

## A REPORT

- a Read the report on restaurants. With a partner, and think of suitable headings for paragraphs 1, 3, and 4.
- b You have been asked to write a report on either **good places for eating out** or **entertainment in your town** for an English language magazine. With a partner, **plan** the content.
- 1 Decide which report you are going to write.
  - 2 Decide what headings you can use to divide up your report.
  - 3 Decide what information to include under each heading.
- c **Write** 120–180 words, organized in three or four paragraphs with a heading. Use a neutral / formal style, and use expressions from **Useful language** for generalizing.

**Useful language: talking in general**  
*Most / The majority of (cinemas in my town...)  
(Cinemas) are usually / tend to be (quite cheap)  
In general... / Generally speaking...  
almost always... / nearly always...*

- d **Check** your report for mistakes (grammar, punctuation, and spelling).

◀ p.91

## Eating out in London

This report describes various options for students who want to eat out while staying in London.

1

**Fast food** – The majority of fast-food restaurants are cheap and clean and the service is fast, but they are often noisy and crowded, and of course the food is the same all over the world.

**World food** – London has restaurants offering food from many parts of the world, for example India, and China. These are often relatively inexpensive and have good-quality food and a nice atmosphere.

### <sup>2</sup>Value for money

**Gastropubs** – These are pubs which serve high-quality food but tend to be slightly cheaper than the majority of mid-range restaurants. Generally speaking, the food is well-cooked and some have very imaginative menus.

**Italian restaurants** – You can normally get a good pasta dish and a salad in most Italian restaurants without spending too much, but be careful, some restaurants have very expensive wine lists.

3

There are many options if you want to try somewhere special, but be aware that this nearly always means spending a lot of money. French restaurants, for example, are often expensive, and also restaurants run by celebrity chefs.

4

- Don't make your meal cost more by ordering expensive drinks.
- If you have a special restaurant in mind, don't forget to book in advance because the best restaurants are usually full, especially at weekends.
- Even if you have a limited budget, take advantage of the different restaurants that London has to offer.



# Advertising

## 3 VIDEO IN THE STREET

### Part 3

5 23 Watch or listen to Part 3 and circle the correct phrase.

- 1 He thinks that billboard and TV advertising will *remain important* / *slowly decline*.
- 2 He tends to notice *both good and bad adverts* / *only well-made adverts*.
- 3 He thinks Nike adverts are very successful *because of their logo and slogan* / *because they make people feel good about themselves*.
- 4 He thinks Apple's approach to advertising was very *innovative* / *repetitive*.
- 5 Their advertising message was *honest and clear* / *modern and informative*.



**billboard** /'bɪlbɔːd/ a large board on the outside of a building or at the side of the road, used for putting advertisements on

a 5 25 Watch or listen to five people talking about advertising. How many of them say they are influenced by advertising campaigns?



Jeanine, South African    Dustin, American    Elvira, American    Ivan, American    Yasuko, American

b Watch or listen again. Who (J, D, EI, I, or Y)...?

- is against adverts which can make smoking seem attractive to young people
- prefers to do their own research before they buy a product
- say that they are concerned about young people's health
- is not sure we should ban the advertising of unhealthy products
- thinks that women are sometimes exploited in advertising

c 5 26 Watch or listen and complete the highlighted Colloquial English phrases. What do you think they mean?

- 1 '...when they see it they're very \_\_\_\_\_ to the adverts and then they want it immediately and it's a problem.'
- 2 'I am sure I am, probably **not consciously, but I'm sure** \_\_\_\_\_.'
- 3 'The only thing that \_\_\_\_\_ to \_\_\_\_\_ that should be banned from advertisement is...'
- 4 'That's \_\_\_\_\_ the only thing that I can think of.'
- 5 '...so I think that anything that **causes health** \_\_\_\_\_ or bad influences or addiction should be banned from being on commercials.'

