Unit 10

Introduction

1, 2
See also page 164 of the Student’s Book
sport: 7%
film: 11%
eating out: 40%
mobile: 21%
music: 16%
video games: 5%

3
Students’ own answers

4
a we have adopted more forms of passive entertainment;
the expectation to be passively entertained has spilled into
other areas of our society as well
b [POSSIBLE ANSWERS]
active forms of entertainment include: playing sport,
socializing with friends, shopping, eating out, walking,
going to museums or galleries; passive forms of
entertainment include: social networking, online
shopping, playing video games, watching TV or films,
listening to music or the radio
c Students’ own answers

5
reams: a large quantity of writing
ubiquitous: seeming to be everywhere or in several places at
the same time; very common
fallout: the bad results of a situation
spilled into: accidentally
deficit: the amount by which sth is too small or smaller than
sth else

6
Students’ own answers

Reading & Use of English – Part 1

1
a [POSSIBLE ANSWERS]
celebrities often embody beauty, fame and wealth, which
are particularly attractive qualities to young people
b Students’ own answers
c advantages: can give people direction, can encourage
good behaviour (e.g. sportsmanship, dedication, etc.);
dangers: can encourage bad behaviour (e.g. drinking
to excess, drugs, etc.), can cause depressive illnesses or
body-related illnesses (e.g. eating disorders) if success or
celebrity lifestyle does not materialize

2
celebrities are important to both young and old people, but
for quite different reasons

3
1 B avoid unsuccessful actions is the opposite to mimic what
makes others successful; evade is usually used when you
escape sth which is following or pursuing you
2 C broad ranges is a fixed expression meaning: large
varieties; spheres usually collocates with wide rather than
broad
3 A In this case is a fixed expression meaning: in this
situation; in this instance is wrong because it is usually used
for a narrower or more particular example
4 C display emotions towards sb means: to show feelings for
sb; exhibit emotions is wrong because it is more formal, and
not often used with an object
5 D confirmed means: proved a fact to be definitely correct
or true; it also fits the sentence structure where it is
followed by that
6 C internationally known celebrities are prestigious because
they are respected or admired and have high status;
illustrious is wrong because it is more formal and relates
more to what a person has achieved than their status
7 A if you feel befriended by sb, they feel like your friend or
that you know them well, so this fits the context of the
sentence which goes on to mention real-life friends
8 D bond combines with the preposition with to mean: to
develop or create a relationship of trust with sb

4
Students’ own answers

5
the contrast clauses are introduced by even if and even when;
you might expect to find information that contrasts in an
unexpected or surprising way with information in the main
clause or another clause

6
a 3 f 1, 4
b 1, 2, 4 g 1, 3
c 1, 3 h 1, 2
d 2 i 1

e 1, 4 j 4

7
Because, Since, Now (that)

8
a now
b as, since
c As, Since
d in; now (grammatically correct even with now already in
the clause)
e As, Since, While
f as, since, for
comparable abilities is shown by the phrase evenly matched
3 A Participants facing a single bidder … were far more likely to exceed the preset bidding limit, i.e. they became more determined to succeed
4 D fans remembered outcomes that favoured their team far more accurately
5 A rivalries may alter our motivation and moral code and influence your behaviour and decisions; the writer lists a number of disorientating actions in lines 61–64 which are the result of being made aware of the achievements of others
6 C students who faced a rival later scored higher on a test of Machiavellian attitudes … selfish, devious and manipulative behaviour, i.e. they showed more unscrupulous character traits

4

a obnoxiously, frustratingly
b to lead from cause to effect, i.e. the prize is to beat someone familiar
c inversion: only recently have scientists looked at
d it conveys the idea of cutting a relatively small amount of something, as well as the idea of cutting something in order to improve it
e that this has happened unexpectedly and not deliberately
f that the margins are uneven
g the word inner suggests that people might not previously have known that they had this Machiavellian ability, but in fact it was always there
5 Students’ own answers
6
1 to persuade sb to believe sth or do sth
2 to make sth increase, or become better or more successful
3 to make it difficult for sth to continue in the normal way
4 to unfairly influence sb’s opinions or decisions
5 to prevent sb from easily doing or achieving sth
6 to place sb/sth in a particular position on a scale in relation to similar people or things
7 to damage sth or make sth worse
8 to meet sb, or discover or experience sth, especially sb/sth new, unusual or unexpected
9 to say publicly that you support a person, statement or course of action
10 to treat a person or situation as an opportunity to gain an advantage for yourself
a those used to describe something positive: boost
b those used to describe something negative: disrupt, bias, hamper, impair, exploit
c those used to describe something neutral: sway, rate, encounter, endorse

Writing – Part 2, Letter

1 a your friend
b your friend’s characteristics that would make him/her suitable for the role; describe any relevant experience your friend has
c formal
2 a by giving examples
b uses tact: whilst being highly adept …; she occasionally …;
c on account of; without doubt
d Students’ own answers; it is mostly positive
3 a due to/because of/on account of/thanks to
b due to/because of/on account of/thanks to
c because
d for this reason/thus/consequently
e so/and for this reason
f due to/because of/on account of/thanks to
4 Students’ own answers
5 a 3 b 1 c 4 d 2 e 6 f 5 g 9 h 8 i 10 j 7
6 get carried away – get overexcited/overdo
jump down someone’s throat – be irritable/petulant
throw something together – cobble together/assemble
roughly
not give an inch – inflexible/obstinate/dig your heels in
get up someone’s nose – irritate/irk/antagonize
make a meal of something – spend a lot of time doing
something in an annoying way
too big for your boots – big-headed/arrogant/conceited
wriggle out of something – avoid doing something
pull your socks up – knuckle down/work hard
throw your weight around – be bossy/overbearing/bully
7 Students’ own answers
8 Students’ own answers
9
a as if
b as
c just as
d as if

