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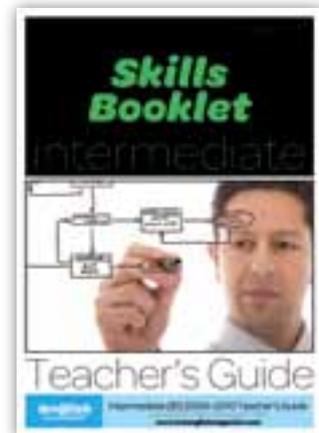
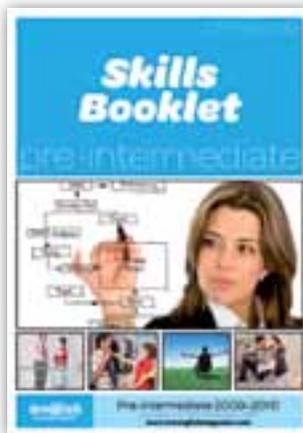


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 This symbol tells you that there's a video on the website that's related to the article.
www.hotenglishmagazine.com

 This symbol tells you that the text is recorded and is available on the CD or as an MP3.



Hi, and welcome to another issue of Hot English Magazine, the fun magazine for learning English. One of our big topics this month is the World Cup. This is a special event as it's the first time that an African nation has been the host. We wish them all the best, and we're sure it's going to be an exciting tournament. You can find out about the teams that are participating, and you can learn lots of useful football-related words and expressions to help you talk about the world's greatest football tournament!

This month, we're also looking at animated films. We've got an interesting article on the way that films these days manage to appeal to both adults and children. The phenomenon is known commonly as "The Simpsons' Effect" because of the way the popular TV show has created something for such a wide-ranging audience, with colourful graphics and amusing characters for children, and a backdrop of jokes and complex themes for adults.

This month, we're also looking at buffet restaurants, banks and beauty treatments. And we've also got a really interesting article on newspaper stings – those undercover, hidden-camera interviews in which unsuspecting public figures reveal a bit more than they'd like to. Plus, we've got a fascinating article on the world of merchandising. Find out all about Obama cigars!

Anyway, good luck with your English language learning, and see you all next month.

Yours,
Andy

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French material

As you may know, Hot English Publishing produces a number of French magazines (*Le Kiosque, Le Kiosque des Lycéens, Le Kiosque des Écoliers*), which now come with listening files. If you are interested in receiving any of these for FREE, please visit this website where you can download them. Thanks!
www.lekiosquenumerique.com

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Tradition Time
Unusual traditions from around the world.

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Story Lines
Animated films with a mature perspective.

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Amazing Animation
A look at some of the best animated films of all time.

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Football Vocabulary
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Football Crazy
Sepp Blatter: the controversial president of FIFA.

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All material in this publication is strictly copyright, and all rights are reserved. Reproduction without permission is prohibited. The views expressed in Hot English Magazine do not necessarily represent the views of Hot English Publishing SL, however, we do think that Shrek wallows in his own self-pity, Blatter is a bit of a blunderer and baked potatoes with baked beans are delicious.

READING 1

Buffet Revival

The rise of the buffet restaurant.



1 Pre-reading

Look at types of restaurants and places where you can eat. Which ones do you like? Why? What are the pros and cons of each one?

- Buffet restaurant
- Fast-food restaurant
- Five-star restaurant
- Restaurant serving international food
- Family-run restaurant
- Pub
- Café
- Takeaway restaurant
- Chain restaurant
- Drive-in restaurant

2 Reading I

Read the article once and compare your ideas about buffet restaurants with your ideas from the Pre-reading activity.

3 Reading II

Read the article again and answer the questions.

1. How much does the Fryburn Inn charge?
2. What does the buffet at Korma's cost?
3. Where does Mark Jones have a buffet breakfast?
4. On which day does Daniel have a buffet lunch?
5. How many dishes does The Dragon King Buffet offer?

4 Language focus

"Don't have to"

Look at this extract from the article, "After that, I don't have to eat again for 8 hours!" If you "don't have to do" something, it isn't necessary for you to do it. Complete the following sentences with your own ideas.

1. I don't have to... at the weekend.
2. My colleagues at work don't have to...
3. On Fridays, I don't have to...
4. I don't have to... on Sunday morning.

5 Discussion

1. When was the last time you went to a buffet restaurant? What did you eat?
2. What's your favourite restaurant in your city? Why?
3. What's the all-time best restaurant you've ever been to? Why was it so good?

When was the last time you went to a **buffet restaurant**?

According to a recent **survey**, they're becoming more and more popular. But why?

Part of the reason is that they're cheap. And with the **recession**, most people want to **save** a bit of money. Some buffets have incredible offers, "All you can eat for £10" says the Fryburn Inn in Wokesmaster, England. "Unlimited portions for just £7.99!" exclaims Tayburns. And, "Eat as much as you like for just £5!" **boasts** Korma's of London with its Indian-food buffet.



Buffets also offer quantity. "I always have the buffet breakfast on the **ferry** from Portsmouth to Santander. I can sit there till lunchtime **stuffing myself**, drinking coffee and watching dolphins. After that, I don't have to eat again for 8 hours!" explained Mark Jones, who often travels to Spain by boat. "I always have a buffet lunch on Fridays," explained Daniel Carrington, a city worker. "It's great fun as there's just so much food to choose from. And there are no limits!"

Buffets offer variety, too. The Dragon King Buffet in Manchester offers **diners** more than 101 **dishes**. There are meat and fish dishes, cold and hot choices, and sweet and **savoury** items to choose from. "I love it because you can **mix and match**," explained Ellis Harper. "I often put sweet food with meat. My girlfriend thinks it's disgusting, but I love it." And another fan said, "I think it's a brilliant way to make combinations. I often combine salad with pasta, sandwiches, potatoes and lots of meat."

But not everyone likes buffets. "I hate all the pushing and **shoving**," said Sam Paulson. "The food is terrible," said Harriet Jones. "It's often cold, and people **breathe over** it, touch it and do all sorts of horrible things with it."

"I hate it because it's all so **rushed**," explained Maddison Smithers. "People trying to eat as much food as they can in as short a time as possible. I don't find it an **enjoyable** experience at all. I like to sit down for my **meal** and eat it calmly and quietly; but at buffets, my husband just stuffs himself – it isn't pleasant at all. He's got no control."

So, what do you think of buffet restaurants? ❄️

buffets

The first buffets appeared in 18th-century France. However, they started to become popular in the hotels of Las Vegas during the 1950s. Buffet restaurants are also an important part of Swedish culture where they are known as Smörgåsbord.



GLOSSARY

- a buffet restaurant** *n*
a type of restaurant with food placed in a public area. Diners serve themselves
- a survey** *n*
a series of questions asked in order to get people's opinions on things
- a recession** *n*
a period of poor economic activity
- to save** *vb*
if you "save" money, you keep it and don't spend it
- to boast** *vb*
if someone "boasts" about something, they say how good/great/wonderful it is
- a ferry** *n*
a boat for taking passengers/vehicles from one side of a river/area of water to another – often found in a city by the coast or with a river
- to stuff yourself** *exp*
to eat a lot of food – so much that you feel very full
- a diner** *n*
a person who is eating in a restaurant
- a dish** *n*
a plate of food
- savoury** *adj*
"savoury" food is not sweet
- to mix and match** *exp*
to create a combination by having a bit of one thing and a bit of another
- to shove** *vb*
to push aggressively
- to breathe over** *exp*
if someone "breathes over" food, they push air out of their mouth and onto the food
- rushed** *adj*
if something is "rushed", it happens in a quick, non-calm way
- enjoyable** *adj*
pleasant and nice
- a meal** *adj*
a period of time when you sit down to eat: breakfast, lunch, dinner, etc.



Watch & Learn!
Listen to people discussing
this topic in a mini-video at
www.hotenglishmagazine.com

Scotswoman
track 3

Banking It

Bankers in the spotlight.

ANSWERS ON PAGE 45

1 Pre-reading

Match the words (1 to 6) to the photos (a-f).

- A bank
- A credit card
- A bank account
- A cashier
- A bank manager
- A cheque



2 Reading I

What complaints do you think people have about banks? Think. Then, read the article once to check your ideas.

3 Reading II

Read the article again and say what the numbers refer to.

- €50
- 2 pence
- £15
- £35
- 50 pence
- 53
- £1,500



4 Language focus Prepositions + the gerund

Look at this extract from the article, "However, they later change this – often without informing clients." Verbs that follow a preposition are often followed by a gerund: "without informing" (in this case). Complete the sentences with the correct form of the verbs in brackets.

- I'm thinking about _____ (go) away for the weekend.
- They left without _____ (say) goodbye.
- She finished all the work before _____ (leave).
- We'll tidy up after _____ (eat).

5 Discussion

- What do you most like/dislike about banks? Why?
- What's the best/worst experience you've had with a bank?
- How could banks improve their service to customers?

Have you had a problem with your bank lately? Every year, the **Financial Ombudsman Service** (the FOS) receives thousands of **complaints** about banks.

At the top of the list of complaints are banking **charges**.

These include charges for **going overdrawn**, charges for **bounced** cheques, and charges for not having sufficient funds to cover **direct debit payments**. In some cases, banks charge up to €50 for **unauthorised overdrafts**, even though the overdrawn amount is as little as 2 pence.

Other complaints refer to bank-charge increases. Some banks initially offer customers low **rates** or even zero-banking. However, they later change this – often without informing clients. "I've seen the unauthorised overdraft charge on my account go from £15 (when I opened the account) to £35 a year later. At no point was I consulted or given the chance to agree with these changes," said one angry customer. "When I opened my account, they told me that there were no charges. But now, every time I write a cheque, they charge me 50 pence," said another customer.

One woman decided to **take her bank to court**. Mrs Reynolds, 53, was so angry about her bank charges that she started a **claim** for £1,500. She won the case – partly because the bank failed to **dispute** the claim. However, the bank failed to pay the money **promptly**. So, she sent **bailiffs** to the bank's head office to collect it. "I spent days phoning them and trying to **resolve the matter**, but they did not return one single phone call," she explained.

Her actions seemed to work. The bank paid up quickly, and a spokesperson made a public **apology**. "We'd like to apologise to Mrs Reynolds for any **delays**. Unfortunately there was an administrative error in sending the payment. However, I can now confirm that it has been made."

So, the cheque is in the post, right? Excuses, excuses! ❖



GLOSSARY

the Financial Ombudsman Service *n*
an organisation that tries to settle disputes between consumers and UK-based businesses providing financial services (banks, etc.). An "Ombudsman" is a person/organisation that investigates complaints

a complaint *n*
if you make a "complaint", you say that you are not happy about something / a service

a charge *n*
an amount of money you must pay for a service

to go overdraw *exp*
to take out more money from your account than you have

to bounce (a cheque) *vb*
if a cheque "bounces", the bank doesn't pay the amount

a direct debit payment *n*
an amount of money that comes out of your account every month to pay for something you have bought previously

unauthorised *adj*
without official permission

an overdraft *n*
an amount of money you can borrow from the bank (sometimes without having to pay charges)

a rate *n*
a fixed amount of money you must pay for something

to take someone to court *exp*
to start a legal process against someone in order to get compensation

a claim *n*
a formal demand for something

a dispute *n*
an argument between two people/parties

promptly *adv*
quickly

a bailiff *n*
a law officer who makes sure that decisions of the law are obeyed

to resolve a matter *exp*
to find a solution to a problem

an apology *n*
if someone makes an "apology", they say sorry

a delay *n*
if there is a "delay", something happens later than planned

THE NAME GAME

THIS IS ANOTHER PART IN OUR SERIES ON FAMOUS NAMES WITH MEANING.

STORY TIME

Jokes, anecdotes and stories as told by native English speakers.



Victor Mature (US actor – 1913-1999)
IF SOMEONE IS "MATURE", THEY ARE BALANCED AND ADULT-LIKE IN THEIR EMOTIONS AND BEHAVIOUR.
"He's extremely mature for a six-year-old."



Peter Crouch (English football player)
IF YOU "CROUCH" DOWN, YOU BEND YOUR LEGS SO THAT YOU ARE CLOSE TO THE GROUND AND LEANING FORWARD SLIGHTLY.
"The man was crouched down on the ground behind the BMW."



Arrow (shirt manufacturers)
A LONG THIN PIECE OF WOOD WITH A SHARP POINT AT THE END AND FEATHERS AT THE OTHER END. PEOPLE SHOOT "ARROWS" FROM BOWS.
"She shot the arrow straight into the target."



French Connection (clothes manufacturer)
IF THERE IS A "CONNECTION" BETWEEN TWO THINGS, THOSE THINGS ARE LINKED/JOINED/CONNECTED IN SOME WAY.
"She has no connection with the secret services."



Quiksilver (sports clothes manufacturer)
IF SOMETHING IS "QUICK", IT HAPPENS VERY FAST. / "SILVER" IS A COLOUR AND A METAL.
"That was really quick – I thought it would take longer." / "Silver isn't as valuable as gold."



Whiskas (cat food manufacturer)
AN ANIMAL'S "WHISKERS" ARE THE LONG, STIFF HAIRS THAT GROW NEAR ITS MOUTH.
"It was a wild-looking cat with long whiskers."

Little Jokes

What's the hardest thing about learning to **skate**?
The ground!



Where does Saturday come before Thursday?
I don't know. Where?
In a dictionary.

What do you get if you **cross** a snowman and a shark?
I don't know.



Frostbite.

Can't Count!

Little Jimmy comes home from school one day. He's crying.
"What's the matter, Jimmy?" his mum asks.
"We were doing **sums** today, mum," he says.
"What's wrong? Were they really hard?"
"Well, the teacher said either I couldn't count, or I was stupid, or all three!"



Bat Blood

There are three **bats** who live in a cave right next to three castles. One night the bats **have a bet** to see who can drink the most **blood**. Later that night, the first bat comes home with blood on his teeth. The other two bats are **amazed** and ask how much blood he's drunk.
"See that castle over there?" he asks.
"Yes," the other two bats answer.
"Well, I drank the blood of three people."

The next night, the second bat comes back with blood all around his mouth. The other two bats are **astounded** and ask how many people's blood he's drunk. And the second bat says, "See that castle over there? I drank the blood of five people!"

GLOSSARY

- to skate** *vb*
if you "skate", you move with skates (shoes with wheels) on your feet
- to cross** *vb*
if you "cross" A and B, you mix them in order to create a new thing
- frostbite** *n*
a condition in which a part of the body becomes frozen
- a sum** *n*
a mathematical calculation
- a bat** *n*
a little animal that flies and lives in caves. Some like to drink blood
- to have a bet** *exp*
to play a game for money
- blood** *n*
the red liquid inside our bodies
- amazed** *adj*
very surprised
- astounded** *adj*
very surprised
- astounded** *adj*
very surprised

The following night, the third bat comes back, and he's absolutely covered in blood. The other two bats are **astounded**.
"See that castle over there?" the third bat asks. And before the other two bats can answer he says, "Well, I didn't." *

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USEFUL VOCABULARY THE BODY

THIS IS ANOTHER PART IN OUR SECTION ON USEFUL VOCABULARY.
THIS MONTH: THE BODY. ANSWERS ON PAGE 45

1 Match the words

Match the words (1-10) to the pictures.

1. Mouth
2. Hair
3. Ear
4. Waist
5. Thigh
6. Shin
7. Legs
8. Hand
9. Wrist
10. Neck



2 Wordsearch

Now find these words in the wordsearch.

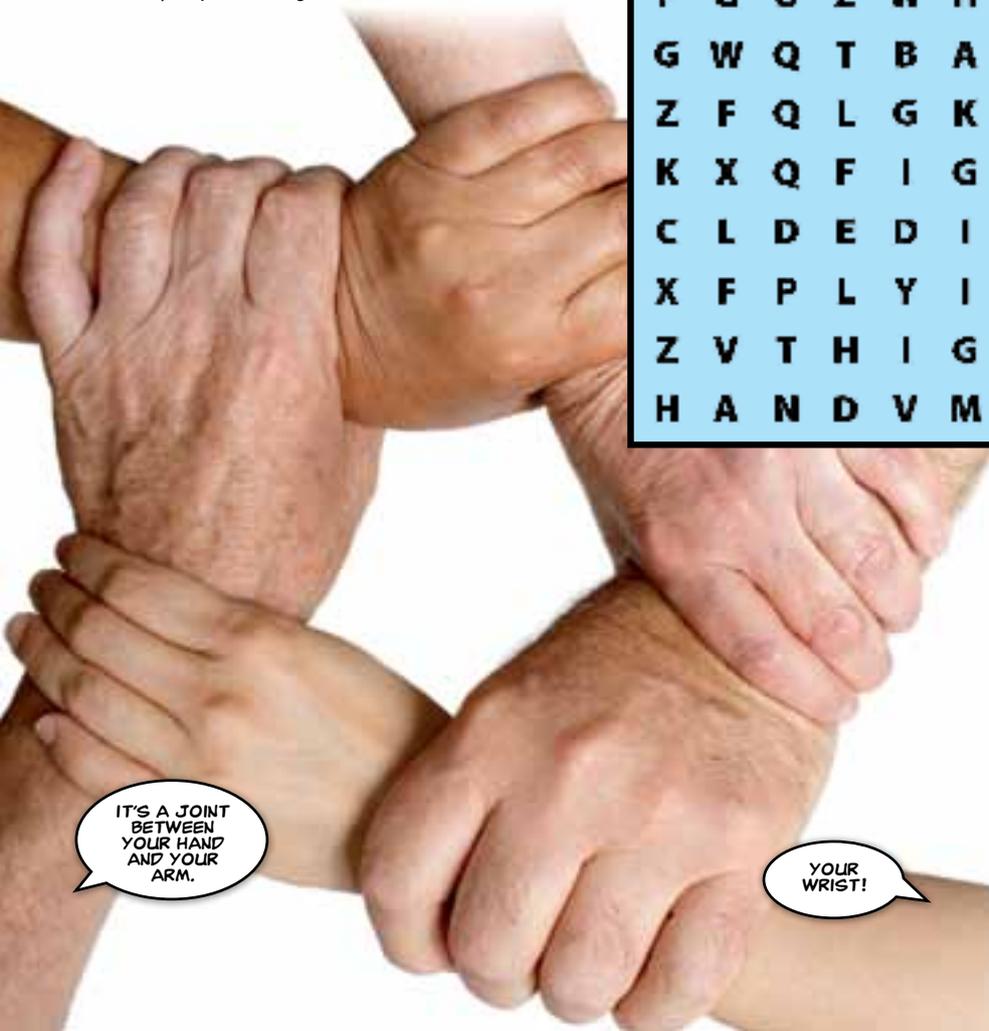
ear	hair
hand	leg
mouth	neck
shin	thigh
waist	wrist



3 Guess the word

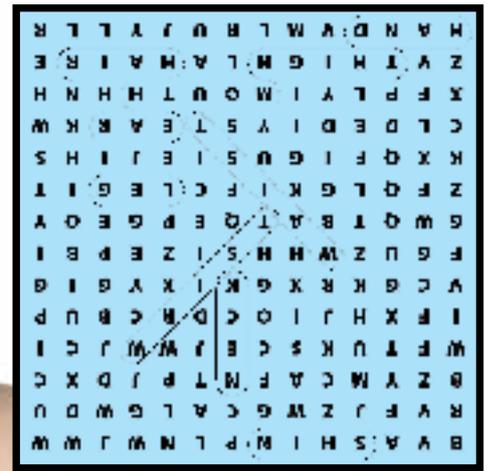
Think of ways to describe the words above.

See if your partner can guess the word from the clues.



IT'S A JOINT BETWEEN YOUR HAND AND YOUR ARM.

YOUR WRIST!



THE BODY USEFUL VERBS & EXPRESSIONS

THIS IS ANOTHER PART IN OUR SECTION ON USEFUL VERBS AND EXPRESSIONS.
THIS MONTH: THE BODY.

TALK WITH YOUR MOUTH FULL

TO SPEAK WHILE YOUR MOUTH IS FULL OF FOOD.



BRUSH YOUR HAIR / COMB YOUR HAIR

TO ARRANGE YOUR HAIR WITH A BRUSH (AN OBJECT WITH THICK "HAIRS" ON IT), OR A COMB (AN OBJECT WITH LITTLE "TEETH").



PUT YOUR HANDS ON YOUR HIPS

TO PUT YOUR HANDS AT THE SIDES OF YOUR BODY (BETWEEN THE TOPS OF YOUR LEGS AND YOUR WAIST).



PUT YOUR ARM AROUND SOMEONE'S WAIST

TO PUT YOUR ARM AROUND THE MIDDLE PART OF SOMEONE'S BODY (WHERE IT NARROWS SLIGHTLY ABOVE THE HIPS) - OFTEN AS A SIGN OF AFFECTION.



CROSS YOUR LEGS

TO PUT ONE LEG OVER THE OTHER AS YOU ARE SITTING ON A CHAIR.



SIT WITH YOUR LEGS CROSSED / SIT WITH CROSSED LEGS

IF SOMEONE WHO IS SITTING ON THE FLOOR HAS THEIR LEGS CROSSED, THEY HAVE THEIR LEGS BENT AND THEIR KNEES POINTING OUTWARDS.



TWIST YOUR WRIST

IF YOU "TWIST YOUR WRIST", YOU TURN IT TOO MUCH AND CAUSE IT TO SPRAIN (DAMAGE THE LIGAMENTS).



GET YOUR EARS PIERCED

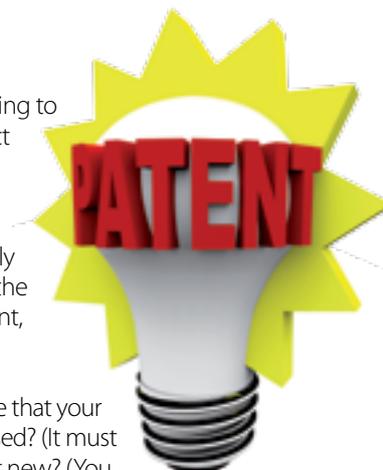
TO HAVE HOLES IN YOUR EARS SO YOU CAN WEAR EARRINGS.





Appliance Science!

How to protect your brilliant invention.



ANSWERS ON PAGE 45

1 Pre-reading

Look at the names of the following inventions. What do you think they are for?

What do they do?

- The Multi-Use Ear Mirror
- The Marine Mammal Communication Device
- The Light Bulb Changer
- The Anti-Eating Mouth Cage
- The Electrified Table Cloth
- The BeerBrella
- The Laser Pointer Cat Exerciser

2 Reading I

Read the article once to check your ideas from the Pre-reading activity.

3 Reading II

Read the article again and choose the correct option.

