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No.187

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EDITOR'S INTRO

How you learn English with *Learn Hot English* magazine

WHY ARE YOU LEARNING ENGLISH? TO GET A BETTER JOB, TO PASS AN OFFICIAL ENGLISH EXAM, TO TRAVEL, OR JUST TO COMMUNICATE IN ENGLISH? LEARN HOT ENGLISH MAGAZINE HELPS WITH ALL THIS.

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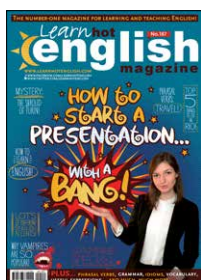
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Hi, and welcome to another issue of *Learn Hot English* – the fun magazine for learning English. This month, we're looking at how to start a presentation. Learn lots of useful phrases for beginning your talk. Plus, find out how to really impress the audience. As part of this, you'll learn about

7 ways to start your presentation with a bang! Of course, that's not all, and we'll also be looking at some useful words for talking about the morning, 12 useful expressions to use in a taxi, some typical mistakes, why vampires are so popular, ridiculous insurance claims, ugly cities and lots, lots more! Well, we hope you enjoy reading and listening to this issue of *Learn Hot English*. Have fun, learn lots of English and see you all next month!

Andy



AUDIO FILES

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PS Remember to sign up for our newsletter so you can receive lots of FREE language lessons, and find out what we're doing. Just visit our website (www.learnhotenglish.com) and enter your name and e-mail address in the box on the right-hand side of the page. Don't forget to check out the blog on our website: blog.learnhotenglish.com for free lessons and articles on how to learn English. Or "like" us on Facebook or Twitter (@LearnHotEnglish) so you can keep up with our latest news, or visit www.learnhotenglish.com and click on the button for "Telephone & Skype classes".



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World Facts

Computers, mobile phones, newspapers and tourism. Who leads the world?

by Patrick Howarth

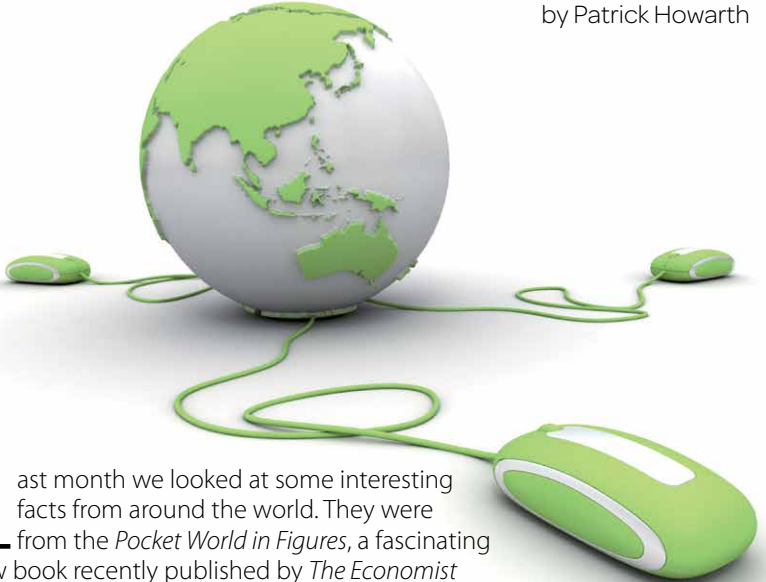
1 Pre-reading

ANSWERS ON PAGE 51

How much do you know about the world in the 21st century?

Do the quiz.

- Which country has the most computers per person?
 - the USA
 - Canada
 - Italy
 - Japan
- Which country has the most mobile phones per person?
 - the USA
 - the United Arab Emirates
 - Japan
 - Spain
- Which country sells the most newspapers per person?
 - the UK
 - Iceland
 - New Zealand
 - Russia
- Which country spends the most time eating and drinking every day?
 - Turkey
 - Spain
 - Thailand
 - France
- Which country has the greatest number of tourists a year?
 - the UK
 - Egypt
 - Greece
 - France
- Which country sleeps the most?
 - France
 - Morocco
 - Vietnam
 - Argentina



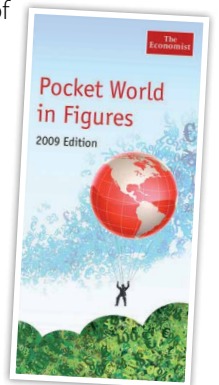
Last month we looked at some interesting facts from around the world. They were from the *Pocket World in Figures*, a fascinating new book recently published by *The Economist* magazine. This is the second part of a two-part series.

Which country do you think has the most computers per person? The Americans and Japanese seem to dominate in the world of technology. However, the Canadians are the **most likely** to own a computer, with 94.3 machines per 100 people, and Denmark has the highest number of **broadband** subscribers at 35.9 per 100 people. More surprising, however, is the United Arab Emirates, which has the highest proportion of mobile phone ownership: an **astonishing** 176.5 phones for every 100 citizens.

Name the world's most famous newspapers and you might think of *The Times* (UK), *The Washington Post* (USA), *El País* (Spain), *Le Monde* (France), *Corriere della Sera* (Italy) and *Pravda* (Russia). But which country do you think sells the highest number of daily newspapers? It's Iceland, at 821 per 1,000 people. Icelanders also have the highest **quality of life** according to the Human Development Index, scoring 96.8 out of 100, so all those newspapers must be good for them.

Which nationality spends the most time eating and drinking every day? No one **takes** their food and drink more **seriously** than the French, do they? Except perhaps the Spanish and the Italians. But in fact it's the Turks who spend the most time enjoying their meals, with 162 minutes per day spent eating and drinking on average.

What about the world's most popular tourist destination? It isn't Egypt with all those pyramids, or Greece with the beaches and beautiful islands, or even the UK whose historical buildings do attract many millions of holiday makers every year. In fact, most tourists go to France – nearly 82,000,000 in 2007 alone. France is also the **sleepiest** nation on Earth, with its citizens sleeping for 530 minutes (8 hours 50 minutes) a day. Looking after all those tourists must be extremely **tiring**. ☘



2 Reading I

Read the article once to check your answers.

3 Reading II

Read the article again. What do the numbers refer to?

- 94.3
- 35.9
- 176.5
- 821
- 162
- 530

4 Language focus Modal verbs

Look at this extract from the article, "...and you might think of *The Times* (UK),..." The writer has used a modal verb ("might"). See if you can correct the mistakes in the following sentences with modal verbs.

- I might to see her later.
- They not should do that.
- We can to do it later.
- Do you can swim fast?
- You don't must walk on the grass.

5 Discussion

- Which fact is the most/least surprising?
- Do you know any interesting facts about your country?

GLOSSARY

most likely *exp*
if something is "most likely" to happen, it will probably happen

to own *vb*
to possess

broadband *n*
a form of high-speed internet access

astonishing *adj*
surprising; incredible

quality of life *exp*
people with a high "quality of life" live in a place with good healthcare, top-quality education, etc.

to take something seriously *exp*
if you "take something seriously", you treat it with care and consider it to be important

sleepy *adj*
if you are "sleepy", you are tired. A "sleepy" nation is one whose citizens sleep a lot

tiring *adj*
if something is "tiring", it makes you feel "tired" and you want to sleep

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THE NAME GAME

THIS IS ANOTHER PART IN OUR SERIES ON FAMOUS NAMES WITH MEANING. MORE NEXT MONTH.

STORY TIME

Jokes, anecdotes and stories as told by native English speakers.



Doris Day (US actress)
THERE ARE 7 "DAYS" IN THE WEEK.
"What day is it today? Oh, that's right, it's Friday!"



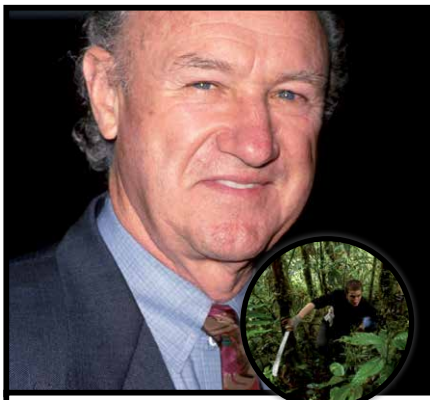
Donna Summer (US singer)
THERE ARE FOUR SEASONS IN A YEAR: AUTUMN, WINTER, SPRING AND "SUMMER".
"I love the summer, although it's very hot and sticky in the city."



LazyTown (Icelandic children's programme)
IF YOU ARE "LAZY", YOU DON'T LIKE TO WORK.
"He just sits at home all day doing nothing - he's so lazy."



Alec Baldwin (US actor)
SOMEONE WHO IS "BALD" HAS NO HAIR.
"Can you see that elderly, bald man over there? He's my dad."



Gene Hackman (US actor)
IF YOU "HACK" SOMETHING, YOU CUT IT WITH REPEATED IRREGULAR CUTS.
"They tried to hack their way through the jungle."



Sigourney Weaver (US actress)
TO "WEAVE" IS TO MAKE CLOTH/FABRIC BY JOINING PIECES OF THREAD.
"Bob was weaving while his brother was cooking."

Cold Cream

Little Johnny is watching his dad gently **rub cold cream** on his face. "Why are you doing that, dad?" he asks. "I'm doing it to make daddy look even younger and more attractive," he says. A few minutes later, dad starts carefully **removing** the cream with a **tissue**. "What's the matter, dad?" ask Little Johnny. "Are you **giving up**?"



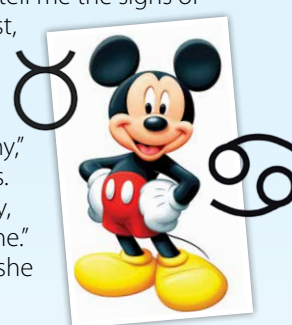
Business Meeting

It's half past ten and Laura wakes up. She's late for work, and a meeting. So, she gets dressed, has her breakfast and goes to catch a taxi. Eventually, she **gets to** the office and goes into the meeting room. "You're late!" the financial director says. To which Laura replies, "Oh, sorry. Did I **miss** something?"



Sign of the Zodiac

A teacher is talking about the signs of the zodiac to his pupils. "Now boys and girls," he says, "who can tell me the signs of the zodiac. You first, Tommy." "Taurus the bull," Tommy says. "Very good, Tommy," the teacher replies. "Right, now, Nancy, you do another one." "Cancer the crab," she says. "Perfect!" says the teacher. "Harry, you have a turn." "Erm, I don't know, sir," Harry says, looking extremely worried. "Come on!" the teacher says. "Oh, OK," Harry responds. "Mickey the mouse." 🐭



GLOSSARY

- to rub** *vb*
if you "rub" cream on a surface, you put the cream on the surface firmly and with friction
- cold cream** *n*
a substance for making your skin soft and clean
- to remove** *vb*
if you "remove" cream, you take/clean it off
- a tissue** *n*
a soft, absorbent piece of paper used for cleaning
- to give up** *phr vb*
to stop doing something; to stop trying to achieve something
- to get to** *exp*
to arrive at
- to miss** *vb*
if you "miss" a meeting, you don't/can't go to it



How to fight with conkers!



ARE THERE ANY UNUSUAL SPORTS OR GAMES FROM YOUR COUNTRY? IN THE AUTUMN, THE ENGLISH LIKE TO PLAY CONKERS.

A conker is the **seed** of a horse-chestnut tree. It's small, round, dark brown in colour, and perfect for conker fights. A conker fight is simple, but the preparation can be complicated. First, you need to find a good, strong conker. Then, you need to put a hole in it. You can do this with a **drill**. Next, you place a piece of string through the hole and tie a **knot** at one end. Now, your conker is ready for a conker fight.

Fighting with conkers is great fun. You and your opponent stand facing one another with your conkers ready. Then, you take turns trying to hit one another's conker. Each player holds their conker and fires it at their opponent's conker. The objective of the game is to break the other person's conker – which is usually achieved by hitting it as **hard** as you can. The game is popular amongst

schoolchildren, but many adults play too. There's even an annual conker competition: The World Conker Championships. It's **held** every year on the second Sunday in October in the ancient **market town** of Oundle (Northamptonshire). There are two categories: The Men's Competition and the Ladies' Competition. British men have won every year except 1976 when Mexican Jorge Ramirez won the Men's Competition final, and in 1998 when Helmut Kern of Germany won. British women have won every year except for 2000 when Selma Becker of Austria took the title, and in 2001 when Frenchwoman Celine Parachou won. Other famous festivals include the Poulton International Conker Festival, which takes place in Gloucestershire.



Michael Palin

Conkers have been in the news a lot recently. In 2004, one **headmaster** told his pupils they would have to wear **goggles** if they wanted to play. He was worried about possible injuries. Several other schools **banned** conker fighting. In 1993, ex-Monty Python actor Michael Palin was **disqualified** from a conker competition for **cheating** (he had **baked** his conker and **soaked** it in vinegar - typical methods for **hardening** your conker). Some argue that "artificially" hardening your conker is against the spirit of the game. Others say it's a valid tactic. So, will you be playing conkers this season? ❖

For more information on the World Conker Championship, visit: [http:// www.worldconkerchampionships.com](http://www.worldconkerchampionships.com)

GLOSSARY

- a seed** *n*
the part of a plant from which other plants grow
- a drill** *n*
a tool for making holes in things
- a knot** *n*
if you tie a "knot" in a piece of string, you pass one end of it through a loop and pull it tight
- hard** *adv*
if you hit something "hard", you use a lot of force to hit it
- to be held (in a place)** *exp*
if an event is "held" in a place, it happens there
- a market town** *n*
the main town in an agricultural area – usually one where a market is regularly held
- a headmaster** *n*
the male director of a school
- goggles** *n*
special glasses to protect your eyes
- to ban** *vb*
to prohibit
- to disqualify** *vb*
if you are "disqualified" from a game/competition, you cannot compete in it
- to cheat** *vb*
to do something dishonest in a game/competition
- to bake** *vb*
to cook in an oven (an electrical appliance for cooking food)
- to soak** *vb*
if you "soak" something in a liquid, you put it in that liquid for a period of time
- to harden** *vb*
to make harder. "Hard" is the opposite of "soft"

USEFUL VOCABULARY

THIS IS ANOTHER PART IN OUR SECTION ON USEFUL VOCABULARY.
THIS MONTH: THE MORNING. ANSWERS ON PAGE 51

1 Match the words

Match the words below to the pictures.

1. Alarm clock
2. Shower
3. Breakfast
4. A cup of coffee
5. Newspaper
6. Orange juice
7. A jog
8. Exercise
9. Cereal
10. Toast



2 Wordsearch

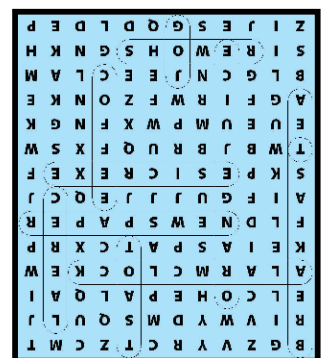
Now find these words in the wordsearch.

- | | |
|--------------|-----------|
| alarm clock | shower |
| breakfast | coffee |
| tea | newspaper |
| orange juice | jog |
| exercise | cereal |
| toast | |



3 Guess the word

Think of ways to describe the words above. See if your partner can guess the word from the clues.



USEFUL VERBS & EXPRESSIONS

THIS IS ANOTHER PART IN OUR SECTION ON USEFUL VERBS AND EXPRESSIONS.
THIS MONTH: THE MORNING.

WAKE UP

IF YOU "WAKE UP", YOU STOP SLEEPING.



I WOKE UP AT 6 AM.

SWITCH OFF THE ALARM CLOCK

IF YOU "SWITCH OFF" THE ALARM CLOCK, YOU STOP IT RINGING (MAKING A NOISE).



COULD YOU SWITCH OFF THE ALARM CLOCK?

GET UP
TO LEAVE YOUR BED.



COME ON!
IT'S TIME
TO GET UP.

HAVE A SHOWER

TO WASH YOURSELF IN THE SHOWER.



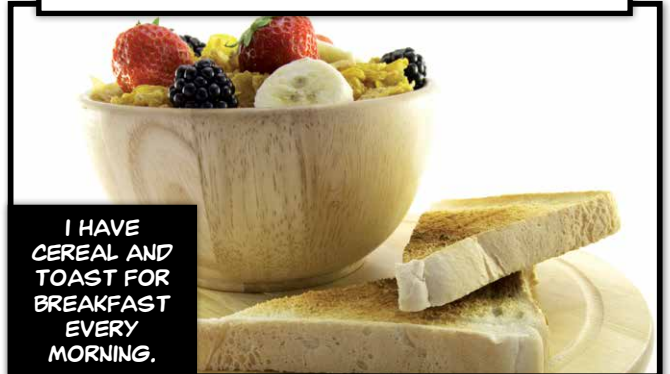
I HAVE A SHOWER EVERY MORNING.

GET DRESSED
TO PUT ON CLOTHES.



I CAN GET DRESSED IN TWO MINUTES.

HAVE BREAKFAST
TO EAT FOOD IN THE MORNING.



I HAVE CEREAL AND TOAST FOR BREAKFAST EVERY MORNING.

HAVE A COFFEE / A CUP OF TEA / SOME ORANGE JUICE
TO DRINK COFFEE / TEA / ORANGE JUICE, ETC.



I USUALLY HAVE A COFFEE AND SOME ORANGE JUICE IN THE MORNING.

READ THE NEWSPAPER
TO LOOK AT THE NEWSPAPER AND TO READ THE STORIES, ETC.



I LIKE TO READ THE NEWSPAPER IN THE MORNING.

How Walt created Disney!

1 Pre-reading

Look at the cartoon characters below. Which ones belong to Disney?



2 Reading I

What do you know about Walt Disney? Write down as many things as you can in one minute. Then, read the text to check your ideas.

3 Reading II

Read the text again and choose the correct answers.

1. He had night classes at the **Chicago / New York** Art Institute.
2. He drew cartoons for the school **magazine / newspaper**.
3. He worked for a time as **an ambulance driver / a fire engine driver**.
4. His first company **was / wasn't** successful.
5. He won an Academy Award for Mickey Mouse in **1922 / 1932**.
6. Disney **liked / didn't like** the Hollywood lifestyle.

4 Language focus The Past Simple

Look at this extract from the article: "But art wasn't Disney's only passion." We use "was/were" as the past tense of the verb "to be". Complete the sentences below with the correct form of the verb "to be". Use the past tense.

