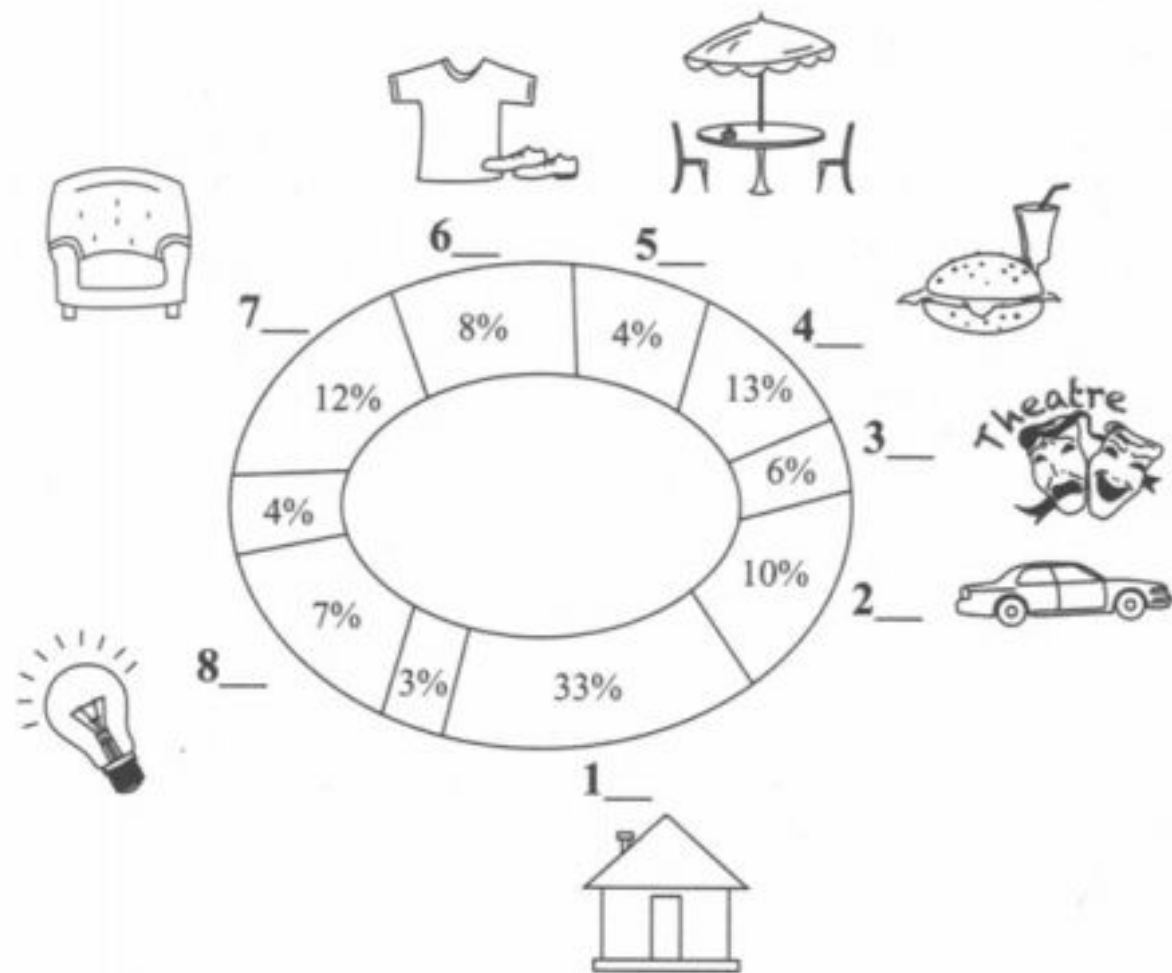


Vocabulary Practice

- a food and drink
- b transportation
- c clothing and footwear
- d entertainment

- e housing
- f dining out
- g utilities
- h home furnishings



Noun + noun combinations

e.g. brain scan, self image

1 Choose words from the box to make noun + noun combinations related to business and commerce which match the definitions below. The first one is done for you.

chain	label	poll	store
customer	mail	research	window
designer	market	service	
junk	opinion	shopping	

- 1 expensive type of product with a fashionable name: *designer brand*
- 2 unwanted letters in the post advertising things:
- 3 collecting information about what people buy and why:
- 4 looking at goods in shop displays without intending to buy them:
- 5 the part of a business that deals with clients' questions or problems:
- 6 the process of finding out what most people think about a topic:
- 7 one of a group of shops all owned by the same organization:

- 1 consumer, goods, disposable, personal, household
- 2 debt, expenditure, income, confidence, services

- 1 _____ is the amount of money left after you have paid for all of the things that you need.
- 2 Over the last two decades, many people spent more money than they earned, resulting in high levels of _____.
- 3 Spending on _____ and _____, such as clothing and financial advice has slowed down because of the economic crisis.
- 4 When people feel more secure in their jobs, _____ grows and people begin to spend money more freely.
- 5 _____ is another way of saying the amount of money each domestic unit spends.

