

3.11 Lesson 9A, Exercise 2

- 1 Summer sale! 50% off everything. Bargains galore!
- 2 We accept all major credit cards.
- 3 Huge stock clearance! Massive reductions!
- 4 Please check your change. Mistakes cannot be rectified later.
- 5 This item is currently out of stock.
- 6 Cash only at this till. No cheques or credit cards.
- 7 Special offer! Three for the price of two!
- 8 Please retain your receipt as proof of purchase.
- 9 No refunds or exchanges.

3.12 Lesson 9A, Exercises 4 and 5

- Alice Hey, Bella. Do you want to come shopping with me tomorrow?
- Bella I don't think I can, Alice. I can't afford it. I've spent too much money on music and clothes lately. And my mum would be cross. She thinks I waste my pocket money on things I don't really need.
- Alice But it's sale time. We can shop around for fantastic bargains. I've been saving up for some boots and they're on special offer now.
- Bella Oh, I don't know.
- Alice Come on. I'll lend you some money, if you like.
- Bella That's probably not a good idea. I don't like being in debt.
- Alice Don't be silly. I'm your friend. You can pay me back whenever. Remember that blue dress that you liked? Well, there are huge reductions in that shop. I'm sure that dress has 70% off now.
- Bella Really? That is a bargain. I don't know when I can pay you back, though.
- Alice Didn't you say that your aunt wanted to buy you a late birthday present? Can't you ask her for some money? Or she could pay for the dress?
- Bella That's not a bad idea. I'd forgotten about that.
- Alice So that's decided? Shall we go tomorrow?
- Bella OK, then. I could always just try it on, couldn't I?

[in a clothes shop]

- Alice See? That dress looks great on you! I told you.
- Bella I love it. And what a bargain! Can I borrow the money, then?
- Alice Of course. Here you are.
- Bella I hope my mum won't be cross. If she is, I can always take it back and get a refund.
- Alice I'm sure you can. If you keep your receipt. Come on. Let's pay at that till over there.
- Bella I'd like to buy this dress, please.
- Assistant Certainly. Are you paying in cash or by credit card?
- Bella Cash, please. Can I bring it back, if I change my mind?
- Assist. I'm sorry. There are no refunds or exchanges on sale goods. We've nearly sold out of that dress and we aren't going to get any more stock in.
- Bella Oh dear ... I'll take it, anyway.
- Assist. OK. And here's your change.
- Bella Thank you. Oh well, I just hope Mum isn't cross with me.

3.13 Lesson 9B, Exercise 5

- Jim** Hey, Mark. Nice car! Was it expensive?
- Mark** No. But I had to have a lot of work done on it. I had new wheels fitted. And I had it repainted. It used to be blue.
- Jim** Nice sound system. Did you have that fitted too?
- Mark** No, I did that myself.
- Jim** Can we go for a drive?
- Mark** Er, no. It's broken down at the moment. I've got to have it repaired. But I can't afford to!

3.14 Lesson 9C, Exercise 4**Product placement**

People are getting tired of advertisements. There are adverts everywhere – from the magazine in your hand to buses in the street. We see ads all day, every day. So people stop paying attention.

Therefore, in the USA the latest approach is to make advertising less obvious. Companies try to place their products within a film. This started in the 1980s, but now it happens all the time. There are even agencies to help companies do this. The next time you watch a Hollywood film, look for products or brands that you recognise. Pay attention to drinks, as it is likely you'll see one of the major companies represented. Is it Coke or Pepsi, for example? Then see how many times that product appears.

Car manufacturers are going further with product placement. The Hollywood action film *Lara Croft: Tomb Raider* became an advert for the new Jeep Wrangler Rubicon. And in *I, Robot*, Audi designed a futuristic car especially for the film. It looked amazing, but it was definitely still an Audi.

Product placement is also starting to happen more on American television. With hard disk recorders, people can now fast forward through the advertising breaks. So companies are paying to have their products placed in the programmes. If you watch *American Idol*, you will see the judges sitting behind huge red Coca-Cola glasses.

You can now find product placement in books, music videos, computer games and on the Internet. In fact, children's learning books are one of the biggest new areas. Read these titles: *The Hershey's Kisses Addition Book*, *The Cheerios Christmas Play Book*, *The Oreo Cookie Counting Book*. The last book has children counting those little chocolate biscuits on every page.