1. It _____ really cold yesterday.
2. I _____ (not) sure what to buy.
3. _____ you at home yesterday afternoon?
4. _____ it the right colour?
5. They _____ (not) happy about the results.

5 Discussion

1. What's your favourite Walt Disney cartoon character?
2. What's your favourite Disney film? Why do you like it?
3. Do you know about any other inspirational business people? Who? What makes them inspirational?

Disney films are full of magical storylines, heroic characters and happy endings. In reality, this positive attitude helped to make the Disney Empire the worldwide success it is today. But how did it all start?

Walt Disney was always passionate about art. As a child, he often drew animals, and at school he entertained his friends by telling them stories and using the blackboard to draw illustrations. By the time he was in high school, Disney had decided to become an artist. He took night classes at the Chicago Art Institute and was soon chosen to be the cartoonist for the school newspaper.

But art wasn't Disney's only passion. He was also extremely patriotic. In the school newspaper, he often drew cartoons supporting America's involvement in World War I. He left school at sixteen (before completing his studies) to join the army. However, he was rejected because he was too young. At the time, he wasn't sure what to do. He worked as an ambulance driver for a while, but eventually decided to follow his dream of becoming a cartoonist.

The first company he created, *Laugh-O-Grams*, went bankrupt. But the young artist was positive about his abilities and moved to Hollywood to start again. He soon impressed the cartoon industry with his creativity. This encouraged him to draw new cartoons, which included his most famous creation, Mickey Mouse. Disney became very proud of this character and once said, "I love Mickey Mouse more than any woman I've ever known."

Disney soon became a Hollywood celebrity. In 1932 he won a special Academy Award for the creation of Mickey Mouse. He also created new characters such as Donald Duck, Goofy and Pluto. But he had a rival. Max Fleischer's cartoon creations (including Betty Boop) were also very popular with audiences. However, Walt Disney wasn't worried about this. "I have been up against tough competition all my life," he said, "I wouldn't know how to get along without it."

Soon after, he started making cartoon films. His first motion picture, *Snow White and the Seven Dwarfs*, was an instant hit. But this was just the start. He made many more successful films including classics such as *Cinderella*, *Sleeping Beauty* and *Peter Pan*. But Disney didn't like the Hollywood celebrity lifestyle. For him family was more important and he always found time to see his wife Lilly and their two daughters. "A man should never neglect his family for business," he once said.

These days, the Walt Disney Company is a huge empire with theme parks, TV networks and film production companies, but still with the little mouse as its mascot. Disney's story is inspirational for us all. As he once said, "All our dreams can come true, if we have the courage to pursue them." ✨



Walt Disney

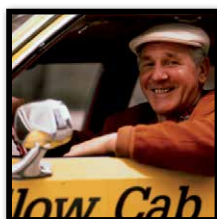
Animator, director, film producer and voice actor. Winner of 26 Oscars. Born 5th December 1901. Died 15th December 1966.

A MOUSE MADE MY DREAMS COME TRUE.

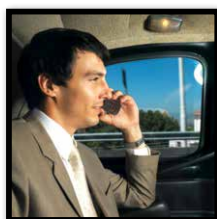
Vocabulary



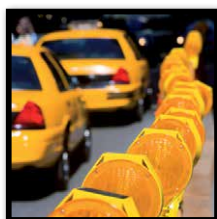
Taxi (cab); cab



Driver



Passenger



Taxi rank



Fare (taxi fare)



Meter



Boot ("trunk" in US English)



Luggage



Back seat



Passenger seat



Sat-Nav system



Traffic light

Useful Expressions

What you say

- I'd like to go to Station Hotel, please.
- Is there a supplement to pay from the airport?
- Could you help me with my luggage, please?
- Could you open the windows, please?
- Could you turn up the air conditioning, please?
- Is the traffic bad at this time of the day?
- How much is it, please?
- Keep the change.

What you hear

- Where would you like to go?
- Shall I drop you off just here?
- That's 14 pounds fifty, please.
- Would you like a receipt?

Mini-dialogues

- **A:** Hi, I'd like to go to the airport, please?
- **B:** Which one?
- **A:** Gatwick.

- **A:** Shall I put your bags in the boot?
- **B:** No, that's OK. I'll just keep them with me here, thanks.

- **A:** Will it take long?
- **B:** It depends on the traffic. At this time of the day, traffic's usually a bit slow.

- **A:** Just drop me off here, please.
- **B:** OK ☺

Dialogue

IN THIS DIALOGUE, TRISH IS IN A CAB.

- Taxi driver:** Afternoon.
Trish: Hi, I need to get to the National Museum of Art.
Taxi driver: Sure. Hop in.
Trish: Is it far?
Taxi driver: Not really, but if the traffic's bad, it can be a bit slow.
Trish: I've got a meeting in ten minutes.
Taxi driver: We should be OK.
Trish: By the way, have you got change for a 50-euro note?
Taxi driver: Yeah, I think so. So, is it your first time in the city?
Trish: Yes, I'm here for a conference.
Taxi driver: Very nice. That's the Museum of Science on the right.
Trish: Oh, OK.
Taxi driver: And that's the parliament building over there.
Trish: Oh, right. That's the museum, isn't it?
Taxi driver: Yes, it is. That was quicker than I expected. Do you need a receipt?
Trish: No, that's OK. Thanks.
Taxi driver: That'll be €6 twenty, please.
Trish: Here you are.
Taxi driver: Thank you very much.
Trish: Bye. ☺



FUNCTIONAL LANGUAGE

The life and times of Patrick Swayze.

THIS MONTH: E-MAILS



Punctuation

- @ = at = amy@yahoo.com
- "." = dot = ben@gmail.com
- "-" = hyphen = nigel-bates@hotmail.com
- "_" = underscore = peter_jones@yahoo.com

Things to do with an e-mail

- Send an e-mail.
- Receive an e-mail.
- Reply to an e-mail.
- Delete an e-mail.
- Forward an e-mail.
- Attach a document to an e-mail.
- Open an e-mail.
- Close an e-mail.



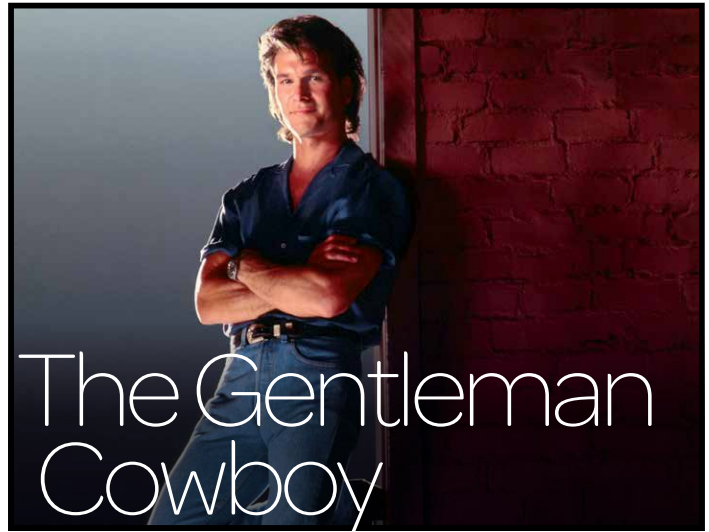
Things you say

- Could you send me that e-mail, please?
- Did you get the e-mail I sent you?
- Did you open the e-mail attachment?
- Could you send the e-mail again, please?
- Forward it to everyone on the list.
- You forgot to attach the document.

Dialogue

IN THIS DIALOGUE, BRIONY AND AARON HAVE JUST MET.

Briony: Well, that was great to finally meet you.
Aaron: Likewise. We must keep in touch.
Briony: Could I get your e-mail address, please?
Aaron: Sure. I'll give you my personal one, it's aaron77@yahoo.com
Briony: Let me just get a pen.
Aaron: Here you are. [He gives her a pen.] It's aaron77@yahoo.com
Briony: Is that all lowercase?
Aaron: Yes. And your e-mail address?
Briony: It's brion_89@gmail.com
Aaron: Sorry, what was that number again?
Briony: Eighty nine. Underscore, eight, nine.
Aaron: Great. I'll send you those documents as soon as I get back to the office.
Briony: Fantastic. Speak soon.
Aaron: Bye. ✪



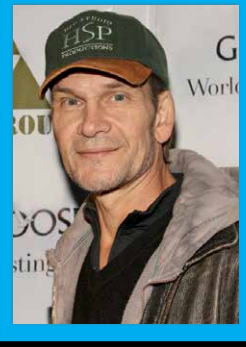
His biggest films were *Dirty Dancing* and *Ghost*. He was known as the gentleman cowboy, but Patrick Swayze **passed away** at the age of just 57.

Swayze's **big break** came in 1987 with the film *Dirty Dancing*. It was a **low-budget film** and was almost **scrapped** at one point. However, it eventually became a big **hit** that generated \$64 million at the US **box office** and \$214 million worldwide. In the film, Swayze played dance instructor Johnny Castle who starts a romance with 17-year-old New Yorker Frances "Baby" Houseman (played by Jennifer Grey). In real life, dance was always important for Swayze. His mother owned a dance studio in Houston (Texas) and he learnt to dance at an early age. Swayze met his future wife, Lisa Niemi, at his mum's dance studio.

Swayze's next big film was *Ghost* (1990). In the movie, Swayze plays the part of a ghost who tries to protect his **fiancée** (played by Demi Moore). It was an even bigger hit, taking more than \$505 million worldwide. In March 2008, Swayze announced that he had pancreatic cancer. However, he continued filming a new cable television series, playing an FBI agent on *The Beast*. He eventually died on 14th September at his home in Los Angeles. Demi Moore said of Swayze, "Patrick you are loved by so many and your light will forever shine in all of our lives." Whoopi Goldberg, who won an Oscar for Best Supporting Actress in *Ghost*, said, "Patrick was a really good man, a funny man and one to whom I **owe** much that I can't ever repay." And Jennifer Grey said, "**Gorgeous** and strong, he was a real cowboy with a **tender heart**." ✪

Patrick Wayne Swayze

Actor, dancer and singer-songwriter. Born 18th August 1952(1952-08-18) in Houston, Texas. Died 14th September 2009 in Los Angeles, California. Famous quotes from his films: "Pain don't hurt!" (*Road House*); "Nobody puts Baby in a corner!" (*Dirty Dancing*).



GLOSSARY

- to pass away** *phr vb*
to die
- a big break** *n*
an opportunity to become famous
- a low-budget film** *adj*
a film that is produced with very little money
- to scrap** *vb*
if you "scrap" something, you abandon any plans you had for it
- a hit** *n*
a very successful film/song, etc.
- the box office** *n*
the "box office" refers to the amount of money a film receives from ticket sales in the cinema
- a fiancée** *n*
a woman who someone is going to marry
- to owe** *vb*
if you say that you "owe" someone something, you are grateful to that person because they have helped you
- gorgeous** *adj*
really nice; lovely; kind; wonderful
- a tender heart** *exp*
someone with a "tender heart" is very kind and nice



DR FINGERS' ERROR CORRECTION CLINIC

IN THIS SECTION, DR FINGERS IDENTIFIES AND CORRECTS TYPICAL ERRORS.



1 Activity

ANSWERS ON PAGE 51

Read the sentences, find the errors and correct the sentences. Then listen to the CD to check your answers. Good luck!

- I went to the shop in Monday.
I went to the shop on Monday.
- We met at the morning.
- We had dinner in Valentine's Day.
- I was there since 9 am to 4 pm.
- We were there during six hours.
- I will go there at May.

LISTENING



Helping Out

A friend in need is a friend indeed.

1 Pre-listening

ANSWERS ON PAGE 51

Read about the problems. How would you help these people? Think of one idea for each problem.

- A friend has just had twins.
I would buy her some baby clothes.
- A friend is looking for a new job.
- A friend had an argument with his flatmate.
- A friend is moving house.
- A friend is feeling ill this week.
- A friend wants to set up a new business.

2 Listening I

Listen once. How are the people who speak going to help their friends?

3 Listening II

Rearrange the words to make sentences. Then, listen again to check your answers.

- works / in / a / she / big hotel
- helping / her / I'm / with / babies / the
- my / new job / friend / is / for / a / Bob / looking
- thinking / abroad / to work / about / going / he's
- he's / a few days / my house / staying / for / at
- always / they're / arguing
- we're / boxes / things / in / packing
- a bit / feeling / she's / this week / ill
- restaurant / she / a / to open / wants
- some / designing / her / business cards / for / I'm

4 Language focus Indefinite pronouns

Look at this sentence from the conversation: "He hasn't got anywhere to live." "Anywhere" is an indefinite pronoun. There are many useful indefinite pronouns in English:

- People:** someone / somebody / anybody
- Places:** somewhere / anywhere
- Things:** something / anything

Complete the sentences with the correct indefinite pronouns.

- I want to talk to you about _____.
- Do you know _____ who can speak French?
- We need to put this painting _____ in the house.
- I couldn't find my glasses _____.
- _____ telephoned you last night.
- We haven't got _____ to eat. Shall we go to a restaurant?

5 Discussion

- When was the last time you helped a friend? What did you do?
- Are any of your friends having difficulties right now? What's the problem?
- When was the last time someone helped you? What did they do?

The section that makes grammar easy, interesting, and fun.



GRAMMAR FUN

THIS MONTH, WE'RE LOOKING AT THE

Present Continuous

We form the Present Continuous with the verb *to be* + a verb ending in *-ing*. We often use the Present Continuous for actions that are in progress at the moment of speaking. For example:

- a) It's raining.
- b) I'm working.

We can also use the Present Continuous to describe temporary situations. For example:

- a) I'm living with my parents for a while. (I usually live on my own.)
- b) She's working in Paris this week. (She usually works in London.)

And we can also use it to talk about things that are in the process of changing. For example:

- a) Unemployment is falling.
- b) House prices are rising.

However, there are some verbs that are not usually used with the Present Continuous. These include verbs to describe mental or emotional states, such as *believe, like, love, hate, know, prefer, recognise, feel, remember, understand, want*, etc.). For example, we say, "I understand it," NOT, "I am understanding it."

Other verbs that aren't used with the Present Continuous include communication verbs (*agree, disagree, mean, surprise, promise*), sense verbs (*hear, see, smell, sound, taste*) and permanent state verbs (*be, belong, consist, fit, owe, own, possess*). For example, we say:

- a) I agree with you. (NOT, I am agreeing with you.)
- b) It smells nice. (NOT, It is smelling nice.)
- c) She owns three houses. (NOT, She is owning three houses.)
- d) I promise I'll do it. (NOT, I am promising I'll do it.)

However, there are exceptions to the rule. Some of those verbs can be used to describe a temporary state. For example:

- a) I'm feeling a bit ill. (temporary state)
 - b) You're being silly. (temporary state)
- Or they can be used to describe an action. For example:
- a) The cook is tasting the food.
 - b) I'm thinking about it.

And then, of course, there are always people who like to break the rules. Do you remember the McDonald's slogan, "I'm loving it!"?



ANSWERS ON PAGE 51

1 Exercise

What's the difference between these two questions?

1. What are you doing?
2. What do you do?

Now complete the sentences with the correct form of the verbs in brackets. Use the Present Continuous.

1. They (**play**) _____ on the computer.
2. We (**talk**) _____ to him about it right now.
3. She (**make**) _____ a copy of the CD.
4. He (**not work**) _____ very much these days.
5. Food prices (**rise**) _____ rapidly.
6. I _____ (**not feel**) very well this morning.



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Shrouded in Mystery

The intriguing story of the Shroud of Turin.

1 Pre-reading

What do you know about these Biblical relics/artefacts? Do they exist? Where are they?

- a) Noah's Ark
- b) The Robe of Jesus Christ
- c) The Holy Grail
- d) The two stone tablets with the 10 Commandments on them
- e) The Ark of the Covenant
- f) The Shroud of Turin



2 Reading I

Read the questions below and try to answer them. Then, read the text to check your answers.

1. Whose image is on the Shroud of Turin?
2. Where is the Shroud of Turin kept?
3. What questions surround the authenticity of the shroud?

3 Reading II

Read the article again. Then, match the sentence halves.

1. Secondo Pia took a photo of the shroud in...
 2. When he saw the results, he almost...
 3. The Pope declared that the image was authentic in...
 4. Pia's name was cleared when another photographer took a photo of the shroud...
 5. A group of scientists tested the shroud with carbon-dating methods in...
 6. Some believe the image was painted during...
- a. ...1958.
 - b. ...1988.
 - c. ...1898.
 - d. ...dropped the photo.
 - e. ...thirty years later.
 - f. ...the Middle Ages.



Religion and science can rarely agree on anything. And the Shroud of Turin is no exception to the rule. Is it a religious miracle, an elaborate hoax or just a painting by a medieval artist? No one is sure.

The Shroud of Turin is an ordinary-looking piece of cloth about 4.4 by 1.1 metres. But it holds an astonishing secret. In daylight, there isn't much to it, but photographs of the shroud have revealed something incredible. And it's all thanks to an amateur photographer called Secondo Pia. In 1898, Pia took a picture of the shroud. He wasn't expecting anything special, but when he saw the results, he almost dropped the photo. On one of the negatives there was a clear outline of a man with a moustache and beard. And the man looked just like Jesus Christ. But how did the image get there?

Many believe the shroud was the cloth that covered Jesus after he had died. And while the cloth was resting over his dead body, his image was imprinted on it. In 1958, the Pope declared that the image was the face of Jesus Christ. And now, the Shroud of Turin is kept in the royal chapel of the Cathedral of St John the Baptist in Turin, Italy. For many, it is one of the most important religious artefacts of all time. But not everyone is convinced of its authenticity.

When Pia first announced his discovery, he was accused of forgery. Thirty year later, his name was cleared when professional photographer Giuseppe Enrie took another photo which produced the same results. But although the photographic evidence was undeniable, some believed the shroud was a painting intended to resemble Jesus. Scientists have since conducted tests to get to the bottom of the mystery. One scientist claimed to find traces of paint on the shroud, but many others are convinced the shroud was not hand painted.

In 1988 a group of scientists was allowed to test a sample of the cloth. They used carbon dating to determine when it was created. The results showed that the shroud was from the Middle Ages. However, this wasn't the end of the story. Since then, scientists have found evidence that the sample used for the carbon dating was not part of the shroud's original cloth. And further tests seemed to show that the oldest part of the shroud could well date back to the time of Christ. But that still isn't enough for some.