1. The patent usually lasts for **10 / 20** years.
2. You **can / cannot** patent an idea.
3. You **can / cannot** patent something that already exists.
4. It is important that there **is / isn't** a market for your invention.
5. You need to pay a fee of **£130 / £230**.

4 Language focus The Present Simple Passive

Look at this extract from the article, "Next, the invention is examined by the Patent Office..." The writer has used the Present Simple Passive ("is examined"). Transform the following sentences into the Present Simple Passive. Do not include the agent (the person who does the action).

1. They move it about.
2. They register it.
3. They publish it.
4. They approve it.
5. They use it.

5 Discussion

1. Have you ever invented something or thought about inventing something? What?
2. What's the most useful invention of recent years?
3. Can you think of something that needs to be invented? What? Why?

Imagine this. You've invented a fantastic new machine. You're going to be rich! But someone could steal your idea! How can you protect it? Simple! Just take out a patent.

There are lots of benefits to patenting your invention. The patent stops other people making, using or selling your invention. It usually lasts for 20 years, and it is recognised around the world, not just in the country where the patent is applied for. And once you have a patent, you can sell your product.

So how do you patent an invention? Well, first you have to make sure that your invention can be patented. Ask yourself these questions. Can it be used? (It must be useful.) Can it be made? (You can't patent a theory or an idea.) Is it new? (You can't patent something that already exists.) Have you made it public? (Your invention isn't new if you've written about it, made it and sold it, or used it in public.) Have you really invented it? (Your invention must include "an inventive step".) Most importantly, is there a market for your invention? (Getting a patent can be expensive, so you need to make sure it's worth it.)

OK, so now you're ready to patent your invention. You do this by filling out a patent specification form. This describes your patent in detail: how it works, how it is made, how it is used, and so on. Next, you send in two copies of the patent specification, and a fee (£130 in the UK) to pay for the patent search. What's that? Well, the Patent Office has to check that there isn't another patent for your invention. Next, the invention is examined by the Patent Office and experts to see if it does what you say it does. If your application is approved, your patent is published. So, now all you have to do is manufacture it, market it, sell it, and count your millions!

Thousands of patents are registered every year. Some of them become household goods, but others disappear. Here are a few examples of unusual products that have been patented in recent years.



The Multi-Use Ear Mirror

This is designed to allow you to examine your own ear. It consists of two mirrors fastened together with a piece of plastic.

The Marine Mammal Communication Device

This is a keyboard that translates keystrokes into sounds that dolphins can understand.



The Light Bulb Changer

This machine is for changing a light bulb. It weighs more than 50 kilograms.



The Anti-Eating Mouth Cage

Remember the face mask that Hannibal Lecter wore in the Silence of the Lambs film? This is it.



The Electrified Table Cloth

This device is designed to discourage insects from going onto a table cloth. The insects are given tiny electric shocks.



The BeerBrella

This is a little hat for your can of beer. It's designed to keep the sun off your drink.



The Laser Pointer Cat Exerciser

This is a device for exercising your cat. As the laser pointer is moved about, the cat follows it and gets some much-needed exercise.



Will you be getting any of these devices? ☺

LET'S TALK ABOUT: *Laying the table*

A plate



A side plate



A bowl



A napkin



A glass



A knife



A cup and saucer



A fork



Crockery



A spoon



A table cloth



Cutlery

Dialogue

IN THIS DIALOGUE, CHARLOTTE IS AT TOBY'S HOUSE. SHE'S HELPING HIM WITH THE WASHING UP.

C: Charlotte

T: Toby

C: Hey, can you help me lay the table?

T: Yes, sure. How many guests are there?

C: Six including yourself.

T: So, that's seven place settings in total – including you, right?

C: Well done! I never knew you were so good at maths!

T: Very funny. Which plates shall I get?

C: The ones in the top drawer.

T: Oh, special guests, are they?

C: My boss is coming and I'm hoping for a promotion.

T: Very clever. So, will you be using the silver cutlery?

C: Of course. Nothing less.

T: Where's the table cloth?

C: In the kitchen, and bring in the napkins while you're at it.

T: Yes, ma'am. Do you need any side plates?

C: Of course, but don't drop them. That crockery has been in the family for hundreds of years.

T: Stop worrying! [crash!] Whoops! ☹

Let's talk about...
Laying the table

Useful Expressions

- Could you **lay the table**, please?
- Shall I fold the napkins?
- This knife is a bit dirty. Have you got a clean one?
- Have you got a matching cup and saucer?
- Where shall I put the plates?

- The forks go on the left!
- The knives should be on the right.
- Put the napkins next to the side plates.
- Do we need any wine glasses?

GLOSSARY

to lay the table *exp*
to prepare the table for breakfast/lunch/dinner, etc. by putting the plates, knives, forks, etc. there

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FUNCTIONAL LANGUAGE

The Telephone (part VI) **Goodbye**

Attempting to finish a conversation

- OK. I'll see what I can do. Anyway, I really must go now because...
- OK, thanks for calling. I'll get onto it right away.
- I'm sorry but I've really got to get going. I've got to be in the airport in ten minutes.
- Oh, I'm sorry but I've got another call coming in.
- I'm sorry but that's my other line. Can I call you back in ten minutes?
- OK. I'm glad we've cleared that up. So, I'll speak to you again sometime next week.
- OK. Well, I think that's all really, isn't it? So, I guess I'd better get going.
- I'm terribly sorry but I've really got to get going.

Saying goodbye

- Bye.
- See you later.
- Bye for now.
- Goodbye.
- Speak soon.
- Catch you later. (informal)
- Cheers (British)
- Cheerio (very British)



Dialogue

IN THIS DIALOGUE, HENRY AND ELSIE ARE SPEAKING ON THE PHONE. ELSIE IS TRYING TO FINISH THE CONVERSATION.

- Henry:** And then, this guy turns up and...
- Elsie:** Hey, have you got the time?
- Henry:** Yes, it's... it's ten past six. So, anyway, I was waiting there and this guy...
- Elsie:** Look, I'm sorry but I've really got to get going. I don't want to miss the...
- Henry:** Oh, I won't be long. So, anyway...
- Elsie:** But I really should be going. I tell you what. I'll give you a call when I get into Chicago.
- Henry:** But I haven't finished my story yet.
- Elsie:** I know, but I really should get going. My flight leaves in an hour and a half and it'll take me at least twenty minutes to get to the airport.
- Henry:** OK. Well, have a great flight, and call me as soon as you get in. I'll finish my story later.
- Elsie:** Great!
- Henry:** And don't forget to get me those biscuits I asked for.
- Elsie:** Don't worry! I won't. See you.
- Henry:** OK. Bye.
- Elsie:** Bye. [silence] OK. Hang up now.
- Henry:** Erm.
- Elsie:** If you don't, I will. OK. I'm going to hang up.
- Henry:** Hey, don't forget... ☆



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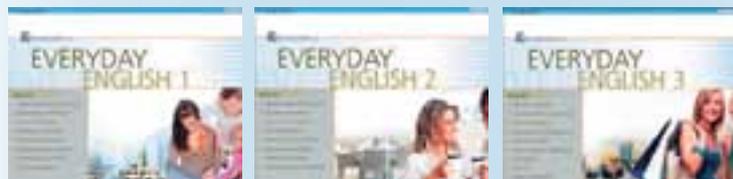
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Refer to unit 18 of the Pre-Intermediate Skills Booklet for more explanations and exercises.



DR FINGERS' ERROR CORRECTION CLINIC

IN THIS SECTION, DR FINGERS IDENTIFIES AND CORRECTS TYPICAL ERRORS.



1 Activity

ANSWERS ON PAGE 45

Read the sentences, find the errors and correct the sentences. They should all be in the Past Simple. Then listen to the CD to check your answers. Good luck!

- They play the game last night.
They played the game last night.
- They stop working at 9pm.
- He robbeds the money.
- She talking to him last week.
- They have a bad experience during their holiday.
- It liked her the film.

SKILLS BOOKLET LISTENING



1 Pre-listening

Read over the ideas for adverts for a slimming product. Which one do you think is the best? Why? Which one is the most ridiculous?

- Photos of slim, healthy-looking people enjoying the drink.
- Before-and-after photos showing an overweight man and the same man but much slimmer.
- Photos of people doing exercise.
- Before-and-after photos showing a hippopotamus and a spider.

2 Listening I

You are going to listen to two people discussing adverts for a slimming product *Slimmer You*. Listen once and answer this question: Which idea from the Pre-listening activity do they mention?

3 Listening II

Complete the sentences/questions with the words from below. Then, listen again to check your answers.

spider hippo animals complaints picture five

- ...the diet drink that comes in _____ fabulous flavours.
- Market research shows that customers like photos of _____.
- So, is that why your "before" _____ is of a hippopotamus?
- Look, Brian, you cannot use a photograph of a _____.
- Well, it's a South American giant bird-eating _____ to be precise.
- If we did that, we'd get thousands of _____.

4 Language focus The Second Conditional

Look at this extract from the listening, "And if you had a reaction like that, you wouldn't forget it." The speaker has used the Second Conditional. Complete the following sentences with the correct form of the verbs in brackets.

- If I had that amount of money, I _____ (buy) a new house.
- If she told me the answer, we _____ (be) very happy.
- If it rained, we _____ (have) to go home.
- If I lost my telephone, I _____ (be) really angry with myself.

5 Discussion

- Have you seen any slimming ads recently? What images did they use?
- What's the funniest ad you've ever seen? Why was it funny?
- If you had to create an ad for a slimming product, what images would it have?

ANSWERS ON PAGE 45

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GRAMMAR FUN

Question Words

THIS MONTH, WE'RE LOOKING AT SOME MORE QUESTION WORDS. THIS IS THE SECOND PART OF A MINI-SERIES ON QUESTION WORDS.

We can use "who" to ask about a person or people. "Who" can be the subject or object of a sentence.

"Who" as the subject:

a) **A:** Who is that man? (subject)
B: He's my boyfriend.

b) **A:** Who were you with? (subject)
B: My sister.



"Who" as the object:

a) **A:** Who did you see last night? (object)
B: I saw Betty and Samantha.

b) **A:** Who does he like? (object)
B: He likes them all.



Notice how we use auxiliaries when "who" is referring to the object of the verb. For example:

a) **A:** Who do you like? **B:** I like Rachel.
b) **A:** Who did you talk to? **B:** I talked to Ben.

We can use "whom" to refer to the object of a verb or preposition. It is common to use it in questions with prepositions. For example:

a) To whom did you give it?
b) To whom did you speak?

However, the use of "whom" is considered formal and there are often alternative ways of forming the question, usually by placing the preposition at the end of the question. For example:

a) To whom did you give it? = Who did you give it to?
b) To whom did you speak? = Who did you speak to?

We use "whose" to ask about ownership. For example:

a) Whose bag is this?
b) Whose bike did you borrow?

More next month.

1 Exercise

ANSWERS ON PAGE 45

Complete the questions with the correct form of the verbs in brackets.

- A:** Who did you _____ (give) it to? **B:** To Jeff.
- A:** Who does he _____ (go) to work with? **B:** Ellie.
- A:** Who did she _____ (see) last night? **B:** Susan.
- A:** Who _____ (open) the letter yesterday? **B:** Zara.
- A:** Who _____ (say) that? **B:** Gordon.
- A:** Who _____ (like) the film we saw? **B:** Nobody!

Note

If you are ever in any doubt about the use of "who/whom", use the "he-him; she-her" method to decide which word is correct: *he/she = who; him/her = whom*. Simply answer the question that is asked and see whether the answer is "he-she" (which means it should be "who"), or "him-her" (which means it should be "whom"). For example:

- A:** Who wrote the letter? **B:** He wrote the letter.
A: Who saw it? **B:** She saw it.
A: To whom did he write the letter? **B:** To Sally (her).
A: For whom should I vote? **B:** For John (him).

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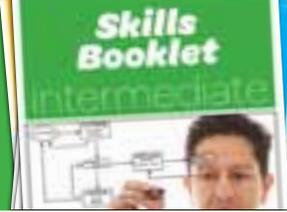
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Tradition Time

Unusual traditions from around the world. By Patrick Howarth

ANSWERS ON PAGE 45

1 Pre-reading

Read the names of the international festivals. What do you think happens at them? What do they involve?

- The World Sauna Championships
- St Michael's Carrots
- Tübingen Duck Race
- World Elephant Polo Championships
- The National Finals
- Maslin Beach Nude Olympics

2 Reading I

Read the article once to check your ideas from the Pre-reading activity.

3 Reading II

Read the article again and say what the numbers/dates, etc. refer to.

1. 5th to 7th August
2. 25
3. 18 minutes 15 seconds
4. 29th September
5. 2nd October
6. 4 metres
7. 140,000
8. 20th January

4 Language focus The Future Passive (with "will")

Look at this extract from the article, "This is where The World Sauna Championships will be held..." The writer has used a Future Passive tense ("will be held"). Transform the following sentences into the Future Passive. You don't need to mention the agent (the person who does the action).

1. They will make the food.
2. They will clean the tables.
3. They will finish the work on time.
4. They will celebrate the victory.

5 Discussion

1. Which festival from this article would you most like to attend? Why?
2. Are there any unusual festivals in your country? What are they?
3. What do you like/dislike about festivals?

Bored of the beach? Tired of tourism? Fed up with festivals? Don't worry. Just go to www.2camels.com for the best festivals around the world. Here are some highlights for the next six months.

If you've had enough of the cold, wet, windy English weather in August, you should perhaps head off to Heinola in Finland. This is where The World Sauna Championships will be held from 5th to 7th August. Every year, about 150 competitors from 25 countries compete to see who can stay in an incredibly hot sauna the longest. The sauna temperature starts at 110°C and goes up every 30 seconds. Last year's winner Bjarne Hermansson from Turku, Finland, lasted 18 minutes 15 seconds. One competitor said afterwards, "This is what hell feels like!"



THAT WAS HOT!



After all that Finnish heat you might want to cool down. So, in September head for the Hebrides Islands (in Scotland) for the festival of St Michael's Carrots. On the Sunday before Michaelmas Day (29th September), women and girls in the Hebrides dig up wild carrots whilst singing this cheery song:

*Cleft, fruitful, fruitful, fruitful,
Joy of carrots surpassing upon me,
Michael the brave endowing me,
Bride the fair be aiding me.*



Later, the carrots will be tied into bunches and given as presents to visitors on Michaelmas Day. By the way, forked carrots are considered extremely lucky!



If you're looking for some excitement in October, Tübingen (in Germany) is the place to be. On 2nd October 2010, the 12th "Tübingen Duck Race" will be held. Up to 7,000 ducks compete to complete the course from the Alleenbrücke bridge to the finishing line at Neckarbrücke bridge. The race starts at 2pm, but you need to be there by 1pm if you want to rent a duck. They're not the feathered kind, by the way, but the yellow, plastic bath type. The race can be pretty exciting.

For more sporting drama, head off to Meghauly (in Nepal) where the World Elephant Polo Championships will be played in November. Only four countries compete: India, Nepal, Sri Lanka and Thailand. There are three elephants on each side and each elephant has two riders, a driver (the mahout) who directs the animal, and a player who holds the polo stick (which can be up to 4 metres long!). Matches are rather slow, especially if one of the elephants steps on the ball!



For an even faster and much more dangerous sporting festival, experience the excitement of a rodeo. The National Finals will be celebrated in Las Vegas between 7th and 16th December 2010. There are seven events including bull riding, bareback riding and steer (a small bull) wrestling. The annual event will be attended by over 140,000 spectators, and tickets sell out fast. But if you can't get one, don't worry, the Finals will be televised, so you can watch them in your hotel room.



After watching all the sporting excitement, perhaps it's time to go to a festival where you can participate. Well, the Maslin Beach Nude Olympics invites anyone to join in events such as the three-legged race, throwing the frisbee, beach cricket and the flag race. The championships will be held on 20th January (Australia Day) on Maslin Beach South Australia. Remember to pack lots of sun cream! ☘

READING

Merchandising Mania

How some brands just keep on making money.

ANSWERS ON PAGE 45

1 Pre-reading

Match the words (1 to 8) to the pictures (a-h). What do you think the objects have in common?

- Coin
- Plate
- Cup
- Stickers
- Bandage
- Bra
- Cigar
- Mug



2 Reading I

Read the article once to check your ideas from the Pre-reading activity.

3 Reading II

Read the article again and say what each piece of merchandising (1 to 8 from the Pre-reading activity) is promoting. For example:

- Coin = President Obama

4 Language focus

Reporting verbs

Look at this extract from the article, "The New York Times has estimated that more than \$200 million..." The writer has used a reporting verb ("to estimate"). Complete the following sentences with your own ideas.

- They have found that most people get to work by...
- They have shown that most workers leave work before...
- They have estimated that people spend most of their money on...
- They have calculated that most people save about X (a figure) a month.

5 Discussion

- Do you have any merchandising goods at home? What product is being promoted?
- What was the last piece of merchandising you saw for sale in a shop?
- Which piece of merchandising from this article would you like to buy? Why?

Bar Simpson cups. Britney Spears hats. Manchester United football shirts. **Merchandising** is big business these days. But is it all good?

You can find merchandising just about everywhere. For every film **aimed at** children there are T-shirts, books, stickers, posters and video games. Sports team merchandising is also extremely popular. You can buy your favourite player's football shirt, get a jacket with your team's logo on it, plus all the T-shirts, shoes, **kitchenware**, **mugs**, hats and caps. Television is another area of popular merchandising. TV series such as *Star Trek* and *The Simpsons* both offer a whole **range of** products for the fans.



However, some companies seem to take things to extremes. Take the case of the *Twilight* franchise. The movie, *Twilight* (2008 – based on the novel of the same name written by Stephenie Meyer), was about teenage Bella Swan and vampire Edward Cullen. It was a huge success. But *Twilight* is not just a book or a movie anymore – it's a multi-million dollar industry thanks to all the *Twilight* merchandising. This includes *Twilight* games for Wii, a *Twilight* cook book (*Love at First Bite*), a *Twilight* **bra**, *Twilight* **bandages**, and an Edward Cullen **shower curtain** (imagine having him watching over you as you take a shower!).

But it isn't only in the world of entertainment where you can find merchandising. Right now, President Barack Obama is at the centre of a big **wave of** merchandising mania. *The New York Times* has estimated that more than \$200 million (£141 million) in Obama merchandise had been sold, and the online shop eBay is currently selling more than 37,000 items. The range of goods includes **commemorative coins**, T-shirts, plates, sports equipment, sweets, cigars and even an Obama Spiderman comic adventure that involves the new president. There's also an ice-cream flavour called "Yes Pecan" (a **play on** Mr Obama's "Yes, we can" slogan), and a cleaning product called "The **Audacity of Soap**" (which **mimicks** the title of the president's second book *The Audacity of Hope*).

In response, White House lawyers are trying to restrict the use of President Barack Obama's image. "Our lawyers are working on developing a policy that will protect the presidential image while being careful not to **squelch** the enthusiasm that the public has for the president," said Jen Psaki, a White House spokesman.

Whatever next? ✪

Quote from Spaceballs (1987)

"Merchandising, merchandising – where the real money from the movie is made. *Spaceballs-the T-shirt, Spaceballs-the Coloring Book, Spaceballs-the Lunch box, Spaceballs-the Breakfast Cereal, Spaceballs-the Flame Thrower.*" *Spaceballs (1987)* is a science-fiction parody film co-written, directed by, and starring Mel Brooks. It has numerous references to the original *Star Wars* trilogy, as well as *Star Trek* and other popular science-fiction films.



GLOSSARY

merchandising *n*
goods such as toys, T-shirts, caps, etc. that are produced in order to promote a film/sports team / music group, etc.

to aim at *exp*
if A is "aimed at" B, A is designed/made for B

kitchenware *n*
things that are used in the kitchen: cups, plates, knives, forks, glasses, etc.

a mug *n*
a thick, ceramic cup that is often used for drinking coffee or tea

a range of *exp*
a "range of" things is a number of different things of the same general kind

a bra *n*
clothing worn by women on the top part of their bodies under their shirts, etc

a bandage *n*
a piece of material/cloth used to cover a cut or wound

a shower curtain *n*
a piece of plastic placed around the open part of a shower. It is to stop the water coming out

a wave of *exp*
if there is a "wave of" something, that thing happens a lot and in great quantity

a commemorative coin *n*
a special coin (metal piece of money) that is produced in honour of someone/something

a play on *exp*
a joke based on the different meanings or sounds of a word

audacity *n*
audacious behaviour – actions that involve risks in order to achieve something

to mimic *vb*
to copy and imitate as a way of making fun of something

to squelch *vb*
to stop; to prevent; to eliminate



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READING II

Mad Dogs & Englishmen

More crazy sports from the English! By Sam Gordon

ANSWERS ON PAGE 45

1 Pre-reading

Look at the words below. They are taken from descriptions of unusual contests and competitions. What do you think the contests and competitions are about?

● Competition I:
lie **flying sheep** **free drinks**

● Competition II:
kick **points** **hay**

● Competition III:
pub **puddings** **throw**

2 Reading I

Read the article once to check your ideas from the Pre-reading activity.

3 Reading II

Write the name of a competition from this article next to each sentence.

1. Competitors may get a few bruises.
2. The objective is to knock some puddings off a plinth.
3. The competition is in memory of a pub landlord.
4. One of the stories involved mermaids.
5. Participants must throw underarm.
6. This competition has been in existence since the 17th century.

4 Language focus

The Zero Conditional

Look at this extract from the article, "If their opponent falls to the ground, they earn a point." The writer has used a Zero Conditional tense: "if" + Present Simple tense / Present Simple tense.

Complete the sentences with the correct form of the verbs in brackets.

1. If we leave at 8:30, we always _____ (**arrive**) on time.
2. If they press the switch, it _____ (**turn**) off the machine.
3. He gets angry if you _____ (**not put**) his things back.
4. She always wears smart clothes if she _____ (**have**) a meeting.

5 Discussion

1. Which competition from this article would you most like to attend? Why?
2. Which one sounds like the most fun? Why?
3. Do you know of any other ridiculous competitions? What do they involve?

Last month we looked at some unusual contests from the UK. This is the second part of a mini-series on wacky pastimes.

First on our list of strange sports is the World's Greatest Liar Competition. This takes place in Wasdale, Cumbria, every November (or at least that's what they told us). The competition was started in memory of local **landlord** Will Ritson, who became famous for the **fib**s that he would tell his more **gullible** customers. The competition is held at the very same pub, and the winner is given the title "World's Greatest Liar" – plus a lot of free drinks. Some of the topics for last year's **tall tales** included tea-bag **weaving**, **mermaid** farming and flying sheep.