## 2 LOOKING AT LANGUAGE

### Metaphors and idiomatic expressions.

George Tannenbaum uses a lot of metaphors and idiomatic expressions to make his language more colourful, e.g. *took the baton* = carry on in the family tradition, (from relay races in athletics).

a 5 24 Listen to some extracts from the interview and complete the missing words.

- 1 'You know they, what do they call them, \_\_\_\_\_ worms?'
- 2 'They **get into your** \_\_\_\_\_ and you can't get them out sometimes...'
- 3 'And I bet you I'm getting this \_\_\_\_\_ **for word** if you could find it.'
- 4 '...we do live in a celebrity culture and people, you know, **their ears** \_\_\_\_\_ **up** when they see a celebrity.'
- 5 'Um, have billboards and TV commercials **had their** \_\_\_\_\_?'
- 6 '...because you've got a **captive** \_\_\_\_\_.'
- 7 'they became kind of the gold standard and they rarely **hit a** \_\_\_\_\_ **note**.'

b Look at the expressions with a partner. What do you think they mean?

## 4 SPEAKING

Answer the questions with a partner.

- 1 Do you think you're influenced by advertising campaigns?
- 2 Is there any product that you think **shouldn't** be advertised?
- 3 Are there any brands that you think make very good or very bad adverts?
- 4 Are there any jingles or slogans that you remember from your childhood? Why do you think they were so memorable? Are there any others that have got into your head since then?
- 5 Are there many billboards in your country? Do you think they make the streets uglier or more attractive?
- 6 How important do you think humour and celebrities are in advertising?

# 10A The dark side of the moon

## 1 SPEAKING & LISTENING

- a With a partner, discuss the statements below. Do you think they are **F** (facts) or **M** (myths)? Say why.
- b (5:27) Listen to a scientist on a radio programme discussing each statement. Were you right?

- c With a partner, see if you can remember any of the explanations the scientist gave. Then listen again and make notes for each statement.
- d Do you know any other things that some people think are scientific facts, but are really myths?

## SCIENTIFIC FACTS... OR MYTHS?

1 A coin dropped from a very high building can kill someone on the ground.

3 There is no part of the moon which is permanently dark.

5 Albert Einstein was very bad at maths at school.

7 A full moon makes people and animals go mad.

2 We only use ten per cent of our brains.

4 Rubber tyres protect a car from lightning.

6 Antibiotics don't kill viruses.

8 Bats are blind.

## 2 VOCABULARY & PRONUNCIATION

stress in word families, science

- a Look at these extracts from the listening in 1b and write the **highlighted** words in the table below.

This is one of the most popular **scientific** myths...

...until very recently **scientists** thought that this really was the case.

He got very high marks in maths and **science**.

person	adjective	subject
scientist		
chemist		
biologist		
physicist		
geneticist		

- b Now complete the chart for the other four words.



### Stress in word families

In some word groups the stressed syllable changes in the different parts of speech, e.g. *geographer*, *geographic*, *geography*.

- c (5 28)) Listen and check. Then listen again and underline the stressed syllables in the words. In which groups does the stress change?
- d Practise saying the word groups.
- e Complete the sentences with a word from the list.

discovery drugs experiments guinea pigs laboratory  
research side effects tests theory

- Scientists **carry out** *experiments* in a \_\_\_\_\_.
  - Archimedes **made** an important \_\_\_\_\_ in his bath.
  - Isaac Newton's experiments **proved** his \_\_\_\_\_ that gravity existed.
  - Before a **pharmaceutical company** can sell new \_\_\_\_\_ they have to **test** them to make sure they are safe.
  - Scientists have to **do** a lot of \_\_\_\_\_ into the possible \_\_\_\_\_ of new drugs.
  - People can **volunteer** to be \_\_\_\_\_ in **clinical trials**.
- f (5 29)) Listen and check, and mark the stress on all the multi-syllable words in **bold**. Practise saying the sentences.

