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# Unit 4

# Just do it!

### Speaking & Reading

- 1 Discuss these questions.
  - 1 Which clothes brands / labels do you like? Why?
  - 2 Which do you never buy? Why not?
  - 3 Have you got any Nike or Umbro clothes? If so, what sort?

#### 2 Work in pairs.

Student A: Read the text about Nike. Student B: Read the text about Umbro. Then ask your partner these questions.

- 1 Who founded the company?
- When and where did the company start business?
- What is the name of the logo?
- 4 Which stars have worn it?

#### **NIKE**

#### The histor

Nike started business in the sixties when its founders Phil Knight and Bill Bowerman met at the University of Oregon. In the mid-eighties, their success grew when famous sportsmen such as basketball king Michael Jordan wore Nike gear. In 1987, they launched he Nike Air range and a year later the famous 'Just do it' slogan. Nike now sell more sports clothes and equipment than any other company.

#### The logo

The Nike logo is called the 'Swoosh'. Caroline Davidson created it in 1971. It represents the wing of Nike (pronounced Ni-key), the Ancient Greek goddess of victory. She earned only \$35 for her design. The first shoe with this logo came out in 1972 and now it is everywhere.



#### he star

Other famous sportsmen who have worn the Nike logo include the Brazilian footballer Ronaldo, the American golfer Tiger Woods and the tennis player Pete Sampras.

# UMBRO The history

Harold C. Humphreys left school at the age of 13, and in 1920 started a small workshop in Wilmslow, in the northeast of England. Over the years this little enterprise expanded, and in 1924 Umbro (Humphreys Brothers) was founded. Since then, Umbro has had links with some of the world's greatest football clubs, teams and players. In the 1966 World Cup, 15 out of the 16 teams, including the winners, England, wore Umbro shirts. The company now makes football and casual shirts, tracksuits and other football accessories.

#### The logo

The famous 'double diamond' logo has not changed in half a century. Indeed, between 1954 and 1994 Brazil won four World Cups wearing this famous design.

#### The stars

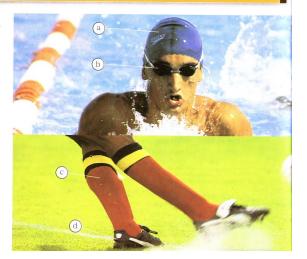
Nowadays, the most well-known stars who wear Umbro are David Beckham and Michael Owen, along with other members of England's national football squad. Umbro currently make the football shirts for more than 30 national football teams.



#### Vocabulary

Sports equipment and places

- 1 Match the words (1–10) with the clothes and equipment in the photos (a–j).
  - 1 boots d
- 6 shorts
- 2 cap
- 7 socks
- 3 leggings4 goggles
- 8 tracksuit 9 trainers / sneakers
- 5 racket
- 10 trunks
- 2 Match the sports (1–5) with the places where they are played (a–e).
  - 1 athletics
- a) court
- 2 football
- b) coursec) pitch
- 3 golf 4 swimming
- 5 tennis
- d) pool e) track



Sportmania 4

#### Vocabulary

Attributes for sport

1 Complete the sentences with these qualities.

calm	concentration	muscular	
patient	quick reflexes	stamina	

- 1 If a little girl runs in front of your car, you have to have quick reflexes to avoid hitting her.
- 2 I can't believe he kept going for 24 hours. He's got more \_\_\_\_\_ than the rest of us.
- 3 If you are in an accident, stay \_\_\_\_ and try not to panic.
- 4 I hate exams. My \_\_\_\_\_ goes after an hour so I don't work well after that.
- 5 If you miss the 10 o'clock bus, be \_\_\_\_\_ there are buses every 20 minutes.
- 6 He does weight training every day so he's very strong and \_\_\_\_\_.

Note: be + adjective:

You have to **be** calm. have + noun: You have to **have** stamina.

What sports are represented in the pictures a-h above. Which attributes are important for playing them?

EXAMPLE: Basketball players have to be tall and have quick reflexes.





- 1 (a) Listen and match the descriptions (1–8) with the pictures (a–h). Did you guess the right sports?

  EXAMPLE: 1 b
- 2 Listen again. Which attribute is mentioned for each sport?

  EXAMPLE: 1 fast

#### Language focus

Modal verbs 1

Write the modal verbs can, can't, have to and don't have to next to their meanings.

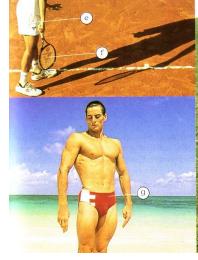
- 1 It is possible. can 3 It is n
  - 3 It is not possible.
- 2 It is necessary. 4 It is not necessary.

