


Listening

1  06 You will hear part of a discussion programme in which a businessman called David and a linguist called Ivana are speaking about the theme of symbols. For questions 1–5, choose the answer (A, B, C or D) which fits best according to what you hear.

- 1 The view is expressed that brands should
 - A symbolise something people enjoy.
 - B seek to utilise something visually unusual.
 - C learn to be more co-operative with each other.
 - D represent more than just a business proposition.
- 2 When talking about globalisation both speakers agree that
 - A the Internet has a huge influence.
 - B the positive symbols outweigh the negative ones.
 - C major sporting events are well-meaning but flawed.
 - D people are right to take a benevolent view.
- 3 What point does Ivana make about language?
 - A Some languages are particularly disposed towards symbols.
 - B Writers use symbols in the same way as everyone else.
 - C There is some debate as to what constitutes a symbol.
 - D Speakers of a language use symbols without realising it.
- 4 What does David say about the symbol in his hockey team's name?
 - A It should really be changed.
 - B It's somewhat misleading.
 - C It was initially misinterpreted.
 - D It puts pressure on the team.
- 5 What do both speakers find absurd about colour symbolism and cars?
 - A the idea that a red car is any easier to see
 - B the notion of linking a driver's character with car colour
 - C the contradictory arguments used by one insurer
 - D the suggestion that insurers are influenced by cultural symbols

2 Recall these useful collocations and phrases from the listening by matching a word or words from Column A with one from Column B. The first one has been done for you as an example.

A	B
(to) project	icons
(to) update	controversy
commercial	belonging
a sense of	an image
cultural	transaction
political	a logo

 06 Check your answers by listening again to the recording.

Use of English

- 3 Read the text below and decide which answer (A, B, C or D) best fits each gap. There is an example at the beginning (0).

Saving Latin

Try telling the Reverend Reginald Foster that Latin is a dead language. The response will be an impassioned rant from a teacher who has dedicated a large (0) **B** of his life to keeping the forerunner of the English and Romance languages alive. A man on a (1) , he speaks only in Latin to his students, (2) the language to life with his dramatic recitations.

But Reverend Foster is not alone. Latin plays a special part in Italian cultural heritage, and politicians and academics have (3) concerns that enthusiasm for Latin in schools appears to be on the (4) because of the popularity of English. Some purists even feel this is (5) their national identity. They have a point; in my experience Italians seem obsessed with using English words, and will (6) an English word into a sentence even when a perfectly good native word will (7)

But need we really fear for Latin just yet? Maybe not. Even if it is on its last (8) , it has survived for over 2,000 years.

- | | | | |
|-------------------|-----------|------------------|-----------|
| 0 A volume | B chapter | C act | D scene |
| 1 A remit | B task | C vocation | D mission |
| 2 A getting | B putting | C bringing | D setting |
| 3 A conveyed | B voiced | C uttered | D sounded |
| 4 A wane | B fall | C ebb | D drop |
| 5 A deteriorating | B eroding | C disintegrating | D eating |
| 6 A slip | B push | C cast | D post |
| 7 A answer | B satisfy | C suffice | D content |
| 8 A laughs | B leases | C lengths | D legs |

- 4 Read the text below and think of the word which best fits each gap. Use only one word in each gap. There is an example at the beginning (0).

Plain English

WHEN CHRISSIE MAHER FOUNDED THE Plain English Campaign in 1979, little (0) *did* she realise what a difference she would make to many people's lives. Exasperated by the complicated language of government forms and documents, Chrissie famously (1) hundreds of these to

shreds in Parliament Square, London, and from (2) on the campaign began (3) earnest.

Chrissie knew she faced a difficult time persuading government departments and also big companies to use plain English. Luckily, she'd (4) an important lesson from her stunt in London – that publicity was a powerful tool. So she staged the first of her Plain English Campaign Awards. Trophies were given to organisations which communicate clearly and booby prizes to those

(5) information was baffling. This (6) the desired effect, and recipients of booby prizes quickly rewrote their literature. Chrissie went (7) to demand clear information for consumer contracts, (8) many lawyers argued that rewriting legal documents in simple English could be unsafe.