## 3 SPEAKING

Work with a partner. A interview B with the questions in the **red** circles. Then B interview A with the **blue** circles.

Which scientific subjects do / did you study at school? What do / did you enjoy the most / the least?

Which scientific subjects do you think have actually taught you something useful?

Is there a scientist (living or dead) who you admire? Who?

What do you think is the most important scientific discovery of recent years? Why?

Are there any scientific discoveries that you wish hadn't been made?

If you were ill, would you agree to be a guinea pig for a new kind of treatment?

Do you think it is acceptable for animals to be used in experiments? Does it make a difference if the experiments are for medical research or for cosmetics testing?

Are you happy to eat genetically modified food? Why (not)?

Are there any scientific stories in the news at the moment?

Are you worried about any of the things scientists are currently experimenting with?

What would you most like scientists to discover in the near future?

## 4 READING

- a You are going to read about four scientists who suffered to make their discoveries. Read the article once. How many of the scientists were killed by their experiments or inventions?
- b Read the extracts again and answer questions 1–8 from memory. Write A–D in the right box.

### Which scientist or scientists...?

- got ill after trying to show that his discovery was harmless
- made a fatal mistake during an experiment
- died of diseases he caught as a result of his experiment
- caused the death of other scientists
- used to breathe in toxic substances
- was doing his experiments to reverse / stop the ageing process
- is remembered today for the negative effects of his discovery
- was not very successful in his first job

# Suffering scientists

Four scientists who were injured or killed by their own experiments.

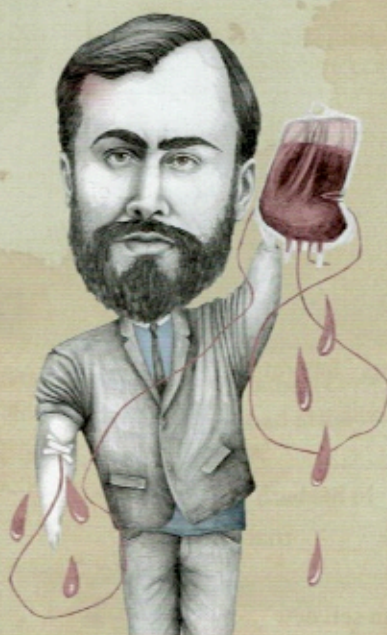
## A Sir Humphry Davy (1778–1829)



Sir Humphry Davy, the British chemist and inventor, had a very bumpy start to his science career – as a young apprentice he was fired from his job as an apothecary\* because he caused too many explosions! When he eventually took up the field of chemistry, he had a habit of inhaling the various gases he was dealing with. Fortunately, this bad habit led to his discovery of the anaesthetic properties of nitrous oxide. Unfortunately, the same habit led him to nearly kill himself on many occasions and the frequent poisonings left him an invalid for the last two decades of his life. During this time he also permanently damaged his eyes in a nitrogen trichloride explosion.

\* apothecary = person who in the past used to make and sell medicines

## B Alexander Bogdanov (1873–1928)



Alexander Bogdanov was a Russian physician, philosopher, economist, science fiction writer, and revolutionary. In 1924, he began experiments with blood transfusion – in a search for eternal youth. After 11 transfusions (which he performed on himself), he declared that he had stopped going bald, and had improved his eyesight. Unfortunately for Bogdanov, the science of transfusion was not very advanced and Bogdanov had not been testing the health of the blood he was using, or of the donors. In 1928, Bogdanov took a transfusion of blood infected with malaria and tuberculosis, and died soon after.

## C Thomas Midgley (1889–1944)



Thomas Midgley was an American chemist who helped to develop leaded petrol (lead was added to petrol to make car engines less noisy). General Motors commercialized Midgley's discovery, but there were several deaths from lead poisoning at the factory where the additive was produced. In 1924, Midgley took part in a press conference to demonstrate the safety of his product and he inhaled its vapour for a minute. It took him a year to recover from the harmful effects! Weakened by lead poisoning, he contracted polio at the age of 51, which left him disabled. He invented a system of ropes and pulleys so that he could pull himself out of bed, but his invention caused his death when he was strangled by the ropes. The negative impact on the environment of leaded petrol seriously damaged his reputation and he has been described as 'the human responsible for most deaths in history'.

