

3 WHAT'S IN A NAME?



GRAMMAR

(don't) have to / ought to / should(n't) / must

→ SB p.32

- 1 ★☆☆☆ Look at the pictures and complete the sentences with the phrases in the list.

ask someone | be so shy | buy a hairbrush | go and see it
go to bed so late | wear something warmer



1 You should _____.



2 He shouldn't _____.



3 I must _____.



4 I shouldn't _____.



5 We ought to _____.



6 We must _____.

- 2 ★★☆☆ Circle the correct options.

- It's a holiday tomorrow. We *have to* / *don't have to* go to school.
- Well, it's your party. You *have to* / *don't have to* invite people you don't like.
- Coffee isn't free here. You *have to* / *don't have to* pay for it.
- Just your first name is OK. You *have to* / *don't have to* write your full name.
- Well, those are the rules – you *have to* / *don't have to* be 16 to be allowed in.

- 3 ★★☆☆ Complete the conversation with *have to* / *has to* / *don't have to* / *doesn't have to*.

Joe Why do I ¹ _____ go to bed now? Helen ² _____, and she's only two years older than me.

Dad That's right. But Helen ³ _____ get up at seven o'clock to go to school. You do.

Joe Only because you say so. It only takes me 15 minutes to get dressed and have breakfast.

Mum But you ⁴ _____ have a shower, too, remember.

Joe OK, 20 minutes. But I ⁵ _____ leave the house until 7.50. So, I could get up at 7.30. And so, I ⁶ _____ go to bed now.

Mum All right, but remember – it's me who ⁷ _____ deal with you when you're tired and irritable in the morning!

- 4 ★★☆☆ Complete the sentences with the correct form of *have to* and a suitable verb.

- I'm going to a wedding tomorrow, so no T-shirt for me! I _____ a suit and tie.
- Rory, if you're going skateboarding, you _____ in the park and not go on the road.
- Lucy can't come out with us tonight – she _____ her baby sister.
- In some countries, you can eat with your hands – you _____ with a knife and fork.
- Lottie's got a well-paid job, so she _____ about money.
- Well, if you want better grades, you _____ more.
- We _____ the dishes – we can put them all in the dishwasher.
- My sister and I have each got a laptop now, so we _____ one any more.

had better (not)

→ SB p.33

5 ★☆☆ Match the parts of the sentences.

- 1 We mustn't be late, so
- 2 This food isn't very fresh, so
- 3 You've already spent a lot of money, so
- 4 It's probably going to be cold, so
- 5 My eyes are getting tired, so
- 6 The children didn't understand the rules, so
- 7 I don't think the water in that bottle is clean, so
- 8 I hate it when you call me names, so
- a I'd better wear a jumper.
- b we'd better leave now.
- c you'd better explain them again.
- d we'd better not drink it.
- e you'd better throw it away.
- f you'd better not do it again.
- g you'd better not buy anything else.
- h I'd better not look at a screen any more.

6 ★★★ Complete each dialogue with 'd better / 'd better not and a verb from the list.

apologise | call | eat | stay
study | tell | turn | wear

- 1 A We've got a test tomorrow.
B Well, you _____, tonight, then.
- 2 A My parents get worried if I get home late.
B OK, we _____ too long at the party, then.
- 3 A I think he's quite upset about what I said.
B You _____, then.
- 4 A I've got tickets for the concert tonight.
B Well, you _____ Harry. He couldn't get one, so he'd be envious.
- 5 A I don't feel too well.
B Well, you _____ any more crisps, then.
- 6 A Look! That man's fallen over. I think he's ill.
B We _____ an ambulance right away.
- 7 A The neighbours are complaining about the noise.
B Oh, OK. We _____ the music down a bit.
- 8 A It's a very special party tomorrow night.
B Yes, I know. We _____ something nice.

can('t) / must(n't)

→ SB p.35

7 ★☆☆ Complete the meaning of each sign. Use can / can't or mustn't and a verb, where necessary.

- 1 You _____ turn right.



- 4 You _____ take photos here.



- 2 You _____ park here.



- 5 You _____ here.



- 3 You _____ go in here.



- 6 You _____ your phone here.

