IN THE NAME OF GOD



Passages 1

Companion 1 B

Arash Nematifar

سرشناسه	
عنوان و نام پدیدآور	:
مشخصات نشر	
مشخصات ظاهرى	
شابک	
	:
یادداشت	:
	:
	:
ردەبندى كنگرە	:
	:
	:

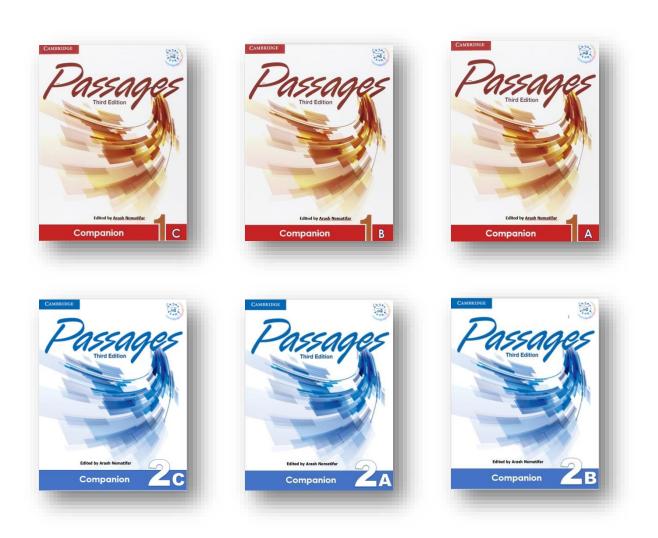


Companion

Introduction

What is companion?

Companion is a series of six books to succor and enable students to parade their extensive knowledge of macro-skills and micro-skills provided in the student's book.









How are the books organized?

Each level contains 4 units which have been carefully matched with the units of student's book in order to help students learn more collocations connected with topics of the book coupled with practical grammar hints.

Yet, as enlightening as this may sound to gain comprehensive knowledge of the content of the student's book, the blossoms would easily die if not practiced which is why throughout the way the Companion lovers weave, the smell of flowers, previously enjoyed, would be reminisced through communicative-skill-focused activities to make this journey a memorable one.

Now, Let's have a quick look at the sections included to ensure effective learning:



Homework



Classroom activities



Spotlights



Get ready for the exam



Listening focus



ACKNOWLEDGEMENTS

Reading sections have been designed by Dr.Golshan Shakibaei.

Collocations and Extra words in each units have been selected from Collocations in use intermediate and Oxford word skills

Grammar sections have been selected from Destination B1,B2.

Idioms and phrasal verbs have been selected from Oxford Idioms and phrasal verbs intermediate.



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UNIT 5:

LESSON A

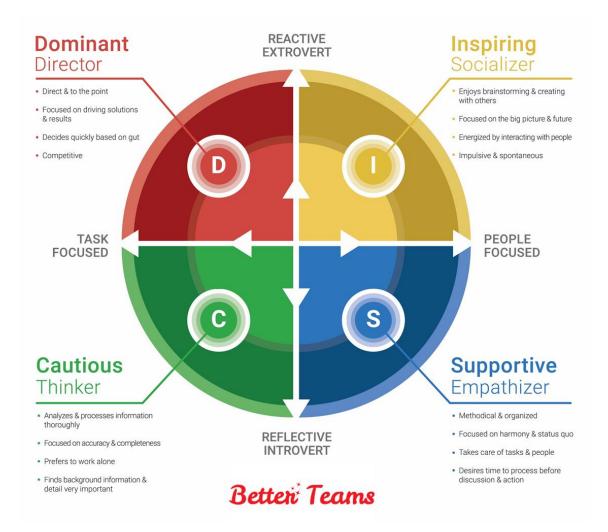


PAGE 36

Below you may find different types of communicators.

Which one describes you best?

How can you handle each communicator?





PAGE 37



Read the map below and make statements on the table manners using the infinitive/gerund phrases and the vocabularies on page 37.





LISTENING P38

1.

Liz: Hi, are you Pete?

Pete: Yes. Hello.

Liz: I'm Liz Morton. Tom Morton's mother?

Pete: Oh, right. Nice to meet you, Mrs. Morton.

Liz: You, too. So, are you enjoying the party?

Pete: Yeah, it's great. This might be the last time I see some of these people for a long time, so I've been pretty busy trying to make sure I ______ to talk to everyone.

Liz: You know, it's strange to think that all you kids are graduating. Do you have any plans after _____?

Pete: Well, I've applied for a teaching job ______. I guess I'll probably find out if I got the job or not next week.

Liz: You're more adventurous than Tom. I can't believe he's going to take a job right here in town. But it's a good job, I guess. And, of course, I would miss him if he went far away.

Pete: Yeah, I know. My mom doesn't want me to go far away, either. Oh, wait a minute. I'm sorry. I think another ______ is leaving. Excuse me, Mrs. Morton, I need to say good-bye to him before he goes.

Liz: Oh, sure. It was great to meet you, Pete.

2.

Harry: Hey, Jim, great music. What group is it?

Jim: I don't know. It's the radio. Maybe they'll say after it's over.

Harry: Well, it's a good thing Sheryl isn't here, or she'd make me dance to it. You know she loves that old-fashioned dancing.

Jim: Yeah, I know, Meg is the same way.

Harry: Myself, I ______s ____ since my wedding day. And I ______s to keep it that way.

Jim: Yeah, I'm with you.

Harry: Although I do like this old-fashioned dance music.

The bands back in those days could really play. Not like today. It's all image now, you know?

Jim: Oh, I don't know about that. It's just the styles change, that's all. I mean, a lot of those pop stars are actually pretty talented.

Harry: You really think so?



Jim: Sure. Actually, I've been listening to this music my grandson left on my computer last Thanksgiving. It's some of that, uh - what do you call it? That hip-hop music.

Harry: You what? You've ______ me.

Jim: No, no. A lot of it isn't bad! I mean, at least the lyrics are about something, you know?

Harry: Hmm. I don't know.

Jim: No, try it! You'll see! Wait, wait, I'll play it now.

Harry: I'd _______ out dancing. Anyway, I should get going. I'll call you later.

3.

Samantha: Mmm, Jenny ... this is delicious. I love ______ grape leaves.

Jenny: Yeah. Me, too. It all tastes delicious. Do you think they made all this themselves? Or did they have it ______?

Samantha: Oh, no. George is a great cook. Why would they cater it?

Jenny: Really?

Samantha: Oh, yeah.

Jenny: George cooks?

Samantha: You didn't know that? Lynn's always saying that's half the reason she married him!

Jenny: Well, that is a good reason. ____! I wish my husband

to cook. He completely avoids anything that has to do with the kitchen.

Samantha: You know, my husband's talking about signing up for an Italian cooking class on Saturdays. I hope he does it.

Jenny: Oh. I wonder if I could _______ my husband to do that. I'd sure love

the taste tester for his recipes.

Samantha: Exactly what I was thinking. Well, I'll let you know when the class starts.

Jenny: Great! Please do. In the _____, I think I'll go mention it to him. Talk to you soon.

8.rather go 9.stuffed 9.stuffed 10.catered 11.is she ever lucky? 12.liked 13.convince 14.being 13.meantime	9. Stander a chance 2. Sraduation 3. Overseas 4. friend of mine 4. friend fright 5. haven fright 7. gotta be kidding
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WRITING P39

How to write an essay outline in 4 steps

An essay outline is essentially an essay's skeleton. It's a text representation of an essay's thesis and key supporting points.

An essay outline serves multiple purposes, including helping its writer organize their thoughts before they start writing, giving readers a quick synopsis of the essay, and acting as a roadmap for the writer to follow as they work through their supporting paragraphs. Writing an essay outline is a fairly straightforward process, and in this blog post, we'll walk you through it.

What is an essay outline?

As we mentioned above, an essay outline is a visual representation of an essay. It boils the essay's paragraphs down to key points, allowing readers to get a gist of your essay with a quick skim. But an essay outline isn't just for your readers' benefit—it also helps you visualize your finished essay before you begin writing it. This can make it easier for you to determine the most effective way to transition between paragraphs and the ideal order in which to present your supporting paragraphs.

Outlining is an important early stage in the writing process. It's where you organize all the thoughts and insights you brainstormed into a neat roadmap to follow as you write. If you get stuck as you're writing your essay, your outline is there to help you get back on track.

It's not uncommon for professors to require their students to submit essay outlines before getting started on their essays. Usually, this is so the professor can make sure each student is on the right track in terms of choosing an essay topic that has a sufficient amount of sources to reference, that it fits the parameters of the assignment, and that the student understands the assignment.



4 Steps for writing an essay outline

So you're sitting at your desk, ready to write your outline. Great!

...how do you get started?

Just follow these four steps to craft an outline that makes the rest of the writing process simple.

1. Determine your objective

Think about your thesis statement. You might not have the exact wording at this point, but you should have a general idea of the point you'll make and defend in your essay. Having a clear objective enables you to work through your brainstorming notes and craft an outline that hits all the necessary points you need to support that objective.

2. Filter out the fluff

When you brainstormed, you explored every possible avenue to go down in your writing and every potential piece of information to include.

Now it's time to go through your brainstorming notes and pick out the points that will most effectively achieve your goal for your essay. For each piece of information you jotted down, ask yourself "how does this prove my point?" If you can answer that question with a clear, thoughtful response, add it to your list of points to make in your essay.

3. Identify the points you' ll make in each paragraph

Using the list of points you wrote down, identify the key arguments you'll make in your essay. These will be your body sections. For example, in an argumentative essay about why your campus needs to install more water fountains, you might make points like:

Providing water fountains helps students save money

Fountains reduce plastic waste

Readily available water can cut down heat exhaustion incidents

Jot down the facts, anecdotes, and statistics that support each of these arguments. For example, you might cite the number of disposable water bottles recovered from campus grounds last year in your section on how water fountains reduce plastic waste. These supporting points are part of your essay outline.