In 2009, a British television channel documentary claimed the Shroud of Turin had been painted by Leonardo da Vinci. Artist Lillian Schwartz was convinced that the image on the shroud was actually Da Vinci's face, not Christ's. Schwartz used computer scans to prove that the face had the same dimensions as Da Vinci's. American professor Larissa Tracy agreed with the theory. "Da Vinci had all the skills to create an image like the shroud," she said in the documentary. However, Professor John Jackson argues that "there is no evidence whatsoever that Leonardo was involved in the shroud". It seems that we are still a long way from understanding the Shroud of Turin. A religious miracle or an elaborate hoax? We may never know. 🌟

Consumed Consumer

Angry passenger gets his revenge.

1 Pre-reading

ANSWERS ON PAGE 51

Look at words from the story. What do you think the article is about?

airline, revenge, flight, guitar case, song, YouTube, musician, compensation

2 Reading I

Now, read the article to check your ideas.

3 Reading II

Read the article again and complete the information.

- Name of the musician:
- Flight from: _____ to _____
- Damaged property:
- Airline concerned:
- Compensation:
- Carroll's response/action:

4 Language focus Verbs + prepositions (for)

Look at this extract from the article: "Carroll asked the airline for compensation." We use the preposition "for" with the verb "ask". There are many other verbs that go with the preposition "for". Complete the sentences (1 to 5) with the correct verbs from below.

applying, searching, looking, waiting, apologise

- I'm _____ for my bag. Have you seen it anywhere?
- We have been _____ for you for one hour.
- I'd like to _____ for my bad behaviour last night.
- She is _____ for the job.
- The police are _____ for the escaped prisoner.



5 Discussion

- Do you think Dave Carroll did the right thing? Why? Why not?
- What would you have done in this situation?
- Have you ever been treated "badly" by an airline? What happened?



Have you ever had a problem with an airline? Dave Carroll did, but he **got his revenge**.

It all started with a trip on a United Airlines aeroplane. Musician Dave Carroll **booked a flight** from Halifax (Nova Scotia, Canada) to Omaha, Nebraska (USA), with a change of plane at Chicago. Things seemed to be fine, but then half-way through the flight something happened. "We were sitting at the back of the plane with the band, and a woman who didn't know we were musicians **yells** out, 'Oh, my God! They're throwing guitars outside,'" Carroll, 41, explained. On looking outside, Carroll could see **baggage handlers hurling** the guitars into the air and letting them fall onto the **baggage trolley**. Carroll later discovered that his \$3,500 acoustic guitar was severely **damaged**, despite being in a hard **case**.

Carroll asked the airline for compensation. He thought it would be a **mere formality**, but it turned into a **long, drawn-out process**. There were countless phone calls, fax messages and e-mails between Carroll and the airline. At one point, Carroll was transferred by customer services from Chicago to New York to India and then back again. "They didn't **deny** the experience occurred, but for nine months the various people I communicated with put the responsibility for dealing with the damage on everyone other than themselves. Finally, they said they would do nothing to **compensate** me for my loss."

So, what was he going to do? The answer soon came to him. "I realised then that as a songwriter and travelling musician I wasn't without options. So, I decided to write three songs about my experience with United Airlines and make videos for each to be viewed **online** by anyone in the world." Shortly afterwards, Carroll wrote and produced the song *United Breaks Guitars* and **posted it on** YouTube. Friends dressed up as **flight attendants** and musicians appear in the video. Volunteer fire-fighters took on the **roles** of baggage handlers, who are shown playing **catch** with the guitar case. Incredibly, the song was a big hit. And now Carroll is filming footage for the second song in the series of three. Consumer revenge, it appears, is best served on YouTube! 🌟

United Airlines

Incredibly, the bad publicity from the videos sent United's share price down. Finally, the airline offered Carroll his compensation, but Carroll declined to accept it. Eventually, the airline gave the money to charity. A spokeswoman for the airline tweeted on Twitter that she liked the video, "It is excellent, and that is why we would like to use it for training purposes so everyone receives better service from us."



GLOSSARY

- to get your revenge** *exp*
to do something bad to someone who has done something bad to you
- to book a flight** *exp*
to buy a ticket so you can fly on a plane
- to yell** *vb*
to shout; to speak at in a loud voice
- a baggage handler** *n*
a person whose job is to put bags/ luggage, etc. on a plane
- to hurl** *vb*
to throw
- a baggage trolley** *n*
a vehicle for carrying the bags/ luggage, etc. from the plane to the airport
- damaged** *adj*
broken
- a case** *n*
a container/box to protect something
- a mere formality** *n*
a very simple, basic procedure/ process
- a long drawn-out process** *n*
a very complex procedure/process that takes a long time to complete
- to deny** *vb*
to say that something is not true
- to compensate** *vb*
if a company "compensates" you, they give you money because you have lost something or something has been damaged
- online** *exp*
on the internet
- to post on** *exp*
if you "post something on" a website/blog, etc. you put it there
- a flight attendant** *n*
a person whose job is to look after passengers on a plane
- a role** *n*
a part in a film
- catch** *n*
a game that consists of throwing something and trying to catch it

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Typical Mistakes

Making mistakes is all part of learning a language. And there are mistakes that language learners from all over the world make. But it isn't only non-native speakers who have difficulties with English grammar.

What are some of your typical mistakes? The third person "s" with the Present Simple is probably fairly high up on your list. How many times have you heard your English teacher say, "No, it's 'She plays' not 'She play'." What about the Present Perfect? Have you ever said, "I am here for three years" when you meant to say, "I've been here for three years"?

Comparatives also cause problems. Many students say, "It is better *that* the other one" when they really mean, "It is better *than* the other one." Or "What do you do?" when they really mean, "What are you doing?" (to describe an activity in progress). Or "I am boring" when they mean to say, "I am bored", or "She said me the answers" when they mean to say "She told me the answers". These are just a few of the many typical mistakes made by non-native learners of English.

But what about native speakers of English? What sort of mistakes do they make? They have problems too, especially when writing. Read over the following sentences and see if you can correct the errors. 🟢 ANSWERS ON PAGE 51

1 Typical native-speaker mistakes

Now, see if you can correct these sentences.

a) Then / Than

Typical mistake: I like this one better *then* the other one.

b) Lose / Loose

Typical mistake: We are going to *loose* the match.

c) There / Their / They're

Typical mistake: *There* going to come here later.

d) Affect / Effect

Typical mistake: The medication had no *affect* on her.

e) You're / Your

Typical mistake: *Your* really silly.

f) It's / Its

Typical mistake: The dog ate *it's* food.

g) Possessive apostrophe

Typical mistake: This is *Bens* bike.



2 Exercise

Now, see if you can correct these sentences.

1. I am agree with you.
2. She said me the answer.
3. It hurts me the leg.
4. Do you like?
5. It makes cold.
6. This one isn't the same that the other one.
7. I have 20 years old.
8. I have hungry.
9. She's police officer.
10. I know her since 2005.
11. I didn't do nothing.
12. I didn't see nobody.
13. I like the dogs.

Please note that in some variations of non-standard English or regional dialects expressions such as "I didn't do nothing / I didn't see nobody / She play" (with no "s") is acceptable.

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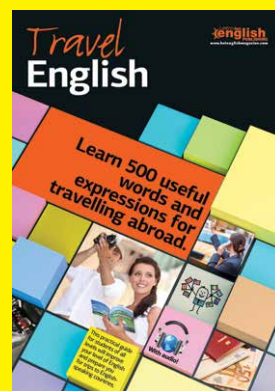
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PHOTOMAGIC

PHOTOS OF THE MONTH FROM THE WORLD OF SPORT, POLITICS AND BUSINESS. CAN YOU THINK OF SOMETHING TO WRITE IN THE SPEECH BUBBLES?

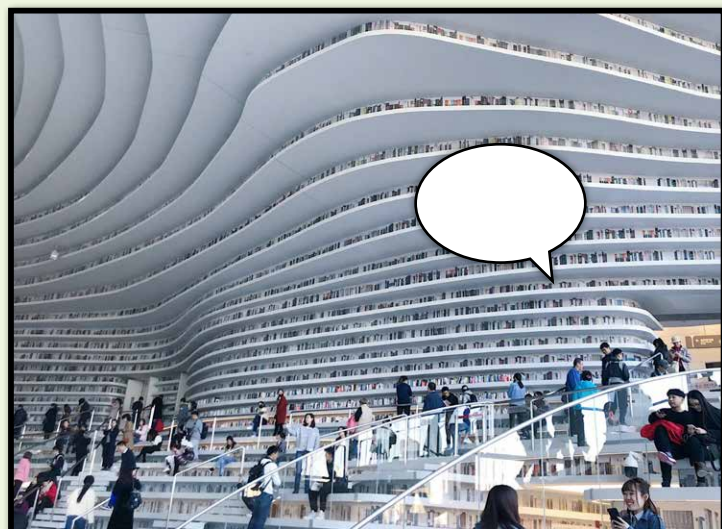
Photo 1 Ice sculptor Darren Jackson puts the finishing touches to an ice sculpture of a Unicorn, in Edinburgh, Scotland.



Photo 2 Jarrell Miller punches Mariusz Wach during their Heavyweight bout in Uniondale, New York.



Photo 3 The Tianjin Binhai Library. A futuristic Chinese library with its white, undulating shelves rising from floor to ceiling.



LISTENING



Questions about our unusual experiences.

1 Pre-listening ANSWERS ON PAGE 51

Read and answer the questions in pairs. Think of a story for each "yes" answer.

1. Have you ever lied?
Yes, I have. Once I lied to my parents about...
2. Have you ever met anyone famous?
3. Have you ever fallen down in public?
4. Have you ever laughed so much that you started to cry?
5. Have you ever missed a flight?

2 Listening I

Listen once. Are the stories similar to yours?

3 Listening II

Listen again. Which question from the Pre-listening exercise are the sentences referring to? (questions 1, 2, 3, 4, 5). Write the correct number next to each sentence.

- a) He made a few jokes and was really friendly. **2**
- b) I was at school and we'd done something naughty.
- c) I've lied to my boss, too.
- d) I've fallen down in front of my work colleagues too.
- e) Once, when I was about 17, I came home really late.
- f) I've met the actor Robin Williams.
- g) When I got back, my flight had already left!
- h) The first time was at school. I was about nine at the time.

4 Language focus Indefinite pronouns

Look at this sentence from the conversation: "Everybody was laughing!"

"Everybody" is an indefinite pronoun. Complete the sentences with the correct indefinite pronouns from below.

everybody, somebody, nobody, anybody

1. I didn't see _____ I know at the party.
2. There was _____ here for you, but they've gone now.
3. _____ told me there was a party last night – that's why I didn't go.
4. _____ knows the answer to that. It's easy!

5 Discussion

1. Is it ever acceptable to lie? When?
2. Which famous person would you most like to meet? Why?
3. What's the most embarrassing thing that's ever happened to you?

Blood is the new black as vampires make a comeback. By Emma Weinbren

Vampires in Vogue

Vampires are nothing new. Tales have been written about the **nocturnal** creatures since the 1800s. People have always been intrigued by the horror and mystery of vampires, but not enough to start a **trend**. For a while, there was only an occasional vampire drama, film or book to keep fans entertained. Then along came *Buffy the Vampire Slayer*.

The 1992 film introduced us to the character Buffy Summers, an American **cheerleader** who **hunts down** dangerous vampires. The **tongue-in-cheek** film wasn't very successful, but it inspired the writer to make a **spin-off series**. Soon millions of viewers were tuning in to watch Sarah Michelle Gellar bravely fight off the vampire world

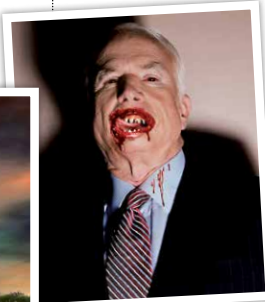
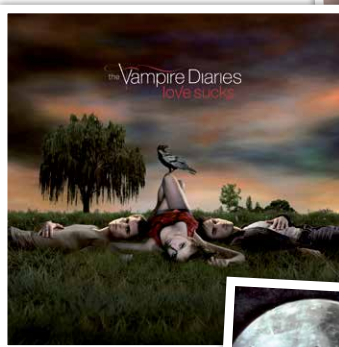


generally had good reviews, but some critics are **sick of** the vampire theme. *The New York Post* wrote that even if vampires don't kill humans in the series, many will probably "die of boredom".

The vampire craze



while maintaining the appearance of an average high school pupil. But this was just the beginning of vampire domination. These days, vampires are everywhere, and it seems that new vampire stories are created every day. There have been drama series such as *The Vampire Diaries*, and novels such as *Vampire Kisses* and *Vampire Hunter*.



also affected politicians. Presidential candidate John McCain was famously pictured with red eyes, **fangs** and blood around his mouth during the 2008 elections. But fear not, the politician wasn't hiding a dark secret. Photographer Jill Greenberg created these effects using Photoshop to demonstrate her opinion of the Republican leader, explaining that she was "a pretty hard core Democrat".

TV series *True Blood* also **jumped on the bandwagon**. The idea was fairly original. In *True Blood*, vampires have discovered synthetic blood. This means that they no longer need to kill humans, and can become normal members of the community. The programme follows waitress Sookie Stackhouse as she develops a relationship with 173-year-old vampire Bill Compton. Together they discover that life is far from quiet in their small town, as friends and family become victims of violent crimes. The series has



So, why do we love vampires so much? Melissa de la Cruz, author of *Revelations: A Blue Blood Novel*, thinks she knows the answer. "Vampires are glamorous creatures who stay up all night partying. And they're thin," she says. "You never hear about a fat vampire." Thin, glamorous and party-loving. Vampires have a lot in common with our celebrities. No longer the creatures of **nightmares**, vampires have become the fashion icons of today. ❖



Vampire Facts

Vampires need to drink the **blood of the living**. A **wooden stake** to the heart will kill a vampire. A vampire's victim automatically becomes a vampire. Vampires can **turn into** other creatures such as bats, rats or cats. Sunlight burns vampires, who prefer to spend the daylight hours in coffins. Garlic, crosses and running water **repel** vampires.

Vampire Countess

A History of Vampires

1047 - The word "upir" ("vampire" in Russian) first appears in written form, referring to a Russian prince.

1428 - Vlad III, Prince of Wallachia (otherwise known as Vlad Dracula, Vlad Tepes or Vlad the Impaler) is born in what is now part of Romania. He is the original Dracula.

1477 - Vlad the Impaler is assassinated.

1560 - Real-life vampire Elizabeth Báthory is born.

1610 - Elizabeth Báthory is tried and sentenced to life imprisonment for her vampiric crimes.

1748 - The first modern vampire poem, *Der Vampyr* by Heinrich August Ossenfelder, is published.

1813 - A vampire appears in Lord Byron's poem *The Giaour*.

1819 - The first vampire story in English, *The Vampyre* by John Polidori, is published.

1897 - Bram Stoker publishes the novel *Dracula*.

1914 - *Dracula's Guest* by Bram Stoker is published.

1931 - The film *Dracula*, starring Bela Lugosi, is released.

1958 - Hammer Films bring out *The Horror of Dracula* starring Christopher Lee.

1964 - *The Munsters & The Addams Family* (both of which feature vampire characters) appear on TV.

1976 - The first book of Anne Rice's vampire series,

The killings that shaped vampire history.

The most famous female vampire is Elizabeth Báthory. She was a real countess with a **disturbing** appetite for blood.



Elizabeth Báthory was a Hungarian countess from the **renowned** Báthory family. During her trial, she was accused of torturing and killing hundreds of young women. It is said that she began to **lure** the women into her estate after her husband's death in 1604. She offered them work as servants and many families sent their daughters there.

But it was a trick. Once there, the countess would torture and kill them. During her trial, she was charged with killing 80 women, but some say the figure could be as high as 600. She used several methods to kill them including freezing them, **starving** them and burning them. There were also stories that she **bathed** in their blood to preserve her youth.



In 1610, King Matthias of Hungary ordered an investigation. He sent Juraj Thurzo to investigate. On 30th December, Thurzo and a group of men entered the castle. They arrested the countess and four of her servants. Inside the house, they found a dead woman, others who were wounded and several more who were **imprisoned**.

Three of the servants were found guilty and **executed**. But the countess escaped this **fate**. Instead, she was placed under house arrest in rooms that were **walled up** in her castle. She remained there for four years until her death in August 1614. ❖

Interview With A Vampire, is published.

1992 - The horror romance film *Bram Stoker's Dracula* by Francis Ford Coppola is released.

1992 - The film *Buffy the Vampire Slayer* is released.

1994 - *Interview With a Vampire* (starring Brad Pitt and Tom Cruise) comes to the big screen.

2005 - *Twilight*, the first novel in the *Twilight* series by Stephenie Meyer, is released.



GLOSSARY

- a tale** *n*
- a story
- nocturnal** *adj*
- related to the night
- a trend** *n*
- a fashion
- a cheerleader** *n*
- a person who directs/motivates, etc. spectators at a sports contest
- to hunt down** *phr vb*
- to find in order to capture or kill
- tongue-in-cheek** *adj*
- not serious; with a comic element to it
- a spin-off series** *n*
- a series that is created from a film
- to jump on the bandwagon** *exp*
- to start doing what everyone else is doing
- sick of something** *exp*
- if you are "sick of something", you have had enough of it
- a fang** *n*
- a long, sharp tooth
- a nightmare** *n*
- a bad/frightening dream
- a wooden stake** *n*
- a piece of wood with a sharp end
- to turn into something** *exp*
- to become something
- to repel** *vb*
- if something "repels" you, you find it horrible
- disturbing** *adj*
- worrying; frightening
- renowned** *adj*
- famous
- to lure** *vb*
- to trick someone to go to a place
- to starve** *vb*
- if someone "starves", they die because they have no food
- to bathe** *vb*
- to wash in a bath
- to imprison** *vb*
- to put in a prison/jail
- to execute** *vb*
- to kill as a form of punishment
- a fate** *n*
- the power that determines what will happen to us; a destiny
- to wall up** *phr vb*
- if a room is "walled up", the windows and doors are blocked with bricks



THE DARK AVENGER

Dexter - the crime fighter with a shocking secret.

By Emma Weinbren

I'M MAKING A KILLING.



Michael C. Hall
American actor.
Born 1st February 1971.

