

Upstream

WORKBOOK

Student's

PROFICIENCY

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C2



Express Publishing

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8 Rewrite the following sentences using the words in bold type. Use between 3 and 8 words. Do not change the meaning of the original sentence.

- In an emergency, Peter is someone you can always rely on.
down Peter
..... in an emergency.
- I couldn't care less which one of you does the shopping.
difference It
..... which one of you does the shopping.
- James thought his team might well win the cup.
chance James thought his team
..... the cup.
- Scientists think the two diseases may be linked.
connection Scientists think
..... two diseases.
- In spite of herself, Penny was shocked by Johnny's behaviour.
help Penny
..... Johnny's behaviour.
- You may visit the museum as many times as you like with this ticket.
restrictions There
..... you can visit the museum with this ticket.
- On public holidays, this timetable may be altered.
subject This timetable
..... on public holidays.
- These plants can wilt in dry weather.
tendency These plants
..... in dry weather.
- She should have been given more money to pay for the repairs.
insufficient She
..... to pay for the repairs.
- After all you've done for me, it's only fair that I should take you out for a meal.
least After all you've done for me,
..... out for a meal.

9 Rewrite the following sentences using a modal verb.

- We didn't stand a chance of succeeding.
We could never have succeeded.
- Why didn't you tell me you weren't feeling well?
.....
- Don't bother phoning Liz, I've already done it.
.....
- I'd better leave now or I'll be late.
.....

- In all probability, they will arrive before we do.
.....
- You'd be well advised to contact Mr Soames.
.....
- Ann is sure to be regretting her decision by now.
.....
- Surely she's not seriously suggesting we give up now.
.....

10 Complete the sentences using *needn't have*, *didn't need to*, *must have*, *can't have*, *should have* or *shouldn't have* and a suitable verb.

- Lynn phoned the library to renew her books so in person.
- You really to Mrs Jones so rudely. She's quite upset now.
- You sandwiches with you as we're going to a restaurant for lunch.
- That Jack you saw last night as he's away in America at the moment.
- Mary better than to trust John; we all know how dishonest he is.
- David extremely fast to have got here so early.
- In the end the exam was easy, so I so hard revising for it!
- I climbing boots as I already had some.

11 Complete the following gaps with one suitable word.

- Next month, when Helen comes of, she's planning to leave home.
- Tina has been told that she can come with you as long as she promises to be on her behaviour.
- With prices rising and wages frozen, we'll all have to tighten our
- I'm inviting you all to a restaurant for lunch and I won't no for an answer.
- I've tried to make my colleagues see my point of view but I seem to be fighting a battle.
- Okay, you can have it for £50; you certainly drive a bargain.
- Remember that you must make for Tony as he's only just started in this job.
- I always think a really good argument clears the

- 12 Read the text below and decide which answer (A, B, C or D) best fits each gap.

Do women really talk more than men?

In a word, No. So how did the rumour get started?

In 2006, a popular science book called *The Female Brain* claimed that, on average, women **0** utter around 20,000 words a day, and men 7,000. The figures were reported in newspapers around the world and quickly entered the **1** mainstream. They were perfect material for sound bite science, substantiating as they did the popular stereotype that women are talkative and men are **2**

One person who found the claim impossible to believe was Mark Liberman, a professor of linguistics at the University of Pennsylvania. His scepticism prompted him to **3** into the footnotes of *The Female Brain* to find out exactly where the author had got her figures. What he found was not an academic **4**, but a reference to a self-help book. Following the trail into the thickets of popular literature, Liberman came across wildly varying figures. Different authors (and sometimes even the same author in different books) gave average female daily word counts ranging from 4,000 to 25,000 words. As far as Liberman could tell, all the numbers were simply **5** thin air. In no case did anyone cite any actual research to back them up. He concluded that the claims were variable because they were actually **6** guesswork.

After Liberman pointed this out in a newspaper article, the author of *The Female Brain* **7** that her claim was not supported by evidence and said she would delete it in future editions. But the damage was done. The much-publicised sound bite that women talk three times as much as men will now **8** in people's memories and get recycled in their conversations. The little-publicised retraction will make no such impression. This, quite simply, is how myths can acquire the status of facts.



