

Summit 1 Unit 7-10

Listen to an interview about being an artist. Check (✓) A, B, or C.(5)

- 1 What question does the interviewer raise in his introduction to the interview?
A How many people say, "I'm an artist" ☐
B Why people who say, "I am an artist", are often not believed ☐
C What entitles someone to say, "I am an artist" ☐
- 2 Sophia says that if you believe that you are an artist, you should not _____.
A talk about wanting to *be* an artist ☐ B lie about what you do for a living ☐
C allow other people's comments to discourage you ☐
- 3 What is Sophia's advice if you have a job?
A Think about your art while you're working. ☐
B Spend the minimum amount of time possible working. ☐
C Try to do some art while you're at work. ☐
- 4 What does Sophia say about personal relationships?
A Tell people that you are sorry you can't spend more time with them. ☐
B Be aware that your art causes you to change moods frequently. ☐
C Explain to people how important your art is to you. ☐
- 5 Sophia says that meeting other artists will show you that _____.
A it is possible to find people who like the art you create ☐
B people like you are able to make a living from their art ☐
C there are other people with the same attitude as you ☐

Choose the best word for each blank.(15)

obsessive handkerchief expectancy split patriotism endorse haggling
archaeology revelations inconceivable skeptics intellectually debatable
dumb conflict

1. I left him in the market _____ over the price of a shirt.
2. She's going out with some _____ jock from her high school.

3. I wonder how many celebrities actually use the products they _____ .
4. The early war poems promoted _____ , justice and principle.
5. The day was _____ up into 6 one-hour sessions.
6. There was an air of _____ among the waiting crowd.
7. John often comes into _____ with his boss.
8. One of the strangest mysteries in _____ was discovered in the Diquis.
9. He was dismissed after _____ that confidential files were missing.
10. He was unable to convince the _____ in the audience.
11. It is highly _____ whether conditions have improved for low-income families.
12. I find chess _____ stimulating. You have to use your head to play it well.
13. He's becoming more and more _____ about punctuality.
14. He blew his nose on a dirty _____ .
15. It is _____ that the minister was not aware of the problem.

Complete each sentence with the correct form of the words.(12)

1. She enjoyed _____ (give) the opportunity to travel through her work
2. My parents didn't set any rules for us. Some people thought they weren't strict enough, but I appreciated their _____ (lenient) .
3. The dinosaurs _____ (may kill) by a meteor.
4. The scientists who _____ (conduct) the study said that more research would have to be conducted
5. Chris didn't need _____ (remind) that it was his sister's birthday. He had already gotten her a present .
6. She tells me she _____ (can believe) that story was true.
7. We didn't mind _____ (delay) so long in Paris.
8. The minister of education said yesterday that major improvements _____ (make) in schools across the country.

9. Our manager's _____ (expect) is clear. We must sell at least 50 cars by the end of the month.
10. When the game was over, he left _____ (quick) the court.
11. I resent _____ (send) so much junk mail. It's such a waste of paper .
12. Our teacher favors some students more than others. She has no sense of _____ (fair) .

Find the mistakes and correct them.(6)

1. I appreciate have had the opportunity to meet our overseas colleagues.
2. That was the least entertainment movie I ever saw.
3. The movie's much annoying than scary.
4. She asks the press If they disagreed with the president.
5. The Daily Sun claims that Baylor is taking bribes.
6. They pretended noisily to wash the dinner dishes as they listened in on the conversation.

READING

1 Read the article and check (✓) A, B, or C.(4)

THE SCIENCE OF PERSUASION

A Persuasion is key to much more than just business. In many walks of life and in many situations, persuading people to do what you want them to do is the key to success. Is persuasion a science with rules that can be taught and learned, or is it simply a matter of instinct and personal experience? Researchers have looked into different aspects of persuasion and come up with some interesting results.

