 1 into, not, thing  
2 do, not, keen  
3 into  
4 a, fan, not, into, take, leave  
5 a, fan  
6 can't, excited, appeal

3

- 1 playing the piano ✓ singing ×  
2 teaching ✓ administrative tasks ×  
3 making tea × cooking ✓  
4 shopping ✓ saving money ×

4

- 1 that's one thing I'm quite good at  
2 I'm not great at singing  
3 I think I'm quite a natural at teaching  
4 I'm most definitely not a natural when it comes to  
5 I can't make a cup of tea to save my life  
6 I do have a talent for cooking  
7 I'm pretty hopeless at saving it  
8 I'm a born spendaholic

5

- 1 I'm not a fan of rock music.  
2 Football's OK, but I can take it or leave it.  
3 I can't get excited about modern art. It just doesn't appeal to me.

- 4 Anna's a natural when it comes to learning languages.  
5 I can't cook to save my life.  
6 He's a born leader.

6

- 1 I *do like* watching a good *film*.  
2 I *really want* to learn the *piano* one day.  
3 The lecture was *quite* good, but I thought it was a bit *slow* in places.  
4 Modern art's *really* not my thing, I'm afraid.  
5 I quite *like* modern art, actually. Especially *earlier* modern art.  
6 Sam *does* tell a good story.  
7 I *did* enjoy that *film* last night.  
8 I know it's quite *expensive*, but I *really do* think it's worth it.

7

- 1 intention is  
2 decision has been made  
3 Clear and open communication  
4 has been a significant increase in, the implementation of  
5 was/has been a poor response, there were/ have been a number of complaints  
6 further consultation, the distribution of

8

- 2 Insufficient sleep  
3 There has been a number of changes to/in  
4 Advances in technology are alarming.  
5 the marketing department's proposal, an unnecessary complication.  
6 your suggestion, on my return

9

the development of the two sites was not based on any kind of comprehensive e-commerce strategy. There was not enough thought put into the design and (the) functionality. In addition, there was no proper implementation of credit card transaction processing and order fulfilment was inefficient. Looking forward, we have been in consultation with a specialist e-commerce firm and we are currently in discussion with the board about the availability of additional financial and human resources.

## PRESENTATION 1

1

- a Tammy b Claudia c Joel d Joel, Claudia e Tammy f Claudia

5

- 1 b 2 d 3 c 4 a 5 e

6 (example answers)

- 1 Hello everyone. Welcome to my presentation. The purpose of this presentation is to talk about a talent I'd like to have.  
2 I've always admired people who have an eye for a good photo. I'd really love to get better at using cameras and taking photos. I've been able to practise a little bit, though

I think the best thing would be attending classes.

- 3 I would need my family to help me with this. I'd need them to understand my goal to develop my photography. They could help me by helping me around the house so I have free time to go to evening classes.  
4 I'd be able to take photos for my friends and family. Maybe one day I'd be able to sell my snaps or have them displayed in a picture gallery.  
5 That brings us to the end of my talk. Thank you very much for listening to me. If you have any questions, please feel free to ask them.

## UNIT 2

### 2.1 Why I live in mortal dread of public speaking

1

- 1 F – (Early in her career, she played jazz piano with a number of acts and before going solo, founded a band called Washington.)  
2 F – (the lyrics to her songs have been described as a having a beautiful and confessional tone.)  
3 F – (Washington has won a number of awards, including Australia's 'Best Female Artist' and 'Breakthrough Artist' following the release of her debut platinum-selling album in 2010. ... Since her breakthrough solo album, which reached number three in the Australian charts, she has attracted the attention of a wider audience by appearing on a number of Australian TV music shows.)

4 T

5 T

2

c

3

- 1 Sting and Tillemann-Dick 2 The Lady Lifers and Sting 3 Tillemann-Dick 4 Gupta

4

- a conventional b moving c nasty  
d unwavering

6

eyes, stones, load, shoes, do

7

1 the homeless, the marginalized, people in difficult circumstances 2 the combination of the talk and music adds something more to the experience of listening to Gupta

8

- 1 medicine; violin 2 hope 3 teaching  
4 musician; power

9

- 1 a 2 c 3 b 4 b 5 b

### 2.2 Optimist or pessimist?

1

- 1 P 2 G 3 F 4 F 5 P 6 P 7 F 8 G/P

2

- 1 will continue 2 will have reached  
3 is likely to be 4 will still be growing  
5 is going to peak 6 are holding  
7 is slowed 8 is going to cause  
9 don't take 10 will very likely be facing

3

- 1 is likely to have, will not/won't be able, may have doubled/may double.  
2 continues, will live  
3 is/are meeting, will focus/will be focussing  
4 will soon be able, will only be, proves, may eventually follow  
5 will have started / will start, will be travelling

4

- 1 to do  
2 'll call back  
3 's having  
4 's  
5 starts  
6 're going to make  
7 'll be having, 'll have finished  
8 Are, going to say, 'm going to tell

5

- 1 In all likelihood, the population will reach eleven million by the year 2100.  
2 We're bound to find a cure for cancer sooner or later.  
3 A third world war may very well happen one day.  
4 It's a foregone conclusion that we'll one day colonize Mars.  
5 The US is likely to remain the world's biggest economy for a long time.  
6 It's by no means certain that there is life on another planet.

6

- 1 She's bound to know what to do.  
2 It's by no means certain (that) that they'll agree.  
3 It may well have been/be my fault.  
4 It's highly unlikely to be here/(that) it'll be here.  
5 In all likelihood/There's a strong likelihood we'll never hear from them again.

7

- 1 highly/quite/pretty/very  
2 It's, guess  
3 may/might/could, out  
4 foregone  
5 by, certain

8

- 1 the current birth rate persists  
2 will decline significantly  
3 may have shrunk by as much as  
4 does start to look likely  
5 will have one of the worst  
6 will have reached retirement  
7 will no longer be working and contributing  
8 will be increasing

## 2.3 Expanding your horizons

1

a 2, 3, 4   b 5   c 1

2

- 2 serious back pain  
3 dyslexia, having to leave school early to work, motor neurone disease  
4 financial problems  
5 chronic poverty, social discrimination

3

- 1 natural   2 isn't   3 generally have  
4 makes us better able   5 generally learn from  
6 relieve the tension   7 minority  
8 are overwhelmed

4

- 1 difficult   2 bigger   3 resist   4 high  
5 weight   6 expressed   7 long   8 duty

5

2 and 3

6

- 1 trying to make ends meet from being a songwriter  
2 depression after her mother's death (and being a single mother)  
3 in local cafés  
4 stick at what you love doing and believe in

7

- 1 pin   2 dashed   3 giving   4 cold  
5 plucked   6 nerves   7 leap   8 limit

8

- 1 takes   2 favours   3 brave   4 up  
5 convictions   6 brave   7 hands   8 have

9

- 1 braved the elements  
2 has / will have the courage of his convictions  
3 put up a brave fight  
4 It takes guts  
5 putting a brave face on it  
6 have the guts

## 2.4 Worst-case scenario

1

1 T   2 F   3 T   4 F   5 T

2

- 1 aware   2 advise against   3 event of  
4 best thing   5 way, 'll   6 advisable to  
7 Avoid, chances   8 ensure

3

- 1 take (my) time to think, Talking to someone is also a good idea.  
2 to consider looking for  
3 opt for location over facilities  
4 For your own peace of mind  
5 the best thing is to say, That way you won't

6 'd advise against doing, avoid being, The chances are (that)

4

- 1 sixth   2 through   3 spring   4 asked  
5 clothes   6 length   7 months   8 depth  
9 twelfth   10 breathes   11 hundredth  
12 filmed   13 health   14 crisps   15 helpful  
16 splendid   17 explained   18 instincts  
19 facts   20 rejects

5

- 1 were just going to stay  
2 wasn't going to say  
3 were originally going to get  
4 was going to tell  
5 were originally going to hold

6

- 1 She looked as though she was going to say something  
2 The two leaders were going to meet tomorrow  
3 Jones was originally going to be discharged yesterday  
4 It wasn't supposed to rain  
5 Play was due to resume at three  
6 It was meant to be a working lunch  
7 I was sure he would be waiting for us  
8 We were supposed to meet at nine o'clock

7

- 1 We were going to leave at about six, but we were still there at seven.  
2 They were supposed to arrive on Tuesday.  
3 I expected (that) they would leave early, but they stayed until the early hours.  
4 We weren't going to take a taxi, but it was raining.  
5 The flight was due to take off at 5.30, but it was delayed again until seven o'clock.  
6 We didn't anticipate/hadn't anticipated (that) it would take so long.

8

- 1 was supposed to meet  
2 were going to have to  
3 would take  
4 was going to improve  
5 wouldn't recognize  
6 were originally going to stay  
7 were due to move

## WRITING 1

1

a description of their work-life balance, the importance of maintaining an appropriate work-life balance, what companies can do to help their employees achieve this  
Points to include: student's own ideas

2

Paragraph 1/4 – description of work-life balance; Paragraph 2 – importance of maintaining an appropriate work-life balance; Paragraph 3 – what companies can do to help their employees

3

a 3   b 1   c 4   d 2

4

1 a, b, f   2 c, g, i   3 d, e, h

5

1

Example – (a) I came to realize that if I didn't . . .  
(b) It suddenly occurred to me that if I didn't . . .  
(f) It dawned on me that if I didn't . . .

2

- (c) The essence of changing employees' mindsets lies in the way companies encourage them to use their time at work.  
(g) A key ingredient of changing employees' mindsets is the way companies encourage them to use their time at work.  
(i) The way companies encourage employees to use their time at work is vital to change their mindsets.

3

- (d) A possible route to achieve this would be to follow the example of...  
(e) One way to approach this is to follow the example of...  
(h) A possible course of action for this is to follow the example of...

6

Exhausted, depressed and coming down with a cold

Their stress levels are lower, they take fewer sick days and they are able to complete tasks more efficiently.

I'm happier, healthier and have more of a social life than ever before.

7

by organizing a night out, a weekend away or simply lunch at a local restaurant

by allowing flexi-time, encouraging job shares or letting staff leave early on Fridays

having been awake since six, at my desk since eight, and not likely to get home until seven

they are more productive, more creative and their imaginations are given free rein

living, sleeping and breathing their jobs

## 10 Sample answer

### Seeing the world through new eyes

My fascination with photography began when I opened a beautifully wrapped eighteenth birthday present. At a time when most people, including me, still relied on film cameras, the sight of a brand new digital camera was a real treat. I couldn't wait to try it out.

As time passed, I sought out advice from more experienced photographers through reading magazines and blogs. One of the most useful tips I found was to slow down. By spending a little more time framing each shot, considering the light conditions and positioning the camera exactly, my photos became much more

striking. I dedicated time to looking for places to take the perfect photo and I developed a greater appreciation for the small details of life, like dew shining on a spider's web or tiny architectural flourishes on huge buildings.

Encouraging you to take time and notice detail are just two of the manifold benefits that digital cameras have. Unlike with film cameras, there are no limits to the number of photos you can take. That, plus the fact that you don't have to pay for photos to be developed before you can see the results of your efforts, mean that it is possible for everyone to experiment with photography in a way that was never possible before the advent of this technology.

Of course, nowadays everyone has a camera on their phone and there is a constant stream of photos being uploaded to social media. Some people say that this obsession with photography, and the 'selfie' culture that has developed, have removed people's appreciation of a carefully crafted image. While it remains to be seen whether the ease of taking photos nowadays really has made our society more narcissistic, I can't deny that box I opened, all those years ago, changed the way I looked at the world in a profoundly positive way.

## UNIT 3

### 3.1 The 4 ways sound affects us

1

- 1 Economics, advertising and publishing
- 2 TPD Publishing, which Treasure started, was very successful (went on to become one of the UK's leading contract magazine publishing companies). He held a number of senior posts in the publishing industry (in various publishing associations and agencies) and in 2002 he received a (Professional Publishers Association) Award for services to the UK magazine publishing industry.
- 3 His passion for sound and his interest in music led to his interest in 'the noise of modern life'. (As a drummer and musician ... he had for a long time been interested in the noise of modern life, and in particular that produced by the business world and other organizations.)
- 4 He realized that businesses could improve their performance by becoming more sound-conscious. (As he researched this, he realized that most business sound was having a negative effect on people and he realized there was an opportunity for businesses to improve their results by becoming more sound-conscious.)
- 5 It has advised on (i) the use of ambient sound to reduce crime in urban areas and (ii) in-store soundscapes that increase both sales and customer satisfaction.

