

## Writing: Part 1 – An essay

4 Read the essay topic below. Do you agree or disagree with the statement?

'The 24/7 city, where shops and other facilities are open all day and night, is a good thing.'

5 Read the jumbled sections of the essay, A-H. Match each section to the correct place in the paragraph plan.

- A On the one hand, a 24/7 city makes shopping a lot more convenient. This is especially helpful for people whose working hours don't allow them to get out in the daytime.
- B Many people think that this is a positive thing, **whereas** others feel that it can have negative consequences.
- C **Moreover**, it means that more people will be expected to work night shifts and this can lead to health problems.
- D In addition, a city which is buzzing with life at night may feel less dangerous.
- E Nowadays, more and more cities are open around the clock.
- F **However**, I think it is important that there are a handful of facilities available late at night for the convenience of those whose only choice is to shop at that time.
- G **To sum up**, I disagree with the statement. **In my opinion**, there should be a limit to the amount of time when people can spend their money.
- H On the other hand, a 24/7 city encourages excessive spending and can cause people to get into debt.

### Paragraph plan

Paragraph 1: Introduction

1 E                      2 \_\_\_\_\_

Paragraph 2: Arguments for the essay statement

3 \_\_\_\_\_                4 \_\_\_\_\_

Paragraph 3: Arguments against the essay statement

5 \_\_\_\_\_                6 \_\_\_\_\_

Paragraph 4: Conclusion

7 \_\_\_\_\_                8 \_\_\_\_\_

6 Match the highlighted words in the essay to an equivalent word or phrase below.

- 1 In conclusion                      \_\_\_\_\_
- 2 While                                      \_\_\_\_\_
- 3 In my view                              \_\_\_\_\_
- 4 Nevertheless                          \_\_\_\_\_
- 5 Furthermore                          \_\_\_\_\_

## Reading and Use of English: Part 5 – Multiple choice

7 Read quickly through the article, then read questions 1 and 2 below. Do not read options A-D at this stage. Find and underline evidence for the answer in the article.

- 1 How did drivers react to the Volkswagen Polo Twist?
  - A They took photographs of it.
  - B They didn't pay it any attention.
  - C They were irritated because it was taking up a parking space.
  - D They were surprised to see something so unexpected.
- 2 What is the main benefit of guerilla advertising?
  - A It's easy to get authorisation to stage the event.
  - B It reaches a wide audience.
  - C It catches people's eye more than normal adverts.
  - D It can be included in computer games.

8 Now look at options A-D in Activity 7 and choose the option which best matches the evidence in the article.

### Guerrilla advertising

Londoners looking for a parking space one day in 2004 couldn't believe their eyes when they turned into a street and found that one spot had been taken up by a Volkswagen Polo Twist carved out of ice. The car, designed by ad agency DDB, melted to the ground in about 12 hours, but its photograph can be seen as part of a case study in a new book, *Guerrilla Advertising*, which describes how big brands are increasingly seeking spectacular new ways of grabbing consumers' attention.

'Guerrilla advertising' is a phrase which describes non-traditional advertising campaigns that take the form of publicly staged events, often carried out without permission. It used to be employed as a low-budget option for small businesses unable to afford a thirty-second TV commercial. But now, big-name brands are taking the guerrilla approach since it offers a way to reach highly-targeted audiences and to grab the attention of consumers who are so inundated with advertisements - which have crept into video games and even onto egg shells - that they tend to ignore them.

## Health and fitness

1 Complete the health and fitness tips with the verbs in the list.

build burn digest fill get lack let reduce speed stay

## 3 TOP HEALTH TIPS

- ★ **Eat plenty of natural food.** If you (1) \_\_\_\_\_ up on processed, sugary and deep-fried food your body will (2) \_\_\_\_\_ the vital vitamins and minerals it needs to (3) \_\_\_\_\_ healthy.
- ★ **Don't (4) \_\_\_\_\_ yourself get dehydrated.** Water is essential to life. We need it to control our body temperature, (5) \_\_\_\_\_ rid of toxins, to concentrate and to (6) \_\_\_\_\_ our food.
- ★ **Walk for 30 minutes a day.** This will (7) \_\_\_\_\_ fat, (8) \_\_\_\_\_ muscle, (9) \_\_\_\_\_ up your metabolism and (10) \_\_\_\_\_ the risk of many serious diseases such as diabetes and cancer.

## Food

2 Give three examples of the following:

- 1 processed food: \_\_\_\_\_  
2 deep-fried food: \_\_\_\_\_

3 How much do you know about food? Answer the questions in the quiz.

## Food Quiz

- 1 Which of these could you not do with orange juice?  
A sip it B chew it C gulp it D swallow it
- 2 Choose the correct word.  
My dad's an excellent *cook* / *cooker*.
- 3 Which of these would a vegetarian eat?  
A poultry B dairy products C liver
- 4 What are the opposites of the words in *Italics*?  
A *fatty* meat \_\_\_\_\_ C *cooked* vegetables \_\_\_\_\_  
B *sweet* orange \_\_\_\_\_ D *still* water \_\_\_\_\_
- 5 Which of these does not describe a cutting action?  
A chop B slice C whisk D carve
- 6 Choose the correct word.  
I'm not keen on desserts. I prefer *sweet* / *savoury* food.
- 7 Put the letters in order to make substances found in food.  
A *peinrot* \_\_\_\_\_ C *breff* \_\_\_\_\_  
B *cadratebohy* \_\_\_\_\_ D *clestehorol* \_\_\_\_\_
- 8 Which one word can follow each group of adjectives?  
A green, mixed, side, fruit \_\_\_\_\_  
B rare, medium, well-done, T-bone \_\_\_\_\_  
C stale, wholemeal, brown, garlic \_\_\_\_\_

## Movement

4 Complete each pair of expressions with one word from the list.

balance bend grab jump punch sprint stretch

- 0 ... over backwards  
... your knees *bend*
- 1 ... on one leg  
lose your ... \_\_\_\_\_
- 2 ... the ball  
... hold of your opponent \_\_\_\_\_
- 3 do a warm-up ...  
... out your hand \_\_\_\_\_
- 4 ... up and down  
... over a wall \_\_\_\_\_
- 5 ... after someone  
100-metre ... \_\_\_\_\_
- 6 ... somebody on the arm  
... the air \_\_\_\_\_

5 Complete the sentences with the correct form of an expression from Activity 4.

- 0 She *jumped up and down* on the spot to keep warm.
- 1 I \_\_\_\_\_ the thief when he stole my handbag, but didn't manage to catch him.
- 2 How long can you stand on one leg without \_\_\_\_\_?
- 3 You should always \_\_\_\_\_ before rigorous exercise to prevent injury.
- 4 'How are you, mate?' he asked, as he \_\_\_\_\_
- 5 The basketball player \_\_\_\_\_ and threw it into the net.

