

E. Moutsou - S. Parker

listening  
speaking  
writing

**NEW**

**plus**

**INTERMEDIATE**

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## LISTENING

## Pre-listening

- Have you ever bought anything by phone or from a mail-order catalogue?
- Do you think it's a good idea to shop this way? Why/Why not?

## Activity 1

You will hear a telephone conversation between a sales assistant and a customer. Look at the pictures below and tick the items the customer decides to order.



Laser



Infologic



Suzi 550



Software



Ultralogic



Inkjet 600

## Activity 2

You will now listen to the recording again. For questions 1-5, decide which sentences are true and which are false. Write T for True or F for False in the boxes provided.

The customer:

- 1 hasn't got a new catalogue.
- 2 is going to have his printer repaired.
- 3 is surprised because laser printers are quite cheap.
- 4 has got a mouse for his computer.
- 5 has to pay extra for delivery

1

2

3

4

5

## SPEAKING

## Activity 1

You and your partner have been invited to a friend's birthday party. You have decided to buy him/her a present together. You have seen the following things advertised in a magazine. Discuss and decide which of the seven items would be most suitable for your friend considering his/her likes/dislikes and explain why. Then decide which one(s) would be unsuitable. Use the vocabulary and expressions given.



## VOCABULARY

expensive/cheap  
stylish  
latest songs  
joystick  
size

original  
practical  
trendy  
trainers  
useful

## Suggested expressions

It would be a good idea to ... He/She would love ...

The best choice would be ... because ...

Why don't we ... instead of ... Shall we buy ...

Don't you think ... I think it would be better if/to ...

## Activity 2

## Role play

In pairs, act out the following role play to your class.

## Student A

You have decided to sell something you no longer need and have put an advertisement in the newspaper. Complete the advertisement by writing what you want to sell. Student B sees your advertisement and phones you to ask about it. Answer Student B's questions.

## Student B

You have seen the advertisement Student A has put in the newspaper and you are interested in what is being advertised. Telephone Student A and ask him/her questions in order to find out more about it. Use the ideas given.

and using comp-  
TAL INFO  
TEL: FREE  
no obligation -  
0800 198 1123  
13 (local rate)

second time' and keep  
your capital. Buy quality  
property for nothing and  
get paid tax free cash in  
the process.  
Call 0845 200 7393 (local rate)

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Tel: 234789

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investment. One paid to  
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for nothing. UK & Ab-  
Your place in the sun  
money down. Access  
your portable CD  
0845 200 7

TRAIN TO  
A MORTGA  
CONSULTA  
Explain how to secure  
approval or selling your  
property at a profit.

TIONAL HIGH YIELD  
OPPORTUNITY

condition

age

cost

colour

material

# WRITING

## a formal letter (I)

### Discuss the topic

- Have you ever asked for information about an advertisement in writing or over the telephone? If yes, why?
- What sort of information was missing?

### Sample writing

1. Below is an advertisement for a summer language course. A teenager has read the advertisement and noted down several questions he/she wants to ask. Read the advertisement and the letter on the following page. Then underline the sentences in the letter which refer to the questions asked by the teenager.

**Improve your English  
in just a month**

**Summer Language Course**  
at the Winston School of English

- Qualified teachers from English-speaking countries
- Small classes
- Out-of-school activities organised to improve language skills
- Accommodation and full board at school

For more information write to:  
The Winston School of English  
21 St Martin's Lane, Bakerley West Sussex BA3 1SX England

number of students?  
age?

when do classes begin?

what exactly?

how?

cost?

Plaza Santo Domingo 12A  
1º derecha  
28006 Madrid, Spain

16 March 2005

The Winston School of English  
21 St Martin's Lane  
Bakerley  
West Sussex BA3 1SX  
England

Dear Sir/Madam,

I am writing with regard to your advertisement published in the magazine 'Language Today'. I am interested in attending a language course in England this summer and I would appreciate some further information about your school.

Firstly, in your advertisement you mention that the classes are small. I would like to know the number of students you normally have in a class and what their average age is.

Furthermore, I would be grateful if you could inform me about the out-of-school activities that are organised for the students. I would also be interested in knowing how these activities help students improve their language skills.

Finally, I would like to know exactly when the course starts and how much accommodation costs, as these details were not mentioned in your advertisement.

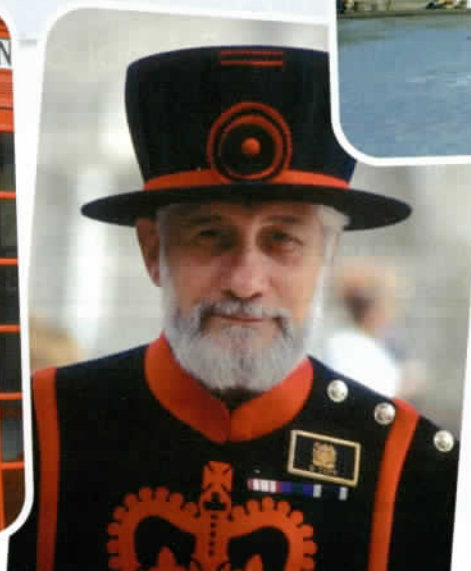
I would be grateful if you would reply as soon as possible.