2

c

3

- 1 Treasure 2 Lee 3 Calix (and Treasure and Lee)

4

- a gnawing away at b assault c spectrum  
d heed e handy

6

- 4, 2 (4 again)

7

- 1 – she says that Calix is a composer  
2 fascinating 3 & 4 how she uses music to add to people's perceptions

8

fixed She is open about the fact we don't really understand the relationship between music and emotions; she doesn't try to be too scientific or to analyze it too deeply.

9

- 1 tunnel 2 commuters and leisure  
3 installations 4 emotion 5 Lisbon  
6 singer 7 (scientific) explanation / words

10

- 1 c 2 b 3 a 4 a 5 a

### 3.2 Judging by appearances

1

- 1 S 2 S 3 S 4 D 5 S 6 D 7 S 8 S  
9 D 10 S 11 S 12 S (used in the continuous to give a more dynamic sense)  
13 S (used in the continuous to give a more dynamic sense) 14 S 15 S 16 S 17 D  
18 S 19 D 20 S (used in the continuous to give a more dynamic sense) 21 S 22 D

2

- 1 depends, mean, think, seems, counts  
2 're thinking, looks, realize, think, seem, prefer, guess/'m guessing, depend, see  
3 is, must've cost, own, rent/'re renting, get

3

- 1 Do you know, don't look, don't know, know, haven't been working, don't recognize, don't think, work, haven't seen  
2 've been meaning, trust, are settling, seems, be going, 'm really enjoying, are you getting on, Have you worked, seems, sounds (also possible is sounding), is going, 'll leave, don't forget, 's, need  
3 Do you know, belongs, looks, think, imagine, 'll come back (also possible: be coming back), don't suppose, 'll get

4

- 1 is, don't get, has  
2 matter, say, size  
3 don't know, come from, mean, don't always appreciate

5

- 2 What I don't understand is how on earth this was allowed to happen. / How on earth this was allowed to happen is what I don't understand.

- 3 I did enjoy that meal.

- 4 It's not knowing the dangers that worries me.

- 5 The thing I want to know is where he got all his information from.

- 6 What surprised me wasn't what he said, but the timing of it.

6

- 1 struck me is his energy and drive.  
2 's the commuting (that) I'm not so keen on.  
3 I can't understand is why they are so popular.  
4 I really like is that you can get everywhere on foot.  
5 enthusiasm for the project is what really impressed me.

7

- 1 The most important thing in an interview is  
2 it's important that  
3 The thing that your interviewers will notice next is  
4 It's then the next few minutes, the beginning of the actual interview, that  
5 And what is particularly vital is  
6 This initial impact is what  
7 it's often a candidate's performance in the first two minutes of an interview that

### 3.3 Lights, music, action

2

- a passion and excitement; also warnings and 'Stop'  
b elegance and power  
c health and nature also friendly and 'Go'; also simplicity and modernity  
d calm and stability; also simplicity and modernity  
e friendliness and fun

3

- 1 a 2 c 3 a 4 a 5 a 6 c

4

- 1 mourning 2 stimuli 3 a (whole) host  
4 reverted 5 shades 6 eye-catching

5

- 1 c 2 f 3 g 4 h 5 i 6 a 7 b 8 d 9 e

6

- 1 sensible 2 sensitive 3 sensitivity  
4 sensory 5 sensor 6 sensuous 7 senseless  
8 sensibility 9 sensitize 10 sensation

7

- 1 sensor 2 sensible 3 sensitive  
4 sensory 5 sensitivity 6 sensation  
7 sensibility 8 senseless 9 desensitized  
10 sensuous

### 3.4 Contrary to popular belief

1

- 1 F 2 F 3 T 4 F

2

- 1 conventional, actual



- 2 Supposedly, reality, seems
- 3 case, face, apparently, allegedly
- 4 belief, truth, fact

3

- 1 You would think that, in actual fact
- 2 On the face of it.
- 3 But the truth of the matter, behind the surface lies
- 4 The popular belief is, The truth, however, is, It seems that
- 5 the conventional wisdom is, But that's not always the case
- 6 He gives the outward appearance of, If truth be told

4

- 1 In terms of light, mixing red and green makes yellow. But with paint it makes a sort of brown colour.
- 2 They say you can see the Great Wall of China from the moon. But, in fact, you can't.
- 3 Contrary to popular belief, Thomas Edison didn't invent the light bulb. He did, however, patent and improve an existing design.
- 4 Bats are not blind. All bat species have eyes and can see and, in fact, some have excellent vision.
- 5 Humans have more than the five commonly cited senses of sight, smell, taste, touch and hearing. Among other things, humans can sense balance, acceleration, pain and relative temperature.
- 6 Chameleons do not change colour to match their background. But they do change colour to communicate and as a response to mood, temperature and light conditions.

5

- 1 In terms of communication and collaboration, an open-plan workspace may have positive results. However, research suggests that it may have an adverse effect when **it** comes to concentration and productivity.
- 2 From **the** point of view **of** office equipment, heating and electricity costs, an open-plan workspace can benefit **a business** economically.
- 3 The chairless office has a number of benefits for the employee, notably when **it comes** to reported physical well-being.
- 4 **Financially** speaking, family-run businesses tend to have long-term rather than short-term goals.
- 5 From **a** purely business perspective, the aim is simply to maximize the value of the organization.
- 6 **Statistically**, there are more billionaires in London than in any other city in the world, with over 80 claiming the city to be their home.

6

- 1 From a(n) historical perspective
- 2 In terms of flexibility
- 3 Technically (speaking)
- 4 Environmentally speaking

- 5 factually (speaking)
- 6 From a safety perspective

7

- 1 Historically 2 socially 3 Commercially
- 4 From a business point of view 5 From a social science perspective 6 in terms of engineering

## PRESENTATION 2

1

- 1 b 2 c 3 a

### 3 (example answers)

- 1 This piece of advice will help you become a better cook. It's a tip to help you manage in the kitchen.
- 2 This advice will be most helpful for people cooking for a medium-sized family.
- 3 This will help save you time in the kitchen, so you can focus on cooking the best food you can.

5

- 1 d 2 e 3 b 4 a 5 c

### 6 (example answers)

- 1 Hello. My name's (name) and today I'm going to give you a useful piece of advice for when you are studying.
- 2 Have you ever been overwhelmed by the amount you have to read for an academic assignment? Well don't give up – the solution is actually very simple. You have to be selective in what you read.
- 3 You do have to really read your assignment carefully. You'll need to work out exactly what the focus is, so that you can decide what you really need to read from the book list. It should help you to read in more detail and save you time because you're not reading material that is not relevant.
- 4 Going over the main points again, be very selective in what you read and base this on what the assignment is asking you to do. Use this knowledge to plan your reading better.
- 5 Thank you for listening. If you have any questions, I'll do my best to answer them.

## UNIT 4

### 4.1 Your body language shapes who you are

1

- 1 From her experiences after her accident, in particular her knowledge of how the brain functions.
- 2 two (graduated from the University of Colorado in 1998 ... completed an MA in social psychology and earned her PhD in the same subject from Princeton in 2005)
- 3 'studied circles around everyone'
- 4 Her professional interests in negotiation, power, influence, empowerment,

stereotyping and discrimination are possibly influenced by her experiences after her road accident, when she possibly faced such challenges herself.

- 5 The nonverbal communication and body posture aspects of ballet have influenced her interest and specialization in nonverbal communication and how body posture can be empowering ('power posing').

2

c

3

- 1 Ramsey and Balcetis 2 Dweck and Ramsey 3 Gutman

4

- a keep off b grow c flex d walk someone through e disrupt

6

the suggestion **being** that we **ought to** **adop** **what** the speaker calls an 'eye on the prize' strategy

7

I **haf** **da** say, I'm also **kinda** curious about what other similar strategies **coub** developed.

8

- 1 False – it was to show how motivation can change your perception of your goals when exercising 2 True

9

- 1 it was further away 2 more quickly
- 3 to other daily habits, a similar strategy could potentially help people cultivate other healthy habits in their lives 4 because he values exercise and having a healthy lifestyle
- 5 the appreciation of his progress in weightlifting, the prize of his personal records and incremental improvements

10

- 1 c 2 a 3 c 4 a 5 c

### 4.2 How we communicate

1

- 1 was made, had been limited, weighed, measured, had
- 2 was working, proposed, would become, marked, accounted, had risen, was communicated/was being communicated
- 3 had been using, was invented, were, required, was sought, discovered, could be produced, had been developed, could also be produced, wasn't, started

2

- 1 had been rhythmically beating 2 wasn't
- 3 was first stretched 4 was 5 were 6 was
- 7 used 8 would give 9 would also be used

10 were known to have used 11 would carry  
12 use 13 would have 14 would recognize  
15 had all but ended 16 had become

3

1 had to 2 could've stayed 3 should've  
said 4 would've been 5 'd known  
6 might well have chosen 7 should've told  
8 could've given 9 might not've got  
10 might not've been paying

4

1 The Internet might not have been working  
earlier. / It might be that the Internet wasn't  
working earlier.  
2 I shouldn't have phoned him. I regret it  
now.  
3 I wasn't able to get hold of them. I think I  
might have the wrong number.  
4 My grandparents often used to call me for  
a long chat at weekends.  
5 I would never want to go to bed as a  
child.  
6 Sarah wasn't in the office yesterday so you  
can't have spoken to her.  
7 You could've told me, but I can't remember  
to be honest.  
8 He would constantly be on his phone  
whether it was WhatsApp or Facebook or  
whatever.

5

1 So 2 Not until / Only when 3 No sooner  
4 Such 5 Only when / Not until 6 Hardly  
7 Only by 8 Never before

6

2 Only if the economy suddenly got much  
stronger would the central bank consider  
the move.  
3 Under no circumstances can you leave the  
exam room unescorted.  
4 Not until he stood at the podium ready to  
speak did he feel nervous.  
5 Not only was I leaving a special place, but  
also my family and friends.  
6 Only after he had fully soaked up the  
rapturous applause did he finally leave the  
stage.

7

1 had been trying to decide what to focus on  
2 exploring how certain pages linked with  
other pages  
3 which Page later described as the best  
advice he ever received  
4 could have focussed on his research alone  
5 had first met when Brin was showing a  
group of new students around the campus  
6 That might well have been the end of it  
7 had an index of about 60 million pages and  
this was growing rapidly  
8 not only were Google's search results  
better than its competitors at the time

#### 4.3 Negotiate better

2

1 C 2 A 3 E 4 F 5 B 6 D

3

1 U – we only know it was the period when  
postcards had their greatest success  
among users  
2 True  
3 False – messages could be sent and replied  
to within a day (text messages within  
minutes)  
4 True  
5 False – it was established in 1902 with the  
divided back postcard  
6 U – they were used for romantic purposes  
(secret messages), but it doesn't say if this  
was the preferred way of sending such  
messages  
7 True  
8 False – it was the war that interrupted  
the practice and it was never resumed  
because of a shortage of postmen and the  
spread of the telephone

4

2, 3, 4, 5, 6

5

Informal writing style in text messaging  
and its effects on literacy; governments'  
struggles to control content on the World  
Wide Web

6

1 raising 2 shaking 3 folded 4 clenched  
5 drumming 6 roll 7 shrugging 8 tapped  
9 scowled 10 yawning

7

1 un 2 in 3 il 4 im 5 ir 6 dis 7 non-

8

1 These figures are inaccurate.  
2 What you're saying is illogical.  
3 It's inadvisable to do that.  
4 Your explanation is inadequate.  
6 He made a few comments that were  
distasteful./He made a few distasteful  
comments.  
7 They're often disobedient.  
8 It's a nice idea, but impractical.  
9 That is improper behaviour.  
10 The disease is usually incurable.

#### 4.4 Is that what you meant?

1

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

2

1 Bad news 2 not available, suits  
3 in person 4 by the way 5 give, ring  
6 give, hand 7 at all, mention 8 have,  
quick word 9 Sorry, hear 10 give, lift  
11 put, out 12 drop, off, way 13 get,  
anything 14 shouldn't have 15 never  
mind, Another time 16 say, from

3

1 I'm afraid she's **not available** at the  
moment.

2 I think we should discuss it **in person**.

3 Yep, 6.30 **suits** me.

4 Yes. **Can I get you** something?

5 Yes, can I **have a quick word**?

6 Ah, **you shouldn't have**.

7 Let me **give you a hand** with some of it.

8 I can **give you a lift**. I really don't want to  
**put you out**.

4

1 **A:** Bad news, I'm afraid. (↓) I didn't get the  
job. (-)

**B:** Oh, I'm sorry to hear that. (↓)

2 **A:** Hi Richard.