GLOSSARY

- a landlord** *n*
a person who owns or manages a pub/bar, etc.
- a fib** *n*
a lie; something that isn't true
- gullible** *adj*
someone who is "gullible" believes things that are obviously not true
- a tall tale** *n*
a lie; a story that is not true
- to weave** *vb*
if you "weave" something, you produce it by crossing threads (thin pieces of cotton, etc.) over and under one another
- a mermaid** *n*
a creature that is half-fish, half-woman
- a shin** *n*
the hard bone at the front of your leg between your knee and your foot
- a highlight** *n*
an important event in the year
- a shoulder** *n*
your "shoulders" are between your neck and the top of your arms
- to stuff** *vb*
to push something in a place quickly and not carefully
- hay** *n*
dried grass – it's often yellow
- blood-thirsty** *adj*
with a desire for blood/violence
- a toe-cap** *n*
a piece of metal placed in the inside and end of the shoe (where your toes are) to protect your feet
- to harden** *vb*
to make hard (not soft)
- a hammer** *n*
a tool used for hitting nails into the wall, etc. It consists of a wooden handle and a metal bar at the end
- to crown** *vb*
if you are "crowned" champion, you are officially declared champion
- to put up with** *exp*
if you "put up with something bad", you accept it as part of the process
- a bruise** *n*
an area of purple/dark skin where you have been hit
- underarm** *adv*
throwing with a low swinging movement (not over your shoulder)
- a Yorkshire pudding** *n*
a type of food made with flour, eggs and milk. It is often served with meat
- a plinth** *n*
a column with a flat area at the top for exhibiting an object (a statue, etc.)



Next on our list is the sport of **shin-kicking**. This unusual competition has been practised at Chipping Camden since the 17th century, and it is a local **highlight**. Basically, shin-kicking is what it says it is: opponents hold one another by the **shoulders** and try to kick each other on the shins. If their opponent falls to the ground, they earn a point. The winner is the competitor with the highest score. These days, participants are permitted to **stuff hay** down their trousers to prevent serious injury. However, in the past, things were more **blood-thirsty** as competitors wore boots with iron **toe-caps**, and preparation for the competition often involved **hardening** their shins with **hammers** (ouch!). Nevertheless, anyone hoping to be **crowned** shin-kicking champion will undoubtedly have to **put up with** a few **bruises**.

Third on our list is The World Black Pudding Throwing Championships. It takes place every year in the small town of Ramsbottom. It celebrates the ancient rivalry between the counties of Lancashire and Yorkshire, and contestants gather at the Royal Oak pub. The game is simple. Participants are given three black puddings. The objective is to throw the puddings (**underarm** only) at a stack of **Yorkshire puddings** which are on a **plinth** about 6 metres off the ground. The person who knocks over the most Yorkshire puddings is the winner.



Well, what can you say? Only the English! More next month! 🇬🇧

HOW TO... HAVE FUN LEARNING ENGLISH



THIS MONTH, HOW TO... HAVE FUN LEARNING ENGLISH. HERE ARE SOME SLIGHTLY UNUSUAL BUT FUN WAYS OF IMPROVING YOUR ENGLISH.

Computer settings

Change the settings on your computer so they're all in English. It's a great way to get your brain into gear for learning English. You'll also learn lots of useful words and expressions such as "print, insert, copy, cut, paste" and "page layout" (to name just a few).

Story telling

Learn how to tell your favourite anecdotes or jokes until you can say them without thinking. First, write your stories out on a piece of paper. Then, make notes and practise saying them to yourself until you know them by heart. Now you're ready to try them out on real people. The more you practise, the better they'll get. It's amazing as you watch other people listen to your funny story in another language and laugh in the right places!

Singing

Singing along to songs is a great way to learn a language. Apart from anything else, you are using chunks of text (rather than individual/isolated words). Also, by repeating the lyrics, you get a good sense of the rhythm, flow and tempo of English. For a fun evening, invite some friends round for a karaoke singing session in English. There are some great karaoke computer programs out there such as SingStar for Playstation.

Computer fun

Have fun writing sentences on the computer and listening to them repeated back to you. Visit <http://translate.google.com> and type in words or expressions, or paste them in from another source. Then, click on the audio symbol and listen. For extra fun, type in funny sentences or words and listen to the computer lady read them back to you. It's hilarious!

Free conversations

Phone up international hotels in towns where you live and make enquiries in English. Even if you live in a non-English-speaking country, the reception staff will almost certainly speak English. This is a great way to practise your spoken English... and it's free. Just invent a few questions to ask. You

could do the same in shops (pretending to be a foreigner who only speaks English), but that's a bit more difficult as you have to act the part too!

Act it out

Get together with some friends and act out scenes in English from your favourite films or TV series. You can get the scripts for just about any film or TV series from the internet. You could even try to learn your parts by heart, which would really help your English. If you're feeling adventurous, you could put on a mini-show at your school or place of work.

Organise a language exchange

Just go onto www.craigslist.com (or any other site with classified ads) and type in "Language and cultural exchange" and find someone who's interested in doing a language exchange (you speak your language, which the other person wants to learn; and they speak their language, which you want to learn). You can do this online or in person. You both get to practise the language you want to learn... for free. Plus, you'll meet new and interesting people. [under 18s, please consult an adult before doing this]

Above all, have fun! And good luck! ✨



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Englishman & Scotswoman

track 12

SKILLS BOOKLET LISTENING



Applying for a job... the effective way.

1 Pre-listening

What skills and qualifications do you think you need for the following jobs? Think about the following in particular: education, knowledge, contacts, skills, qualifications, experience, personality, other.

- Music journalist.
- Computer engineer.
- Politician.
- Opera singer.
- Market researcher.

2 Listening I

You are going to listen to a job interview. Which job from the Pre-listening activity is the candidate applying for? Does he get the job?

3 Listening II

Listen again. Are the sentences true or false?

1. Mr Lennon is related to the singer John Lennon.
2. Mr Lennon is applying for the post of senior music journalist.
3. Mr Lennon already has a job.
4. Mr Lennon once wrote for his school magazine.
5. Mr Lennon likes live music.
6. Mr Lennon likes to watch Justin Timberlake dance.

4 Language focus Perfect Modal verbs

Look at this extract from the listening, "So, you must have met a lot of interesting musicians." The speaker has used a Perfect Modal construction ("must have met"). Complete the sentences with the correct form of the verbs in brackets. Remember, you need to add the participle.

1. She could have _____ (come) with us.
2. They must have _____ (hear) it.
3. Surely, you can't have _____ (miss) him – he was right there in front of you.
4. They must have _____ (see) it.

5 Discussion

1. Has anything funny ever happened to you in a job interview? What?
2. How do you prepare for job interviews?
3. What are your top tips for doing a successful interview?

ANSWERS ON PAGE 45

Animated films with a mature perspective.



STORY LINES

LOVE, ROMANCE, REVENGE, HATRED, TORTURE, VIOLENCE. YOU'D EXPECT TO FIND THESE THINGS IN FILMS **TARGETED AT ADULTS**, RIGHT? WRONG! THESE DAYS, THEY FORM AN IMPORTANT PART OF MANY CHILDREN'S ANIMATED FILMS.

Ince Age, *Shrek*, *Ratatouille*, *Up*, *The Incredibles*. On the face of it, they're fun children's films with colourful, animated characters and lots of visual **gags**. But there are also things that adults will enjoy: complex jokes, cultural references and **backdrops** that include adult-related topics and themes based on politics, history or modern culture. This is known as "The Simpsons effect" – making animated films as much about entertaining parents as children.

Basically, modern, animated films work on two levels. For children, there are attractive, colourful cartoon characters with funny voices and amazing graphics who can do all sorts of weird and wonderful things. But for adults in the audience there are subtle **allusions to other films**, clever **plays on words** and jokes that will be **all but lost on** the children. But this doesn't matter as the kids will be focusing on the graphics and visual aspect of the film. Also, the characters often have very adult

human emotions that include suspicion, mistrust, vanity, **self-delusion**, rejection, disappointment, jealousy and **forgiveness**, plus they are also capable of being **spiteful**, **vengeful**, aggressive, hurtful and even violent. Let's look at a few examples.

The Incredibles (2004)

The Incredibles is about a family of undercover superheroes with super-human abilities. They can fly, change shape and adapt their bodies to perform all sorts of tricks. Mr Incredible (Bob Parr) is the central character. He lives with his wife Helen (aka Elastigirl) and their three children. They are the world's greatest famous crime-fighting superheroes, but they've been forced to adopt civilian identities and live a "normal life". Bob is desperate to be a superhero again. One day, he gets his chance when a mysterious message calls him to a remote island for a top secret assignment.

Children like the film for the visual graphics and amazing stunts. But the film appeals to adults too, and many of the themes are far from childlike. The film is **set in** the suburbia of the 1950s and 60s

and focuses on adult issues such as work frustration, being open and honest with your partner, and how to deal with a sense of **meaninglessness**.

Wall-E (2008)

Wall-E is a computer-generated, science-fiction film about a robot called Wall-E. He is one of an army of "**trash compactor**" robots who is cleaning up the planet. One day, another robot called Eva arrives, and WALL-E is no longer alone.

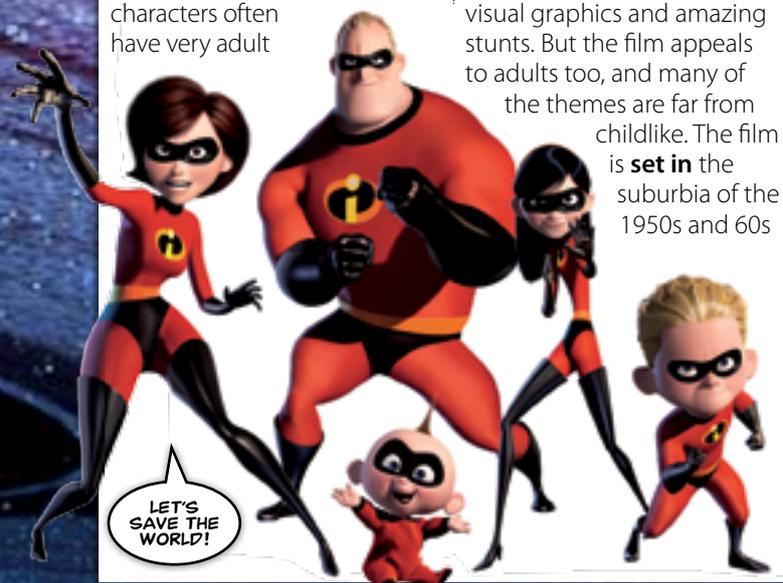
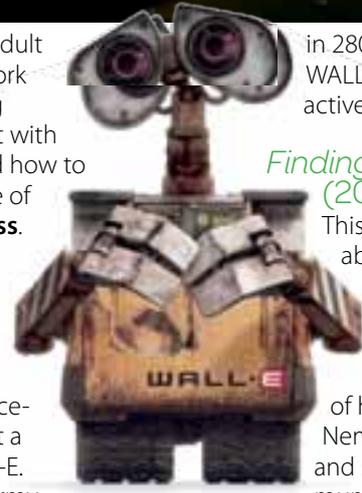
The kids love WALL-E because of the funny noises he makes, his **quirky** habits and his cockroach **buddy**. Adults appreciate the film too because of the larger topics that it touches on, such as mass consumerism, politics, environmentalism and the destruction of the planet. In fact, the **background story** is actually quite complex. Mass consumerism and waste has led to the destruction of the planet. As a result, the Buy 'n' Large megacorporation (which governs Earth) has evacuated the Earth's population on fully automated luxury **starliners** for five years while the "WALL-E" robots clean up the mess. But the plan fails and humanity is forced to remain in space indefinitely. Seven hundred years later,

in 2805, only one WALL-E remains active.

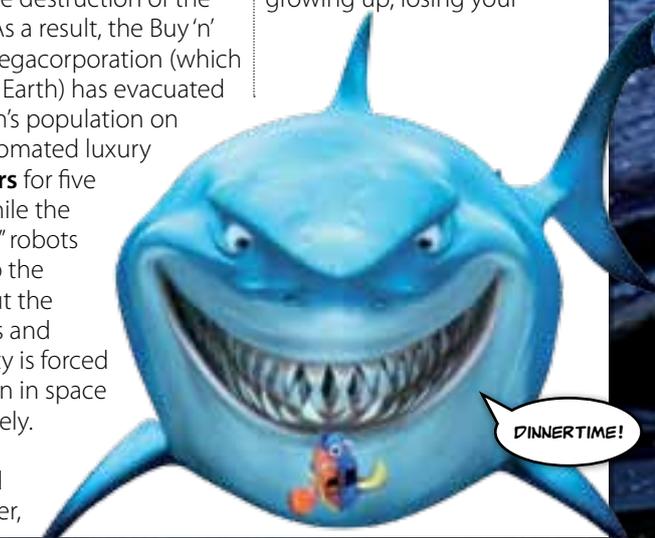
Finding Nemo (2003)

This film is about a little clownfish, Nemo. His dad, Marlin, takes care of him after Nemo's brothers and sisters and mum are eaten by a barracuda. On Nemo's first day at school, the other kids **tease** him about his **overprotective** dad. So, Nemo decides to swim into the open waters to **prove** that he can look after himself. But he's **scooped up** by a scuba diver and taken away to **captivity**. Nemo's dad then **sets out on** a mission to rescue his son, while Nemo is determined to escape from the fish tank where he's been placed.

Kids love the film, but adults also enjoy it because of the themes that it touches on. These include the pain of growing up, losing your



LET'S SAVE THE WORLD!



DINNERTIME!



innocence, taking risks, becoming independent and knowing when to let your children go. There are a number of cultural references in the film that adults will **pick up on**. In one scene, there's an allusion to Hitchcock's *The Birds*. In another scene, a group of sharks are considering forming a type of Alcoholics Anonymous group to help them give up fish.

Ratatouille (2007)
Ratatouille is another film that does a good job of appealing to both adults and children. On a very basic level, it's a delightful animated film about a lovable, determined and **gifted** little rat called Remy – the film's hero who dreams of becoming a chef. One day Remy and his family are evicted from the house where they live. After escaping near death, Remy ends up separated from his family and in the kitchen of a Parisian restaurant. He makes friends with Linguini, the restaurant **dish-washer**, and together they form a professional partnership that brings them fame and success.

Kids love to watch little Remy, but the film works well for



I SMELL A RAT!

adults too. It's fast-paced, funny, and with a great message: no matter who you are, always reach for your dreams and don't let anyone tell you that you can't achieve them. There's also a Parisian love affair and a complex storyline that includes professional jealousy, revenge and **evil scheming**.

Shrek (2001)
Finally, *Shrek* is a great example of a film that works perfectly for both children and adults (particularly those with a childish sense of humour). *Shrek* is the story of a green **ogre** who lives alone in a **swamp**. One day, his life is disrupted when a large group of fairytale creatures **turns up**. They've been sent there by Lord Farquaad – the ruler of the castle and town of Duloc.



EVERYONE LIKES ME!

Lord Farquaad is obsessed with having a normal kingdom, and doesn't want any of the creatures ruining his ideas of perfection. *Shrek* decides to go and find Lord Farquaad to persuade him to take the creatures back.

The film works wonderfully well for children, with the amazing graphics, the hilarious characters and the numerous gags. But for adults there are lots of great moments and hilarious jokes. *Shrek* is certainly not the first film to have jokes aimed at adults, but the sheer number of them makes it **stand out**.

In a way, there's nothing new about films or stories that appeal to both children and adults. In fact, the mark of a good children's story has always been a tale told on multiple levels that are full of hidden messages. *The Wizard of Oz* was a fantasy adventure and political **satire** all rolled into one. *Cinderella* is about the evils of envy, *Little Red Riding Hood* is about the dangers of disobedience, and *Rumpelstiltskin* is about overcoming obstacles.

However, in all cases, the film has to have a good story as its base. After all, no child or adult is going to sit through a film with a bad storyline – no matter how good the jokes are! ✨

GLOSSARY

to target at *exp*
if you "target" a product "at" a particular group, you make the product for that group

a gag *n*
a joke

a backdrop *n*
the context and history behind a story

an allusion to *exp*
a reference to

a play on words *n*
a joke that is created by the different senses/sounds/meanings of a word

all but lost on *exp*
if something is "all but lost on" another person, that other person won't understand much of it

self-delusion *n*
a belief in your importance of greatness

forgiveness *n*
the act of pardoning someone and not being angry with them after they have done something wrong/bad

spiteful *adj*
if someone is "spiteful", they do horrible things to people

vengeful *adj*
if someone feels "vengeful", they want to do bad things to someone who has done something bad to them

set in *exp*
if a story is "set in" a particular time or place, it happens then or there

meaninglessness *n*
with no sense or meaning

a trash compactor *n*
a machine that compacts rubbish (old bits of paper/food, etc. To "compact" is to push things together so they occupy little space

quirky *adj*
strange and unusual

a buddy *n US*
a friend

a background story *n*
the things that have happened before the time the story is actually focusing on

a starliner *n*
a large spaceship for carrying passengers

to tease *vb*
to make fun of; to ridicule

overprotective *adj*
if someone is "overprotective", they protect someone too much

to prove *vb*
to show/demonstrate

to scoop up *phr vb*
to take in your hands in a circular movement

captivity *n*
if something is in "captivity", it is in a cage/prison and can't get out

to set out on *exp*
to start a journey

to pick up on *exp*
to understand

gifted *adj*
with many talents or a special talent

a dish-washer *n*
a person who washes the plates in a restaurant

evil scheming *n*
planning to do bad things

an ogre *n*
a giant or monster that eats humans

a swamp *n*
an area of wet land

to turn up *phr vb*
to arrive

to stand out *phr vb*
if something "stands out", everyone notices it because it is different/special

a satire *n*
a film/book, etc. that uses humour to attack something or someone

Shrek Quotes

HERE ARE A FEW EXAMPLES OF THE ADULT-RELATED THEMES IN THE FILM SHREK.

Societal rejection

Donkey: Can I stay with you? Please?

Shrek: Of course.

Donkey: Really?

Shrek: NO!

Donkey: Please. I don't wanna go back there. You don't know what it's like to be considered a **freak**... Well, maybe you do, but that's why we gotta **stick together**. You gotta let me stay!

Torture

Lord Farquaad: I've tried to be fair to you creatures, now my patience has reached its end! Tell me or I'll...

Gingerbread Man: NO! Not the buttons! Not my gumdrop buttons!

Lord Farquaad: All right then! Who's hiding them?

Gingerbread Man:

OK. I'll tell you...

Cultural allusion to a TV show (Blind Date)

Magic Mirror: Our first **bachelorette** is a mentally-abused **shut-in** from a kingdom far, far away. She likes sushi and **hot-tubbing** any time. Her hobbies include cooking and cleaning for her two evil sisters. Let's hear it for Cinderella!

Abuse

Shrek: All right, you're going the right way for a **smacked bottom**.

Verbal cruelty & Sarcasm

Lord Farquaad:

[looking at Shrek] What's that? It's

hideous.

Shrek: Well, that's not very nice. [looks at Donkey] It's just a donkey.

Rudeness

Shrek: Donkey, two things okay? Shut... up.

Sarcastic humour

Donkey: Hi, princess.

Princess Fiona: It talks.

Shrek: Yeah, but it's getting him to shut up that's the trick.

Death

Donkey: Don't die, Shrek. And if you see any long tunnels, stay away from the light.

Cultural reference to a famous song ("Try a little Tenderness" by Otis Redding)

Donkey: You love this woman, don't ya?

Shrek: Yes.

Donkey: Do you wanna hold her?

Shrek: Yes.

Donkey: Please her?

Shrek: Yes.

Donkey: Then ya gotta, gotta try a little tenderness!

Reference to modern culture

[the dragon has eaten Lord Farquaad and spits out his

crown]

Donkey: Huh, celebrity marriages. They never last, do they?

Alcohol

Shrek: Can't we just **settle** this over a **pint**?

Relationships

Donkey: [desperately talking to a dragon] I don't want to **rush into** a... physical relationship... I'm not that emotionally ready for a... er... commitment of this... er... magnitude!

Relationship issues

Donkey: Okay, so here's another question: Say there's a woman who **digs** you, right, but you really don't like her that quick – now how do you **let her down** real easy so her feelings aren't hurt, but you don't get burnt to a crispy piece? How do you do that?

Princess Fiona: Just tell her she's not your true love!

Self-pity

Donkey: Hey, what's your problem, Shrek, what you got against the whole world anyway, huh?

Shrek: Look, I'm not the one with the problem, OK? It's the world that seems to have a problem with me!

People take one look at me and go, "Ah! Help! Run! A big stupid ugly ogre!"

They judge me before they even know me. That's why I'm better off alone. ♡



ama anima

WHAT'S YOUR FAVOURITE ANIMATED FILM? IS IT ONE OF THESE CLASSICS?



Snow White and the Seven Dwarfs (1937)

Snow White lives with her **stepmother** – an evil queen who's obsessed with her beauty. The queen wants to

be the "fairest in the land", but can't while Snow White is alive. So, she orders one of her guards to take Snow White into the woods to kill her. But the guard **takes pity** on her and **lets her go**. Will Snow White survive on her own?



Dumbo (1941)

A **stork** delivers a baby elephant to Mrs Jumbo, veteran of the circus. But the newly-born elephant has enormous ears and is given the nickname "Dumbo". One

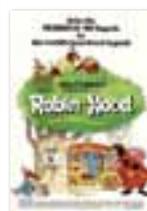
day, Mrs Jumbo tries to defend her son from a crowd of **teasing** spectators, and gets **locked up**.



Bambi (1942)

A young deer called Bambi grows up with his friends in the forest. He learns to speak, skate on ice and find food. Bambi also makes

friends with the other animals in the forest and even finds love. But life isn't going to be easy, especially when hunters **turn up**.



Robin Hood (1973)

Prince John has taken over the land and is **taxing** the poor with the help of the Sheriff of Nottingham. England's only **salvation** is Robin Hood and his band of Merry Men. Will they be able to save England from the evil prince?



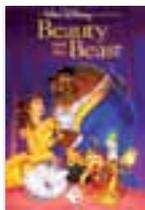
Cinderella (1950)

Cinderella lives with her stepmother and her

zing ation



two daughters, Drizella and Anastasia. Cinderella becomes a virtual servant in her own house, and spends her days cooking and cleaning. But one day, a messenger arrives with invitations to the prince's **ball**. Will things change for the better?



Beauty and the Beast (1991)

Belle is a beautiful girl who lives in a small provincial French town. One day, her father becomes lost in the woods and **seeks shelter**

in a castle. The castle's owner is a **hideous** Beast who **imprisons** the poor man. Belle offers to take his place, and the Beast accepts on the condition that she remains in the castle forever. Will she ever get out?