I look forward to hearing from you.

Yours faithfully,



Maria-José Molinas Izquierdo



2. Read the following statements and tick (✓) the ones which apply to the letter on the previous page.

The writer:

- a. uses informal language.
- b. writes in paragraphs.
- c. uses direct questions.
- d. uses short forms.
- e. uses linking words.
- f. knows the person she is writing to.

3. The letter on the previous page includes some formal words and phrases. Find the ones which mean:

- a. more \_\_\_\_\_
- b. say \_\_\_\_\_
- c. also \_\_\_\_\_
- d. let me know \_\_\_\_\_
- e. get better \_\_\_\_\_
- f. write back \_\_\_\_\_

## Plan

A formal letter is written to someone you do not know personally and it is usually of a business nature. There are many reasons for writing a formal letter. One of them is to ask for information. Below is a plan for a formal letter asking for information about an advertisement you have seen, with questions to guide you.

<b>Greeting</b>	<ul style="list-style-type: none"> <li>• use a formal greeting, not first names</li> </ul>	
<b>Opening paragraph</b>	<ul style="list-style-type: none"> <li>• use set phrases to:</li> <li>• refer to the advertisement</li> <li>• state why you are writing</li> </ul>	<p><i>Where did you see the advertisement?</i></p> <p><i>Why are you writing this letter?</i></p>
<b>Main part</b> (2-3 paragraphs)	<ul style="list-style-type: none"> <li>• ask for information in a formal and polite manner</li> </ul>	<p><i>What do you want to find out?</i></p>
<b>Closing paragraph</b>	<ul style="list-style-type: none"> <li>• state anything you want to emphasise (e.g. repeat your request)</li> <li>• use set phrases to end your letter</li> </ul>	<p><i>Is there anything you want to emphasise?</i></p>
<b>Signing off</b>	<ul style="list-style-type: none"> <li>• use a formal signature ending. Sign underneath and print your full name below your signature</li> </ul>	

**NOTE:** A letter asking for information can also be semi-formal or informal, depending on who you are writing to.





- Use linking words/phrases to introduce your requests: *firstly, first of all, to begin with, secondly, thirdly, in addition, also, as well as, moreover, furthermore, finally*, etc.
- Don't use direct questions too often. It is politer to use indirect questions (e.g. *I would like to know ...*).

set phrases for opening paragraph	I am writing with regard to ... I am writing to ask if you could inform me about ... I saw your advertisement in ... and I am/was interested in ... I would appreciate some further information about ...
set phrases for closing paragraph	I would be grateful if you would/could reply as soon as possible. Thanking you for your time and assistance. I would like to thank you in advance. I look forward to hearing from you.

- Use set phrases for the opening and closing paragraphs. Look at the table for ideas.

## Writing practice

1. Read the following statements about the layout for formal letters and decide which are true and which are false. Write **T** for True or **F** for False in the boxes provided.

- a. It is not necessary to write the address of the person you are writing to.
- b. You should write the date on the right-hand side of the page.
- c. If you know the name of the person you are writing to, you can use informal language.
- d. You should end all formal letters with *Yours sincerely*.
- e. When writing in blocked paragraphs, you should not sign off in the middle of the page.

2. a. A teenager has seen the advertisement below in the magazine Photofile and has noted down some questions. Read the advertisement and the letter on the following page. The words and sentences in the letter that are in bold are not suitable for a formal letter. Rewrite them in an appropriate style.

# If you are looking for a great digicam, the **POWERCAM 500** definitely deserves your serious attention!



**It features:**

- **Big LCD screen**
- **Direct print button**
- Digital zoom
- Precision lens great in low light conditions
- **Video mode with sound**
- **Full range of accessories**

**all this at a reasonable price delivered to your door**

**Write to:**  
PO BOX 3781,  
Manchester MA17 3UD

size?  
connect to any photo printer to print photos?

length of video?

case for camera included in price?

how much?

extra charge?

Dear Sir/Madam,

**I was wondering about your advertisement which I saw in Photofile – you know the magazine. I want** some additional information about the POWERCAM 500.

**How big is the LCD screen?** In your **ad** you mention that the camera comes with a direct print button. **I'd** like to know if **it's** possible to connect the camera to any photo printer to print **photos. Besides this, can** you please **tell** me how long I can record with the camera.

**Oh and lastly, let me know about the cost. There was nothing in your advertisement about that.** I would also be interested in knowing if there is an extra charge for delivery.

**Don't forget to write back soon. Thanks** for your time and assistance.

Yours,



Mark Thompson

2. **b.** Look at the letter again. What has the writer forgotten to ask about? In the space below, write the missing point in an appropriate style. In which part of the letter would you include it?

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3. Task for homework.

Below is an advertisement for a travel bag published in the magazine Holiday Time. You are interested in buying this bag and have noted down some questions. Write a letter to the company selling the travel bag, asking them for the information you require. (120-180 words)



## TRAVEL BAG

- \* practical, with many pockets
- \* made of good quality lightweight material
- \* available in a range of colours
- \* free delivery
- \* only £18.99

.....

**Write to:**  
PO BOX 9856, Milton Keynes MK6 IAF

how big?

what kind?  
waterproof?

dark green?

how long?