**B:** Ah, Lucas. Can I have a quick word? (↑)

3 **A:** This is for you. To say thank you.

**B:** That's very kind of you, but you really  
shouldn't have. (-)

4 **A:** Let me give you a lift. (-)

**B:** Are you sure? (↑) I really don't want to  
put you out. (-)

5 **A:** See you tomorrow. (↑)

**B:** Yeah, bye. Oh, by the way, I'll be a little  
late in tomorrow. (↓)

6 **A:** Can I give you a hand with anything? (↑)

**B:** That's good of you to offer, but I'm fine  
thanks. (↓)

7 **A:** Thanks again for all your help. (-)

**B:** Not at all. Don't mention it. (↓)

8 **A:** That seat's taken, actually. (↓)

**B:** Oh sorry. I didn't realize. (-)

5

1 Thank you for taking the time to consider  
our proposal.

2 Thank you for agreeing to meet with us on  
Friday, but I really don't want to put you out.

3 I think it's important that you and Susan  
meet in person as soon as possible.

4 We feel that the proposed relocation  
is impractical and could in fact be  
disadvantageous.

5 He has fully admitted that his conduct  
was improper.

6 I am sorry to hear that the arrangements  
were not to your satisfaction.

7 I had a quick word with Julian and he has  
agreed to go ahead with the proposal.

8 Only when we have the full facts can we  
begin to assess the situation.

6

Dear Alison,

I am writing to request your approval to attend  
the London Business Conference, which is  
being held from 15–17 January next year. The  
conference theme is Risk Management and is  
aimed at industry stakeholders as a forum to  
discuss the current state of risk management  
in private equity. Of particular interest to us,  
is a focus on co-investments versus fund  
investments. As well as the main conference  
talks, there are a number of workshops.

You may recall that Samantha Mitchell  
attended the conference last year and she  
found it extremely relevant and useful. I  
believe she presented some of the key issues  
to the senior management team, which I think  
you might have attended. This is something  
that I am of course prepared to do.

I have included an approximate breakdown of the costs to attend below:

- Conference Registration: £300.00
- Travel, accommodation and meals: £350.00

If you would like to find out more about the conference, their website is Londonbusiness.org.

Thank you in advance for taking the time to consider this and I very much look forward to hearing from you.

Best wishes,

Tom

**7**

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

**8**

Dear Sir or Madam,

Below is my reference for Ms Marta Masini

Marta Masini joined Waterwells Books in January last year and since then she has been a reliable, effective and valuable member of the sales team.

Marta is professional and efficient in her approach to her work and has a sound knowledge and understanding of both the book-selling business and the wider retail industry.

She has consistently shown that she is able to work both independently and as part of a team. Her communication skills are excellent and she is very well-liked by her colleagues and always has a good rapport with customers and (with) other clients.

I believe that Marta will be a valuable addition to any organization that she may join. While we regret Marta's decision to move on, I would recommend her without hesitation.

Please get in touch if you should require (any) further information.

Yours faithfully,

Carmen Napoli

## WRITING 2

**1**

- a** Being culturally appropriate makes a good impression.
- b** If you make a mistake with cultural norms, it can offend.
- c** Cultural differences can be difficult to spot.
- d** They need to be taught to business people to make business run more smoothly.

**2**

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

**3**

- 1** 'Culture' is the differences in how people act in different social groups.
- 2** A strong handshake can be too dominant for Filipino customers.

**3** You should take small amounts of food throughout the meal, not all of your food at the start.

**4** It can influence the negotiations, for example the prices people are willing to pay.

**5** They don't expect you to understand everything, but it can increase their respect for you.

**4**

**1** subtle **2** overly **3** explicitly **4** a faux pas  
**5** nuances **6** norms

**5**

**1** back **2** to **3** To **4** in **5** to **6** for  
**7** of **8** with **9** of

**6**

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

**7**

- a** 3: frankly unrealistic
- b** 5: creativity blossoms
- c** 2: instant gratification
- d** 4: patently true
- e** 1: beneficial change

**8**

People don't engage with the world around them.

Attention is divided and there is a lack of focus.

The Internet gives you access to a lot of information.

It is easy to communicate and work with people in other places.

## 10 Sample answer

When historians look back on the invention of the smartphone, they may well say that it was revolutionary. The key question, however, is whether this is a beneficial change or not.

Firstly, the fact that people can access the Internet from wherever they are has led to a desire for instant gratification. There is an impatience in society that demands an instant answer to any question and an instant solution to any problem, creating a frankly unrealistic impression of what knowledge is available to us and what we are currently able to use it for. Some people undoubtedly believe that you can find anything on the Internet, even though that is patently not true.

That is not to say that having a powerful computer in our pockets at all times is entirely a bad thing. On the contrary, it is a valuable tool in many situations, from finding directions in an unfamiliar city to telling people you are alive and safe after a natural disaster.

The biggest change that smartphones have brought with them is a new inability for their owners to deal with boredom. No longer are people's minds allowed to wonder and their creativity to blossom. As soon as they start to feel the smallest hint that the situation they are in might not interest

them, they immerse themselves in the world of their phones, rather than focussing on what is in front of them. To the detriment of relationships, they split their attention between this small device and the people they are with.

In conclusion, I believe that, while the smartphone brings many advantages, we must ensure that we do not allow it to take over our lives completely.

## UNIT 5

### 5.1 The magic washing machine

**1**

- 1** F – (There is no information about qualifications gained in Mozambique – He studied statistics and medicine at Uppsala University, and then public health at St. John's Medical College, Bangalore, India ... He has also received honorary degrees from universities in Sweden, Norway and the UK and is a member of the Swedish Academy of Sciences.)
- 2** F – (In 1981, Rosling encountered an outbreak of a paralytic disease called konzo.)
- 3** F – (... was one of the initiators of Médecins Sans Frontières in Sweden – not the global organization)
- 4** F – (his main field is global health)
- 5** T – (Rosling's lectures using Gapminder graphics have gained a global reputation for their creativity and originality and have won numerous awards ... Rosling has received a number of awards and accolades, including 'Speaker of the Year')

**2**

**a**

**3**

**1** Kamkwamba and Venkatraman  
**2** Gosier and Venkatraman **3** Turere and Kamkwamba **4** Gosier

**4**

**1** all-important, solar-powered, trickle-down, electricity-generating, low-cost

**6**

She talks about how young he is and how his age made her curious to hear him. She describes how he had to deal with solving a major problem.

**7**

**1** by trying out different solutions **2** not giving up

**8**

**1** animals **2** being determined in the face of a challenge **3** win his family's respect  
**4** both

**9**

**1** c **2** b **3** b **4** a **5** a

## 5.2 Energy-hungry world

1

- 2 More appropriate in the passive: Piezoelectricity is the electrical charge produced in certain materials (such as crystals and ceramics) **when physical pressure is applied**.
- 3 Both active and passive would be appropriate: The United States is the world's second largest energy consumer. It **obtains** the majority of this energy (around 68%) from fossil fuels. / The United States is the world's second largest energy consumer. **The majority of this energy (around 68%) is obtained from fossil fuels.**
- 4 More appropriate in the passive: The existence of the greenhouse effect was first proposed in 1824. **However, the term 'greenhouse' was not used in this way until the beginning of the 1900s.**

2

- 2 World energy consumption is the total energy (that is) used by humans. It is usually calculated and measured per year.
- 3 Wind power is currently being used by more than 80 countries. In 2013, almost 3% of the world's total electricity was generated by wind.
- 4 Solar energy has been used (by humans) since ancient times and today it is predicted that, by the middle of the century, a third of all global energy could be provided by solar power. CO<sub>2</sub> emissions would consequently be reduced to 'very low levels'.
- 5 Construction of the new nuclear power plant is expected to be completed by 2025. The government insists that enough energy will be generated to power six million homes.
- 6 It is generally agreed that energy independence and security is one of today's key political issues and one which needs to be addressed urgently.

3

- 1 to be reassessed/reassessing
- 2 not to have been informed
- 3 not having been consulted
- 4 being forced, to be introduced/being introduced
- 5 Having been found, to be sentenced
- 6 Being beaten, to be sacked

4

- 2 generated 3 embedded 4 were placed
- 5 to be tested 6 to be 7 be generated
- 8 was developed / has been developed

5

- 2 Professor Helen Stephenson was given the award for her work on climate change. / The award was given to Professor Helen Stephenson for her work on climate change.
- 3 The court was shown CCTV footage of the incident (by the prosecution lawyer). / CCTV footage of the incident was shown to the court (by the prosecution lawyer).

- 4 I guess I was sent the email by mistake. / I guess the email was sent to me by mistake.

- 5 In total, the charity was given over a million dollars. / In total, over a million dollars was given to the charity.

6

- 1 make an attempt/a decision/an announcement/an assessment/a complaint/an allowance/progress/a compromise
- 2 reach agreement/a compromise/a decision/a conclusion
- 3 give consideration (to)/priority (to)/preference (to)/thought (to)/information/an order/an answer

7

- 2 allowance was made for any delays in the development process.
- 3 consideration has been given to everything in making this decision.
- 4 of complaints were made about the service.
- 5 agreement has been reached on most aspects of the deal.
- 6 priority needs to be given to renewable energy sources.
- 7 that a compromise seems to have been reached regarding CO<sub>2</sub> emission quotas.
- 8 progress was/has been made regarding trade in ozone-depleting substances.

8

- 1 being released from organic matter
- 2 can be converted
- 3 which conversion process has been used
- 4 results in hydrogen being produced
- 5 is currently being developed
- 6 have already been developed

## 5.3 Lands for all

2

c

3

- 1 Over 10 million
- 2 Under 25 million
- 3 it's becoming stronger
- 4 Floods, earthquakes, epidemics
- 5 unemployment, urban poverty, crime, road congestion, inefficient public transport and shortage of food or water
- 6 do things differently
- 7 worst case scenarios
- 8 complaining about government policy / government policies and budgets
- 9 (injustice of) wealth inequality
- 10 encourages long-term solutions

4

- 1 centre 2 meeting 3 smaller 4 once
- 5 stronger 6 pessimism 7 apparent/clear

5

- 1 interest 2 bankrupt 3 recession 4 meet
- 5 recovery 6 Unemployment 7 debts
- 8 boom 9 operations 10 employees

6

- 1 landlocked 2 landmark 3 dry land
- 4 plot of land 5 strip of land 6 live off the land 7 wasteland 8 landslide

7

- 1 c 2 a 3 b

8

- 1 landscape 2 landmark 3 landscape
- 4 landslide 5 landmark

## 5.4 I can well believe that

1

- 1 ✓ 2 × 3 ✓ 4 × 5 × 6 ✓ 7 ×
- 8 ✓

2

- 1 believe 2 pinch, case 3 surprise
- 4 doubt 5 old, truth 6 true
- 7 misconception 8 believe 9 spot

3

- 1 I'd take that with a pinch of salt.
- 2 That's (just) an old wives' tale.
- 3 I suspect that's true.
- 4 That's a common misconception.
- 5 I'd be surprised if that was the case.
- 6 I can well believe that. It doesn't/wouldn't surprise me at all.
- 7 I very much doubt that. I think it's nonsense, to be honest.
- 8 That's what they'd have you believe. I'd have some reservations about that.

4

- 1 Many students take years to pay off their debts.
- 2 Can I have a receipt please?
- 3 I doubt they'll reach agreement today.
- 4 He was a colonel in the army.
- 5 Can I have an aisle seat please?
- 6 We need a more subtle approach.
- 7 Can you pass me the scissors?
- 8 Would you like a biscuit?
- 9 My sister's an architect.
- 10 He was found guilty of all charges.

5

- 1 it is predicted that 2 it is estimated that
- 3 is believed to 4 It is thought to
- 5 are thought to

6

- 2 It is thought that ten thousand people took part in the anti-fracking demonstration. Ten thousand people are thought to have taken part in the anti-fracking demonstration.
- 3 It is expected that the minister will/is to resign within the next 24 hours. The minister is expected to resign within the next 24 hours.
- 4 It is feared that thousands have been left homeless after the hurricane. Thousands are feared to have been left homeless after the hurricane.



