

3 Read and listen

- a Look at the headings to different sections in the text. Can you guess what they mean?

1 Publicity stunts 2 Buzz agents 3 Negative buzz 4 Catch the cool kids 5 Online buzz

- b Read the text quickly. Match the headings with the paragraphs. Were your guesses correct?

How to create buzz

Something is happening in the world of advertising. Companies are increasingly turning to new forms of marketing and finding them much more successful than traditional advertising on TV or in print.

A
 Imagine this scenario. A good friend of yours is raving about a new film and recommends going to see it. You do, but later she explains that she had promised to talk positively about the film in return for free tickets. How would you feel? This is an example of *buzz*, or talking positively about a brand to increase sales. In the US over 280,000 teenagers (75% of them girls) help the biggest buzz agency. They recommend products to their friends and family without mentioning that they are working for anybody.

B
 Bloggers can also make money on the internet by suggesting that people buy certain clothes or listen to certain music. Online buzz takes many forms. Before the release of *The Blair Witch Project*, a lot of fake sites were set up to give the impression that the film had a huge number of fans. Although the fans didn't exist, the online buzz convinced millions to see the film.

C
 Advertisers are now also copying flash mobs. These were originally groups of people who agreed to do strange things in public places for fun, such as 4,000 people dancing silently to their MP3 players at a train station. A mobile phone company made a flash mob-style advert in another London station, using 400 dancers dressed in ordinary clothes. The viral video gained a lot of publicity for the company.

D
 In Chicago, 'cool' schoolkids were invited to try out a new games console by market researchers. After accepting, the kids then received 10 free consoles to distribute to their friends. The campaign managed to distribute games to cool kids in 900 of Chicago's 1,400 schools. These 'free gifts' were really advertising: many children asked their parents to buy them the consoles because they wanted to copy their friends.

E
 However, buzz can backfire. A big electronics company hired actors to



A flash mob in a train station.

walk around US cities pretending to be tourists, who then talked to people about how wonderful their camera phone was. When the company announced that it had carried out a successful undercover marketing campaign, many people were furious. After that, many companies have either avoided undercover marketing, or not admitted doing it.

It looks as if buzz is here to stay, at least until the next big thing. But there are quite a lot of questions about undercover marketing which have yet to be discussed. Is buzz persuading us to buy things in an honest way, or is it tricking us?

- c 3.14 Read the text again and listen. Answer the questions.

- 1 What is *buzz*?
- 2 What is one example of 'online buzz'?
- 3 What was the original purpose of flash mobs?
- 4 How did market researchers in Chicago promote a new games console?
- 5 How did one company promote their new camera phone?
- 6 Do companies talk about using undercover marketing nowadays?

- d Work with a partner. Ask and answer the questions.

- 1 How would you feel if a friend tried to sell you something without telling you they were a buzz agent? Why?
- 2 Do you think buzz advertising exploits people?
- 3 Have you ever seen a flash mob or another kind of publicity stunt? Tell your partner about it.

4 Grammar

Reporting verbs

a Look at the examples and match them with the structures.

→ She **recommends going** to see it.
 She **had promised to talk** positively about the film.
 Is buzz **persuading us to buy** things?
 Bloggers can also make money on the internet by **suggesting**
that people buy certain clothes ...

- A verb + infinitive
- B verb + -ing
- C verb + that clause
- D verb + object (person) + infinitive

Grammar reference: Workbook page 98

Check it out!

- Some reporting verbs can take two forms:
 You promised **to help** / **that you would help** me.
 We agreed **to try** the idea / **that the idea might work**.
 He admitted **feeling** / **that he felt** jealous.
 I recommend **seeing** / **that you see** the film.

b Find the verbs in the text in Exercise 3 and match them with the structures (A–D) in Exercise 4a.

mention	<input type="checkbox"/>	agree	<input type="checkbox"/>
suggest	<input type="checkbox"/>	invite	<input type="checkbox"/>
convince	<input type="checkbox"/>	admit	<input type="checkbox"/>

c **Circle** the correct verb forms.

- 1 He promised *to try* / *trying* the new gadget.
- 2 I didn't really want it, but she persuaded me *to buy* / *buying* it.
- 3 Let's offer *to be* / *being* buzz agents for the company.
- 4 They admitted *to think* / *thinking* up the terrible new slogan.
- 5 She complained *that the campaign was* / *the campaign to be* boring.
- 6 They warned *that I shouldn't go* / *me not to go* to that agency.

d Complete the sentences for you. Then compare with a partner.