Aladdin (1992)

Aladdin lives in a busy town with his faithful monkey friend, Abu. One day, he meets and falls in love with the beautiful Princess Jasmine. But the evil Jafar (the sultan's advisor) finds out and throws Aladdin into jail. Aladdin eventually **gets caught up** in Jafar's plot to rule the land.



The Lion King (1994)

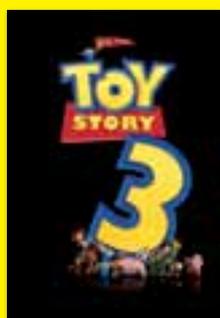
Simba is a young lion who's **next in line for the throne**. But one day, Simba is accused of killing his father, King Mufasa, and he has to leave the land, never to return.

Simba's evil uncle, Scar, takes over and things go from bad to worse. Will Simba ever return?



Toy Story (1995)

Woody is a cowboy puppet who's one of Andy's favourite toys. But one day, a new toy, Buzz Lightyear, arrives, and suddenly Woody isn't so important. After a series of incidents, Woody and Buzz end up outside the house. Will they find a way to get back? *



The latest animated film to come out is *Toy Story 3*. In this film, Andy (now a young adult) is **heading off** to college, and his toys, including Woody and Buzz, are worried about their uncertain future. Andy decides to keep Woody, but what's going to happen to all the others?

GLOSSARY

- a freak** *n* *offensive*
someone who is very different from the majority of people. An insulting term
- to stick together** *exp*
to remain friends; to stay close
- a bachelorette** *n*
a woman who is not married
- a shut-in** *n*
someone who stays inside (not a typical word – invented for the context)
- to hot-tub** *vb*
to spend time in hot-tubs (large baths with hot water for more than one person. Often found outside)
- a smacked bottom** *n*
if someone gets a 'smacked bottom', another person hits them on the bottom (the part of their body that they sit on)
- to settle something** *exp*
to agree to end a dispute/fight
- a pint** *n*
about half a litre (500ml)
- to rush into something** *exp*
to start to do something quickly and without thinking much about it
- to dig** *vb* *inform*
to like
- to let someone down** *exp*
to tell someone that a relationship is over/finished
- a stepmother** *n*
the wife of your father (but not your biological mother)
- to take pity on** *exp*
to feel sorry for
- to let someone go** *exp*
to permit someone to escape
- a stork** *n*
a large bird with long legs. In stories, storks bring newborn babies to their mums
- to tease** *vb*
to make fun of; to annoy/irritate
- to lock up** *phr vb*
to put into a room/cage, etc. that is closed with a key
- to turn up** *phr vb*
to arrive
- to tax** *vb*
to demand money from people to pay for services: education, hospitals, teachers, etc.
- salvation** *n*
a person's / country's salvation is the thing that saves it from danger
- a ball** *n*
a large, extravagant party
- to seek shelter** *exp*
to go somewhere for protection (from bad weather, etc.)
- hideous** *adj*
horrible; very ugly
- to imprison** *vb*
to put into prison/jail
- to get caught up in** *exp*
to become involved in; to become a part of
- next in line for the throne** *exp*
the person who is going to be king/queen next
- to head off to** *exp*
to go to



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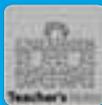
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FOOTBALL VOCABULARY



HERE ARE SOME WORDS AND EXPRESSIONS TO HELP YOU UNDERSTAND WHAT'S GOING ON IN THE 2010 FIFA SOUTH AFRICA WORLD CUP FOOTBALL CHAMPIONSHIP!



PITCH

The area of grass where footballers play.
"The players were **booed off** the pitch at the end of the match."



FOUL

An illegal action during a game.

"Hans Sarpei was **booked** for a foul on Moawad."

THE GOAL (POSTS)

The space that the goalkeeper defends, and that opposing players try to get the ball into.
"Six players were standing in front of the goal."



"David Villa scored four goals and was top scorer of the tournament."

A GOAL

Every time a team scores, they get a goal.



FREE KICK

An unobstructed kick of a stationary ball often awarded when the opposition commits a foul.

"Gerrard was **brought down** by Piqué and England got a free kick."

CORNER KICK

A free kick taken from one of the four corners of the pitch.
"Stephens took the corner kick."



HANDBALL

A foul committed by touching the ball with a hand or an arm.
"In the sixth minute, referee Gordon Braidwood was the only one to **spot** MacLeod's alleged handball."



HEADER

When a player uses their head to direct, control or shoot with the ball.
"Darren Bent's header **ended** Brazil's **hopes** of playing in the World Cup final."



DIVE

When a player falls over (or literally "**dives**")

on purpose in order to **trick** the referee **into** giving a free kick or penalty.
"The players were angry over the obvious penalty dive."

TACKLE

An attempt to take the ball off an opposing player.
"Gerrard tackled Messi and won the ball for England."



A THROW-IN

When a player throws the ball into the pitch after it has gone out.
"Portugal won a throw-in halfway inside the United

States **half**."

TIE / DRAW

A situation at the end of a game in which two teams have the same score (1-1; 3-3; 5-5, etc.).
"The game ended with a tie. / The game ended in a draw."

EXTRA TIME

Two extra periods of 15 minutes after a game has ended in a tie after normal time.
"Extra time produced some excellent football with both teams having their **chances**."

THE PENALTY AREA

The area near each goal in which a goalkeeper can use his hands. Teams are awarded a penalty kick if a foul is committed in this area.
"Brazil have scored 18 goals from outside the penalty area so far this **season**."

PENALTY

A free kick on the goal (defended only by the goalkeeper), awarded when an opposing player has committed a foul in

the penalty area.
"Tottenham were awarded a penalty."

PENALTY (KICK)

A direct free kick taken from the penalty spot (which is 11 metres away from the goal).
"Birmingham weren't happy with the penalty decision."

PENALTY SHOOTOUT

A contest that involves the best-of-five shots from the penalty spot. This is done to find a winner when the game is still a tie after extra time.
"Shevchenko finally **broke the deadlock** in a penalty shootout after two hours of football."



RED CARD

When a player is shown a red card by the referee, he/she must leave the pitch immediately.

"The referee issued Zidane a red card in the 2006 World Cup."

WALL

A line of players forming a barrier to block an opponent's free kick.
"As the player got ready to take the free kick, the opposition formed a wall."



YELLOW CARD

A card that is shown for a minor foul. Two yellow cards



equal a red card.
"The player was given a yellow card."



OFFSIDE

Basically, if you are in possession of the ball, you can

go past any opposing players. However, if someone passes the ball to you, and at that moment you are between the opposing goalie and the last opposing player (you only have the goalie in front of you), then you are off-side. There must be an opponent in front of you (or in line with you) when you are passed the ball in the opponent's half. "The player was clearly offside when the ref blew the whistle."

SCORING

A score of "zero" is often referred to as "nil":
1-0 = One nil.
5-0 = Five nil.

"ALL" IS USED TO REFER TO EQUAL SCORES:

1-1 = One all.
3-3 = Three all.



GOALKEEPER (GOALIE)

The player who defends the goal. Goalies are allowed to use their hands. "The goalkeeper dived to the left, but the ball went to the right."

DEFENDER (RIGHT BACK / LEFT BACK / CENTRAL DEFENDERS)

The player who stays mostly near the back and tries to prevent opponents from scoring. "The defender managed to block the pass."



MIDFIELDER

The player who mostly plays in the centre of the pitch. They are important in **setting up** attacks.



"Midfielder Michael Ballack passed a precise ball to winger Thomas Müller."

WINGER

Players who play along the sides of the pitch. They must have both skill and speed.



Lennon **looks set to make his comeback** against Manchester United."

STRIKER / FORWARD / ATTACKER

A player who plays closest to the opponent's goal and tries to score. Their job is to score goals. Their success or failure for the team is often measured in terms of goals,

and not participation in the game. The centre forward is one of the attacking players who plays up front. They are often tall players, and sometimes score. "The striker **headed** the ball into the goal in the seventh minute."/



"Centre forward Gonzalo Higuaín scored a **well-deserved hat-trick** after a spectacular pass from Ronaldo."

REFEREE / REF

The person who manages the game, often blowing a **whistle** for fouls, and sometimes giving out yellow and red cards. "The referee gave out two red cards – one to each team."

ASSISTANT REFEREE / LINESPERSON



The person who monitors the game from the sides and helps the referee. "The linesman claimed he never saw the incident." ❌



GLOSSARY

- to boo off** *exp*
to shout "boo" in order to make someone leave a place
- to book** *vb*
if a player is "booked" for doing something "illegal", his/her name is recorded
- to bring down** *exp*
to hit someone and make them fall
- to spot** *vb*
to see/notice
- to end hopes of something** *exp*
to do something that prevents someone from doing/getting what they want
- to dive** *vb*
to jump with your head first
- to trick into** *exp*
to do something illegal/dishonest that makes another person do something
- a half** *n*
the pitch is divided into two halves – one half for each team
- a chance** *n*
an opportunity
- a season** *n*
the football season – usually from August to May (in the UK)
- to break the deadlock** *exp*
to do something that allows progress to continue. "Deadlock" refers to a situation in which neither side can advance / move forward
- to set up** *phr vb*
to make the preparations for
- to look set to** *exp*
to appear to be about to
- to make a comeback** *exp*
if a player makes a "comeback", he/she returns to their profession after an absence or a period of bad play
- to head** *vb*
to hit with the head
- well-deserved** *adj*
if you say that something is "well-deserved", you think it is right/correct that the person has it
- a hat-trick** *n*
three of something (goals, in this case)
- a whistle** *n*
an object that you blow into and that makes a loud, high-pitched noise



A look at the 2010 World Cup in South Africa. By Alexander Olya

WE ARE THE CHAMPIONS!

WE ARE THE CHAMPIONS!

THIS IS A BIG YEAR FOR SOUTH AFRICA. FOR THE FIRST TIME IN HISTORY, AN AFRICAN COUNTRY IS HOSTING THE WORLD'S GREATEST SPORTING EVENT: THE WORLD CUP. LET'S LOOK AT THE TEAMS AND SOME OF THE PLAYERS.

GROUP A SOUTH AFRICA

Also known affectionately as *Bafana Bafana* (the Boys), they are the first African nation to host the World Cup. Team leaders will be the Everton midfielder Steven Pienaar, and Portsmouth



MEXICO

Fielding one of the most highly-regarded young goalkeepers in the world (Guillermo Ochoa), this team will be making their 13th World Cup Appearance. Captained by Barcelona's Rafael Márquez, El Tri (in reference to Mexico's "tricolour" flag, which is green, white and red) will be expecting to **get past** the quarterfinals.



URUGUAY

With **prolific** striker Diego Forlán (who played a big part in helping Atlético de Madrid win the Europa League final), this team hopes to win a third World Cup title. Uruguay is the only country with a population of under four million inhabitants to have won a World Cup. Their **nicknames** include *La Celeste Olímpica* (The Olympic Sky Blue) and *Los Charrúas* (which is the name of an indigenous group of people of southern South America).



FRANCE

Strikers Thierry Henry of FC Barcelona and Nicolas Anelka of Chelsea will lead the relatively young squad in South Africa. They are hoping to rebuild their reputation after the controversy surrounding the "Hand of Fraud" in which striker Thierry Henry **set up** a goal by using his hand to control the ball.

This pushed the French team into the 2010 World Cup, and led to the

elimination of Ireland (who were playing against France at the time).

GROUP B ARGENTINA

Two-time winners of the World Cup in 1978 and 1986, this team will be **looking** to show that they're ready to compete after **struggling** to qualify. **Coached** by the soccer legend Diego Maradona, the team fields another legend **in the making**, Lionel Messi.



NIGERIA

This African nation is nicknamed the Super Eagles. They are captained by Nwankwo Kanu, current Portsmouth and long-time Arsenal forward.

THE REPUBLIC OF KOREA (SOUTH KOREA)

Captained by Manchester United winger Park Ji-Sung, this team **came to prominence** after they became the only Asian team to reach the semi-finals when they co-hosted the 2002 FIFA World Cup. Bolton Wanderer midfielder Lee Chung-Yong will also play an important role.



GREECE

After winning Euro 2004, this team has become a much-feared competitor. They are known for their strong defence and **lethal counter attacks**. Led by captain Giorgos Karagounis of Panathinaikos, and Sotirios Kyrgiakos of Liverpool, this team will be entering the competition for the second time only.

GROUP C ENGLAND

Captained by Rio Ferdinand, this side won the World Cup in 1966, but since then, they haven't achieved much. Striker Wayne Rooney of Manchester United is considered one of the top performers in the game,



having just finished enjoying one of his best seasons in his still very young career.

UNITED STATES

Fielding **up-and-coming** striker Jozy Altidore (now playing for Hull City), the US are making their fifth consecutive World Cup appearance. Their present star man is midfielder Landon Donovan.



ALGERIA

Qualifying for their third World Cup, this African team **made it** after beating Egypt in a **tiebreaker**. They are captained by FC Lorient midfielder Yazid Mansouri and have the nickname *Les Fennecs* (The Desert Foxes).

SLOVENIA

Slovenia defeated Russia in a **playoff** in order to make the World Cup 2010. The team has existed for only 18 years (after **splitting from** Yugoslavia), and will be captained by Robert Koren.

GROUP D GERMANY

Striker Miroslav Klose has a **tally of ten goals** in World Cup finals (from games in 2002 and 2006), and looks set to increase on that. Known as *Die Mannschaft* (The Team), Germany are going for their fourth World Cup title.



AUSTRALIA

In qualifying for this year's tournament, they only conceded one goal and didn't lose a single match. However, this is only the third time they have been in the World Cup. Players to look out for are midfielder Tim Cahill (who plays for Everton) and forward Harry Kewell (who plays for the Turkish club Galatasaray).



SERBIA

Looking to improve on

their World Cup 2006 effort (in which they finished 32nd and lost to Argentina 0-6), this team is nicknamed *Beli Orlovi* (The White Eagles). They have a strong **back four** led by Nemanja Vidić (who plays for Manchester United) and Branislav Ivanović (who plays for Chelsea).

GHANA

This extremely young African team, known as the Black Stars, are making their second appearance in the tournament. Their striking duo consists of Asamoah Gyan (who is 24) and Dominic Adiyiah (who is only 21).

GROUP E NETHERLANDS

They were the first European team to qualify for the World Cup 2010, winning all eight of their matches. Their current star man is Arjen Robben (who plays for Bayern Munich). While they have several internationally-famous players, this team will be looking to give valuable playing time to young talents such as Eljero Elia and Ryan Babel.



DENMARK

This European nation is entering their fourth World Cup and have the nickname *Olsen-Banden* (The Olsen Gang). Their current star man is striker Nicklas Bendtner of Arsenal.

JAPAN

This Asian team has qualified for the last four consecutive World Cups. They are captained by Yuji Nakazawa.

CAMEROON

With the nickname *Les Lions Indomptables* (The Indomitable Lions), this African team has qualified more times than any other African nation (six). Their striker, Samuel Eto'o, also holds the team record for most goals scored for Cameroon in international play.





THE WORLD CUP

How a team gets there.



WE ARE THE CHAMPIONS!

GROUP F



ITALY

Italy are the defending World Cup Champions and go by the nickname Azzurri (The Blues). Their 36-year-old captain, Fabio Cannavaro, holds the team record for the most appearances in international games.



PARAGUAY

They have reached the second round of the World Cup on three occasions but have never advanced beyond. Perhaps their most famous player is striker Roque Santa Cruz, who plays for Manchester City.



NEW ZEALAND

This tiny nation has only participated in one World Cup before (1982), and the chances of this team winning are extremely slim. In fact, bookmakers have offered them odds of 3000-1, but they have all the determination in the world. They are captained by Ryan Nelsen who plays for Blackburn Rovers.



SLOVAKIA

This team is taking part in their first World Cup as an independent nation. They are captained by young attacking midfielder Marek Hamšík.



GROUP G

BRAZIL

They are the only team to have played in every World Cup, and are also the most successful team, having won the tournament five times (1958, 1962, 1970, 1994 and 2002). Star players include Kaká, Robinho and Luís Fabiano.



KOREA DPR (DEMOCRATIC PEOPLE'S REPUBLIC OF KOREA - NORTH KOREA)

This team made their first and only other World Cup appearance in 1966. Then, they reached the quarterfinals after upsetting Italy 1-0, becoming the first Asian team to progress beyond the first round of the World Cup finals. They are captained by forward Hong-Yong Jo, who currently plays his club football in Russia. Their nickname is Chollima.

after a mythical horse which is said to be too swift to mount.



CÔTE D'IVOIRE

Nicknamed Les Éléphants (The Elephants), they are making their second World Cup appearance. They are captained by the prolific goal scorer Didier Drogba, who plays for Chelsea, and are considered Africa's top contenders.



PORTUGAL

Although they barely managed to qualify for the World Cup 2010, they are having one of their most successful decades in team history. Their 25-year-old captain, Cristiano Ronaldo, is one of the most recognisable names in football.



GROUP H

SPAIN

They have qualified for the World Cup 12 times but have never won. This year, however, they are going into the tournament as one of the favourites, and they are at the top in the FIFA (Fédération Internationale de Football Association) world-ranking. Their star man is striker David Villa, who plays for Valencia.



SWITZERLAND

In the World Cup 2006 championships, Switzerland set a record by becoming the first team to get eliminated from the competition without conceding a goal (they lost by failing to score a single penalty in a penalty shootout with the Ukraine). Their captain and star man is striker Alexander Frei.



HONDURAS

Making their first appearance since 1982, this team (nicknamed Los Catrachos after Honduran General Florencio Xatruch), will be captained by veteran midfielder Amado Guevara. Forward Carlos Pavón will partake in the tournament at the age of 36.



CHILE

This South American team finished second in qualification after Brazil, and is making its eighth appearance. Striker Humberto Suazo was the top scorer, with 10 goals in the qualifying stages of the tournament.

The World Cup is divided into a number of rounds. Here they are.

THE QUALIFYING ROUNDS / THE QUALIFYING STAGES

During this period, teams play against one another to see who gets a place in the World Cup. The qualification process is based on which geographical zone the country is located in. For some zones, the process starts only a year after the previous World Cup finals.

THE GROUP STAGE / THE FIRST ROUND

All 32 teams who qualify for the "World Cup Finals" (not to be confused with the last game in the World Cup which is known as "the final") compete in this stage of the World Cup. There are 32 teams who play against one another in eight groups (A-H), with four teams in each group. Each team plays three games. The two teams in each group that finish with the most points (3 for a win; 1 for a tie) go on to the knockout stage.

THE KNOCKOUT STAGE

The knockout stage is a single-elimination tournament. This means that the team that loses a game is out of the tournament. The knockout stage has extra time and penalty shootouts to determine a winner.

THE ROUND OF 16

The first part of the Knockout Stage is known as the round of 16. The winner of each group from the Group Stage (A-H) plays the runner up of another group.

THE QUARTERFINALS

There are just 8 teams at this stage, who play four matches in total.

THE SEMI-FINALS

Now there are just 4 teams. The winners of the two matches will go through to the finals. The third-place match takes place between the losers of the semi-finals.

THE FINAL

Two teams compete to see who the winner is. The team that loses is known as the "runner-up".



GLOSSARY

- to host** *vb*
to organise, manage and control a tournament/event
- to field** *vb*
if a team "fields" players, it uses them in a game
- to get past** *exp*
if you "get past" a certain level, you pass through that level and onto another one
- prolific** *adj*
a "prolific" goal scorer has scored many goals
- a nickname** *n*
an informal name
- to set up** *exp*
to make the preparations for
- to look (to do something)** *exp*
if someone is "looking" to do something, they are hoping to do it
- to struggle** *vb*
if someone is "struggling", they are trying very hard to do something difficult
- to coach** *vb*
to train and prepare a team
- in the making** *exp*
if you describe someone as a legend "in the making", you are saying that they are doing things that will make them a legend in the future
- to come to prominence** *exp*
if someone "comes to prominence", they start to be important
- lethal** *adj*
that can kill or cause damage
- a counter attack** *n*
an attack against an enemy that has just attacked you
- a season** *n*
the UK football season is from August to May (more or less)
- up-and-coming** *adj*
if someone is "up-and-coming", they are becoming famous
- to qualify** *vb*
if a team "qualifies" for a level, they pass the tests in order to go through to that level
- to make it** *exp*
to become successful; to be famous
- a tiebreaker** *n*
an extra game to decide who is the winner after the teams get the same score
- a playoff** *n*
a final game to decide who the winner is
- to split from** *exp*
to separate from; to stop forming a part of
- a tally of** *exp*
a score of; a number of
- the back four** *exp*
the four players who defend their own goal area
- a chance** *n*
an opportunity
- slim** *adj*
a "slim" chance of something happening is a very small probability that it will happen
- a bookmaker** *n*
a shop/website/company that accepts and pays off bets (sums of money) for horse races, football games, etc.
- the odds** *n*
the probability
- swift** *adj*
very fast
- a goal scorer** *n*
a person who scores goals (hits the ball into the goal)

READING I

Famous Flops

Some of the most famous failures of recent times.

ANSWERS ON PAGE 45

1 Pre-reading

Look at the names of the six films below. Which ones have you heard about? Which ones were successful?

- Titanic
- Heaven's Gate
- Avatar
- Cutthroat Island
- Motherhood
- Harry Potter and The Half-Blood Prince

2 Reading I

Read the article once to compare your ideas from the Pre-reading activity.

3 Reading II

Read the article again and say what the numbers/dates, etc. refer to.

1. 1980
2. 1978
3. 4 hours
5. \$42
6. \$115
7. 2009
8. £88

4 Language focus Superlative + Present Perfect constructions

Look at this extract from the article, "...one of the worst films I have ever seen in my life". The speaker has used a Superlative + Present Perfect construction. Complete the following sentences with your own ideas.

1. One of the best books that I've ever read is...
2. One of the worst films that I've ever seen is...
3. One of the best songs that I've ever heard is...
4. One of the best films that I've ever seen is...

5 Discussion

1. Have you seen any of the films mentioned in this article? What did you think of them?
2. What's the formula for a successful film?
3. How are films marketed/ advertised in your country? Is it effective? Why?



MUM'S THE WORD.



Another famous flop was *Cutthroat Island* (starring Geena Davis), which came out in 1995. The pirate-themed **fiasco** cost a huge \$115 million to make but took only \$10 million at the box office. One reviewer described it as "undoubtedly one of the worst films I have ever seen in my life". The studio that made it, Carolco, **shut down** shortly afterwards.



One of cinema's most recent flops is *Motherhood* (2009). It stars Hollywood superstar Uma Thurman and was **set to be** another Hollywood **blockbuster**. However, on its **opening weekend** in the UK it made just... £88. Incredibly, no more than a **dozen** people went to see the film. On its **debut** Sunday, box office takings were only £9, meaning that just *one* person bought a ticket.