- 5 It is said that a picture is worth a thousand words.  
A picture is said to be worth a thousand words.
- 6 It is/has been alleged that bribes had been offered.  
Bribes are alleged to have been offered.

7

- 1 it is recommended that, is thought to be  
2 is believed to be, It is now feared that  
3 it was reported, It is/has been claimed that, is expected to release  
4 is said to be, is thought to have escaped

8

It is estimated that global energy consumption will have increased by around 50% by 2050. It is thought that half of that growth will come from China and India. At the moment China and India consume about 21% of world energy, but this is expected to increase to 31% by the middle of the century. It is also calculated that China will use around 60% more energy than the US by 2050. Fossil fuels will still be the dominant energy source and will account for around 70% of world energy use in 2050. Over the same period it is predicted that renewable energy will increase globally by about 3% per year. Despite this, energy-related carbon-dioxide emissions are expected to continue to rise and be 30–40% higher in 2050 than at present.

### PRESENTATION 3

1

- 1 c 2 b 3 a

#### 3 (example answers)

- 1 I decided to take up yoga classes five years ago because I was feeling unfit. I needed to find a way of being healthier.  
2 As a result of going to yoga, I feel a lot calmer. I've also noticed that I've become much more flexible and stronger.  
3 What is more, another thing I've been able to do is to teach my children a little bit about practising yoga.

5

- 1 e 2 a 3 d 4 c 5 b

#### 6 (example answers)

- 1 Hello, I'm (name). Today I would like to talk about a change in my life I'm planning to make.  
2 The change would be learning a new language. I'd really like to learn Arabic as I think this would open up a lot of new cultures and experiences for me. I would love to travel around northern Africa and knowing a bit of Arabic would help me a lot.  
3 Learning this language would give me a new outlook on life. I think it's totally different to the other languages I speak – English and Spanish. I know that it isn't exactly the same Arabic that is spoken in

different countries, but it would mean that I could communicate at least a little bit.

- 4 Not only would it help me when travelling, but I think it could also be of benefit in my job – I'm a language teacher and a lot of my students come from countries where they speak Arabic. Understanding the language might mean I am able to help them learn English better.  
5 Finally, I'd like to thank you all for listening. Do you have any questions?

### UNIT 6

#### 6.1 Magical houses, made of bamboo

1

- 1 Her father was a jewellery designer and she grew up surrounded by art and creativity and spent a lot of her time with local village craftsmen, where she learned skills such as carving, painting and batik. She says in setting up Ibuku that she wanted to reconnect with the culture and landscape that she grew up in.  
2 *talked herself into* It means she managed to persuade the company to give her a job, even though they perhaps initially didn't want to or didn't have a job available.  
3 *bespoke*.  
4 He was a designer, albeit of jewellery, and he also designed and built buildings out of bamboo. In fact she was directly inspired by the design and bamboo construction of a building her father and step-mother had recently opened.  
5 The innovative aspect of her constructions is that she uses locally-sourced bamboo and other sustainable natural materials, often with bespoke furniture.

2

c

3

- 1 Green, Joachim and Ban 2 Joachim (and Green) 3 Larsson (and Ban)

4

- a harsh b abodes c secure d remarkable

6

My first reaction to this talk was not at all sceptical. I just thought – what a fantastic idea!

7

But **then I began to wonder about its impact on** deforestation and about how safe a wooden skyscraper **would be** during an earthquake.

8

- 1 impact on deforestation; safety in an earthquake  
2 it's warm, welcoming and natural; it's environmentally friendly  
3 its financial viability; the noises it makes

9

- 1 T 2 T 3 F 4 U 5 T

10

- 1 c 2 b 3 c 4 a 5 a

#### 6.2 Get someone else to do it

1

- 1 They're having the floor sanded.  
2 They had the boiler serviced.  
3 They're having/going to have a sofa delivered.  
4 They've had/had an alarm fitted recently.  
5 They had the office redecorated.

2

- 1 to help 2 tested 3 to call 4 to agree  
5 working 6 give 7 finished 8 valued

3

- 1 to get the job done  
2 get a professional to do  
3 not having an expert do  
4 get the heating working  
5 get that stuck window unstuck  
6 get those long-overdue jobs done  
7 have it sorted  
8 get a professional to do

4

- 1 to get one cut  
2 to get Jack to change, got him to see  
3 have it finished  
4 got it caught  
5 to get it decorated, to get someone to do

5

go: missing, wrong, blind, red, quiet, crazy, bald, bankrupt, deaf, bad  
get: ill, involved, lost, ready, started, pregnant, upset, married, angry, old

6

- 1 go wrong 2 go blind 3 go red 4 go quiet  
5 go crazy 6 get ill 7 go bald 8 get lost  
9 go bankrupt 10 get ready

7

- 1 getting dark/to get dark  
2 get started  
3 have gone missing  
4 to be getting anywhere/to have got anywhere  
5 're going anywhere  
6 getting a new TV, is getting a bit old  
7 gone rusty  
8 get involved

8

- 1 It is most commonly used to describe the activity  
2 having the work done by a professional  
3 to describe someone doing something for themselves  
4 of having someone else do it for them

- 5 to get it promoted  
6 getting things done yourself  
7 the need to get specialists to do

### 6.3 Better by design

1

1 a public declaration of your aims and policies 2 political parties

2

1 he trained as an architect and interior designer, but ended up designing functional objects, e.g. record players. These things were linked through a focus on practical design in general.  
2 'less, but better' philosophy

3

a 5 b 3 c 8 d 1 e 10 f 6 g 4 h 7

4

1 understandable 2 impenetrable  
3 thorough 4 transient 5 aesthetic  
6 intuitive 7 unobtrusive 8 durable

5

1 ✓ 2 ? 3 ✓ 4 ✓ 5 × 6 ✓ 7 ✓  
8 ? 9 ? 10 ✓

6

1 shoddily  
2 scientifically  
3 greatly, highly  
4 widely  
5 brightly  
6 prohibitively, reasonably  
7 beautifully, perfectly

7

2 Rams said that good design makes a product (easily) understandable.  
3 Ibuku uses natural sustainable materials to create homes and other buildings.  
4 Even though it is breakable, carbon fibre is one of the strongest known materials currently used in manufacturing.  
5 His art is very hands-on and interactive with a number of exhibits with movable parts.  
6 The detail and the intricacy of the painting are unimaginable until you get up close and see it with your own eyes.  
7 The book is invaluable and irreplaceable.  
8 The band is instantly recognizable as soon as you hear the first few bars of their songs.

8

1 g 2 f 3 a 4 b (note that 'flammable' has the same meaning) 5 d 6 e 7 c 8 h

9

1 malleable 2 inflammable 3 inexplicable  
4 illegible 5 durable 6 irreparable  
7 pliable 8 edible

### 6.4 Common sense

1

Extract 1: T Extract 2: F  
Extract 3: U Extract 4: T

2

1 Do, find, that, depends  
2 would, say, suppose, say, why, do, say, that  
3 situation, where, would, do, first, instinct, is, would, go, about  
4 Imagine, that, what, would, be, that, tricky, question, Let, me, have, think

3

1 In a situation ... what **would** you do?  
I suppose **I'd** talk

2 **Do** you find  
**that depends**

3 **Imagine** ... what **would** you do?  
That's a tricky question.

4 How would you go about **appealing** to  
Let me have **a** think

5 Would you say **you** are  
**My** first instinct is **to** say yes  
And why **do** you say that?

4

1 She's got a strong imagination and has a lot of very good **ideas**.  
2 He's got a lot of international experience.  
3 She's got **excellent** communication skills.  
4 He's **apparently** got a photographic memory.  
5 He's got a **background** in economics and politics. ('politics' is an exception to the 'penultimate stress in -ic words' rule)  
6 What experience and qualifications **specific** to translation do you have?  
7 We need an **effective** and **creative** public speaker.  
8 A lot of what we do **requires** a strong **instinct** and intuition.  
9 The **salary** will **depend** on **various** factors.  
10 I think I'm quite **assertive** and **enthusiastic**.

5

1 I did it before last summer and I managed to get some good sales figures.  
2 How do you think the recent changes to EU data protection law will affect the way the company operates?  
3 I'd be happy to look into it if you want me to.  
4 If you are invited for a second interview, then we will probably need to talk about it.  
5 Because you've just graduated in business and because you've got experience and have done the job last year, we thought/ think you might be suitable as our new marketing manager.

6

1 She asked me what I knew about the company.

2 They asked me what I thought the main challenges would be if I got the job.  
3 They wanted to know what I thought my colleagues would consider as my best qualities.  
4 He said (that) they would be in touch if they needed any further information.  
5 They advised me to look at other options before I made a decision. / They advised (me) that I should look at other options before I made a decision.  
6 He questioned why I wasn't applying for a more senior position.  
7 They told me (that) they thought it would be a week or so before they knew/would know anything.  
8 I asked (them) if they knew how many other candidates had been shortlisted.

7

2 asked me/wanted to know what I could offer them that other candidates couldn't. I said/told them (that) I was very experienced, (that) I'd got a lot of insight into the sector and (that) I knew the market.  
3 They asked me/wanted to know where I saw myself in five years' time. I said/told them (that) I hoped to be heading up my own marketing team.  
4 They asked me/wanted to know what I thought was the number one key to successful marketing, of any product. I said/told them (that) I thought the number one thing was to have a clear strategy, which was implemented consistently.  
5 They asked me/wanted to know what I saw as my strengths. I said/told them (that) I'm a good organizer and I plan everything in detail. I'm creative, and as I mentioned, I know the market.  
6 They asked me/wanted to know if I could think of any improvements to their products. I said/told them (that) I thought their products were second to none. But (that) I did think the marketing and advertising could be freshened up a little.

### WRITING 3

1

the main features of the app  
why the features are useful  
anything the users should be aware of before they download the app  
Points to include: student's own ideas

2

a 2 b 4 c 1 d 3

3

1 The user wants to increase the range of recipes they know.  
2 It can be difficult for the user to find the information they want.  
3 The app copies the ingredients automatically.

- 4 Recipe Record allows you to cross off ingredients so you don't forget what you've used.
- 5 It's simple for some websites, but not all.
- 6 The user thinks the price is fine because of the range of functions.

4

- 1 build my repertoire of dishes
- 2 When it comes to shopping
- 3 search in vain
- 4 A note of caution
- 5 It ... was well worth the £6 I paid for it.
- 6 anyone looking to

#### 5 Suggested answer

Anyone looking to get fit could do worse than download VidFitPlus. You can use it to **build your repertoire of exercises** quickly and easily. No longer will you have to **search in vain** for videos showing you the safest way to stretch your quads or a new yoga breathing technique: they're all in one place within the app. **It's well worth** every minute you spend using VidFitPlus. **When it comes to** the price, it's a bargain at just 99p. **A note of caution** though: it's addictive. Once you start using it, you won't be able to stop! I'd recommend it to all you fitness fans out there.

6

- 1 What **is the** secret **to** its **success**?
- 2 Contrary **to what** you might think...
- 3 **It's** far **from easy** to do this.
- 4 **By and** large, the developer manages to....
- 5 The app **in** question...
- 6 The app **takes an unusual** approach.

7

- 1 exceptional, outstanding
- 2 riveting, gripping
- 3 dull, tedious
- 4 entertaining, hilarious
- 5 baffling, over-complicated
- 6 extremely, highly
- 7 undeniably, unquestionably

#### 10 Sample answer

Matt Cutts' TED Talk 'Try something new for 30 days' is short and sweet. Despite being only three minutes long, it has the potential to change your life completely.

You could say I was meant to watch it. On the day in question I was feeling a bit depressed, stuck in a rut at work and uninspired at home. I had the TED app automatically generate an 'inspiration' playlist for me, and this talk was the first one that came up. After listening to the very entertaining Matt Cutts, I'd found the answer to my problems.

In his talk, he describes how he took an unusual approach to changing his lifestyle through a series of 30-day projects. So what is the secret of his success? By breaking down each goal into manageable chunks, he created new habits which fitted

around his life. Another unexpected side effect he described was that life became much more memorable instead of passing by in a tedious haze. Who wouldn't want that?