See Reference Guide, pp. 6-7. See Workbook, p. 24, exs. 1-3.

#### **Practice**

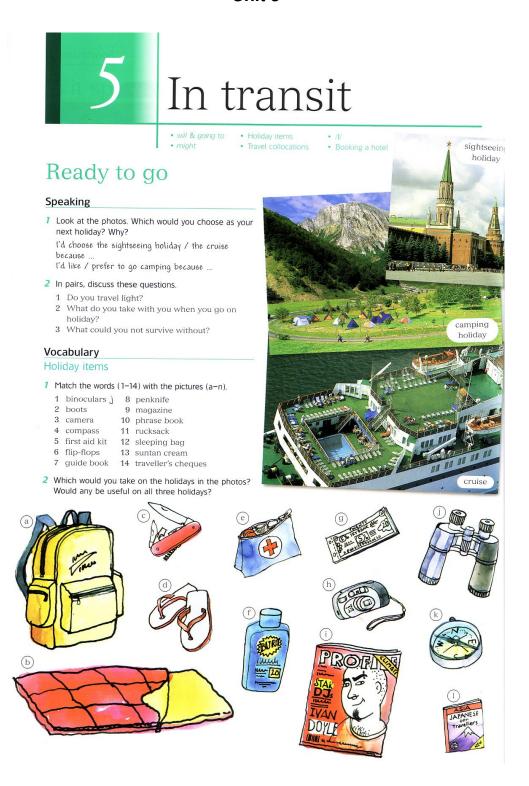
Complete the sentences with have to, don't have to, can or can't.

- 1 SKIING: You have to have strong legs, otherwise you \_\_\_\_\_ do it for long.
- 2 FOOTBALL: You \_\_\_\_\_ play in the street or the park.
- 3 SQUASH: You \_\_\_\_\_ have quick reflexes to hit the ball.
- 4 CHESS: You \_\_\_\_\_ do this anywhere, but most people play at home.
- 5 GOLF: You \_\_\_\_\_ hit the ball well when you're stressed.
- 6 CYCLING: You \_\_\_\_ cycle up the hills. You can get off and push.
  7 MARATHON RUNNING: You \_\_\_\_ have great stamina.
- 7 MARATHON RUNNING: You \_\_\_\_\_ have great stamina.
  8 BASKETBALL: You \_\_\_\_\_ be tall to play this sport, but it helps.

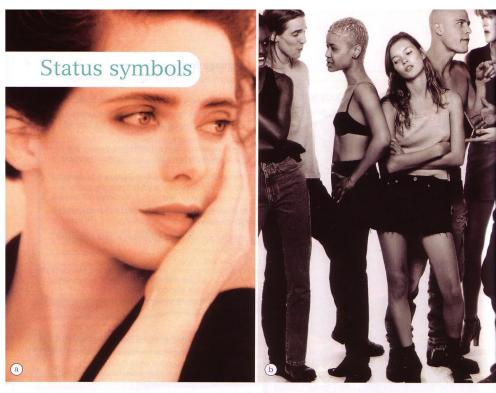




# Unit 5



# Unit 7

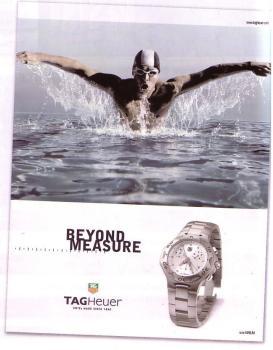


#### Speaking & Listening

- 1 Work in pairs. Make a list of places where you see advertising. EXAMPLE: in the street, in magazines ... Are there any products which can't be
- 2 Look at adverts a and b above and describe each one.
  - 1 What is the image?
  - 2 What do you think it is advertising? Turn to page 124 and look at the complete adverts. Were you right?
- 3 (7.7) Listen to two marketing students describing the adverts. Answer the questions.
  - 1 Which advert is he / she describing?2 Who is it targeted at?
- 3 What is the message?
- 4 Describe the advert on the right.

# Useful language

The advert shows ...
It is advertising ... It is targeted at I think the message is



Money talks 7

#### Writing

#### Adverts

Look at the photos and complete the adverts using these expressions. Then invent a slogan.

a new look class and elegance number one pure gold our wide range speed and comfort spring collection unrepeatable offer



#### Wear the best sunglasses money can buy.

A new look for this summer. Choose from of frames and colours. You won't regret it.

