

Answer Key: An Example to Follow

1. Answer both subsections in this question. (2,5 points)

1.1 Indicate whether the following statements are True, False or the information is Not Given in the text (T/F/NG). In true and false cases, copy the part of the text which justifies your answer. (1,5 points)

1. Adults feel the same way about a change in lifestyle as teens do.

Not given.

2. Joan Pick uses electricity for cooking and heating.

False. Suggested answer: Joan doesn't have any heating or hot water in her flat and she hasn't done any cooking for years (paragraph 2).

3. Joan buys all her food locally.

Not given.

4. Nowadays, Joan Pick never travels very far.

True. Suggested answer: She doesn't have a car or take public transport. She only walks and so obviously she doesn't go very far (paragraph 3). *No. Write exact words + lines 13-14*

5. The text says most people would like to live like Joan Pick.

False. Suggested answer: The majority of people would not enjoy the lifestyle that Joan Pick follows (OR 'To most people, the way that Joan Pick lives isn't a very attractive proposition.')(paragraph 4). *Write the exact words from text*

6. The text says that the majority of teenagers believe that we can have an impact on climate change.

False. Suggested answer: The text says that only 12% of teenagers believe they can slow the speed of climate change (paragraph 1). *Write the exact words.*

1.2. Find a synonym for each of the following words.

decrease = reduce

finishing = completing

unique = unusual

discovered = found

consequence = result

← Not in text

2. Answer both subsections in this question. (2,5 points)

2.1. Write a new sentence that has the same meaning as the given one. Use the word or expression in brackets. (1,5 points)

1. Joan was working on an energy efficiency project when she decided that mass consumption was wrong. (Due to)

Due to working on an energy efficiency project, she decided that mass consumption was wrong.

2. Joan uses a kettle, a light bulb and a radio and so her carbon footprint is almost zero. (*would be*)

If Joan didn't use a kettle, a light bulb and a radio her carbon footprint would be zero.

3. The last time Joan took a bus was years ago. (*for*)

Joan hasn't taken a bus for years.

4. British newspapers published articles about Joan. (*were*)

Articles were published in British newspapers about Joan.

5. "Do you use electricity?" the reporter asked Joan. (*whether*)

The reporter asked Joan whether she used electricity.

6. "You should do more for the planet," Joan told us. (*advised*)

Joan advised us to do more for the planet.

2.2 Answer the following questions about pronunciation:

i) Write a word from the text that includes the same vowel sound as "hat" /æ/. *that*

ii) How is the "th" pronounced in "their", /ð/ or /θ/? *It is pronounced /ð/*

iii) How is the "-s" pronounced in "actions", /s/, /z/, or /ɪz/? *It is pronounced /z/*

iv) Write a word from the text that includes the same diphthong as "here" /ɪə/. *Zero*

v) In which word is the "-ed" pronounced the same as in the word "laughed"? *watched*

3. In this text, fill in the gaps with the most suitable option from the four options given for each gap. (2,5 points)

Meg: Oh, hi Uncle Devon! Thanks for meeting me. I know I didn't give you much notice.

Devon: That's okay, Meg. I into the city centre this afternoon anyway. I had a few things I needed to get straightened out at the bank. So, what's up?

1. will come / *was coming* / to come / would be coming

Your text had me a bit worried and you certainly didn't give me clues about why you wanted to meet up today. Is everything okay at home? ... at school?

2. much / few / a lot / *many*

Meg: Oh, yes. No problem with Mum and Dad, although Dad's back has been acting a bit again and he complains constantly. You know him!

3. up / in / on / at

act up → dad problems

Devon: I do! And that bad back of his is a result of all the rugby we play when we were younger. It's a rough sport. I was good at it, but your dad was the real star of the family. What about school? Are you excited that it's your last year?

4. use / used / *used to* / use to

Meg: Oh, I really am! And that's sort of the reason I asked you to meet me here. I wanted to talk to you about something. I need your advice.

Answer Key: Licence to Sell

1. Answer both subsections in this question. (2,5 points)

1.1 Indicate whether the following statements are True, False or the information is Not Given in the text (T/F/NG). In true and false cases, copy the part of the text which justifies your answer. (1,5 points)

1. Owners weren't keen on video recorders in the beginning.

Not given.

2. TV and film producers send scripts to advertising companies so they can find suitable products to go with the story.

True. Suggested answer: After they have read the scripts, advertisers select products that will fit in with the plot. (OR '... advertisers receive scripts and then look for products that fit "naturally" with the story.' – paragraph 2) *Copy the exact words.*

3. Ian Fleming's novels didn't sell well.

Not given.

