

5.1 IDEAS



LISTENING

1A ▶ 5.1 Listen to the radio programme about the Ig Nobel Prize and number the pictures in the order they are mentioned.

B Listen again and complete the descriptions of other Ig Nobel winners.

- Research into why pregnant women don't _____ over.
- Research into why dry spaghetti breaks into _____ pieces.
- A device that makes an annoying noise that only _____ can hear.
- A business suit that automatically _____ itself.
- A washing machine for _____ and _____.

C Listen again and circle the best ending, a), b) or c).

- The name 'Ig Nobel' suggests:
 - a link to the Nobel prize.
 - that the prize is 'ignoble' or stupid.
 - two meanings at the same time.
- It is awarded for:
 - ridiculous research and inventions.
 - amusing but interesting inventions.
 - potentially major research.
- The alarm clock was awarded an Ig Nobel prize because:
 - it was good for the economy.
 - it helped people get up.
 - it meant people worked harder.
- Martha is doing research into:
 - how to stay dry in the rain.
 - how people get wet in the rain.
 - whether an umbrella or a raincoat is better in the rain.

GRAMMAR articles

2 Complete the article with *a(n)*, *the* or *-* (no article).

An inventor, or the inventor?

It's ¹ _____ well-known fact that ² _____ electric light was invented by American Thomas Edison, but is it really true? Edison's light bulb, like many inventions, was ³ _____ result of many scientists' work. ⁴ _____ English scientist had made ⁵ _____ simple electric light seventy years earlier, and Edison's further development of ⁶ _____ idea wouldn't have been possible without the work of his colleagues.

Similarly, the Wright brothers are generally credited with inventing the first successful airplane at ⁷ _____ beginning of ⁸ _____ twentieth century. Yet literally dozens of ⁹ _____ inventors and scientists before that time might claim to have taken key steps in developing ¹⁰ _____ sustained flight. For instance, ¹¹ _____ Norwegian named Navrestad supposedly flew in a glider in 1825, and in subsequent years, ¹² _____ advances were made all over the world. In fact just before the Wright brothers' famous flight, ¹³ _____ American named Langley flew over ¹⁴ _____ Potomac River, a distance of about 800 metres.

It seems that ¹⁵ _____ person who not only achieves a particular feat but also records it, protects it and publicises it will be credited with the discovery.

3 Read the article. Cross out *the* in ten places where it is unnecessary.

YOUR MILLION-DOLLAR IDEA

Do you want to join those people who have made a million from a simple idea? Then just follow these five tips:

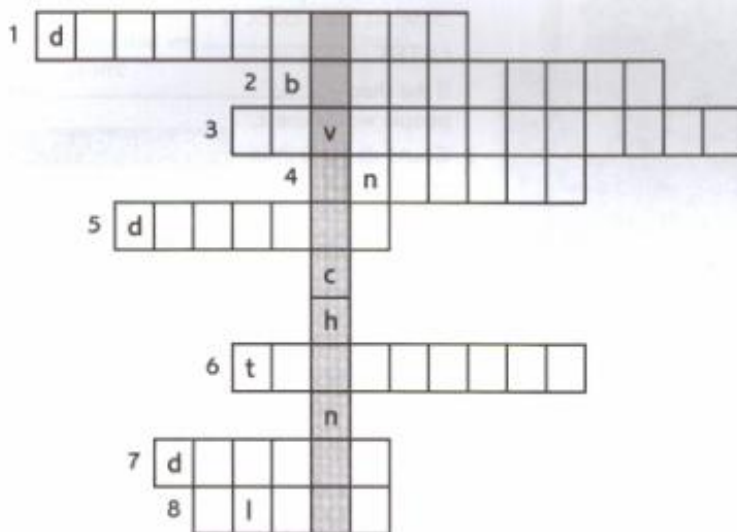
- 1 Remember the saying 'necessity is the mother of the invention'. When the people need the things, sooner or later someone will come up with an idea to meet that need. It could be you!
- 2 Watch people and notice their habits. How do they do the everyday activities, such as answering the phone, handling the money or the credit cards, eating and drinking? Is there a way that one of the activities could be made easier?



- 3 When you have an idea, write it down. Draw a picture. Give it a name. This will help your mind work on the idea further.
- 4 Don't talk to the negative people about your ideas. The motivation is important for the creativity, and negative people can kill it.
- 5 Talk to a friend about your ideas. Some of the most successful ideas emerge through the talking.

VOCABULARY change

4A Complete the puzzle and find a piece of advice.