- c 5 30)) Look at the **highlighted** words, which are all related to science and medicine. Do you know what they mean? Are they similar in your language? How do you think they are pronounced? Listen and check.

## D Louis Slotin (1910–1946)

Louis Slotin, a Canadian physicist, worked on the Manhattan project (the American project which designed the first **nuclear** bomb). In 1946, during an experiment with plutonium, he accidentally dropped a container causing a critical reaction. Other scientists in the room witnessed a 'blue glow' and felt a 'heat wave'. Slotin had been exposed to a **lethal dose** of radiation. He rushed outside and was sick and then was taken to hospital. Although volunteers donated blood for transfusions, he died nine days later. Three of the other scientists who were present died later of illnesses related to radiation.

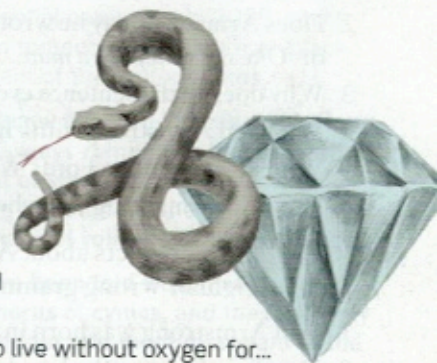


## 5 GRAMMAR quantifiers: *all, every, both, etc.*

- a With a partner **circle** the right word or phrase.
- 1 *Both* / *Both of* Sir Humphry Davy and Thomas Midgley damaged their health as a result of inhaling chemicals.
  - 2 *Either* / *Neither* Thomas Midgley nor General Motors were prepared to admit how dangerous lead was.
  - 3 Until 1973, *all* / *every* cars used leaded petrol.
  - 4 *All the* / *All* blood Bogdanov used in his experiments might have been contaminated, because he never tested any of it.
  - 5 Sir Humphry Davy was fascinated by *all* / *everything* to do with gases.
- b ➤ p.150 Grammar Bank 10A. Learn more about quantifiers, and practise them.

- c Do the Science quiz with a partner.

- 1 In Direct current, the electrons...
  - a move in only one direction
  - b move in both directions
  - c don't move at all
- 2 Helium gas can be found...
  - a only in liquid form
  - b in neither liquid nor solid form
  - c in both liquid and solid form
- 3 Adult giraffes remain standing...
  - a some of the day
  - b all day
  - c most of the day
- 4 Of all the water on our planet, ... is found underground.
  - a hardly any of it
  - b about half of it
  - c most of it
- 5 Snakes eat...
  - a only other animals
  - b either other animals or eggs
  - c either other animals or fruit
- 6 A diamond can be destroyed...
  - a by either intense heat or acid
  - b by both intense heat and acid
  - c only by intense heat
- 7 The human brain can continue to live without oxygen for...
  - a nearly two minutes
  - b nearly six minutes
  - c a few hours
- 8 In our solar system,...
  - a neither Pluto nor Neptune are now considered to be planets
  - b both Pluto and Neptune are considered to be planets
  - c Pluto is no longer considered to be a planet
- 9 When we breathe out,...
  - a most of that air is oxygen
  - b none of that air is oxygen
  - c some of that air is oxygen
- 10 An individual blood cell makes a whole circuit of the body in...
  - a nearly 60 seconds
  - b nearly 45 seconds
  - c a few minutes



- d 5 34)) Listen and check.

# 10A The dark side of the moon

## 1 GRAMMAR quantifiers: all, every, etc.

a Right (✓) or wrong (✗)? Correct the mistakes in the highlighted phrases.