4. Product placement contributes to increasing the film production costs.

False. Suggested answer: Companies pay studios millions of dollars to include their products in the latest films. (OR '... that have all been placed in the films for enormous amounts of money. Companies paid \$45 million for their products to appear in the last Bond film'. – paragraph 3)

Copy the exact words

5. In the future, audiences might consider product placement a reason for finding different types of entertainment.

True. Suggested answer: critics predict that people will become bored with seeing product placement grow and that they will look for alternative means of entertainment instead of films (paragraph 4) *Lines 16-17 (copy)*

6. Product placement has become a way of replacing the commercial break between programmes.

True. Suggested answer: The article says that video recorders were a problem for companies because people fast forwarded over the advertisements and so product placement has become a way to replace advertisements (paragraph 1). *Lines 3-5*

1.2. Find a synonym for each of the following words. (1 point)

show = programme

answer = solution

search = look

hurting = damaging

permit = licence

2. Answer both subsections in this question. (2,5 points)

2.1. Write a new sentence that has the same meaning as the given one. Use the word or expression in brackets. (1,5 points)

1. Advertisements on television frustrate people. (*by*)
People are frustrated by advertisements on television.
2. Companies started using product placement 10 years ago. (*been*)
Product placement has been used by companies for 10 years.
3. "What do you think about product placement?" she asked me. (*was asked*)
I was asked what I thought about product placement.

SMART TIP: reported speech

You may be asked to rewrite a sentence in reported speech in your exam. Remember to check the following: 1) correct use of the reporting verb; 2) correct tenses; 3) correct pronouns; 4) correct time and place expressions (if any). People often forget to change pronouns and time and place expressions when they write reported speech, so remember to use this checklist every time!

4. Product placement owes its success to the invention of the video recorder. (*wouldn't be*)
If it hadn't been for the video recorder, product placement wouldn't be a success.
5. "We'd better think about that TV script again," the marketing manager said. (*should*)
The marketing manager suggested (that) we should think about that TV script again.
6. The author wrote the James Bond novels many years ago. His name is Ian Fleming. (*whose*)
The author, whose name is Ian Fleming, wrote the James Bond novels many years ago.

2.2 Answer the following question about pronunciation (1 point)

Write down four words from the text with the same single vowel sound as the word "ship" /ɪ/. If the word you find has more than one syllable, underline the syllable containing the target sound.

Think, little, live, in, Pick, isn't...

3. In this text, fill in the gaps with the most suitable option from the four options given for each gap. (2,5 points)

Mum: Leah? Is that you? Can you come in here for a minute, please? I want to discuss with you.

1. anything / *something* / nothing / everything

Leah: Sure. What's up, Mum? Why are you home from work so early? It's only four o'clock. Are you feeling okay? You aren't ill, are you?

Mum: No, no! I'm fine. There was a meeting at three and the manager said we go home after it finished, so here I am.

2. must / have to / are allowed to / *could*

Leah: That was nice of her. So, what did you want to talk to me about? What have I done now? Am I in trouble again?

ANSWER KEY: Climate

1. Answer both subsections in this question. (2,5 points)

1.1 Indicate whether the following statements are True, False or the information is Not Given in the text (T/F/NG). In true and false cases, copy the part of the text which justifies your answer.

1. All scientists believe temperatures will rise drastically.

Not given.

2. The Spanish soil will never recover.

Not given.

3. People have died as a consequence of desert expansion.

TRUE. "Desertification has already cost lives." (paragraph 2) *Lines 7-9*

SMART TIP: giving evidence

Remember to support your answers with evidence. It might seem obvious that the sentence in question 1 is true, but you have to *prove* it is correct by giving evidence from the text.

4. Polar bear numbers are increasing.

FALSE. "This is ~~sadly~~ having a deleterious impact on local animal populations, such as polar bears." (paragraph 3) *negative effect (Line 12)*

SMART TIP: negative and positive information

Read the sentence and the text carefully for negative and positive information. Here, the sentence in question 2 contains positive information ("increasing"), but the text contains negative information

5. We can be sure what the effects of the melted ice will be.

FALSE. "One alarming theory suggests that the melted ice may cause a rise in sea levels." (paragraph 3) *rising sea levels - Lines 13-14*

6. People who live by the sea in the USA may experience problems.

TRUE. "This, in turn, could make low-lying coastal areas in northern Europe and America vulnerable to severe flooding." (paragraph 3) *Lines 14-15 (Write the exact words)*

1.2. Find a synonym for each of the following words.

end = close

harmful = ~~deleterious~~ negative (line 12) devastating (line 6)

consequences = ~~repercussions~~ not in text [consequence = effect]

serious = severe

depressing = ~~gloomy~~ not in text

2. Answer both subsections in this question. (2,5 points)

2.1. Write a new sentence that has the same meaning as the given one. Use the word or expression in brackets. (1,5 points)

1. Greenhouse gases are heating up the earth. (*is being*)

The earth is being heated up by greenhouse gases.