Series Quotes
"I have standards."
"I can't always see other people's problems more clearly than my own."
"Harry and Doris Morgan did a wonderful job raising me. But they're both dead now. I didn't kill them. Honest!"
Harry Morgan: Son, there are people out there who do really bad things. Terrible people. And the police can't catch them all. Do you understand what I'm saying?
Dexter: You're saying... they deserve it?

GLOSSARY

- a blood splatter analyst** *n*
a medical scientist who looks at the way blood has flowed at a crime scene
- a conscientious worker** *n*
a person who works very hard/ responsibly/effectively/carefully, etc.
- a unique knack** *n*
a special way
- a serial killer** *n*
a murderer who kills three or more people in separate events over a period of time, often using the same methods
- to adopt** *vb*
to take care legally and formally of a child who has no parents
- brutally murdered** *exp*
killed in a violent way
- a sociopath** *n*
a person with an anti-social personality disorder (APD) who has no concern for social rules or society/people in general
- innate** *adj*
that is a characteristic of that person
- a stepson** *n*
the son of your wife/husband (but not your biological son)
- remorseless** *adj*
with no feelings of pity
- a stepdad** *n*
the husband of your mum (but not your biological dad)
- an avenger** *n*
someone who punishes people who have done bad things
- to rid** *vb*
to eliminate
- to escape justice** *n*
not to be punished for a crime
- a psychopath** *n*
a psychiatric term to describe someone with a lack of empathy and conscience, and with poor impulse control
- to struggle with** *exp*
if you are "struggling with" something, you are trying hard to understand it
- mainstream television** *n*
a public television channel (not a private or cable channel)
- to empathise** *vb*
if you can "empathise" with someone, you can understand how they feel
- to root for** *phr vb*
to support someone; to hope they win
- to prevail** *vb*
to win; to triumph
- to portray** *vb*
to show
- to escalate** *vb*
to become stronger; to increase
- rave reviews** *exp*
very positive reviews
- the faint-hearted** *exp*
people who are affected easily by the sight of blood, violence, etc.

Dexter is a famous American crime series. Dexter Morgan (Dexter) works for the Miami police department and uses his technical expertise to solve crimes. Think you've heard it all before? Think again. Dexter is hiding a dark secret.

Dexter Morgan is officially a **blood splatter analyst**. On the outside, he's the typical all-American hero. He's a **conscientious worker**, he takes good care of his family and he has a **unique knack** for solving crimes committed by **serial killers**. However, his key to understanding serial killers is due to one special thing: he is one himself.

Dexter has always had a dark side. He was **adopted** by Miami Police officer Harry Morgan when he was only three years old after Dexter's mother was **brutally murdered** by drug dealers. As Dexter grew up, Morgan began to notice that Dexter had violent tendencies (he kills neighbourhood pets for a start). As time goes by, Dexter becomes a **sociopath** with an **innate** need to kill. Morgan can only think of one solution to the problem. Since he can't stop his **stepson** from committing violent crimes, he'll teach him a strict moral code. So, he tells Dexter he's only allowed to kill criminals who have killed many times before and who are **remorseless**. Eventually, Dexter follows his **stepdad's** advice and becomes what he is today: a friendly, hard-working family man by day; a dark **avenger** by night.

The show raises a number of moral questions. Serial killer Dexter believes he is **riding** society of dangerous killers who have **escaped justice** and

who wouldn't hesitate to kill again in the future. But doesn't killing regularly make him just as bad as the **psychopaths** he targets? Actor Michael C. Hall, who plays Dexter on screen, says he has **struggled with** the issue himself. "You could argue that Dexter is, through killing, saving lives," he said in an interview. The series is based on the book *Darkly Dreaming Dexter* by Jeff Lindsay, who wrote the story with this moral dilemma in mind. "Yes, killing is always wrong, no matter what," the author admits, "but on the other hand, aren't there some people that deserve it?"

Some were firmly against the show. The Parents Television Council (PTC) in America disagreed with the series being broadcast on **mainstream television**. President Timothy F. Winter argued that it "compels viewers to **empathise** with a serial killer, to **root for** him to **prevail**, to hope he doesn't get discovered." The PTC believed that **portraying** violence in this way was dangerous and sent out the wrong message to viewers. Fears **escalated** when a murder thought to be inspired by *Dexter* was committed in Canada in 2008.

But critics loved the show for its originality. The first season received **rave reviews**, and Michael C. Hall was nominated for a Golden Globe for his performance in 2006. The following seasons were equally popular and the third season finale gave the American channel Showtime its highest ever ratings for an original series. The show ran for 8 seasons from October 2006 to September 2013. If you like your dramas dark, and you're looking for something different, why not give it a try? Be warned, though: it's not for the **faint-hearted**. *



mortal love

Love stories with a little bite to them.

Vampires didn't always have the best reputation in the world. But novelist Stephenie Meyer changed all that. She's the author of the *Twilight* series. Her first book in the series, *Twilight*, was made into a film of the same name.

In *Twilight*, teens Bella Swan and Edward Cullen meet and start a romance. They fall madly in love but, as in any great tragedy, there's something that stands in their way. This time it isn't strict parents or family feuds but something far less ordinary: Edward is a vampire. Although Edward has been brought up as a "vegetarian" vampire (only feeding on animal blood), he still finds his vampire instincts hard to resist when he's with Bella.

The film *Twilight* received mixed reviews. As always with an **adaptation**, there were some who complained the film had **missed out** important parts of the book. However, the production team tried to stay as close to the original story as possible by having author Stephenie Meyer on set. Meyer was happy with the screenplay and said the filmmakers "took 90 percent of what I said and incorporated it into the script". In the end, *Twilight* took over \$7 million in ticket sales in its first week alone.

For the stars of the film, success brought instant fame... but also a few problems. Robert Pattinson, who played Edward Cullen, was **adored**

by the thousands of teenage girls who fell in love with his character in *Twilight*. This meant he couldn't go out without an escort or bodyguards. Kristen Stewart (who played Bella) was also having a hard time. After rumours of a romance between her and Robert Pattinson, Kristen was the **target** of **jealous** female fans. "Some are **rabid** and look at me with **disdain**," Kristen said in an interview, confessing that **book signings** could be "**scary**". Kristen also had some harsh words to say about the film, calling fans' enthusiasm for *Twilight* "thoughtless". And her father said that Kristen would only appear at the Oscars "when she makes a great movie, not just one that makes a lot of money".

The second book is about losing true love. The title, *New Moon*, refers to the darkest **phase** of the **lunar cycle**, suggesting that *New Moon* is about the "darkest" time of Bella's life. In the story, Edward leaves Bella in order to protect her from other vampires. Heartbroken, Bella finds comfort with her friend Jacob Black, who is in fact a **werewolf**. Meanwhile, Edward finds himself **in grave danger** from vampire royalty, who present him with an **ultimatum**. At the end of the film, Bella must make a **life-changing decision** over her future. Love will always be a little complicated for this unusual couple, but at least no one could ever accuse them of being boring. ✨



IT WAS LOVE AT FIRST BITE.

I'VE BITTEN OFF MORE THAN I CAN CHEW.

GLOSSARY

- an adaptation** *n*
a film version of a book
- to miss out** *phr vb*
not to include
- adored** *adj*
loved
- a target** *n*
an object of criticism or attack
- jealous** *adj*
envious; wanting what someone else has
- rabid** *adj*
with uncontrollable anger
- disdain** *n*
if you feel "disdain" for someone, you dislike that person and consider them inferior
- a book signing** *n*
if actors/writers, etc. attend a book signing session, they sign (put their names in) books for fans
- scary** *adj*
frightening
- a phase** *n*
a period of time
- the lunar cycle** *n*
the complete series of events in the movements of the moon
- a werewolf** *n*
a creature that is half man and half wolf
- in grave danger** *n*
in a lot of danger; in a situation that could lead to death
- an ultimatum** *n*
a statement forcing somebody to decide between two things, often with very negative consequences
- a life-changing decision** *n*
a decision that will affect someone's life in a big way

ROCKING RIO

There are lots of great things to do and see in Rio de Janeiro, Brazil. Here are our top reasons for visiting this amazing city.



Rio is full of famous places that you have probably seen on television before. The astonishing statue of Christ the Redeemer ("Cristo Redentor") is the

symbol of the city and was named one of the New Seven Wonders of the World in 2007. The 38-metre statue sits 710 metres above the city on top of Corcovado Hill. In 2002, they installed an **escalator** and **elevator**, so you don't have to climb all the way to the top.



Another attraction is Sugarloaf Mountain ("Pão de Açúcar") and its amazing **cable car**. The cable car was built in 1912 and was only the third in the world at the time. Since then, over 31 million people have travelled on it to the 396-metre summit of Sugarloaf. In all that time there has never been an accident, making it one of the safest cable cars in the world. For the more energetic, there are also nearly 40 climbing **tracks** up the mountain, which are popular with climbers from all over the world.



Another natural site worth visiting is The Tijuca Forest, a large urban forest covering 3,972 hectares not far from the beach areas. The forest has a **waterfall**, a lake, great views and hundreds of species of plants and wildlife not found anywhere else in the world. It's a popular

spot for families at the weekend and extremely beautiful.

Ipanema is another famous area in Rio. You probably know the words from the song, "The Girl from Ipanema" ("Tall, and tan, and young and lovely, the girl from Ipanema goes walking..."). This area has beaches, bars, expensive shops, restaurants and clubs and is popular for its night life. It's also a place where local people and tourists mix and have fun.



Rio is really famous for its Carnival ("Carnaval"). The incredible street celebrations take place just before the beginning of the Christian festival of Lent (usually in February). The Rio Carnival started in 1723 and since the 1930s has involved a competition between the city's various samba schools. Each school builds floats and creates



costumes to represent their theme for the year. Music is extremely important and is played by the school band called the "bateria". There are many parts to each school's entry including the six to eight floats and thousands of dancing participants.

While the schools compete in the parade, there are thousands of street parties around the city featuring more samba music and dancing.

One of the centres for Carnival celebration is Copacabana beach, another one of Rio's famous landmarks. The beach is actually divided into two parts, Leme (1 kilometre) and Copacabana (3 kilometres).

The beach is one of the city's main meeting places, particularly at New Year when over 2 million people **gather** there to celebrate. It is also famous as a **venue** for enormous rock concerts. The Rolling Stones played to 1.3 million fans there in 2006, the biggest rock concert ever. But **first and foremost** Copacabana is a beach. Bars, restaurants, hotels, and apartments line the beach. Along the beach runs the famous promenade with its black and white Portuguese wave pattern. Copacabana also hosts the FIFA Beach Soccer World Cup every year and many of Brazil's most famous footballers are supposed to have learnt their skills on the sands there. 🌟



Rio: QUICK FACTS

- Area:** 1,260 square kilometres.
- Population:** 6,093,472 (city); 11-13.5 million (greater metropolitan area).
- Religion:** Catholic 60%, Protestant 17%, 13% no religion; 10% others.
- Climate:** Tropical. Average Temperatures: 20°- 30°.
- Language:** Portuguese.
- Metro:** 2 lines; 32 stations.
- Twin towns:** Barcelona, Madrid, Liverpool, Miami, St Petersburg, Lagos.

How much do you know about Rio? Read these fascinating facts.

RIO TRIVIA

PEOPLE



People from Rio call themselves "Cariocas", and they come from many different ethnic backgrounds. The original indigenous people of the Rio area have now largely integrated with the Europeans (mostly Portuguese). Many more Portuguese immigrated to Rio in the 20th century and the city has the largest Portuguese community outside of Lisbon. Half the city's population is of African origin. There are also large Jewish, Arab, Italian, Spanish and German communities, as well as people from other parts of Brazil, of course.

FAMOUS "CARIOCAS"



There are many famous Cariocas. Footballers Ronaldo, Zico, and Carlos Alberto are just three of many great soccer players from the city. Other famous people include racing driver Nelson Piquet, creator of Bossa Nova music Tom Jobim, and writer Paulo Coelho.

F FAVELAS



Like most major cities, Rio is home to rich and poor. But Rio's infamous slums, the "favelas", are some of the poorest neighbourhoods on earth. They have appeared in films such as *City of God*, *Bus 174*, and *Elite Squad* and are associated with drug trafficking and violent crime. National and local governments are working hard to improve conditions. Nevertheless, the "favelas" are not areas for tourists to visit.

MUSIC



Samba is a blend of African music and dance, brought over by slaves in the 17th and 18th centuries, and European musical traditions introduced by the Portuguese. It is now regarded as an important symbol of Brazilian national identity. If you want to find out more about Samba culture, you should go to the recently-opened City of Samba (Cidade do Samba), a 114,000 square-metre arts centre in the port district of Gamboa.

GEOGRAPHY & HISTORY



Rio de Janeiro, on the western shore of Guanabara Bay, is the second biggest city in Brazil after Sao Paulo, and the third biggest city in South America, after Sao Paulo and Buenos Aires. The city is usually just called Rio, although it is also nicknamed "A Cidade Maravilhosa" ("The Marvellous City"). Guanabara Bay was first discovered by Europeans on 1st January 1502 when a Portuguese expedition led by Gaspar de Lemos sailed into the bay. The explorers thought the bay was the mouth of a big river, which they named Rio de Janeiro (River January) in honour of the date. The city itself was formally founded on 1st March 1565. In 1763, the city was made the colonial capital of the Portuguese Empire, after gold was found nearby. Then in 1808, the Portuguese royal family moved to the city to escape from Napoleon's invasion of Portugal, making Rio the only European capital not in Europe. Rio then became the capital of Brazil when the country became independent in 1822. It remained the capital until 1960 when Brasilia was founded.

FOOTBALL



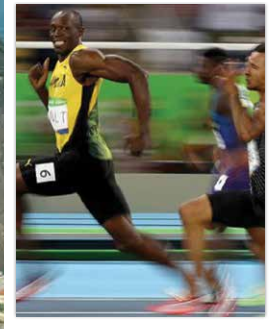
Football (soccer) is the most popular sport in Brazil, and Rio has five famous clubs, including Flamengo, the team with the largest number of supporters in the world (according to FIFA). Big matches are played at the famous Maracanã Stadium ("Estádio do Maracanã"), one of the largest football grounds in the world. The World Cup final was played there in 1950 when over 200,000 fans packed in to watch the unthinkable: Brazil losing the World Cup in Brazil! Unfortunately, Brazil also failed to win when it hosted the 2014 World Cup. This time, Germany were the champions; and Brazil came fourth in the competition. Next time!



THE OLYMPIC GAMES



The Rio Olympics were held between 5th and 21st August 2016. The city's slogan for the bid was "Live your passion", reflecting Brazilian people's reputation for enthusiastic celebrations and festivals.



GLOSSARY

- an escalator** *n*
a moving stairway consisting of steps attached to a continuously circulating belt
- an elevator** *n*
an enclosed box in a building that takes you up to another floor/level. A "lift" in British English
- a cable car** *n*
a cabin suspended from and moved by an overhead wire in a mountain area
- a track** *n*
a path or route that is marked. It is often for walkers
- a waterfall** *n*
an area in a river where water falls over rocks from one level to another
- to gather** *vb*
if people "gather" in an area, they all go to or meet in that area
- a venue** *n*
a very large place (often a sports stadium) for concerts, etc.
- first and foremost** *exp*
most importantly

HOW TO START A PRESENTATION!



Answers on page 51

1 Pre-listening

Imagine you're going to give a presentation. Use the questions below to help you create a short introduction to it (see below for our example).

Starting a presentation

- Who are you?
- Where do you work? What position do you hold there?
- What's your role there? What do you do on a day-to-day basis?
- How long have you been working in the company or industry?
- What experience have you got?
- What are you going to talk about in the presentation?
- How will this information help people achieve something or improve their lives?

Other?

For example:

"Good afternoon, I'm Nicole Stevens and I'm the head of digital marketing at Staple Systems Limited. I've been with the company for over 20 years. In today's talk, I'll be telling you about three ways to connect with your customers. This will help you increase customer loyalty, promote your presence on social media, and, ultimately, sell more!"

2 Listening I

You're going to listen to three speakers open their presentations. Listen once and answer these questions: *Which opening is the most professional? Which one is the most interesting?*

Which speaker seems to be the most confident? Which one is the least confident? Give reasons for your choices.

3 Listening II

Listen again. Then, make a note of what each speaker is going to talk about.

Speaker I = *He's going to talk about...*

Speaker II = _____

Speaker III = _____

4 Useful language

Complete the extracts from the audio recordings with the correct words.

1. Hi, I'm Greg Miller and I help salespeople to _____ their sales by over 50%.
2. I've been the senior sales manager _____ Greystone Management for over 10 years.
3. Today, I'm going to show you _____ to captivate your customer...
4. My name is Sarah Rusk, and I'm the project _____ for the Styne Beck Building Project.
5. Good afternoon, my name is Tina Mason and I'm the senior retail _____ at Battenberg Incorporated.
6. First of all, I'd just like to _____ you for finding the time to come and...
7. As you _____ know, I was brought in to evaluate the situation...
8. So, _____ this talk, I'll be going through those and, at the end, you'll be given a chance to ask any questions.

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HOW TO MAKE AN IMPACT WITH YOUR OPENING!



Answers on page 51

1 Pre-listening

There are lots of interesting ways to capture the audience's interest when you start your presentation. Look over the ideas below. Which ones would you use? Which ones sound interesting? Which ones would you never use? Discuss in pairs, and give reasons for your choices or answers.

Unusual ways to start your presentation

- A joke
- A quote
- A story
- A powerful image
- A loud sound effect
- A rhetorical question
- A personal anecdote
- Some alarming statistics
- A prop or unusual object
- A request for a show of hands
- A description of a recent conversation
- A quote or common expression with a twist to it
- Something unexpected (such as doing a handstand)
- A description of a situation that could have negative future consequences
- A description of a situation you're familiar with from personal experience

2 Listening I

You're going to listen to 7 different ways to make an impact with the opening of your presentation. Listen once, and say what type of opening each presentation is. Choose from the list in the Pre-listening activity. For example:

Presentation I = a description of a situation that could have negative future consequences

Presentation II = _____

Presentation III = _____

Presentation IV = _____

Presentation V = _____

Presentation VI = _____

Presentation VII = _____

3 Listening II

Listen again. Then, make a note of what each speaker talks about in his/her introduction. For example:

1. Speaker I talks about the destruction of rainforests and asks what we can do about it.

4 Useful language

Complete the extracts from the audio recordings with the correct words.