No one's really sure why the film has done so badly. Some say it's just because it's a terrible film. "This **drivel** makes me **ashamed** to be a woman," said Wendy Ide on the website Rotten Tomatoes. "It's one of the rare movies I didn't stay until the end for," said one member of the website Mumsnet who was given a free ticket for a special **screening**.

Others have blamed the film's "innovative" marketing technique. As part of this, just one British cinema was given exclusive permission to launch the film. The film's producers hoped that exclusivity would **create a buzz** around the movie, and that **word-of-mouth** would then turn it into a success. But the tactic **backfired** catastrophically.

It seems that this story of a stressed-out Manhattan parent will only be remembered as a flop! ✨

Films that hardly anyone goes to see. Theatre shows that can't sell any tickets. Products that nobody wants to buy. Some things just don't **work out**. This is the first of a mini-series on some of the world's biggest **flops**. This month, films that flop.



One of the most famous cinema flops was *Heaven's Gate* (1980). It was directed by Michael Cimino. At the time, he was considered one of Hollywood's best directors, and had recently won an Oscar for *The Deerhunter* (1978). But *Heaven's Gate* was a disaster from start to finish. At the **premiere** of the film, during the **intermission** (it [the film] was 4 hours long), Cimino asked a studio executive why none of the audience were drinking the free champagne. "Because they hate the movie, Michael" was the famous reply. They weren't the only ones. The film cost \$42 million to make but only took \$3 million at the **box office**.

GLOSSARY

- to work out** *phr vb*
if things "work out", they are good/ successful in the end
- a flop** *n*
something that is not successful: it doesn't make any money, nobody likes it, etc.
- a premiere** *n*
the first time a film is shown to the public
- an intermission** *n*
a break in the middle of a film/play, etc. when the audience can have a drink, etc.
- the box office** *exp*
the money a film makes at the "box office" is the money it makes from ticket sales
- a fiasco** *n*
a disaster; a financial disaster
- to shut down** *phr vb*
if a business "shuts down", it stops operating
- set to be** *exp*
if something is "set to be" X, everyone expects it to be X
- a blockbuster** *n*
a very successful film in terms of popularity and the amount of money it makes
- an opening weekend** *n*
the first weekend (Saturday and Sunday) that a film is shown
- a dozen** *n*
twelve
- debut** *adj*
a "debut" Sunday, for example, is the first Sunday that a film is shown
- drivel** *n*
very bad and of poor quality
- ashamed** *adj*
if you feel "ashamed" about something, you are embarrassed about that thing
- a screening** *n*
if there is a "screening" of a film, the film is shown to people
- to create a buzz** *exp*
if X "creates a buzz", everyone starts talking about it
- word-of-mouth** *exp*
information passed through word-of-mouth is passed from person to person
- to backfire** *vb*
to produce a result that is the opposite to what you expected (usually in a negative sense)

Celebrity Narcissists

Are there any real people left in the world of entertainment? By Sam Gordon



Watch & Learn!
Listen to people discussing
this topic in a mini-video at
www.hotenglishmagazine.com



track 14

ANSWERS ON PAGE 45

1 Pre-reading

How do you think these objects can be used to improve beauty or health?



Olive oil



Raw vegetables



Snake venom



Leeches



Heated cups

2 Reading I

Read the article once to check your ideas from the Pre-reading activity.

3 Reading II

Read the article again and answer the questions.

1. What did Ray Liotta reportedly get done?
2. What did Kiefer Sutherland reportedly top up?
3. What did Leonardo reportedly buy?
4. What does Demi Moore reportedly eat to keep her youthful looks?
5. Why is Gwyneth Paltrow a fan of cupping?

4 Language focus The Present Perfect Passive

Look at this extract from the article, "I have been helped tremendously by...". The speaker has used a Present Perfect Passive construction ("has/have been" + a past participle). Transform the following sentences into the Present Perfect Passive. You don't need to include the agent (the person who does the action).

1. They have written the report.
2. They have cut up the pieces of paper.
3. They have sent off the proposal.
4. They have filled the jug with water.

5 Discussion

1. What do you do to keep fit and healthy?
2. What would you like to do to be even fitter and healthier?
3. What do you think of cosmetic surgery?



Being beautiful is important when you're a celebrity. After all, who else would do some of the things they do just to stay **gorgeous**?

Most stars are concerned about their **looks**. And it's perfectly natural given that their careers, to a certain degree, depend on their appearance. Ray Liotta was recently photographed going to a beauty parlour to get his **eyebrows plucked**. Yes, that's it, the Hollywood **hard-man** who's starred as **ruthless** criminals and gangsters likes to **groom** his eyebrows. And Kiefer Sutherland regularly goes to a

salon in Beverly Hills to get his **fake tan topped up**. Isn't he Jack Bauer from 24? Surely, he's too busy saving the world (again!) to worry about his complexion. Apparently not. And Leonardo DiCaprio reportedly once spent \$1,400 on face masks, **moisturisers** and skin lotions. According to one witness in the store where the star did his shopping, Leo "asked a lot of questions, and seemed to be most concerned about anti-**wrinkle** treatments".

Other celebrities go for more radical treatments. This may involve a bit of cosmetic surgery: a lip enhancement, a chin implant, a **face lift**, a **nose job**, a **tummy tuck** – these are just a few of the options available... if you've got the money. The list of those who've **resorted to** plastic surgery is long, but some of those who appear to be big fans include Cher, Pamela Anderson, Tom Jones and Demi Moore (although she **swears** her youthful looks are **down to** vigorous exercise and a diet of **raw** vegetables).

Other stars are open to more unusual options. Julia Roberts reportedly **soaks** her hands in olive oil to keep the skin soft and the nails from going **brittle**. Demi Moore admits that she regularly flies to Austria to let **leeches** suck her blood and "de-toxify" her. It's OK though because (as she herself has said) "they are highly-trained medical leeches". And Gwyneth Paltrow has been seen buying synthetic snake venom at \$185 for half a kilo because it can help to prevent wrinkles.

Paltrow is also a fan of cupping. This ancient form of medicine has been practised by the Chinese for thousands of years. It's designed to treat aches and pains and ease stress. It involves placing heated cups over the skin. Apparently, this causes **suction** and stimulates the flow of blood. In 2004, the actress **created a stir** when she attended a film premiere with huge red circles over her back. It later turned out that they were the result of a recent cupping therapy session. "I have been helped tremendously by the practices of... cupping, which helps the body heal itself. When implemented by a professional with experience, the benefits can work wonders," Paltrow explained.

It may just be time for celebrities to stop overindulging themselves, and to dedicate their time to more worthwhile pursuits. But then what would happen to all the tanning salons and beauty parlours? ☺

GLOSSARY

- gorgeous** *adj*
very nice and attractive
- looks** *n*
your "looks" refers to your physical appearance
- eyebrows** *n*
the line of hairs above your eye
- to pluck** *vb*
if you "pluck" a hair out, you pull it out
- a hard-man** *n*
a physically and mentally strong person
- ruthless** *adj*
with no pity or mercy for anyone
- to groom** *vb*
to clean / brush / cut / care for, etc.
- fake** *adj*
not real
- a tan** *n*
if someone has a "tan", their skin is darker because they've been in the sun
- to top up** *phr vb*
if you "top something up" you make it full again. In this case, you lie in the sun (or on a sunbed) so your tan is at its maximum level
- moisturiser** *n*
a cream for the skin to stop the skin being dry
- a wrinkle** *n*
a line on the face that often appears with age
- a face lift** *n*
an operation to take off wrinkles or other marks from the face
- a nose job** *n*
an operation to make the nose smaller or straighter
- a tummy tuck** *n*
an operation to make the stomach smaller
- to resort to** *exp*
to use as a final option
- to swear** *vb*
to promise that something is true
- down to** *exp*
because of
- raw** *adj*
not cooked
- to soak** *vb*
to make very wet by putting in a liquid
- brittle** *adj*
hard and easily broken
- a leech** *n*
an insect that drinks blood
- suction** *n*
a force that causes a liquid to go into something
- to create a stir** *exp*
to cause people to become worried/ excited/agitated, etc.



The Weather

LEARN SOME USEFUL EXPRESSIONS TO TALK ABOUT THE WEATHER.



"There was ice on the road and it was really slippery."

If the ground is slippery, it is smooth and icy or wet and it is difficult to walk on.



"The roads often get flooded when it rains heavily."

If roads are "flooded", they are covered in water because of heavy rain.



"We got caught in the thunderstorm on the way home."

If you "get caught" in bad weather, you are surprised by the bad weather.



"It was scorching hot and the sweat was pouring off me."

If it is "scorching hot", it is very, very hot.



"The fog was so thick I couldn't see my hand in front of me."

If fog is "thick", it is very dense and it is difficult to see through it.



There was a gentle breeze on the beach.

A "breeze" is a very light wind.



"We had to sit in the shade because it was so hot."

The "shade" is an area that is protected from the sun (often by trees or buildings).



"The weather keeps chopping and changing."

If something keeps "chopping and changing", it changes very much and frequently.



"There were a few light showers in the afternoon."

A "shower" is a short period of rain (often light rain).



The sky was grey and overcast.

If the sky is "overcast", it is completely covered by clouds.



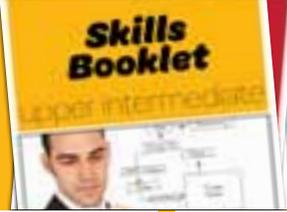
It was pouring down with rain.

If it is "pouring down", it is raining very heavily.



"I got soaked in the downpour."

If you get "soaked", you become very wet.



Refer to unit 18 of your Upper Intermediate Skills Booklet for more explanations and exercises.

Film Fantastic

Casting decisions that made film history. By Patrick Howarth

ANSWERS ON PAGE 45

1 Pre-reading

Use the words below to complete the film titles (1 to 6).

Mia **Mandolin** **Diamonds**
Wind **Robin** **Kid**

1. *Gone With The* _____
2. *Butch Cassidy and the Sundance* _____
3. _____ *are Forever*
4. *Batman and* _____
5. *Mamma* _____
6. *Captain Corelli's* _____

2 Reading I

Read the article once to check your ideas from the Pre-reading activity.

3 Reading II

Say which film (or film series) the following actors have been mentioned in connection with.

- | | |
|------------------|-------------------|
| 1. Bette Davis | 5. Tom Selleck |
| 2. Steve McQueen | 6. Sean Connery |
| 3. Richard Todd | 7. George Clooney |
| 4. Frank Sinatra | 8. Nicholas Cage |

4 Language focus

The Third Conditional

Look at this extract from the article, "...they would have been if the film producers of these films had got what they wanted." The speaker has used a Third Conditional construction. Complete the following sentences with the correct form of the verbs in brackets.

1. I would have helped you if you _____ (ask) me to.
2. She would have gone to the party if they _____ (invite) her.
3. We would have told you if you _____ (pay) us enough money.
4. They would have hired her if she _____ (have) the right qualifications.

5 Discussion

1. Have you seen any of the films mentioned in this article? What did you think of them?
2. Which of these films would you most like to see? Why?
3. Can you think of any more examples of films that have been badly cast? What are they?



LET'S THROW CAUTION TO THE WIND!

See if you can answer these five film quiz questions.

1. Who starred in *Gone With The Wind*?
2. Who co-starred with Paul Newman in *Butch Cassidy and the Sundance Kid*?
3. Who was the first actor to play James Bond?
4. Who was "Dirty Harry"?
5. Who played Indiana Jones?

And here are the answers:

1. Bette Davis and Errol Flynn; 2. Steve McQueen;
 3. Richard Todd; 4. Frank Sinatra; 5. Tom Selleck.
- How did you do?

Surprised? Actually, they aren't the correct answers, but they *would have been* if the film producers of these films had got what they wanted.

For example, Bette Davis and Errol Flynn would have been Scarlet and Rhett in *Gone with the Wind* if Davis hadn't refused to work with Flynn. But she did, so Clark Gable and Vivien Leigh were cast together instead.



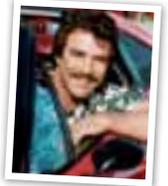
Steve McQueen and Newman couldn't agree who should get top billing for *Butch Cassidy*, so McQueen pulled in. Robert Redford stepped out and became a superstar.

British actor Richard Todd was writer Ian Fleming's first choice to play 007. But unfortunately for Todd, the filming schedule for *Dr No* (the first Bond film) was at a time when he had other work, so the part went to Sean Connery... and history was made.



Actor and singer Frank Sinatra was supposed to play tough cop Harry Callahan in the *Dirty Harry* series of movies. However, just before shooting was due to start, Sinatra had an accident and broke his wrist. So, Clint Eastwood was given the role... and five classic films followed.

Incredibly, Tom Selleck was originally cast as Indiana Jones. But poor Tom lost the role because he was under contract to CBS television to make another season of the TV series *Magnum PI* and CBS wouldn't let him go. Instead, Harrison Ford got the role, the fame, and the immortality.



So, would these films have been the enormous successes they were if the original actors had been cast? Of course, it's impossible to say, but Harrison Ford is so completely Indiana Jones that it's hard to imagine anyone else playing the role. What is interesting is that of all the actors who played James Bond after Sean Connery, most found it difficult to make the role their own. George Lazenby, Connery's immediate successor, quit after only one film. The producers begged Connery to return and paid him the then enormous fee of £1.2 million (\$20 million today) to make *Diamonds Are Forever*. Roger Moore, Connery's next successor, also found it hard to be accepted in the role. Although he made seven Bond films, the public widely thought that Moore was an inferior 007 when compared to Connery.

There are some casting decisions that make you think, wouldn't it have been better if they'd cast X instead? A recent poll on the internet suggested the following as examples of terrible casting:

Batman and Robin (1997)

This is widely regarded as one of the worst cast films of all time, including casting George Clooney as the caped crusader. George is just too nice!



Mamma Mia (2008)

Pierce Brosnan was a great Bond but was never famous for his singing as his performance in *Mamma Mia* shows. However, this didn't stop the film being incredibly successful.



Captain Corelli's Mandolin (2001)

Nicholas Cage was chosen to play the hero (a romantic Italian soldier) in the film of the bestselling book of the same name. Critics ridiculed Cage's Italian accent, and were very negative about the film in general.

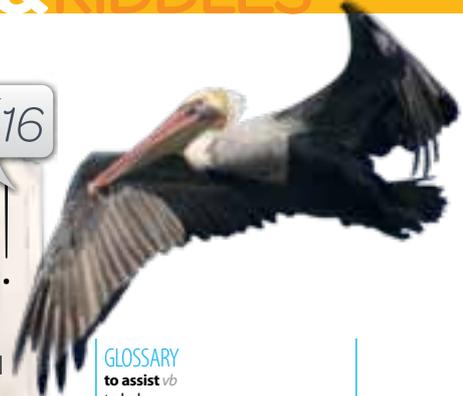


Casting is perhaps the key to success. Indeed, American film director Robert Altman once said, "Ninety percent of a motion picture is casting." While Oscar winning director Milos Forman went as far as to say, "Casting is everything."

Sorry, Tom, but Harrison just IS Indy! ☺

QUIRKY NEWS, CORNY CRIMINALS & RIDDLES

quirky news



Destructive Birdie!

Bird causes expensive accident.

// He was real calm," said police officer Greg Johnston after assisting a driver who'd driven his £1m Bugatti supercar into a salt marsh. "If that had been me, I'd have been pretty upset, but I imagine the guy was probably mad inside." The driver, Evan Stephens, blamed a low-flying pelican for the mishap. "I was driving along, listening to the radio, when all of a sudden this bird flew across my windshield. I just panicked and swerved across the road, trying to avoid it. I guess I shouldn't have been so kind – that bird has ruined my car," explained Stephens.



After Stephens lost control of the car, it plunged into the salt marsh beside the road. He managed to climb out and wasn't injured in the accident, but the car slowly sank into the water. Stephens, 43, had bought the car recently, and it had just 700 kilometres on the clock. "I don't know whether the car can be salvaged or not, but I do know that salt water isn't good for anything," he added. The Bugatti Veyron is the fastest and most expensive production car in the world, and is capable of reaching speeds of more than 300 kph. "This car is probably a write-off. I only hope he can get something back on the insurance," officer Johnston added.

GLOSSARY
to assist *vb* to help
a salt marsh *n* an area of land that is wet with water from the sea (salty water)
upset *adj* angry and sad
a pelican *n* a large white bird with a big beak (nose) for holding fish
a mishap *n* an accident
a windshield *n* the big piece of glass at the front of a car that you look through whilst driving (a "windscreen" in British English)
to swerve *vb* to change direction suddenly
to plunge into *exp* if a car "plunges into" water, it goes into the water quickly and violently
to sink *vb* if an object "sinks", it goes to the bottom of the water
on the clock *exp* the number of kilometres/miles "on the clock" represents the number of kilometres/miles a car has been driven
to salvage *vb* if someone "salvages" something, they rescue/save it from the bottom of the sea / a river, etc.
a write-off *n* if a car is a "write-off", it is completely destroyed
insurance *n* if you have "insurance", you have a legal agreement with an insurance company. They will cover all/some of the costs of an accident
to lecture *vb* to explain / tell someone how something works
to appoint *vb* if A is "appointed" to a position in a company, he/she is given that position
HMRC *abbr* Her Majesty's Revenue and Customs – the British tax department
tax *n* money you pay to the government to pay for services: health, the police, education, etc.
an encounter *n* a meeting, especially one that is not planned
bankrupt *adj* if someone is "bankrupt", they have no money to pay their bills
debt *n* money you owe to someone / the bank, etc.
to go back a long way *exp* if two people "go back a long way", they have known one another for a long time
to remove *vb* to take off; to delete / eliminate
suspicion *n* people started to think that something dishonest/bad had happened
a grade *n* an accepted level or standard
nothing untoward *exp* nothing bad/illegal/dishonest
to recruit *vb* if someone is "recruited" for a job, they are interviewed and hired to do that job

QUIRKY NEWS, CORNY CRIMINALS & RIDDLES

Corny Criminals

Jobs for the Boys

How to get a job against all the odds.



The British often lecture other nations on how democracy should work. But perhaps they need a few lessons themselves as recent events have shown. Take the case of Robert Burston. He's just been appointed by the UK tax office (HMRC) to take charge of their largest call centre in East Kilbride, just outside Glasgow. His job is to coordinate the call centre and give advice on tax matters. But this isn't Burston's first encounter with the tax office.

A few months ago, Burston was made bankrupt by them. Burston's debt, the origins of which are not known, stands at more than €300,000. So, how did Burston – a man made bankrupt over unpaid tax – get a job advising everybody else on their tax bills? Simple. His best friend Linda Talbot (who is the overall director of call centres) helped him. Talbot and Burston go back a long way. They worked together in the same bank during the 1990s, and, until recently, they could be found as each other's "friend" on Facebook pages (the links have since been removed). Suspicion was raised when Burston was brought in on higher pay than the normal level for his grade – another favour from his friend.



The tax office insists that the correct procedures were followed. "We are sure that there is nothing untoward with the way that Ms Talbot went about recruiting Mr Burston." And that was all they had to say on the matter.



Riddles

- The person who invented it doesn't want it. The person who paid for it doesn't need it. The person who needs it won't know when they need it. What is it?
- I have holes in my top and bottom, my left and right, and in the middle, but I still hold water. What am I?

to remove *vb* to take off; to delete / eliminate
suspicion *n* people started to think that something dishonest/bad had happened
a grade *n* an accepted level or standard
nothing untoward *exp* nothing bad/illegal/dishonest
to recruit *vb* if someone is "recruited" for a job, they are interviewed and hired to do that job



Refer to unit 17 of your Upper Intermediate Skills Booklet for more explanations and exercises.

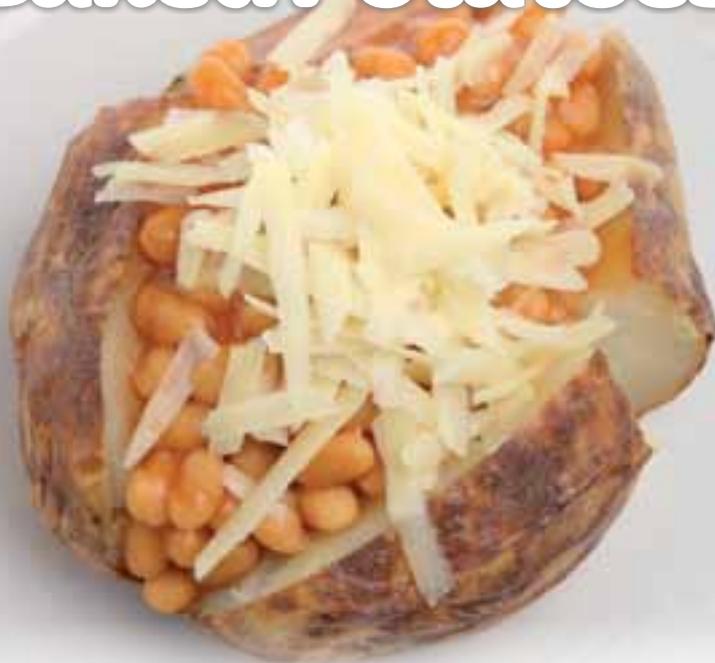
Englishman & Scotswoman



track

21

Baked Potatoes



BAKED POTATOES ARE GREAT OPTION FOR A LIGHT LUNCH OR AN EVENING MEAL. AND YOU CAN ADD LOTS OF GREAT **TOPPINGS** TO MAKE THEM BOTH TASTY AND HEALTHY. HERE'S OUR IDEA FOR A BAKED POTATO WITH A CHEESE AND BAKED BEAN TOPPING, BUT THERE ARE LOTS OF OTHER TOPPINGS YOU COULD ADD IN (SEE BELOW FOR MORE IDEAS).

Ingredients

- Two large potatoes.
- Olive oil.
- Butter.
- Salt.
- A tin of baked beans.
- Cheese (cheddar, or any other type).



Preparation

- Preheat the oven to 200C (Gas 6).
- Wash the potatoes well, dry them and **prick** them several times with a fork.
- **Pour** some olive oil over them and **sprinkle** salt over the top (it should stick to the oil).
- Place the potatoes in the oven and bake for about 1½ hours (depending on the size of the potato).
- Cut open and add butter.
- Meanwhile, cook the baked beans, then pour some into each potato half.
- **Grate** some cheese over the top.
- Delicious!

Other toppings for your baked potatoes

- Chilli con carne.
- Tuna fish, sweetcorn and mayonnaise.
- Curried chicken.

What's your favourite topping for baked potatoes? Write in to andyc@hotenglishmagazine.com and tell us all about them (and how to make them!). ✨

GLOSSARY

a topping *n*
food that goes on top of other food
to prick *vb*
to make small holes in with a fork
to pour *vb*
to put liquid from one container into another
to sprinkle *vb*
to add a small amount of to the top
to grate *vb*
to cut into very small pieces by using a grater (a metal cutting device with very small holes in it)



Job Fun

Finding the job that suits you best.