The Campaign's standards are now recognised worldwide: their 'crystal mark' is a guarantee that a document is written in understandable English.

- 5 Read the text below. Use the word given in capitals at the end of some of the lines to form a word that fits in the gap in the same line. There is an example at the beginning (0).

Globalisation – a positive force

What is globalisation? (0) *Essentially*....., it means that today, more than ever before, groups and individuals interact directly across frontiers, without (1)..... ESSENCE
 involving the state. This happens partly because of new technology, and partly because NECESSITY
 states have found that (2)..... is better served by releasing the creative PROSPER
 energies of their people than by restricting them.

The theoretical benefits of globalisation are obvious: faster growth, higher living standards, new opportunities, but the problem is these benefits are very (3)..... EQUAL
 distributed and also the global market is not yet (4)..... by rules based PIN
 on shared social objectives. Thus the central challenge that we face today is to
 (5)..... that globalisation becomes a positive force for all the world's people SURE
 instead of leaving billions of them in (6)..... POOR

If we are to get the best out of globalisation, we must think (7)..... about FRESH
 how we manage our shared interests. That does not mean world government or the
 eclipse of nation states. On the contrary, states can draw (8)..... from each STRONG
 other by acting together within common institutions based on shared rules and values.

Grammar

- 6 Complete these sentences with an appropriate form of the verbs in brackets. You will need to think carefully about form and meaning. Sometimes you will need to add *would*. There may be more than one correct answer.

- a At times like this, I really wish we
 (speak) Japanese!
- b She wishes (enrol) for a language course as soon as possible.
- c I wish you (try) to get to grips with the Internet. I'm sure you (enjoy) it.
- d If only the good things in life (be) free!
- e I wish new technology (not keep) changing all the time.
- f If only we (have) a mobile phone at the time, we (be able) to call them.
- g She (pass) her exam last year, if only she (work) harder.

- h He behaves as though he (be) the only caring person on the planet.
- i If only globalisation (be) a positive force for all.
- j If only we (not agree) to go with them that day.
- k He was acting as though he (be) in a desperate hurry.
- l Would you not rather they (seek) new sponsors than see the programme abandoned?
- m It is time (start) taking the world's problems seriously.
- n He wished more research (do) while the language still (have) speakers.
- o I'd much rather you (ask) permission before helping yourself.
- p They had hoped (move) the project on further before their funding (run) out.

Vocabulary

7 Complete this extract with nouns from the box.

development emotions forces good inequality integration standards transport

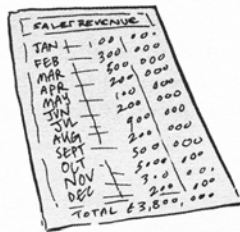
The word 'globalisation' stirs powerful (1) Some see it as highly beneficial – a key to the future (2) of the world economy, more opportunities and higher living (3) across the world. Others see it as a malign force that increases (4) within and between nations, disempowers the weak, causes unemployment and increases poverty. Most people agree that the (5) driving globalisation – technological change, lower communication and (6) costs, increased trade and financial (7) among countries – are powerful. But they need to be harnessed to make globalisation work for the (8) of all.

8 Make an appropriate phrasal verb or noun with *turn* for each picture by combining it with a word in the box. Use your dictionary to help you.

away down in (x 2)
off out over



a



b



c

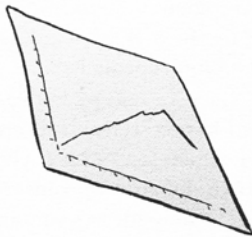


EXAMPLE: to turn
somebody in

d



e



f



9 Complete these sentences, which all contain expressions with *turn*, using your dictionary to help you.

- a Beside herself with emotion, she didn't know which to turn.
- b Everyone agreed her redundancy was a very unfortunate turn of
- c Goodness! You me quite a turn, creeping up like that!
- d She is so kind. She'll do anyone a turn.
- e It's bizarre. Since I joined the programme, I seem to meet him at turn.
- f The coast road is so full of and turns, it's really quite dangerous.