After watching his talk, I was inspired to have a go at my own 30-day project. I've been learning English for years and had long intended to add a new language to my repertoire. Contrary to what you might expect, after just ten minutes of studying Mandarin a day for a month, I can already have simple conversations and recognize over 200 characters. Matt's 'little and often' approach really works!

As well as providing this kind of motivation and inspiration, TED Talks are wonderful tools for English learners. They cover a wide range of accents, and there are subtitles to help you understand them. Because they range in length from just 50 seconds to eighteen minutes, you can select one that fits the time you have available. So why not make your first 30-day project choosing a TED Talk a day to watch, and start with Matt Cutts' riveting talk to inspire you as he did me?

## UNIT 7

### 7.1 The danger of a single story

1

- 1 Her parents worked at the university and Adichie attended a secondary school attached to the university and then studied at the university.
- 2 Professionally, they have mutual respect. Outside this, Adichie grew up in a house once lived in by Chinua Achebe.
- 3 Medicine and pharmacy (University of Nigeria), communication (Drexel University), communication and political science (Eastern Connecticut State University), MA in creative writing (Johns Hopkins University), MA in African Studies (Yale University)
- 4 Yes. The book received wide critical acclaim and a number of awards.
- 5 A fellowship by the Radcliffe Institute for Advanced Study, Harvard University, an array of literary accolades and awards, listed among the 'Leading Women of 2014' by CNN and among the '100 Most Influential People' by *TIME Magazine* in 2015.

2

- c A journey to a better place

3

- 1 Benjamin 2 Abdel-Magied 3 Benjamin and Grant 4 Al-Sakkaf

4

- 1 challenges (us to look beyond) 2 draws on (stories of shared experience) 3 spotted 4 highlighting

6

Yassmin's talk makes me question how I can still have biases and how I can overcome them.

7

I have worked in the field of second-language learning for over 35 years, exposed to students and educators from many different cultures and perspectives.

8

- 1 in her work 2 she is still influenced by her biases

9

- 1 to force us to examine our biases
- 2 seeing them as less
- 3 she works with second-language learning students and educators from many different cultures and perspectives
- 4 that she was bad and immoral
- 5 that we all have the same needs
- 6 we are not born with equal opportunity
- 7 mentor someone from a different background

10

- 1 b 2 c 3 c 4 c 5 a

### 7.2 No better, no worse

1

- 1 You're **far** more likely to stand out if you dress like that.
- 2 Learning the language is **by** far the best way to get to know a culture.
- 3 The differences between the two are so slight **as** to be negligible.
- 4 I always feel **a** whole lot better after a good night's sleep.
- 5 Invite as many people as you like. **The** more, the merrier.
- 6 I'm not as open-minded **as** you are, but I'm happy to try most things once.
- 7 This one's not nearly **as** interesting as that one, don't you think?
- 8 I think the population is **a** bit bigger, but I'm not sure.

2

- 2 about 40 times as big/bigger
- 3 only about a third shorter
- 4 much greater
- 5 far bigger/by far the biggest
- 6 over five times more people than
- 7 a slightly higher urban population than
- 8 higher percentage of land used for agriculture than
- 9 considerably bigger

3

- 2 The more technology advances, the easier it gets.
- 3 That was by far the best lecture yet.
- 4 It was far cheaper/less expensive than we thought it would be.

- 5 There are not nearly as many people here as (there were) last week.  
6 We need to leave and the sooner the better.

**4**  
1 by far 2 a whole lot 3 nearly 4 twice

**5**  
1 would rather, than 2 would prefer, rather than 3 favour, over 4 prefer, to 5 better, having 6 to have, rather than 7 would sooner, than 8 as soon, as

**6**  
1 'd rather sit  
2 'd be better off getting (also possible: 're better off getting)  
3 'd rather you didn't  
4 might be better to speak  
5 prefer listening  
6 'd prefer if you paid (also possible: prefer you pay/'d prefer you to pay)  
7 'd rather you kept  
8 'd just as soon watch, go

**7**  
1 women are more or less likely than men  
2 is the most gender-equal country  
3 almost the same number of women as men  
4 are only slightly lower than  
5 is considerably lower, with only 26% in work  
6 much lower, at just 65% of a man's earnings  
7 is much higher at around two in five

### 7.3 Why more is less

**1**

**b**

**2**

1 and 4

**3**

1 b 2 b 3 c 4 b 5 a

**4**

1 a 2 a 3 c 4 b 5 a

**5**

1 fence 2 devil 3 cherry 4 brainer  
5 bets 6 plunge 7 judgement, evils

**6**

2 by 3 of 4 matter 5 Freedom 6 left  
7 of 8 Hobson's

**7**

1 by choice 2 spoilt for choice  
3 of choice  
4 have no choice in the matter 5 left with no choice but to 6 freedom of choice  
7 Hobson's choice 8 of your choice

### 7.4 Having said that ...

**1**

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

**2**

1 by and large, at least  
2 On the whole, At the same time  
3 As a result, that said / having said that  
4 because of this, As a consequence  
5 Broadly speaking, at any rate, Having said that  
6 I'll grant you that, For that reason

**3**

1 By\_j\_and large, the project was a great success.  
2 Things improved as far\_r\_as\_exam results are concerned.  
3 There was no noticeable difference, among the 11–14 age range at\_any rate.  
4 As\_a result, demand increased significantly.  
5 New security measures were introduced as\_a consequence.  
6 In spite\_of the marketing campaign, sales continued to fall.  
7 On top\_of that, attendance increased by almost 5%.  
8 Because\_of the delay, extra costs were incurred.

**4**

1 The graph shows, It compares, The graph also compares  
2 What we observe is, It is also worth noting, Looking at, we can see that  
3 decreases, falls  
4 steadily, sharply, slight, significant

**5**

**2**

Attendance declined gradually/gradually declined.  
There was a gradual decline in attendance.

**3**

Sales dropped slightly.  
We can see a slight drop in sales.

**4**

The graph shows that results improved significantly.  
The graph shows a significant improvement in results.

**5**

Temperatures rose steadily.  
There was a steady rise in temperature.

**6**

1 rose 2 observe 3 compares 4 worth  
5 Looking, see 6 constant 7 consider, significant 8 shows, declined, steadily

**7**

1 The graph shows 2 It compares  
3 looking at 4 we can see 5 decreases steadily 6 It is worth noting 7 If we look  
8 we can observe 9 steady rise

## PRESENTATION 4

**1**

a T  
b F – Samira and Angelo had work done on their homes.  
c F – Angelo moved home because of his family.  
d T  
e F – Samira doesn't mention the location of her home.  
f T

**3**

1 c 2 d 3 b 4 a

**5**

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

### 6 (example answers)

1 Hello, I'm (name). Today, I'm going to tell you all about my home.  
2 One of the great things about where I live is that it is really quiet and peaceful. We are out in the suburbs of the city, so we don't have to deal with the busy city centre every day. Another advantage of living here is that the cost of renting is not as high as in other parts of the city, so we can save a bit of money for holidays.  
3 While it may be a peaceful place to live, sometimes it does feel like there is nothing to do. Even though being in the centre of the city is very noisy, you never have to worry about having nothing to do. I guess that is one of the facts of living in a quieter part of town.  
4 Thank you very much for listening to my talk. Let's open the floor for your questions.

## UNIT 8

### 8.1 How I fell in love with a fish

**1**

1 Helping out on his grandparents' farm as a child.  
2 Chez Panisse, Berkeley, California; studied at the French Culinary Institute, New York City; working for chef Michel Rostang, Paris; Bouley, New York City.  
3 do something on your own, in this case Barber set up a business on his own  
4 a style or an approach that is typical of and identified with an individual or organization, and perhaps unique to the individual or organization  
5 Barber is concerned with sustainability of food sources, which he prefers to be locally produced. He also has a concern for the health aspect, as illustrated by his advisory work.

**2**

**a**

**3**

1 Barber 2 Baehr 3 Seaver and Savitz



4

a dilemma b adage c humane d eye-opening  
e take/picture f rosy

6

/ˌkɒntrəˈvɜː(r)ʃ(ə)l/ /ɪnˈkluːd/ /ˈpestɪsaɪdz/  
/prɪˈzɜː(r)vətɪvz/ /daɪəˈbɪtɪz/ /ˈpruːv/  
/ˈθrets/ /əˈmʌŋ/

7

1 and 4

8

1 confidence 2 advertising 3 farmer, hospital  
4 words 5 purchasing 6 organic

9

1 c 2 b 3 b 4 a 5 c

## 8.2 Mind what you eat

1

1 can't have 2 've just got to 3 shouldn't have  
4 didn't need to 5 should've, could've 6 couldn't, had to  
7 can't 8 ought to 9 Might 10 might've

2

1 can 2 don't have to 3 won't need to 4 do need to  
5 can 6 should 7 need to 8 mustn't

3

1 should 2 should / ought to 3 might / may  
4 should 5 may 6 need to 7 mustn't / shouldn't  
8 can / might / may / could 9 can / may 10 need to / should  
11 don't need to / needn't 12 can 13 should / need to

4

2 We might/may (well) be going out this weekend.  
3 As it turned out, I didn't need to go / I needn't have gone to the meeting after all.  
4 She might/may/could have told me, but I really can't remember.  
5 You can't have seen him last night. He's in Paris at the moment.  
6 They should be/should have been here by now. They might've missed the bus.  
7 (Surely) He must have realized what was happening. How could he not (have realized).  
8 I have to go to a meeting this evening. But it should be finished by 7.30. So we can/could meet then if you like.

5

1 would 2 might 3 can 4 should 5 needn't  
6 wouldn't 7 may, can 8 could, might

6

1 we could actually have eaten 2 all the people who will have done the same  
3 all need to think about

4 the vast majority of this food could actually be consumed  
5 as you might imagine  
6 can't be kept as long as other foods  
7 This can be traced primarily to financial and technical

## 8.3 A contradiction in terms

1

b and d

2

1 Some foods are more sustainable than others, but very few foods are truly sustainable  
2 You're going to have to compromise; look for what's least damaging to the environment  
3 Think about the water and energy used in food production; don't waste food

3

1 some other food (that you thought was OK to eat)  
2 eating cactus and insects  
3 to buy organic meat  
4 cereals that use relatively little water to produce  
5 berries as opposed to other sweet foods / sugary treats  
6 which fish are OK to eat  
7 what food / feed  
8 in the case of dairy food  
9 at the top of the carbon footprint list  
10 the amount of energy and water used in food production

4

1 Vegetable esp. potato peelings; Chewy crisps; olive oil  
2 Apple; peelings; Tea; Put in hot water 3–4 mins  
3 cheese; vegetables; Beat; vegetables and cheese; 20 minutes  
4 veg; meat; Stir fry; wok; oil  
5 bones; chicken; Soup or broth; Boil; herbs & seasoning

5

1 amenable/laudable/commendable.  
2 unavoidable/unattainable/inevitable.  
3 workable/viable/agreeable  
4 plausible/credible/negligible  
5 agreeable/amenable/laudable  
6 feasible/commendable/doable  
7 amenable/attainable/achievable.  
8 unavoidable/irreparable/irreversible.  
9 negligible/unattainable/insignificant

6

2 whip 3 top 4 cut 5 dish 6 drink  
7 chop 8 wolfed 9 live 10 gone

7

2 live on 3 whip up 4 drink up 5 dish it up  
6 cut down on 7 wolfed down 8 chop up  
9 top it up 10 gone off

8

1 Let me top up your glass. / Let me top you up.  
2 Drink up and let's go.  
3 He virtually lives on ready-meals.  
4 He whipped up this amazing meal in no time.  
5 I was starving. I wolfed it down.  
6 I'm dishing it up in two minutes.  
7 You need to heat it up in a pan for a few minutes.  
8 I've been cutting down on cheese.