- 1 adjective describing a harmful effect
- 2 adjective describing a positive effect
- 3 and 6 change something completely
- 4 make something better
- 5 change something unnaturally
- 7 harm
- 8 make something different

B 5.2 Listen and check. Then listen again and write the words in the correct column.

Oo	oO	ooOo	ooOoo
		detrimental	

C Listen and repeat.

VOCABULARY PLUS

compound nouns

5 Complete the compound nouns with the words in the box.

out	through	off	look	back
down	come	side		

- 1 Mobile phone access is possible almost everywhere but the down_____ is the increasing number of ugly antennas.
- 2 One positive out_____ of the availability of electronic media is a decrease in the amount of paper used.
- 3 The transistor was a major break_____ in the development of electronic devices.
- 4 In the early days of mobile phones, there was a trade-_____ between battery size and compactness.
- 5 Long before the barcode, the use of conveyor belts in supermarkets greatly speeded up the processing of customers at the check_____ counter.
- 6 The biggest draw_____ of the development of electronic communication has been that people see less of each other in person.
- 7 After the development of atomic weapons, the out_____ for human warfare became depressing and frightening.
- 8 The use of automated telephone response systems often leads to a communication break_____ between customers and providers.

READING

1A Look at the words in the box. Which do you think are the five best words (B) and which are the five worst words (W) to use in an advertisement?

Safety	Deal	Quality	Results	Love	Client
Discover	Cheap	Health	Best		

B Read the article and complete it with the words in the box above.

The ten best and worst words in advertising

Everyone likes to get something for nothing, but the word 'free' has become a **big no-no** as it's sure to make people think of a product as second-rate. What are the words that are guaranteed to get a result? And what words should advertisers avoid using? Check out the five power words in advertising, and five others that advertisers should delete from their lexicons.

⊕ The top five

- 1 _____ - Everybody wants it, everybody needs it, and it's so hard to get; just the mention of it catches people's attention and makes them want the product that seems to promise to deliver.
- 2 _____ - There's a bit of the explorer in all of us, and while most people are **armchair explorers**, the sense that they are going to experience something new is irresistible.
- 3 _____ - This has always been important to consumers, but we've seen a clear trend since the 1980s to put physical and mental well-being **at the forefront**. Most people are too busy or lazy to pay attention to their own, and that's all the more reason to make them buy some via your product.
- 4 _____ - Just a mild suggestion that a product will keep the consumer's family out of danger - particularly if the advertiser can will **dig deeper into their pockets** to pay out.
- 5 _____ - One advertising psychologist has said that the power of this word is in the association consumers make with their childhood and school; getting good grades was the goal then, and this word makes them think of that. And yes, they still want good ones.

⊖ The bottom five

- 6 _____ - Most people will **go to great lengths** to pay less for a product, but this is probably the worst word to communicate that that's what you offer. When it refers to price, it makes the product sound second-rate; unluckily, the word can also refer to quality.
- 7 _____ - Sure, it's OK to talk about the customer or consumer using this word, but consumers don't like to be referred to in such a technical, business-orientated way.
- 8 _____ - Similar to 'cheap', this word has associations with tricky used-car salesmen and products that aren't in fact worth spending money on.
- 9 _____ - Only one product can really be described with this word, and if everyone says theirs is, then who should the consumer believe?
- 10 _____ - Another word that was once very much in fashion, but overuse has **made** consumers **numb** to its meaning. And who would say their product doesn't have it?

2 Match the meanings 1-6 with the phrases in bold in the article.

- 1 make extra effort for something you want badly
- 2 people who dream about doing something, but don't actually do it
- 3 try hard(er) to get money for something
- 4 something you should never do
- 5 a top priority
- 6 cause people not even to notice

GRAMMAR conditionals

3 Complete the second sentence so that it has a similar meaning to the first. Use between two and five words including the word given.

- 1 Without more money we can't put an advert on TV.
UNLESS
We can't put an advert on TV _____ more money.
- 2 Not many people use the shop because it closes at five o'clock.
LATER
If the shop _____, more people would use it.
- 3 Could we get a discount by paying in cash?
SUPPOSING
_____ in cash, could we get a discount?
- 4 Providing we're happy with your work, we'll give you a full-time contract.
LONG
We'll give you a full-time contract _____ happy with your work.
- 5 Suppose I accepted the job, how soon would you want me to start?
WERE
If I _____ the job, how soon would you want me to start?
- 6 If the band were to get back together, would you join it?
BACK
Imagine the band _____, would you join it?
- 7 I wouldn't go skiing unless I enjoyed it.
SKIING
If I _____, I wouldn't do it.
- 8 Supposing you didn't go, is there a chance that you would regret it?
MIGHT
_____ if you didn't go?