GET IT RIGHT!**Confusion between could and should**

We use **should** to indicate that something is a good idea or that something will happen under normal circumstances. We use **could** to indicate that something may be true or possible.

- ✓ If you want, you **could** bring some drinks.
X If you want, you **should** bring some drinks.

Circle the correct modal verb.

- 0 Two hours should / could be enough to do everything. That's how long it normally takes.
- 1 I would like to ask if I **should** / could have another month to finish the project.
- 2 If you want to get healthier, you **should** / could eat balanced meals.
- 3 On the other hand, there **should** / could be risks with that plan.
- 4 **Should** / **Could** you please consider my application and look at my case?
- 5 I think that we **should** / could take the route around Lake Frene.
- 6 Martha did not know whether she **should** / could tell the police or not.



VOCABULARY

Making and selling

→ SB p.32

1 ★★☆☆ Complete the phrases.

advertisement | brand | chain
consumer | image | logo
manufacturer | product

- a _____ of shops
- a _____ of doors and windows
- the _____ that a company makes
- an _____ in a magazine or on TV
- the _____ that people prefer to buy
- the _____ that a company uses to identify its products
- an _____ that a company creates in consumers' minds
- a _____ who buys goods or services

2 ★★☆☆ Circle the correct words.

- This shop is one of a *brand* / *chain* – there are over 30 in this country.
- I love that company's new TV *logo* / *advertisement*.
- Some of the best-known car *manufacturers* / *products* are Korean.
- The marketing department designed a new *image* / *logo* to put on their products.
- Our company is launching a new *brand* / *product* next week.
- Many companies support a charity – it improves their *consumer* / *image*.

PRONUNCIATION

Strong and weak forms: /ɒv/ and /əv/

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Expressions with name

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3 ★★☆☆ Complete the sentences with expressions with *name*.

- I eat everything – _____, and I'll eat it!
- Nobody knew Petra Tomes ten years ago, but she soon _____ for herself as an athlete.
- They're engaged to be married, but they haven't _____ yet.
- You've probably never heard of Peter Gene Hernandez, but his _____ is Bruno Mars.
- Go and talk to that boy – um, _____, you know, the new guy.
- Well, if you want to be successful, you have to work hard – sorry, but that's _____.
- It's so childish, I think, when kids at school _____ other kids _____.
- Everyone knows who Lilian Rainey is – she's a _____ in this country!

4 ★★☆☆ Find eight words in the wordsearch. Then use them to complete the sentences.

E	B	S	K	Q	U	R	W
K	I	T	D	B	W	E	Y
A	G	A	M	E	A	L	Q
M	I	G	R	F	D	H	M
P	O	E	L	L	A	C	E
W	H	A	T	X	Y	U	R
T	S	O	Y	L	P	A	J

- My cousin's got loads of video games. You name _____, he's got it!
- Tallulah's a great singer. She's sure to _____ a name for herself in music.
- We don't know when the party is. We're waiting for Kelly to name the _____.
- Oh! I've just seen _____'s-her-name. I can never remember what she's called!
- Say sorry. It isn't nice to _____ people names.
- Elvis Cool isn't his real name. It's only his _____ name.
- It's my favourite brand and it's a _____ name in sportswear.
- You have to train hard if you want to be in the team. It's the name of the _____.

5 ★★☆☆ Answer the questions about yourself.

- Which brand logos do you like? Why?

- What is your favourite brand of clothes? Why?

- What is your favourite advertisement? Why?

- Who has made a name for themselves in your country recently and why?

- Who is the biggest name in sport in your country?

- What are the most popular chains of shops in your country?

REFERENCE



a big name
Microsoft is **a big name** in the IT world.

stage name
Her real name is Rachel Dean, but her **stage name** is Little D.

the name of the game
Training every day is **the name of the game** if you want to be an athlete.

to call someone names
It's upsetting when kids **call each other names** on social media.

you name it
There's plenty to do here – hiking, swimming, surfing, **you name it!**

Expressions with name

what's-his/her-name
Look, it's that actor – you know, **what's-his-name** ... Paul Peters!

to name the day
I hear Olivia and Dan are getting married. Have they **named the day** yet?