4. Write your outline using a standard template

With your key topics and supporting points clearly defined, it's time to actually write your outline. Using a template for the type of essay you're writing (more on that in the next section), format your key points into a clear, organized frame that you'll flesh out with content when you write your first draft.



Although every outline follows the same general structure, there are a few key differences to keep in mind when you're outlining different kinds of essays. Take a look at how these example outlines for various essay types are similar as well as where they differ:

UNIT 5

LESSON B







A. Rewrite the sentences using reported speech.

At a restaurant

- 1. "Your order is ready," said the waiter. → *The waiter* said our order was ready
- 2. "I'm having the special," Mustafa said.
- 3. "We went there for our anniversary," my parents said.
- 4. "I went to school with the chef," my dad said.
- 5. I talked to Noor yesterday. She said, " I'm going to join you for lunch."
- 6. I just talked to Noor. She said, " I'm going to join you for lunch."
- Mustafa said,"I have never tasted such a delicious dessert."
- 8. A customer said, "there is a mistake on our bill."



B. Change the quoted speech to reported speech.

At a meeting

- Talal asked Leo, "Do you want to begin?" → Talal asked Leo if/whether he wanted to begin
- 2. Maria asked us, " Have you seen my notes?"
- 3. Oscar asked me, "What are you talking about?"
- 4. "Does the decision need to be made today?" asked David.
- 5. Lillian asked, "Is everyone sure this is the right decidion?"
- 6. Ricardo asked me, "Is what you are sying true?"



LISTENING P42



1. Nicole

Nicole: I got some _____ news over the weekend!

Man: Yeah? What happened, Nicole?

Nicole: Well, my sister is finally getting married.

Man: Really? Well, that is exciting! How long have they ______ each other?

Nicole: Oh, I mean, it's been over four years since they met.

My mother has always said that they would get married ______, but no one expected it to happen now. And you know what? The funny part is how it happened.

Man: Yeah?

music

Man: Ah ... let me guess. He ______a ring and asked her to marry him.

Nicole: Actually, it was the other way around. She asked him!

She said she got right down on one knee and _____6___!

Man: Yeah?

Nicole: Yeah! And he was pretty surprised, I think. But of course, he immediately said, "Yes:' They're planning a wedding for the fall.

Man: Well, that is great news. Yeah . . . and I'm sure they'll be very happy together.

Nicole: Yeah. Now I have to start thinking about the wedding.

She asked me if I would be a _____. So, you know, I have to buy a dress, and then

2. Tony

Woman: Why the ______, Tony?
Tony: Oh, I got some bad news today.
Woman: What happened?
Tony: Well, you know my job at the design studio?
Woman: Yes.
Tony: Well, ...
Woman: Oh, no!



Woman: Oh!

Tony: No more job.

Woman: Oh, Tony, I'm so sorry. You said you really liked

working there, too.

Tony: Yeah, well, it's not all bad news. The boss told me there's still a small chance that the company would call me back in the summer if the work _______. You never know what'll happen. They may need me then.

Woman: Oh. But this is so sudden, isn't it?

Tony: Well, not really. Two other employees had already been _____, and I had a feeling I might be the next one in line.

You know, I've only been working there 10 months, so I don't have any ______. If they're going to lay people off, it's always going to be the newer employees first.

Woman: What are you going to do?

Tony: Like I said, I've still got a job until the end of the month. In the meantime, I plan to send out ________ and, if possible, go on some interviews ...



Spotlight:

long face: If you have a long face, you look sad:

"Why do you have such a long face?" "My boyfriend doesn't want to see me any more."

seniority: the advantage that you get by working for a company for a long time:

In future, promotion will be based on merit not seniority.

səmnsə.	.21
seniority	.11
tto bisl	.01
dn pəyəiq	·6
эт үл	.8
əərt gnol	· <i>L</i>
broposed	.9
tuo balluq	5.
yonst	4.
лерэшоs	.£
gniəəz nəəd	.2
aldibarani	.1.
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READING P43



I. Match a-m with 1-13.

- a) generic (adjective)
- b) Corporate (adjective) /' kɔ : r.pə.ət/ C1 [before noun]
- c) big shot (noun) [C] informal (also big noise)
- d) offensive /ə' fensī v/ ●●○ adjective
- e) Amplify
- f) pompous
- g) exasperating
- h) trivial
- i) overhear overheard | overheard
- j) TRADEMARK NOUN [C] (TYPICAL)
- k) infuriating
- 1) insincere
- m) rearview mirror

- 1) a person or an organization with a lot of power or influence
- 2) to make something louder:
- shared by, typical of, or relating to a whole group of similar things, rather than to any particular thing:
- 4) feeling or showing that you think you are better or more important than other people:
- 5) relating to a large company:
- 6) corporate finance
- annoying, especially because you can do nothing to solve a problem:
- 8) very rude or insulting and likely to upset people
- 9) having little value or importance:
- 10) extremely annoying:
- 11) something very noticeable that a person typically has or does:
- 12) to hear what other people are saying without intending to and without their knowledge:
- 13) a mirror that allows a driver to see what is happening behind their car
- 14) pretending to feel something that you do not really feel, or not meaning what you say

II. Using the words learned in part i, fill in the following gaps.

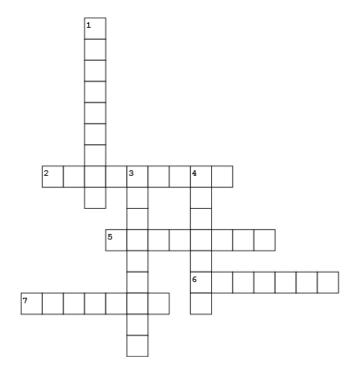
- 1. He is trying to become ______ in the mortgage business.
- 2. music/guitar



- 4. an _____ apology
- 5. I ________ a very funny conversation on the bus this morning.
- 7. I don't know why he gets so upset about something so ______.
- 8. It's ______ when people keep spelling your name wrong, isn't it?
- 9. I found her remarks deeply ______.
- 10. It's so ______ when he won't listen to a word that I say.
- 11. I regarded him as somewhat ______ and opinionated.

snodwod	`
silouulou	.11
exasperating	10.
əviznəffo	.6
gnitsirutni	.8
[kivita]	· <i>L</i>
trademark	.9
олегреяга	2.
insincere	' †
generic	.£
bəitilqms	.2
tons gid s	. I

III. Complete the puzzle below



ACROSS

- 2. related to a company
- 5. a mirror in your car
- 6. make louder
- 7. typical

Down

- 1. not honest
- 3. very rude
- 4. unimportant



READING P43



Communicating styles and conflict



Knowing your communication style and having a mix of styles on your team can provide a positive force for resolving conflict.

A. As far back as Hippocrates' time (460-370B.C.), people have tried to understand other people by characterizing them according to personality type or temperament. Hippocrates believed there were four different body fluids that influenced four basic types of temperament. His work was further developed 500 years later by Galen. These days there are any number of self-assessment tools that relate to the basic descriptions developed by Galen, although we no longer believe the source to be the types of body fluid that dominate our systems.

B. The values in self-assessments that help determine personality style. Learning styles, communication styles, conflict-handling styles, or other aspects of individuals is that they help depersonalize conflict in interpersonal relationships. The depersonalization occurs when you realize that others aren't trying to be difficult, but they need different or more information than you do. They're not intending to be rude: they are so focused on the task they forget about greeting people. They would like to work faster but not at the risk of damaging the relationships needed to get the job done. They understand there is a job to do. But it can only be done right with the appropriate information, which takes time to collect. When used appropriately, understanding communication styles can help resolve conflict on teams. Very rarely are conflicts true personality issues. Usually they are issues of style, information needs, or focus.



C. Hippocrates and later Galen determined there were four basic temperaments: sanguine, phlegmatic, melancholic and choleric. These descriptions were developed centuries ago and are still somewhat apt, although you could update the wording. In today's world, they translate into the four fairly common communication styles described below:

D. The sanguine person would be the expressive or spirited style of communication. These people speak in pictures. They invest a lot of emotion and energy in their communication and often speak quickly. Putting their whole body into it. They are easily sidetracked onto a story that may or may not illustrate the point they are trying to make. Because of their enthusiasm, they are great team motivators. They are concerned about people and relationships. Their high levels of energy can come on strong at times and their focus is usually on the bigger picture, which means they sometimes miss the details or the proper order of things. These people find conflict or differences of opinion invigorating and love to engage in a spirited discussion. They love change and are constantly looking for new and exciting adventures.

E. Tile phlegmatic person - cool and persevering - translates into the technical or systematic communication style. This style of communication is focused on facts and technical details. Phlegmatic people have an orderly methodical way of approaching tasks, and their focus is very much on the task, not on the people, emotions, or concerns that the task may evoke. The focus is also more on the details necessary to accomplish a task. Sometimes the details overwhelm the big picture and focus needs to be brought back to the context of the task. People with this style think the facts should speak for themselves, and they are not as comfortable with conflict. They need time to adapt to change and need to understand both the logic of it and the steps involved.

F. Tile melancholic person who is soft hearted and oriented toward doing things for others translates into the considerate or sympathetic communication style. A person with this communication style is focused on people and relationships. They are good listeners and do things for other people-sometimes to the detriment of getting things done for themselves. They want to solicit everyone's opinion and make sure everyone is comfortable with whatever is required to get the job done. At times this focus on others can distract from the task at hand. Because they are so concerned with the needs of others and smoothing over issues, they do not like conflict. They believe that change threatens the status quo and tends to make people feel uneasy, so people with this communication style, like phlegmatic people need time to consider the changes in order to adapt to them.