1. And if things continue like this, there won't be much left _____ 2030.
2. And a staggering 33% of them were executed despite the _____ that they were innocent.
3. Now, _____ today's talk, I'll be showing you what you can do to...
4. Well, in today's talk, I'll be showing you _____ to live your life without worry.
5. How many of you have heard the story _____ Pierre Standoli?
6. ...he was telling me _____ the situation that you're facing right now in your business.
7. In fact, I once worked _____ your industry for several years when I was a young man...



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- Functional!
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Insurance Fun

A look at some ridiculous insurance claims.

1 Pre-reading

ANSWERS ON PAGE 51

What can you submit an insurance claim for? Think of as many things as you can in one minute.

a lost camera, a missing bag, a broken window, a scratch to your car...

2 Reading I

Read the article once. Were any of your ideas from the Pre-reading activity similar to the ones in the article?

3 Reading II

Match the sentences (1 to 6) with their endings (a-f). Then, read the article again to check your answers.

- One driver thought the traffic was more stationary...
- Another driver noticed a camel and an elephant tied...
- Another driver didn't think the speed limit applied...
- One pensioner claimed for lost baggage when his false teeth...
- One father claimed for a video camera that his children had buried...
- One man walked into a bus shelter and...

- after midnight.
- broke his nose.
- than it actually was.
- fell into the sea.
- in the sand.
- to the side of the road.

4 Language focus

Possessive relative pronouns

Look at this extract from the article, "...wrote a newly-wed whose dream wedding on a Caribbean island..."

The writer has used the possessive relative pronoun "whose". Complete the sentences below with "whose" or "who".

- This is the man _____ car crashed into mine.
- That's the person _____ I sold the house to.
- This is the woman _____ pen I borrowed.
- That's the man _____ dog bit me.
- That's the person _____ was arrested by the police.

5 Discussion

- Have you ever submitted an insurance claim for something? What? When? Why?
- What's the most ridiculous insurance claim you've ever heard about?
- What do people typically claim for in your country?

Every year, thousands of people submit **insurance claims**. Most are brief, **to the point** and fairly standard. But some people **get carried away** and the resulting comments are really funny.

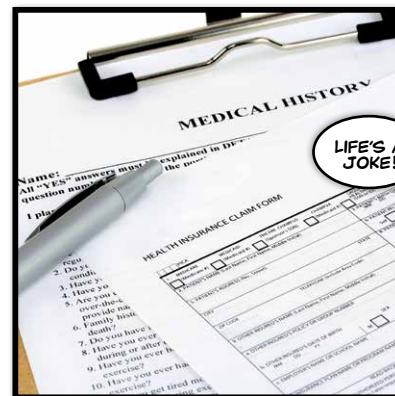
The **procedure** after a car accident is simple. You **fill out** the **claims form** and give a basic explanation of what happened. Obviously, the **cardinal rule** with insurance is not to **blame yourself** (or they won't pay out!).

But some people go into elaborate detail with hilarious results. "The accident happened because I had one eye on the lorry in front, one eye on the pedestrian and the other on the car behind," wrote one "three-eyed" driver. "I started to slow down but the traffic was more **stationary** than I thought," wrote another in a classic case of **understatement**. "I started to turn and it was at this point I noticed a camel and an elephant **tethered** at the **verge**. This distraction caused me to lose concentration and hit a **bollard**," was another very descriptive explanation. "I didn't think the speed limit applied after midnight," claimed one **clueless** driver. "An invisible car came out of nowhere, struck my car and **vanished**," wrote another.

The process for damaged or stolen items is pretty much the same. And some of the statements are equally funny. "My false teeth fell out while I was being sick over the side of a cruise ship," wrote one pensioner whose claim listed the missing teeth as "lost baggage". "My sons buried the video camera in the sand to prevent it from being stolen while we went swimming, but then they could not remember where it was," wrote one flustered father who had just got back from a holiday in Cornwall.

Other claims involve cartoon-like **antics**. "I was **distracted** by the appearance of a group of women in bikinis and broke my nose when I walked into a **bus shelter** in Athens," wrote one young British traveller, who was claiming for his **hospital bills**. "My dress caught fire while we were having a barbecue on the beach," wrote a newly-wed whose dream wedding on a Caribbean island was ruined after her dress **went up in flames**. "I was reading in the **shade** when a coconut fell and hit me on the head," wrote one holidaymaker who needed to cover her medical expenses. "A parachutist from a nearby airbase **landed** on our **tent**, destroying all our equipment," wrote one woman who was on a camping holiday with her family in Wales at the time.

So, next time you file an insurance claim, be creative! It may not help your cause, but it'll certainly provide us with a lot of entertainment. ✨



GLOSSARY

- an insurance claim** *n*
a demand for payment in accordance with an insurance policy
- to the point** *exp*
directly; saying what you mean directly
- to get carried away** *exp*
to become very enthusiastic/excited about something
- a procedure** *n*
a process
- to fill out** *phr vb*
to complete
- a claims form** *n*
a form that you must complete in order to get compensation
- the cardinal rule** *n*
the basic, number-one rule
- to blame yourself** *exp*
to say that you are responsible for something
- stationary** *adj*
not moving
- understatement** *n*
a restrained statement that is in ironic contrast to the seriousness of a situation
- to tether** *vb*
to tie
- the verge** *n*
the edge of the road
- a bollard** *n*
a thick post often made of concrete
- clueless** *adj*
with no idea; helpless; stupid
- to vanish** *vb*
to disappear
- antics** *n*
ridiculous actions
- to distract** *vb*
if something "distracts" you, it makes you lose concentration
- a bus shelter** *n*
a bus stop that is covered to protect you from the rain/cold
- hospital bills** *n*
pieces of paper with information about how much you must pay for hospital treatment
- to go up in flames** *exp*
if something "goes up in flames", it is destroyed by fire
- the shade** *n*
an area that is protected from direct sunlight
- to land** *vb*
if an object in the sky "lands" somewhere, it arrives there in a controlled manner
- a tent** *n*
a portable shelter made of canvas



Silvio Berlusconi
Silvio Berlusconi (29th September 1936) is an Italian politician, entrepreneur and media tycoon who was the longest-serving prime minister of the Italian Republic. He was leader of the *People of Freedom* political movement, a centre-right party. Other famous quotes include the one he made at the Brussels Summit December 2003: "Let's talk about football and women. Gerhard [German Chancellor Gerhard Schroeder], why don't you start?"



GLOSSARY

- an earthquake** *n*
a sudden movement of the earth. This often causes buildings to fall down
- a tent** *n*
a portable shelter (often made of canvas)
- lodgings** *n*
sleeping accommodation (often used in the plural form)
- sensitivity** *n*
if you have a lack of "sensitivity", you don't show any concern for someone or their situation
- an investor** *n*
a person who invests money in a financial project in order to make a profit
- a showgirl** *n*
a woman who performs in a club or theatrical production
- to sue** *vb*
to start a legal process against someone in order to get compensation
- to go from strength to strength** *exp*
to become better and better or more and more successful. In this case, to become more and more insensitive
- to survive** *vb*
if a politician "survives" a scandal, they don't lose their job as a result of it
- pale** *adj*
white in complexion
- to fertilise** *vb*
to put fertilisers/nutrients in the earth so things grow better/quicker
- corruption** *n*
a lack of honesty (especially with regards to bribery) by people in positions of responsibility/trust

"I AM THE JESUS CHRIST OF POLITICS... THERE IS NO ONE ON THE WORLD STAGE WHO CAN COMPETE WITH ME." SILVIO BERLUSCONI.

Just imagine this. Your home has been destroyed by an **earthquake** and you're living in a **tent**. Then, your country's Prime Minister, a billionaire businessman, visiting your home town, tells the press, "They have everything they need, they have medical care, hot food... of course, their current **lodgings** are a bit temporary. But they should see it like a weekend of camping." How would you feel? Angry? Insulted? Upset? Would you expect the rest of the country to criticise the Prime Minister's lack of **sensitivity**? Well, no. Not if you're in Italy. While the foreign media was surprised at Italian Prime Minister Silvio Berlusconi's "camping holiday" comment (made after an earthquake destroyed the medieval town of L'Aquila in the Abruzzo region), the Italian press almost completely ignored it. Berlusconi's popularity didn't suffer much either. In fact the L'Aquila earthquake increased his popularity ratings.

But this wasn't the first time he'd been in the news because of his "insensitivity". On one occasion, he said to a group of **investors** in New York, "Another reason to invest in Italy is that we have beautiful secretaries... superb girls." And in 2007 Mr Berlusconi said to a former **showgirl** and men's magazine model, Mara Carfagna, "I'd go anywhere with you, even to a desert island. If I weren't already married, I would marry you straight away." Later, Mr Berlusconi made Miss Carfagna his equal opportunities minister. Berlusconi's wife at the time, Veronica Lario, asked for (and received) a public apology. Later, she **sued** him for divorce, claiming that her husband's obsession with young women had ruined their marriage. In many countries such scandals would end a politician's career but Berlusconi just **went from strength to strength**.

He has even **survived** accusations of racism. "Il Cavaliere", as Mr Berlusconi is sometimes known, described American President Barack Obama as "handsome, young and also suntanned." On another occasion he said that his response to the global economic crisis was different to Obama's because "I'm **paler**". But that's not all. In 2003 he called a German MEP, Martin Schulz, a "concentration camp guard". He later claimed he had been joking. Then, in 2006, he offended China by saying, "Read the black book of Communism and you will discover that in the China of Mao they did not eat children, but had them boiled to **fertilise** the fields." Once again he later "apologised" admitting that it was a case of "questionable irony".

So, how does he get away with it? There seem to be lots of possible reasons. Many found his reaction to the L'Aquila earthquake "human" and "honest". "Even in a tragedy like this, you need to know how to smile," Berlusconi said, and the Italian press loved it. On a more positive note, Berlusconi did get things done. Many people liked how quickly he reacted to the earthquake. He promised to build a new town outside L'Aquila, providing housing for those who lost their homes. Another point in his favour was his great personal fortune. Italian politics is famous for its high levels of **corruption**, but many believed Berlusconi was just too rich to be corrupt. Perhaps the last and most important reason for his continued popularity was that he controlled three national TV stations. Whatever the true reason for his success – he was Prime Minister four times and now heads Forza Italia – one thing is clear: there seems to be no end to his unique and extraordinary political career. ☺

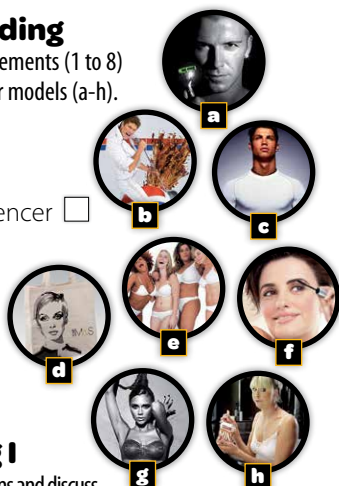
Celebrity Sell Out

The highs and lows of celebrity advertising.

1 Pre-reading

Match the advertisements (1 to 8) to the celebrities or models (a-h).

1. Dove
2. Ryvita
3. Gillette
4. Marks & Spencer
5. L'Oréal
6. Nike
7. Armani
8. Pepsi



2 Reading I

Look at these questions and discuss them with a partner. Then, read the text to check your ideas.

1. Why do you think companies use famous people in advertising?
2. Do you think it is an effective marketing strategy? Why?
3. What are some of the potential benefits of doing this?
4. What are some of the problems associated with using celebrities in ads?

3 Reading II

Read the article again and answer the questions.

1. Why is Beckham a popular model for company advertising?
2. What have experts estimated his brand value to be?
3. What were the results of the Marks & Spencer advertising campaign?
4. Why did the public turn against Fern Britton?
5. Why were there complaints about the L'Oréal ad?
6. What's different about Dove's advertising?

4 Language focus

Present Perfect tenses

Look at this extract from the article, "Nike has consistently used high-profile sports stars..." The writer has used a mid-sentence adverb ("consistently") with the Present Perfect. Other adverbs that can be used mid-sentence with the Present Perfect include the following: *always, almost always, usually, often, frequently, generally, sometimes, occasionally, repeatedly, never*. Complete the sentences below with an adverb of your choice. Make the sentences true for you.

1. I have _____ eaten breakfast in bed.
2. I have _____ left work early.
3. I have _____ taken a few days off work.
4. I have _____ phoned in sick.
5. I have _____ gone to work without having a shower.

5 Discussion

1. Have you seen any of the ads mentioned in this article? What did you think of them?
2. What's your favourite ad of all time? Why?
3. What's the worst/funniest ad you've ever seen?



Celebrity advertising is everywhere from ads for discount supermarkets to more sophisticated campaigns for designer clothing. But is it a good marketing strategy?

There are obvious benefits to using celebrities in advertising. When it comes to a big name star, it isn't just about selling a product, it's about selling an image. And the bigger the celebrity, the bigger the image. Some companies rely almost entirely on celebrities for their marketing. Nike has consistently used high-profile sports stars to promote their clothing range. Gap rarely makes an ad without using a famous face. Even smaller companies are now spending big bucks to get celebrities behind their brand.

For the stars it's all good news. David Beckham has earned millions from football, but he is rumoured to have earned even more from advertising. During his career, he's endorsed a variety of brands including Armani, Gillette and Pepsi. Companies love him for his wide appeal, which almost guarantees a boost in sales. "His football, his experience with dealing with the media and his image all add up to a killer brand," explains marketing expert Rita Clifton. At his peak, the fashionable footballer was estimated to have a brand value of £200 million.

In many cases, using celebrities can be extremely successful. British company Marks & Spencer recently used celebrity advertising to change their image. Up until a short time ago, their clothes appealed almost exclusively to middle-aged and elderly customers. In an attempt to change all this, the company launched an expensive advertising campaign featuring models Twiggy and Erin O'Connor. Within months the company was transformed from frumpy to fashionable, reporting an encouraging upturn in profits.

But celebrity advertising doesn't always pay off. When health food company Ryvita chose TV presenter Fern Britton to represent them, she seemed the perfect choice. She was well-loved by the British public. She had publicly struggled with her weight, so she was someone women could identify with. The public watched in amazement as she rapidly shed the pounds while promoting the rye-based crispbread. However, it soon emerged that Fern had lost the weight not because of a diet that consisted of the healthy food, but due to a surgical procedure. As a result, her popularity fell dramatically and many questioned whether she was the right person to advertise a slimming product.

On a similar note, L'Oréal came in for some criticism for using unrealistic images to sell their products. Many commented on the false eyelashes that were used in the mascara advertisement featuring Penelope Cruz. The company claimed that this was "common practice" but many consumers weren't so convinced.

In an attempt to break the mould, some companies have tried a different approach. The personal care brand Dove use "real women" to advertise their products. "We knew the way beauty brands behaved and the way they portrayed women wasn't quite right," says a Dove spokesperson. "It makes you feel deflated when you see the gap between these images of perfection and your own physical reality." Although their adverts may not be as glamorous as other companies', the public has responded positively. Dove's sales have increased impressively since the launch of their campaign and many have praised the company for their inspiring attitude.

So, does this mean the end of celebrity advertising? We're sure it isn't, but hopefully more will follow the example set by Dove. ✨



DR FINGERS' VOCABULARY CLINIC

not very nice people

HERE ARE SOME MORE USEFUL AND INTERESTING EXPRESSIONS FOR YOU TO LEARN. THIS MONTH: NOT VERY NICE PEOPLE.



Be as slippery as an eel

SOMEONE WHO IS AS "SLIPPERY AS AN EEL" IS DISHONEST AND CANNOT BE TRUSTED.

"I wouldn't invest any money in his business – he's as slippery as an eel."



Be a nasty piece of work

SOMEONE WHO IS A "NASTY PIECE OF WORK" IS A VERY DISAGREEABLE AND HORRIBLE PERSON.

A: I heard that Sharky pushed Jim down the stairs.

B: Yeah, I can believe that. He's a nasty piece of work.



Not put it past someone

TO BELIEVE THAT SOMEONE IS CAPABLE OF DOING SOMETHING BAD. FOR EXAMPLE, "I WOULDN'T PUT IT PAST HIM" MEANS, "I THINK HE'S CAPABLE OF DOING SOMETHING LIKE THAT."

A: I heard that Dolly stole some money from her friends. Do you think it's true?

B: I wouldn't put it past her.



Be a pain in the neck

TO BE A VERY ANNOYING PERSON.

"She's always borrowing my clothes – she's a real pain in the neck."



That's somebody all over

THIS IS WHAT YOU SAY IF SOMEONE DOES SOMETHING BAD, AND YOU BELIEVE THAT IT'S TYPICAL OF THAT PERSON.

A: During the trip to the mountains, Shelly drank all the water herself and didn't offer it to any of the other walkers.

B: That's Shelly all over.



Be as hard as nails

IF SOMEONE IS "AS HARD AS NAILS", THEY DON'T HAVE ANY FEELINGS.

"She'll do quite well as a saleswoman – she's as hard as nails."



A wolf in sheep's clothing

SOMEONE WHO PRETENDS TO BE NICE, BUT WHO IS REALLY RATHER NASTY DEEP DOWN.

"He comes across as really nice but he's really a wolf in sheep's clothing."

QUIRKY NEWS & CORNY CRIMINALS

quirky news

Wedding Invite

Bride sends unusual wedding invitations.

Imagine having a wedding, but no guests to invite. Anita Bernstein, a **bride** from Eastern Europe, found herself in that situation. But she **came up with** a solution.

"I'm excited about the wedding," Anita explained, "but I've got no friends over here. My partner has loads of family around to invite to the wedding. Unfortunately for me, my family are all in the Ukraine, and not all of them can **make it**. Only my mum and dad will be there," the 26-year-old explained.

The couple were thinking of having two weddings, one in the UK and another in the Ukraine, but that was going to be too expensive. But then Anita had an idea. "I decided to advertise for guests to fill my



side of the church. I offered some free food and free drink in exchange for being a wedding guest. All they had to do was send a photo and a recent **CV**. Before long, I started receiving applications. In the end, I chose 20 guests, and sent them all a **fact sheet** about

me so they knew something about me and who I was... just in case any of the other guests asked."

A spokesperson for the church where Anita is getting married said, "For brides and **grooms** whose family live abroad, it must be **tough** not to have them there on the most special day of your life. It's great to see that they're finding other ways of filling the seats, whilst offering some lucky people the chance to go to a wedding for free." ✨

Corny Criminals

Right Swines

Swine flu proves to be a good excuse.