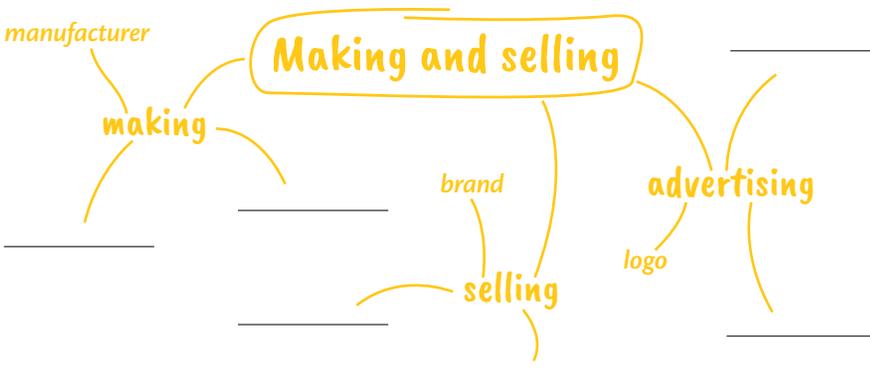
to make a name for yourself
My dad **made a name for himself** by becoming the best in the business.

VOCABULARY EXTRA

1 Circle the correct words.

- 1 A *competitor* / *consumer* is another business that makes or sells the same products as your company.
- 2 Washing machines, fridges and televisions are examples of electrical *manufacturers* / *goods*.
- 3 A house is usually the biggest *purchase* / *product* a person makes in their life.
- 4 You can save money if you wait to buy things in a *chain* / *sale*.
- 5 There's a weekly market with hundreds of different *shops* / *stalls*.

2 Complete the mind map with words from Exercise 1 and the Reference section. Sometimes several answers are possible.



3 Write examples of shops, products and brands that you know.

- 1 Manufacturers:

- 2 Electrical goods:

- 3 Chains:

- 4 Your favourite market and its stalls:

IT STARTED AS A BRAND

I've got it on my memory stick.

Watch this new trick I can do with my yo-yo!

I'd love to ride on a Jet Ski!



What have these phrases all got in common? They all contain words that are brand names. Can you spot them?

Some brands have become so successful that their names are now part of our language. However, we shouldn't really use these names, because they belong to the manufacturers. Every time we use a brand name, we are advertising a product. It's also a question of law: a brand name is owned by a company and must not be used without permission, and often requires payment!

So, why have so many brand names entered our everyday vocabulary? They are created by advertisers to make a product appear attractive – it's all part of its image. A successful brand name sounds cool and is easy to say. We like it, so we use it!

Some brand names are used by everyone to include all types of the same product, such as ¹_____ for all cola drinks. In the same way, inline skates are generally called ²_____ and a ballpoint pen is often known as a ³_____. By the way, this name wasn't created, it's the surname of its inventor!

Sometimes, producers need a better name for their product. In the 1960s, New Zealand farmers wanted to increase sales of a fruit called a Chinese Gooseberry, but they had to find a shorter name for it. They chose the name ⁴_____ because it's the nickname for New Zealanders and the name of their national bird.

Also, where would we be without hook and loop fasteners? You probably know them better as ⁵_____ as it's so much quicker to say. You won't be surprised to know that it was invented by a Swiss engineer after he noticed how bits of sticks and leaves stuck to his dog's fur during walks in the forest!

What about all the new inventions that haven't already got a name? A new product appears and because it's the first one in existence, people only know it by its brand name. This is what happened for the first moving staircase or ⁶_____ and many toys and games, such as the ⁷_____! So, we shouldn't call every flying plastic disc by this name. Interestingly, this game was invented by a group of American students using a metal pie plate – ouch!



READING

- 1 Read the article quickly and write the name of the products under the photos.
- 2 Complete the article with the brand names in the list.

biro | coke | escalator | frisbee
kiwi | rollerblades | velcro

- 3 Read the article again. Choose the correct words.
 - 1 If you want to use a brand name, you should *ask* / *tell* the owner of the brand.
 - 2 The brand name is an important part of a product's *advertisement* / *image*.
 - 3 We use brand names in everyday language because we like the *words* / *products*.

- 4 **CRITICAL THINKING** Choose the best option (A, B or C).

