

# English in Mind

Second edition

Workbook 5

Unit 5

## Workbook unit 5



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Lentiz

Revuslyceum

## 2

**Grammar**\* **Position of adverbs**

**a** Put the words in the correct order to make sentences.

1 the / really / about / I'm / mix-up / sorry

*I'm really sorry about the mix-up.* \_\_\_\_\_

2 often / David's / for / class / late

\_\_\_\_\_

3 you / your / marketing / are / on / hard / working / course?

\_\_\_\_\_

4 fallen / few / prices / last / CD / have / in / the / years / dramatically

\_\_\_\_\_

5 she / carefully / over / thought / it

\_\_\_\_\_

6 talks / in / persuasive / a / he / manner

\_\_\_\_\_

**b** Correct the sentences. There may be more than one possibility in some cases.

1 The results will come out on hopefully Friday.

*The results will hopefully come out on Friday.* \_\_\_\_\_

2 The marketing course was interesting very.

\_\_\_\_\_

3 Enthusiastically the shoppers queued up for the sales to start.

\_\_\_\_\_

4 The restaurant surprisingly was empty.

\_\_\_\_\_

5 In the case of an emergency make quickly your way to the exits.

\_\_\_\_\_

6 Please honestly answer the next question.

\_\_\_\_\_

## 3

## Vocabulary

## \* Advertising

**a** Complete the crossword.

## Across

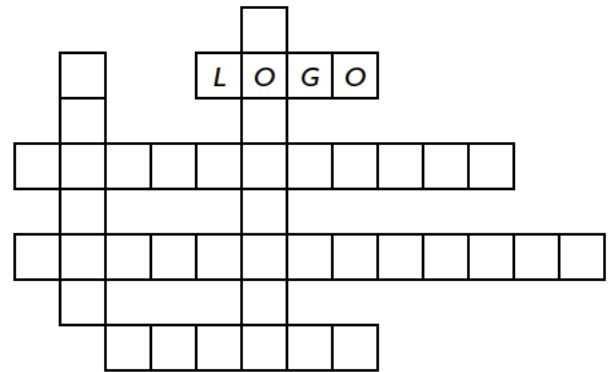
- 3 A symbol that represents a brand name.
- 4 Advertises on radio or television.
- 5 An advert worn by a person who walks about the streets.
- 6 A catchy tune used to advertise a product.

## Down

- 1 Large advert found in the street.
- 2 A catchy phrase used to advertise a product.

**b** Now complete the dialogues with the words from the crossword.

- 1 Dave: What are you singing?  
Grace: Oh, just a *jingle* I heard on the radio.  
Ken: I never watch films on TV any more.  
John: Why's that, then?  
Ken: There are too many .....  
I prefer DVDs!
- 2 Karen: Hmm – I like the design on your T-shirt.  
Sandra: Thanks, but it's not really a design, it's the company's .....
- 3 John: Don't you think the council should do something about that ..... over there?  
Tom: Yeah, I do. It's a real eyesore and it completely blocks the view.
- 4 Sally: What are you doing, Pete?  
Pete: I'm trying to come up with a new ..... for our college magazine.  
Sally: Hey, I've got an idea!  
Pete: What is it?  
Sally: 'Where the news is always better'.  
Pete: I might just use that, Sally. Thanks!
- 5 Becky: What's the worst part-time job you've ever had?  
Scott: It has to be that summer I wore a ..... It was awful!  
All my mates laughed at me, it was uncomfortable and I got paid peanuts!



**c** **Vocabulary bank** Complete each word. The first letter is given for you.

Advertising – I'm sick of it! Everywhere you go, there are adverts. It's bad enough at home. Switch on the TV and there are advertising <sup>1</sup>*campaigns* asking you to watch the same commercials a hundred times. Then the phone rings and it's someone <sup>2</sup>*c*.....-calling to sell you a holiday or a new phone! I check my email and my in-tray is 70% <sup>3</sup>*j*..... mail. And where I live, anyway, you get emails from the government too, with <sup>4</sup>*p*..... about how wonderful they are. (Yeah, right!)

Then you go out into town. In the supermarket, there are signs everywhere saying there's a special <sup>5</sup>*p*..... – 'buy eight tins of tomatoes, get another twenty free', that kind of thing. It drives me crazy. And the other day, at the bank, there was a man trying to persuade me to open a special new account, and he was giving me a really <sup>6</sup>*h*..... -  
*s*..... about this wonderful account! I mean, it was difficult to get away from him. And when I go to work, it's even worse. Of course, that's my fault, I suppose – I work in <sup>7</sup>*m*..... and spend my days thinking about ways to sell people's products. Perhaps that's why advertising makes me so angry when I'm not at work!