- I've taken **all luggage** up to our room, OK? **✗ all the luggage**
- Everybody were** bad-tempered because it was late. \_\_\_\_\_
- All went wrong** at my last job interview. \_\_\_\_\_
- On Wednesday I spent **all day** revising for my biology exam.  
\_\_\_\_\_
- All the men** love buying new electronic gadgets. \_\_\_\_\_
- My mum works as a volunteer **at the hospital** every morning.  
\_\_\_\_\_
- The most people** are against eating genetically modified food.  
\_\_\_\_\_
- Every classroom** in that school has an interactive whiteboard.  
\_\_\_\_\_

b Complete the dialogues with *no*, *any*, or *none*.

- A Can I have a biscuit?  
B Sorry, we don't have any.
- A How much homework have you done?  
B \_\_\_\_\_. I don't feel like it right now.
- A How are we going to get home?  
B By taxi. There aren't \_\_\_\_\_ buses at this time of night.
- A Did any of your friends pass the exam?  
B No, \_\_\_\_\_ of them. It was too difficult.
- A Shall we have dinner in our hotel room?  
B We can't. There's \_\_\_\_\_ room service after 9 p.m.
- A When can you come?  
B \_\_\_\_\_ day you like. I'm free all week.

c Complete the sentences with a word from the box.

both either neither nor

- Both my brother and my sister have children.
- Dave has two computers, but \_\_\_\_\_ of them is working.
- We'd like to go to \_\_\_\_\_ Greece or Portugal for our holiday this year.
- Neither my boyfriend \_\_\_\_\_ I eat meat.
- \_\_\_\_\_ of their children are at the same university.
- I can't decide between these two shirts. I like \_\_\_\_\_ of them.
- \_\_\_\_\_ of my parents have ever been abroad.

## 2 VOCABULARY science

a Complete the sentences with a word from the same family as the words in **bold**.

- I always knew, right from the start, that I wanted to be a scientist. **science**
- Factories manufacturing plastics produce a lot of \_\_\_\_\_ waste. **chemistry**
- My daughter's best subject at school is \_\_\_\_\_ . **biologist**
- One of the most controversial issues of our time is \_\_\_\_\_ engineering. **gene**
- \_\_\_\_\_ is a mystery to me. I failed every exam I ever took. **physicist**

b Match each verb to a suitable noun.

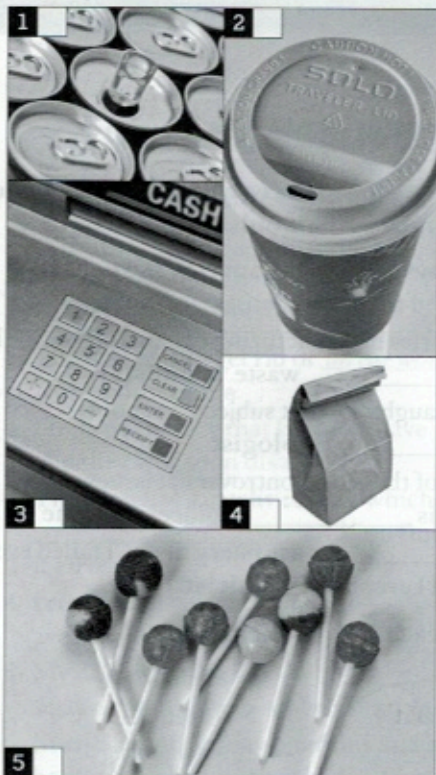
- |             |                 |
|-------------|-----------------|
| 1 be        | a a discovery   |
| 2 carry out | b a theory      |
| 3 make      | c a guinea pig  |
| 4 prove     | d new drugs     |
| 5 test      | e an experiment |

c Complete the sentences with the correct form of a verb phrase from **b**.