1 Pre-listening

Answer the online "job-search" survey questions (1 to 8). When you have finished, imagine you put this information into a computer program. What job do you think the computer program would recommend for you?

1. What do you like about your current job?
2. Do you like working with numbers?
3. Are you interested in working flexi-time?
4. How would you rate your computer skills?
5. How sociable are you?
6. How ambitious are you?
7. Do you mind wearing a suit to work?
8. What qualifications do you have?

You are ideally suited to be a/an: _____

2 Listening I

You are going to listen to someone who is completing an online "job-search" survey. What is Bob's current job? What job does the computer recommend for him at the end?

3 Listening II

Listen again. Then, say what Bob's answers are to the questions from the Pre-listening activity. For example:

1. Bob likes his current job because of the salary.

4 Language focus Question Tags

Look at this extract from the listening, "You've just been promoted, haven't you?" The speaker has used a Question Tag. Add Question Tags to the following statements.

1. You like it, _____?
2. She works here, _____?
3. They've seen it before, _____?
4. We're going to win, _____?
5. She'll like it, _____?

5 Discussion

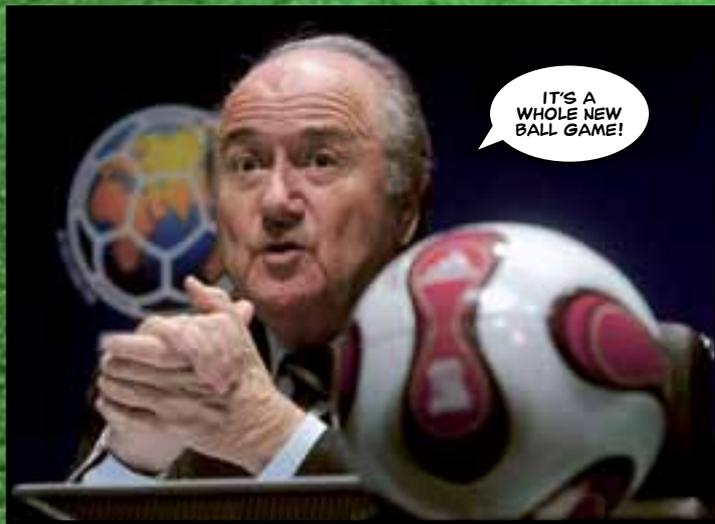
1. Have you ever done an online "job-search" survey? What happened?
2. What do you think of online "job-search" surveys?
3. What's the best way to find out what sort of job you're best suited to?

ANSWERS ON PAGE 45

Sepp Blatter: the controversial president of FIFA. By Alexander Olya

FOOTBALL CRAZY

FOOTBALL IS FULL OF COLOURFUL CHARACTERS. **NONE MORE SO THAN SEPP BLATTER, THE PRESIDENT OF FIFA.**



Blatter's election as FIFA president was **steeped in** controversy. According to David Yallop (author of *How They Stole the Game*) **key voters** in the 1998 FIFA presidential election were **bribed** to ensure that Blatter won the election over reigning President Lennart Johansson. When asked if he would **look into** the matter, Blatter replied, "Why should I? I cannot open an **inquiry** into myself. The elections are now finished." End of story!

There was another controversy in 2002. This time, Blatter put a stop to an investigation into possible corruption within the FIFA and its expenses. He claimed that he did this in order "to protect the interests of FIFA and the FIFA executive committee". The other presidential candidate at the time, Cameroon's Issa Hayatou, believed this was designed to prevent the **disclosure** of any material that might prevent Blatter's re-election.

Blatter also has a habit of saying the wrong thing at the wrong time. He's often critical of domestic football leagues, and one of his favourite targets is England's **Premier League**. He once said, "In France they have an expression 'l'appetit vient mangéant' [which loosely translates as, 'The more you eat, the more you want.']. And this is the success story of the Premier League." Blatter was complaining about the vast amounts of money spent on foreign players, and how not enough is done to develop **domestic talent**. A valid point, but one which was slightly ruined when he put it like this, "I think in football there's too much modern **slavery** in transferring or buying players here and there, and putting them somewhere." His reference to the slave trade caused **outrage** around the world.

At present, Blatter is seeking another four-year term. On the bright side, it'll be another four years of controversies and **gaffes!** ❖

RULES & REGULATIONS

A FEW CHANGES TO FOOTBALL INTRODUCED BY SEPP BLATTER.

Matches will end at the half-time period in extra time (after 15 minutes) if one team is leading. [This new rule, known as the "Silver Goal", replaced the more exciting "golden goal" rule, which said that the match would immediately stop after a team scored a goal in extra time.]

International matches played above an altitude of 2,500 metres will be banned because of the possible health risks to players. [This controversial decision caused a lot of anger, and meant that Bolivia, Ecuador and Colombia would be prevented from hosting FIFA World Cup qualifiers in their own capital cities, as well as preventing a number of leading club teams in Bolivia, Ecuador, Colombia, Peru, Chile and Mexico from playing in their own stadia.]

Players who **remove** their shirts while celebrating a goal can be **penalised**.

World Cup champions no longer automatically qualify for a place in the following World Cup tournament.

A player must immediately leave the pitch when he has been sent off by the referee even if **television replays** prove his innocence. [According to Blatter, the referee's **call** must be seen as final, and mistakes are just part of the game.] ❖

SEPP BLATTER QUOTES

"Even an unborn child is kicking."

"We have developed football and taken it to the world. Now it is our obligation to use football to help build a better future for us all."

"Wear **tighter** shorts and low-cut shirts... to create a more female **aesthetic**." [Blatter's ideas for making women's football more "appealing".]

Now sit back and enjoy this classic Blatter video:

<http://www.youtube.com/watch?v=mu7i5Cj3mg>



JOSEPH BLATTER

NAME: Joseph Blatter
OCCUPATION: President of FIFA since 8th June 1998
DATE OF BIRTH: 10 March 1936.
PLACE OF BIRTH: Visp, Valais, Switzerland. Sepp Blatter started working for FIFA in 1975 as the Technical Director and then became the General Secretary in 1981. Since 1998, he has been the FIFA president, and is currently in his third term.

GLOSSARY

FIFA *abbr*
Fédération Internationale de Football Association - an organisation in charge of football
none more so than *exp*
no one / no person more than
steeped in *exp*
full of
key *n*
important; crucial
a voter *n*
a person who votes (decides who to choose in an election)
to bribe *vb*
to pay money to someone (often someone in power) in order to receive a favour
to look into *phr vb*
to investigate
an inquiry *n*
an official investigation
disclosure *n*
the act of showing / making public secret information
the Premier League *n*
the most important football league in England
domestic talent *n*
players who are from the team's home country
slavery *n*
the industry of selling / buying / transporting slaves (people who are forced to work for no money)
outrage *n*
extreme anger
a gaffe *n*
a mistake that causes embarrassment
to remove *vb*
to take off (clothing)
to penalise *vb*
to punish/fine (order to pay money) for an illegal action
a television replay *n*
a repeat of an incident on television
a call *n*
a decision
tight *adj*
if clothing is "tight" it is small and very close to the body
an aesthetic *n*
related to the way something looks and how beautiful it is

FOOTBALL QUOTES



FOOTBALL COMMENTATORS OFTEN MAKE FUNNY, RIDICULOUS, SILLY AND REALLY OBVIOUS COMMENTS. HERE ARE A FEW OF THEM FOR YOU TO ENJOY.



"The Germans only have one player under 22, and he's 23."
Kevin Keegan

"Luis Figo is totally different to David Beckham, and vice versa."
Kevin Keegan



"It's a lot harder to play football when you haven't got the ball."
Andy Gray

"Chile have three options: they could win or they could lose."
Kevin Keegan



"I always used to put my right boot on first, and then obviously my right sock."
Barry Venison



"A win would be better than a draw."
Denis Law



"Without being too harsh on David, he cost us the match."
Ian Wright

"The new season will be all about scoring more goals than the opposition."
Alvin Martin



"If Glenn Hoddle said one word to his team at half-time, it was 'concentration' and 'focus'.
Ron Atkinson

"They (Swindon) are still finding that they are much happier when they have the ball than when the other side has it."
Ron Jones

"You can see the ball go past them, or the man, but you'll never see both man and ball go past at the same time. So if the ball goes past, the man won't, or if the man goes past, they'll take the ball."
Ron Atkinson



"What disappointed me was that we didn't play with any passion. I'm not disappointed, you know, I'm just disappointed."
Kevin Keegan



"Eighty per cent of teams who score first in matches go on to win them. But they may draw some – or occasionally lose."
David Pleat



"The substitute is about to come on - he's a player who was left out of the starting line-up today."
Kevin Keegan

"Tony Banks described the English fans arrested in Marseilles as 'brain-dead idiots'. That goes for me as well."
Secretary of the Football Supporters Association

"Football's like a big market place and people go to the market every day to buy their vegetables."
Bobby Robson



"The best thing for them (Ireland) to do is to stay at 0-0 until they score the goal."
Martin O'Neill



"We (England) haven't been scoring goals, but football's not just about scoring goals. It's about winning."
Alan Shearer



"You get bunches of players like you do bananas, though that is a bad comparison."
Kevin Keegan



GLOSSARY

- a commentator** *n*
a radio/television journalist who describes what is happening during a game / sports event, etc.
- a draw** *n*
a situation in which two teams have the same score
- harsh** *adj*
if you are "harsh" on someone, you are severe / cruel / not nice to them
- a season** *n*
the English football season is from August to May (more or less)
- to score** *vb*
to kick or head the ball into the opponent's goal
- half-time** *n*
the middle of the game – after 45 minutes (the total time is 90 minutes). Half-time lasts for 15 minutes
- to disappoint** *vb*
if something "disappoints" you, it makes you feel sad because it wasn't what you expected

voices
Various English accents

track 22

DICTIONARY OF SLANG

HERE WE'VE GOT SOME EXAMPLES OF HOW TO SAY THINGS IN DIFFERENT SITUATIONS.



FREE coffee with Hot English

Get a 25% discount on your copy of Hot English, and buy yourself a coffee with the change. Buy your copy of Hot English at the Hot English shop (C/Paseo del Rey, 22 - 1ª planta, oficina 1, Madrid 28008 – metro Príncipe Pío) and pay just 4 euros (retail price 5.50). With the 1.50 euros you save, you can buy a lovely cup of coffee and enjoy your copy of Hot English in style.

Situation	Formal	Relaxed	Informal
A friend asks for some money. You say no emphatically.	Under no condition whatsoever.	Never!	Over my dead body; No way!; No way, José!
Someone was arrested and charged for stealing money at work.	She was arraigned before a court of law on charges of fraud.	She was charged with fraud.	She got done for fraud.
Something was very easy.	It was of a simplistic nature.	It was really easy.	It was a doddle.
You ate something that didn't agree with you. Now, you feel sick.	I am feeling somewhat queasy.	I'm feeling a bit ill.	I feel well dodgy.
A friend was confronted by a wild animal. He kept perfectly still.	He made no perceptible movement.	He didn't move.	He didn't budge.
You took a group of children to the cinema. They remained in their seats for the duration of the film.	They remained in their seats.	They didn't move at all.	They were glued to their seats.

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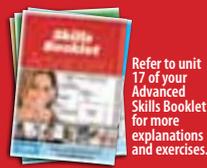
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Australia

OUR MONTHLY LOOK AT ENGLISH ACCENTS FROM AROUND THE WORLD IN BOTH ENGLISH-SPEAKING AND NON-ENGLISH-SPEAKING COUNTRIES. THIS MONTH: THE AUSTRALIAN ENGLISH ACCENT.

Australia has a population of about 22 million people.

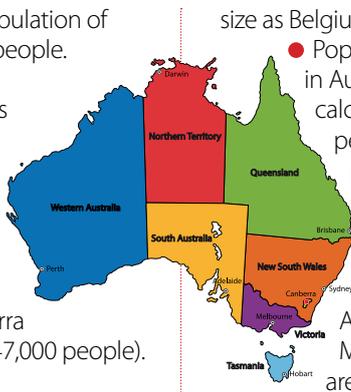
Australia is famous for its kangaroos, koalas, beaches and sports players.

The Capital of Australia is Canberra (approximately 347,000 people).

Famous people from Australia include Kylie Minogue (singer), Cate Blanchett (actress), Russell Crowe (actor), Nicole Kidman (actress), Rupert Murdoch (media owner), Ian Thorpe (swimmer), Mel Gibson (actor), Eric Bana (actor), Geoffrey Rush (actor), Elle MacPherson (model), Michael Hutchence (singer of INXS) and Jason Donovan (singer and actor).

Here are some fun facts about Australia.

- There are 1,500 species of spider in Australia.
- Australia has the world's largest population of wild camels with one hump.
- There are more than 150 million sheep in Australia, but only about 22 million people.
- Australia has the world's largest cattle station (ranch) – 30,028 km². It's almost the same



size as Belgium!
 • Population density in Australia is usually calculated in km² per person, not people per km². Australians have 380,000 m² per person available.
 • The Australian Alps (or Snowy Mountains as they are also known) receive more snow than Switzerland.
 • Melbourne has the second largest Greek population in the world after Athens.



• The Great Barrier Reef is the largest organic construction on earth.
 • Australia is the smallest continent on earth. It comprises (in order of size)

the Australian mainland, New Guinea, Tasmania, and intervening islands, all of which sit on the same continental shelf. New Zealand is not on the same continental shelf, and so is not part of the continent of Australia. However, New Zealand is part of the wider region known as Australasia.



Now sit back and listen to Louise telling us all about the Australian English accent. ✪

Marketing Moves

Why marketing is key to any business.

1 Pre-listening

Look at the market segment categories below. What type of things do you think people from each group buy? Think of three things for each group.

Social grade	Social status	Occupations
A	upper middle class	top manager, professional
B	middle class	middle manager
C1	lower middle class	clerical, junior managerial
C2	skilled working class	skilled manual workers
D	working class	semi- and unskilled manual workers
E	those at lowest level of subsistence	state pensioners, the unemployed

2 Listening I

You are going to listen to someone who is talking about marketing, and demographics and psychographics in particular. Listen once and answer these questions:

1. What does "demographics" mean?
2. What does "psychographics" mean?

3 Listening II

Listen again and complete these sentences in your own words.

1. All marketing strategies should end, live and die with...
2. The basic types of demographics in marketing are...
3. The National Readership Survey's social grade definitions are...
4. Higher socio-economic groups are more likely to...
5. People in the C2 and D segments are more likely to...

4 Language focus Phrasal Verbs

Look at this extract from the listening, "Once these profiles have been put together, they can be used to draw up a marketing plan." The speaker has used two phrasal verbs: "put together" and "draw up". Complete the following sentences with the correct prepositions.

1. We're getting _____ with some friends this weekend. Would you like to come along?
2. This is extremely complex. I think you need to break it _____ a bit so you can deal with each part individually.
3. We're thinking about putting our money _____ an investment plan.
4. They're hoping to get _____ to the beach this weekend.
5. They often go _____ on weekend breaks.

5 Discussion

1. Who would this market information be useful to? Why?
2. Which market segmentation categories exist in your country?
3. Can you think of someone you know for each category in the market segmentation table?

WAY IDIOMS

THIS IS THE LAST PART IN OUR SERIES OF "WAY" IDIOMS.



Not know which way to turn

TO NOT KNOW WHAT TO DO OR WHO TO ASK FOR HELP IN A DIFFICULT SITUATION.

I had no home, no money and I didn't know which way to turn.



Open the way for something

TO MAKE IT POSSIBLE FOR SOMETHING TO HAPPEN.

Removing the border controls could open the way for an increase in drug smuggling.



That's the way the cookie crumbles

BAD THINGS HAPPEN SOMETIMES, AND THERE'S NOTHING YOU CAN DO ABOUT IT, SO IT'S NOT WORTH WORRYING ABOUT IT.

A: I can't believe they chose Sam for the part in the film and not me!

B: Ah, well. That's the way the cookie crumbles.



Look the other way

TO IGNORE SOMETHING WRONG OR UNPLEASANT THAT YOU KNOW IS HAPPENING INSTEAD OF TRYING TO DEAL WITH IT.

They knew what he was doing and they knew it was wrong, but they preferred to look the other way.



Where there's a will there's a way

ANYTHING IS POSSIBLE IF YOU ARE DETERMINED TO DO IT.

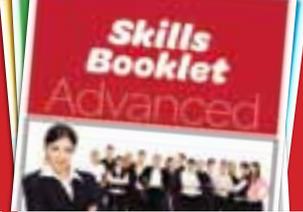
I don't know how I'm going to get there, and what I'll do once I'm there, but where there's a will there's a way.



Go your separate ways

IF TWO PEOPLE (WHO HAVE PREVIOUSLY FORMED A PARTNERSHIP OR BEEN IN A RELATIONSHIP) DECIDE TO "GO THEIR SEPARATE WAYS", THEY DECIDE TO SEPARATE AND DO THEIR OWN THING.

After twenty years producing and selling wine together, they finally decided to go their separate ways.



Ethical Tourism

The wonderful experience of a responsible holiday. By Patrick Howarth

ANSWERS ON PAGE 45

1 Pre-reading

Read over the questions and try to answer them.

- How many tourism-related jobs do you think there are worldwide?
- How much water do you think an 18-hole golf course needs a day (in litres)?
- How much waste does a cruise ship produce a day (in tons)?

2 Reading I

Read the article once and check your answers from the Pre-reading activity.

3 Reading II

What is ecotourism? Think. Then read the article to check your ideas.

4 Reading III

Read the article again and say what the numbers/figures, etc. refer to.

- | | |
|--------|----------|
| 1. 10% | 4. 90 |
| 2. 100 | 5. 40 |
| 3. 109 | 6. \$245 |

5 Language focus Gerunds & Infinitives

Look at this extract from the article, "The travel sector is expected to grow at a rate of..." The writer has used a verb followed by an infinitive: "expected to grow". Complete the following sentences with the correct form of the verbs in brackets.

- They want _____ (increase) the number of tourists who visit the area.
- She suggested _____ (do) the work next week.
- They are hoping _____ (improve) on the figures for last year.
- They don't want to risk _____ (lose) the contract.

6 Discussion

- What future do you think ecotourism has?
- What can be done to protect some of the world's areas of natural beauty?
- What sort of holidays do you take? Why? Are they ecological?



Is it possible to develop tourist resorts without damaging the environment? Ethical tourism is one of the latest buzz words in the tourist industry. But how much of an effect is it having?

Tourism and travel is the world's biggest industry. It's responsible for 230 million jobs worldwide, and over 10% of the world's gross domestic product. And it's getting bigger. The travel sector is expected to grow at a rate of 4.6% a year, and will soon represent US\$6.5 trillion. By 2020, tourism will account for 1.56 billion international arrivals. That's a lot of people, and a lot of money!

But our insatiable desire for travel and new experiences is contributing to many of the environmental ills that trouble our planet. Air travel raises greenhouse emissions. The construction of hotels and resorts can have an adverse effect on the eco-systems where they're built. Local people can be displaced as their land is used as construction sites. Tourism creates an increased demand for water, which may be unsustainable. For example, an 18-hole golf course needs at least 2.5 million litres of water a day – enough to supply 100 farmers in Malaysia. Moreover, tourists produce a massive amount of waste and pollution which the local environment often fails to cope with.

This is especially true in coastal areas. At present, there are 109 countries in the world with coral reefs. But in 90 of these, the reefs are being damaged by tourism. This can be due to cruise ships dumping sewage (cruise ships in the Caribbean produce up to 70,000 tons of waste every year), tourists breaking off parts of the coral as souvenirs, and commercial harvesting of the reef for sale to tourists. And all of this threatens to reduce the reefs to nothing.

So what's the solution? Some suggest developing ecotourism. But what is it? According to The International Ecotourism Society (TIES) ecotourism is "Responsible travel to natural areas that conserves the environment and improves the well-being of local people." These days, more and more resorts are claiming to be eco-friendly, but

in order to qualify as a genuinely eco-responsible location, your destination should have been developed according to the following principles:

- The impact of tourism on the environment should be minimal.
- The experience should build environmental and cultural awareness and respect.
- It should provide positive experiences for both visitors and hosts.
- It should provide direct financial benefits that can be used for conservation programmes.
- It should provide financial benefits and empowerment for local people.
- It should raise sensitivity to the host countries' political, environmental and social climate.

When developed responsibly, ecotourism benefits everyone, especially the host nations, many of which are among the world's poorer countries. Tourism is a principal source of income for 83% of developing countries, including 1/3 of the poorest countries. Indeed, for 40 of the world's poorest countries, tourism is the second biggest export after oil.

A good example of successful ecotourism is the Hamanasi Adventure and Dive Resort in Belize, which was named the top eco-friendly hotel by the website TripAdvisor. The resort recycles, reuses and reduces waste as much as possible. When building the hotel, the owners kept as many of the trees as possible in the knowledge that the trees would prevent erosion of the beach, as well as providing habitat for animals. To further protect the beach, the resort has left a wide strip of natural vegetation at the high tide mark, once again to prevent erosion. Ten acres of the hotel's gardens are set aside as a nature reserve. The majority of the staff are local people. Sounds great, doesn't it? The only problem is the price - \$245 a night. Ecotourism is not cheap and the majority of eco-tourists are in the high-income bracket.

But ecotourism is the way forward. Let's just hope they make it more affordable. The future of the planet depends on it! ✨



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this topic in a mini-video at
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READING I

Disastrous Defeats

Just a few of sport's most memorable losses. By Sam Gordon

1 Pre-reading

What can go wrong while you're doing the following sports (see below)? What can cause you to lose in a competition involving these sports?

- Tennis
- Boxing
- Snowboarding
- Golf
- Ski jumping

2 Reading I

Read the article once and compare your ideas from the Pre-reading activity.

3 Reading II

Read the article again and say what the numbers/dates, etc. refer to.

1. 32 minutes
2. 1996
3. One
4. 1999
5. Three
6. 100,000

4 Language focus Phrasal verbs with "live"

Look at this extract from the article, "Still, at least both of them lived up to their nicknames." The writer has used a phrasal verb with "live": "to live up to". Complete the following sentences with the correct particles.

1. She lives _____ sport – she absolutely loves it.
2. They were lost in the jungle and lived _____ tinned meat for two weeks.
3. They've been living _____ for ten years now.
4. At times, it's hard to live _____ to other people's expectations.

5 Discussion

1. Are there any famous losers from your country? Who? Why are they famous?
2. What's important in sport? Participating or winning? Why?
3. Are you very competitive when it comes to sport? Why? Why not?



