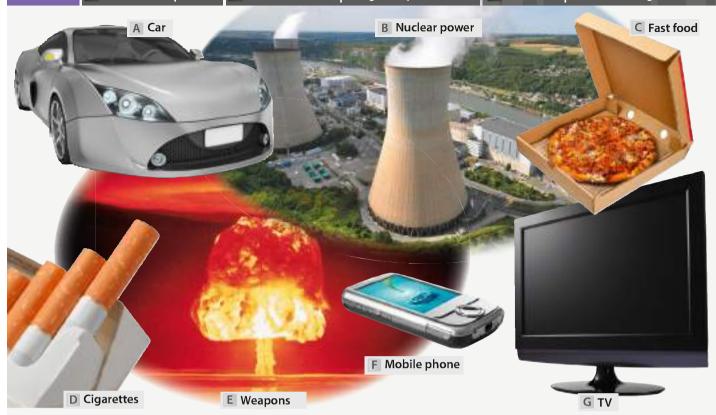
# **BRIGHT IDEAS?**

GRAMMAR | articles 
▶ VOCABULARY | change; compound nouns 
▶ HOW TO | talk about change



# THE WORLD'S WORST INVENTIONS

Fast food and speed cameras rank among the most hated inventions of all time. But what really gets you worked up? Thousands of votes were cast on the BBC website and the results, published by the BBC science magazine, Focus, make for a surprising read.

Bombs, guns, biological you name it - innovations that go bang or cause bodily harm were the most widely frowned upon in our survey. Nuclear were the worst offender, getting eleven percent of the total vote. They've only been used twice in warfare - in 1945, the US dropped the bomb 'Little Boy' on the Japanese city of Hiroshima, followed three days later by 'Fat Man' which fell on Nagasaki.

Cancer-causing chemicals in mean that men who smoke are twenty-two times, and women twelve times, more likely to develop lung cancer than those who don't. Smoking is also linked to other cancers and heart attacks. Pregnant smokers are at greater risk of giving birth to underweight babies. The World Health Organisation says up to twentynine percent of British men and nineteen percent of women smoke. A surprising silver medal for the gadget that's revolutionised communication have been available in the UK since 1985 and have been widely used since the late 1990s. Almost three quarters of Britons now own one. Despite health scares linking usage to brain tumours, most studies have found there is no increased risk. Maybe it's those annoying ring tones that have put

accidents are rare but can have devastating effects. plants have higher construction and operating costs than their fossil fuel counterparts, and are supported by large subsidies courtesy of the taxpayer. Waste storage is also a concern but supporters promote 's green status as it produces no carbon dioxide directly.

The haters out-voted the petrol users. Developed in the late 1880s, the modern was initially the toy of the wealthy, but falling prices have made it a key part of family life. The motor industry is now booming - 63 million and light trucks were produced globally in 2005. But a green fuel is unlikely to take over from petrol soon, continues to add to our growing carbon footprint.

Many of us are doubtless surprised by this one. But it's actually reality that's the main offender with three percent of the total vote. Making its debut in 1948 with Candid Camera in America, reality 's popularity has risen in the 21st century; in the US there are two channels devoted to it. Why it's so unpopular is anyone's quess.

Americans are the ultimate eaters. spending an estimated \$142 billion (£73 billion) on it in 2006. But it seems our days of carefree consumption of fatty, cholesterol-rich food may be numbered, as we gradually wake up to the health risks. In 2002, some obese US teenagers filed a lawsuit against McDonald's chain of fattening them accusing the up. A judge later threw out the lawsuit.\*

\*threw out the lawsuit - decided there was no basis for any legal action

## READING

- 1 Work in pairs and look at the photos. Why do you think the inventions are on the 'World's worst inventions' list? Write down one reason for each.
- 2A Read the article and complete headings 1-7 with the inventions in the photos.
- B Read the article again. Which inventions do sentences 1-7 refer to?
- I It's more dangerous to men than women. smoking cigarettes
- 2 Research hasn't shown them to be dangerous.
- 3 It's more expensive than traditional sources.
- 4 Americans consume the most.
- 5 It's not clear why it's unpopular.
- 6 It was voted the worst idea of all.
- 7 At first only rich people had one.