For many, the pandemic **swine flu** is a cause for concern. For others, it's an excellent excuse for not **turning up** at **court**. Roger Norton was **booked for drunk-driving**. He was **summonsed** to court. However, he failed to appear, **citing** "swine flu" as the reason for his

absence. The judge was not amused and ordered the trial to go ahead anyway. "I am well aware of a large proportion of defendants who do not turn up with one excuse or another," the judge explained. "But if we **adjourned** for everyone who says they've got swine flu, we would never do any justice at all." Norton was sentenced to 12 months' imprisonment.

In another case, a drunk-driver claimed that swine flu made her body more **susceptible to** alcohol. "I only had one glass of wine, but as I was suffering from swine flu, it had a terrible effect on me and I became uncontrollably drunk," the woman explained. But the judge was **having none of it**. "Swine flu seems to be the 'in' excuse for everything these days. But I reject all that," the judge announced. The woman lost her case. She was fined £500 and was **disqualified** from driving for six months. ✨

Riddles

CAN YOU SOLVE THESE?



1 Q: How can you say "cold" with just two letters?

2 Q: David's father had three sons: Snap, Crackle and...?

3 Q: If you were in a race and you passed the person in 2nd place, what place would you be in? ✨

GLOSSARY

a bride *n*
a woman who is getting married
to come up with *exp*
to think of
to make it *exp*
if you can "make it" to an event, you can go to that event
a CV *abbr*
a curriculum vitae – a document with information about your work experience, education, hobbies, etc.
a fact sheet *n*
a piece of paper with information/details about something
a groom *n*
a man who is getting married
tough *adj*
difficult
swine flu *n*
a virus that can cause flu (an illness) in pigs
to turn up *exp*
to arrive at
court *n*
a building where trials take place
to book someone for something *exp*
if the police "book you for" a crime/misdemeanour, they charge you for that crime/misdemeanour
drunk-driving *n*
driving while under the influence of alcohol
to summons *exp*
to send someone a formal order to attend a court of law
to cite *vb*
to mention as proof/evidence
to adjourn *vb*
if the court "adjourns", it has a break
susceptible to *exp*
if you are "susceptible to" something, you are at risk of being affected by that thing
to have none of it *exp*
to say that something is not acceptable
in *adj*
fashionable
to disqualify *vb*
if a driver is "disqualified" from driving, they cannot drive for a period of time

ANSWERS ON PAGE 51

QUIRKY NEWS, CORNY CRIMINALS & RIDDLES



THIS IS THE FIRST PART OF A NEW SERIES ON LANGUAGE LEARNING.
THIS MONTH, HOW TO... LEARN ENGLISH.

What's the best way to learn English? We think we've got the answer.

Listen!

The most important thing with learning a language is to LISTEN. Listen, listen and listen again. Many people think that listening isn't really work. It is. Just because you aren't speaking or doing a language exercise, it doesn't mean that you aren't learning. That's the beauty of listening. Listening is *the* most important thing you can do. We all learnt our first language through listening. And *YOU* can learn another language the same way. Through listening, you learn lots of things related to language: words, expressions, pronunciation, intonation, word stress, sentence stress and a thousand other things. The more you listen the more you learn. It's simple. There are two types of listening that you need to do:

1. Listening to English at your level. Get some CDs or MP3 sound files from language courses and use these to improve your listening.
2. Listening to native-speaker level material. Listen to English-language radio stations or watch films and television programmes. This is extremely important. By doing this, you'll get an ear for the language and get used to the natural sounds of the language. Just let the language wash over you as you're walking, driving or lying on the sofa at home.

Of course, there is more to language learning than *just* listening. So...

Read!

You also need to do some reading. Reading is a great way to learn words and expressions and to see how the language fits together. If you like reading newspapers, you're lucky. You can read the news in your language, then read the same stories in English. You'll already know what they're talking about so it won't be so hard. Graded readers are also great for some easy reading.

Practise!

Practise, practise, practise. "To learn to play the flute one must play the flute," said the Greek philosopher Aristotle. And he's



right. It's all a question of practice. Do you want to learn how to play football? Practise playing football! Do you want to learn how to cook? Practise cooking! Do you want to learn how to ski? Practise skiing! After you've mastered the basics, it's all a question of practice.

Don't worry!

Don't worry about making mistakes! Errors are all part of the language learning process. On top of that, there is no official organisation regulating English. So, next time your teacher corrects you for saying, "She like" (instead of, "She likes") just tell them you're speaking Caribbean English (which often features this aspect of English).

Get organised!

Keep a record of all the words and expressions you like or think are useful. Create a file on your computer and update it regularly. Then, every time you go abroad, you can print it off and read over it on the plane or train.

So, to sum up, the magic formula for learning English is: Listen, listen, listen. Plus, do a bit of reading, don't worry about your mistakes and get organised! It's simple! ✨

LISTENING 

Food Celebrities

What the stars are doing to promote ethical eating.

ANSWERS ON PAGE 51



1 Pre-listening

You are going to listen to a conversation about celebrities getting involved in animal welfare campaigns. Read about the three campaigns below (a-c). What do you think the campaigns are about?

- a) Greta Scacchi + the film *The End of the Line*
- b) Paul McCartney + "Meat-Free Monday"
- c) Elle Macpherson + Japanese restaurant *Nobu*



2 Listening I

Listen once to check your ideas.

3 Listening II

Listen again and match the sentence beginnings (1 to 6) to the endings (a-f).

1. It's a campaign to get people more aware of the condition of...
2. This has coincided with the launch of the film *The End of the Line*,...
3. Well, as you may know, livestock production has a great impact on...
4. Nobu, an international, high-end chain of Japanese restaurants, was still serving...
5. Many big-name chefs such as Gordon Ramsay and Jamie Oliver have already...
6. Greta Scacchi is going to catch people's attention in the way that...

- a. ...climate change.
- b. ...food and animal experts probably can't.
- c. ...bluefin Tuna.
- d. ...livestock in farms.
- e. ...which is about over-fishing.
- f. ...taken it off their menus.

4 Language focus Expressions with "get"

Look at this sentence from the conversation, "Well, more and more famous people are getting behind the new ethical eating campaign." If someone is "getting behind" a campaign, they are starting to support it. We can use "get" to refer to a process. Complete the sentences below with appropriate words.

1. I'm getting a bit _____ sitting here.
Can we turn the heating on?
2. It's getting _____ – I think we should go.
3. I'm getting sick and _____ of her attitude to work.
4. It's getting _____. I think we should turn the lights on.
5. He's getting a bit _____ in his old age.
He ought to do a bit more exercise.
6. Bob and Sam are getting _____ really well.

5 Discussion

1. Are you interested in knowing where your food comes from? Why? Why not?
2. Do you think ethical eating issues will become important in your country? Why? Why not?
3. What other issues are topical at the moment in your country?

DICTIONARY OF SLANG

HERE WE'VE GOT SOME EXAMPLES OF HOW TO SAY THINGS IN DIFFERENT SITUATIONS.

Situation	Formal	Relaxed	Informal
A colleague is never at his post.	He is never present at his position of work.	He's never around.	He's always skiving off.
You warn a new employee about a strict boss.	You must exercise caution when she is in the vicinity.	Be careful when she is here.	Watch your back when she's around.
Someone is explaining something. It doesn't make sense.	That speech is devoid of any comprehensible matter.	It doesn't make sense.	He's talking gibberish.
A friend doesn't like to spend his money.	He is of a cautious nature when it comes to purchasing items.	He doesn't like to spend his money.	He's really tight. / He's mean. / He's stingy.
There's a new sofa in the office. It is very comfortable.	It is of a most sumptuous, soft and delicate nature.	It's really comfortable.	It's really comfy.
The waitress asks you whether you would like your English breakfast with everything included (eggs, bacon, sausages, baked beans, black pudding, etc.). You would.	I would like my morning nourishment of Anglo-Saxon origin with all the customary culinary additions included.	I'll have everything with it, please.	I'll have the full monty!

CHAT-UP LINES / PICK-UP LINES

(US English)

LET'S SEE IF YOU GET LUCKY.



- Do you have a plaster? I hurt my knee when I fell for you.
- Can I have a picture of you so I can show Santa what I want for Christmas?
- Come on, darling. My lips aren't going to kiss themselves.
- Repeat after me, "Hi. You'll do!"
- I seem to have lost my telephone number. Any chance I could have yours? ☺



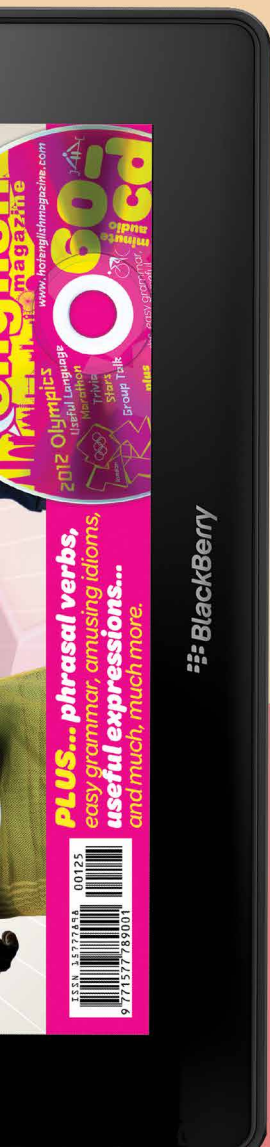
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Matthew's kindle 10:32

COVER FEATURE

STAY MOTIVATED WITH THESE QUOTES!

STUDYING ENGLISH: ENGLISHMAN & ENGLISHWOMAN

Studying a language is never easy. There are times when you'll feel frustrated because you don't seem to be making any progress. But you've got to keep going and remember that language acquisition is a long, slow process with lots of ups and downs. Above all, it's important to have a positive, can-do attitude. These famous quotes should help keep your spirits up. [Complete the quotes with the verbs from below. Then, listen to check your answers.]

try get making returns make see want end do get

“Nothing is impossible, the word itself says ‘I’m possible’.”
(Audrey Hepburn (1919-1993), actress)

“Either I will find a way, or I will die.”
(Philip Sidney (1554-1586), soldier)

“If you can dream it, you can do it.”
(Walt Disney (1901-1966), cartoonist)

“You are never too old to be a dreamer.”
(CS Lewis (1898-1963), novelist and poet)

“Always do your best. What you do your best, you will succeed.”

18:33 80%

January 2015 issue

Preview tap to enlarge

Learn English...
EDITORIAL

Details

18 quotes to help you learn English! 13 top tips on how to improve your spoken English. 12 useful words and expressions

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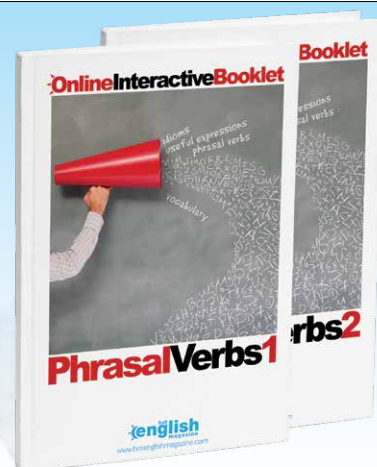
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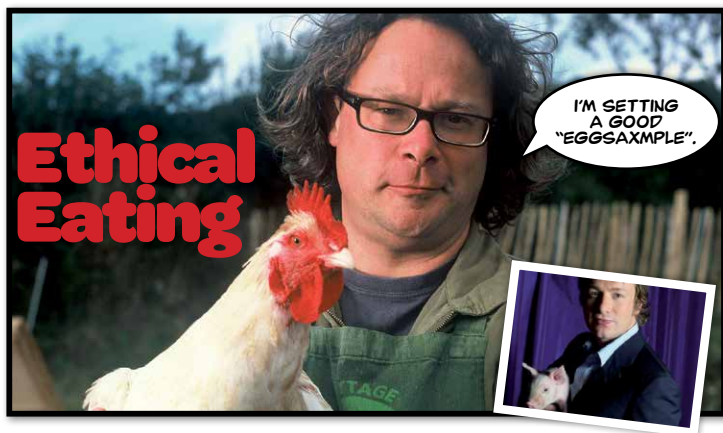
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Small Talk

Spontaneous conversations in English.

ANSWERS ON PAGE 51

Do you know where your food comes from? Does your fish come from a **sustainable** source? Does the pork you eat come from pigs that lived in humane conditions? Does the chicken you buy come from **free-range chickens**? These days, **ethical eating** is a hot topic. And many celebrities are helping to promote it.

Some animals live in **appalling** conditions. Thousands of chickens **crammed into** wire cages, pigs forced to live in spaces that are barely big enough for them to turn around in, and cows kept in darkened **stalls** for the whole of their unnatural lives. But more and more people are concerned about the conditions of **livestock animals**. And many celebrities are supporting ethical eating campaigns, too.

Paul McCartney has been an active promoter of vegetarianism since he stopped eating meat in the mid 1970s. Paul's first wife, Linda, wrote vegetarian cookery books and her Linda McCartney Foods range sell well in the UK. Paul and his daughters, designer Stella and photographer Mary, started their "Meat-free Monday" campaign to encourage people to give up meat once a week.

Celebrity TV chef Hugh Fearnley-Whittingstall started a campaign called *Chicken Out!* He wanted to make the public aware of the terrible conditions that some **factory-farmed** chickens lived in. He also **highlighted** the health benefits of eating free-range chicken meat.

Jamie Oliver, another celebrity chef, was involved in a similar project, but this time focusing on pigs. The *Save Our Bacon* campaign showed the public some of the **horrendous** practices used in **intensive pig farming**. He also questioned how nutritious the meat from these farms actually is.

The film *The End of the Line* (2009) looked at the fishing industry and the devastating impact of **overfishing**. The film is the world's first major documentary on this topic and was premiered at the Sundance Film Festival. It also examined the imminent extinction of bluefin tuna brought on by increasing western demand for sushi. Actors Greta Scacchi and Richard E Grant, and film director Terry Gilliam appeared in ads to promote this film.

Let's hope celebrities can help bring this topic the urgent attention it deserves. ✪

GLOSSARY

sustainable *adj*
if something is "sustainable", it can be renewed or continued with minimal negative effect on the environment

free-range chickens *n*
chickens who live outdoors in relatively free conditions

ethical eating *n*
eating food that has been produced in a way that does not harm the environment or does not contravene basic animal rights

appalling *adj*
terrible; horrible

to cram into *exp*
to push many people/things into a very small area

a stall *n*
a compartment for one animal

livestock animals *n*
animals kept for their meat

factory-farmed *adj*
animals that are "factory-farmed" are kept in large numbers in small cages or enclosures

to highlight *vb*
to draw attention to; to emphasize

horrendous *adj*
terrible; horrible

intensive farming *n*
a system of mass farming that involves keeping many animals in small cages/enclosures

overfishing *n*
fishing in a body of water so extensively that the supply of fish disappears and there is an ecological imbalance

1 Pre-listening

Look at the list of situations below (1 to 4). Imagine you need to make small talk with someone you've just met in each place. Think of two things to say/ask at each place.

- At a business conference *So, did you enjoy the talk?*
- At a party
- In a lift
- In the street

2 Listening I

Listen to the four mini-conversations. What did the speakers ask/say?

3 Listening II

Match the sentences (a-h) to the places from the Pre-listening exercise. Mark each sentence: *Business conference; Party; Lift; Street*

- Well, I think we've got enough air to last for about two hours. Lift
- I don't think there are any copies left. I could e-mail one to you if you like.
- I got married last week.
- I prefer not to spend too much time looking out of the window.
- Well, it's nice to get a bit of feedback.
- I heard you guys only get about six hours of lectures a week, right?
- I have to read books and say whether they'd make good films or not.
- So, you don't know many people here, then?

4 Language focus Missing auxiliaries

Look at this sentence from the conversation, "So, you think it went well?" The speaker has asked a question and omitted the auxiliary "do". This is quite common spoken, informal English. Complete the following sentences with the missing auxiliaries.

- You like it?
- You fancy going for a drink?
- You been here before?
- She get up to much at the weekend?
- They seen it before?

5 Discussion

- Have you ever had to make small talk in any of these situations? What did you talk about?
- What's the most unusual question you've been asked in a social situation?
- What's the funniest thing that's ever happened to you in a social situation?

ROAD IDIOMS

THIS MONTH, WE ARE LOOKING AT SOME "ROAD" IDIOMS.



Hit the road

TO START A JOURNEY.

"It's getting late. I think we should hit the road."



Go down that road

TO DECIDE TO DO SOMETHING IN A PARTICULAR WAY.

A: We're thinking of renting a car instead of actually buying a new one.

B: Oh, no. I wouldn't go down that road if I were you. It's much more expensive in the long run.



A road hog

SOMEONE WHO DRIVES REALLY SLOWLY OR WHO DOESN'T LET OTHER DRIVERS PASS.

"I was stuck behind a road hog for most of the journey, which was driving me crazy!"



One for the road

IF YOU HAVE "ONE FOR THE ROAD", YOU HAVE A DRINK, USUALLY AN ALCOHOLIC ONE, JUST BEFORE LEAVING SOMEWHERE.

"Come on! There's time for just one more for the road."



Down the road

IF YOU SAY THAT SOMETHING WILL HAPPEN "DOWN THE ROAD", YOU'RE SAYING THAT IT'LL HAPPEN IN THE FUTURE.

"We may buy our own office, but that'll probably be down the road."



The road to hell is paved with good intentions

THIS EXPRESSION IS USED TO REFER TO PEOPLE WHO SAY THEY'RE GOING TO DO GOOD THINGS, BUT WHO NEVER ACTUALLY DO THEM.

A: I kept meaning to call you at the hospital to ask how you were doing, but I never got round to it.

B: Oh, yes, the road to hell is paved with good intentions.

Sobering Thoughts

Why alcohol advertising may go bottoms up.

1 Pre-reading

Match the alcohol ads (1 to 4) to the descriptions (a-d).

1. Guinness (stout) d
2. WKD (alcopops)
3. Budweiser (beer)
4. Heineken (beer)

- a. In one of this product's ads for the Asian market, two friends are at a sports stadium. When one of the men gets up, his wicked friend kicks him down the stairs... as a joke, of course.
- b. This famous ad starts off with a girl showing some friends her walk-in closet that's full of clothes and shoes. At the same time, a boy is showing his friends his walk-in closet which is full of beer.
- c. This company's adverts featured young people talking on the phone asking, "Whassup?"
- d. This company's Christmas ad featured pictures of snow falling in places around Ireland ending at St James's Gate Brewery with the line, "Even at the home of the black stuff they dream of a white one."