5.2 Study the way the words and phrases in the box are used in the reading passage. Then use them to complete the sentences below.

consumerism personal consumption disposable income
spending patterns mass branding acquisitiveness

- 1 Our natural _____ is not good for the environment or for our own bank balance.
- 2 Many special celebrations have lost their meaning because they have been taken over by _____
- 3 The money you have left over after you have paid all of your expenses and bills is your _____
- 4 _____ is a way of marketing your goods to the widest possible audience.
- 5 Individuals can help save the environment by reducing their own _____.
- 6 The chart shows the _____ of the average household in Berlin between 1990 and 2010.

5 Complete the text below with suitable words from the box. Use each word once only. There may be more than one possible answer and you do not need to use every word in the box.

manufacturers exaggerate advertising selling consumer brands sales
advertisements commercials customer products stuff marketing

We live in a ¹ _____ society where even the very young are conscious of famous ² _____ such as Lego and McDonald's. Because of this, I think it's important to teach children to be wary of ³ _____ they see on TV. There are many companies that target young children through the ⁴ _____ they sell. In order to increase their ⁵ _____, these ⁶ _____ bombard young children with colourful and entertaining TV ads.

⁷ _____ campaigns aimed at children often feature their favourite cartoon characters, so pre-schoolers need to be taught that not everything they're watching is a TV show. They also need to learn that companies often ⁸ _____ the features of toys and may make promises they cannot keep.

How do people learn to manage their money? Complete the text with the words a–g.

a on credit

b quantity

c financial

d criteria

e behaviour

f saved

g costly

Learning by example is one important method. From their early years, children can observe how their parents make (1) _____ decisions. They may notice, for example, whether money is (2) _____ for (3) _____ purchases, or whether purchases are bought (4) _____. Children can also see what kinds of (5) _____ parents use when choosing what to buy, for instance, whether quality or (6) _____ is more important. It is important, therefore, that parents model sensible purchasing (7) _____ and explain what they are doing and why. However, in many circumstances, this may not be sufficient.

a their necessities

b their possessions

c aspects of

d products

e take action

f advantages

1 People often buy *things*, even when they do not need them. _____

2 One of the interesting *things about* consumer behaviour is that it is often irrational.

3 People can *do things* to avoid getting into debt. _____

4 One of the *good things* about shopping online is the convenience. _____

5 Often people's income barely covers the cost of *the things that they need*. _____

6 People are often very attached to *the things that they own*. _____

Speaking Practice

Part 2: Long turn

- 1 In some Part 2 tasks you need to describe an object. If so, think about the key aspects: size and shape, colour, what it's made of and how the object is used.

Complete the following descriptions and say what the objects are.

A These are long thin sticks about 25 centimetres long, and they come in pairs. They're made of wood, plastic or ivory and they sometimes have beautiful decorations on them. You hold them both in one hand and they're used for ...

B This is an extremely thin piece of metal about four centimetres long. It's got a hole in one end and the other end is pointed and sharp. It's used for ...

C This is a flattish object which is usually square or rectangular in shape and made of plastic. There are buttons with numbers and mathematical symbols on them on top, and also a small clear window. You use it for ...



- 2 Practise describing objects A–E on the right. Before you begin, study the *Useful language* below.



Useful language

It's a thing/a gadget/a device you use for ... (+ing) (purpose)

It looks (a bit) like ... (appearance)

It's (roughly/sort of) square/rectangular/circular, etc. (shape)

It's made of ... (material); It's soft/hard (texture); It's red, etc. (colour)

- 3 Work in pairs to describe objects and see if your partner can identify them.