# 4 Grammar

## \* Adjective order

**a** Complete the table with the adjectives in the box.

black cheerful wooden young colourful ~~roomy~~ English dark square  
 long big beautiful durable casual elegant unusual Italian leather  
 plastic red brown small ~~multi-coloured~~ bright canvas old metal

Quality	Size	Shape	Colour	Origin	Material	Object
	<i>roomy</i>		<i>multi-coloured</i>			

**b** Look at the pictures and write a sentence about each bag. Use at least three adjectives from the box in Exercise 4a in each sentence.



1 \_\_\_\_\_  
 \_\_\_\_\_



2 \_\_\_\_\_  
 \_\_\_\_\_



3 \_\_\_\_\_  
 \_\_\_\_\_

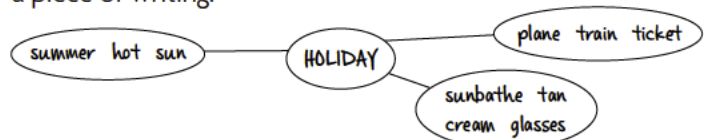
**c** Complete the sentences with the adjectives in brackets. Put the adjectives in the correct order.

- This \_\_\_\_\_ briefcase will keep all your documents in place. (dark brown, durable, large, Italian).
- I bought a \_\_\_\_\_ hat to go with my sun dress. (beautiful, canvas, bright red)
- My dad bought my mum a \_\_\_\_\_ necklace. (pearl, gorgeous, delicate)
- My friend Dave's got an \_\_\_\_\_ sports car (German, dark silver, expensive, big)

### VOCABULARY TIP

#### Developing mind maps

- Mind maps are a great way of learning and building vocabulary. Words are usually related to a specific topic or area and links are created between the items. Words, collocations and phrases learnt through mind maps are easily remembered as one item triggers another. Mind maps are also excellent ways of brainstorming words before doing a piece of writing.



- Draw mind maps for the following words.



## 5 Culture in mind

a Complete the text with phrases a–h. There are three phrases you do not need.

### The rise of billboard advertising

If you are launching a new product onto the market and want to reach as wide an audience as possible, the chances are you'll use TV advertising or radio. But those options haven't always been available to companies wanting to promote their goods and services. When commercials first started on a large scale in the United States, the main vehicle for promotion was the printed word,<sup>1</sup> \_\_\_\_\_.

However, at the start of the twentieth century,<sup>2</sup> \_\_\_\_\_ and people were out and about more frequently. This social change presented a whole new opportunity for advertisers; if they could somehow get their advertisements 'on the streets', they would reach a potentially new audience of thousands.

People began to realise the possibilities of extending their advertisements to the outdoors. One such example was the Odell family from Minnesota. They produced a brushless shaving cream called Burma-Shave, which initially wasn't proving too popular, largely because not enough people knew about it. So, they decided to try billboard advertising. And they cleverly built \_\_\_\_\_ on the idea of outdoor advertising by having one-line slogans posted on billboards spread out along a highway, which,<sup>3</sup> \_\_\_\_\_. For example, the first billboard might

have said, 'SHAVE THE MODERN WAY', then further along the next one read, 'FINE FOR THE SKIN', while further down the highway was another billboard, simply saying, 'DRUGGISTS HAVE IT', and finally, further on, 'BURMA-SHAVE'.

Not only was it an innovative idea for 1925, it was also successful. The Odell family soon extended their idea into other states. And, to make it even more original, they decided to use rhymes in their adverts. Something like,

'PAST SCHOOLHOUSES TAKE IT SLOW  
LET THE LITTLE SHAVERS GROW'.

This was a stunning move for the Odell family – they had made advertising fun. Families made a game out of spotting the Burma-Shave adverts. In another clever twist,<sup>4</sup> \_\_\_\_\_, so people going in both directions would be exposed to the virtues of brushless shaving cream.

Sales figures rose and by the early 1960s, the 40-year campaign had spawned 600 slogans emblazoned on more than 7,000 signs. But,<sup>5</sup> \_\_\_\_\_, people no longer bothered to read the billboards they were passing. So, by the time the Odell family sold out to the Phillip Morris Company, the billboard campaign had had its day and TV had taken over as the most effective method of advertising. But, for the Odell family, billboards had certainly served their purpose.



- a they posted different adverts on either side of the billboard
- b in groups of four, made up the advert
- c while motorists became more aware of the product
- d as cars got faster and highways got ever bigger

- e was when advertising moved to another phase
- f mainly in the form of newspaper and magazine advertising
- g and television advertising has proved far more costly
- h things changed when cars started becoming popular

b Answer the questions in your own words.

- 1 In the early days of advertising, what methods did companies use to promote their products in America?
- 2 Why did outdoor advertising become more popular in the United States?
- 3 Why didn't the new shaving cream sell well initially?
- 4 What was the result of using rhymes in the advertising campaigns?
- 5 Why did outdoor advertising become less effective eventually?

## 6 Write

**a** Read the leaflet quickly and answer the questions.

- 1 What is the purpose of the leaflet?      2 Who is it aimed at?