G. The choleric temperament translates into the bold or direct style of communication. People with this style are brief in their communication - the fewer words the better. They are big picture thinkers and love to be involved in many things at once. They are focused on tasks and outcomes and often forget that the people involved in carrying out the tasks have needs. They don't do detail work easily and as a result can often underestimate how much time it takes to achieve the task. Because they are so direct, they often seem forceful and can be very intimidating to others. They usually would welcome someone challenging them. But most other styles are afraid to do so. They also thrive on change, the more the better.

H. A well-functioning team should have all of these communication styles for true effectiveness. All teams need to focus on the task, and they need to take care of relationships in order to achieve those tasks. They need the big picture perspective or the context of their



work, and they need the details to be identified and taken care of for success. We all have aspects of each style within us. Some of us can easily move from one style to another and adapt our style to the needs of the situation at hand-whether the focus is on tasks or relationships. For others, a dominant style is very evident, and it is more challenging to see the situation from the perspective of another style. The work environment can influence communication styles either by the type of work that is required or by the predominance of one style reflected in that environment. Some people use one style at work and another at home.

The good news about communication styles is that we have the ability to develop flexibility in our styles. The greater the flexibility we have, the more skilled we usually are at handling possible and actual conflicts. Usually it has to be relevant to us to do so, either because we think it is important or because there are incentives in our environment to encourage it. The key is that we have to want to become flexible with our communication style. As Henry Ford said, "Whether you think you can or you can't, you're right!"



QUESTIONS 1-8

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Reading passage has eight sections A-H.

Choose the correct heading for each section from the list of headings below. Write the correct number *i-x* in boxes *1-8* on your answer sheet.

List of headings

- **i** Summarizing personality types
- ii Combined styles for workplace
- iii Physical explanation
- iv A lively person who encourages
- v Demanding and unsympathetic personality
- vi Lazy and careless personality
- vii The benefits of understanding communication styles
- viii Cautious and caring
- ix Factual and analytical personality
- **x** Self-assessment determines one's temperament



1 Section A

2 Section B

3 Section C

4 Section D

5 Section E

6 Section F

7 Section G

8 Section H

QUESTIONS 9-13

Do the following statements agree with the information given in Reading Passage? In boxes **9-13** on your answer sheet, write

TRUE if the statement agrees with the information

FALSE if the statement contradicts the information

NOT GIVEN if there is no information on this

9 It is believed that sanguine people dislike variety.

10 Melancholic and phlegmatic people have similar characteristics.

11 Managers often select their best employees according to personality types.

12 It is possible to change one's personality type.

13 Workplace environment can affect which communication style is most effective.

UNIT 6

LESSON A





Spotlight:

Countable or uncountable?

News is an uncountable noun and is followed by a singular verb:

The news was not very good.

News is used with the singular form of words such as this and that: He was shocked when he heard this news.

a piece of news (also a bit of news British English) Leo thought about this piece of news carefully.

XDon't say: these news

Prepositions with the news

If someone or something is on the news, they appear or there is a report about them on a television or radio news program: The minister was on the 10 o'clock news. I saw the pictures of the crash on the news.

• If someone or something is in the news, they are being discussed in newspapers and on news programs: Education has been in the news a lot this week.

break the news (to somebody) (=tell someone some bad news) Two policemen came to the door to break the news about her husband.

spread the news (=tell a lot of people the news) After she had the baby, her husband made phone calls to spread the happy news.

no news is good news (spoken) used when you have not received any news about someone and you hope this means that nothing bad has happened

that's news to me! spoken used when you are surprised or annoyed because you have not been told something earlier 'The meeting's been cancelled.' 'That's news to me!'



GRAMMAR P45

\square

	(a) <i>I've met</i> Linda, but I <i>haven't met</i> her husband. <i>Have</i> you <i>met</i> him?	The PRESENT PERFECT is used to talk about past events when there is no specific mention of time. In (a): The speaker is talking about some unspecified time before now.
SIMPLE PAST	(b) I met Helen yesterday at a party. Her husband was there too, but I didn't meet him. Did you meet him at the party?	The SIMPLE PAST is used when there is a specific mention of time. In (b): The speaker is thinking of a specific time: yesterday.
PRESENT PERFECT	(c) Sam <i>has been</i> a math teacher <i>for</i> ten years. He loves teaching.	The PRESENT PERFECT is used for situations that began in the past and continue to the present. In (c): The present perfect tells us that Sam is still a teacher now.
SIMPLE PAST	(d) Jim was a teacher for ten years, from 2000 to 2010. Now he is an engineer.	The SIMPLE PAST is used for situations that began and ended in the past. In (d): The simple past tells us that Jim is not a teacher now.



Complete the sentences. Use the simple past or the present perfect form of the verbs in parentheses.

- Noor is from a hot, dry country. She (see, never) ______ snow. Last January, I (see) ______ snow for the first time in my life.
- Last night my friend and I (have) ______ some free time, so we (go) ______ to a show. Since classes began, I (have, not) ______ much free time.
- 3. Ming Won (be) ______ in this class for three months. His English is getting better and better. He plans to take this class until the end of May. Mrs. Perez (be) ______ in our class for three months, but then she left school to get a job.
- 4. Late-breaking news! A major earthquake (occur, just) ______ in southern California. It (occur) ______ at 9:25 A.M.
- 5. A: Greg Adams? Yes, I know him. I (know) _____ him since college.
 - B: Did Natalie just say Joe North passed away? I'm sorry to hear that.
 I (know) ______ him well when we were in college together.
- 6. I admit that I (get**) ______ older since I last (see) _____

you, but with any luck at all, I (get, also) ______ wiser.



2-7 Present Perfect Progressive

		how long up to now?
(b)	Right now I <i>am sitting</i> at my desk. I have been sitting at my desk since seven o'clock. I have been sitting here for two hours. It's been raining all day. It's still raining right now.	COMPARE: In (a): The PRESENT PROGRESSIVE expresses an activity in progress right now (See Chart 1-1, p. 2.) In (b): The PRESENT PERFECT PROGRESSIVE expresses how long an activity has been in progress. In other words, it expresses the duration of an activity that began in the past and continues in the present. Time expressions often used with this tense are • since and for, as in (b); • all day/all morning/all week, as in NOTE: In (c): It's been raining. It's = It has
13.00	l've known Alex since he was a child. DRRECT: H've been knowing Alex since he was a child.	It's still raining. It's = It is The present perfect progressive is not used with non-progressive or stative verbs such as know. To express the duration of a situation that began in the past and continues to the present, only the present perfect is used. (See Chart 1-3, p. 7, for a list of non-progressive verbs.)
(f) (g)	How long <i>have</i> you <i>been living</i> here? How long <i>have</i> you <i>lived</i> here? Ben <i>has been wearing</i> glasses since he was ten. Ben <i>has worn</i> glasses since he was ten.	 For some (not all) verbs, the idea of <i>how long</i> can be expressed by either tense — the present perfect progressive or the present perfect. NOTE: (e) and (f) have the same meaning; (g) and (h) have the same meaning. Either tense can be used only when the verb expresses the duration of present activities or situations that happen regularly, usually, habitually: e.g., <i>live, work, teach, study, wear glasses, play chess, etc.</i>
		recently
	<i>I've been thinking</i> about looking for a different job. This one doesn't pay enough. All of the students <i>have been</i> <i>studying</i> hard. Final exams start next week.	When the tense is used without any mention of time, it expresses a general activity in progress recently, lately. For example, (i) means <i>I've been thinking about this recently, lately.</i>



Complete the email with the present perfect progressive form of the verbs in parentheses.

From: Jack		
To: Dawson/Reed far	nily	Today at 8:18 PM
Subject: Update		locay at 0.10 PW
li everyone,		
Here is a quick update of	n our family's activities for the past month.	
My brother (look)	(1) for a	
new job. My sister (help)	(2)	
ny parents find a new pla	ace to live. I (work)	- mark
(3) 8	0-hour weeks at my new job and (get, not)	Ima
	(4) much sleep. My grandparents	
	(5) overseas. My grandmothe	
do)	(6) research for a travel blog that she	writes.
As you can see, we've al	been very busy!	

Complete the sentences. Use the verb in *italics* in the first sentence to complete the remaining sentence(s). Use the present perfect or the present perfect progressive. In some sentences, either verb form is correct.

- I'm trying to study. I <u>have been trying</u> to study for the last hour, but something always seems to interrupt me. I think I'd better go to the library.
- 2. Joe has an old bike. He <u>has had</u> the same bike for 20 years.
- 3. Matt works at ABC Appliances. He has worked / has been working there since 2005.
- 4. Toshi is waiting for his friend. He ______ for her since five

o'clock. She's late for their date.

- 5. I like funny TV shows. I ______ comedies ever since I was a child.
- 6. Susie is watching several episodes in a row of her favorite comedy. She _____

_____ them all afternoon without a break.

- Don't wake Nora up. She is sleeping. She ______ all morning. She isn't feeling well.
- 9. Sue and Rick are playing tennis right now and they're getting tired. They ____

______ since nine o'clock this morning. Sue's winning. She's the better tennis

player. She ______ tennis since she was ten. Rick started playing only last year.

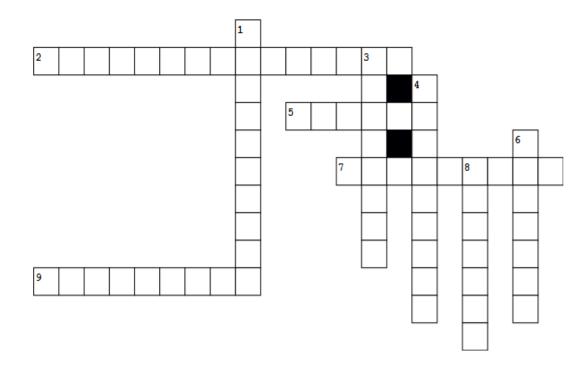




VOCABULARY P46



Complete the crossword puzzle with the words on page 46.