2 Reading I

What are the arguments for and against alcohol advertising? Think, then read the text to check your ideas.

3 Reading II

Read the article again and answer the questions.

1. What examples of alcohol abuse does the writer mention?
2. What are the British Medical Association demanding?
3. What did a recent Irish study find?
4. What are the potential effects of a ban on alcohol advertising according to one industry expert?
5. What are some companies doing in response to the threat of a ban?



Guinness won awards for theirs. WKD caused controversy with theirs. Budweiser started a whole new catchphrase with theirs. These days, ads for alcohol come in all shapes and sizes. Whether it's on TV, in a magazine or sponsoring a high-profile event, it's hard to avoid alcohol-related marketing. But this may soon be a thing of the past.

Alcohol abuse is a big problem in the UK. On any Saturday night, British towns are packed with pub-goers, some of whom have had more than one too many. In holiday destinations such as Ibiza and Corfu, Britons have earned a poor reputation for swilling sangria by the bucket-load and ending up comatose on the ground. Although many drinkers are enjoying a night out with their friends, there's a more serious side to the problem. Alcohol-related crimes are increasing in the UK and there are worries about the long-term health effects on Britain's heavy drinkers. The government have been forced to take action and is now looking at raising taxes on alcohol and monitoring very carefully how alcohol is advertised.

But while the government are analysing the situation, the British Medical Association (the BMA) has called for an all-out ban. The association believes that ads linking alcohol to youth culture are a large part of the problem. Drinks companies have been accused of sending out the wrong messages, some of which seem to actively encourage excessive drinking. Although ads are no longer allowed to explicitly suggest that alcohol increases social confidence, this hasn't necessarily changed perceptions. A recent Irish study found that most young people believe alcohol advertising still promotes this message. Further research in America showed that young people who were exposed to alcohol advertising drank significantly more than those who weren't. All this has prompted the BMA to argue that a change in legislation is "essential".

But not everyone agrees with this. Alcohol companies spend millions on marketing every year, and those working in the media industry fear the proposed ban could do further damage to the economy. "If there is a case for a ban on medical grounds, then we aren't going to oppose it," explained Sarah Barnes, chairman of a leading media agency. "However, the fact is that any ban on alcohol-related advertising would have a commercially devastating effect on all the main media."

And it's not just media moguls who are concerned. Some government officials are doubtful whether an advertising ban could change something so deeply embedded in British culture as drinking. Recent studies at Sheffield University indicated that there was "substantial uncertainty" over the potential impact of a ban. Many feel that the proposal is an overreaction to the problem and advertisers have accused the BMA of not drawing up "serious recommendations".

Meanwhile, some drinks companies have come up with a partial solution to the problem. They're using advertising to encourage consumers to drink in moderation. One ad by Diageo highlighted the downside of excessive drinking by showing a girl getting drunk at a party. From her perspective, the night was a success, but from everyone else's point of view, she'd made a complete fool of herself. Ads such as this aim to show that alcohol can ruin a night out, which should go some way to persuading people not to binge drink.

Many believe that alcohol advertising will eventually go the same way as smoking advertising. Advertisements for tobacco were banned outright in the UK in 2002 after a series of preliminary restrictions. This strategy seems to have had a positive effect in many countries. In Canada, for example, the number of smokers is at its lowest for forty years following strict advertising restrictions. By contrast, the number of young smokers has tripled in the last decade in Russia where there is no control on advertising.

So, it looks like alcohol advertising may not be around for much longer. However, it'll take more than an advertising ban to put an end to Britain's binge-drinking culture. ✱

Slaying Slough

City tries to change its image.

1 Pre-reading

ANSWERS ON PAGE 51

What makes a perfect city? Rank the ideas from 1 to 12 ("1" is the most important). Can you think of any more ideas?

- There are lots of green areas.
- There are pedestrianised areas.
- There is a very good public transport system (trams, underground trains, buses, etc.).
- There are lots of trees in the area.
- There is a well-defined city centre with public spaces (plazas, squares, etc.).
- The industrial areas are outside the city centre.
- There is a bustling community.
- There are lots of cinemas, theatres, art museums, opera houses, music halls, etc.
- There are lots of parks.
- There are cycle lanes.
- There's a lot of beautiful architecture.
- It's next to the sea.
- Other?

2 Reading I

Read the article once. Do you think Slough sounds like a good place to live in? Give reasons.

3 Reading II

Read the article again and answer the questions.

1. What unattractive feature is Slough home to?
2. What do some people say that Slough's biggest problem is?
3. How does Slough's crime rate compare to the rest of the country?
4. What organisation has Slough just joined?
5. What are the aims of the organisation?
6. What impression does the writer seem to have of Slough? What evidence is there for this?

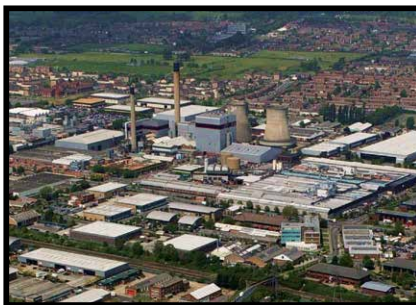
4 Language focus Modifiers

Look at this extract from the article, "...and it also has a relatively high crime rate..." The speaker has modified the adjective "high" with the modifier "relatively". Complete these sentences with the expressions from below. *surprisingly low; amazingly well; boiling hot; hugely successful; incredibly beautiful; superbly designed*

1. The play was _____ and made a lot of money.
2. She's an _____ person with a lot of friends.
3. It was _____ yesterday, so I spent all day by the pool.
4. Sandra did _____ in her exam.
5. Figures for profits last month were _____. We expected better.
6. This building is _____.

5 Discussion

1. Are there any ugly cities in your country? Why are they considered ugly?
2. What's the best/most beautiful city in your country? Why?
3. What's your favourite city? Why?



Are there any ugly cities in your country? One of England's most unattractive cities is Slough. But what did it do to **deserve** such an unfortunate title?

"Come friendly bombs and fall on Slough! It isn't fit for humans now," wrote the English poet

Sir John Betjeman in his 1937 poem about the town. For years, Slough has been **ridiculed** as England's ugliest city. But is that a **fair assessment** of the city's physical appearance? Yes, according to some. "If you had a choice of Slough or anywhere else in the area, Slough would be the last town you'd come to," said Dawn Lewis, a former resident. "I grew up in Slough in the 1970s. If you want to know what Slough was like in the 1970s, go there now," added Slough-**raised** comedian, Jimmy Carr.

It's easy to see how Slough got its poor reputation. Slough (which rhymes with "cow") is about 30 kilometres from central London. It's on the edge of the M4 motorway, and is home to the famous Slough Trading Estate – a huge **industrial sprawl**. The estate is one of the largest in Europe, and many multinational companies have offices there, including Black & Decker, Amazon, Mars and ICI. Slough is also close to another famous industrial sprawl: Heathrow airport. Many believe that Slough's biggest problem is its over-abundance of concrete. The council appear to be **waking up to** this problem as just recently they agreed to plant more trees in the high street after residents complained that it "wasn't green enough".

But there's more. According to research by the Campaign to Protect Rural England, Slough is the least **tranquil** area in England, and it also has a relatively high crime rate, with figures for all crime statistic categories above the English average, and in some cases, **double**. So, it's a **concrete jungle** with a pretty bad crime rate – not a great start. But now the town council is trying to change all that. They have **proudly** announced that the city has just joined environmental capitals including Copenhagen and Vancouver to be part of the Climate Neutral Network.

The Climate Neutral Network was established by the United Nations Environment Programme. Its **aim** is to encourage countries, cities and companies to dramatically cut their **emissions**, with the long-term aim of becoming **carbon neutral**. Member organisations have to make explicit commitments to CO2 reductions and report back on their progress. So, has the ugly duckling of British towns finally evolved into something more pleasing to the eye? We'll have to wait and see. ✪

GLOSSARY

- to deserve** *vb*
if you think A "deserves" B, you think A should have B
- to ridicule** *vb*
to make fun of; to laugh at
- a fair assessment** *n*
an accurate and just description of something
- to raise** *vb*
if you are "raised" in an area, you lived there as a child
- an industrial sprawl** *n*
a large area with a lot of factories, industries, etc.
- to wake up to something** *exp*
to start to understand something
- tranquil** *adj*
quiet and peaceful
- double** *adj*
x100%
- a concrete jungle** *n*
an area with a lot of buildings, roads, concrete, etc.
- proudly** *adv*
with feelings of "pride" and satisfaction because of something good that you've done
- an aim** *n*
an objective
- an emission** *n*
the act of giving out a gas/heat/light, etc.
- carbon neutral** *n*
that uses no carbon dioxide; that emits no CO2

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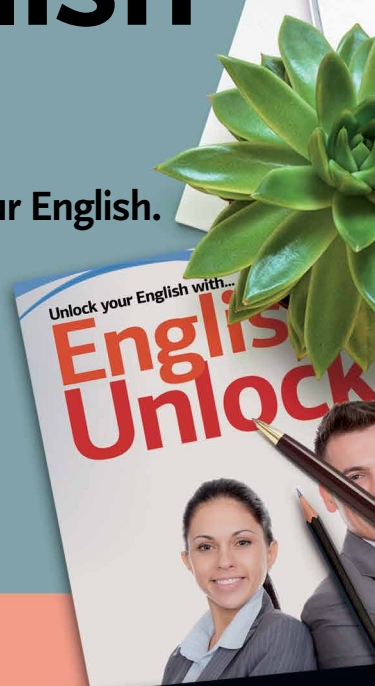
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PHRASAL VERB THEMES

Travel

HERE ARE SOME TYPICAL PHRASAL VERBS THAT YOU CAN FIND IN TRAVEL ARTICLES ON PLACES TO VISIT.

Head to
TO GO TO.



Head to the main square for a drink in a terrace bar.

Dine at
EAT AT (A RESTAURANT).



Dine at Stefano's – one of the best Italian restaurants in the city.

Indulge in
IF YOU "INDULGE IN" AN ACTIVITY, YOU DO IT BECAUSE IT'S SOMETHING YOU ENJOY.



Holidays are a time to Indulge in all those things you aren't supposed to do, such as eating chocolate!

Cool off
TO BECOME LESS HOT.



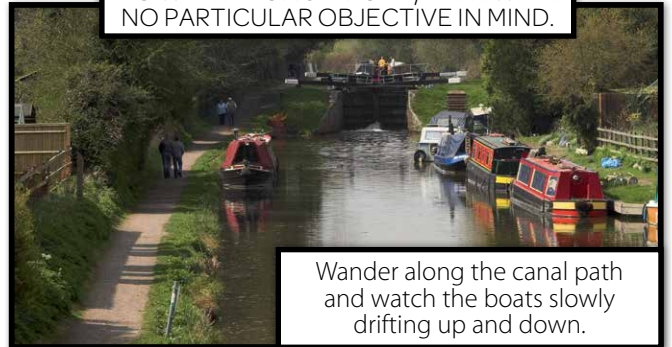
In the summer, you can cool off at one of the city's many swimming pools.

Stroll around
TO WALK IN AN AREA WITH NO PARTICULAR OBJECTIVE.



Stroll around the palace and enjoy the beautifully laid out gardens.

Wander along
TO WALK ALONG A ROAD/PATH WITH NO PARTICULAR OBJECTIVE IN MIND.



Wander along the canal path and watch the boats slowly drifting up and down.

Start off
THE PLACE WHERE YOU "START OFF" A TOUR (FOR EXAMPLE), IS THE PLACE WHERE IT STARTS.



Start off your tour of the region by visiting one of the many castles.

point out
IF SOMEONE "POINTS SOMETHING OUT" TO YOU, THEY SHOW IT TO YOU.



He pointed out the painting to me.

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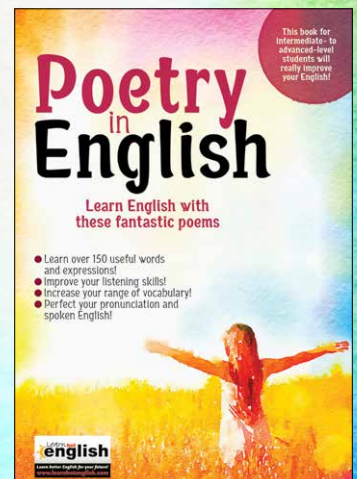
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HELPING OUT  **TRACK 06** 

A friend in need is a friend indeed.

We asked some people in the street how they're helping their friends.

I'm helping my friend Jenny right now! She's a chef. She works in a big hotel in the city centre, but she's at home at the moment because she's just had twins. I'm staying with her and I'm helping her with the babies. I'm doing some baby-sitting later. It's busy being a full time mum!

My friend Bob is looking for a new job. I'm helping him write letters and fill in job application forms. We're looking for jobs in newspapers and on the internet. He's thinking about going to work abroad.

I'm helping my friend Frank. He hasn't got anywhere to live. He had an argument with his flatmate, so he's staying at my house for a few days. We're going out tonight – hopefully he'll be OK. They're always arguing, but they'll be friends again tomorrow. You'll see.

My friend Carol is moving house. She's moving to a nice little village in the country. We're packing things in boxes. There's a lot of work to do. She helped me once, so I'm returning the favour. We're going to work all weekend.

I'm helping my friend Jane. She's feeling a bit ill this week. She's got a terrible cold. I'm taking her some food after work – some chicken soup. That should make her feel better.

I'm helping a friend set up a new business. She wants to open a restaurant. She's thinking about buying a restaurant in the high street. I'm designing some business cards for her, and I'm helping her to think about the menu. We're also writing a business plan. She needs that so she can get some finance.

HAVE YOU EVER...?  **TRACK 08** 

Questions about our unusual experiences.

Have you ever lied?

Oh, yes, I've told a few lies. Once, when I was about 17, I came home really late. I told my parents that I was feeling ill, but I was actually really drunk. I've lied to my boss, too. Once, I phoned in ill, but I wasn't really ill. I had a few things to do, but I felt really bad afterwards... and I never did it again. I've never lied to my boyfriend though... not yet anyway.

Have you ever met anyone famous?

Not recently, but when I was at university, I met Bill Gates – he was giving a talk there. Oh, and I've met the actor Robin Williams. I was at a press conference. When it finished, I went to talk to him. I asked him for his signature. He made a few jokes and was really friendly.

Have you ever fallen down in public?

Oh, yes, a few times. The first time was at

school. I was about nine at the time. There was a prize-giving ceremony. I went up onto the stage to collect my certificate and tripped and fell. Everybody was laughing! I've fallen down in front of my work colleagues too. We were having some drinks. When I got up to get everyone a drink, my dress got caught in my chair and I fell down. How embarrassing!

Have you ever laughed so much that you started to cry?

Oh, yes, but only once that I can remember. I was at school and we'd done something naughty. So, this teacher started telling us off. As we were standing there, I just started laughing. I think it's because I was so nervous. Soon, we were all laughing. Even the teacher was laughing in the end.

Have you ever missed a flight?

Yes, I've missed a couple of flights in my life. Once, I was going to a conference in Chicago and I had to change planes in New York City. Anyway, the flight was at 19:30, but I thought it said 9:30 – two hours later than it really was. Anyway, I got to La Guardia airport at about 4 pm, and took a taxi into the city centre to have a look around. When I got back, my flight had already left! That was really stupid... and expensive.

HOW TO OPEN A PRESENTATION!
TRACK 09 

Hi, I'm Greg Miller and I help salespeople to increase their sales by over 50%. I've been the senior sales manager at Greystone Management for over 10 years, and I've spent years perfecting my techniques. Today, I'm going to show you how to captivate your customer in the first two minutes of your sales presentation. You probably already know that delivering a great sales presentation is critical to making the sale. But did you know that research has shown that most customers will stop listening after the first 2 minutes if they aren't convinced there's something in it for them? So, in today's talk I'll be... *[fades out]*

Erm, er, er, good morning and I'd just like to say that it's great to see you all here. As some of you, erm, know, my name is Sarah Rusk, and I'm the project manager for the Styne Beck Building Project. In today's talk, I'm going to be looking at the proposed, er, building project and going through it with you. Erm, I'll be talking about its potential benefits, er, the proposed schedule, how it could attract more visitors and, erm, er, explaining what we hope to achieve with it. I hope that by the end of this talk, you'll be as convinced as I am on the benefits of, er, of this project. Now, to start with... *[fades out]*

Good afternoon, my name is Tina Mason and I'm the senior retail consultant at Battenberg Incorporated. First of all, I'd just like to thank you for finding the time to come and join me for this presentation. Many of you will have probably seen me

about the office. As you may know, I was brought in to evaluate the situation and, hopefully, put forward some suggestions for improvements. During my time here, I've had the opportunity to see how things are run. I've seen some good things and I've seen some things that clearly need to change. Well, now's the time to explain what these proposed changes are. So, in this talk, I'll be going through those and, at the end, you'll be given a chance to ask any questions. Right, to start with... *[fades out]*

HOW TO MAKE AN IMPACT WITH YOUR PRESENTATION!  **TRACK 10** 

Every second, a slice of rainforest the size of a football field is mowed down. That's more than 31 million football fields of rainforest each year. And if things continue like this, there won't be much left by 2030. So, what can we do? What should we do? What must we do? The answer is simple: we have to... *[fades out]*

Since 1989, 303 convicted prisoners have been exonerated by DNA evidence. 18 of them were on death row. 25% had confessed to crimes they'd never committed. And a staggering 33% of them were executed despite the fact that they were innocent. That's shocking. But what's worse is that... *[fades out]*

It's commonly held advice that you should buy low and sell high. But I think that's wrong. Why? Because buying low typically involves getting stock that's going in the opposite direction – down – as opposed to the most desired direction – up. Now, in today's talk, I'll be showing you what you can do to... *[fades out]*

Let me start with a question, put up your hands if you've had any money worries in the past few months. Put up your hands! [a show of hands] Quite a few, I can see. You know, feelings of concern about money can play a major part in many people's lives. And in many cases, it can ruin your life. Well, in today's talk, I'll be showing you how to live your life without worry. I'll be showing you how to eliminate these feelings of anxiety, and how to ensure that you... *[fades out]*

How many of you have heard the story of Pierre Standoli? Not many. In fact, I hadn't even heard of him until a couple of days ago. His story is fascinating. And it's one that everybody should be familiar with. Pierre was born into an impoverished family in New York in 1914. His mother worked in a shoe factory and his father was an unemployed alcoholic. The family rarely had enough money for food, but that didn't stop young Pierre from dreaming of better things. At the age of 12, he left school and found work in... *[fades out]*

You know, a few minutes ago I was just talking to your president, Gene Goldsmith, who's sitting just over there, and he was

telling me about the situation that you're facing right now in your business – how the industry is changing so fast that it's hard to keep up, how you're having to adapt to changes on a daily basis, and how, at times, it feels like you're having the carpet pulled from under your feet. Well, it needn't be like that. In this talk, I'll be showing you... [fades out]

You know, I've spent many hours studying your industry and I've spoken to several people in your business. In fact, I once worked in your industry for several years when I was a young man so I know what you're facing. I know how you feel when the client changes their mind. I've been there. I know what it's like when you have to go back to a client to renegotiate the whole deal. And I know that terrible feeling you get when the sale falls through. And that's why I'm well placed to tell you all about... [fades out]

FOOD CELEBRITIES TRACK 16

What the stars are doing to promote ethical eating.