**1** Welcome to the award-winning **Frenton Sixth Form College**, founded in 1985, where we cater for young people between the ages of 16 and 19. Courses available range from Computing and IT to Leadership and Management Skills. And with a staff of over 200 tutors and lecturers, you can be sure that you will receive as much support as possible to help you get the most out of your course.

**2** At Frenton we have expanded and developed so as to provide the ideal learning environment for young people on the brink of adulthood. Many of our students are not entirely sure what they want to do, but our specialist career department is there to help out. At the end of a two-year course, students are equipped with the qualifications and skills they need to go out and make their way in the challenging workplace. They work hard whilst they are with us, but the benefits stay with them for the rest of their lives.



**3** 'I studied Business Management at Frenton, and now I'm a business manager for an international company. My time at Frenton prepared me for work not only by giving me the qualifications I needed, but also by helping me understand what I was likely to face in the real world. Frenton is a great place to learn, but it's much more than that as well.'

*Michelle Wilkins (27)*

For applications or further information, contact the admissions office before the end of August:

**2018 475 9234**    admissions@frentonsfc.ac.uk    www.frentonsfc.ac.uk

**b** Read the leaflet again and answer the questions.

- 1 Which paragraph contains most of the factual information? .....
- 2 Which paragraph includes personal opinions? .....
- 3 Is the other paragraph mostly about the college or about the students? .....
- 4 If you were thinking of applying to the college, what other kinds of information might you want to find in the prospectus? .....

**c** Your school has been chosen to represent your area in a big sports competition. Write a leaflet aimed at publicising the competition and encouraging other students to take part. Write approximately 200–250 words.

### EXAM TIP

#### *Writing leaflets*

When you are writing a leaflet the two main things you must decide are:

- What its **purpose** is – for example, are you trying to sell something, or get people to sign something before a certain date, or get people to join a group?
- Who it is **aimed at**, for example, are they students, families or tourists, and what are their interests?
- Remember that while leaflets give information (facts and examples) they must also persuade the reader that the information they give is valid and worth acting on (opinion).

# Unit check

## 1 Fill in the spaces

Complete the text with the words in the box.

perfectly logically slogan fit  
commercial ~~went~~ hoardings  
logo advertisement advertising

The last thing I bought was a new mobile phone. I don't know why I<sup>1</sup> went for it really. I suppose I was influenced by the short, catchy<sup>2</sup> \_\_\_\_\_ I'd seen written on the big<sup>3</sup> \_\_\_\_\_ in the city centre. It's silly really because I had a<sup>4</sup> \_\_\_\_\_ good phone already, so<sup>5</sup> \_\_\_\_\_ I had no reason to buy it, but logic doesn't really<sup>6</sup> \_\_\_\_\_ in with shopping, does it? I saw an<sup>7</sup> \_\_\_\_\_ for the phone in a glossy magazine and it really appealed to me. I also loved their<sup>8</sup> \_\_\_\_\_ on TV, and, I have to admit, I rather like the company<sup>9</sup> \_\_\_\_\_ too! Buying a phone when you don't need one just because you like the publicity. Now that's good<sup>10</sup> \_\_\_\_\_ for you!

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## 2 Choose the correct answers

Circle the correct answer: a, b or c.

- He asked her to shed some light \_\_\_\_\_ the situation.  
a over b **on** c to
- I knew I was \_\_\_\_\_ to a winner.  
a off b in c on
- He didn't \_\_\_\_\_ appreciate our efforts.  
a too b really c very
- I can't stop humming that \_\_\_\_\_!  
a jingle b hoarding c logo
- She was wearing a red \_\_\_\_\_ jacket.  
a leather b lovely c long
- I've got a Japanese \_\_\_\_\_ necklace.  
a authentic b blue c pearl
- I bought a \_\_\_\_\_ second-hand coat at the charity shop.  
a leather b wool c cheap
- He works for \_\_\_\_\_ company.  
a an advertising huge b a huge advertising  
c an enormous and advertising
- Let's try and figure \_\_\_\_\_ a way of improving the sales figures.  
a up b in c out

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## 3 Vocabulary

Complete each sentence. Use one word from box A and one word from box B.

A sales cold sandwich marketing government soft junk company TV

B mail ~~logo~~ commercial calling department propaganda board sell promotion

- The company logo is a big red V.
- I can't believe they're using a man carrying a \_\_\_\_\_!
- Giving away free toothpaste is part of our new \_\_\_\_\_.
- Incredible! I've got fifty pieces of \_\_\_\_\_ in my inbox.
- I think she's the woman in that new \_\_\_\_\_ for washing powder.
- I don't like that company – they do so much \_\_\_\_\_. Usually I just put the phone down.
- The salesman used a \_\_\_\_\_ approach to get me to buy the car.
- I work in the \_\_\_\_\_ of a company that makes computer chips.
- I don't believe what the politicians say – most of it is just \_\_\_\_\_.

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## How did you do?

Total:  25



Very good  
20 – 25



OK  
14 – 19



Review Unit 5 again  
0 – 13