#### **C** Find words/phrases in the text which mean:

- I disliked (invention I)
- 2 be extremely destructive (invention 3)
- 3 given by (invention 3)
- 4 increasing and becoming very successful about a business (invention 4)
- 5 replace (invention 4)
- 6 first arriving (invention 6)
- 7 limited (invention 7)
- 8 start to realise and understand something (invention 7)
- **D** Work in groups and discuss. Can you think of any other inventions that have been as damaging as the ones on the list? Agree on one idea and tell the class why.

### GRAMMAR articles

#### **3A** Check what you know. Complete the sentences with a(n), the or - (no article). Then check your answers in the article in Exercise 2A.

1	World Health Organisation says up to				
	twenty-nine percent of _	British men and			
	nineteen percent of	women smoke.			

- 2 In 2002, some obese US teenagers filed lawsuit against McDonald's accusing\_ food chain of fattening them up.
- 3 But it's actually reality TV that's main offender with three percent of
- 4 Developed in \_\_\_\_\_ late 1880s, \_\_\_\_ modern automobile was initially toy of wealthy.
- \_\_\_\_ America, \_\_\_\_ reality television's popularity has risen in the 21st century; in US there are two television channels devoted to it.

#### **B** Circle the correct alternative to complete the rules. Use the sentences in Exercise 3A to help.

#### Rules:

- I Use a(n)/the/- with plural and uncountable nouns when you are talking about things in general.
- 2 Use a(n)/the/- with singular countable nouns when you are not talking about a particular thing, or when you mention something for the first time.
- 3 Use a(n)/the/- with any type of noun when you and your reader/ listener know which particular thing you are talking about, for example because it is unique or it has been mentioned before.
- 4 Use a(n)/the/- with a singular countable noun or an adjective to talk about things in general.
- 5 Use a(n)/the/- with most place names.
- 6 Use a(n)/the/- in fixed phrases such as in 1960s, in beginning.

### C $\triangleright$ 5.1 Circle the where it is pronounced $\delta = \delta$ and underline it where it is pronounced $/\delta II$ . Then listen and check.

- I The interesting thing is that many of the people who hate it are the ones who watch it.
- 2 The automobile has done less well since the economic crisis.
- 3 Those who voted for the car mentioned the harm it does to the environment as the biggest problem.
- **D** Complete the rule with *vowel* or *consonant*.

Rule: The is pronounced $\partial \mathbf{R}$ when the next word starts with a
sound, and /ðə/ when the next word starts
with asound.

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### PRACTICE

4 Complete the text with the correct articles.

#### Bicycle chosen as best invention

humble bicycle has won <sup>2</sup> **UK** national survey of 3 people's favourite inventions.

Listeners to BBC Radio 4's You and Yours programme were invited to vote in 4 online poll looking at 5 most significant innovations since 1800.

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It was 6 easy victory for bicycle which won more than half of 8

	Dicycle Willoll Wolf Illore	unan nan or	`	Olc.	
	radio came second with	eight percent	of the v	vote and th	റക
lectro-	magnetic induction ring	0 1			
ama tl	nird				

Despite the fact that you can find them everywhere, 10 computers gained just six percent of the vote and <sup>11</sup> trailed behind with only four percent of all votes cast. There were more than 4,500 votes cast in total.

People chose the bicycle for its simplicity of design, universal use and because it is 12 ecologically sound means of transport.

# **CONSUMER CRAZY**

► HOW TO | talk about advertising

## VOCABULARY change

#### **5A** Work in pairs. Match 1–8 with a)–h) to make sentences.

- I The internet has **transformed** the way people g
- 2 The microscope altered people's
- 3 The overuse of pesticides has damaged
- 4 The mobile phone has had a beneficial effect on elderly people's
- 5 The overuse of antibiotics has had a detrimental effect on people's
- 6 Audio email has enhanced blind people's
- 7 High speed travel has **distorted** people's
- 8 The microwave oven revolutionised
- a) food preparation
- b) understanding of the make-up of matter.
- c) quality of life.
- d) resistance to disease.
- e) the environment.
- f) sense of distance.
- g) access information
- h) communicate via the internet.
- **B** Look at the verb phrases in bold in Exercise 5A and decide which phrases: mean changed in a big way; are positive; are negative.
- C Work in pairs. Which three statements in Exercise 5A do you most agree with? Give reasons.
- D Work in groups and take turns. Explain your choices and reasons.