e like
f as
g as though

10
Students' own answers

11
a for *(make for: to move towards sth)*
b do with *(make do with: to manage with sth that is not really good enough)*
c good *(make good: to pay for, replace or repair sth that has been lost or damaged)*
d break *(make or break: complete success or total failure)*
e up for *(make up for: to do sth that corrects a bad situation)*
f on the *(on the make: trying to get money or an advantage for yourself)*
g of *(all the makings of: to have the qualities that are necessary to become sth)*
h out *(make out: to understand sb's character)*
i like *(make like: to pretend to be, know or have sth in order to impress people)*
j off with *(make off with: to steal sth and hurry away with it)*

Writing – Part 1

1 Text 1: *It is a poor reflection on the development and progress of our society when the primary aim of many people is simply to get rich; even more shockingly is the path most kids believe that they can choose to attain this goal. Not through determination and perseverance, but through becoming famous.*

Text 2: *Not so long ago, the aspirations of youngsters were directed at admirable, or at least achievable, careers; How sad then that today most ambitions are purely self-serving.*

2
a Both texts focus on; with both focusing on; both seem to feel
b this suggests a claim that the writer of the original text is not clearly and fully stating their view

3

POSSIBLE ANSWERS
Set 1: *Although traditional professions such as fireman and teacher, which remain admirable in many people's eyes and are realistically obtainable, few children aspire to them.*
Set 2: *Fame, which is seen as a career by many young children, is seen as a realistic way of making vast sums of money.*
Set 3: *Popular reality television shows, which now take up much more airtime on TV than dramas, have given ordinary people aspirations to simply be famous for the sake of it and have thus reduced the number of acting roles available to many aspiring actors.*
Set 4: *In a relatively short period of time, the food industry has not only helped to transform our diet, but also our workforce, landscape, economy and popular culture.*

Speaking – Part 3

1 Students' own answers

2
a whether it's true that TV has robbed us of the ability to communicate with each other
b repeat the question
b he disagrees then reinforces his argument
d the examiner asks if she agrees
ey, because she agrees with what he said then puts forward another supporting point of view to back up his opinion
f politely by saying: *Yes, sorry to interrupt, but ...*
g tactfully by saying: *But don't you think that ...*
h politely but she points out that she thinks that what Jan has said is *highly debatable*

3
a Asking sb's opinion
*What do you reckon?* *(informal)*
*What are your thoughts on this?* *(formal)*
Further examples: *Any ideas? / Well?* *(informal); Would you care to tell me what you think?* *(formal)*

b Interrupting
*If I could just come in here ...* *(formal)*
I'm sorry but ... (formal/quick)
Can I just add ... (formal)
further examples: Hold/Hang on a minute. (informal); Sorry to interrupt but ... (neutral)

Resisting interruptions / Keeping the turn
Just a moment, please. (formal)
Don't butt in! (informal/rude)
Let me finish! (neutral/strong)
further examples: Hear me out. / Wait your turn. (informal); If I could just finish ... / If you'll let me finish ... (formal/neutral)

Reading & Use of English – Part 6

1 Students' own answers

2 POSSIBLE ANSWER
for Hitchcock, films were less a case of showing life as it really is (a slice of life) than an enjoyable and easy pastime (a piece of cake)

3 1 G watershed picks up on the idea of profound change at the end of paragraph i; This phenomenon, at the start of paragraph ii, refers to the closing of thousands of flourishing theatres at the end of paragraph G
2 C this paragraph contains information about the process of suburbanization, which is part of the demographic ... shift mentioned in paragraph ii and the population shifts in paragraph iii
3 D this paragraph contains information about the next stage in the development of movie houses/theatres, specifically the acres of free parking and ideal access for the car of shopping centre theatres
4 A paragraph iv contains information about the shaking foundations of the Hollywood studios; paragraph A mentions a further blow to the stability of the studio system and the war mentioned at the end is picked up at the start of paragraph v
5 H paragraph v contains information about the 'Paramount decision' to divorce production and exhibition; paragraph H restates this situation, contrasting the previous 'golden age' with now
6 B paragraph B starts with So, indicating the reason for sth (the major companies' desire to hold sway mentioned in paragraph vi)
7 E paragraph vii contains information about technical developments; paragraph E mentions spectacular widescreen effects by melding images from three synchronized projectors; paragraph viii mentions how the new process needed three full-time projectionists and new equipment
Paragraph F is not needed.

4 a attacks, crippled
b phenomenon

c shaking foundations; prestige pictures
d up in arms
e held sway
f lit up the screen; surged into the market
g blow
h the fact that people had moved away from city centres to the suburbs
i record numbers
j go one step further
k an event or a period of time that marks an important change

5 Students' own answers

Listening – Part 2

1 Students' own answers

2 1 nation of shopkeepers
2 national obsession
3 (chronic) labour shortage
4 spices and foodstuffs
5 affordable
6 Indian
7 hours of cooking
8 flavourings
9 (different) specialist

3 oven-roasted a, c, f
pan-fried a, c, d, f
hand-picked b, c
organically grown b, c
charcoal grilled a, c, d, f
heavy-spiced a, d, e, f
corn-fed f
line-caught d
oak-aged g
freshly squeezed b

4 Students' own answers