- | | | | |
|------------------|---------------|-------------|---------------|
| 0 A pronounce | B utter | C express | D voice |
| 1 A cultural | B social | C communal | D collective |
| 2 A sustained | B reticent | C contained | D restricted |
| 3 A probe | B index | C rummage | D delve |
| 4 A allusion | B testimonial | C citation | D tribute |
| 5 A plucked from | B taken in | C given by | D drawn on |
| 6 A open | B pure | C rightful | D valid |
| 7 A reconciled | B granted | C conceded | D compromised |
| 8 A linger | B hover | C hang | D hold |

- 13 Fill in the gaps using derivatives of the words in capitals.

Text Message Marketing:

Cost effective advertising with impact

Text messaging is one of the most **0** **EFFECT** effective ways for a brand to communicate with a consumer. Research shows that 95% of SMS's are read within three minutes of receipt, with 99% of all messages being eventually read, making text message marketing one of the most **1** , powerful, and cost effective **RESPOND** consumer marketing and advertising tools available to businesses today.

For retailers especially, text messaging provides a(n) **2** opportunity to **COMPARE** establish a connection with customers. Today, more and more retailers in the UK are turning to this marketing medium to **3** **CIRCLE** information to customers in order to drive traffic to their stores. British retail giant, Marks & Spencer (M&S), for example, currently has an opt-in **4** of around 800,000 people to **DATA** whom it regularly sends updates about its above-the-line offers, such as its 3-for-2 meal deal offers. Since its mobile marketing campaigns began, M&S has seen a significant increase in customer traffic, basket sizes, and profit.

The power of text message marketing is that one's audience is permanently switched-on, **5** , and ready to act. **IMPULSE** Research conducted in the UK in 2010 found that 41% of consumers who received a specific mobile advert went on to visit that retailer's store, with 53% saying it was the advert that prompted them to do so.

According to the UK Internet Advertising Bureau, mobile advertising was worth £83m in the UK in 2010, up from £37.6m the previous year – a 116% like-for-like increase. This rate of growth is astounding given that it occurred amidst the backdrop of a global **6** **RECEDE** Industry experts predict that growth will only accelerate as handsets equipped with new technology, including mobile broadband, become universal. Indeed, the pace of change in the industry is so rapid today that it is hard to believe many companies greeted the predicted **7** growth of mobile advertising with barely disguised **8** **STOP** **SCEPTIC** merely a decade ago.

➔ Reading

14 You are going to read three short articles on various aspects of verbal and non-verbal communication. Before you read, discuss the following questions.

- 1 You might have heard it said that over 80% of communication between individuals is nonverbal, not verbal. Do you think this is true? How significant do you think non-verbal communication typically is in getting your message across to someone?
- 2 When someone's words don't match their non-verbal behaviour (e.g they say they are happy while frowning and staring at the ground), do you tend to ignore what has been said and focus instead on unspoken expressions? Why/Why not?
- 3 Do you think there are telltale signs that people exhibit when they lie? Do you think you are good at realising when someone is fibbing to you? Why/Why not?

15 Now, read the articles. For questions 1-10, choose from the sections (A-C). The sections may be chosen more than once.

In which section is the following mentioned?

a claim about the contribution of various modes of communication (in particular body language, vocal pitch and words) to the content of a message?

1

how people help falsehoods become conventional wisdom?

2

the failure, as yet, to resolve an outstanding question?

3

how verbal speech may be aided by non-verbal speech?

4

how something is second nature to all of us?

5

the press's preoccupation with a subject?

6

a blatant distortion of a study's findings?

7

people's inability to do something with any success?

8

how the telltale signs of something are not what most people believe?

9

how reinforcement of a verbal utterance is a sign of candour?

10

16 Look at the words and phrases in bold in the text. From the context in which they appear, come up with a synonym or definition for them.