- We carried out an experiment in our chemistry class, but it went horribly wrong!
- The student volunteered to \_\_\_\_\_ because he needed the money.
- Researchers \_\_\_\_\_ an important \_\_\_\_\_ completely by accident last month.
- Companies need to \_\_\_\_\_ to make sure they are safe.
- It took a long time for Newton to \_\_\_\_\_ his \_\_\_\_\_ of gravity.

### 3 READING

- a Look at the pictures and read the article. Match each picture to a paragraph.



- b Read the article again and answer the questions. Write the letter of the paragraph.

Which inventor...

- 1 thought of something that made an extra tool unnecessary? \_\_\_\_\_
- 2 made it safer to carry something? \_\_\_\_\_
- 3 found the answer to a security problem? \_\_\_\_\_
- 4 came from outside the country where he created his invention? \_\_\_\_\_
- 5 invented something which was an improvement on the existing design? \_\_\_\_\_
- 6 was British? \_\_\_\_\_
- 7 invented something that speeded up the manufacturing process? \_\_\_\_\_
- 8 had to take legal action against a colleague? \_\_\_\_\_
- 9 designed something that can be fitted onto something else? \_\_\_\_\_
- 10 had an idea outside work? \_\_\_\_\_

## Unknown inventors

For most of us, the word "inventor" makes us think of names like Alexander Graham Bell or Guglielmo Marconi, the men behind the telephone and the radio. But what about the people whose inventions we use so often that we forget someone had to think them up in the first place? Read on to find out about five of the unknown inventors of our times.

**A** An American woman called Margaret Knight was working in a paper bag factory when she noticed how difficult it was to put things into the bags. So, she decided to invent a machine that folded and glued paper to make a flat-bottomed bag. She made a lot of sketches of her machine, but before she could actually make it, another employee called Charles Annan stole her idea. Knight took Annan to court and eventually won the case. In 1858 Knight set up her own paper bag company and received large sums of royalties for her invention when other companies made her bags under licence.

**B** In 1910, a Russian-born sweet manufacturer called Sam Born emigrated to the USA and set up a business there. One day, when he was wondering how to make the sweet making process more efficient, he thought up an idea for a new machine. It was called the Born Sucker Machine and its job was to quickly and mechanically insert the sticks into lollipops. The new machine helped make the sweets and Sam's company into a huge success and in 1916, he was awarded 'the key to San Francisco'. In 1923, he founded the Just Born company, which is still going strong in the USA today.

**C** In 1959, Ernie Frazee, the owner of a successful American engineering company, was at a picnic when he went to fetch the drinks. In those days, drinks were in sealed cans which were opened with a can opener. Unfortunately, Ernie had forgotten to bring the opener. This started him thinking, and one night, when he was having trouble sleeping, he solved the can dilemma. His idea was a new can that could be easily opened with a ring pull. Ernie's company began manufacturing a system of mass producing these cans and by 1980, he was making over \$500 million dollars a year from his invention.

**D** Once the banks had decided they wanted to install cash machines, the next problem was how to confirm a customer's identity to allow money to be withdrawn. It was a Scottish man by the name of James Goodfellow who came up with the solution. In 1966, Goodfellow realized he could link a set of numbers, known only to the account owner, to an encoded card. If the two numbers matched, the person would receive their cash. This number became known as a Personal Identification Number or PIN. Goodfellow didn't get a penny for his idea, but he did receive an OBE\* from the Queen in 2006.

**E** When takeaway cups of coffee became popular, the Solo Cup Company, a leading producer of disposable cups, saw a gap in the market for a new container. Jack Clements was the man they asked to design it. In 1985, Clements designed a new lid for the cup in the shape of a dome. The lid rested comfortably between the mouth and nose when the user took a sip and it also helped prevent spilling. Since then, the Solo Traveller Lid has been adopted by many of America's coffeehouses and it has helped Clements' company earn \$2 billion of annual income.

\*OBE - An award given in Britain for a special achievement.