2. I think that you should do more to help the environment. (*were*)

If I were you, I'd do more to help the environment.

SMART TIP: checking verb forms in transformations

Remember, in conditional clauses we usually use the verb form "were" instead of "was" for the first and third person singular. Remember to revise conditional forms and other major grammar points (including tenses, reported speech, relative clauses, modal verbs, and the passive) in preparation for your examination. See your course book for more information.

3. Climate change is a problem that started many years ago. (*for*)

Climate change has been a problem for many years.

4. "Are you concerned about climate change?" she asked me. (*whether*)

I was asked whether I was concerned about climate change.

5. It's annoying that so many politicians ignore climate change. (*stop*)

I wish so many politicians would stop ignoring climate change.

6. "Scientists published their findings last week," the journalist told me. (*had*)

The journalist told me that scientists had published their findings the previous week.

2.2 Pronunciation

Answer the following questions about pronunciation.

i) Write two words from the text that include the same vowel sound as "see" /i:/

(two of the following): ben, believed, recent, be, sea, we

ii) Write two words from the text that include the same diphthong sound as "try" /ai/

(two of the following): scientists, climate, by lives, quite, ice, wider, might, rise, low-lying

3. In this text, fill in the gaps with the most suitable option from the four options given for each gap. (2,5 points)

Phil: Good morning, London! Welcome to *Music Alive*, the musical programme with a difference! Today, my wonderful colleague, Lee, and I about the amazing, one and only, Maria Callas. Lee, why don't you

1. *will be chatting* / *will have chatted* / *were chatting* / *would have chatted*

start by telling our listeners about who Maria Callas was.

2. *little* / *few* / *a little* / *a few*

ANSWER KEY: Brand Fans

1. Answer both subsections in this question. (2,5 points)

1.1 Indicate whether the following statements are True, False or the information is Not Given in the text (T/F/NG). In true and false cases, copy the part of the text which justifies your answer.

1. Companies used to talk about sporting achievements in their advertisements.

False. Suggested answer: ~~Companies used advertisements to say how good the materials were in their products.~~ (OR 'In the past, advertising focused on product quality ...') (paragraph 2).

2. Factories in the developing world are very large.

Not Given.

3. Companies create advertising that they hope teenagers will like.

True. Suggested answer: Companies try and sell a lifestyle experience and use the social media channels that teenagers use (paragraph 4). lines 10-11 or lines 12-13

4. News about brands has less impact these days.

False. Suggested answer: News about brands is now celebrity not business news, so it appears on the front page. (OR 'News, good or bad, is now celebrity not business news.')(paragraph 5). line 17-18

5. More than fifty major newspapers wrote about the workers in sweatshops.

Not Given.

6. Brand loyalty depends less on the quality of the product than it used to.

True. Suggested answer: Years ago the success of a product was due to the quality of the product but nowadays this has changed and the focus is on the lifestyle rather than the quality. (paragraph 2). (line 4)

1.2. Find a synonym for each of the following words.

1. lines = stripes

2. signs = symbols

3. equipment = gear clothing?

4. largest = biggest

5. assumption = judgement

2. Answer both subsections in this question. (2,5 points)

2.1. Write a new sentence that has the same meaning as the given one. Use the word or expression in brackets.

1. People see logos as being a way to communicate a message. (*seen*)
Logos are seen as a way of communicating a message.
2. Social media has changed the way that companies brand products. (*by*)
The way that companies brand products has been changed by social media.
3. Companies have to provide a lifestyle experience in order to appeal to teenagers. (*in order*)
In order to appeal to teenagers, companies have to provide a lifestyle experience.
4. If companies want people to buy their brands, they'll have to behave ethically. (*won't*)
If companies don't behave ethically people won't buy their brands.
5. She wouldn't wear that T-shirt if she didn't like the brand. (*unless*)
She wouldn't wear that T-shirt unless she liked the brand.
6. I didn't buy it because it was made in a factory in India. (*would*)
I would have bought it if it hadn't been made in a factory in India.