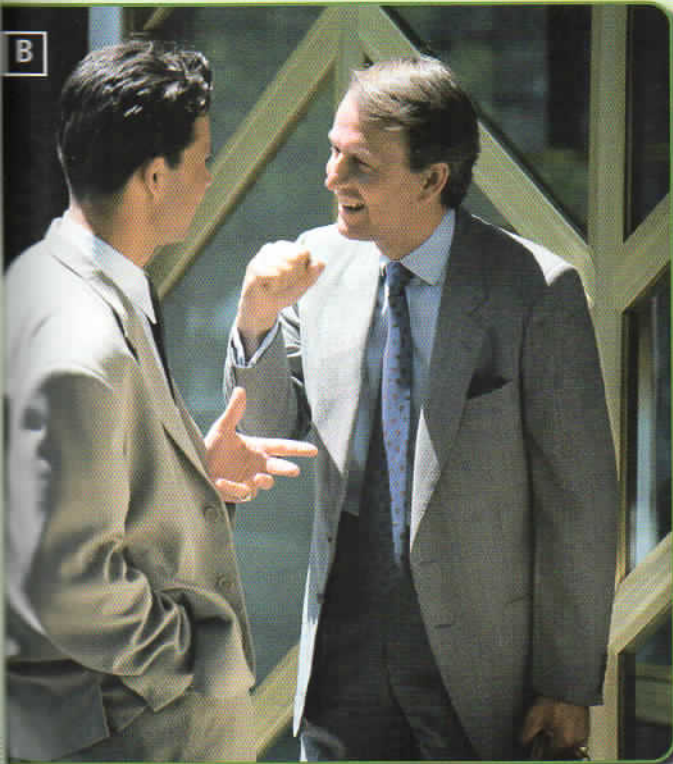
17 Make sentences of your own with five of the words or phrases from Ex 16.

The Art of Communication



Busting the myth: 93% of communication is not nonverbal

Nonverbal behaviour is an area of psychology that receives **stacks of** media attention. The idea that the vast majority of communication occurs nonverbally is quoted everywhere from self-help literature to popular psychology articles. The figures which are regularly **banded about** are: we get 55% of the content of a message from the visual component (i.e. body language), 38% from the auditory component (i.e. tone of voice) and just 7% from the actual words used. Sounds implausible? That's because it is. The original experiments which gave rise to these figures only applied to the communication of emotions - specifically, feelings of like or dislike. The author of the study, himself, stressed that to apply his findings to communication in general would be a **gross misrepresentation** of his research. That didn't stop this from happening though. Let's think about it for a minute. How can you possibly get 93% of communication without the words? If you watch a foreign-language film, and observe the body language and listen to the vocal tones - can you really understand 93% of the plot? Of course not. In 2009, BBC's Radio 4 interviewed the man whose research has been misrepresented in so many ways, Albert Mehrabian. During the radio interview, Mehrabian **blew a hole in** the interpretation by explaining that if he were asked where a pencil was, he would struggle to communicate that it **wās** in the third drawer down of the left hand side of the desk in the spare bedroom without using words. Nevertheless, those who teach communication skills to business executives, salesmen, politicians and others, continue to **perpetuate** the myth, mindlessly **regurgitating** it without bothering to check if it is true. Communication is terrifically and beautifully complex. Non-verbal aspects of communication obviously contribute to message content, but the idea they deliver 93% of the entire message is entirely false.



When do gestures communicate?

Do the hand gestures we produce while talking significantly benefit listeners' comprehension of our message, as most people believe? This question has been the topic of numerous research studies over the past few decades, but there has been little consensus. Some have argued that hand gestures communicate vital aspects of meaning, while others have argued that they actually play a role in word retrieval. Those who claim the latter say that while it would be foolish to argue gestures have no communicative function whatsoever, the case has been vastly overstated. Perhaps gestures do aid communication, but they do so by helping us form our own speech, rather than with the communicative properties they have in themselves. This theory has the great advantage of being relatively easy to test. Simply tie someone's hands behind their back then see how it affects their speech. This has been done in experimentally-controlled conditions and the evidence suggests that people's speech does indeed become less fluent when they're not allowed to gesture. In addition, studies on the 'tip of the tongue' phenomenon have shown that people unable to gesture find it harder to retrieve the right word. Whether the primary function of gesturing is to help speakers think (by facilitating word recall and helping reduce cognitive effort) or help listeners understand (by allowing access to the unspoken thoughts of the speaker) will require more research to answer. Either way, however, it's clear gestures are not simply useless by-products of some other process. Gestures provide vital support for our communicative abilities.



Are you lying to me?