4 Complete the sentences with the appropriate form of the verbs in brackets.

- 1 If the shop _____ (not have) the right version, I _____ (get) it online. I haven't decided yet.
- 2 Supposing Maria _____ (be) here now, what _____ you _____ (say) to her?
- 3 Good news: you _____ (accept) on the course as long as you _____ (achieve) two A-grades.
- 4 If I _____ (not be) left-handed, I _____ (not wear) my watch on my right wrist.
- 5 We _____ (close) the factory unless a buyer _____ (come forward) in the next few days.
- 6 If Cindy _____ (not know) about the party tomorrow, I think you _____ (tell) her.
- 7 If I _____ (not sit) here now, I _____ (be) at home playing the guitar.
- 8 I _____ (buy) you dinner provided that we _____ (pass) the exam!

VOCABULARY advertising

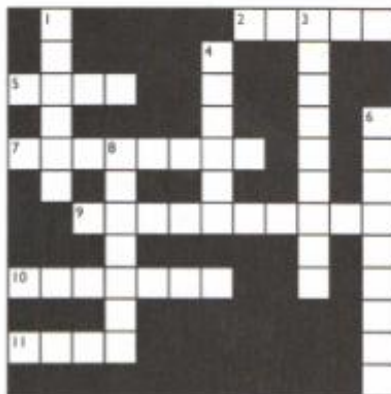
5 Complete the crossword.

Across

- 2 For example Levis, Apple.
- 5 A company symbol.
- 7 A series of advertisements for a product.
- 9 It's often about thirty seconds long and on TV.
- 10 A celebrity says a product is good.
- 11 Another word for 2 across.

Down

- 1 A sentence that sells a product.
- 3 Use images and words to sell a product.
- 4 A short song that sells a product.
- 6 Make someone think a certain way.
- 8 Similar to 10 across.



LEARN TO make written comparisons

6A Put the words in the correct order to make phrases for making comparisons.

- a) for / less / is / important / far

- b) contrast / an / to / show / interesting

- c) on / place / importance / greater

- d) is / in / no / there / difference / almost

- e) equally / both / more / less / affects / groups / or

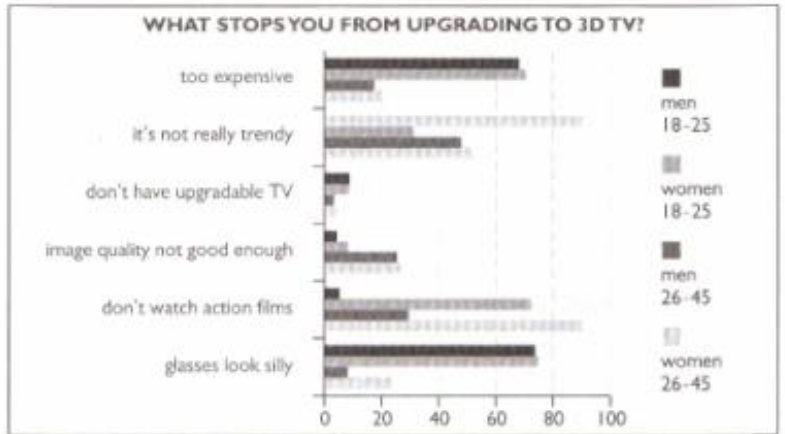
- f) differences / significant / are / there / in

- g) a / shows / slight / only / variation



B Look at the chart and complete the sentences with the phrases from Exercise 6A.

