

GRAMMAR

Nominal clauses

A Match numbers (1–6) to letters (a–f) to form full sentences.

- 1 It should not need pointing out _____
 - 2 The fact that he dresses smartly _____
 - 3 How can something as simple as having an ironed shirt _____
 - 4 For many people, dressing smartly means _____
 - 5 As far as I'm concerned, to look good _____
 - 6 The clothes you wear should not _____
- a make a positive impression on others?
 - b reflects the seriousness with which he treats his position.
 - c that you have a duty to protect the company's reputation.
 - d influence others' opinion of you, but they do.
 - e is to feel good.
 - f little more than making sure their clothes are new or clean.

B Write one word in each gap to complete the sentences.

- 1 I think you'll like this jacket, and _____ may surprise you to learn that it costs less than €40.
- 2 We are left with the problem of _____ to address the complaints about our products.
- 3 The fact _____ you are employed on a full-time contract gives you certain privileges.
- 4 I regret _____ finding out more about the company before I went for an interview there.
- 5 The reason I objected to the shop assistant _____ that he had a bad attitude.
- 6 We may never know the reason _____ she did what she did.
- 7 They will be going on holiday in July, but _____ they're going is still undecided.
- 8 _____ you do in your own time is your own affair.

C Complete the second sentence so that it has a similar meaning to the first sentence using the words in bold. Write between two and five words, including the word given.

- 1 Dissatisfaction with clothing and appearance can be a problem for many these days.

OF

Many people face _____ dissatisfaction with clothing and appearance.

- 2 That uniforms are still widely worn in schools is common knowledge.

FACT

_____ uniforms are still widely worn in schools is common knowledge.

- 3 It's not important what she spends her money on.

HOW

_____ is not important.

- 4 To wear second-hand clothes is not a problem for me.

MIND

I _____ second-hand clothes.

PRONUNCIATION

Linking and intrusive /r/

A Read the sentences aloud, paying attention to the way you pronounce the underlined sections.

- 1 My car cost a lot less than I thought it would.
- 2 I wore a suit and felt very smart.
- 3 We're walking from here to the shops.
- 4 Get one today! They're only €5!
- 5 I didn't plan to buy anything, but I saw a great shirt in the sales.
- 6 The things in that boutique are expensive.
- 7 And you're certain you saw that man stealing sports gear?
- 8 I had no idea I was still wearing my slippers!



B Listen to the sentences from Exercise A. Practise saying the sentences in the same way as the speakers do in the recording.



GRAMMAR

Comparatives and superlatives

A Choose the correct options to complete the comments about a blog post.



iamthemusicman

2 days ago

I agree with what you say about popular music and originality. But we need to remember that musicians and producers need to attract the listener's attention ¹**as quickly as / quicker than** possible. Sometimes, this involves producing unusual, trendsetting music, but since listeners don't always react well to ²**dramatically / marginally** different styles – at least not at first – it is sometimes safer to work within the boundaries of the ³**later / latest** trends.



Like



Comment



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fitbit46

5 days ago

I like what you said about music and working out. I'm a fitness instructor and for such activities, I tend to think volume is a factor – my rule is the ⁴**louder than / louder** the volume, the faster the workout. I also think we need music with ⁵**a higher / the highest** rate of beats per minute (bpm) than our heartbeat to help energise us for physical work. However, I don't think increased bpm or volume helps with creative work. ⁶**Easily the most / By far the** creative work is done, in my opinion, when the music is neither too loud nor too quiet, nor too fast nor too slow.



Like



Comment



Share



jazz4life

2 weeks ago

I think our musical tastes can be a good indicator of our personalities. When I was younger, I listened to ⁷**the far highest / a considerably higher** number of hard rock, indie and metal bands. I associate that with a time when I was more introverted but perhaps also a lot more creative. Now, I listen to a ⁸**great / far** deal more jazz and soul. I'm a bit less creative than I was, but I am a lot more outgoing, sociable and confident. That said, this is probably very subjective. I don't want to make any generalisations as ⁹**more deeply / deeper** analysis is needed to prove any link.