Product placement is the future of advertising. There's no escape.

3.15 Lesson 9C, Exercise 5

Speaker 1 I don't have a problem with advertising. Companies need to sell their products and they need to tell us about them. I like to see what's new. And I think many adverts are brilliant nowadays. I like watching them – like the one where the car turns into a street dancer. It's fantastic! And some of them are like little films with special effects – they're very creative. And anyway, if you're fed up with watching ads, you just turn off the TV. It's all under our control.

Speaker 2 Adverts are annoying at times. They interrupt the programmes and they're often boring. I don't usually pay much attention to them. And I honestly don't think they really make the majority of people go out and buy things. But one thing really, really annoys me, why are there so many adverts aimed at children? I just don't think that's right. When my little sister watches children's TV, there are so many ads during the programmes. She knows them all by heart and can sing all the songs. She's always asking mum and dad for toys and sweets that she's seen advertised. I don't think adverts for children should be allowed on TV. Kids don't understand them.

Speaker 3 I hate adverts. They're terrible. People think they're harmless, but I really don't agree. For one thing, adverts only tell you the good things about the product. The Government should control adverts better. And that's not the only thing I don't like about adverts. Companies spend a lot of money advertising things to people that they don't want or need. They're actually trying to make you to waste money. It's not right.

3.16 Lesson 9D, Exercise 1

- Mum** Where have you been, Joe? Do you know what time it is? It's 1.30 in the morning!
- Joe** Sorry, Mum! If I'd known the time, I would have come home earlier.
- Mum** Oh yes? So, what's your excuse then?
- Joe** I had to walk home. I was at Dave's house and I missed the last bus. If I hadn't missed it, I wouldn't have had to walk.
- Mum** Oh, really? Well, you could have phoned me. I was worried sick!
- Joe** Sorry, Mum. I would have phoned you if I'd had my mobile with me. But I think I left it at Dave's.

3.17 Lesson 9D, Exercise 6

- 1 If you'd set the alarm clock, you wouldn't have been late for school!
- 2 If I'd known it was her birthday today, I'd have sent her a card.
- 3 If I'd heard the phone ring, I'd have answered it.

3.18 Lesson 9E, Exercise 2

The World's Luckiest Man

Eighty-one-year-old Frano Selak is known as the world's luckiest man. Throughout his long life, he has survived seven disasters, all of which could have killed him. Then, at the age of 76, he got married for the fifth time.

Selak was born in a small town in Croatia. He was involved in his first accident in 1962. He was travelling by train from Sarajevo to Dubrovnik, when the train jumped from the rails and fell into a freezing river. He managed to get to the riverbank with a broken arm, suffering from hypothermia. The following year Selak took a flight for the first – and last – time. The door opened and the passengers were thrown out of the plane. If that haystack hadn't been in the field, he would have died.

A few years later, he was travelling by bus this time, when – again – it fell into a river. This time he only had cuts and bruises. He was getting used to it. His next accident happened in 1970, but with a different method of transport. He was driving along the motorway, when suddenly his car caught fire. Three years later, his next car caught fire at a garage. The fire swept through the car. Again he escaped from the vehicle, but he lost most of his hair.

Accident number six was caused by transport again, but this time Selak was on foot. He was walking in Zagreb, when a bus hit him. Amazingly, he wasn't too badly hurt. Was there no safe way for him to travel? His seventh accident happened the following year. He was driving in the mountains. He came round a bend and saw a huge lorry coming towards him. Miraculously, he managed to jump out of the car. He watched as car number three rolled down the mountain and exploded.

Selak said, 'I never thought I was lucky to survive all my disasters. I thought I was unlucky to be in them in the first place.' In the end, however, Selak did feel lucky – not when he won the lottery, but when he met his fifth wife, Katerina. In fact, he has sold his luxury home and given away most of his lottery money. He said, 'All I need at my age is my Katerina. Money wouldn't change anything.'

But there was one thing that he did spend some of his money on. Now, even if he never travels by car, bus or plane again, he can still keep walking!