Ray-Ban: LOOK GOOD IN THE SUN!





#### A watch that will last a lifetime.

Made from quartz and \_\_\_\_\_. A sign of \_\_\_\_\_, wherever you go.



Drive the best car on earth, combining \_\_\_\_\_ at a funtastic price. Make the most of this \_\_\_\_\_.

You'll never get the chance again.

has arrived! Be the first to try our new \_\_\_\_\_. Classic cuts and cool elegance.

Dress the part with Armani.

Armani:



## TAKEAWAY ENGLISH: Money problems



- 1 (28) Listen and match the dialogues (1-4) with the pictures (a-d).
- 2 (79) Listen to these requests and responses again. Complete the sentences.
  - 1 '\_\_\_\_ the bill, please?' 'Yes, of course.'
  - 2 '\_\_\_\_ breakfast brought to room 209, please?'
    'Straight away, madam.'
  - 3 '\_\_\_\_\_ by credit card?' 'Sure, just one moment.'
  - 4 '\_\_\_\_ holding the line?' 'Well, OK.'
  - 5 '\_\_\_\_\_ some money, please.' 'Certainly, sir.'
  - 6 '\_\_\_\_\_ some tickets for tonight's show, please?'
    'No problem.'

Which of these requests is not made by the customer?

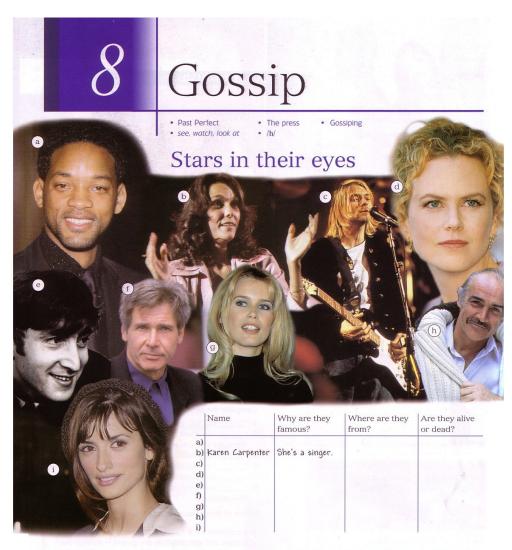
- 3 The customers are having problems. Match the apologies and excuses they are given (1-4) with the pictures above (a-d).
  - 1 I'm sorry, sir. We're having problems with the line.
  - 2 Sorry about the confusion. Now, how much did you want to change?
  - 3 OK, I'll see what I can do. I'm afraid we're short of staff tonight.
  - 4 I'm terribly sorry, but there's nothing here for 209.
  - Listen and check.
- 4 In pairs, choose a place from pictures a-d. The customer has a problem. Act out the conversation.

A: Can I have the bill, please?

B: Certainly, sir ...

(Ten minutes later ...)

# Unit 8



#### Speaking & Listening

- 1 In pairs, look at the photos and complete the table.
- 2 Swap partners and compare your answers.
- 3 (81) Listen to three conversations. Which celebrities are the people talking about?

#### The Real Thing: don't you think? isn't he?

1 (2) Listen and complete the sentences.

He's still really attractive, \_\_\_\_? She's from Australia, \_\_\_\_?

And she's incredibly beautiful, \_\_\_\_? She's a better actor than he is, \_\_\_\_?

Why do we use these expressions? What would you say in your language? Note: We only use  $isn't\ he\ /\ she\ /\ it?$  with the verb  $to\ be$ .

- 2 (83) Listen to three conversations and answer the questions for each one.
  - 1 What are they talking about?
  - 2 Which of the above expressions did you hear?
- 3 Work in pairs. Talk about another celebrity. Try to use the new expressions. EXAMPLE: Do you like Will Smith? He's really sexy, don't you think?...

#### Reading & Vocabulary

1 Read about three musicians and match them with the photos of their fans. Turn to page 122.







- 2 In groups, decide which of the three John Lennon, Karen Carpenter or Kurt Cobain:
  - 1 wasn't born in the United States.
  - 2 died under the age of 30.
  - 3 played music with his / her brother.
  - was famous in the 60s.
  - 5 had an eating disorder.
  - 6 was married to a famous singer.
- 3 Write questions for these answers.
- 1 10 million copies. 3 32 years old.
- 2 In New York.
- 4 One daughter.
- 4 What did the three musicians have in common? Complete the sentences, using the past participles of these verbs.

be become have make spend write

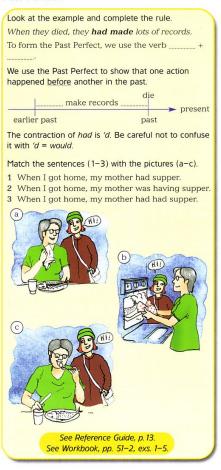
#### When they died ...