Writing Practice

Useful language: Describing objects

shape

... is $\left\{ \begin{array}{l} \text{(basically / roughly) square / rectangular / cylindrical in shape} \\ \text{shaped like a cube / rectangle / cylinder} \end{array} \right.$

structure

... $\left\{ \begin{array}{l} \text{consists of ...} \\ \text{is divided into ... sections / parts} \\ \text{is made of ...} \end{array} \right.$

size

... is 1 metre $\left\{ \begin{array}{l} \text{long / wide / high} \\ \text{in length / width / height} \end{array} \right.$

... is $\left\{ \begin{array}{l} \text{(slightly / considerably) bigger / heavier / more complex than ...} \\ \text{(approximately / less than) half the size of ...} \\ \text{(only) a fraction of the size of ...} \end{array} \right.$

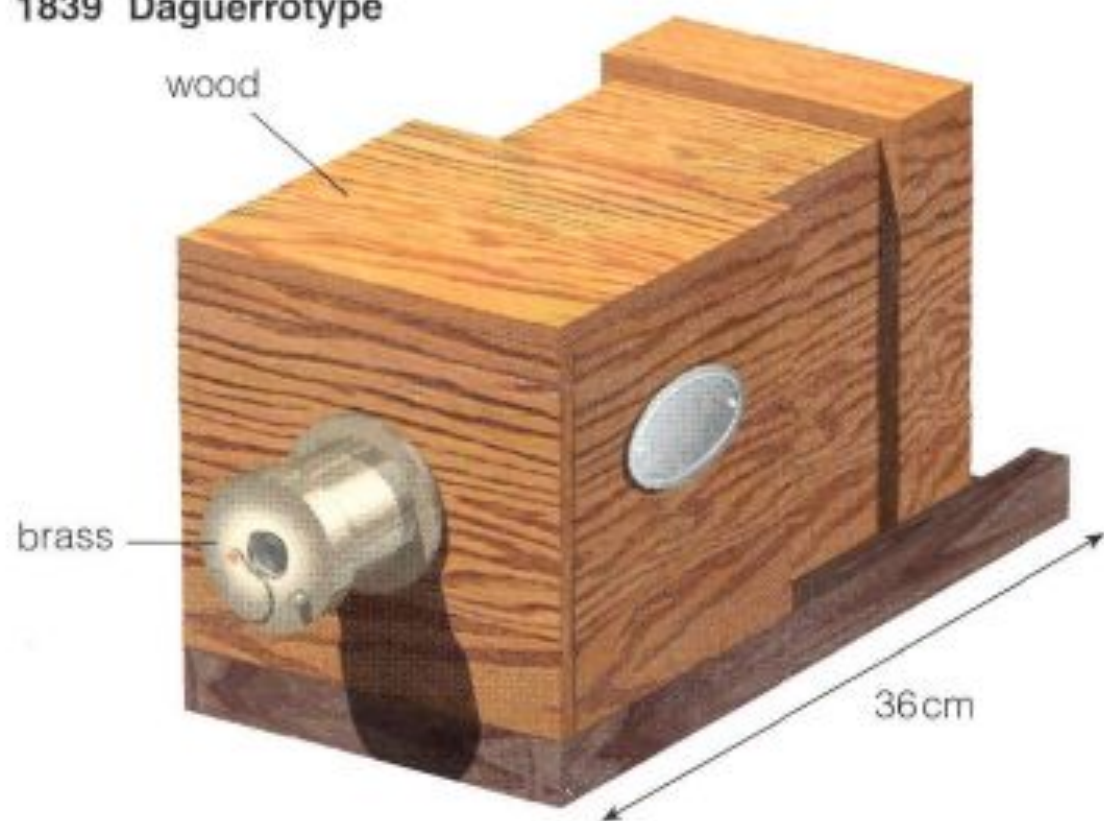
You should spend about 20 minutes on this task.

The diagrams below show stages in the development of the camera since its invention in 1839.

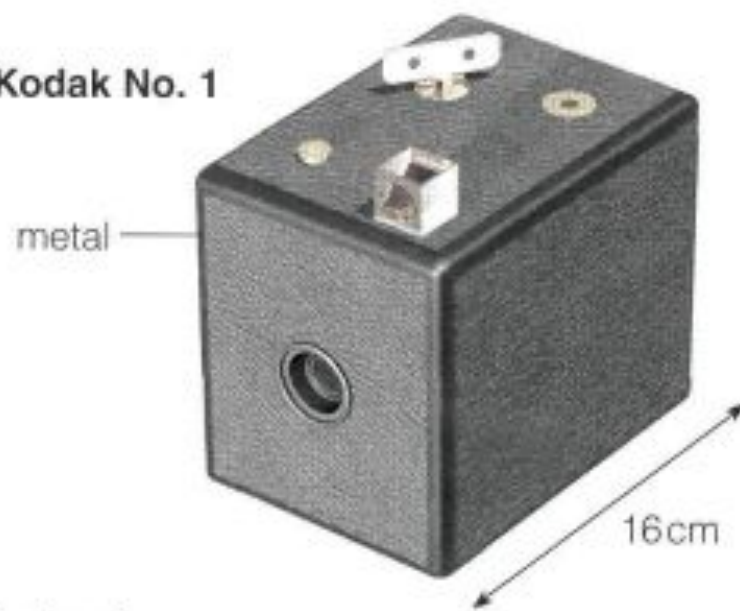
Summarise the information by selecting and reporting the main features, and make comparisons where relevant.