3.19 Lesson 9E, Exercise 8

Doesn't mean anything

Used to dream of being a millionaire,
Without a care,
But if I'm seeing my dreams,
And you aren't there 'cause it's over, that just won't be fair.

Darling, rather be a poor woman
Living on the street, no food to eat,
'Cause I don't want nobody if I have to cry.
'Cause it's over when you said goodbye.

Chorus

All at once, I had it all,
But it doesn't mean anything, now that you're gone.
From above, seems I had it all,
But it doesn't mean anything since you're gone.

Now I see myself through different eyes,
It's no surprise.

Being alone will make you realise,
When it's over, that all in love is fair.
I shoulda been there, I shoulda been there,
I shoulda, shoulda.

Chorus

I know I pushed you away.
What can I do that would save our love?
Take these material things –
They don't mean nothing.
It's you that I want.

Chorus

3.20 Lesson 9F, Exercises 3 and 4

I can't be sure, but I guess the girl is buying something. I think she's holding a credit card – it certainly looks like a credit card. Yes, I'm pretty certain that she's giving her credit card details to the sales assistant. She's got a laptop there, but she can't be shopping online, because she's giving her card details over the phone.

Um, another possibility is that she's phoning her bank. If she manages her bank account online it could be that she's phoning the bank to set up a direct debit or something like that. It's difficult to say.

3.21 Lesson 9F, Exercise 5

Yes, I'd say that I buy a lot of things online. For example, I'm always downloading music from iTunes. Actually, I downloaded a couple of tracks just last night.

As for my friends, I wouldn't say that they buy things online as often as I do. In fact, I'm pretty sure that some of them have never bought anything online.

Why do I do it? Well, for one thing, it saves a lot of time because you don't have to go to the shops. I also think that things are usually cheaper online.

3.22 Lesson 9F, Exercise 6

The last time I used a computer was last night. I was watching TV with my sister – I'd completely forgotten that I had history homework! But in the middle of the programme, I suddenly remembered and rushed upstairs to my room to start.

I used to use my dad's computer, but my parents bought me a laptop for Christmas – which I keep in my room. Anyway, while I was writing the essay a couple of my friends kept sending me messages – they could see I was online, you see. It was really distracting, so I quit Messenger. Eventually I finished the essay at midnight.

3.23 Get Ready for your Exam 5, Listening, Exercise 2

- Radio presenter** Welcome to today's edition of *One life only*. With us we have someone who has travelled across the Atlantic the hard way; let me introduce Jason McKinlay, who crossed the ocean in a rowing boat. So, Jason, why did you decide to embark on this particular trip?
- Jason** Well, I wanted to find the world's toughest physical challenge. I decided to enter the Atlantic Rowing Challenge – a rowing race covering nearly 3,000 miles from the Canary Islands in Europe to Barbados in the Caribbean. I asked a friend, Phil Carrington, if he would join me, and luckily he said yes.
- RP** So what was the first thing you had to do?
- Jason** Find a boat. And then – learn to row!
- RP** My goodness! What else did you have to do to prepare for the journey?
- Jason** We had to do a lot of planning – plan the route and work out how much food and water to take for the journey. We decided to take 60 days' worth of food – a lot to fit into a small space!
- RP** And what was it like to be actually on the water?
- Jason** It was great – until day three! Then we were hit by our first storm. We had to stay in the cabin for 18 hours. Two big guys in one tiny cabin – not comfortable!
- RP** Were the storms the worst thing?
- Jason** Well, there was the shark ...
- RP** Really?
- Jason** It swam round, and then it went underneath the boat. They are strong enough to break the boat if they want to, but fortunately this one wasn't interested! However, that evening I had to go into the water to clean under the boat. I was making a lot of noise and I was a bit worried that the shark might still be around to hear me. Suddenly, there was another noise – a bump, a bang and a thud! So I tried to climb back into the boat – really fast!
- RP** Was it the shark?
- Jason** I'll never know!
- RP** And how long did the journey actually take?
- Jason** 51 days. We were the first British pair to finish.
- RP** Wow! How did that feel?
- Jason** Fantastic – but we were extremely tired, and very thin! It took me a few weeks to get back to what I weighed before.
- RP** An amazing journey. Thank you, Jason, very much ...