- 1 Last year I invited ...
- 2 If you like exciting films, I suggest ...
- 3 Yesterday our teacher announced ...
- 4 For a good read, I recommend ...
- 5 I would never admit ...

5 Listen

a Look at the statements and decide if they are true or false.

- 1 When you are surfing the internet, you are anonymous.
- 2 Teenagers think a lot about whether they need things before buying them.
- 3 Many internet sites are free because they are paid for by advertising.

b  3.15 Listen to the presentation.

What does Lucy say about the statements in Exercise 5a?



c  3.15 Listen again. Are the sentences *right* (✓) or *wrong* (x)? Correct the wrong sentences.

- 1 In Japan there are billboards that will shout your name at you.
- 2 Facial recognition technology can tell your gender and how old you are.
- 3 It's possible that everything you do online is being followed by someone.
- 4 Advertisers usually know our names.
- 5 Teenagers are more easily influenced by advertisers than adults.
- 6 Advertising online is tightly regulated.

d Work with a partner. Ask and answer the questions.

- 1 Do you like receiving personalised adverts? Why? / Why not?
- 2 Do you think people should have more privacy on the internet?
- 3 Should there be more control over advertising on the internet?

6 Grammar

Participle clauses

- a Look at the examples and **circle** the correct words to complete the rules.

→ **Walking** along, he passes lots of advertising billboards.
While searching for information, very often we are being recorded.
Having installed special tools in our computers without our knowledge, they follow nearly everything we do.
 It can be creepy when ads especially **meant** for us come up on our screens.
Not knowing this, someone **chatting** or **writing** an email online gives them even more information.

- Present participles **always / often** end in *-ing*.
- Past participles **always / often** end in *-ed*.
- Past participles on their own always have an **active / a passive** meaning.
- Perfect participles, formed by *having* + past participle, refer to a time **before / after** the main action.
- Participle clauses at the beginning of a sentence refer to the **subject / object** of the main clause.

Grammar reference: Workbook page 94

- b **Circle** the correct words.

- 1 While *surfing / surfed* the internet, I found a lot of information for my project.
- 2 *Looking / Looked* out of the window, they saw the storm move towards them.
- 3 What do you think of the actors *chosen / choosing* for the film?
- 4 *Having forgotten / Forgetting* her password, she wasn't able to log on.
- 5 After *having / had* a shower, Zac went out.
- 6 They had a final meeting, and *doing / having done* that, launched the campaign.

- c Complete the sentences with the verb in the correct form.

- 1 By (carry out) a buzz campaign, they managed to sell to a different market.
- 2 (be) quite private, Mark doesn't post many photos on his social network page.
- 3 We weren't very happy with the advert (send) by the agency.
- 4 After (hear) Adele's latest album, Jess really wanted to see her in concert.
- 5 Before (have) lunch, we ran round the park five times.
- 6 Not (drive) before, he nearly hit someone (cross) the road.

- d Complete the sentences so that they are true for you.

- 1 Not being very, I never ...
- 2 Having been on holiday to before, this year I'd like to go to ...
- 3 While having breakfast, I usually ...
- 4 Having left school last Friday afternoon, I ...

7 Vocabulary

Phrasal verbs with *come*

- a  3.16 Look at the examples and match the phrasal verbs with *come* with the definitions. Then listen and check.

- 1 Have you ever **come across** an ad that seems aimed just at you?
- 2 They've **come up with** a brilliant idea called tracking.
- 3 I'll **come back** to privacy later.
- 4 It can be creepy when personalised pop-up ads **come up** on our screens.
- 5 That was long before the internet **came along**.
- 6 My aunt **came over** last night. It was really nice to see her.
- 7 A film about social networking has just **come out**.
- 8 You've lost all your documents! How did that **come about**?

- A to return to a place or an idea
 B to happen
 C to become available for people to buy or see
 D to suggest or think of a new idea or plan
 E to appear unexpectedly
 F to find by chance
 G to arrive
 H to pay a casual visit to someone

- b Rewrite the sentences, using a phrasal verb with *come* in the correct form.

- 1 I've just *thought of* a great idea for an advert.
- 2 Their new album *will be published* in the spring.
- 3 He said he was going to *return* to the house before he went out tonight.
- 4 My mother *found* these old photos when she was tidying up.
- 5 I waited ages for a bus, then three *arrived* at once!
- 6 My computer has crashed. I don't know how that *happened*.