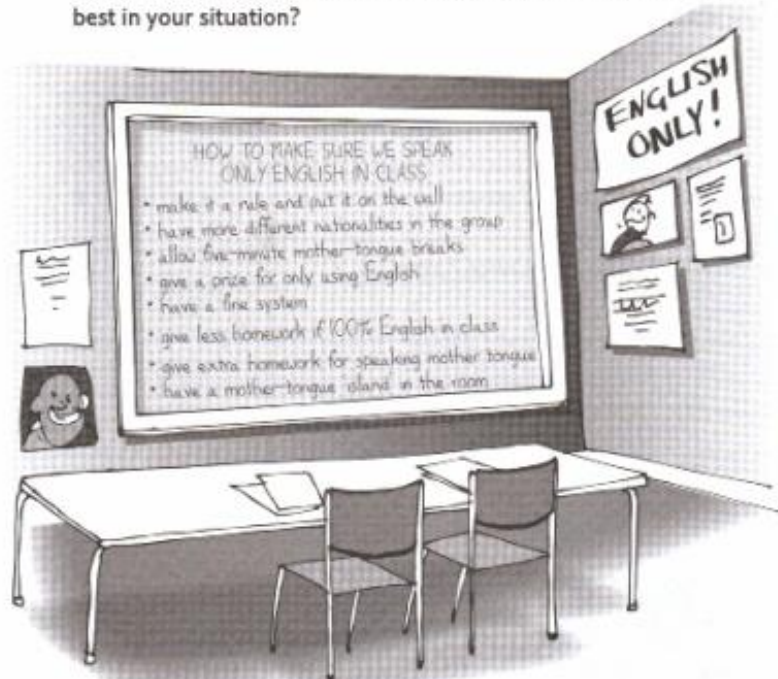
- 1 Looking at men and women in the younger age group, the way the glasses look _____.
- 2 _____ the number of people who don't have an upgradable TV.
- 3 Comparing younger men and women, the importance of price and image quality _____.
- 4 _____ the number of people who watch action films – the films that benefit the most from the 3D effect.
- 5 Younger men _____ how trendy 3D TV is than the other groups.
- 6 The results for the older groups _____ those for the younger group.
- 7 The way the glasses look _____ people in the older age group than the 18-to-25-year-olds.



C Write five more sentences about the data in the chart.

FUNCTION suggesting ideas

1A Read the list of ideas. Which two do you think would be the best in your situation?



B Read the conversation. Do the speakers share your ideas?

A: ¹What do you think about simply write writing the rule on a sign on the wall: 'English only'?

B: I think it's too simple. We would ignore it.

C: ²How much do you feel about a fine system? You have to pay if you speak your language.

B: That's not original enough.

A: ³I suppose we try a mother-tongue 'island'. A place in the room where you can go to speak your mother tongue if you really need to.

C: That's a terrific idea.

B: ⁴It doesn't grab for me.

A: ⁵Would you consider about having five-minute mother-tongue breaks in the middle of the lesson?

B: ⁶I think we're running on the wrong track here. It's either punishment or reward, nothing else works.

C: ⁷How does giving a prize for using only English strike you out? Like no homework? Or chocolate?

B: ⁸I'd go agree for that.

A: ⁹It'd be great if we should could get more different nationalities in the group. Then we'd naturally speak English more.

B: That's not very realistic.

C: ¹⁰I'm torn up between punishment and reward systems. Fines or prizes.

A: ¹¹Could we go in for both?

B: Yeah, ¹²let's go out with that.

C Cross out the unnecessary word in each underlined phrase.

D **5.3** Listen to the conversation or read the audio script on page 78 to check.

LEARN TO show reservations

2A Correct the mistake in each sentence.

- 1 With respectful, we need to be more focussed.
- 2 To be honestly, I thought your first suggestion was better.
- 3 To put bluntly, that's the worst idea I've heard today.
- 4 Actual, I don't think that's a very practical idea.
- 5 Frankedly, it's just not going to work.
- 6 As a fact of matter, that's probably the only solution.

B **5.4** Listen and check. Then listen and repeat, paying attention to the stress and intonation.

VOCABULARY adjectives

3A Complete the words by adding vowels to the adjectives in bold.

- 1 People who read that won't understand it, they've never heard of any of the people involved – it's too **bsc_r_**.
- 2 When the movie started I already knew how it was going to end. It was so **pr_d_ct_bl_**.
- 3 They both refused to speak until the other apologised, and so they never spoke again. The situation was totally **_bs_rd_**.
- 4 Harry's just started at the bank and says he'll be running it within a year. He always was rather **_mb_t_**.
- 5 Hmm ... a chicken in a spacesuit ... that's **w_rd_**.
- 6 Have you heard? They fired Sophie without warning, and with no pay. It's really **dr_d_f_l_**.
- 7 So you want to drive two thousand kilometres in two days, all by yourself? I think that's **_nr_l_st_c_**.
- 8 That's the best idea I've ever heard! It's **br_ll_nt_**.

B **5.5** Listen to the adjectives and circle the correct stress pattern.

- | | | | | | |
|---|------|------|---|------|------|
| 1 | Oo | oO | 5 | O | oO |
| 2 | oOoo | ooOo | 6 | Oo | oO |
| 3 | Oo | oO | 7 | oOoo | ooOo |
| 4 | Ooo | oOo | 8 | Oo | oO |