ACROSS

2. a natural event such as a flood, earthquake, or tsunami that kills or injures a lot of people

5. a situation in which a large number of people have little or no food for a long time and many people die

7. a period when the economy of a country is not successful and conditions for business are bad

9. the use of violence or threats to take control of a plane

DOWN

1. to take someone somewhere illegally by force, often in order to get money for returning them

3. a large number of cases of a disease that happen at the same time



4. when someone opposes or fights against people in authority or ideas which they do not agree with

6. the crime of stealing money or things from a bank, shop etc. especially using violence

8. an event in which someone, especially someone important, behaves in a bad way that shocks people



Spotlight:

Pan \cdot dem \cdot ic /pæn' dem I k/ noun [countable]: technical a disease that affects people over a very large area or the whole world

Ep: i dem: ic/, ep; demI k / •• o noun [countable]: a large number of cases of a disease that happen at the same time

 $En \cdot dem \cdot ic / en' dem I k, I n - / adjective: an endemic disease or problem is always present in a particular place, or among a particular group of people$



LISTENING P46



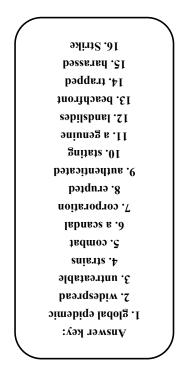
- 1. It's seven o'clock and time for the news. First, this just in from the World Health Organization, or WHO. WHO has reported that the _______ of tuberculosis, also known as TB, is not as ______ as it was in the past. However, although the number of cases of TB has been decreasing worldwide, this disease is still a problem. According to a recent study, about one-fourth of all known TB cases are _______ because of new drug-resistant _______ of the disease. The drugs previously used to treat TB are simply not working on those strains. WHO has been developing new drugs to ________ the problem, and they have an international program to educate people about the dangers of TB.
- 2. And now we have a report on _____6____ involving famous nineteenth-century painter Vincent van Gogh and one of his most famous paintings, Sunflowers, completed in 1888. The painting was bought by a large multinational _____7___ for several million dollars in 1987. At that time, a scandal ______8___ in London over the _____9___ of this painting, with many critics claiming that the painting was a forgery. After years of debate, two experts from the Van Gogh Museum in Amsterdam finally_____10_____ that it

is, indeed, a ______van Gogh.

- **3.** Next we go to Mexico, where a hurricane pounded Cancun and nearby areas last night, leaving many people homeless. The strong winds and heavy rains made for horrible conditions. Floods and __________ destroyed homes and cars, especially in the _________ areas. Rescue operations are particularly difficult because streets are blocked, in most cases, by mud. It's believed that some people are _______________ inside their homes and cannot get out. Most people have left their homes and are now safely in temporary shelters. Mexican authorities predict that the disaster is going to have a huge impact on the tourist business in the area this year.



not to fight, along with other promises of good behavior. That's it for now. We'll be back in an hour with more news.



UNIT 6

LESSON B



LISTENING P48

1.

You see, my mother had this ring. It was kind of old. It had been given to her by her mother, my grandmother. It had been in our family for years. Anyway, my mother asked me to take it to the _______ to get it repaired. She told me to be very careful with it. Later that day, I _______ the ring off at the jeweler and ran off to do the rest of my _______. It was a busy day, and I was feeling really stressed. I went back to the jeweler just before they closed, paid for the ring, and raced home. Everything seemed fine. But when I got home. ... I mean, I was sure I'd picked up my mother's ring at the jeweler, but then I couldn't find it when I got home. I checked all my pockets, but all I found was the receipt. The ring wasn't there. I looked everywhere! You can imagine how _______ I felt. Up until then, I had never lost anything important, so I didn't know what to do. Just then, the phone rang. It was the jeweler. He was calling to say I had run out of the store in such a hurry that I'd forgotten to take the ring! The ring was still at the store. So the ring wasn't lost after all. What a _______5

2.

I had this big meeting at work that day. Really important. I had left for work a little earlier than usual. I always take the subway to work. So, I got to the subway station, and the train was right there_____6____, right? And I got on *just* as the doors closed. Well, after a couple of minutes, I realized that my skirt had been caught in the subway doors. I couldn't pull it out! A woman standing next to me tried to help me, but we still couldn't get it out. By this time, I was *so* embarrassed. Other people were _____7____ at me. And my skirt was really stuck. Well, wouldn't you know it, the doors to the subway opened on the *other* side for the next six or seven stations. I had to miss my stop. I just stood there, with my skirt stuck in the door, unable to move. Finally, the doors opened on my side. I was able to leave the train. But now, I was really late.When I got to work, my boss asked to speak to me. I knew he would never believe why I was late. I felt so stupid! Of course, later, we all laughed about it.

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Unit 6, Lesson B 🖽 41

Discuss the quotes below.

SPEAKING P50

- 1. "Anyone who isn't embarrassed of who they were last year probably isn't learning enough."
- 2. "There are some socks that shouldn't be washed by your mom."
- 3. "It is easy to display a wound, the proud scars of combat. It is hard to show a pimple"

LISTENING P50

Host: Welcome back, everyone. We're talking to Hollywood star Dan Carville. Before the break, we were talking about your life, Dan, before you became a big star. I mean, you didn't just become a big star overnight. You struggled for many years.

Dan: You can say that again.

Host: Tell us a little about it.

Dan: Yeah, uh, OK. Well, I think I must have worked 20 or 30

different jobs.

Host: Really? That's a lot.

Dan: Well, in the beginning, I couldn't find steady work as an actor, so I had to do something

to _____1___.

You have to eat, right?

Host: That's true. So, what kinds of jobs did you have?

Dan: A little bit of everything, I guess. I worked in a department store, as a taxi driver, and as a house painter,

to name a few. I wasn't ______ any of them. I think I ______ fired from most of those jobs.

Host: Oh, yeah? Come on, tell us a few stories.

Dan: Well, uh, this is so embarrassing, but OK . . . So, one

time I was working as a salesperson for a big department store in Chicago - in the luggage department. It was so boring. I mean, we didn't have many customers during the day, and that's when I worked. Sometimes, when I got sleepy, I used to lie down behind the luggage _________ and take a nap.



Host: Really? So, what happened?

Dan: Well, one day I got caught - by my boss. And he fired______5____. It was terrible. Then there was the time I decided to get a job painting houses. You know, you have to climb these high ladders to do the job, right? Well, it _____6____ that I was afraid of heights. The first time I

climbed up a ladder, I got dizzy and fell and broke my wrist.

Host: No!

Dan: Yes! But the worst thing was that when I fell, I ______ a can of paint over and paint poured down all over my co-workers. So, naturally, I got fired again.

Host: Again? Really? So, do you have any other stories?

Dan: Well, you're not going to believe this, but I got hired as a cab driver. I drove a taxi, but that only lasted a few days.

Host: Did you get fired?

Dan: How did you guess? On my third day, I had an accident.

Luckily, no one was hurt - my passenger was fine, and so was I. But my boss didn't think he was so lucky, and that was the end of my days as a driver.

Host: It seems you're a little ______. It's a good thing you made it as an actor!

Dan: Yes, I guess you could say that.

Host: Thanks for sharing your stories with us, Dan. Coming up after the break, we'll talk with Dan about his latest movie, scheduled for release in September.





Spotlight:

break the bank

This English idiom is a verb phrase that means something costs too much money.

Example: That phone is very expensive. It will break the bank.

bread and butter

This English idiom phrase means a job that provides someone with the money they need to live.

Example: I can't miss work again. It's my bread and butter.

READING P51

I. Match 1-7 with A-G.

- 1. slam
- 2. hysterical
- 3. buzz
- 4. burn (someone or something) to a crisp
- 5. defiant
- 6. call in sick
- 7. get away

- A. to (cause to) move against a hard surface with force and usually a loud noise
- B. unable to control your feelings or behavior because you are extremely frightened, angry, excited, etc.
- C. to make a continuous, low sound such as the one a bee makes
- D. To burn something, typically when cooking it, to the extent that it is completely blackened.
- E. proudly refusing to obey authority
- F. To inform one's employer that one will be absent due to illness (real or feigned).
- G. to leave or escape







II. Using the words learned in part i, fill in the following gaps.

- 1. I forgot about the bread I'd put in the oven and
- 2. Calm down, you're getting _____.
- 3. A _____attitude/gesture
- 4. That virus has totally decimated my staff— only two people are in the office today because the rest _____.
- 5. The wind made the door/window _____(shut).
- 6. Wouldn't it be nice to ______ for a weekend?
- 7. I can hear something

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READING P51

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Love stories

"Love stories" are often associated – at least in the popular imagination – with fairy tales, adolescent day dreams, Disney movies and other frivolous pastimes. For psychologists developing taxonomies of affection and attachment, however, this is an area of rigorous academic pursuit. Beginning in the early 1970s with the groundbreaking contributions of John Alan Lee, researchers have developed classifications that they believe better characterize our romantic predispositions. This involves examining not a single, universal, emotional expression ("love"), but rather a series of divergent behaviors and narratives that each has an individualized purpose, desired outcome and state of mind. Lee's gritty methodology painstakingly involved participants matching 170 typical romantic encounters (e.g., "The night after I met X…") with nearly 1500 possible reactions ("I could hardly get to sleep" or "I wrote X a letter"). The patterns unknowingly expressed by respondents culminated in a taxonomy of six distinct love "styles" that continue to inform research in the area forty years later.