Check it out!

- Some phrasal verbs are separable, and some are inseparable.
 Take something off (*separable*):
 He **took** his coat **off**.
 He **took off** his coat.
 Come across something (*inseparable*):
 I **came across** a funny ad. NOT
 I **came** a funny ad **across**.

- c** Do you know any more phrasal verbs with *come*? Write them down.
- d** Work with a partner. Ask and answer the questions.
- Has anyone interesting come over to your house to visit in the last week?
 - Have you come across any cool sites while surfing the internet?
 - Are you waiting for any albums or films to come out at the moment? If so, what?
 - Have you come up with any good ideas or plans recently?

8 Pronunciation DVD

Pitch in signalling words

- a**  **3.17** When we speak, we use a higher pitch before we talk about new or important information. Listen to these signalling words.
OK, today I'd like to talk about ...
Now, let's move on to ...
- b**  **3.18** Listen to the beginning of a presentation and underline the signalling words.

Right, everybody sit down, please. I'll just let everybody get settled. OK, I'll start. Well, firstly, I'd like to talk about how adverts are made. First a client comes along with a product they want to sell. Then the sales team talks to them about how much money they want to spend, and so on. After that, the creative team get involved. They are the people who come up with ideas for the advertising campaign. Next, they ...

- c**  **3.18** Listen again and read the text out loud.
- d** Practise the talk with a partner. Are your partner's signalling words clear?

Interaction 10 DVD

Giving a presentation

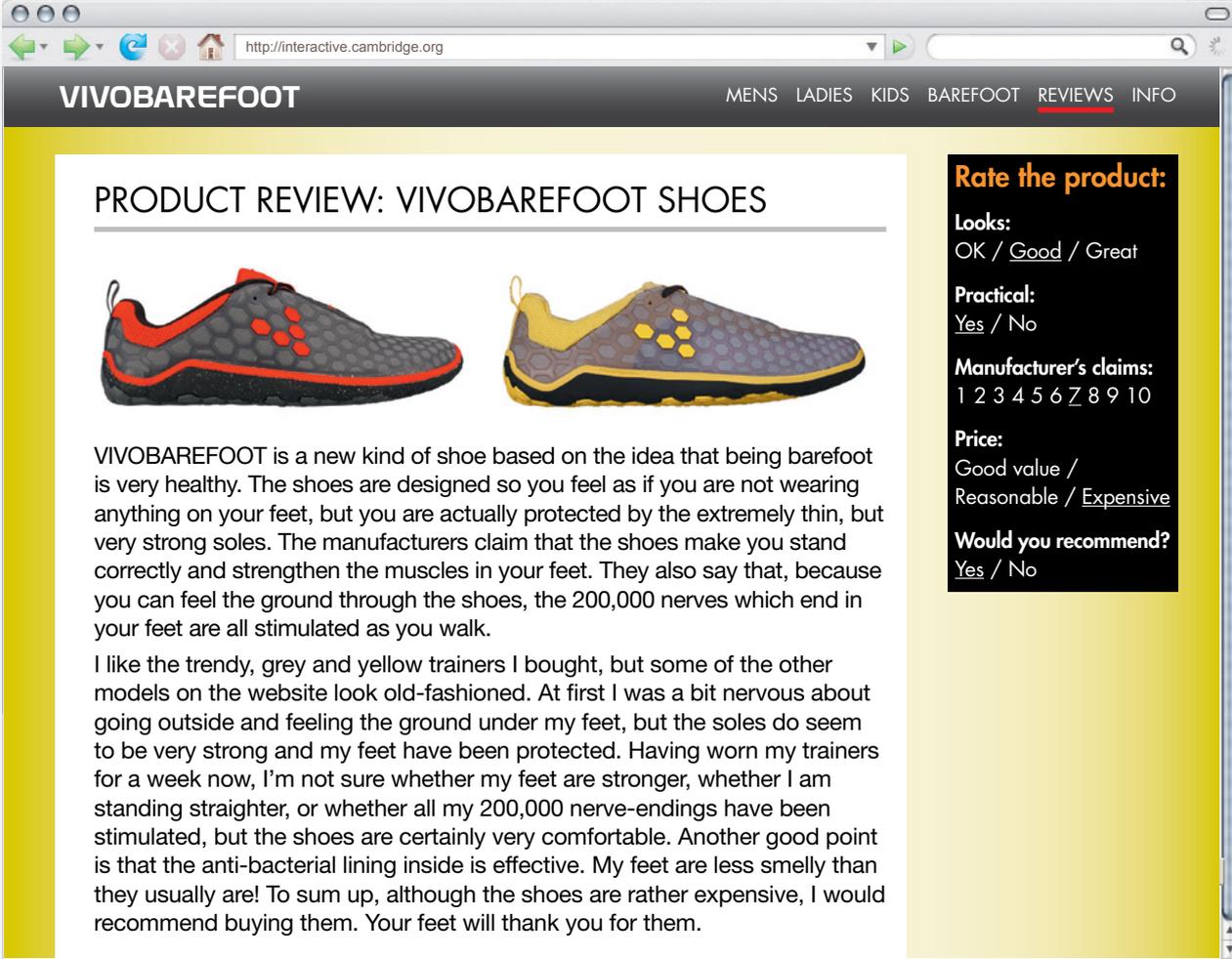
- a**  **3.19** Listen to the beginning of a presentation about viral videos. Complete the titles of the videos Sarah and Frank talk about.



