1 WORD POWER

1 WORD POWER A Answers
1 Billboards, posters (near roads, pavements); celebrity endorsements (newspapers, radio, TV); classified ads (newspapers); full-page ads (magazines or newspapers); junk mail, flyers (in the post); movie trailers (cinemas, DVDs, TV); pop-up ads (internet pages / sites); product placement (films, TV); radio spots (radio, internet radio); spam (email inbox); sponsorship (sporting events); TV commercials (TV).
3 Government, politicians, charities, etc.

1 WORD POWER B Answers
1 Even a product placement in a top action film won’t convince anyone to buy that. Well, I don’t see it that way, many people follow what their idols do. If Britney Spears drinks Pepsi, lots of kids will think it’s good to drink Pepsi too.
2 Brand names use bad English like luv and kwik. But what about all the other brand names that use good English? Bad English is only used in a minority.
3 Ad campaigns are only good if they’re funny. I understand what you’re saying, but I think other types of campaigns can be interesting, entertaining or informative as well.

2 READING

2 READING A Answers
1 primetime 2 blindside 3 buzzword 4 logo

3 SPEAKING: Mapping the presentation

3 SPEAKING STRATEGIES Answers
1 Categorical: circles, triangles, squares; red, green, blue
Commodities: grapes, oranges, soybeans, rice
2 Chronological: past, present, future:
4000 BC, 1565, 1688–1715, 1970
3 Compare/contrast: + vs. –, us vs. them:
grapes, oranges (fruit) vs. soybeans, rice (vegetables/grain)
4 Confucius principle: individual, family, community:
how each relates to the person / town / country;
how important each is to person / town / country.
5 Geographical: north, south, east, west:
France, Brazil, Thailand, Florida
6 Hierarchical: top, middle, bottom
7 Cost: champagne, oranges, soybeans, rice
8 Sequential: first, secondly, thirdly / lastly
9 History (4000 BC, 1565, 1688–1715, 1970)
10 Status (champagne, oranges, soybeans, rice)
11 Order first appeared in your country

4 LISTEN

4 LISTEN A3, B1 Answers
A 3 Tobacco companies: Would not be happy about people giving up smoking because of the warning labels (not mentioned in listening clip);
Smokers: Man 1 is shocked, but he is not sure these would stop him from smoking. Woman 2 thinks they might help her quit smoking and finds them shocking. Non-smokers: Woman 1 is in favour and thinks it would help her boyfriend quit because of the picture. Man 2 hates smoking and thinks the labels are a good idea.

4 IDIOMS

4 IDIOMS Answers
1 b 2 a 3 c 4 d 5 e
1 jump on the bandwagon = choosing the popular side / whatever is most popular
2 give a blank cheque = allow someone to spend as much as they like
3 cost an arm and a leg = cost a lot of money, be very expensive
4 be seen dead = would never do something
5 round the clock = all hours, a lot of hours, day and night