The first of these styles - eros - is closely tied in with images of romantic love that are promulgated in Western popular culture. Characteristic of this style is a passionate emotional intensity, a strong physical magnetism – as if the two partners were literally being "pulled" together – and a sense of inevitability about the relationship. A related but more



frantic style of love called mania involves an obsessive, compulsive attitude toward one's partner. Vast swings in mood from ecstasy to agony – dependent on the level of attention a person is receiving from his or her partner – are typical of manic love.

Two styles were much more subdued, however. Storage is a quiet, companionate type of loving – "love by evolution" rather than "love by revolution", according to some theorists. Relationships built on a foundation of platonic affection and caring are archetypal of storage. When care is extended to a sacrificial level of doting, however, it becomes another style – agape. In an agape relationship one partner becomes a "caretaker", exalting the welfare of the other above his or her own needs.

The final two styles of love seem to lack aspects of emotion and reciprocity altogether. The ludus style envisions relationships primarily as a game in which it is best to "play the field" or experience a diverse set of partners over time. Mutually gratifying outcomes in relationships are not considered necessary, and deception of a partner and lack of disclosure about one's activities are also typical. While Lee found that college students in his study overwhelmingly disagreed with the tenets of this style, substantial numbers of them acted in a typically ludic style while dating, a finding that proves correct the deceit inherent in ludus. Pragma lovers also downplayed emotive aspects of relationships but favored practical, sensible connections. Successful arranged marriages are a great example of pragma, in that the couple decide to make the relationship work; but anyone who seeks an ideal partner with a shopping list of necessary attributes (high salary, same religion, etc.) fits the classification.

Robert J. Sternberg's contemporary research on love stories has elaborated on how these narratives determine the shape of our relationships and our lives. Sternberg and others have proposed and tested the theory of love as a story, "whereby the interaction of our personal attributes with the environment – which we in part create – leads to the development of stories about love that we then seek to fulfil, to the extent possible, in our lives." Sternberg's taxonomy of love stories numbers far more, at twenty-six, than Lee's taxonomy of love styles, but as Sternberg himself admits there is plenty of overlap. The seventh story, Game, coincides with ludus, for example, while the nineteenth story, Sacrifice, fits neatly on top of agape.

Sternberg's research demonstrates that we may have predilections toward multiple love stories, each represented in a mental hierarchy and varying in weight in terms of their personal significance. This explains the frustration many of us experience when comparing potential partners. One person often fulfils some expected narratives – such as a need for mystery and fantasy – while lacking the ability to meet the demands of others (which may lie in direct contradiction). It is also the case that stories have varying abilities to adapt to a given cultural milieu and its respective demands. Love stories are, therefore, interactive and adaptive phenomena in our lives rather than rigid prescriptions.

Steinberg also explores how our love stories interact with the love stories of our partners. What happens when someone who sees love as art collides with someone who sees love as business? Can a Sewing story (love is what you make it) co-exist with a Theatre story (love



is a script with predictable acts, scenes and lines)? Certainly, it is clear that we look for partners with love stories that complement and are compatible with our own narratives. But they do not have to be an identical match. Someone who sees love as mystery and art, for example, might locate that mystery better in a partner who views love through a lens of business and humor. Not all love stories, however, are equally well predisposed to relationship longevity; stories that view love as a game, as a kind of surveillance or as an addiction are all unlikely to prove durable.

Research on love stories continues apace. Defying the myth that rigorous science and the romantic persuasions of ordinary people are incompatible, this research demonstrates that good psychology can clarify and comment on the way we give affection and form attachments.



Questions 1-7

LOOK AT THE FOLLOWING STATEMENTS (*Questions 1-7*) AND THE LIST OF STYLES IN THE BOX BELOW.

MATCH EACH STATEMENT WITH THE CORRECT TERM, A-F.

NB YOU MAY USE ANY LETTER MORE THAN ONCE.

- 1. My most important concern is that my partner is happy.
- 2. I enjoy having many romantic partners.
- 3. I feel that my partner and I were always going to end up together.
- 4. I want to be friends first and then let romance develop later.
- 5. I always feel either very excited or absolutely miserable about my relationship
- 6. I prefer to keep many aspects of my love life to myself.
- 7. When I am in love, that is all I can think about.
- 8. I know before I meet someone what qualities I need in a partner.

List of love styles

- A Eros
- **B** Mania
- C Storge
- **D** Agape
- E Ludus
- F Pragma

Questions 8-13

Do the following statements agree with the claims of the writer in Reading Passage 3?

In boxes 8-13 on your answer sheet, write

- **YES** if the statement agrees with the claims of the writer
- NO if the statement contradicts the claims of the writer

NOT GIVEN if it is impossible to say what the writer thinks about this

- 9 People's notions of love affect their relationships, rather than vice versa.
- **10** Some of our love stories are more important to us than others.

48 🖾 Passages 1B Companion



- **11** Our love stories can change to meet the needs of particular social environments.
- 12 We look for romantic partners with a love story just like our own.
- 13 The most successful partners have matching love stories.
- 14 No love story is more suited to a long relationship than any other.

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UNIT 7

LESSON A



VANT

MESSAGING POINT P54 MESSAGING PLATFORMS OF ON AUGMENTED REALITY



Take a look at these trends. Can you talk about each of them using the sentences below? Bring reasons for what you say. (Grammar review, unit 1)

- The downside of messaging platforms is (that)....
- One difficulty with using social media is (that)....
- The upside of having ephemeral content is (that)....
- The good thing about living with generation Z is (that)....
- The trick to correctly using chatbots like Melobit is (that)....
- The hard part about taking photos using augmented reality is (that)....
- The big advantage of e-marketing is (that)....



VOCABULARY P54

Technology vocabulary

- 1. Advances in technology Progressive forward movement in technology
- 2. Computer literate Adequate knowledge of a computer
- 3. Electronic Funds Transfer EFT Payment via the Internet
- 4. Emerging technology Brand new machines and software
- 5. Glued to the screen Unable or unwilling to leave the digital device
- 6. Hacking into the network To gain illegal access to the computer
- **7. Internet of Things** A network connecting machines in a location so that they can be remotely controlled
- 8. Internet-enabled Machines or appliances that have Internet access
- 9. Not rocket science It is not very difficult
- 10. Online piracy The downloading of licensed media without payment
- 11. State of the art technology The best technology available
- 12. Surfing the web To move from one site to another on the Internet
- 13. To crash To stop working suddenly

SPEAKING P54



Discuss the following questions:

- 1. Do you think we need to know much about computers?
- 2. What is the most impactful piece of technology in our lives?
- 3. How computers affect our everyday life?
- 4. How effective is the use of computers in the classroom?
- 5. How effective is the use of computers in the classroom?



GRAMMAR P55



A. Using "present continuous passive", complete the following sentences.

- 1. Look at that! A new supermarket in this street. (build)
- 2. Your car will be ready soon. It _____ just _____ (wash)
- 3. You can't see the horses, they now. (feed)
- 4. What's the problem? The film today. (not- show)
- 5. Wait a minute please. The dinner _____ for you. (prepare)
- 7. I can't use my PC. A new operating system on it. (install)
- 8. The pool is now full of hair because swim caps _____ in it. (not use)
- 9. Christmas is coming and much more goods _____ in shops. (display)

B. Using "present perfect passive", rewite the following sentences

- 1. Somebody has watered the plants.
- 2. Somebody has taken the money.
- 3. Somebody has bought the presents.
- 4. Somebody has finished the report.
- 5. Somebody has killed the President.
- 6. Somebody has repaired the road.
- 7. Somebody has elected that man.
- 8. Somebody has learned lessons.
- 9. Somebody has fired John.



C. Using "future passive", rewite the following sentences

.....

.....

.....

.....

- 1. Somebody will meet you at the airport.
- 2. Somebody will process your application.
- 3. Somebody will find your glasses.
- 4. Somebody will bring food.
- 5. Somebody will help you.
- 6. Somebody will steal that bicycle.
- 7. Somebody will take your order.
- 8. Somebody will write a new book.
- 9. Somebody will build a stadium.



SPEAKING P55

Add 3 more items to the list. Take turns describing them to your partner. (Have your partner guess the item you're describing.)

- A. Lift/ Elevator
- B. HDTV
- C. Light bulb
- D. Air conditioner
- E. Video game/ Computer game
- F. Social media
- G.
- Н.
- I.



LISTENING P55



Host: Welcome to "Share Your Opinion;' the part of our show where members of the studio audience can speak their minds. Today's topic is social networking. How about you, sir? Would you like to start us off?

Michael: Sure!

Host: Great! You can start by telling us your name. ...

Michael: It's Michael.

Host: OK, Michael. What's your opinion about social networking?

Michael: Well, I've found social networking to be incredibly useful when it comes to getting advice. When I'm not sure of myself about, say, changing jobs or maybe moving to a different place, I get lots of great advice on social networking sites - from friends and even experts.

Host: It's useful, no doubt. But does social networking have a downside, in your opinion?

Michael: Yeah, I wish people wouldn't log in to social networking sites so much at work. I think too many people are doing that at my office, and they're ignoring their work. Not enough work (1) ------, if you ask me.

Host: Yes, I see what you mean. I guess you'd say they're taking company time. Thanks, **Michael**. And what's your name, miss?

Lisa: Lisa. It's Lisa.

Host: You'll need to (2) ----- a little, Lisa.

Lisa: I'm sorry. Is this better?

Host: Yes, that's just fine. Now, what are your views on social networking?

Lisa: I think that, for some people, it's easier to make friends on social networking sites than it is in person. I mean, shy people or people who don't have the best social skills, like me. I've never had more than a couple of friends at a time in my life - away from the Internet, that is.

Host: I see. And how about on social networking sites?

Lisa: Right now I have over 50 friends there! It's an awesome way to make friends. But, of course, I mean that mainly for adults. It's not really great for children.