- 1 What is the purpose of the text?
 - A to advertise certain products
 - B to explain the origins of words
 - C to explain the laws of brand names

- 5 Tick the sentences that are true for you.

- I learned something new.
- The text was interesting.
- This information could be useful.
- I can apply this to other situations.

- 6 Do some research to find other brand names that have become part of everyday vocabulary in English and in your language. Write a short paragraph about one of them.

An email reply

1 **INPUT** Read the email. What does Zehra want to know? _____

 **Zehra**
FloraH@mailme.com
Re: Exchange visit!

Hi Flora!

My name's Zehra and I'm coming to your school on an exchange visit next month. I'm really excited about it – hope you are, too!

Why am I writing this right now? The thing is, I really don't want to do the wrong thing while I'm there, especially at school. So I'm wondering if you could tell me a bit about it, like, what are the rules? About phones, clothes, talking in class, food ... you know what I mean, don't you?

Could you send me a quick email to tell me?

Take care and hope to hear from you soon.

Zehra

 **Flora**
ZehraP@mailme.com
Re: Exchange visit!

Hi there, Zehra!

Thanks for your email – great to hear from you. Yes, I'm looking forward to the exchange, too!

Anyway, about the rules. The school here isn't very strict about most things, but there are a few things you should know. First of all – clothes. We haven't got a uniform, so you can wear what you want, but we can't wear jeans with holes in them or anything like that, or T-shirts with writing on them. You should wear things that are comfortable. Oh, and it'll be kind of cold when you're here, so you'd better bring some warm clothes, OK?

The school's pretty strict about phones. Of course, you can bring them, but you have to switch them off in lessons – you can't just put them on silent. You can bring food to school, but you must eat it outside during the break – except if it's raining. Then, you can eat in the classroom (but not in the corridors!).

Not much else to say – I mean, it's a normal school and the teachers are mostly kind of normal, too – so no stress! You really don't have to worry about anything else.

Hope this helps. Write again soon and tell me if there's anything else you need to know.

Love,
Flora

2 **PLAN** Read Flora's reply and mark the sentences T (true) or F (false). Then correct the false sentences.

- 1 Flora gives all the information Zehra asked for.
- 2 Students don't have to wear a uniform at Flora's school.
- 3 Students can wear any clothes they like.
- 4 Students must not take their phones into class.

3 **ANALYSE** Answer the questions about informal language in the emails.

Flora writes: '... you'd better bring some warm clothes, OK?'

- 1 She uses the word 'OK' to check for understanding / show disagreement.
- 2 What does Zehra use instead of 'OK' to do this?

Flora writes: 'it'll be kind of cold when you're here.'

- 3 'kind of' means very / a bit.
- 4 Find and underline another time when Flora writes 'kind of' in her email.
- Flora writes: '... great to hear from you.'
- 5 She has left out the words *This is / It is*.
- 6 Find two other times when she leaves words out. What are the missing words? _____

4 **PLAN** Imagine that Zehra wrote her email to you. Plan your reply to her.

Think about the rules in your school and the things Zehra asks. Make notes about:

- clothes
- food
- phones
- talking in class
- other rules Zehra should know about

5 **PRODUCE** Write your reply to Zehra (200–250 words). Use your plan from Exercise 4. Make sure you include all the points in the checklist.



CHECKLIST

- Start with a friendly greeting.
- Answer all Zehra's questions and tell her about any other rules.
- Use an informal style with short sentences, short forms of verbs (*it's, I'm, that's*), direct questions and short phrases, such as *you know, right? OK, Yeah*.
- End the email in a friendly way and offer to give Zehra more information if she needs it.

LISTENING

1 **3.02** Listen to a conversation between Annie, Ben and the new girl. Choose the correct answer (A, B or C).

- 1 The new girl's name is ...
A Maureen. B Morgan. C Morwenna.
- 2 She is from ...
A Cornwall. B Wales. C London.
- 3 She says that in Cornwall ...
A there is nothing to do.
B some names have strange pronunciations.
C the beaches aren't very nice.

2 **3.02** Listen again and mark the statements T (true) or F (false).