2.2 Pronunciation

Answer the following questions about pronunciation.

- 1) Write a word from the text that includes the same diphthong sound as "like" /aɪ/. *stripes*
- 2) How is "th" pronounced in "they", /θ/ or /ð/? *It is pronounced /ð/*
- 3) How is the "-s" pronounced in "celebrities", /s/, /z/, or /ɪz/? *It is pronounced /s/*
- 4) Write a word from the text that includes the same diphthong as "wait" /eɪ/. *Make*
- 5) In which word is the underlined vowel pronounced like the "a" in "apple"? *cat*

SMART TIP: reading the whole text to find the sound

There will probably be several correct answers for pronunciation questions. Do not worry if you cannot find a correct answer straightaway. Continue reading the whole text carefully and slowly until you find the answer you need. Try "saying" the words in your head until you find the one with the same sound. Make sure that you revise phonemes before your final examinations.

ANSWER KEY: Celebrity

1. Answer both subsections in this question. (2,5 points)

1.1 Indicate whether the following statements are True, False or the information is Not Given in the text (T/F/NG). In true and false cases, copy the part of the text which justifies your answer.

1. Emma has given thousands of pounds to security guards.

Not given.

2. Emma worries about breaking the law.

FALSE. "... she does not think of herself as a criminal." (Paragraph 1) *line 2*

SMART TIP: topic vocabulary

The words in a question may not be the same as the words in the text, even though they mean similar things. Here, the expression *break the law* and the noun *criminal* both belong to the topic set 'crime'. Revising key topic sets will help you prepare more effectively for your exam.

3. All the writers at the magazine where Emma works enter buildings illegally.

Not given.

4. *Closer* is one of the most popular gossip magazines in Britain.

TRUE. "Last year, *Heat* and *Closer*, the two best-selling UK gossip magazines, sold over a million copies every week." (Paragraph 3)

5. Broadsheet newspapers are only concerned with serious news, not celebrity news.

FALSE. "... the broadsheet newspaper *The Telegraph* now has a regular gossip column." (Paragraph 3)

SMART TIP: referring to the text

Make sure you always refer to the text when giving your answers. The text may not always give the answer you would expect!

For example, a broadsheet newspaper is usually defined as "a serious newspaper, giving most coverage to news and key political issues." However, the text states that broadsheet newspapers now cover celebrity gossip, too. An answer is only correct if it is stated in the text.

6. One journalist is unhappy about our modern obsession with gossip.

TRUE. "... according to a highly-regarded reporter, 'More important issues ... are being neglected. We need to stop taking this fluff so seriously!'" (Paragraph 4)

1.2. Find a synonym for each of the following words.

salary = income

follow = hunt



spoiled = ruined

narratives = stories

increase = boost

2. Answer both subsections in this question. (2,5 points)

2.1. Write a new sentence that has the same meaning as the given one. Use the word or expression in brackets.

1. Public interest in the lives of celebrities started in the 1960's. (*since*)

People have been interested in the lives of celebrities since 1960.

2. Interest in the lives of public figures sometimes causes tragedies. (*by*)

Tragedies are sometimes caused by interest in the lives of public figures.

3. All the UK gossip magazines are interested in, is the glitterati. (*apart from*)

UK gossip magazines are not interested in anything apart from the glitterati.

4. The actress is on the front cover because the reporter spotted her. (*hadn't been*)

If it hadn't been for the reporter, the actress wouldn't be on the front cover.

5. I don't think you should gossip about friends. (*were*)

I wouldn't gossip about friends if I were you.

(If she hadn't been spotted by the reporter, the actress wouldn't be on the front cover)

6. All the newspapers do is spread rumours and I don't like it. (*wish*)

I wish newspapers wouldn't spread rumours because I don't like it.

2.2 Pronunciation

Answer the following questions about pronunciation.

Write down five words from the text with the same single vowel sounds as *teacher* /ə/. If the word you find has more than one syllable, underline the syllable containing the target sound.

Number 9 Journalist, Over, Regular, Censored, Reporter

3. In this text, fill in the gaps with the most suitable option from the four options given for each gap. (2,5 points)

Jack: Oh, Nia, hi! Were you late getting to work this morning? I didn't see you at the morning meeting. I thought you have been ill.

1. should / would / ought / might

Nia: Oh, Jack, hello. Have a seat if you'd like. No, no. I feel fine, but yes, I was late.

2. little / few / a bit / a few

Jack: Ah, you slept in, did you? That's okay. It happens to everyone.