Host: What do you mean?

Lisa: As I understand it, psychologists think young children who spend too much time on social networking websites and, umm, (3) ------ their "real world" relationships can develop social problems. I mean, well, they might have problems (4) ------ with people offline.

Host: That is certainly something to keep in mind. We have time for one more person. How about you, young man? What's your name?

Daniel: It's Daniel.

Host: What's your point of view on online social networking?

Daniel: For me, it's all about the (5) ------. Social networking sites give me a chance to express myself. I love to share links to podcasts and blogs. I'm also into photography, and I'm always sharing great shots with my friends. I make and share cool videos, too. I really like hearing people's opinions about the things I create.

Host: So, you're very positive about it.

Daniel: Yes, but at the same time, I'm careful with it. For example, I never post anything that's rude or might give people a negative (6) ----- of me. You see, if I'm lucky, I'm going to be interviewed by a big advertising firm next month, and I don't want to hurt my chances of getting the job. And companies are checking social networking sites more often these days. You know, when hiring decisions are being made.

Host: That's very true. Thank you, Daniel, for sharing your views with us.







Spotlight:

The passive with get

We sometimes use get in the passive instead of be.

Lots of postmen **get bitten** by dogs. I'm always **getting chosen** for the worst jobs. Last week Laura **got moved** to another department.

Get is informal. We often use it for something happening by accident or unexpectedly.

In negatives and questions in the Present Simple and Past Simple, we use a form of do. The windows don't get cleaned very often. How did the painting get damaged?

We also use get in these expressions: get dressed/changed, get washed (= wash oneself), get engaged/married/divorced, get started (= start), get lost (= lose one's way). Emma and Matthew might get married. Without a map we soon got lost.

Put in get or got and the past participle of these verbs: break, change, divorce, hurt, lose

- If we're going out to the theatre, I'd better get changed
- 1 Daniel when he tried to break up a fight.
- 2 I know the way. We won't
- 3 You'd better wrap up the glasses, so they don't
- 4 They were only married a year before they



SPEAKING P56

Use the expressions you have learned about "connecting ideas formally" to talk about each of these products.

Apple iPhone 12	Pro Max			<
 Released 2020, November 13 228g, 7.4mm thickness iOS 14.1, up to iOS 14.2 128GB/256GB/512GB storage, no card sli 		ness 4.2	≁ 91% 5,957,325 HITS	512 BECOME A FAN
		₹.	۲	
	6.7" 1284x2778 pixels	12MP 2160p	6GB RAM Apple A14 Bionic	3687mAh
	E OPINIONS	COMPARE	PICTURES	\$ PRICES

Asus ROG GL551 🛸

Asus * Last Updated: 23rd December 2020							
Overview	Specs	Comparisons	User Reviews	i -			
+2		Photo Gallery	Key Spe	Display size 15.00-inch Processor Core i7 Hard disk 1TB Weight 2.70 kg	Display resolution 1920x1080 pixels RAM 8GB SSD No	(F) (F)	Touchscreen No OS Windows 10 Graphics Nvidia GeForce GTX 950M
	🗘 Noti	ify When Available			Market Status Released		



Find the right MacBook Pro for you.



MacBook Pro 13-inch model

Retina Display	13.3-inch ¹
Compute	Apple M1 chip
	Also available with Intel Core i5 or
	i7 processor
Memory	Up to 16GB ²
Storage	Up to 2TB ²
Battery Life	Up to 20 hours⁴
Keyboard and Trackpad	Backlit Magic Keyboard, Touch Bar, Touch ID, and Force Touch trackpad

PLAYSTATION 5	vs	XBOX SERIES X			
8x Zen 2 Cores at 3.5GHz (variable frequency)	CPU	8x Zen 2 Cores at 3.8GHz (3.6 GHz with SMT)			
10.28 TFLOPs, 36 CUs at 2.23GHz (variable frequency)	GPU	12 TFLOPs, 52 CUs at 1.825GHz, Custom RDNA 2			
16GB GDDR6/256-bit	MEMORY	16GB GDDR6			
448GB/s	MEMORY BANDWIDTH	10 GB at 560GB/s, 6 GB at 336GB/s			
4K UHD Blu-ray Drive	OPTICAL DRIVE	4K UHD Blu-ray Drive			
Custom 825GB SSD	INTERNAL STORAGE	1TB Custom NVMe SSD			
NVMe SSD Slot	EXPANDABLE STORAGE	1TB Expansion Card			

UNIT 7

LESSON 8



VOCABULARY P58

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advertising agency: a company that creates adverts for other companiesadvertising budget: the amount of money a company decides to spend on advertisingbrand awareness: how well people know a particular brand

brand loyalty: the degree to which people continue to buy from the same brand or company

buy and sell: often used to refer to the buying and selling of items between individuals

call to action: something that encourages someone to take a particular action, such as making a purchase or clicking a link on a website

celebrity endorsement: to have a well-known person promote a product

classified ads: small advertisements often put in a newspaper or magazine by individuals

to cold call: to call someone with the aim of selling something without them asking you to do so

commercial break: the short period during TV programmes when advertisements are shown

commercial channel: TV channels that make money from showing advertisements

to go viral: to quickly become extremely popular on the Internet through social media

junk mail: unwanted promotional leaflets and letters

to launch a product: to introduce a new product

mailing list: a list of names and contact details used by a company to send information and advertisements

mass media: large media outlets like TV, newspapers and magazines

niche product: a product that is aimed at a distinct group of people

to place an advert: to put an advert somewhere

press release: something written by a company for newspapers and magazines and websites to share and publish

prime time: the time during the viewing schedule when most people watch TV or listen to a broadcast

product placement: to advertise a product by using it as a prop in a TV show or film

sales page: a page specifically used to promote a product or service

to show adverts: to display adverts on TV

social media: websites that enable users to create and share content or to participate in social networking.



spam email: unwanted, promotional email

target audience: the people a company want to sell their product or service to

word of mouth: recommendations made by individuals to other individuals about a product of service.

A. Underline the words and phrases defined above.

Examiner: Are there any TV channels in your country that don't have adverts?

Loraine: No ... they're all commercial channels and show adverts all day long ... too many really ... and there's also a lot of product placement going on ... especially in soap operas where they place an item just behind the actors.

Examiner: Do you enjoy watching adverts on TV?

Karin: No ... not really ... I hate commercial breaks during a film ... it really spoils the flow ... and during prime time viewing they seem to squeeze even more ads in than usual ... celebrity endorsements also get on my nerves ... everyone knows they're only doing it because they're getting paid.

Examiner: What are the best ways for ordinary people to advertise something they want to sell in your country?

Marianne: The simplest way is to place an advert in something like the classified ads section of a local paper ... or there's the Internet of course ... there are lots of sites like eBay where you can buy and sell things online.

Examiner: What is it that makes an advert effective?

Spencer: Well ... when a company launches a product they have to consider the Internet ... especially how it can be used to spread the word on social media ... so in this context a video that goes viral is probably the most effective type of advert you could make.

Examiner: What are the advantages to companies of advertising on the Internet rather than <u>TV?</u>

Stelios: I'd imagine the main advantage is you can reach your target audience much more effectively ... if you bring out a niche product for example ... or you have a tight advertising budget ... you can advertise on particular sites that the people you want to reach visit ... that's not something you can do on TV.

Examiner: What things do advertising companies do that might give it a bad name?

Raol: For me the most irritating is cold calling ... we must get two or three of these every day at work ... then there's junk mail that gets posted through the letterbox ... and of course the online equivalent of this ... spam emails ... I think it's this kind of advertising that tends to annoy people.



SPEAKING P58

1. Discuss the questions in part A with your partner. (Use the words in Part A)

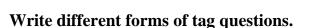
2. Talk together in pairs about the following topic.

Describe an advert you once saw that was very effective. You should say

- where this advert appeared
- when you saw it
- what it was advertising

and say why you thought it was so effective.





1. Do you smoke?

Negative Question:

Positive Tag Question:

Negative Tag Question:

2- Do you have children?

Negative Question:

Positive Tag Question

Negative Tag Question:

3. Is this good music?

Negative Question:

Positive Tag Question:

Negative Tag Question:

4. Do we have too much homework?

Negative Question:



Positive Tag Question:

Negative Tag Question:

5. Is this a good school?

Negative Question:

Positive Tag Question:

Negative Tag Question:



SPEAKING P60

Read these extracts on technologies of tomorrow and tell your partner how they can be used in everyday life.

THE INTERNET OF THINGS:

Since its creation, the top-most <u>IOT development</u> companies have been using this technology to improve productivity, management, and security processes. It is estimated that by the year 2020, almost a quarter of billion cares will get linked by the Internet, making them even smarter.

The IoT technology is eventually getting its pace and, as many of the reports suggest, in the near future, we are going to see IoT devices becoming more and more popular, for many general purpose computing tasks.

FACIAL RECOGNITION:

Your face is going to become your technology partner by the year 2020. This technology came into light when the <u>iPhoneX was launched with one of the best features- Facial ID</u>.

In the future, with the help of this technology, the software development companies will be using this technology for developing a series of applications. By 2020, you will be able to unlock your house, car, etc., with the help of facial technology.

AUTOMATION:

Along with Artificial Intelligence, Machine Learning, Robots, and Deep Learning, automation has moved quite ahead in the production lines. From packing the product boxes to delivering the items at the doors of the customers, automation seems to be one of the most awaited technologies of the year 2020.

Food, medical, beverage & customer service will also become further automated and streamlined by the time 2020 hits.

VIRTUAL REALITY AND AUGMENTED REALITY:

A few of the many industry sectors that are taking advantage of AR/VR technologies and exploring all options are the manufacturing healthcare and transport industry. The VR headsets today, are difficult to use since they require sensors and cables attached to a computer, however, these devices, too, are evolving, with the help of the mobile and wireless devices.