- baby.
 - The of dance.
 - rain.
- b**  **3.19** Listen again and complete the sentences. Sometimes more than one word is necessary.
- Today we'd about viral videos.
 - First we're going to how they started.
 - ... next we'll to talk about different types of video.
 - Then we'd like to explain why they are important in modern advertising.
 - Anyway, as I , viral videos really took off later.
 - Now I'll pass you Frank, who is going to talk about ...
 - Yes, Sarah said, a meme is ...
- c** Work with a partner.
 Turn to page 123.

Portfolio 10 A product review

- a** What type of information would you expect to find in a product review? Tick (✓) the items in the box.
- a description of how the product looks a comparison with another product
 the manufacturer's claims for the product how effective the product is
 personal experiences and opinions a recommendation
- b** Read the product review for a website for teenagers. Which information from Exercise a is in the review?



PRODUCT REVIEW: VIVOBAREFOOT SHOES

VIVOBAREFOOT is a new kind of shoe based on the idea that being barefoot is very healthy. The shoes are designed so you feel as if you are not wearing anything on your feet, but you are actually protected by the extremely thin, but very strong soles. The manufacturers claim that the shoes make you stand correctly and strengthen the muscles in your feet. They also say that, because you can feel the ground through the shoes, the 200,000 nerves which end in your feet are all stimulated as you walk.

I like the trendy, grey and yellow trainers I bought, but some of the other models on the website look old-fashioned. At first I was a bit nervous about going outside and feeling the ground under my feet, but the soles do seem to be very strong and my feet have been protected. Having worn my trainers for a week now, I'm not sure whether my feet are stronger, whether I am standing straighter, or whether all my 200,000 nerve-endings have been stimulated, but the shoes are certainly very comfortable. Another good point is that the anti-bacterial lining inside is effective. My feet are less smelly than they usually are! To sum up, although the shoes are rather expensive, I would recommend buying them. Your feet will thank you for them.

Rate the product:

Looks:
OK / Good / Great

Practical:
Yes / No

Manufacturer's claims:
1 2 3 4 5 6 7 8 9 10

Price:
Good value / Reasonable / Expensive

Would you recommend?
Yes / No

- c** Read the product review again and underline one example of:
- the passive
 - a descriptive adjective
 - positive and negative comment
 - a personal experience
 - a recommendation of the product

- d** You are going to write a review of a product in one of the categories in the box.

a computer / computer accessory a mobile phone / accessory an item of clothing
 a camera a video game a beauty product (e.g. hairdryer)

Make sure you include:

- the information which is included in the review in Exercise b
- passive forms where appropriate
- descriptive adjectives

- e** Work with a partner. Read your partner's review. Have they used passive tenses? Are there personal opinions and is there a clear recommendation in the review?

1 The first chocolate bar in the world was created in Bristol. Joseph Fry invented the delicious treat around the year 1720. Fry's also produced the first chocolate Easter egg in the UK in 1873. The company continues to produce chocolates and sweets to this day, although Fry's merged with the brand Cadbury in 1919.



3 BRISTOL: UK'S BEST MUSIC CITY?

According to a new study from royalties body PRS, Bristol is the UK's most musical place, with the biggest number of musicians among the population. It's well-known for giving birth to the trip-hop scene in the 1990s, spawning acts like Massive Attack, Portishead and Tricky. Despite Bristol's links through history with the slave trade, its multicultural population has really influenced the sounds of the Bristol music scene.