Like



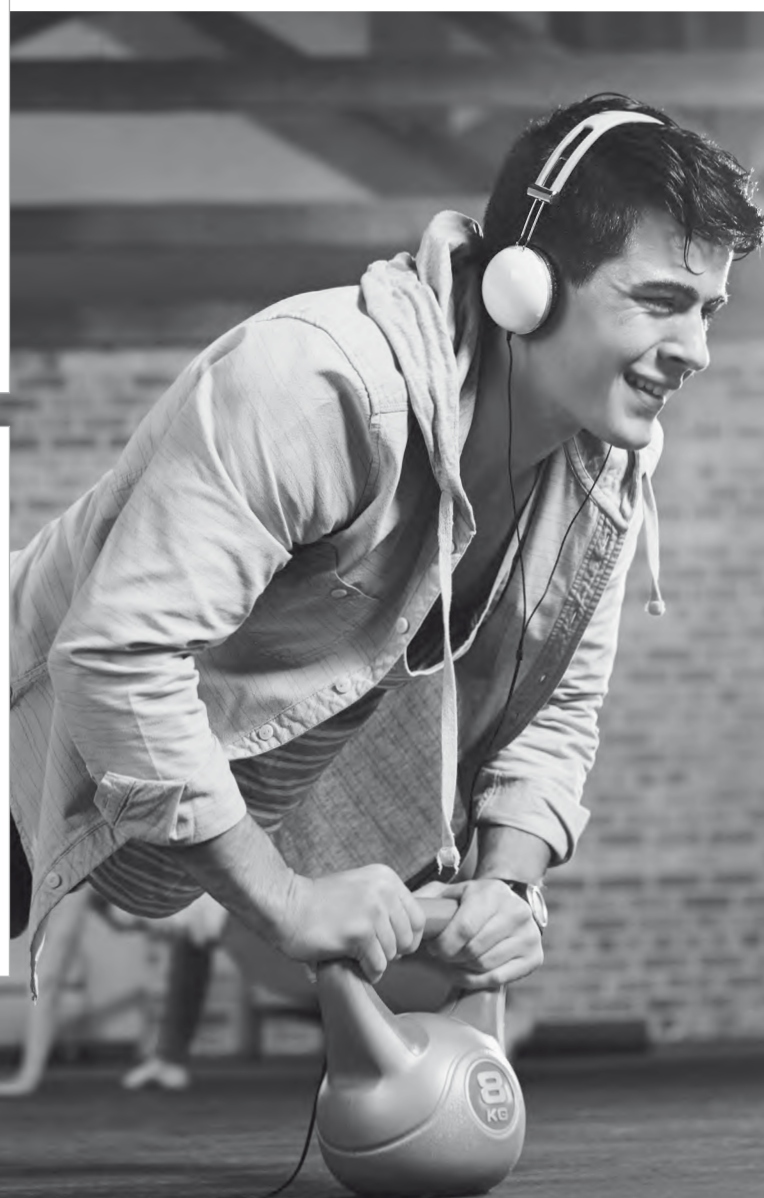
Comment



Share

B Match the beginnings of the sentences (1–8) to the endings (a–h).

- | | |
|--|-----|
| 1 You're just the best | ___ |
| 2 I think we have a great deal | ___ |
| 3 Break for lunch, did you say? That is far | ___ |
| 4 For some people, having trendy clothes is every bit | ___ |
| 5 Even if I worked twice | ___ |
| 6 We agreed that pronunciation is easily | ___ |
| 7 A greater than | ___ |
| 8 The upgrade to business class more than | ___ |
| a as many hours, I don't think I would get the job done in time. | |
| b and away the best idea I've heard all day. | |
| c and I don't know what I'd do without you. | |
| d more to learn about how our choices are manipulated by marketing people. | |
| e the most difficult aspect of learning English. | |
| f as important as practicality – if not more so. | |
| g made up for the delay to my flight. | |
| h expected number of people attended the event. | |



VOCABULARY

Experimenting with prefixes and suffixes

A Choose the correct options to complete the sentences.

- 1 Their online vlog became *popularish* / *hyper-influential* when they got millions of subscribers.
- 2 Harry's not very *tech-savvy* / *tech-friendly*. In fact, he can barely use a word processor.
- 3 Is your watch *waterprone* / *waterproof*? If not, I'd take it off before you go in.
- 4 That video I made was very *amateurly* / *amateurish*, but it was my first one and I've learnt lots of tricks of the trade since then.
- 5 Ann is so *disaster-prone* / *hyper-disaster*! She broke her phone, TV and tablet all in the same week!
- 6 Be careful because, once you delete something, you can't *redelete* / *undelete* it and get it back.
- 7 I like what the program does, but I don't find it very *user-friendly* / *user-savvy* – it took me ages just to learn the basics.
- 8 Look – you were *ultra-influential* / *super-lucky* to get this job, so try to make the best of it.