This evolution will allow businesses to build AR/VR features into larger & more holistic applications, creating a complete set of capabilities for more meaningful customer experiences.



LISTENING P60



Host: And these syndromes, as you call them - they're a relatively recent development, aren't they?

Dr. Byrne: Definitely. Such syndromes were nearly³......³...... in the early 1990s, before the......⁴...... of the Internet and the high-tech industry, and the⁵...... use of computers, cell phones, and other mobile devices. Since then, however, various technology-related stress syndromes have been identified. They're really quite common now, and people of all ages are suffering from them. It's really important to get the word out so that people can avoid these problems in the first place.

Host: Could you give us some examples?

Dr. Byrne: Well, one of these syndromes is texter's thumb. We're talking about an injury of the thumb caused by too much texting over a long period of time. The base of the thumb becomes painful. It hurts to use the thumb for texting, and it may also ache when you're not doing anything with it. My advice is to use other fingers, not the thumb, to type in text messages. I also recommend sending fewer and shorter text messages.

Host: That's great advice. I'd never heard of texter's thumb before.

Host: So, the syndromes are usually physical?

Host: Thanks, Dr. Byrne. And for more information, go to our website and click on our Health Watch link. And then turn off the computer!

wired world

a regimen

widespread

unheard of

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explosive growth

esonevbe leoigolondoot

carpal

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READING P61



Place a T on the line if you think the statement is <u>TRUE</u>. Place an F on the line if you think the statement is <u>FALSE</u>.

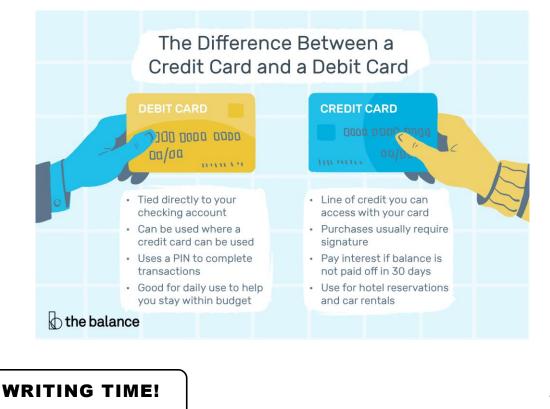
- 1. Having a closetful of designer brands, Karyn Bosnak decided to become a fashion blogger.....
- 2. Karyn started cyberbegging in order to keep her luxurious items of clothing.
- 3. The originality of Karyn's idea helped her collect the money.
- 4. Karyn's practice initiated cyber-begging.

Fill in the blanks using the words from the reading you just read!

- 1. It could hardly be said that Mrs. Bush had led a ______ or unproductive life.
- 2. He has always paid his own way and never asked me for a single _____.
- 3. "Can you lend me some money?" "Sorry, I'm"
- 4. Could I borrow ten ____?
- 5. If I last five years with no symptoms, I'll be
- 6. The museum received \$10,000 from an anonymous
- 7. The first thing I'm going to do is _____ my debts.
- 8. An annual to the magazine costs \$20.
- 9. She came out with some ______ about not having enough money to go and see her father who was ill.
- 10. Scientists ______ the point for hours without reaching a conclusion.
- 11. It's an issue that can be ______ from several perspectives.
- 12. She's really good at _____ our teacher's Scottish accent.
- 13. Fast-food restaurants are _____ all over town.
- 14. The judge told him: "Your attitude shows a/an_____ disregard for others."
- 15. It's common practice in the States to tip the hairdresser.
- 16. We can give you advice on how to improve your site _____ and generate sales.
- 17. Her critics say she is leading the _____ to disaster.
- 18. His mother _____ him for breaking the window.



Spotlight!





Imagine you are one of Karyn's imitators. Write a blog and ask people to spare a dime. (use at least 8 of the words in exercise #1).



READING P61



HARD DISK DRIVE TECHNOLOGY

A few years ago, a query about the health of a person's hard disk drive would have been met with a blank stare. Nowadays, almost everyone is aware of this remarkable electronic storage medium that is part of every modern computer, even though most users remain ignorant of the complexity of hard drive technology.

In the early days of computing, an information record of a computer' s memory content was kept on punched cards similar to the way in which an automated piano stores the keynote sequences on a piano roll. Later, magnetic tape was used to store electronic signals, and is still the favored means of economically backing up the contents of hard drives. However, accessing information sequentially stored on tape is slow since the electronic data must be input through a fixed head in a single pass.

Hard disk drives solve this problem by incorporating a spinning platter on which magnetic data can be made accessible via a moving head that reads and writes information across the width of the disk. It is analogous to the way in which a person can choose to play a particular track on a CD player by causing the arm to move the head across the disk. The CD player is, in fact, necessarily similar in design to a hard drive, although there are significant differences in speed of data access.

Most modern hard drives incorporate several platters to further reduce the time spent seeking the required information. Also, some newer drives have two heads; one for reading, and a second head for writing data to disk. This separation of tasks enables much higher densities of magnetic information to be written on the platter, which increases the capacity of the hard drive.

There are three important ways in which the capacity of hard disks has been increased. First, the data code itself has been tightened with express coding techniques. Second, as previously noted, the head technology has been improved; and third, the distance between the heads and the platters has been greatly reduced. It is hard to believe, but the head can be made to pass over the magnetized platter at distances of less than 1 micro inch (the width of a typical human hair is 5000 micro inches). This is achieved by means of a special protective coating applied to the platter. Each of these three improvements enables speedier access to the data.

Hard drives are more commonplace than tape recorders these days, but it must be remembered that they are much more fragile. Treated with respect they may last a number of years, but they are quite easily damaged, often with disastrous consequences for the user, whose precious data can become lost forever. Dropping a drive is almost always fatal, as is passing an incorrect electrical current through one (by faulty connection). Dust and even extremes of temperature can cause failure. Yet, no physical damage can ever result from



the input of data via the keyboard or mouse. Of course, over time the magnetized coating on the platters will erode, yet this is almost entirely independent of the amount of use.

There are serious questions being raised about the direction of the future of electronic storage media. Some researchers claim that it would be wiser to invest more time and money in setting up systems for streaming data across networks of computers from centralized banks of information storage. This would avoid the need for each personal computer user to have his or her own copy of a software program resident on a local hard drive. Personal data files could be kept at a central storage unit, and be suitably protected from disaster by a failsafe backup system.

As the Internet becomes ever more pervasive, and the speed of access to other machines increases across our telephone lines, it might be possible to do away with local storage systems altogether.

Glossary:

- backing up duplicating
- sequential(ly) in sequence (or one after the other)
- platter circular disk or plate
- Streaming data sending or broadcasting information as data



Questions 29 – 31

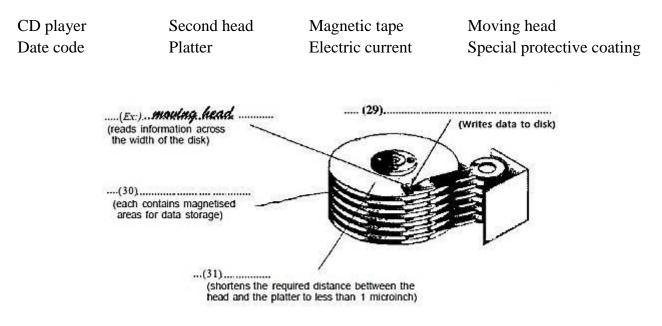
You are advised to spend about 5 minutes on Questions 29-31.

Refer to Reading Passage 29 "**Hard Disk Drive Technology**" and the diagram below. Choose from the words and phrases in the given list, and label the diagram with the correct name of each part of the hard drive.

Write your answers in boxes 29 - 31 on your Answer Sheet. The first one has been done for you as an example.

Note that you will not need to use every word or phrase in the list.

List of parts:



Questions 32 – 36

Refer to Reading Passage 29 "Hard Disk Drive Technology", and decide which of the answers best completes the following sentences. Write your answers in boxes 32 - 36 on your Answer Sheet.

The first one has been done for you as an example.

Example: Nowadays, hard disk drive technology is:

- A. less complex
- **B.** part of every modern computer
- C. expensive
- D. not difficult to understand

32. Magnetically-coated disks are one of many types of:

• A. sequential access information systems



- B. information storage solutions
- C. tape storage solutions
- D. CD players

33. Connecting a hard drive incorrectly usually:

- A. results in excess temperature
- B. erodes the magnetized material on the platters
- C. damages the keyboard or mouse
- D. destroys the drive

34. Keyboard or mouse use can easily cause:

- A. incorrect electrical currents
- B. the magnetized coating on the platter to wear out
- C. physical damage to the hard disk drive
- D. none of the above

35. In the future, a computer user might be able to access personal data files from:

- A. a central storage unit
- B. a local hard drive
- C. a software program
- D. the local bank

36. Centralized banks of storage information could:

- A. offer better protection of a user's data files
- B. stream data across telephone lines
- C. mean the end of local storage systems
- D. all of the above

Questions 37-40

You are advised to spend about 8 minutes on Questions 37 - 40. The following text is a summary of part of Reading Passage 29.

Complete each gap in the text by choosing the best phrase from the box below the summary.

Write your answers in boxes 37 - 40 on your Answer Sheet.

Note that **there are more phrases to choose from than are required**. The first one has been done for you as an example.