## 8.4 I'll try anything once ...

1

1 Most open: speaker 2 (I'd say I'm quite adventurous when it comes to food and always open to new experiences. I love tasting new food that I've never had before ... I suppose I'm generally happy to try anything)  
Least open: speaker 3 (I think I'm really quite conservative when it comes to food ... I suppose I'm quite traditional in my tastes. I generally like to take the safe option, something I know ... I wouldn't generally eat anything too different)

2

Speaker 1	fish and meat
Speaker 2	extreme things like dog or brain
Speaker 3	food that is not traditionally eaten in his culture

2

1 I'm pretty cautious with what I eat  
2 stick with what I know  
3 take the safe option  
4 I am happy to experiment  
5 give something new a go  
6 I generally like to play it safe  
7 I'm happy to try it out  
8 I'd say I'm quite adventurous  
9 always open to new experiences  
10 I'm generally happy to try anything  
11 might draw the line at  
12 I'm really quite conservative  
13 I'm quite traditional in my tastes

3

1 comes, happy (willing also possible), line  
2 when, to, option  
3 try, give, a  
4 play, stick, cautious

4

1 I don't understand why anyone would want to eat that.  
2 Can you ask what's in it?  
3 I'll eat most things, within reason.  
4 I used to be vegetarian, but I started eating meat a couple of years ago. (but I = assimilation of /t/ to /d/)  
5 Do you know 'Meals for five pounds'? It's a goob book. (elision of d)  
6 The whole meal was less than tem pounds. (assimilation of /n/ to /m/)  
7 Is this the first time you've eaten here?  
8 A table for one, please. It's just me.

5

Having been for many years just a treat for the weekend, a new survey has found that the average Briton now spends over £100 a month on take-away meals. Not having the time or the inclination to cook, or being too tired are the biggest reasons for having a take-away. Picking up the phone or ordering online and having something delivered is quite the norm according to the survey. Men are the biggest fast-food consumers, and get through around 150 take-aways a year, while the figure for women is around 125, with 25- to 34-year-olds being the biggest consumers of take-away food.

Having been overtaken by Chinese and Indian food, the traditional British take-away meal of fish and chips has gone from being the nation's most popular take-away to its third favourite. Closely followed by pizza in fourth place. These four foods make up around 85% of all take-away meals.

6

- 1 Derived, having included
- 2 Having lived
- 3 Opened
- 4 Weighing, bought/having been bought
- 5 Having spent
- 6 grown/being grown

7

- 2 referred 3 supplying 4 Varying 5 eaten
- 6 being 7 being 8 cooked

8

- 2 They had no idea what the food was like, not having eaten there before.
- 3 Known for its quirky menu, the lively little restaurant attracts visitors from miles around.
- 4 She decided to give the snails a miss on this occasion, having tried eating them before.
- 5 Not knowing the area, we had no idea where the best place to eat was.
- 6 Inspired by the local landscape and the character of its people, the restaurant is usually fully booked for up to six months in advance.

## WRITING 4

1

describe the festival  
describe two or three events which were particularly interesting  
evaluate how the event supports the cultural life of your town

2

- 1 Overview = Describe the festival
- 2 Highlights = Events which were particularly interesting
- 3 Effects = How the event helps cultural life

3

- 1 Travel writing
- 2 Most talks sold out. The rest were at least 80% full.
- 3 More people will borrow his books from libraries.
- 4 It showed that anyone could be a travel writer, not just people who go to places which are far away.
- 5 Libraries and museums in the city.

4

- 1 a wealth of
- 2 went down very well
- 3 drew my attention
- 4 that we might not otherwise have been aware of
- 5 catering for
- 6 gain a positive impression of (something)

5

- 1 I will begin by providing **a general overview** of the festival.
- 2 **Careful consideration** should be given to whether we can afford to run a similar festival again.
- 3 **I personally found** her talk to be one of the highlights of the whole event.
- 4 The organizers were **ably assisted by** a team of volunteers.
- 5 There were **ample opportunities for** audience members to participate in the discussion.
- 6 Overall, the festival was **a huge success**.

6

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

7

- 1 the aspects covered earlier suggest
- 2 in light of our findings
- 3 it would appear then that
- 4 as mentioned at the outset
- 5 following on from the previous point
- 6 it should therefore be questioned whether

## 10 Sample answer

The objectives of this report are to detail the provision of food services available to tourists visiting Brno and to recommend potential improvements to these services aimed at increasing the number of visitors to the city.

### Current situation

As it stands, Brno has a wealth of cafés, restaurants and other places for tourists to eat. There are a handful of restaurants serving foreign cuisine, though the majority serve Czech or Italian food.

For the top end of the market, Spalíček serves traditional Czech cuisine, with a menu in a variety of languages making it easy for tourists to understand. There is also Empire, at premium prices due to its prime location overlooking the main square. Visitors to the city can also go to one of the many

mid-priced restaurants and cafés in the city centre. Those on tight budgets can purchase food from a 'hungry window', local stalls serving food like pizza or burek.

## Recommendations

While it is true that the range of cuisines represented in the city has increased over recent years, there is still room for improvement. For instance, Mexican or Thai cuisine represent gaps in the market and this additional variety may attract visitors from the surrounding area into the city.

What is also lacking is provision for different dietary requirements. On many menus, vegetarians have a very limited range of options, often consisting only of fried cheese or fried cauliflower. Despite there now being one or two vegetarian restaurants in Brno, the tourist office should encourage an increase in the range of vegetarian options available, as at present traditional restaurants have little to offer them.

Finally, training in food allergies could also be provided, for example, for gluten-free diets. Ensuring waiters understand the implications of cross-contamination will increase people's confidence in the service provided.

Taken together, these changes will open up our city's eating establishments to a wider range of guests.

## UNIT 9

### 9.1 Why videos go viral

1

- 1 Studying Communication and Film Studies, being a columnist for a university publication, being a performer, writer and director of a comedy sketch show and being involved in duo interpretation have all perhaps provided useful and relevant background experience for his subsequent career.
- 2 There are constraints to the performance, such as not using props and not touching or making eye-contact.
- 3 As well as the experiences at university, he has been a film production assistant and producer, a (political satire) writer, producer and editor.
- 4 It connects users who YouTube feels can benefit from being aware of each other.
- 5 He has made numerous TV appearances and has been frequently quoted in various publications, including major newspapers.

2

a

3

- 1 Sadowsky and Ohanian 2 Whitacre
- 3 Schneider 4 Ohanian

**4**  
a unveils b charged with c labyrinthine  
d shoo-in e contests

**6**  
I liked this talk. It starts off modestly and quietly and then it builds.

**7**  
British

**8**  
**3**

**9**  
1 (real) magic 2 classical choral  
3 technical knowledge 4 uncertain /  
unconfident (about his material)

**10**  
1 c 2 a 3 b 4 a 5 b

## 9.2 Completely lost without it

**1**  
1 incredibly, absolutely  
2 incredibly, pretty, quite, fairly  
3 very, very, rather  
4 somewhat, very  
5 totally, very, entirely

**2**  
1 very 2 practically 3 a little bit  
4 absolutely 5 highly, pretty 6 really  
7 quite, very 8 strongly, extremely

**3**  
1 flabbergasted 2 mortified 3 fantastic  
4 loaded 5 spotless 6 deafening 7 filthy  
8 awful 9 starving 10 hideous 11 furious  
12 packed 13 soaked

**4**  
1 filthy 2 packed 3 spotless 4 loaded  
5 deafening 6 flabbergasted 7 mortified  
8 hideous

**5**  
1 b painfully slow  
2 d wildly exaggerated  
3 c widely accepted  
4 a deeply committed  
5 h highly controversial  
6 e readily admit  
7 f fully appreciate  
8 g severely disadvantaged  
9 j distinctly remember  
10 k desperately in need of  
11 l sincerely believe  
12 i extraordinarily gifted

**6**  
2 wildly exaggerated  
3 severely disadvantaged, deeply committed  
4 highly controversial  
5 readily admit  
6 fully appreciate, painfully slow

7 distinctly remember  
8 extraordinarily gifted

**7**  
1 a very limited number of sources  
2 a reasonably wide range of news topics  
3 fairly modest in the number  
4 one news source readily admit  
5 quite fair and balanced in its delivery  
6 considerably narrower  
7 primarily concerned  
8 a distinctly different perspective

## 9.3 Same old

**2**  
1 F 2 F 3 T 4 T 5 U 6 F – not always

**3**  
1 catchphrases 2 become extinct  
3 synchronized 4 clumsy 5 picked on  
6 given rise to 7 disorientated 8 lucrative

**4**  
1 Dancing inmates of Cebu 2 grumpy cat,  
dancing hamsters 3 David after dentist, Star  
Wars kid 4 YOLO/You Only Live Once  
5 Star Wars kid, Dancing inmates of Cebu  
6 Dancing hamsters, Dancing baby 7 'Hide  
yo' kids, hide yo' wife' 8 'Hide yo' kids, hide  
yo' wife', David after dentist, Grumpy Cat

**5**  
1 Ice Bucket challenge (compendium)  
2 It made a difference by raising money

**6**  
1 encouraging 2 amazing 3 shallow  
4 meaningful

**7**  
1 blog 2 podcast 3 phishing 4 hotspot  
5 crowdfunding 6 offline 7 troll 8 spam

**8**  
1 interconnected 2 interface  
3 interweaves 4 interdisciplinary  
5 intercut 6 interlocking 7 interplay  
8 interdependent

## 9.4 Online presence

**1**  
1 Speaker 2 is broadly against, speaker 1 is  
broadly for  
2 Speaker 1 (...I'm not so sure how we can  
actually control things, really. Who do you  
censor, and how exactly?)  
3 Speaker 2 (The real issue for me is that internet  
censorship could open the door for the  
powers that be, those doing the censoring, to  
follow their own agenda, whatever that may  
be. So, who's going to oversee or censor  
that? That to me is the main issue.)

**2**  
a 1 b 2 c 1 d 2 e 2 f 1 g 2

**3**  
1 personally 2 insofar 3 far 4 concerned  
5 allowing 6 fact 7 say 8 different  
9 inasmuch 10 just 11 accept

**4**  
1 Personally, I think that  
2 I'd say that considering / I'd say  
considering that  
3 We just have to accept that  
4 why should it be any different with, Screen  
time is screen time  
5 doesn't really come into it  
6 Allowing for the fact that  
7 insofar as it can  
8 As far as your public online presence is  
concerned

**5**  
1 Personally, I think it is.  
2 As far as I'm concerned, it's a good thing.  
3 Our opinion doesn't really come into it.  
4 We just have to accept that it's inevitable.  
5 In my opinion, it's fair enough.  
6 If you ask me, it's not a good idea.  
7 Freedom of speech is freedom of speech.  
8 Well, it's not a bad thing?

**6**  
Tom Gardener, waiter and duty manager  
Professional waiter with duty management  
experience in a number of high-end  
restaurants and hotels. Team player, but  
capable of using own initiative. Hard worker,  
but knows the importance of having fun.  
Focusses on the detail, but can see the big  
picture. Works to high standards and expects  
the same. Quick learner and doesn't need  
telling twice. Proven track record of getting  
things done. Degree in business studies.  
Looking to take career to the next level in the  
catering or hospitality sector.

**7**  
2 The hotel has got several meeting  
rooms.  
3 We place a great deal of importance on  
staff training.  
4 She's a fitness fanatic.  
5 She's a best-selling author.  
6 He's an ideas person.  
7 He put forward an equally compelling  
argument.  
8 She has an impressive track record.  
9 It was an exercise in relationship building.  
10 She specializes in medical ethics.

**8**  
2 innovative products  
3 a dynamic sales and marketing team  
4 marketing strategies  
5 marketing budget  
6 a proven and unrivalled track record  
7 a well-known educational services  
marketing agency / a well-known  
education marketing agency  
8 high-end and exacting clients  
9 a good listener

- 10 long-lasting relationships  
11 a collaborative process

## PRESENTATION 5

1

- a F – (Being vegan could help the environment by reducing carbon emissions.)  
b T  
c T  
d T  
e F – (He thinks it's trendy, but it isn't easy.)

3

- 1 c 2 d 3 a 4 b

5

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

### 6 (example answers)

- 1 Hello. I'm (name) and over the next few minutes I'm going to talk about how we can all live more sustainable lives.  
2 An easy change everyone could make is to walk more. When private and public transportation are so readily available, it can be easy to lose sight of how easy it can be to get around on foot. I don't mean that we should walk absolutely everywhere, but for example when you're in the town centre and things are close to each other – why not?  
3 If we all walked a little bit more, there would be less demand on public transportation systems, there would be fewer vehicles on the road. Taking the underground and getting on and off trains or squeezing into buses can be an uncomfortable and stressful experience, so why not spend more time travelling above ground? Not only will this help prevent overcrowding, but it will also help people be fitter as they get more exercise.  
4 That brings us to the end of the talk. I hope you have enjoyed listening to me today and you have a better idea about living sustainably. Let's open up the discussion – what are your thoughts?