Write at least 150 words.

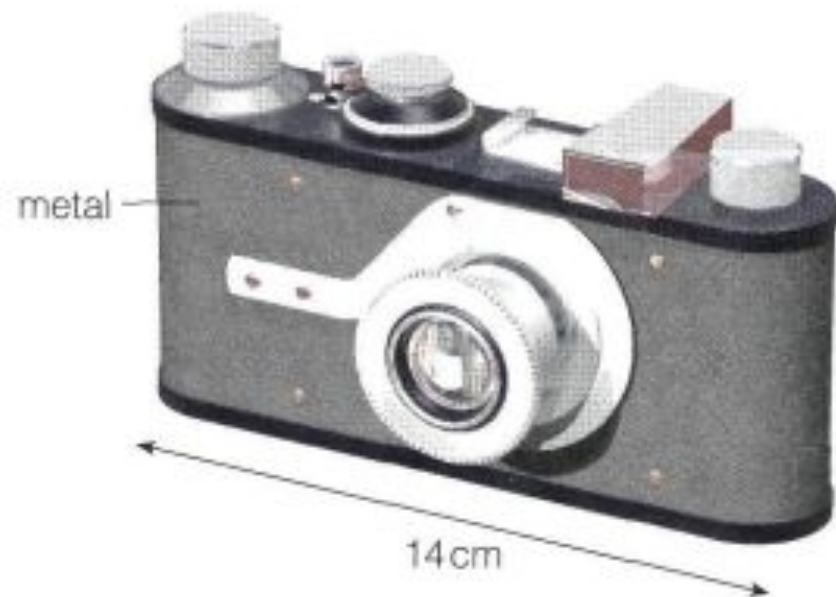
1839 Daguerrotype



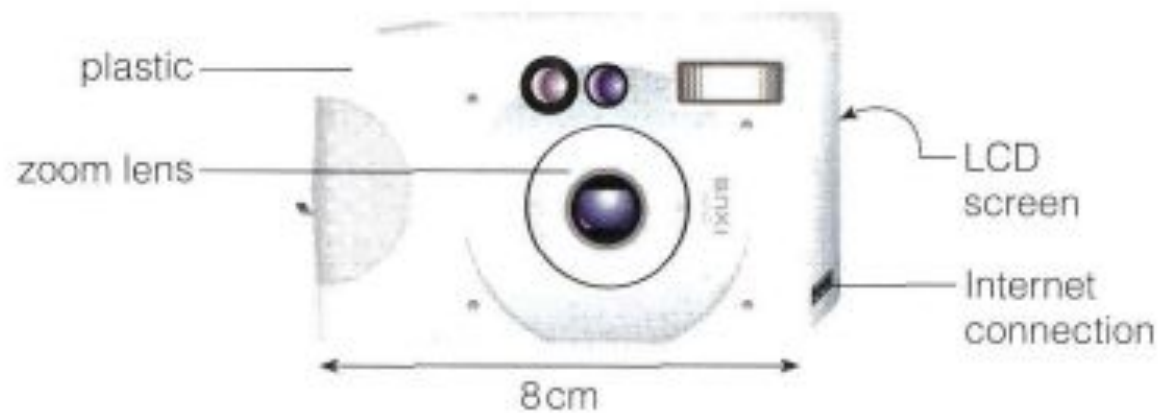
1888 Kodak No. 1



1925 Leica 1



2000 Digital camera



All the cameras shown have the same basic structure, consisting of a body and a lens. The Daguerrotype, 1 in 1839, was a large device 2 wood. It 3 three box-shaped sections with a brass lens 4 , and was about 36cm 5 Towards the 6 19th century, the Kodak No. 1 was introduced. This rectangular metal box was 7 and 8 in design, measuring less than 9 of the Daguerrotype.

The first modern-looking camera was the Leica 1, which appeared in 1925. The camera body was much 10 than 11 of the Kodak, and it had a number of 12 along the top. Finally, in 2001, a credit-card sized digital camera became 13 Although only 14 of the size of the original Daguerrotype, it provided a 15 of technical features, 16 Internet access. Overall, the development of the camera has been one of decreasing 17 and increasing sophistication.