Hard disk drives are exceedingly complex and fragile pieces of equipment, but **(Ex:)** The cheapest way to store computer information is 37 However, it is slow to read back stored information in this way. 38 on the other hand, consists of one or

Unit 7 ,Lesson 8 🖽 75



- A. storage capacity
- B. on magnetic tape
- C. most computer users know that a hard disk drive is complex
- D. a CD player is faster than a disk drive
- E. A hard disk drive
- F. few computer users are aware of this
- G. in three ways
- H. cost
- I. increasing the size of the platters used
- J. size of the heads

Answer:

- 29. second head
- 30. platter
- 31. special protective coating
- 32. b
- 33. d
- 34. d
- 35. a
- 36. d
- 37. B
- 38. E
- 39. A
- 40. G

UNIT 8

LESSON A



VOCABULARY P62

Complete the sentences with the words from p. 62. More than one answer might be correct.

- 1. New people in the village always aroused our
- 2. We are still waiting for Jim to make up his mind. I wish he would be more
- 3. She was making a/an _____effort to give up smoking.
- 4. Science is a highly industry that has traditionally taken a very negative view of emotional expression.
- 5. The kids-only Internet service is a great ______which will help parents control their children's access to the Internet.
- 6. Jack is an intelligent pupil, but he lacks _____, which means he is not quite eager when it comes to studying.
- 7. There was no doubt about his _____ commitment to peace.
- 8. You'll need ______ and understanding if you're going to be a teacher.
- 9. Keen competition in the arts, crafts and trade made the Greeks an inventive and people.
 - SPEAKING P62



Look at the qualities mentioned for employees in three different companies.

Which one of these companies do you think is going to make more profit? Why?

- 1. Employees of "Davis and sons" company are determined disciplined impatient
- 2. Employees of "Taylor and sisters" company are knowledgeable --motivated -- indecisive
- 3. Employees of "Jamey and brothers" company are perceptive resourceful demotivated



SPEAKING P63



The woman's wallet is stolen. find the suspect(s). (use reduced relative clause)

Make at least 5 guesses.





SPEAKING P63

The murderer is in the crowd. can you point him/her out?







1. Samira

2. Alex

Well, I run my own small business. I think all business owners, especially small business owners, have to be pretty creative. I mean, we have to do everything. I do the work, answer the phones, take care of the accounts, whatever. And you know, there are so many _________(4) problems, and there's no one else to ________(5). I mean, I can't just ask my _________(6) poss for ________(6) your customers. Who are they? Where are they? How can you get to them? You also need to think creatively about the competition. How can you make your business services more attractive than what the competition has to offer? Well, it's certainly challenging, and I think it requires a lot of creativity.

3. Naomi







Spotlight

- 1. Communicate: to express your thoughts and feelings clearly, so that other people understand them
- > A baby communicates its needs by crying.

To communicate something to somebody

- 2. come in handy: to be useful:
- > This money will come in handy when we go on vacation.
- 3. get (one's) (own) way

To get or have what one wants; to have things done according to one's personal preference or desires.

- If Tommy doesn't get his way, he'll start having a tantrum that could last all night.
- Samantha always has to get her own way when it comes to dividing responsibilities for group assignments.

SPEAKING P64



- **1.** What is the relationship between creativity and the qualities mentioned in each question?
- 2. Describe a creative person whom you admire.

You should say:

- who this person is
- why you think he/she is creative
- how you know him/her

and explain why you admire this person so much.

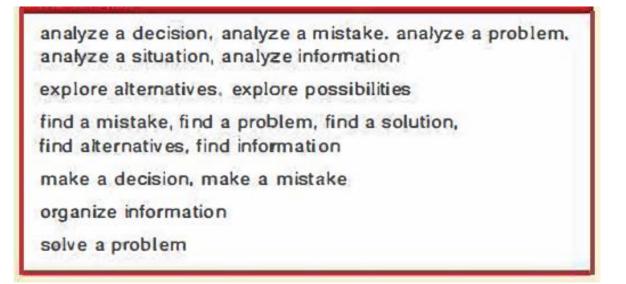
UNIT 8

LESSON B



SPEAKING P66

A. Put the phrases in the box in the correct column. Compare your answers with your partner.



Before making a decision	After making a decision



B. Comment on these pictures using the common expressions on page 66







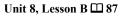


SPEAKING P67



Comment on pictures below using relative clauses as modifiers







LISTENING P68



1. Bill bowerman

Great ideas often begin with a passion. Bill Bowerman was a college track-and-field coach, and his passion was running. One of his ideas was this: The lighter the shoe, the faster a runner could go. He was so convinced that lighter shoes were key to speed that he decided to make shoes that were lighter than what was available. In the late 1950s, he <u>approached</u> established footwear companies with his ideas, but they weren't interested. Nonetheless, Bowerman wouldn't give up and continued making and <u>refining</u> shoes for his runners. One of those runners was Phil Knight. After graduating, Knight found a company that would produce Bowerman's shoe designs. In 1964, Bowerman and Knight formed their own company, and in 1972, the two started the Nike brand of running shoes.

2. Fred smith

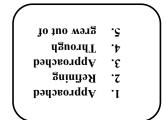
Sometimes good ideas <u>grow out of</u> frustration. When Fred Smith was a student at Yale University, he had some paperwork that he needed to have delivered across the country the next day. Smith was amazed to find out that overnight delivery was impossible. Why couldn't there be a reliable overnight mail delivery service? He decided to design one, and then he turned his design into a class project. His business professor gave him only a C for his efforts. However, Smith was not <u>through</u>. He refined the ideas in that class project and eventually turned them into one of the first and most successful overnight mail services in the world - FedEx.

A. Match 1-4 with their definition A-D.

3. approach	A. to improve an idea, method, system, etc. by making small changes
4. refine	B. having finished using or doing something
5. grow out of	C. to develop from something that happened or existed before
4. through	D. to speak to, write to, or visit someone in order to do something such as make a request or business agreement

B. Fill the gaps using the words in A.

- 1. She's been by a modelling agency.
- 2. Engineers spent many months _____ the software.
- 3. We've just _____ the bank for/about a loan.
- 4. I've got some work to do but I should be _____ in an hour if you can wait.
- 5. The new law ______ people's dissatisfaction with the election results.



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READING P69
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A. Match the words 1-8 with their definition.

1.	Carry a tune	A.	the world
2.	Globe	B.	to go with a person or vehicle, especially to make certain that he, she, or it leaves or arrives safely
3.	Patent	C.	to influence someone or something emotionally, or cause feelings of sympathy in someone
4.	Get-together	D.	the state of not being known to many people
5.	Escort	E.	not having the natural ability to be good at anything, or at a particular activity:
6.	Touch	F.	an informal meeting or social occasion, often arranged for a particular purpose
7.	Obscurity	G.	to be able to sing the correct musical sounds of a tune
8.	Untalented	H.	the official legal right to make or sell an invention for a particular number of years





Make a living : to make money make a killing : to make a lot of money very quickly laugh all the way to the bank : to make a lot of money easily







Spot light !

Roberto L. del Rosario (June 7, 1919 – July 30, 2003) was a Filipino entrepreneur who established Trebel Music Corporation (now defunct), a piano company in the Philippines. He was the patent holder of the Sing Along System, a type of karaoke system he developed in 1975.

A. Even though Daisuke Inoue was the person who invented Karaoke machine, Roberto L. del Rosario was the person who patented that.

- 1. Do you think What Rosario did was ethical? Discuss it with your partner.
- 2. If you were Daisuke Inuoe, what would you do?



ARE YOU READY FOR THE EXAM?



Check how well you have learnt unit 5-8.

- 1. Talk about different types of people you might meet at a party.
- 2. Talk about polite and impolite behavior in your city.
- 3. Report your last telephone conversation!
- 4. Talk about the last news story you read or heard!
- 5. How has technology changed our lives?
- 6. What qualities are needed in order to be a successful(job)?



VOCABULARY





<u>Unit 5</u>

Nouns	Expressions for reported speech	Additional vocabulary
Terms to describe behavior a compliment an insult bad form Adjectives Terms to describe behavior appropriate inappropriate normal offensive polite rude strange typical unusual	Statements He claimed that He explained that He promised to He told me that Commands or advice He advised me to He asked me to He encouraged me to He told me to He told me to He warned me not to Questions He asked me He wanted to know He wondered	amplify distracted exasperating infuriating pompous trademark trivial

VOCABULARY





C**

Nouns	Expressions	Additional vocabulary
	Storytelling expressions	
News events	Beginning a story	burnt to a crisp
epidemic	I'll never forget the time	defiant
famine	I've got to tell you about	get away with something
hijacking	It all started when	slam
kidnapping	That reminds me of when	smoke detector
natural disaster	Continuing a story	sunburn
political crisis	So later on	
rebellion	The next thing we knew .	
recession	What happened was	
robbery	Going back in a story	
scandal	I forgot to mention that	
	Meanwhile	
	The other thing is	
	The thing you have to know is	
	Ending a story	
	And in the end	
	So finally	
	To make a long story short	





<u>Unit 7</u>

Nouns	Adding information additionally	Additional vocabulary
Technology buzzwords app blog the cloud download podcast post spyware text virus Wi-Fi	furthermore Comparing or contrasting likewise nevertheless on the other hand similarly Emphasizing as a matter of fact in fact Giving an example	broke donor hate mail scold sob story subscription
Forms of communication banner ads billboards bumper stickers bus wraps crawls fliers infomercials pop-up ads spam telemarketing text messages voice mail	for example for instance Showing a result as a result therefore	

VOCABULARY



Qualities of creative people	Collocations for problem solving	Additional vocabulary
curiosity decisiveness determination discipline innovation knowledge motivation originality passion patience perceptiveness	analyze a decision analyze a mistake analyze a problem analyze a situation analyze information explore alternatives explore possibilities find a mistake	get-together in tune karaoke obscurity patent take something in stride
resourcefulness resourcefulness Qualities of creative people curious decisive determined disciplined innovative knowledgeable motivated original passionate patient perceptive resourceful	find a problem find a solution find alternatives find information make a decision make a mistake organize information solve a problem	