2



Aardman has a deserved reputation as a world leader in model animation. Their award-winning work leads the field, producing a unique brand of independent film alongside work for broadcast and advertising spots. The studio has had seven Oscar nominations, and has won four.

In 1993 Aardman passed another milestone with the completion of Nick Park's Oscar-winning *The Wrong Trousers*. Acclaimed world-wide and winner of over thirty awards, *The Wrong Trousers* has become one of the most successful animated films ever made.

Chicken Run was Aardman's first full-length feature film to be funded by DreamWorks. Directed by both Peter Lord and Nick Park, it was released in June 2000 in the US and UK to excellent reviews and outstanding box office receipts. *Chicken Run* grossed over \$220m at the worldwide box office.

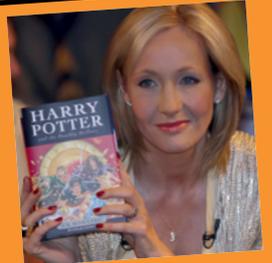
From Peter and David's tabletop beginnings, Aardman has grown into a major, world class studio. Their work continues to be innovative, entertaining, brilliantly characterised and full of charm, reflecting the talent, energy and personal commitment of all the people who comprise the Aardman team.



4 Famous people from Bristol

J.K. Rowling

Author J.K. Rowling was born and brought up in Chipping Sodbury, just outside Bristol. It is claimed that she invented her famous character Harry Potter after meeting a young boy named Ian Potter in the village where she grew up.



Banksy

Banksy is a controversial graffiti artist local to Bristol who is famous throughout the world for his street art. Some of his pieces have sold for hundreds of thousands of pounds, with Hollywood A-listers and celebrities being some of the top collectors of his work.



5 the ballad of Banksy

His name now is familiar to one and all
 The graffiti artist who left his mark on the wall,
 When he first started out he wasn't well-known
 Yet kept his street art alive in Bristol ... alone.
 Yes his artwork today is known worldwide!

6

The Bristol Belle was the first modern hot-air balloon in Western Europe and was developed and built in 1967.
 The Bristol International Balloon Fiesta is held every summer in the city, and is Europe's biggest hot-air balloon event.



1 Culture UK: Bristol

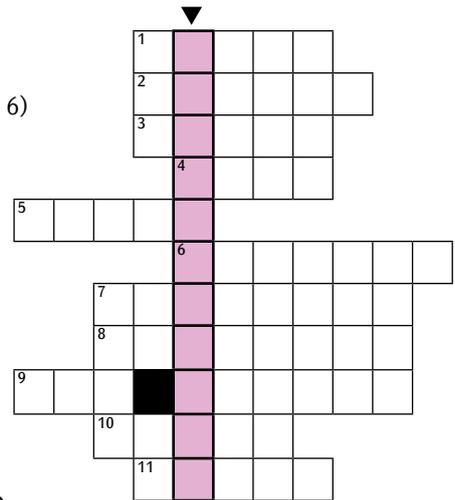
a Look at the information about products and people from Bristol and answer the questions.

- 1 Which music scene started in Bristol in the 1990s?
- 2 Which two famous films were created by the Aardman studio?
- 3 Who gave money to the Aardman studio to create its first long film?
- 4 Why was 1873 an important year for the Fry family?
- 5 Which two chocolate companies joined together in 1919?
- 6 What can you see every summer in the skies of Bristol?
- 7 In which town near Bristol did a famous writer grow up?
- 8 In whose homes can you see examples of Banksy's art?
- 9 Where did Banksy first start to paint?



b Complete the puzzle and find the mystery phrase.

- 1 Something made of sugar. (text 1)
- 2 A very large balloon which can carry people is filled with this. (text 6)
- 3 A product made by a particular company. (text 1)
- 4 Something which joins or connects one thing to another. (text 3)
- 5 An official prize or money given for something done well. (text 2)
- 6 A type of film that is at least 90 minutes long. (text 2)
- 7 Writing or pictures painted on walls in public places. (text 5)
- 8 Something or someone people know well. (text 5)
- 9 A place where tickets are sold. (text 2)
- 10 The unit of money used in Britain. (text 4)
- 11 A famous prize given to actors or people who make films. (text 2)



c Work with a partner. Have you heard of any of the things/people from Bristol? Do you know anything else that was made or invented in the UK?

2 Your noticeboard

An advertisement for your town: 'Made in ...'