- 1 Annie asks Morwenna to repeat her name.
- 2 The name Morwenna is Welsh.
- 3 Part of Morwenna's family lives in Cornwall.
- 4 Morwenna says Newquay is a good place for surfing.
- 5 The water in Newquay is warm.
- 6 Ben pronounces Mousehole correctly.
- 7 People in Cornwall don't mind if names are pronounced wrongly.
- 8 Annie gets Morwenna's name wrong again.

3 **3.02** Listen again. Complete the parts of the conversation.

- 1
- Annie I've never been there. Cornwall, I mean, but I'd really like to go.
- Morwenna Oh, ¹_____. It's really nice. We go quite often – my mum's got family down there. In Penzance.
- Ben Anything to do there?
- Morwenna Sure – there are nice beaches and if you like surfing, ²_____ Newquay.
- Annie But isn't the water really cold?
- Morwenna Well, yes! So if you go surfing, ³_____ a wetsuit to keep warm in the water.
- 2
- Morwenna Yeah, really. If you go to Cornwall, ⁴_____ how to pronounce the names. Local people don't like it when tourists say the names wrong.
- Annie I guess not.
- Ben I think Annie's right – ⁵_____ a new brain.
- Morwenna Sorry?
- Ben Listen, ⁶_____ back. The next lesson starts in a few minutes.



DIALOGUE

4 Complete the dialogues.

'd better learn | 'd better take
should know | should visit

1

A You live in Vancouver, don't you? I've always wanted to go there.

B That's right. And if you ever go there, you ¹_____ Stanley Park. It's beautiful!

A Is the weather nice there?

B Well, it can be OK in summer – but it rains quite a lot, so you ²_____ an umbrella!

2

A You live in Hamburg, right? I've always wanted to go there.

B Yes, I do. If you come, you should go and see the Miniature Wonderland. It's fantastic.

A Do you think I ³_____ German before I go?

B Well, you ⁴_____ a few words, I guess – but lots of people speak English, so you don't have to worry too much.

5 Write a dialogue between you and a friend.

The friend begins: 'You live in (name of your town / city), right? I've always wanted to go there.'

Give the friend some advice about where to go, what to see and what to do.

Use the dialogues in Exercise 4 to help you.

TOWARDS B2 First for Schools



LISTENING

Multiple choice

EXAM GUIDE

You will listen to eight different recordings. The eight recordings are a mix of short monologues and dialogues. For each one, there is a three-option multiple-choice question to answer. The questions tend to focus on gist, detail, purpose, attitude and opinion. You hear each recording twice.

- Before you listen, read the context sentence (the question and the three options, A, B and C). This will give you a general idea of what you will hear.
- Listen carefully. Remember, you will **not** hear the same words as in the options, so listen for synonyms, paraphrases and expressions with a similar meaning.
- When the question asks you to understand a speaker's attitude or opinion, you need to form an impression by listening to the whole recording.

1  3.03 You will hear people talking in eight different situations. For questions 1–8, choose the best answer (A, B or C).

- 1 You hear a conversation in a shop. What is the problem with the shoes?
A His wife doesn't like them.
B He doesn't think they're right for him.
C They're too small for him.
- 2 You hear a girl talking about puzzles. What does she say about them?
A The puzzles are always easy to do.
B She always solves the puzzles.
C They develop her thinking abilities.
- 3 You hear a man telling a friend about a trip he made to China. What does he say about Shanghai?
A It was amazing.
B He spent seven days there.
C He didn't see it.
- 4 You hear a woman telling a friend about her journey to work. How does she usually travel?
A by car
B by bike
C by bus
- 5 You hear two teenagers talking about school. Why did the girl change schools?
A Her old school was too far away.
B She wanted to work harder.
C Her parents decided for her.
- 6 You hear part of a radio interview with a man. What does the man do?
A He writes poetry.
B He's a singer in a band.
C He writes the words for songs.
- 7 You hear a woman talking about her hobby. How does she feel while she is birdwatching?
A tired
B hopeful
C excited
- 8 You hear a boy who wants to be a chef. How did he first become interested in cooking?
A He tasted some excellent food in a restaurant.
B He enjoyed cooking dinner for himself.
C His mum cooked him a special birthday dinner.