Patrick: Hello and welcome to the show. In today's programme we're talking about celebrities and food. Here with me in the studio is Nancy Barker. So, Nancy, what's been happening?

Nancy: Well, more and more famous people are getting behind the new ethical eating campaign.

Patrick: What's that?

Nancy: It's a campaign to get people more aware of the condition of livestock in farms, about declining levels of fish stocks in the world's oceans, sustainable fishing and things like that. And now stars are helping to push the issues to the foreground.

Patrick: A few examples?

Nancy: Sure, just take the case of Greta

Scacchi. She was recently pictured holding a cod to her naked body. She was trying to promote sustainable fishing. Basically, they want to help save the world's fish stocks. This has coincided with the launch of the film *The End of the Line*, which is about over-fishing. She appeared in another photo alongside actress Emilia Fox, director Terry Gilliam and actor Richard E Grant, who are also part of the campaign.

Patrick: So, who else has been getting involved?

Nancy: Well, Paul McCartney and his daughters Stella and Mary are launching a campaign to convince the public to go meat-free for a day a week. As you know, Paul McCartney is a big animal rights activist. Anyway, he's sent letters to people in the media inviting them to a lunch to launch his meat-free Monday campaign.

Patrick: So, what's his beef, if you'll pardon the expression?

Nancy: Well, as you may know, livestock production has a great impact on climate change – more than the transport sector, for example. In fact, livestock production accounts for about 18% of global warming. So, Paul and his friends are trying to encourage us all to reduce our meat intake by cutting it out for just one day a week.

Patrick: Now, I heard something about stars boycotting a famous restaurant?

Nancy: Yes, that's right. It began a couple of weeks ago with the news that Nobu, an international, high-end chain of Japanese restaurants, was still serving bluefin tuna despite it being an endangered species. Many

big-name chefs such as Gordon Ramsay and Jamie Oliver have already taken it off their menus, but this restaurant refuses to back down. The only thing they've done is to add a note to its menu pointing out the threat to the bluefin and inviting diners to ask for an alternative. But they're still serving it.

Patrick: So, is it a good thing that all these stars are getting involved?

Nancy: Well, if you want to put an issue into the popular mind, you need these people. Greta Scacchi is going to catch people's attention in the way that food and animal experts probably can't.

Patrick: Fascinating, and we wish them all the best in their attempt to save the world.

SMALL TALK TRACK 19

Spontaneous conversations in English.

At the business conference

Julia: Great talk!

Pete: Thanks.

Julia: Do you do this very often?

Pete: Once in a while. So, you think it went well?

Julia: Oh, yes, you had the audience captivated. Funny jokes. Interesting anecdotes. Amusing slides. You had it all.

Pete: Thanks. Well, it's nice to get a bit of feedback.

Julia: So, can I get a copy of that handout.

Pete: I don't think there are any copies left. I could e-mail one to you if you like.

Julia: Yeah, that would be great. Here's my business card – the street address is wrong, but the e-mail is still the same. We moved offices.

Pete: So, you're working in Chicago.

Julia: Yes. Been there for six months now. I love it.

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AUDIO SCRIPTS

Pete: Yeah, I lived there once. Nice city, but very cold in the winter.
Julia: Well, I haven't had the pleasure of that yet, but as we're already in October, it won't be long.
Pete: Yeah, buy yourself a nice warm jacket.
Julia: I will. Oh, well, I must get going. Thanks again.
Pete: My pleasure.

At a party
Steve: You're a friend of Sarah's, aren't you?
Ellie: She's more a friend of a friend – my housemate Jenny knows her so she invited me.
Steve: Oh right. So, you don't know many people here, then?
Ellie: No. Feeling a bit like a fish out of water. Everyone seems to be lifelong friends.
Steve: Are you at uni too?
Ellie: Yeah. Final year, so just starting to get loads of work all at once.
Steve: That's tough. I'm doing a Masters but I think my final year was actually worse than what I'm doing now.
Ellie: Really? What's your masters in?
Steve: Business Administration. My first degree was in Chemistry. So, what are you studying?
Ellie: Sociology.
Steve: I heard you guys only get about six hours of lectures a week, right?
Ellie: Seven, actually.
Steve: Mmm... you're not getting much

sympathy from me so far!
Ellie: It sounds easy but it's the coursework that takes up all the time. Lectures are better because at least you can just sit there and take notes. It's the sitting in the library and trying to write essays that I hate.
[fades out]

In a lift
Bethany: Taking forever, isn't it?
John: Yeah, it's the slowest lift I've ever been in. Oh, no. It's stopped.
[The lift stops.]
Bethany: I hope you aren't claustrophobic.
John: Not usually, but I've never been put to the test.
Bethany: Well, I think we've got enough air to last for about two hours. I'm Beth, by the way.
John: John. Pleased to meet you.
Bethany: Likewise. So, do you work here?
John: Fifteenth floor. I'm with Mathews and Sons.
Bethany: I'm on the thirtieth floor. Saunders and Co.
John: You can look down on me.
Bethany: Yeah, and the city. Thing is, I get vertigo. I prefer not to spend too much time looking out of the window. *[The lift starts.]* Oh, look, the lift's started again.
John: I thought we'd be here all day.
Bethany: Me too.
John: *[The lift door opens.]* Well, this is

my floor.
Bethany: I think I'll get out here too. I don't fancy getting stuck in there on my own.
John: Fancy a coffee?
Bethany: Yeah, I'll need one if I'm going to walk up those stairs.
John: Right.

In the street
Mark: Hey, Petra. How's it going?
Petra: Hi, Mark. Haven't seen you for ages.
Mark: Yeah.
Petra: So, how's it going?
Mark: Not bad. I got married last week.
Petra: Congratulations! Give us a hug.
[They hug.] Ahh!
Mark: And you? How are things with you?
Petra: Oh, not too bad. I've got a new cat.
Mark: Fantastic.
Petra: And a new job.
Mark: Great! Where?
Petra: Well, it's incredible. It's for this film producer. I have to read books and say whether they'd make good films or not.
Mark: You get paid to read! That's a dream job!
Petra: Tell me about it!
Mark: Hey, I've got to get going.
Petra: Oh, right.
Mark: Stay in touch.
Petra: Yeah. You too.
Mark: Bye.
Petra: Bye.

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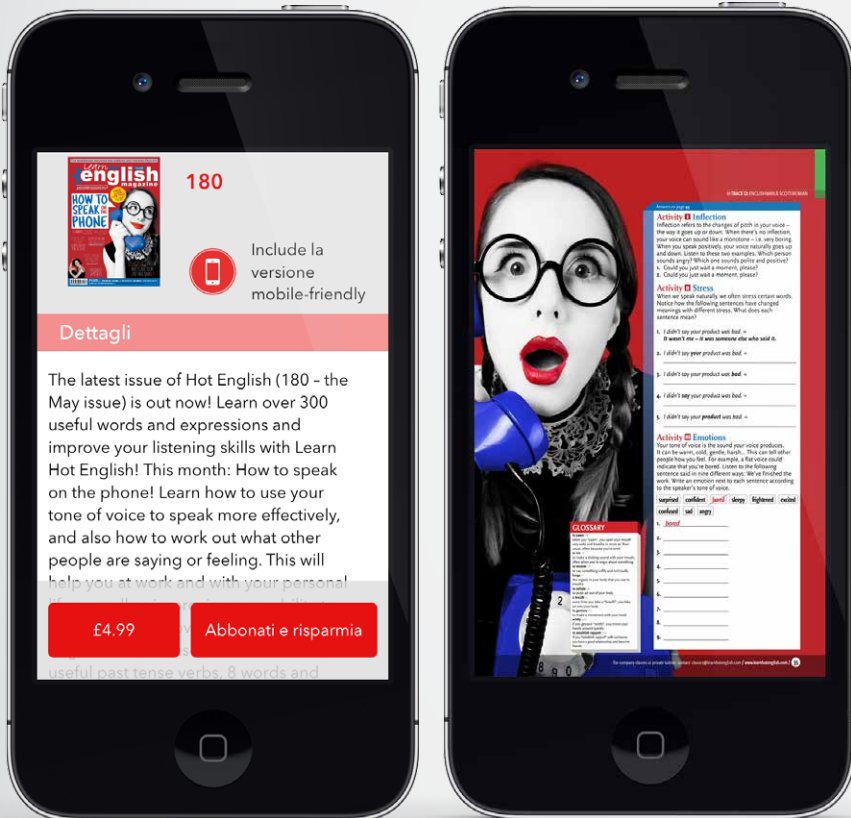
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WORLD FACTS (PAGE 4)**1 Pre-reading**

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

3 Reading II

- 94.3 = the number of computers per 100 Canadians.
- 35.9 = the number of broadband subscribers per 100 Danes.
- 176.5 = the number of phones per 100 people in the UAE.
- 821 = the number of newspapers sold in Iceland per 1,000 people.
- 162 = the number of minutes the Turks spend enjoying their meals.
- 530 = the number of minutes a day the French sleep.

4 Language focus

- I might see her later.
- They should not do that.
- We can do it later.
- Can you swim fast?
- You mustn't / shouldn't walk on the grass.

VOCABULARY (PAGE 8)

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

DISNEY MAGIC (Page 10)**1 Pre-reading**

Mickey Mouse, Donald Duck, Goofy, Pluto

3 Reading II

- Chicago; 2. Newspaper;
- An ambulance driver;
- Wasn't; 5. 1932; 6. Didn't like.

4 Language focus

- Was; 2. Wasn't; 3. Were;
- Was.; 5. Weren't.

ERROR CORRECTION (PAGE 13)

- I went to the shop on Monday.
- We met in the morning.
- We had dinner on Valentine's Day.
- I was there from 9 am to 4 pm.
- We were there for six hours.
- I will go there in May.

HELPING OUT (PAGE 13)**3 Listening II**

- She works in a big hotel.
- I'm helping her with the babies.
- My friend Bob is looking for a new job.
- He's thinking about going to work abroad.
- He's staying at my house for a few days.
- They're always arguing.
- We're packing things in boxes.
- She's feeling a bit ill this week.
- She wants to open a restaurant.

10. I'm designing some business cards for her.

4 Language focus

- Something; 2. Anyone.
- Somewhere; 4. Anywhere;
- Someone; 6. Anything.

GRAMMAR FUN (PAGE 14)

- Are playing;
- Are talking;
- Is making;
- Isn't working;
- Are rising;
- Am not feeling.

SHROUD ED IN MYSTERY (PAGE 15)**3 Reading II**

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

CONSUMED CONSUMER (PAGE 16)**3 Reading II**

- Dave Carroll.
- Flight from: Halifax to Omaha.
- Guitar.
- United Airlines.
- Zero.
- He wrote a song, filmed a video for it and put it on YouTube.

4 Language focus

- Looking.
- Waiting.
- Apologise.
- Applying.
- Searching.

TYPICAL MISTAKES (PAGE 18)**1 Typical native-speaker mistakes**

- Than; b) Lose; c) They're;
- Effect; e) You're; f) Its; g) Ben's

2 Exercise

- I agree with you.
- She told me the answer.
- My leg hurts.
- Do you like it?
- It is cold.
- This one isn't the same as the other one.
- I am 20 years old.
- I am hungry.
- She's a police officer.
- I have known her since 2005.
- I didn't do anything.
- I didn't see anybody.
- I like dogs.

HAVE YOU EVER...? (PAGE 19)**3 Listening II**

- 2; b) 4; c) 1; d) 3; e) 1; f) 2; g) 5; h) 3.

4 Language focus

- Anybody; 2. Somebody;
- Nobody; 4. Everybody.

HOW TO START A PRESENTATION! (PAGE 26)**3 Listening II**

Speaker I = He's going to talk about how to captivate the customer in a sales presentation.

Speaker II = She's going to talk about the proposed building project and the potential benefits of it.

Speaker III = He's going to explain some proposed changes.

4 Language focus

- increase; 2. at; 3. how;
- manager; 5. consultant;
- thank; 7. may; 8. in

HOW TO MAKE AN IMPACT WITH YOUR PRESENTATION (PAGE 27)**3 Listening II**

Speech I = a description of a situation that could have negative future consequences

Speech II = some alarming statistics

Speech III = a quote or common expression with a twist to it

Speech IV = a request for a show of hands

Speech V = a story

Speech VI = a description of a recent conversation

Speech VII = a description of a situation you're familiar with from personal experience

4 Language focus

- by; 2. fact; 3. in; 4. how; 5. of;
- about; 7. in

INSURANCE FUN (PAGE 29)**3 Reading II**

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

4 Language focus

- Whose; 2. Who; 3. Whose;
- Whose; 5. Who.

CELEBRITY SELL OUT (PAGE 31)**1 Pre-reading**

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

3 Reading II

- His football skills and his image
- £200 million
- It was a big success and completely changed their image.
- Because her weight loss wasn't due to her diet but a surgical operation.
- Because the model was using false eyelashes.
- They use "real" people instead of models.

RIDDLES (PAGE 33)

- "IC" (icy); 2. David!
- Second place!

FOOD CELEBRITIES (PAGE 35)**3 Listening II**

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

4 Language focus

- cold; 2. late; 3. tired; 4. dark;
- fat; 6. along / on

SMALL TALK (PAGE 39)**3 Listening II**

a. Lift; b. Business conference; c. Street; d. Lift; e. Business conference; f. Party; g. Street; h. Party

4 Language focus

- Do you like it?
- Do you fancy going for a drink?
- Have you been here before?
- Does she get up to much at the weekend?
- Have they seen it before?

SOBERING THOUGHTS (PAGE 41)**1 Pre-reading**

1d 2a 3c 4b

3 Reading II

- Drinking too much and becoming comatose.
- A ban on alcohol advertising.
- That many people still believe that alcohol adverts promote the idea that alcohol increases social confidence.
- It will have a devastating effect on the main media.
- They're creating ads to warn people of the dangers of excessive drinking.

4 Language focus

- Whom; 2. Which; 3. Whom;
- Which.

SLAYING SLOUGH (PAGE 42)**3 Reading II**

- A huge industrial sprawl.
- It's lack of trees and green areas.
- It's higher.
- The Climate Neutral Network.
- To encourage countries, cities, etc. to cut CO2 emissions.

6. Answers may vary.

4 Language focus

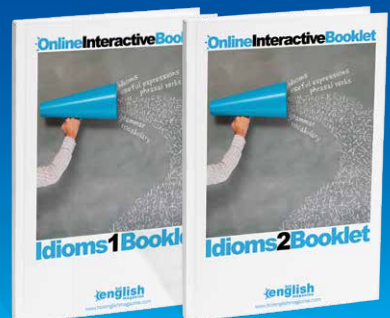
- Hugely successful.
- Incredibly beautiful.
- Boiling hot.
- Amazingly well.
- Surprisingly low.
- Superbly designed.

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WORD OF THE MONTH

SLEAZE



THIS MONTH'S WORD OF THE MONTH IS... "SLEAZE".

First, read these example sentences.
 What do you think "sleaze" means?

1. "The level of **sleaze** in parliament seems to have been rising rapidly in recent years."
2. "In the **sleaze-ridden** years of the John Major government there were numerous cases of hypocrisy."

"Sleaze" (n) is a word most commonly used in the UK press to describe **hypocritical** behaviour by politicians. It often refers to scandals involving **corruption** or sex. "Sleazy" (adj) behaviour is more hypocritical than illegal. For example, a politician who talks about the importance of family values and who is then caught having an extra-marital affair would be accused of "sleaze".

The term "sleaze" came into common use during the 1980s. The noun comes from the adjective "sleazy", meaning dirty and cheap. Originally "sleazy" was used to describe cheap cloth which became dirty easily, but it soon became used more widely. A "sleazy bar" is somewhere cheap, dark and often frequented by criminals. And a "sleazy person" is used to describe a person of low morals. These days the phrase "He's a real sleazebag" or "sleazeball" has become more common. Politician David Mellor once described publicist Max Clifford as "a sleazeball's sleazeball". One reason for the word's popularity may be that it begins with the consonant cluster

"sl", a combination common in words describing dirt (slime, sludge, slush) and **doggy** people (slob, slacker, slimeball).

Since the 1980s, "sleaze" seems to cover nearly every aspect of British politics. In the 1990s it was especially associated with the Conservative (Tory) Party, which was then in power. In 1993, Conservative Prime Minister John Major launched his famous "Back to Basics" campaign. This was an attempt to focus people's attention on law and order, education and public morality. But the campaign was unsuccessful because of the numerous cases of sleaze. Tory MPs David Mellor, Tim Yeo and Piers Merchant were all discovered to be having affairs. And Michael Mates, Neil Hamilton and Tim Smith were all alleged to have accepted bribes from businesspeople in return for asking questions in parliament, the so-called "cash for questions" scandal. Cabinet Minister Jonathon Aitken was found guilty of **perjury** and sent to prison for 18 months. Some years later, it was revealed that Major himself had been having an affair with fellow married Conservative MP Edwina Currie! Newspapers called for "An End to Tory Sleaze" and the party lost the 1997 election to Labour.

What a bunch of sleaze balls! ❗

GLOSSARY

hypocritical *adj*
 if someone's behaviour is "hypocritical", they do the things they say that they are against
corruption *n*
 dishonest actions in politics/business
doggy *adj informal*
 dishonest, dangerous, unreliable
perjury *n*
 lying in a court of law

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