B Rewrite the words in bold by adding a prefix or a suffix. Make any other necessary changes. More than one answer is sometimes possible.

- 1 These **heat** gloves are perfect for handling hot pans in the kitchen.

- 2 I'm hoping to raise a **large** amount of money to get this business up and running.

- 3 Sara's sick of reading **spam** comments about online articles.

- 4 He was going to buy a house, but he was forced to **think** when he lost his job.

- 5 I thought his jokes were really **cheese**.

- 6 The politician got into trouble because she said something without realising her microphone had been **muted**.

- 7 Don't worry; this tablet is **idiot**. There's no way you can do any harm by pressing the wrong button.

- 8 They would never take a risk on this investment – you know that they're always **cautious** in their business decisions.

PRONUNCIATION

Emphatic stress



A Listen to these pairs of sentences. Underline one word in each sentence that has emphatic stress.

- 1 He's suggesting one solution, but there are others.
He's suggesting one solution, is that the best he can do?
- 2 They told me to work on this project, so that's what I'm doing.
They said the same to me, and that's what I am doing.
- 3 He suggested that the biggest problem is overseas sales.
But you don't realise that the biggest problem is overseas sales.
- 4 I can do it; the question is whether I want to do it.
I can do it, too, but I don't know when.
- 5 Do you think this will be a problem?
Without question, this will be a problem.

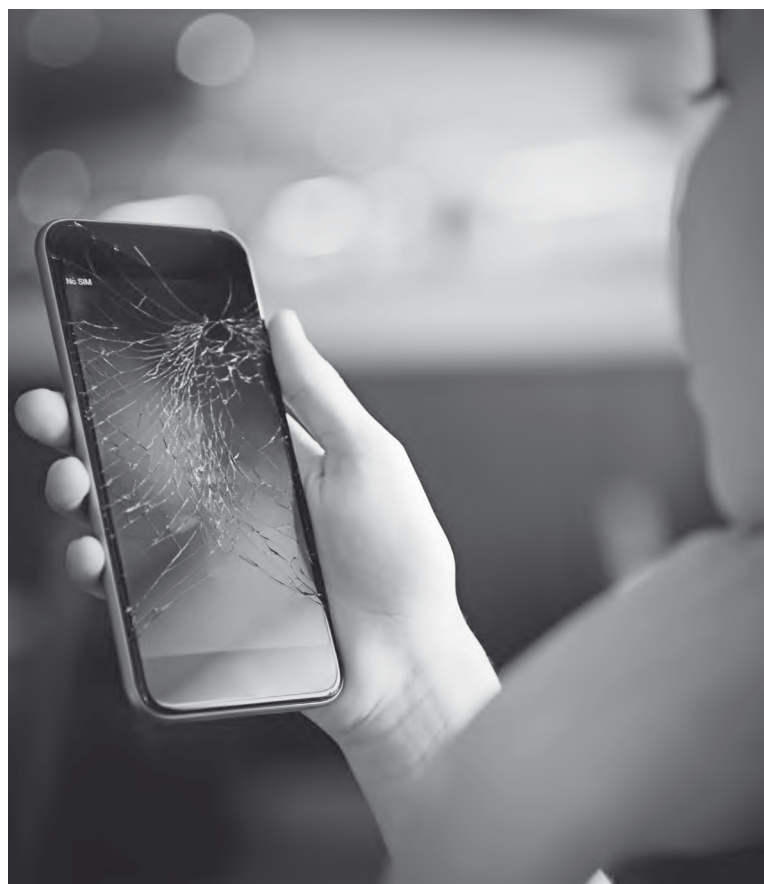
B Practise saying the sentences in the same way as the speakers do in the recording in Exercise A.

C Decide where to add emphatic stress in these sentences.

- 1 I was determined not to say anything that could get me in trouble.
- 2 Contrary to what you said, I do enjoy gardening.
- 3 Bill got the contract and a promotion, so he's happy.