Sport is one of life's great spectacles. And winners often inspire our admiration and respect. But what about the losers? Here are some of sport's most memorable moments of defeat.

6-love. 6-love. That was the score in the final of the **French Open** in 1988 when Natasha Zvereva **took on** Steffi Graf.

The game lasted 32 minutes – the shortest Grand Slam final ever. Afterwards, Zvereva reportedly said, "She was just too good."

Heavyweight-boxing star John "The Quiet Man" Ruiz had the same problem when he met David "The Terminator" Tua in the **ring** in 1996. The fight lasted 19 seconds before Ruiz was **knocked out cold** and "**seeing stars**". Still, at least both of them **lived up to** their **nicknames**.

But at other times, sports stars only have themselves to **blame**... like Lindsey Jacobellis. With seconds to go in the final of the Winter Olympics Snowboard Cross event, Jacobellis had a **huge lead**. There was just one simple jump left to complete, and then the gold medal **was all but hers**. But instead of just doing the jump, Jacobellis tried to do a "method grab", a difficult (and completely unnecessary) manoeuvre. She fell over and could do nothing but watch helplessly as her opponent **passed her by** and gold turned to silver. Still at least Jacobellis took her defeat well. "Snowboarding is fun; I was just having fun," she said afterwards.



Jean Van der Velde probably wasn't having so much fun on the 18th hole of The Open Championship in 1999. Virtually unknown before the tournament, Van der Velde found himself 3 shots ahead at the end of the final round. Golf's greatest prize was one hole away. Alas, it proved to be one hole too many. Van der Velde **let the pressure get to him** and played a series of crazy shots, ending up in the water. (He famously followed the ball into the water to see if he could still hit it out.) This defeat has gone down as one of the greatest "**chokes**" in modern sport.

Sometimes failure can make you more popular than ever. Take Eddie "the Eagle" Edwards from England. He entered two ski-jumping events in the 1988 Winter Olympics and came last by such a long way that he became an instant celebrity. At the closing ceremony, the Organising Committee president, Frank King, gave a speech in which he said, "Some have won gold, some have broken records, and some of you have **soared** like an eagle". At that moment, 100,000 people in the stadium began to chant, "Eddie! Eddie!"



Who says no one remembers the losers? ☆

GLOSSARY

- the French Open** *n*
a major annual tennis tournament in France
- to take on** *phr vb*
if you "take on" a sporting competitor, you try to win against them in a game
- the ring** *n*
the place where boxers fight
- to knock out cold** *exp*
to hit and make unconscious
- to see stars** *exp*
if someone "sees stars", they see imaginary flashing lights after being hit on the head
- to live up to** *exp*
if you "live up to" a reputation, etc. you do what people expect you to do
- a nickname** *n*
an informal name
- to blame** *vb*
to say that someone is responsible for something (often something bad)
- a huge lead** *n*
if a runner, etc. has a "huge lead", he/she is far ahead of the other competitors
- was all but hers** *exp*
it was 99% hers provided that she didn't make a mistake
- to pass you by** *exp*
if someone "passes you by", they go past you and continue advancing
- to let the pressure get to you** *exp*
to let the tension/pressure/stress affect you in a negative way
- a choke** *n inform*
an unexpected loss at the last minute
- to soar** *vb*
to fly high up into the air very quickly

READING II

Newspaper Stings

Getting news and information the hard way.



NEWSPAPER STINGS

ANSWERS ON PAGE 45

1 Pre-reading

What sort of things do investigative journalists report on? Think of three more ideas for hidden-camera investigative reports. For example:

- A secret report on how children are treated at a kindergarten.
- A hidden-camera investigation into the treatment that elderly patients receive at a nursing home.

2 Reading I

Read the article once. Were any of your ideas from the Pre-reading activity similar to the ones in the article?

3 Reading II

Read the article again and complete the information.

- The undercover operation has become known as...
- Journalists set up a company called...
- Twenty MPs were invited to...
- Stephen Byers said during the interview that...
- Geoffrey Hoon said during the interview that...

4 Language focus

Phrasal verbs with "turn"

Look at this extract from the article, "...ten MPs turned up..." The writer has used a phrasal verb with "turn": "to turn up". Complete the following sentences with the correct participle.

- Could you turn _____ the volume, please? The music's too loud.
- She turned _____ our job offer. She said the salary was too low.
- It's a bit of a disaster, but they're hoping to turn the situation _____.
- The witch cast a spell on him and turned him _____ a frog.

5 Discussion

- Do you think newspaper stings are morally acceptable? Why? Why not?
- Do you think public figures should be exempt from hidden-camera investigations? Why?
- Is there a strong tradition of investigative journalism in your country? How effective is it?

Britain has a long tradition of journalistic excellence. Part of this involves investigative reporting, and an important aspect of this is the **newspaper sting** – **undercover**, hidden-camera operations that are designed to **trick** public figures **into** revealing lots of interesting information.

One of the most recent undercover operations has become known as "The Cash for Influence Sting" or "Lobbygate". As part of this, senior **Labour** members of parliament were secretly filmed offering to use their connections with government in return for money.

It was a highly complex operation. First of all, a **bogus lobbying company** (Anderson Perry Associates) was **set up** by journalists from *The Sunday Times* newspaper and Channel Four (a British television channel). The company claimed to be based in the US, and its website described it as a "**bespoke** consultancy that helps organisations and individuals maximise and exceed expectation". It alleged to have 120 clients in Europe, the Middle East and the US, operating primarily in the health and defence industries.

In total, 20 MPs were invited to attend meetings to discuss joining an **advisory board**. Eventually, ten MPs **turned up** – unaware that it was all a trick. The meetings were held at offices in London's St James's Square. During these, an undercover *Sunday Times* journalist asked the MPs how the company could **go about** influencing **policy**, and how they could improve their chances of winning government contracts. Meanwhile, a hidden camera recorded the conversations.

Among those secretly filmed were two former **cabinet ministers**: Stephen Byers and Geoff Hoon. Stephen John Byers (born on 13th April 1953) has been a Member of Parliament since 1992. He has served in the cabinet as **Secretary** of State for Trade and Industry, and Secretary of State for Transport (among other things). During the interview, he **boasted** about how he had changed policy by lobbying his former colleagues. He asked for up to €7,000 a day for his services and, on one occasion, claimed to be able to use his friendship with Business Secretary Peter Mandelson to help his clients' interests. He also described himself as a "bit like a sort of **cab for hire**".



Geoffrey "Geoff" William Hoon (born on 6th December 1953) served as Member of Parliament between 1992 and 2010. He is a former Defence Secretary and Transport Secretary amongst other things. Hoon told the undercover reporter he was interested in "translating my knowledge and contacts about the international scene into something that frankly makes money".

Fellow MPs were shocked at their colleagues' stupidity. The chancellor, Alistair Darling, told the BBC that, "The best answer when you get a call like that is to put the **receiver** back down again." And Foreign Secretary David Miliband said, "There's absolutely **no room for** anyone to **trade on** their ministerial office. People who come into politics... do so because of what they want to do for the country."

Well, you wouldn't have thought so! ❖

GLOSSARY

- a newspaper sting** *n*
a secret operation in which journalists pretend to be someone else in order to obtain information from a public figure, often by secretly recording the meeting
- undercover** *adj*
an "undercover" operation is one in which people have false identities
- to trick into** *phr vb*
if you trick A into doing B, you convince A to do B by saying false things or doing dishonest things
- Labour** *n*
the Socialist / left-wing (more or less) political party in the UK
- bogus** *adj*
not real; false
- a lobbying company** *n*
a company that tries to influence government ministers or MPs to change the law to the benefit of their clients
- to set up** *phr vb*
if something is "set up", it is prepared
- bespoke** *adj*
that is especially designed for a specific purpose
- an advisory board** *n*
a group of people who give advice to a company
- to turn up** *phr vb*
to arrive
- to go about** *exp*
if you "go about" doing something, you do that thing as part of your normal day
- policy** *n*
a government's "policies" are the things it plans to do
- a cabinet minister** *n*
a member of the government
- secretary** *n*
the head of a government department
- to boast** *vb*
if someone "boasts" about something, they talk about it and say how good they are at it
- a cab** *n*
a taxi
- for hire** *exp*
if a taxi is "for hire", it means that someone can stop it and use it
- a receiver** *n*
the part of a phone that you speak into and listen to
- no room for** *exp*
if you say there is "no room for" X, you are saying that X is not acceptable
- to trade on** *phr vb*
if a minister "trades on" their office, they use their contacts and influence in government to make money

PHRASAL VERB THEMES

The News

HERE ARE SOME TYPICAL PHRASAL VERBS THAT YOU CAN FIND IN NEWS ARTICLES. MORE NEXT MONTH. COMPLETE THE SENTENCES WITH THE WORDS FROM BELOW.

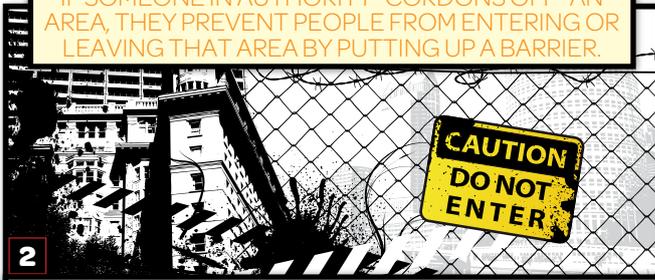
methods facts new economy work wire party government

Deal with
IF YOU "DEAL WITH" A PERSON OR ORGANISATION, YOU DISCUSS THINGS WITH THEM OR DO BUSINESS WITH THEM.



1 "They refused to deal with the opposition _____ until the situation has been resolved."

Cordon off
IF SOMEONE IN AUTHORITY "CORDONS OFF" AN AREA, THEY PREVENT PEOPLE FROM ENTERING OR LEAVING THAT AREA BY PUTTING UP A BARRIER.



2 "The city was split into four zones, and each zone was cordoned off with barbed _____."

Count on
IF YOU "COUNT ON" SOMETHING, YOU EXPECT IT TO HAPPEN AND INCLUDE IT IN YOUR PLANS.



3 "The Conservatives were counting on the support of the Liberal Democrats in order to form a _____."

Cry out for
IF A SYSTEM/ PROCESS/ PERSON, ETC. IS "CRYING OUT FOR" SOMETHING, THEY NEED THAT THING VERY MUCH.



4 "The system simply doesn't _____ and it's crying out for change."

Dig up
IF SOMEONE "DIGS UP" INFORMATION, THEY DISCOVER IT, OFTEN AS A RESULT OF A RELATED SEARCH.



5 "They dug up a few _____ about his previous company, which caused him no end of embarrassment."

Disagree with
IF YOU "DISAGREE WITH" A PARTICULAR ACTION OR PROPOSAL, YOU BELIEVE THAT IT IS WRONG AND NOT GOOD.



6 "He is resigning from the government because he disagreed with their plans for the _____."

Disapprove of
IF YOU "DISAPPROVE OF" SOMETHING, YOU DON'T LIKE IT.



7 "The other members of the board disapproved of her _____ and felt she should resign."

Change over
IF YOU CHANGE OVER TO SOMETHING NEW, YOU START USING THAT NEW THING AND STOP USING THE THING YOU WERE USING BEFORE.



8 "The government changed over to the _____ system after years of struggling to make the old system work."



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TAPESCRIPTS & BAR CHATS

Advertising Adventure (track 9)

Janet: Getting the message right!
Fiona: Hi, Brian. Thanks for coming to see me.
Brian: Hi, Fiona. Is there something we need to talk about?
Fiona: It's the *Slimmer You* campaign, Brian. You know, *Slimmer You*, the diet drink that comes in five fabulous flavours.
Brian: Oh, yes. What about it?
Fiona: Well, the client doesn't like your "before-and-after" idea.
Brian: What? What's wrong with it? It's a very popular idea for slimming products. We have a "before" picture of an overweight...
Fiona: Full-figured, Brian. Not overweight.
Brian: I'm sorry?
Fiona: People who use *Slimmer You* aren't "overweight" – they're "full-figured".
Brian: Oh, right. I see. Anyway, we have a "before" photo of a "full-figured" person and an "after" photo that isn't... big. That's small... er... you know what I mean.
Fiona: Yes, Brian. I do. But the problem is the photos.
Brian: What about the photos? What's the problem?
Fiona: Well, you've used animals.
Brian: Yes.
Fiona: Why?
Brian: Market research shows that customers like photos of animals more than photos of overweight, I mean full-figured, people.
Fiona: So, is that why your "before" picture is of a hippopotamus?
Brian: Exactly, a BIG strong powerful image.
Fiona: A BIG strong powerful image that says... if you look like a hippopotamus, you need to drink *Slimmer You*.
Brian: Exactly. You see, it works. It speaks to you. It... communicates.
Fiona: But Brian, it's not nice to tell people that they look like a hippopotamus. If I told your partner they looked like a hippopotamus, they'd be angry. You'd be angry.
Brian: No, they wouldn't.
Fiona: Look, Brian, you cannot use a photograph of a hippo. If we let this run, we'd lose sales. Let's move on. The "after" photo.
Brian: Yes.
Fiona: It's a spider, Brian. A tarantula.
Brian: Well, it's a South American giant bird-eating spider to be precise. It's not exactly a tarantula.
Fiona: It's disgusting.
Brian: Some people keep them as pets. There's a film on YouTube of one eating a...
Fiona: Thank you, Brian. Not before lunch. What your campaign for *Slimmer You* is saying is, Hey, people who look like a hippopotamus... if you drink *Slimmer You* regularly as part of a calorie-controlled diet, you'll look like a giant spider.
Brian: ...bird-eating spider.
Fiona: That's your message, is it? If we did that, we'd get thousands of complaints.
Brian: It's very memorable. In our research all our participants remembered this campaign. Three women even felt ill when they saw it. And if you had a reaction like that, you wouldn't forget it. So, next time you want to buy a diet drink, which one are you going to remember? *Slimmer You*, of course, the one with the giant bird-eating spider.
Fiona: Why would anyone want to look like a spider, Brian? If I were overweight...
Brian: ...full-figured...
Fiona: If I were full-figured, I wouldn't want to drink a diet drink that would make me look like a spider. You'll have to change it.
Brian: Oh, all right. Any suggestions?
Fiona: That's your job! Goodbye!

Interesting Interview (track 12)

Janet: Applying for a job... the effective way.
Janet: Come in, Mr Lennon.
Harry: Thank you.
Janet: So, Mr Lennon... No relation, I suppose.
Harry: I beg your pardon?
Janet: You're not related to the famous Mr Lennon, are you? Ha, ha.
Harry: Who?
Janet: Well, you know... John Lennon.
Harry: I'm sorry?
Janet: You know, John Lennon... of The Beatles.
Harry: Never heard of him.
Janet: You've never heard of John Lennon?
Harry: No. Is he famous?
Janet: Well now, Mr Lennon you're applying for the post of Senior Music Journalist at *Music Now!* The magazine that tells you all who will ever need to know about music today, yesterday, and tomorrow.
Harry: That's right.
Janet: And you've never heard of John Lennon?
Harry: Oh, him. He was my, erm, uncle.
Janet: Really?
Harry: Yeah.
Janet: Wow. You must have been so sad when he died.
Harry: What?
Janet: Erm, yes, I mean, when he, erm, passed away.
Harry: He's dead?
Janet: You didn't know that John Lennon, your uncle, was dead? You must have heard about it!
Harry: Well, we didn't see much of each other. He never phoned.
Janet: Right. So, Mr Lennon. Why do you want to be Senior Music Journalist at *Music Now!*?
Harry: Well, I need a job. I'm unemployed.
Janet: OK, but what most interests you about the job?
Harry: The salary. That looked quite good. Oh, and the holidays, of course.

Janet: OK, and anything else?
Harry: Erm, let me look at my notes. I told you about the money and I mentioned the holidays. No, I think that's everything.
Janet: I see. So, I see from your CV that you wrote for your school magazine. That must have been interesting.
Harry: No, not really. I had to write record reviews – you know about the latest CDs and albums. It was really boring.
Janet: And at university you wrote concert reviews for bands that played at your college.
Harry: Yes.
Janet: So, what was the best concert you saw?
Harry: Well, to be honest, I didn't like them. The music was very loud. It gave me a headache. I hate live music even more than recorded music.
Janet: Is there anything you do like about being a music journalist?
Harry: Well, after the concerts you get really nice food.
Janet: So, you must have met a lot of interesting musicians...
Harry: Oh, no. I never go to the musicians' parties. They're horrible. I always go to an Indian restaurant near my flat. The food's very nice. And they don't play any loud music in the restaurant. It's lovely and quiet.
Janet: So, Mr Lennon. Which musicians do you like?
Harry: Justin Timberlake. He's good.
Janet: And which Justin Timberlake songs do you like best?
Harry: Oh, no. I don't like his songs. I just like the way he dances. When he's on TV, I turn the sound off and just watch him dance.
Janet: I'm sorry, Mr Lennon, but I can't see why you have come for this interview. You don't like music!
Harry: My dad told me to come here.
Janet: Your dad?
Harry: Yes. Sir Stanley Greenwich. He owns the magazine. He wants me to work here.
Janet: Ah ha! You should have said so, Mr Lennon. Can you start on Monday?
Harry: Well, I could, but I'd rather not work on Mondays. I'm always tired on Monday mornings.
Janet: Of course. Of course. No problem. Come in whenever you like.
Harry: Great!

British Bar Chat (track 19)

Foreign Accents
Maggie: Erm. So the other day I heard this English bloke trying to speak French to maybe an exchange student that was with him and his accent was terrible. I'm not the best in French; I can't remember much French but his accent just sounded terrible and it didn't sound correct at all.
Ethan: Yeah I know... I mean I know when I speak languages I know I have an accent, but I don't think mine... Some people don't seem to care that their accent sounds really, really bad.
Maggie: It's like they want people to know that they're English or British trying to speak another language.
Ethan: I mean I think... I know people tell me I have an accent when I speak, but I don't think I have one of those really obvious ones that some people have... They maybe know the words but they just don't care, do they, that their accent sounds...
Maggie: No they just keep going, I think, in the hopes that somebody will turn around and just speak to them in English.
Ethan: Yeah, well, it's good that they try. I mean some people don't even try. Do they?
Maggie: Yeah, they just shout or raise their voices.
Ethan: I mean I lived in France for a little bit and there were English people living there who had been there like twenty years and they never bothered to learn the language.
Maggie: But how did they cope with their day-to-day life?
Ethan: Well they were in like a village where there were other English people and they just got other people to speak English. But, some people, they're just not interested, are they... [I think they don't...]? I think it's a bit arrogant.
Maggie: Well, I think it comes from school. Because if you're not encouraged in school or if you have no interest in learning a language at school; it's boring, you don't like your teacher than you don't carry on [Yeah, yeah]. And the language exchanges...
Ethan: But, I mean, to live in a country and not bother to try and learn the language...
Maggie: No, that's bad [It's bad, isn't it]. If you move to a country... for me you move to experience the culture as well. And if you're only speaking English, well, then it's a little Britain inside the country.
Ethan: Yeah, exactly.

US Bar Chat (track 20)

Books
Alex: So, I just finished a really good book on, it's called *[A] Confederacy of Dunces*. It's, erm, it takes place in New Orleans and it's pretty much an overweight guy that goes around the city and talks really fancy and gets into trouble. But it all comes together in the end. It's good.
Alexis: So is it kind of like a historical fiction type thing or...
Alex: No. It's, erm, it's very good in the way it mentions New Orleans. It, erm, it felt like I was actually there. I've never been to New Orleans myself but the author does a good job of setting up the scenery.
Alexis: Cool. I've always wanted to go to New Orleans. Erm, I've read, I just finished reading *1984* by George Orwell because I heard it was, erm, something that you just definitely have to read.
Alex: What's that, what's that about?

Alexis: Erm, it's about, erm, a man whose name is Smith and he lives, erm, obviously takes place in 1984, which back then, which it was written in [the] 1940s...
Alex: Uh Huh.
Alexis:...is the future. So, it's his, it's Orwell's vision of what the future would be like in totalitarian rule. So basically, the main character, is kind of secretly rebellious against the, erm, government, that rules over them. Then, the leader is like a big brother.
Alex: Ah, one of those utopian books. I see.
Alexis: Yeah, sort of. Definitely, erm...
Alex: Dystopia, more than utopia.
Alexis: Yeah, dystopia. Trying to get out and trying to find... I don't know, to break the system.

Job Fun (track 21)

Finding the job that suits you best.
Bob: Hi, Jemima, it's me.
Jemima: Hello, there. You're late.
Bob: Yeah, there was a problem at work so I had to stay late, didn't I?
Jemima: They really work you hard at that place.
Bob: Tell me about it. I really need to find another job.
Jemima: But you like your job, don't you?
Bob: The people are great but it's getting so boring. I need to do something else. I need a change.
Jemima: You've just been promoted, haven't you?
Bob: Yes, I know. But I'm going to go mad if I stay there any longer.
Jemima: You know what you should do. You should write down all the things you like and dislike about your job and then do one of those online job tests.
Bob: Online job what?
Jemima: You know. You answer some questions about what you think is important in a job, and the website tells you that you're ideally suited to... erm, a brain surgeon, or a librarian or an accountant or whatever.
Bob: I am an accountant. I want to be something else.
Jemima: Well, you know what I mean. Look I'll go online and find a test and we'll do it together. There are hundreds of them.
Bob: You did one, didn't you?
Jemima: Exactly. And that's how I got my job. And I love my job. Come on. It'll be fun. Look! There's one here called "careers4U". Perfect. Are you up for it?
Bob: All right.
Jemima: OK. So, first of all, we need to find out what it is you're looking for in a job.
Bob: I don't know.
Jemima: Well, just tell me what it is that you like about your current job.
Bob: Well, the salary is pretty good and it'll get better.
Jemima: OK. So, a good salary. What else?
Bob: Oh, I don't know.
Jemima: Well, you like working with numbers, don't you?
Bob: I suppose so.
Jemima: OK. So, a numbers job. And you can work flexitime, can't you?
Bob: Well, in theory. But as far as I can see, working flexi-time means working all the time.
Jemima: So, is it a plus or a minus?
Bob: Put it down as a plus. And I like going to an office. I don't like working at home.
Jemima: OK. So what don't you like about your job?
Bob: I've told you, haven't I? The long hours. And it's too repetitive. I want more variety. I hate just doing the same thing day after day after day.
Jemima: OK. Now you need to rate yourself on the following. Computer skills. Give yourself a score from 1-5. One being hopeless and 5 being excellent.
Bob: Oh, I don't know. 2?
Jemima: You're quite good with a computer, aren't you? I'll put you down as a 4.
Bob: Oh, all right. What's next?
Jemima: How sociable are you? 1 to 5, please.
Bob: Well, if I'm a 4 for computing, I'm definitely a 5 for socialising.
Jemima: And how ambitious are you?
Bob: I suppose I'm quite ambitious. A 4 perhaps.
Jemima: OK, a 4 it is. Last question, Do you mind wearing a suit to work?
Bob: A suit?
Jemima: You don't mind wearing a suit to work, do you?
Bob: Oh, no, I like wearing a suit, but I wouldn't want to wear a uniform. I don't want to be a police officer, for example.
Jemima: So, a 4 for that. Now we just have to enter your qualifications. You've got a Masters degree in statistics, haven't you?
Bob: Yes, that's right.
Jemima: OK. All done. Now, I just press this button, and we wait while the program calculates your ideal job. It's exciting, isn't it?
Bob: Terribly.
Jemima: So, here we go. According to careers4U, you are ideally suited to be...
Bob: Yes?
Jemima:...a professional footballer!
Bob: What? How did it come up with that?
Jemima: No idea.
Bob: What a stupid test!
Jemima: Oh, I don't know. The second best job for you is an accountant. You already are one, so the program can't be that stupid, can it?
Bob: Actually, I wouldn't mind being a professional footballer. I was quite good when I was at primary school. Scored two goals in a game once.
Jemima: Let's try again, shall we?