## SPEAKING

- 6A Choose two commonly-used inventions. Make notes about why they are important.
- **B** Work in pairs. Compare your ideas and agree on the most important invention.
- C Work with another pair. Try to persuade them that your invention is the most important.

D Work in groups. Discuss all the inventions and agree on the order from most to least important.







VOCABULARY **PLUS** compound nouns

7A Work in pairs and look at the pictures above. Which inventions do you think were the least/most successful?

**B** Complete the encyclopaedia entries with the names of the inventions in the photos.

was expected to be a major breakthrough for transport but in the **trade-off** between safety and efficiency, safety won. The **outlook** for its future remains poor. was expected to revolutionise communication but had a serious drawback: it could not be used over a long range and communication breakdowns were common. As glass bottles were replaced by cans, the <sup>3</sup> a replacement that was easier to use and the outcome was the

. The **downside** of the move to cans was a huge increase

#### C Match definitions 1–6 with the words in bold above.

- I compromise or balance between two things trade-off
- 2 expectations of what will happen
- 3 the failure of a system

in rubbish volume.

The <sup>1</sup>

- 4 a new discovery or development
- 5 disadvantage or weakness (2 words)
- 6 the result of something

#### **8A** Complete the information with examples from the entries in Exercise 7B. More than one answer is sometimes possible.

Compound nouns are usually made of two words. They can be written as separate words, e.g. bottle top, or a single word, e.g. 1 they can be written with a hyphen, e.g. <sup>2</sup>\_\_\_\_ by adding an s to the end, e.g. breakdowns. Several common compound nouns are made of a verb + preposition, e.g. 3\_\_\_\_ or adverb + verb, e.g. <sup>4</sup>\_\_\_\_\_\_. If you understand both parts of the compound, you can often guess the meaning.

**B** • 5.2 Listen to seven sentences. Write the compound noun in each sentence in your notebook and underline the stress. Where does the stress usually come?

C Work in pairs and choose three inventions. Write an encyclopaedia entry for each one using two of the compound nouns above. Write they/it instead of the invention.

They were an important breakthrough in the twentieth century. They give us relatively clean energy but they also have some serious drawbacks, including the danger of a major breakdown.

**D** Exchange entries with other pairs and guess the inventions. page 152 VOCABULARYBANK

## LISTENING

- 1A Work in pairs. Complete the questionnaire on the right and make notes on your answers.
- **B ()** 5.3 Listen to the radio programme and check your answers to the questionnaire.
- **2A** Work in pairs and underline the alternative to complete what the expert said. Use a dictionary to check any new words. Then listen again and check.
- I Each machine would sell two hundred cans per day, unless the market was too small/crowded/saturated.
- 2 Choice/Advertising/Hunger makes people want things.
- 3 People are expected to think, 'If there are two similar products at different prices, I'll buy the cheaper/more expensive/bigger one.'
- 4 We intuitively feel that if something is advertised/costs/appears on TV more, it's
- 5 To make it so shiny, a food chef/stylist/ handler has painted the meat with oil/ink/ ketchup or maybe lacquer.
- 6 8.20 is a very good-/aggressive-/sadlooking time.
- 7 Blue is linked more to intellect and technology/precision/speed.
- 8 Seventy-five percent of young people/ children/women prefer purple to all other colours.

**B** Work in pairs and discuss. Which statements in Exercise 2A surprised you most?

# What's your advertising IQ?



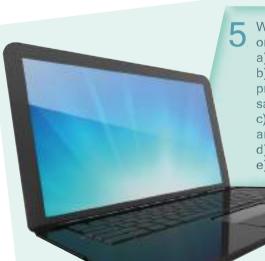
Imagine there's a Coke machine in the centre of town. It sells a hundred cans of Coke a day. Pepsi comes in and puts a machine right next to the Coke machine. After that, how many cans would each machine sell?

You want to introduce a new product to the market, for example a new lipstick. The product you want to compete with sells for five euros. Should you price your product above or below your competition?

What special ingredients are used to make a hamburger look so delicious in advertisements?



What time does a watch or clock nearly always show in adverts, and why?



- Which colour (blue, green, orange, purple, red or yellow) is best to use in an advert for:
- a) high-tech products? b) drugs and medical
- products to indicate safety?
- c) energy drinks, games and cars?
- d) toys? e) food?