D Listen to check your answers to Exercise C.



READING

A PREDICT You are going to read an article about selfies. Before you read, answer the questions.

- 1 Do you post selfies? If so, how often and how many?
- 2 What do you think motivates people who frequently post selfies?

B READ FOR MAIN IDEA Read *The new narcissism?* and match the paragraphs (1–5) to the summaries of each paragraph (a–e).

- Paragraph 1 _____
- Paragraph 2 _____
- Paragraph 3 _____
- Paragraph 4 _____
- Paragraph 5 _____

- a People who take and post lots of selfies want to be perceived in a particular way.
- b It is not yet clear if selfies are creating cultural change, for example, making people more open or less concerned about privacy.
- c While selfies may have a longer history, the availability of technology and equipment is what made them a wider phenomenon in recent years.
- d Despite criticism, selfies have been exhibited as a form of art and used to promote it, so it may be premature to say they have a negative impact.
- e The first noted use of the word was in the early 2000s. Since then, its usage has steadily increased.

C WORK OUT MEANING Read the article again, paying particular attention to the underlined words (1–6). Find words in the article which have a contrasting meaning.

- 1 abating _____
- 2 hostility _____
- 3 ubiquitous _____
- 4 plausible _____
- 5 mundane _____, _____
- 6 reserved _____, _____

D WORK OUT MEANING Now match the words (1–6) to their definitions (a–f).

- a seen/done/found everywhere _____
- b quiet, not easily showing emotions _____
- c believable _____
- d becoming less _____
- e boring or ordinary _____
- f showing opposition or dislike _____

E REFLECT Have you changed your opinion of selfies after reading the article? Why/Why not?

The new NARCISSISM?

Of all the trends created by the digital revolution, one that often divides people is the fad of taking 'selfies'. Some find it baffling, others say it is harmless fun. But we can all agree that after two decades, it seems to be increasing every year rather than 'abating'. So, what do we know about this phenomenon?

1 Where did it come from?

The word 'selfie', it is alleged, originated in Australia. While for the die-hard selfie-haters out there the act of snapping and posting photos might increase feelings of 'hostility', the use of '-ie' or '-y' is actually a friendly diminutive. Words like 'barbie' for barbeque or 'Mikey' for 'Michael' are endearing terms and a common feature of spoken English in Australia. The first recorded use of the word is said to be from a young Australian man in a public forum in 2002. In 2013, 'selfie' became the Oxford English Dictionary's word of the year. It is now used in everyday language.

2 Origins and development

Photographs that appear to be taken on devices similar to selfie sticks date back as far as 1926. But selfies really took off with the arrival of the front-facing camera in 2003. Before that, of course, people had been taking pictures of themselves with their mobile phones: but selfies as we know them were comparatively rare, whereas now they are 'ubiquitous'. Type in 'selfie' on Instagram and you get close to 300 million results!

3 Look at me!

Is vanity or narcissism really driving this phenomenon? Some would say selfies are not about self-promotion, but simply a way of sharing new experiences with friends and family. The fact that many people post pictures of themselves doing exciting or unusual things makes this explanation seem 'plausible'. But when you consider that people also take pictures of themselves doing 'mundane' things like having breakfast, it seems unlikely it is the whole story. One theory is that it is a way for people to reimagine themselves, to present a different image to the world and to experiment with different identities. It's a way of saying, 'This is how I want to be seen'.

4 Cultural change

The selfie explosion does seem to have had a cultural and social influence. The British, for example, are allegedly perceived of as being ⁶reserved, if not actually shy – they are definitely less often described as open or outgoing. Yet the selfie trend has taken hold in the UK as much as anywhere. No doubt, the digital age has encouraged people, especially the young, to make more personal information generally available. I wonder if the era of selfies presents a genuine cultural and social shift, or will there be a reaction against it?

5 Can selfies be art?

This might seem a silly question. But I have heard one commentator say it is a new 'folk art' that is adding significantly to the language of photography. Exhibits at established galleries have displayed selfies. Whether you agree with this or not, Museum Selfie Day, a trend started by project coordinator Mar Dixon, definitely brings selfie-takers closer to art. In museums and galleries, the public are encouraged to take selfies of themselves in front of famous pieces. In the future, selfies might prove useful to cultural historians interested in the goings-on of people in the early 21st century. Perhaps it's too soon to label this trend as simply a good or a bad thing.