- a** Work in a group. Make a list of products, things and people from your town or region that are world-famous. Use the internet to find out more information about them.
- b** Make a poster to advertise your town/region called 'Made in + name of place'.

Include information about the products and people and adverts, logos and pictures if possible.

<p>BRUCE LEE</p>  <p>Bruce Lee is arguably the most iconic martial artist in history. He was raised in Hong Kong but starred in and produced films in Hollywood and China. The actor's Hong Kong house is now a museum.</p>	<p>HONG KONG POP</p>  <p>HK-Pop is popular throughout Asia as it blends traditional Chinese music with jazz, rock & roll, R&B, Western pop music and electronic music.</p>
<p>YUANYANG</p>  <p>Yuanyang, a mixture of tea and coffee, was invented in Hong Kong. It can be served hot or cold and is popular in cafes and at market stalls.</p>	<p>MADE IN HONG KONG</p>  
<p>DAYS OF BEING WILD</p>  <p>Wong Kar-wei (left) produced the film <i>Days of Being Wild</i> in 1990. It is the most famous Hong Kong film and kick-started the city's flourishing film industry.</p>	<p>SUN YAT-SEN</p>  <p>Sun Yat-sen, the founder of the Republic of China, is held in great esteem throughout Asia. He graduated in Hong Kong and it was here that he developed revolutionary ideas to create a post-imperial state.</p>
<p>RUGBY SEVENS</p>  <p>Whilst rugby sevens was not invented in Hong Kong it now hosts the most famous 'sevens' tournament in the world. A party atmosphere accompanies Hong Kong's biggest event of the year.</p>	

Review 9 and 10

1 Grammar

- a** Complete the sentences with the words *should*, *shouldn't*, *ought*, *better* or *better not*.
- I'd go to the station now. The last train leaves in ten minutes.
 - I think you ask your parents if you can go to Sara's party.
 - She to have extra German lessons if she wants to pass the exam.
 - You'd talk to him at the moment. He's really angry with you.
 - They buy her so many presents. She's so spoilt. □ □ 5

- b** Circle the correct words.
- Sometimes I wish I *get* / *got* on better with my sister. We always argue.
 - If only my parents *would* / *had better* listen to me.
 - You should *come* / *have come* to the basketball match. It was a great game.
 - I wish I *had* / *hadn't* told Lisa my secret. She went and told everybody!
 - I *should* / *shouldn't* have let Jules borrow my car. He's so unreliable.
 - If only my phone battery *had* / *hadn't* run out, then I could have called you.
 - I wish my teacher *could* / *should* see things from my point of view. □ □ 7

c Complete Jenny's email with a verb in the correct form or *that*.

take arrive go send

Hi Bella

Just to say that I spoke to Sean, the guy who's organising the flashmob. He promised

1..... me a video of the dance and explained 2..... it started at 11 o'clock. He recommended 3..... half an hour early to get a good place. He also mentioned 4..... everyone was going to the big park afterwards for a picnic and persuaded me 5....., so I offered 6..... some food and drink along.

Are you going to come too? Bye for now!

Jenny □ □ 6

- d** Complete the sentences with the present or past participle of the verbs.
- (listen) to the group play in concert was better than listening to them on the radio.
 - Having (say) he was coming, we waited for ages for him to arrive.
 - While (look) at his photos on his Facebook page, I saw a photo of you and me!
 - Do you like the slogan (use) in this ad?
 - Having (win) the match, they went out to celebrate.
 - Are you going to take part in the flashmob event (plan) for next Friday? □ □ 6

e Read the text about pop-up adverts. Choose the correct answer: A, B, C or D.

While 1..... the internet, how many times have you thought to yourself, 'I wish pop-up adverts would 2..... appearing on my screen all the time'? Most internet users complain about them and having 3..... hundreds of them to be able to read the webpage I am visiting, I sometimes ask myself whether or not they actually work. Internet experts suggest 4..... pop-up ads do work, 5..... many more clicks than a normal advert on a webpage. But should companies 6..... less ads and stop annoying so many internet users?

- A** used **B** use **C** using **D** to use
- A** stopped **B** stop **C** stopping **D** to stop
- A** closed **B** close **C** closing **D** to close
- A** if **B** to **C** whether **D** that
- A** received **B** receive **C** receiving **D** to receive
- A** sent **B** send **C** sending **D** to send □ □ 6

How are you doing?

How many points have you got? Put two crosses on the chart: one for grammar and one for vocabulary.

