

EPISODE 97

LEVEL B2

READING COMPREHENSION



ADVERTISING AT WORK

Out of work accountant was seen advertising his services on a **placard** outside a busy London station last week. This unusual tactic is **reminiscent** of scenes from New York's Wall Street during the great depression of the 1930s. Daniel Bell decided to try his drastic approach after months of looking for a job using more traditional methods. He said he had sent out hundreds of CVs and applied to over 70 different jobs but only had five interviews, none of which were successful. Now he says he has nothing to lose and hopes to impress **prospective** employers with his initiative. He plans to stand outside the station with his sign during the rush hour and giving out business cards for as long as it takes to get a job. After just two days he had received three invitations to attend interviews so the plan seems to be working. He admits, however, that his presentation has received **mixed feelings** (=If you have mixed feelings about something, you feel both pleased and not pleased about it at the same time) . Most people seemed embarrassed and try to look the other way, while others clearly think he is being ridiculous and more than one person openly pointed and laughed at him.

Despite the long hours and **fierce** (= strong and powerful) competition for work, advertising is still seen by many as an exciting and glamorous career. The tasks involved can vary enormously too, ranging from placing adverts in newspapers to working on high-profile campaigns for new products. But it's not just about being creative. Advertising agencies are also on the lookout for analysts and planners to **ensure** (= make something sure and certain) a product is accurately marketed to the target audience. To succeed in such a **notoriously** (= famous for sth bad) competitive business, you need determination, a creative **streak** (= a thing which is easy to notice) and a spot of luck. But how should you sell yourself to an employer?

More contexts for the new words:

- I had **mixed feelings** about leaving home. I was excited but at the same time, I knew I would miss my family.
- We've had three sets of **prospective** buyers looking round the house.
- **Fierce** winds/ seas prevented the race from taking place.



EXERCISE 1

Complete each gap with one word.

1. The company is for paying its bills late.
2. That song is so of my adolescence.
3. The airline is taking steps to safety on its aircraft



ENGLISH IN USE



Certain verbs have both static and dynamic meanings:

I **think** she's beautiful. (=opinion)



I'm **thinking** about my holiday.
(=> active process)



Match each underlined verb with the correct meaning a), b), or c).

1. I <u>think</u> this is a good book.	a) = This is my opinion.
2. I'm <u>thinking</u> of you.	b) = You are in my head now.
3. I <u>see</u> what you mean.	a) = consulting /visiting /meeting
4. She <u>saw</u> the whole panorama in front of her.	b) = > with her eyes
5. I'm <u>seeing</u> my doctor about my flu on Friday.	c) = I understand
6. He <u>has</u> three cars.	a) = eating
7. She's <u>having</u> fun.	b) = owns

8. He's <u>having</u> lunch now.	c) = enjoying herself
9. The room <u>smells</u> of old perfume.	a) = has the smell of
10. She <u>is smelling</u> the cheese.	b) => with his nose
11. The soup <u>tastes</u> bad.	a) = has a (bad) taste
12. My grandma <u>is tasting</u> the soup.	b) = is trying
13. He <u>is</u> selfish.	(a) behaviour – temporary situation
14. He's <u>being</u> selfish.	(b) character – permanent state

EX. 2

Complete these sentences:

1

- I (see) _____ my teacher tomorrow. I'll ask about the exam then.
- Now I (see) _____ why her English is so good – her father is Irish.

2

- What (you /think) _____ of modern art?
- What (you /think) _____ about? You look worried.

3

- '(You/have) _____ a good time?' 'Yes, this is a great party.'
- (You/ have) _____ a brother?
- So what (you /have) _____ for breakfast? Have you made up your mind?

4

- You (be) _____ so stupid. You've never said a single smart thing!
- You (be) _____ silly – stop it, that's crazy!

5

- Why (you /smell) _____ the meat? Is it bad?
- Her hair always (smell) _____ wonderful.

6

- Tim (weigh) _____ himself. Someone told him he should go on a diet.
- He (weigh) _____ 92 kilos.

7

- You (look) _____ good in this dress. It really suits you.
- She (look) _____ in all the cupboards, trying to find some candy.

8

- 'What (you /taste) _____?' 'The wine.'
- I must congratulate you on your cooking. The dinner (taste) _____ wonderful.

IDIOM CLOSE-UP



KEEP YOUR EAR TO THE GROUND = make sure you find out about recent developments in a particular situation

PHRASAL VERBS CLOSE-UP



1. When you **FALL BEHIND WITH** something, you fail to do something or pay something at the time that you should.

*He was ill, and **fell behind with** his schoolwork.
They started to **fall behind with** the rent.*

2. When you **SQUEEZE IN** something, you manage to see somebody or do something when you are very busy and do not have much time available.

Do you think you could **squeeze in** lunch with me sometime?



EXERCISE 3

Complete the mini-story. Use the pictures to help you.



1. Kate was ill and started to _____ behind with her work.



2. I am so busy right now but I will try to in a short meeting with you.



3. Working for this corporation you need to keep your to the ground all the time.

NEWS



Can't Beat the Location

“If you’re **longing for** something outside the normal 9-5, working at home is a great option. You can choose when and where you work. That can mean working from a home office, a local coffee shop or even the beach. Gorgeous weather outside? Take a conference call outside in the sunshine. If you have a laptop and cell phone, your options are **endless**. If you’re more of a **social animal**, part-time co-working might also be a great environment for you. So you’ve got kids and you want to be there for them and spend more time with them? No problem. Working at home affords you that opportunity. You can make a living around your life, and as your life changes, so does the flow of how you work. Little children grow up in a few years, and as they do you can **adjust** accordingly. When you move, taking your home business with you is pretty simple. Put it in a box, and move it with everything else. Sickness is an issue if you are working in an outside office. The swine flu pandemic did not do anything to **assuage** this. Working from home allows you to take time to take care of yourself year-round. “

GLOSSARY

- **long for** = dream about
- **endless** = plentiful

- **adjust** = to change sth to make it suitable
- **assuage** = to make unpleasant feelings less strong

KEY TO EXERCISES

Ex.1

4. The company is**notorious**..... for paying its bills late.
5. That song is so**reminiscent**..... of my adolescence.
6. The airline is taking steps to**ensure**..... safety on its aircraft

Ex.2

1

- I (see) _____ am seeing _____ my teacher tomorrow. I'll ask about the exam then.
- Now I (see) _____ see _____ why her English is so good – her father is Irish.

2

- What (you /think) _____ do you think _____ of modern art?
- What (you /think) _____ are you thinking _____ about? You look worried.

3

- '(You/have) _____ are you having _____ a good time?' 'Yes, this is a great party.'
- (You/ have) _____ do you have _____ a brother?
- So what (you /have) _____ are you having _____ for breakfast? Have you made up your mind?

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- You (be) _____ are _____ so stupid. You've never said a single smart thing!
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- You (look) _____ look _____ good in this dress. It really suits you.
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- 'What (you /taste) _____ are you tasting _____ ?' 'The wine.'
- I must congratulate you on your cooking. The dinner (taste) _____ tastes _____ wonderful.

Ex.3

1. Fall
2. Squeeze
3. Ear