Glossary

alleged (adj) claimed to be true

baffling (adj) confusing, difficult to understand

vanity (n) being too interested in your own appearance

LISTENING

A Imagine that you and your friends are going to make a short video of the previous year's trends, most popular videos, vlogs, etc. What would you include? Give reasons for your answers.



1.4 B LISTEN FOR RECOMMENDATIONS Listen to a conversation between two friends about making a video review of the year. Tick (✓) the items which the speakers are going to include.

- 1 celebrity endorsements
- 2 viral videos
- 3 important news stories
- 4 an image of a TV presenter
- 5 newspaper headlines
- 6 cartoons
- 7 memes
- 8 home videos of friends
- 9 clips of influencers/trendsetters



1.4 C LISTEN FOR DETAIL Listen again and complete the sentences with one or two words in each gap.

- 1 The GenZ video is a _____ of the past year's events.
- 2 Viewers did not give this year's video positive _____.
- 3 In one recent viral video, a _____ has an accident.
- 4 _____ and colouring can be used with pictures of famous people.
- 5 The woman suggests including short pieces of _____ from films or cartoons.
- 6 They decide to include memes which were popular with their _____.
- 7 As a _____, Daisy Trekker is an influencer, personality and trendsetter.
- 8 They think it's important to include vlogs that are _____ to draw traffic to their own video.

Glossary

pace (n) speed

viral (adj) very popular and spreading very quickly, especially on the internet

D REFLECT Are internet trendsetters more influential than traditional role models such as film, music, TV or sports stars? Why/Why not?



4 TIPS FOR A SUCCESSFUL BLOG POST

A successful blog post needs to be both search engine-friendly and reader-friendly. The two go together, and by following these tips, you will enhance your online profile and produce more successful blog posts.

WRITING

A You are going to read a blog post. Before you read, think about these questions.

- 1 How does a blog post differ from other kinds of writing?
- 2 What features do you think would make a blog post more attractive to readers?
- 3 What can you do to improve the ranking of a blog or website?

B Read *4 tips for a successful blog post* and match the headings (a–d) to the paragraphs (1–4).

- a Structure your posts
- b Grow your blog posts
- c Think before you write
- d Know your audience, know yourself

C MAKING YOUR BLOG POST SUCCESSFUL Read the blog post again and answer the questions.

- 1 What are the keywords (the most frequently repeated words) in the tips?
- 2 How will organising your blog post in the way advised improve search engine-friendliness?
- 3 What else can be done to attract more readers?
- 4 What 'call to action' does the writer use at the end of the post?

WRITING PRACTICE

A PREPARE You are going to write a blog post about a current trend. Choose from this list, or use your own idea. Make notes about your chosen topic.

- fashion (clothes)
- a personal item
- a new gadget
- leisure activity
- superhero films

B PLAN Organise your notes from Exercise A into a plan.

- Use an appropriate structure for a blog post (including paragraph headings).
- Think about who your target audience is.
- Choose a keyword or phrase for repetition.

C WRITE Write your article in 200–300 words. Use your plan to help you.

1 __

What exactly is the purpose of your blog? What is your message? And what action do you want people to take when they've finished reading? Think about these points and make notes.

2 __

Successful blog posts have a clear target audience and their message is tailored accordingly. This means thinking about what will attract your readers' attention but also drawing in the curious browser. This also means working out what *your* selling point is. Is it your expertise, your passion for the subject, your taste, style or personal viewpoint? Build on your strengths.

3 __

Successful blog posts are well-organised. Obvious, I know, but many posts read as if the writer just wrote the first thing that came into their head. Every post should have:

- an introduction
- a main body
- a conclusion.

Make notes about what you want to put in each section. This is a summary of your post – now you can start to fill it in. It is a feature of successful blog posts that they give each paragraph an informative and eye-catching heading using keywords. This is important because the search engine will pick up the main topics and help to improve your ranking.

4 __

To increase both your readership and your position on the search engine, add links to previous posts on the same topic, and keep adding posts to your website so your audience and the search engine know you're still there.

For more tips on writing a successful blog post, click on the icon below.

[Click here](#)