## UNIT 10

### 10.1 A kinder, gentler philosophy of success

1

- 1 T – (He spent his early childhood in Switzerland and spoke French and German ... he continued his education ... at a boarding school in Oxford, where English became his main language)  
2 F – (He began a PhD in French philosophy at Harvard University, but did not complete this)  
3 U – (To date, the book has sold two million copies worldwide)  
4 F – (offers a variety of classes and workshops on 'developing emotional intelligence' and addressing such issues as 'how to find

fulfilling work, how to develop relationships and how better to understand the world.' )  
5 T – ( ... and has contributed to and presented television programmes, ...)

2

c

3

- 1 Dinsmore and Schwartz (possibly Brooks)  
2 Gilbert 3 Brooks and Dinsmore

4

- a miserable b craves c meaningful  
d intangible

6

I imagine that most people who watch this talk for the first time have probably never pondered their own two selves.

7

2

8

- 1 False – she wonders how common it is for people to do this. 2 True 3 True 4 False – she thinks they are relevant to such people, but she does not say she is one of them 5 True

9

- 1 b 2 c 3 a 4 a 5 c

### 10.2 Self-help

1

- 1 to talk, to get, dealing  
2 to find, find, to get  
3 take, to work, to be, talking, speaking  
4 to see, to apologize, being, to upset, upsetting

2

- 1 with advocating 2 to promote 3 to achieve  
4 of realizing 5 to thank 6 to acquire  
7 to raise 8 to sell 9 on having written  
10 in writing 11 in informing 12 to publish

3

- 1 started to become (becoming also 'technically' possible)  
2 was possible to take  
3 was able/would be able to transform  
4 will help you (to) help  
5 based on having  
6 would be capable of understanding  
7 achieving  
8 did/has done more than any other book in putting ('to put' also technically possible)

4

- 2 He was reluctant to open up at first, but he's more expressive now.  
3 I'm not convinced he's suited to working in management.  
4 Are you serious about looking for another job?  
5 Do you think it's worth trying to contact her again?  
6 It's useless phoning them. They never answer.

- 7 I'm interested to know / in knowing what they thought about it.  
8 My parents never let me stay up late during the week.

5

- 1 adamant 2 amazed/surprised, proud  
3 aware 4 disappointed, had 5 convinced, surprised/amazed 6 regret

6

- 2 I'm determined that I won't/m not going to get behind with things again.  
3 She was upset about not being told any sooner.  
4 He's not so keen that we (should) go on the training course.  
5 I was pleased to be given the opportunity.  
6 I'm not conscious that any decision has been made.  
7 I was delighted that I was even considered for the post.  
8 We have decided against going ahead with the project.

7

- 1 I wasn't aware of there being a deadline at all.  
2 I'm determined not to get behind with things again.  
3 She was upset about not being told any sooner.  
4 He's not so keen on us going on the training course.  
5 I was pleased to be given the opportunity.  
6 I'm not convinced that we should hold the conference in July.  
7 I was delighted to be even considered for the post.  
8 We have decided against going ahead with the project

8

- 1 bothered to do any preparation  
2 a good idea to know  
3 unlikely to be asked directly  
4 try to anticipate potential questions  
5 it's good to have them  
6 worth re-familiarizing yourself

### 10.3 What generations want

1

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

2

- 1 and 3 because they argue that each individual should make their own definition of success

3

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

4

- 1 1 and 3 2 their maturity

5

- modify; priorities



6

1 dropping 2 out 3 make 4 it 5 set  
6 heart 7 realizing 8 ambition 9 fall  
10 wayside 11 throw 12 towel

7

2 e 3 c 4 d 5 a 6 b 7 f 8 i  
9 h 10 g

8

2 stories 3 overnight, limited 4 secret  
5 key, confident 6 without 7 rate 8 proven

#### 10.4 How did you get on?

1

1 ✓ 2 – 3 × 4 – 5 – 6 ✓

2

1 How did it go with, Did you manage, all sorted  
2 Did you have any luck, could have been better  
3 How did your, go, made, bit, mess  
4 How did you get on with, we're getting there  
5 Did you get anywhere with, well, could, expected  
6 How was, Did it go, all went, smoothly

3

1 How did it go with your tutor, it could've been better  
2 Did you have any luck with the insurance, As well as could be hoped  
3 How did you get on with the team-building day, I'd say it was a success.  
4 Did you get anywhere with your boss, we did make some headway  
5 Did you have any trouble convincing them, It all went very smoothly, It's all sorted  
6 How did your presentation go, I made a bit of a mess of it, Did you manage to adjust

4

1 A: How did your exam go?  
B: It could have been better.  
2 A: Do you think it will work?  
B: Depends if we have any trouble convincing people.  
3 A: How did it go this morning?  
B: It all went smoothly, thanks.  
4 A: Did it go OK with your boss?  
B: It's all sorted now.

5

1 in 2 to 3 To 4 at, of 5 At, of  
6 in, with 7 in, with 8 in, to 9 On, of

6

2 in keeping with 3 in contrast with  
4 in collaboration with 5 In view of  
6 on account of 7 with reference to  
8 Under the circumstances

7

1 This report was commissioned at the request of our parent company, TechEd

in relation to sales performance and falling market share.

- 2 This interim report finds the prospects of the company to some extent are not positive. While (the) analysis is still in progress, we have identified a number of areas of weakness, particularly in relation to customer relations and after-sales service. In view of this, Stephanie Amilhat has been asked to oversee the customer relations team for the foreseeable future.
- 3 I am writing on behalf of the board of directors with reference to next year's planned relocation of our production facility from its current location in Cambridge to a/the new location in Nottingham. As a result of new land-use legislation, the move has been put on hold to enable us to modify the plans for the new facility.

## WRITING 5

1

- 1 Technology has democratized knowledge.  
2 You can contact experts in different fields directly through social media.  
3 Traditional research skills are being lost.  
4 People think they know more than they do because they can search on the Internet.

2

1 a 2 b 3 d 4 c

3

- 1 Many online courses are cheap or free, so they are less expensive than university courses.  
2 Social media gives you the chance to be part of a community.  
3 Many documents are still only available in their original form.  
4 Many young people do not know about what they can find in libraries and archives.  
5 We still need to train people in traditional research skills.

4

- 1 the advent of the Internet  
2 a wealth of  
3 perennial problem  
4 offset  
5 unparalleled access  
6 labour under the misconception that

5

- 1 strongly 2 widely 3 undeniably  
4 deeply 5 vehemently 6 immensely

6

- 1 It is an indisputable fact that...  
2 Nobody would dispute the fact that...  
3 It may be the case that...  
4 It might also be that...  
5 This raises the issue of...  
6 An important question to consider is that of...

7

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

8

- 1 Some old people have to rely on the state to support them, rather than their communities.  
2 Some may feel left behind or neglected by society.  
3 Healthcare helps the aging population to stay fitter for longer.  
4 Older people provide valuable support to society, especially to younger people.

## 10 Sample answer

In many countries, populations are aging as birth rates drop. As the balance of populations changes, what is the role of older citizens in society today?

It is an incontrovertible fact that older people still have a lot to offer society. The majority of volunteering is done by those who are retired, older people look after their grandchildren reducing worries about the costs of childcare for their offspring, and their wealth of knowledge and experience is also a valuable commodity for younger generations to draw on. As science brings new advances in medicine, we will be able to take advantage of a longer period of good health to continue to benefit society.

At the same time, as an ever larger percentage of the population enter retirement, there are fewer and fewer working adults to pay for them, leading to a pressure on the state to fund pensions and healthcare costs. Another important question to consider is that of information from the government, such as telling about pension schemes, which is increasingly only available online. Since there is at present a lower rate of digital literacy among the elderly, at times it may be difficult for them to work out where to find or send the necessary information to gain access to particular services. This disenfranchises some older people, since they are no longer able to exploit all of the services which should be available to them.

In conclusion, it is my belief that older citizens still have a vital role to play in the modern world, and that we must continue to support them by ensuring they are able to fully participate in all aspects of society.

## UNIT 11

### 11.1 Build a school in the cloud

1

- 1 False. His early academic background was in physics.  
2 False. He worked for the company NIIT from 1990 to 2006.  
3 False. The 'Hole in the Wall' experiment resulted in the idea of MIE.  
4 True.

**2**

**a**

**3**

**1** Shocken and Mitra **2** Svitak (and probably Sethi) **3** Shocken **4** Shocken and Sethi

**4**

**a** curriculum **b** groundbreaking **c** tackles **d** prodigy

**6**

**a** 4 **b** 1 **c** 5 **d** 2 **e** 3 Changes between d and e and a and c

**7**

**a**

**8**

**2, 3, 5, 6, 7**

**9**

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

### 11.2 The value of education

**1**

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

**2**

**1** (do) go **2** don't have to **3** had finished **4** may not quite be **5** may have been **6** hadn't dropped **7** wasn't/hadn't been **8** would not / wouldn't have benefitted

**3**

**2** have **3** not carry out **4** are **5** to leave **6** would be recorded **7** may be subject **8** wishes **9** will have/has **10** enter

**4**

**2** Should the lecture theatre be unavailable, we'll book a different room.  
**3** Had you been paying attention, you'd know what to do.  
**4** Were he (to be) here, I'm sure he'd have a lot to say about the matter.  
**5** Had it not been for her housemates waking her up, she would have probably slept through the whole exam.  
**6** If I were to reapply for the course, do you think I'd have a chance?

**5**

**1** If I don't/As long as/Unless I  
**2** In the event that/Providing that/Assuming that  
**3** Supposing/Imagine/Unless  
**4** On condition that/In the event of/In case of  
**5** Whether or not/But for/If it hadn't been  
**6** in case of/as long as/providing, Otherwise / If not / Assuming that

**6**

**1** Whether or not **2** Assuming **3** otherwise **4** But for **5** In the event that **6** unless

**7**

**1** I didn't have  
**2** wouldn't be in  
**3** I didn't have that, I wouldn't be teaching  
**4** the qualification you need  
**5** you don't have  
**6** had I not decided to do  
**7** wouldn't've been able to teach  
**8** providing you have

### 11.3 How to remember

**2**

**a** Yes (a balanced diet) **b** No **c** Yes (aerobic exercise) **d** Yes **e** No

**3**

**1** False – it's because we are living longer and more of us are getting mental illnesses  
**2** True – (even if it's not a very good one)  
**3** False – the best ones are those which keep you focussed, but in a relaxed way  
**4** False – he doesn't say if he likes coffee or not  
**5** True  
**6** False – he doesn't make any judgement on their future potential

**4**

(2nd year) master's student; distracted; laptop, 6–8 hours at a time, two or three a.m., keeping up with friends; **1** a normal sleep routine **2** distractions **3** work time **4** away from a computer screen

**5**

**1** recall **2** recite **3** acquire **4** hone **5** called **6** get **7** assimilate **8** evoked **9** learning, commit

**6**

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

**7**

**1** memo **2** memoir(s) **3** memorabilia **4** memorial **5** memorize **6** memorable **7** memento(s)

**8**

**1** If my memory serves me well **2** in living memory **3** from memory **4** brought back a lot of memories, trip down memory lane

### 11.4 I'll get the hang of it

**1**

**1** teaching English to teenagers  
**2** half an hour  
**3** they didn't, they'd got a lesson already prepared  
**4** (b) quite well  
**5** awkward language and grammar questions  
**6** to do a course in teaching English

**2**

**1** e **2** d **3** a **4** b **5** c **6** h **7** j  
**8** f **9** g **10** i

**3**

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

**4**

**2** I'll be (a bit) rusty, it'll (all) come back to me  
**3** it goes in one ear and out (of) the other, pretty straightforward  
**4** a bit daunting, with my eyes shut, struggle through  
**5** was (pretty) clueless, out of my depth, on top of things

**5**

**1** He **j** asked me if I wanted to do some English teaching to **w** earn some money.  
**2** They were **r** a group of teenagers.  
**3** So **w** anyway, I got to the **j** end of the morning.  
**4** I wasn't great, by **j** any means.  
**5** That's how I got into **w** it as a career.  
**6** It goes in one ear **r** and out the **j** other.  
**7** I used to be **j** able to do **w** it with my eyes shut.  
**8** I've no **w** idea what I should be doing.