B One advertising copywriter, for example, came up with an approach to selling a product on a TV shopping channel via phone sales that differed from the norm for such advertising. Instead of being instructed: "Operators are waiting, please call now," viewers were told "If operators are busy, please call again." This might appear to have been a risky tactic, putting potential buyers off by suggesting that they would have to waste their time calling repeatedly until they finally got through to someone to take their order. But the results were extraordinary and an unprecedented number of sales resulted. The ad suggested that the operators were not sitting around hoping people would call. Instead there were so many people who wanted the product that people might have to wait until they could get it. This showed just how desirable the product was. Potential customers decided that if so many other people wanted it, they definitely wanted it, too.

C What role does choice have in persuading people to buy or get something? One study looked at the choices employees made when offered different retirement programs. This showed that the more choices people were given, the less likely they were to choose anything at all. Another study in a supermarket revealed a similar effect of choice. A particular supermarket displayed either 6 or 24 different kinds of jam. When there were 24 jams to choose from, 3% of customers went to the display and bought one of the jams. When there were 6 jams on display, 30% of customers did so.

D To what extent can fear play a part in persuasion? One experiment involved public health leaflets on the dangers of tetanus infection. Some of the leaflets consisted almost entirely of frightening images of infected people, with a bit of information about infection, while some contained no images at all, only information about infection. Some included information on where people should go to get tetanus injections to protect themselves, while others only gave this information and nothing else. The outcome was that the greatest number of people who went for injections were those who had been given the leaflet with both frightening images and instructions on where to go for injections. People who had been given the leaflets dealing only with infection did nothing. The conclusion was that fear paralyzes people if no solution is offered, but if people are frightened and offered a solution they are motivated to take action.

E Research has also looked into the issue of restaurants persuading people who have booked to let them know if they are not going to turn up. This shows that getting people to promise to do something makes them more likely to do it than simply asking them to do it. If the restaurant asks people to call if they can't make it, 30% of them simply don't turn up and don't tell the restaurant. If, however, the restaurant asks them to call if they have to cancel and they reply that they will do so, only 10% fail to notify the restaurant in advance that they will not be coming.

F Another aspect of persuasion concerns getting someone to change their mind. Everyone knows how hard this can be. It's hard to prove to someone that a previous decision was wrong, and as people get older they get less and less willing to change their minds. This is because people want things to be consistent; they want their attitudes, statements, values and actions to follow a set pattern. The only way to persuade them to change is to acknowledge this by agreeing that the previous decision they made was a perfectly understandable one. This allows them to focus on your suggestion without feeling that their previous decision was wrong in any way. As a result, they may be persuaded to break out of their established pattern without feeling uncomfortable about doing so.

1 How did some people react to the instruction mentioned in section **B**?

A Many of them bought more than one of the product. ☐

B Their interest in the product increased. ☐

C They bought something they didn't want. ☐

2 In both of the studies mentioned in section **C**, _____.

A some of the choices proved more attractive than others ☐

B the number of choices affected what people did ☐

C only a few people selected any of the choices ☐

- 3 What did the experiment described in section **D** show?
- A Fear alone can prevent people from taking action. ☐
- B Fear always causes people to take action. ☐
- C Fear persuades people to take action more than information does. ☐
- 4 The writer's purpose in the article as a whole is to ____.
- A discuss a number of different forms of persuasion ☐
- B advise the reader on how to get better at persuasion ☐
- C compare the results of various research into persuasion ☐

Answer each question by putting in the correct section of the article (A–G). (5)

- 1 the effect of too much thinking being required ____
- 2 the number of people who don't take a certain action ____
- 3 the importance of telling people how to deal with a problem ____
- 4 the possibility that being good at persuasion is a natural skill that some people have ____
- 5 the way that people are usually invited to do something ____

WRITING

Choose one of the titles below and write approximately 250 words (4)

- 1 You have been asked to write a review of a TV program for a local paper.
- 2 You have been asked to write an essay with the title "Sports in school are as important as any other subject."
- 3 You have been asked to write an article about how people's diets have changed over the last 30 years.