Accent Alert (track 23)

The Australian English Accent

The modern accents of Australia are quite similar to English accents from London, particularly Cockney ones. This is probably because many of the first English people to come to Australia in the eighteenth century were from London.

There are many interesting features of the accent. For example, Australians tend to turn the letter "t" into a "d", as in "kettle" and "metal". For example, "The kettle is made out of metal", instead of the standard British English, "The kettle is made out of metal".

There are some other special sounds in Australian English which tend to be found in certain geographic areas – people from the country are more likely to speak 'ocker' English or 'strine' (the colloquial way of saying "Australian"), which is the kind of accent you will hear if you have ever watched the movie *Crocodile Dundee*.

For example, sometimes the /i:/ sound becomes /oi/. As in "moily" – "can I have moily money?", instead of the more English "my" – "can I have my money?".

The /l/ sound in many words is often turned into a "y" sound so that instead of "Australia" it is pronounced "Austrey-yah".

The "ei" sound from standard British English is pronounced "ay". For example, Australians pronounce "day" as "die", "lay" as "lie", and "today" as "to-die".

These sounds are best illustrated by a joke. The scene is North Africa, at the height of fierce battles in World War 2. An Australian junior officer meets a British senior officer on the front line. "Good morning young man," says the British officer, "Did you come here to die?" "No, sir," replies the young Australian, "I came yesterday".

There are many special words, phrases and expressions in Australia. For example, we like to shorten long words like "breakfast" to "brekky", "biscuit" to "bikkie" and "truckdriver" to "truckie". We even shorten the name of our country – Australia is often referred to as "Oz" and instead of calling ourselves Australians, we say "Aussies".

Australians use a lot of expressions. When you want to tell someone that something is not a problem, you say, "No worries". If you agree totally with someone's opinion, you can say, "Too right", and if you think something is really excellent, try saying that it's "Sweet as". A lot of Australian words come from the unique plants and animals in the country and from indigenous Australian culture. Apart from koalas and kangaroos, we also have "gumtrees" – these are native Australian trees – the "dingo" – the native Australian dog – and the "boomerang" – a hunting tool used by Aboriginal Australians.

In Australia you might be greeted with a friendly "Gday" when you walk into a shop. "Gday" is a contraction of the more old-fashioned greeting "Good day" and is used widely to say hello to people. When they say goodbye a lot of Australians say "Have a good one..." this simply means that you should have a good time with whatever else you have planned, whether it's going for a surf, or walking the dog. It is a bit more broad than the traditional "Have a good day".

One other important feature of everyday speech in Australia is the use of the word "mate". Men in particular often address each other as "mate", instead of using their actual names. "Mate" means friend or pal and implies a sort of camaraderie or cooperation between men. The concept of "mateship" is actually included in the Australian constitution now, much to the consternation of some women who find the term slightly exclusive since it is mostly used by men.

The accents of New Zealand are similar to Australian accents because a large proportion of the early English-speaking settlers of New Zealand came from Australia. However, the way to decide whether you are listening to an Australian or New Zealander lies in the pronunciation of the letter "i" in the famous "fish and chips" test. If your companion likes eating "feesh and cheeps", he or she is Australian. If, on the other hand, they prefer "fush and chups", you are dealing with a New Zealander.

Now, I'm going to tell you a short story in my best Australian accent.

Once, when I was a kid, around 6 years old, I got a very beautiful new bike for Christmas. It had a pink basket on the front and streamers on the handlebars and I remember thinking it was the most wonderful present a girl could ever receive. I had one small problem though – I didn't know how to ride it. My bike came with a very nice set of training wheels, but, I was determined to learn how to ride like a "big girl" and I instructed my Dad to take off the training wheels immediately. I would only ride my bike on the two wheels. Every evening before dinner my Dad took me to the park to practise riding on the grass, so that I wouldn't hurt myself too much if I fell off. And I fell off a lot of times. I couldn't manage to keep the bike straight and would wobble and crash into the grass after only a few seconds. I was becoming very frustrated – when would I learn how to ride this silly bike? Finally, one evening, I was settled on the seat of the bike, my feet on the pedals and my Dad about to give me a push so that I could start off by myself. I was only wearing a pair of thongs on my feet like most kids do in Australia. Suddenly, my right foot was stinging so badly that I thought I would die. I looked down and realised that I was parked above a giant ant's nest and that a swarm of them had crawled up onto my foot and were biting me. Just as I started to squeal with pain, my Dad gave me a push and I set off on the bicycle. I was so desperate to get away from the ants and to ease the pain in my foot that I was halfway across the park before I realised that I was

Please note that the "Bar Chats" and "Off-the-Cuff" audio files are recordings of spontaneous, unscripted speech. As a result, there are examples of non-standard English (including "errors"). This often occurs when people speak quickly and spontaneously.

ANSWERS

riding the bike all by myself, without falling off. My Dad was cheering me as I raced across the park and I almost forgot that my foot was stinging – finally, I had learned to ride a bike! And all thanks to the ant's nest! Most Australian ants, by the way, aren't too harmful, but they definitely sting when you get bitten!

Marketing Moves (track 25)

Why marketing is key to any business.

Nigel: Hello and welcome to *Business Bash* – our weekly look at issues of interest from the world of business. Here with me in the studio today is Stephen Markstone who's here to talk to us all about marketing. Hello, Stephen.

Stephen: Hello Nigel.

Nigel: So, what have you got for us today?

Stephen: Well, I've just finished reading this great book. It's called *The E Myth Revisited*. It's sold more than a million copies, and it's got some great advice for budding entrepreneurs.

Nigel: It's by Michael E Gerber, isn't it?

Stephen: Yes, that's right – one of the world's top business gurus.

Nigel: So, tell us all about it.

Stephen: Well, the book primarily focuses on small businesses, but many of the ideas and proposals can be applied to companies of any size. And his ideas on marketing are particularly interesting.

Nigel: And that's what you'll be looking at today, right?

Stephen: Yes, that's it. Basically, Gerber says that any marketing strategy should end, live and die with the customer. And that the two pillars of a successful marketing strategy are demographics and psychographics, which will tell you who your customer is, and why they buy.

Nigel: So, what exactly are demographics?

Stephen: Well, demographics are used to segment the market – to break it down, so to speak. The objective is to determine which segments exist in the overall population, and to create a clear and complete picture of the characteristics of a typical member of each of these segments. Once these profiles have been put together, they can be used to draw up a marketing plan.

Nigel: So, how is the market segmented?

Stephen: Well, the basic types of demographics in marketing are age, gender, income level and ethnicity. However, the segmentation process can also include educational attainment, home ownership, employment status and location. For example, a marketer might speak of the single, female, middle-class, 18 to 24, college-educated demographic.

Nigel: And why is this important?

Stephen: Well, it's simple. Women of a certain age, for example, with a certain amount of education, with a certain size family living in a certain area of the country buy for very specific psychological reasons. And these will be different from another group of women of a different age and marital status with a different educational background living in a different part of the country.

Nigel: Do all marketers segment society in the same way?

Stephen: Not exactly. Some people in Britain use the National Readership Survey's social grade definitions. These include the following categories: A (upper middle class), B (middle class), C1 (lower middle class), C2 (skilled working class), D (working class) and E (those at the lowest level of subsistence, such as pensioners or the unemployed).

Nigel: So, why is all this important?

Stephen: Well, by determining the demographics you can start to pinpoint the sort of purchasing decisions people in this demographic might make. For example, higher socio-economic groups are more likely to be interested in putting their money into investment plans, and are far more likely to go away three or four times a year, or to go off on weekend breaks. However, people in the C2 and D segments are more likely to own caravans and travel around the UK or stay in holiday camps.

Nigel: And what about psychographics?

Stephen: Well, psychographic variables relate to your values, attitudes and interests. They are sometimes referred to as the IAO variables – IAO standing for Interests, Activities, and Opinions.

Nigel: Mmm... I imagine these things are harder to identify.

Stephen: Yes, that's right. Some businesses spend millions trying to obtain this kind of information, which is then used to help them get their ideas and messages across in the most effective way possible, which, in turn, will hopefully influence purchasing decisions.

Nigel: Fascinating, and also highly complex. Well, that's all we've got time for today. Thank you so much for coming in.

Stephen: My pleasure.

Nigel: And now on the show, we'll be looking at the recent demise of Northern Rock, the bank at the centre of the banking scandals of last year...

Off the Cuff (track 28)

Question: What's your most frightening experience?

So, the other day I had to rent a jeep and, erm, what gets me about jeeps is I remember this one time in Israel, erm, my dad was driving a jeep. And I've ridden jeeps a very few amount of times [sic]. So, this is what sticks out about me, this is what sticks out about jeeps for me. Erm, the most frightening experience I've ever had was in a jeep. Er, the streets were extremely narrow and it was going up a mountain, a literal mountain, and so if you fell off these streets, you'd fall off the mountain. And, erm, basically, we had to make a u-turn and there was no space to make the u-turn. So, erm, what we did was we basically, er, had to turn around and one of the tyres actually fell off the cliff, and we had to put it into another gear to get the, the car back on, onto the street, and basically my heart sank to my stomach and I never want to go through that again. So, I'm going to have fun driving this jeep in other words.

Probably the most frightening experience I've ever had is when I went, rock climbing and it was in... January... I think it was December actually, no December. And it was like the whole rock face was ice. And I hate climbing anyway, but I forced myself to do it a couple of times cause I wanted to try and overcome any fears that I've got. Anyway, just... erm... it was really, you know, it was sort of a very, very cold day; anyway, there was ice on the rocks and I didn't really have the right equipment. And I got... it was very high, but I got up about half way up this sort of rock face and then couldn't go up, I couldn't go down and that's when I really thought, this is it; I've had it. I guess I probably wouldn't have died if I'd fallen but it was pretty scary. In the end I managed to get up to the top. But that was probably my most frightening experience.

Answers

Buffet Revival (page 4)

3 Reading II

1. €10; 2. £5; 3. On the ferry from Portsmouth to Santander; 4. Friday; 5. 101.

Banking It (Page 5)

1 Pre-reading

1d 2c 3e 4a 5f 6b

3 Reading II (answers may vary)

1. €50 = the amount some banks charge for overdrafts.
 2. 2 pence = the amount you can be overdrawn and still get charged for.
 3. £15 = the amount a customer was charged for being overdrawn on opening the account.
 4. £35 = the amount one customer was charge for being overdrawn a year later.
 5. 50 pence = the amount charged for writing a cheque.
 6. 53 = Mrs Reynolds' age.
 7. £1,500 = the amount Mrs Reynolds claimed for.
- #### 4 Language focus
1. going; 2. saying; 3. leaving; 4. eating

Useful vocabulary (Page 8)

1e 2i 3a 4h 5b 6g 7c 8j 9d 10f

Appliance Science (Page 10)

3 Reading II

1. 20; 2. cannot; 3. cannot; 4. is; 5. £130

4 Language focus

1. It is moved about.
2. It is registered.
3. It is published.
4. It is approved.
5. It is used.

Error Correction (Page 13)

1. They played the game last night.
2. They stopped working at 9pm.
3. He stole the money. / He robbed the bank.
4. She talked to him last week.
5. They had a bad experience during their holiday.
6. She liked the film.

Advertising Adventure (Page 13)

2 Listening I

Before-and-after photos showing a hippopotamus and a spider.

3 Listening II

1. five; 2. animals; 3. picture; 4. hippo; 5. spider; 6. complaints
- #### 4 Language Focus
1. would buy; 2. would be; 3. would have; 4. would be

Grammar Fun (Page 14)

1. give; 2. go; 3. see; 4. opened; 5. said; 6. likes/liked

Tradition Time (Page 15)

3 Reading II

1. 5th to 7th August = the dates for The World Sauna Championships.
2. 25 = the number of countries participating.
3. 18 minutes 15 seconds = the amount of time the winner lasted in the sauna.

4. 29th September = St Michaelmas Day.

5. 2nd October = the date on which the Tübingen Duck Race will be held.

6. 4 metres = the length of the polo stick.

7. 140,000 = the number of spectators at The National Finals.

8. 20th January = the date on which The Maslin Beach Nude Olympics will be held.

4 Language focus

1. The food will be made.
2. The tables will be cleaned.
3. The work will be finished on time.
4. The victory will be celebrated.

Merchandising Mania (Page 16)

1 Pre-reading

1e 2f 3c 4d 5g 6a 7h 8b

3 Reading II

1. Coin = President Obama
2. Plate = President Obama
3. Cup = The Simpsons
4. Stickers = children's film merchandising
5. Bandage = Twilight
6. Bra = Twilight
7. Cigar = President Obama
8. Mug = sports merchandising

Mad Dogs & Englishmen (Page 17)

3 Reading II (answers will vary)

1. Shin-kicking
2. The World Black Pudding Throwing Championships
3. The World's Greatest Liar Competition
4. The World's Greatest Liar Competition
5. The World Black Pudding Throwing Championships
6. Shin-kicking

4 Language Focus

1. arrive; 2. turns; 3. don't put; 4. has

Interesting Interview (Page 19)

3 Listening II

1. False; 2. True; 3. False; 4. True; 5. False; 6. True

5 Language focus

1. come; 2. heard; 3. missed; 4. seen

Famous Flops (Page 28)

3 Reading II (answers may vary)

1. 1980 = the year in which the film *Heaven's Gate* was released.
2. 1978 = the year in which the film *The Deerhunter* was released.
3. 4 hours = the length of the film *Heaven's Gate*.
5. \$42 = the amount in millions that the film cost to make.
6. \$115 = the amount that Cuthroat Island cost to make.
7. 2009 = the year in which *Motherhood* was released.
8. £88 = the amount that *Motherhood* took on its opening weekend.

Celebrity Narcissists (Page 29)

3 Reading II (answers may vary)

1. He had his eyebrows plucked.
 2. His tan.
 3. Anti-wrinkle cream.
 4. Lots of raw vegetables.
 5. Because it helps the body heal itself, and the benefits can work wonders.
- #### 4 Language Focus
1. The report has been written.

2. The pieces of paper have been cut up.

3. The proposal has been sent off.

4. The jug has been filled with water.

Film Fantastic (Page 31)

1 Pre-reading

1. Wind; 2. Kid; 3. Diamonds; 4. Robin; 5. Mia; 6. Mandolin

3 Reading II

1. Bette Davis = *Gone With The Wind*
2. Steve McQueen = *Butch Cassidy and the Sundance Kid*
3. Richard Todd = *Dr No*
4. Frank Sinatra = *Dirty Harry* films
5. Tom Selleck = Indiana Jones films
6. Sean Connery = James Bond films
7. George Clooney = *Batman and Robin*
8. Nicholas Cage = *Captain Corelli's Mandolin*

4 Language Focus

1. had asked; 2. had invited; 3. had paid; 4. had had

Riddles (page 32)

1. A coffin;
2. A sponge

Job Fun (page 33)

2 Listening I

He's an accountant; the computer recommends becoming a professional footballer.

3 Listening II (answers will vary)

1. Bob likes his current job because of the salary.
 2. He sort of likes working with numbers.
 3. He's interested in working flexi-time.
 4. He gives himself a 2 for his computer skills (but Jemima gives him a 4).
 5. He thinks he's very sociable – he gives himself a 5.
 6. He thinks he's quite ambitious – he gives himself a 4.
 7. He doesn't mind wearing a suit, but doesn't want to wear a uniform.
 8. He's got a Masters degree in statistics.
- #### 4 Language focus
1. You like it, don't you?
 2. She works here, doesn't she?
 3. They've seen it before, haven't they?
 4. We're going to win, aren't we?
 5. She'll like it, won't she?

Marketing Moves (page 37)

2 Listening I (answers will vary)

1. Demographics is the study of segments of the market which have been divided according to age, gender, income level and ethnicity (amongst other things).
 2. Psychographics relates to our values, attitudes and interests.
- #### 3 Listening II
1. ...the customer.
 2. ...age, gender, income level and ethnicity.
 3. ... A (upper middle class), B (middle class), C1 (lower middle class), C2 (skilled working class), D (working class) and E pensioners / the unemployed, etc).
 4. ...be interested in investment plans and going away on weekend breaks.
 5. ...own caravans and travel around

the UK or stay in holiday camps.

4 Language Focus

1. together; 2. up; 3. into;
4. away/off; 5. away/off

Ethical Tourism (Page 39)

1 Pre-reading

1. 230 million; 2. 2.5 million litres;
3. 70,000 tons

3 Reading II

Ecotourism is responsible travel to natural areas that conserves the environment and improves the well-being of local people.

4 Reading III

1. 10% = the percentage amount that tourism accounts for in the world's GDP.
2. 100 = the amount of farmers in Malaysia that 2.5 million litres could supply.
3. 109 = the number of countries with coral reefs.
4. 90 = the number of reefs being damaged by tourism.
5. 40 = the number of the world's poorest countries for whom tourism is the second biggest export.
6. \$245 = the amount it costs per night to stay at the Hamaresi Adventure and Dive Resort.

5 Language focus

1. to increase; 2. doing;
3. to improve; 4. losing

Disastrous Defeats (page 40)

3 Reading II (answers may vary)

1. 32 minutes = the amount of time the game between Graf and Zvereva lasted.
2. 1996 = the year in which the fight between Ruiz and Tua took place.
3. One = the number of jumps Jacobellis had left to do when she was in the lead.
4. 1999 = the year in which Van der Velde was playing in The Open Championship.
5. Three = the number of shots by which Van der Velde was ahead.
6. 100,000 = the number of people in the stadium who began to chant.

4 Language focus

1. for; 2. on/off; 3. together; 4. up

Newspaper Stings (page 41)

3 Reading II (answers may vary)

1. ... The Cash for Influence Sting / Lobbygate.
2. ...Anderson Perry Associates.
3. ...attend meetings.
4. ...he had changed policy by lobbying his former colleagues, claimed to be able to use his friendship with Business Secretary Peter Mandelson, and described himself as a "cab for hire".
5. ...he was interested in using his contacts to make money.

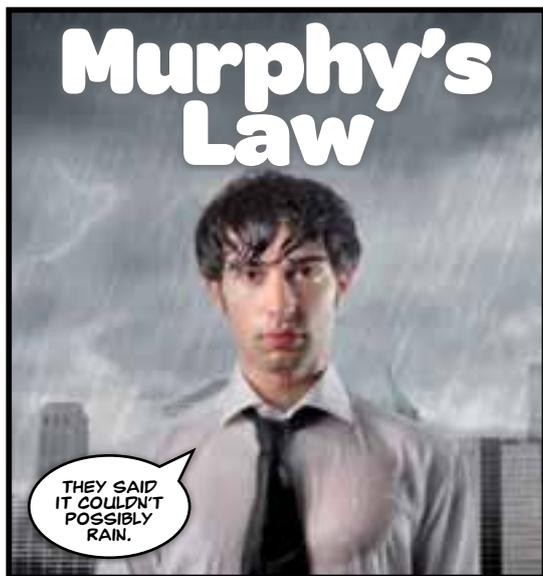
4 Language focus

1. down/off; 2. down;
3. around/round; 4. into

Phrasal verbs (page 42)

1. party; 2. wire; 3. government;
4. work; 5. facts; 6. economy;
7. methods; 8. new

WORD OF THE MONTH



THIS MONTH'S EXPRESSION OF THE MONTH IS... "MURPHY'S LAW".

Look at the following sentence. It's an example of Murphy's Law. What do you think the "law" is?

"When you are in a traffic jam, the lane that you are in will always be the slowest."

Basically, Murphy's Law states that, "Anything that can go wrong will go wrong". Here are some of the general rules that are applicable to Murphy's Law:

- Nothing is as easy as it looks.
- Everything takes longer than you think.
- If there is a possibility of several things going wrong, the one that will cause the most damage will be the one to go wrong first.
- If something simply *cannot* go wrong, it will anyway.
- If you perceive that there are four possible ways in which a procedure can go wrong, and **circumvent** these, then a fifth way, unprepared for, will promptly develop.
- Left to themselves, things tend to go from bad to worse.

- Nature always sides with the hidden **flaw**.
- Every solution breeds new problems.
- If there is a 50/50 chance to get it right, there is a 90% chance that you will get it wrong.

And here are some more specific examples. Do you recognise any of them?

- A slice of buttered bread, when dropped, will always land butter-side down.
- When you need an item that is in a **heap**, it will always be the one at the bottom.
- The day you forget your umbrella, it will **pour with rain**.
- All small objects of value will disappear when placed somewhere carefully.
- The day you forget to bring something that you often carry with you there will be an immediate and urgent need for it.
- If you're late for an appointment, the train/bus/plane you need to catch will also be late.

Where the name came from

Murphy's Law was "born" at Edwards Air Force Base in 1949. It was named after Captain Edward Murphy, an engineer who was working on an important air force project. One day, after finding that some of the **wiring** on an engine was wrong, Murphy said of the technician, "If there's any way to do it wrong, he'll find it."



Has Murphy's Law affected you recently? Write in and tell us how. Meanwhile, just remember this, "Nothing is **foolproof** to a sufficiently talented **fool**." Beware! ❖

GLOSSARY

to circumvent *vb*
if you "circumvent" a law/rule, etc., you go around it and avoid it

a flaw *n*
an error

a heap *n*
if things are in a "heap", they are all on top of one another

to pour with rain *exp*
to rain very heavily and a lot

the wiring *n*
the system of electrical wires (thin pieces of metal) in a machine

foolproof *adj*
if something is "foolproof", nothing can go wrong with it (in theory)

a fool *n*
an idiot / someone stupid

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