**6**

**1** After seeing an 8.2 per cent increase in sales for the period leading up to the start of October, the increase dropped to 3.7 per cent for the following six months. With other firms similarly reporting a distinct seasonal difference in sales, it seems a new trend is emerging.  
**2** Hanson Industries is planning to reduce its debt by passing it on to the holding company and, by doing so will be in a better position to make acquisitions as opportunities arise.  
**3** Written sources are of prime value to the historian and without devaluing the important contribution made by other kinds of evidence, such as archaeology, by providing an unparalleled depth of insight into human conduct, offer us so much more information about the past.  
**4** On completing the claim form, please email it directly to us at the address at the bottom of this page. Before sending, please ensure that it has been electronically signed as forms without a signature cannot be accepted.

**7**

**1** On/after **2** After, by/on ('after' is also possible, but would probably not be used to avoid repetition) **3** With **4** by **5** without **6** Before

**8**

**2** On leaving the building, please ensure that you sign out and return your pass.  
**3** After completing the required probationary period, annual leave will accrue at an initial rate of half a day per week worked.  
**4** Without knowing all the facts, it is difficult for us to make a judgement at this time.

- 5 We help small businesses grow by providing expert assistance with Social Media Search Engine Marketing.
- 6 By accepting these terms and conditions you also agree to the terms of our Privacy Policy.
- 7 Without getting/Without wanting to get too technical at this stage, I do have a few concerns regarding the data collection methodology. By using counterbalancing rather than randomization, there could be an element of bias.
- 8 As you may be aware, over 75% of consumers research a service or product online before making a purchase. And with such a high proportion of potential customers coming from search engines, a user's first impression is critical. In fact, research shows that on visiting a website, a consumer forms an opinion of it within 0.2 seconds.

## PRESENTATION 6

- 1  
a Pietro, Hina, Ivana   b Pietro, Ivana  
c Pietro
- 3  
1 Train   2 strategic   3 set   4 Test
- 5  
1 c   2 f   3 b   4 e   5 a   6 d
- 6 (example answers)  
1 Hello. Thank you for being here. Today I'm going to talk about how I learn and memorize things, and I'll suggest how this could help you.  
2 Remembering facts and figures is part of daily life, but one thing I've always struggled with is remembering numbers. Of course it's easy to put them into a smartphone or other device, but you don't always have those with you.  
3 So, one thing that I do is break down big pieces of information into smaller chunks. For example, memorizing a telephone number by breaking it into sets of three-digit numbers makes the task much easier.  
4 This allows me to make the task of remembering numbers a lot more manageable. It's much easier to remember three three-digit numbers than it is to remember nine single numbers. It also frees up my memory so that I can remember more numbers.  
5 This may help people who struggle to remember long strings of information. It can work with numbers and letters or words.  
6 That's everything I wanted to say. Thank you very much for your attention. Are there any questions from the floor?

## UNIT 12

### 12.1 Creative problem-solving in the face of extreme limits

- 1  
1 He drew on his native India (and other emerging markets such as China) while investigating globalized innovation and how to integrate Western and Eastern perspectives on innovation and leadership. He became Executive Director of the Centre for India & Global Business at Judge Business School. His book *Jugaad Innovation* was based on the Indian concept of Jugaad.
- 2  
a He investigated how globalized innovation drives new market structures and organizational models,  
b He was Executive Director of the Centre for India & Global Business at Judge Business School, University of Cambridge and currently is a Fellow of Judge Business School  
c While at Forrester, he also advised leading organizations worldwide. / He has served as a member of the World Economic Forum's Global Agenda Council on Design Innovation.
- 3  
a coined  
b grassroots  
c frugal
- 2  
c
- 3  
1 Mashelkar and Prakash   2 Gupta and Roy  
3 Roy (and Mashelkar)   4 Prakash and Roy (and Mashelkar)
- 4  
a realm   b artisans   c recognition   d demo
- 6  
1 then   2 As   3 a   4 result
- 7  
professionally interested and curious to know more
- 8  
1 microbes   2 paper   3 real   4 larger  
5 potential
- 9  
1 a   2 b   3 b   4 b   5 a
- 12.2 Patent pending  
1  
1 likely   2 However   3 also   4 often  
5 globally   6 increasingly   7 exactly  
8 famously   9 Therefore   10 in turn

- 2  
1 doing things differently, have never been done before  
2 highly productive, work passionately towards the company's aim.  
3 never happens in a vacuum, highly value, view collaboration positively.  
4 to fully grasp, face today  
5 never take, will usually seek, even if, considerably higher  
6 have to continuously reach above and beyond, have done before  
7 are never, to think outside the box, do not always know
- 3  
2 According to the research, lying down can significantly boost thinking speeds by up to 10%.  
3 This is due to the chemical noradrenalin, which is produced by the brain when we are stressed and which slows mental activity and reduces our attention to detail.  
4 When we are standing up, the mind has considerably more to process, and the brain thus produces more noradrenalin.  
5 Conversely, when we are lying down, the brain usually has less to process and it therefore produces less noradrenalin.  
6 As a result, when lying down, we can generally process information at greater speeds and think more clearly and innovatively.
- 4  
1 Innovation can only occur where you can breathe free.  
2 Change is the law of life. And those who look only to the past or present are certain to miss the future.  
3 Companies have too many experts who block innovation. True innovation really comes from perpendicular thinking.  
4 The biggest risk is not taking any risk ... In a world that is changing really quickly, the only strategy that is guaranteed to fail is not taking risks.  
5 Radical innovation is difficult to fund. It seems scary. And the really radical things seem even more scary.
- 5  
2 To   3 By   4 In   5 To   6 To  
7 On   8 On   9 In   10 With  
11 Off, of   12 Out of
- 6  
2 Off the top of my head   3 With respect  
4 In her defence   5 To put it bluntly  
6 By coincidence   7 To their credit  
8 On reflection   9 On the whole  
10 Out of interest
- 7  
1 apparently what the device does  
2 that are constantly being beamed  
3 quite easily be used  
4 Basically, it simply takes energy

- 5 otherwise would be totally wasted  
6 they've finally managed to do it

### 12.3 The inventor's trials

2

- 1 a  
2 Reddi-Bacon, the chewing gum packet  
3 The moral the museum teaches us ...  
is that failure is something we should  
contemplate more often

3

- 1 c 2 a 3 b 4 c 5 b

4

- 1 b 2 b 3 a 4 a 5 c 6 a 7 a 8 c

5

- 2 makes up for 3 try it out 4 bring about  
5 got down to 6 bring up 7 pulled it off  
8 came up with/hit on, set up

6

- 1 inventive 2 inventiveness 3 innovative  
4 innovation 5 innovation 6 innovator  
7 creativity 8 creation 9 creator  
10 productive 11 productivity 12 product  
13 producer

7

- 1 innovative 2 inventiveness, creativity  
3 productivity 4 Product 5 creative  
6 creator 7 innovations 8 productive/  
creative 9 created 10 production

### 12.4 To get the best results ...

1

- 1  
a speaker 2  
b speaker 3  
c speaker 4  
d speaker 1

2

- a speaker 2  
b speaker 1  
c speaker 4  
d speaker 3

2

- 1 advise, since 2 recommend 3 seeing  
4 Given, avoid 5 so 6 for 7 so 8 to  
9 With, fear 10 order

3

- 1 To get the best results, you want to **avoid**  
**using** the digital zoom.  
2 I never mess around with the settings **for**  
fear that I'll accidentally delete something  
important.  
3 I'd advise **against** travelling between 4  
and 6, **especially since** it's a Friday.  
4 **Seeing** as I'm not from round here, I'm  
not the best person to ask about places to  
stay.

- 5 Turn the TV off at the mains so **as** not **to**  
waste electricity with the TV on stand-by.

- 6 It's a device **for measuring** the  
temperature inside something you've  
cooked.

- 7 With you **using** your mobile all the time,  
you should turn the screen brightness  
down in order **to save** the battery.

- 8 **Given** that you can only be there for a  
couple of days, I'd recommend **staying/**  
**you stay** right in the city centre **so** that  
you don't waste time travelling around so  
much.

4

- 1 mature 2 massage 3 disgrace  
4 sachet 5 finance

5

- 1 I must confess to already **being** a big fan  
and therefore a bit biased, but the new  
game is simply out of this world.  
2 The speakers promise **to deliver** a full  
sound with exceptional clarity at the very  
top and bottom end, which encourages  
**you** to turn up the volume and hear  
things you may have never heard before.  
3 Users are invited **to test** the new version  
and then, if they wish, receive a free  
upgrade on completion of a short feedback  
form.  
4 We advise **you** not to upgrade/**against**  
**upgrading** just yet as the new software  
does seem to have one or two glitches  
that the company is currently trying to  
sort out.  
5 When installing the software, we suggest  
**using** the default installation settings for an  
easier setup.  
6 I would encourage you **to get** a completely  
new system rather than upgrading  
your current one but, if you insist **on**  
**upgrading**, also try to get a faster  
processor.  
7 We congratulate them **on** producing a  
first-rate app that will no doubt be on tens  
of millions of smartphones in no time.  
8 The company is offering **to** replace the  
item or give a full refund. We recommend  
**taking** a refund until the problem is  
completely rectified.

6

- 2 recommend changing  
3 guaranteed to transform, promised/  
promises to deliver  
4 discourages you from guessing,  
encourages you to actively solve  
5 confess to initially being, congratulate the  
developers on making

7

- 1 you to listen 2 on producing 3 you to  
search 4 starting with 5 you to upgrade  
6 the company for having 7 us to record  
8 (to) save 9 on having 10 the developers  
to fix

## WRITING 6

1

- 1 A description of an innovation used in  
developing countries.  
2 The effect the innovation has had.  
3 An analysis of how much people living  
outside developing countries can fulfil the  
needs of those within them.

2

- 1 A description of solar-powered lights.  
2 The effect the lights have had.  
3 An analysis of how much people living  
outside developing countries can fulfil the  
needs of those within them.

3

- 1 The charity Solar Aid  
2 It reduces the risk of fire. It is better for  
people's health. It is cheaper than a  
kerosene lamp because people don't have  
to buy fuel. The lights have a long battery  
life and can be hung anywhere. They can  
be used for a long time after sunset.  
3 Because people are buying the lamp  
instead of being given it by a charity.  
4 Local people can tell 'outsiders' what the  
community really needs.

4

- 1 I would like to put forward...  
2 Following the initial purchase of...  
3 ...costs are minimal...  
4 This enables them to be used...  
5 ...leading to them doing better...  
6 It is my considered opinion that...

5

- 1 already 2 readily 3 considerably  
4 constantly 5 easily 6 highly

6

- 1 Deciding whether or not it is necessary to  
bring in outside innovation can be a thorny  
issue.  
2 As long as people cannot easily access  
clean drinking water...  
3 Unless charities and aid agencies work  
closely with local people...  
4 Provided that the printers are made  
portable enough and the materials they use  
accessible enough...  
5 It's important to use resources which are  
locally available. Otherwise, it will be too  
expensive.

7

- 1 have 2 up 3 order 4 Since/Because/As  
5 Those 6 one/a

### 10 Sample answer

To the editor:

My purpose in writing is to share with your  
magazine how the British education system  
prepares those going into trades such as  
plumbing and to reflect on whether we are



doing enough to encourage young people to follow this route.

In my considered opinion, education in the UK was for too long aimed primarily at those who are academically minded, meaning that those who found exams difficult had fewer opportunities to gain qualifications relevant to their needs. I am aware that the government attempted to balance this by introducing Modern Apprenticeships in the early 1990s, but more still needs to be done. This scheme enabled under-25s to choose to enter a profession and train on the job, dividing their week between work and study.

As an example, an apprentice might work with a self-employed plumber, observing and assisting with their work for four days a week. On the remaining day, they would attend a local college to cover the more theoretical side and complete the necessary paperwork that would lead them towards a formal qualification, normally an NVQ (National Vocational Qualification).

Since they were first introduced, Modern Apprenticeships have evolved considerably, with apprentices now able to proceed through three levels of NVQ and with the upper age limit being removed so that they are now open to anybody.

Despite this, there is still a huge shortage of skilled plumbers in the UK. To my mind, this is due to the focus in recent decades on trying to encourage young people to follow their hearts instead of choosing qualifications that will secure them a long-term job. Our education system does not place enough emphasis on the trades that keep our economy running, and jobs such as plumbing are not seen as careers to aspire to. Unless we change this, we will find it increasingly difficult to keep our country functioning.

Yours sincerely,  
Thomas Johnson