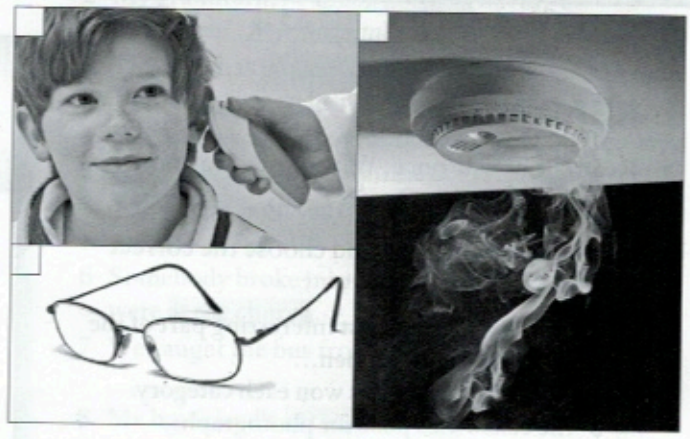


c Look at the **highlighted** words and phrases in the text and try to work out their meaning. Then use them to complete the sentences.

- 1 After brainstorming solutions to the problem, researchers \_\_\_\_\_ a new idea.
- 2 When companies see \_\_\_\_\_, there is a lot of competition to fill it.
- 3 I couldn't get any more cash out of the machine because I had already \_\_\_\_\_ €250.
- 4 The designers made a lot of \_\_\_\_\_ before they decided on the final version.
- 5 You shouldn't put a drink on your desk because you run the risk of \_\_\_\_\_ it on your computer.
- 6 They have started \_\_\_\_\_ the gadgets to meet the increased demand.
- 7 My grandfather is \_\_\_\_\_ although he is 94 years old.
- 8 Musicians earn \_\_\_\_\_ every time their song is played on the radio.

## 5 LISTENING

a **iChecker** Listen to the radio programme about NASA inventions and number the pictures in the order they are mentioned.



b Listen again and complete the sentences with between one and three words.

- 1 The first smoke detectors were invented in order to detect a fire or if there were \_\_\_\_\_ on the US space station Skylab.
  - 2 NASA's smoke detector had a new feature which allowed astronauts to adjust the \_\_\_\_\_ to prevent false alarms.
  - 3 The disadvantage of plastic glasses is that they \_\_\_\_\_ easily.
  - 4 NASA developed a \_\_\_\_\_ to protect astronauts' helmets.
  - 5 NASA uses infrared technology to \_\_\_\_\_ of stars.
  - 6 Diatek wanted to \_\_\_\_\_ of time that it took for nurses to take patients' temperatures.
- c Listen again with the audio script on p.76 and try to guess the meaning of any words that you don't know. Then check in your dictionary.

## 4 PRONUNCIATION changing stress

a Look at the words. Is the stress on the same syllable? Tick (✓) the correct column. Use your dictionary to help you.

	same syllable	different syllable
1 bi o lo gy / bi o lo gi cal	___	✓
2 che mist / che mi stry	___	___
3 dis co ver / dis co ve ry	___	___
4 ex pe ri ment / ex pe ri men tal	___	___
5 ge ne tic / ge ne ti cist	___	___
6 phy sics / phy si cist	___	___
7 sci en tist / sci en ti fic	___	___
8 theo ry / theo re ti cal	___	___

b **iChecker** Listen and check. Mark the stressed syllables. Then listen and repeat the words.

## USEFUL WORDS AND PHRASES

Learn these words and phrases.

- anaesthetic /ænəs'tetɪk/
- blood transfusion /'blʌd trænsfju:ʒn/
- blood donor /blʌd dɔʊnə/
- inhale (a gas) /ɪn'heɪl/
- lead (poisoning) /led/
- lethal dose /'li:θl dəʊs/
- nuclear bomb /'nju:kliə bɒm/
- radiation /reɪdɪ'eɪʃn/