- $1\ \dots$  they had all become very famous.
- 2 ... they had all \_ \_ lots of records.
- 3 ... they had all big hits in the charts.
- 4 ... they had all \_ \_ married.
- 5 ... they had all \_ \_\_ a lot of time in the USA.
- 6 ... they had all \_\_\_\_\_ some great songs.

Which of these sentences is false?

#### Language focus

Past Perfect



#### **Practice**

Complete the sentences in the Past Perfect.

ask	drink	leave	<del>lose</del>	win	work
1	He had no i		ause he	had lost h	nis job
2	He was dep		cause his	wife	him
3	3 She was worried because her daughter home without warning.				
4	He was sick	because l	ne	too mu	ch beer.
5	She was exc money on the		use she _	a l	ot of

6 Before she became famous, she \_\_\_\_\_ in a café.



#### **Speaking**

#### Discuss these questions.

- 1 Who are the most photographed celebrities in your country?
- 2 Can you think of celebrity scandals that have taken place recently?
- 3 How do you find out about celebrity gossip?
- 4 What sort of photographs do the paparazzi take?
- 5 Some people think that the paparazzi and the newspapers that publish their photos are immoral. Do you agree? Why / Why not?

## Listening

A day in the life of a paparazzo

1 Look at the three pictures. Imagine the story that they tell.



- 2 (84) Listen to a paparazzo talking about his day. Answer the questions. Did you get the story right?
  - 1 Who does the paparazzo phone?
  - Who does he see?
  - Does he get a good photo in the end?
  - Why does he have to hurry?
  - 5 How does he feel at the end? Why?
- 3 Complete the text with the correct form of these verbs. Use the Present Simple.

chase	feel	get	hide	look	need
	phone	see	smile	watch	

Sunday

9am: I 'get a call from Pepe at La Gaviota in Marbella.

10 am: I 2 \_\_\_ my editor to check the shots that he wants.

11 am: I 3 \_\_\_ behind the bushes outside

La Gaviota.

1 pm: I \* \_\_\_\_ the first celebrities arriving.
1.15 pm: I \* \_\_\_\_ George Clooney and his
new girlfriend. They're in a limousine and
I can't get a good shot.
1.20 pm: They decide to enter the restaurant
via the back door, so I \* \_\_\_\_ after the

limousine on my motorbike. 1.25 pm: I take a perfect shot of Clooney and his girlfriend arm in arm. He even - at me!

1.30 pm: After fighting with Clooney's bodyguard, I at my watch. The newspaper — the photo now.
1.40 pm: At the affice, I search for the film, but I don't have it'. I was really stupid.

4 Listen again and check.

#### Vocabulary

see, watch, look at

1 Look at the examples and read the explanation.

I see George Clooney and his new girlfriend. I watch the first celebrities arriving. I look at my watch.

- · We see everything that comes in front of our eyes, sometimes without trying.
- We watch a football match, or children playing - usually something that is happening.
- We look at a watch, a timetable, a photo something that we find useful or interesting We often use the imperative: Look at me! Look at that car!

Note: We watch television, but we usually see a film, a play, a TV programme.

- 2 Complete the sentences with see, watch or look at.
  - 1 I \_\_\_\_\_ television last night.
  - 2 They \_ \_\_\_ the photos of the wedding. There were some really funny ones!
  - 3 She \_\_\_\_\_ the procession from her balcony.
  - You can \_ for miles.
  - 5 I waited outside the restaurant for hours but I didn't \_\_\_\_ \_ any celebrities.
  - \_ that cloud! Is it going to rain?

#### Writing

#### A paparazzo encounter

Imagine you are a paparazzo. Write about your encounter with a famous person. Use these verbs.

think	feel	get	hide	look
remember	phone	see	listen	watch

EXAMPLE: I was watching Penelope Cruz from behind the bushes. Suddenly ...

## Speaking

Do you agree with these statements?

- Hollywood film stars and other celebrities are paid too much.
- The private lives of famous people are interesting.
- People enjoy hearing about famous people's problems because they are jealous of their
- 4 It is wrong to stop newspapers publishing the stories they want to.

#### Useful language

I agree with statement 1. So do I. / I don't.

I don't agree with statement 2 because ... Nor do I. / I do.