How do you spot a liar? Some tales are so tall that they trip over their own improbable feats. You could be sleep-deprived for three days and still not have the faintest chance of falling for them. But then there are the lies that are trickier to detect. The truth is, it's virtually impossible – even for experts – to catch a good liar out. This is because, contrary to popular belief, liars do not give themselves away through their facial expressions and body language. Indeed, study after study has shown that cues to deception are not found in a deceiver's non-verbal behaviour. Yet, the average person on the street still believes that actions such as fidgeting, breaking eye contact and blinking are the types of ways liars betray themselves. Given this mistaken assumption, it's hardly surprising, then, that most people are notoriously bad at detecting other people's lies. "People typically believe they are poor liars and good lie detectors," says psychologist A. Vrij, from Portsmouth University, UK. "In fact, it's the other way around". In part, detecting deception is difficult because lying is so easy to do. Children learn to lie at an early age and they are very good at it. Our skills only increase as we get older. By the time we're adults, we lie so frequently that most of the time we're barely aware we're even doing it. Luckily, poor lie detection doesn't matter most of the time as the majority of the lies we're told are small and inconsequential (false compliments, face savers and the like). But occasionally, the stakes are higher. So how can you avoid being duped by a liar? According to UCLA professor of psychology, R. Edward Geiselman, verbal cues, not non-verbal behaviour, are the best way to detect deception. Geiselman points to the following:

- when questioned, deceptive people say as little as possible
- though they say little, they tend to spontaneously give a justification for what they are saying, usually without being prompted
- they tend to speak in sentence fragments
- when pressed, liars will generally not provide more details, while truthful people will deny they are lying and provide more and more details of events to buttress their explanation

So next time you suspect someone isn't telling you the entire truth, don't focus on what they are doing; focus on what they are saying.

Listening & Speaking

18 You are going to listen to a radio interview about long-distance communication from antiquity to the early twentieth century.

- a. Before you listen, look at the following statements and say whether you think they are true (T) or false (F).
- 1 The Egyptians used carrier pigeons to communicate as far back as 3000 BC.
 - 2 The development of international commerce led to more advanced postal systems.
 - 3 The telegraph rendered several forms of long-distance communication obsolete.

b. Now listen to the recording and fill the gaps with a word or short phrase.

What particularly impresses Judith about many forms of **1** communication is the degree of ingenuity shown by the people who devised them.

Ancient civilisations were not ignorant of the fact that an effective communication network was a fundamental part of **2** a vast empire.

The Roman **3** was the most advanced of its time.

The Romans relied upon a **4** of messengers for speed of delivery.

A boom in international trade in the Middle Ages brought about an increase in **5** leading to a reformation of existing postal services.

These reforms were later improved upon as a result of the invention of the **6**.

The failure of the Pony Express is attributed to the invention of the **7**.

The fact that pigeons are well-suited for **8** was well-known by the ancient Egyptians.

More recently, carrier pigeons proved themselves to be invaluable as **9**.

c. Were your answers in a correct?

19 In pairs, do the following speaking tasks.

- a. Student A, talk about the following question for about two minutes.

In what ways has technology changed the way people communicate with each another?

- mobile phones
- e-mail
- Internet chat rooms

- b. Student B, say if you agree or disagree with what Student A said. Is there anything you would like to add?

- c. Discuss the following question together.

To what extent do you rely on technology to communicate with others?

- d. Listen to two students doing the speaking task above and compare their performance to that of your classmates. Assess your classmates in terms of:

- grammatical resource
- lexical resource
- discourse management
- pronunciation
- interactive communication

- e. Student B, talk about the following question for about two minutes.

Discuss the factors that influence people's clothing choices

- work
- social status
- mood

- f. Student A, say if you agree or disagree with what Student B said. Is there anything you would like to add?

- g. Discuss the following question together.

Do you agree that attractive people are more successful in life?

- h. Listen to two students doing the task above and assess your classmates as you did in d.

- i. Discuss the following questions together.

- How important is it to 'dress for the occasion'?
- Do you agree it is necessary to learn other languages?
- Gestures and expressions differ from one culture to another – how might this cause problems?
- In what ways might our command of language suffer as a result of communication technology?

Communication

• Telephone conversations

20 a. Read the dialogues. What is the situation in each one?

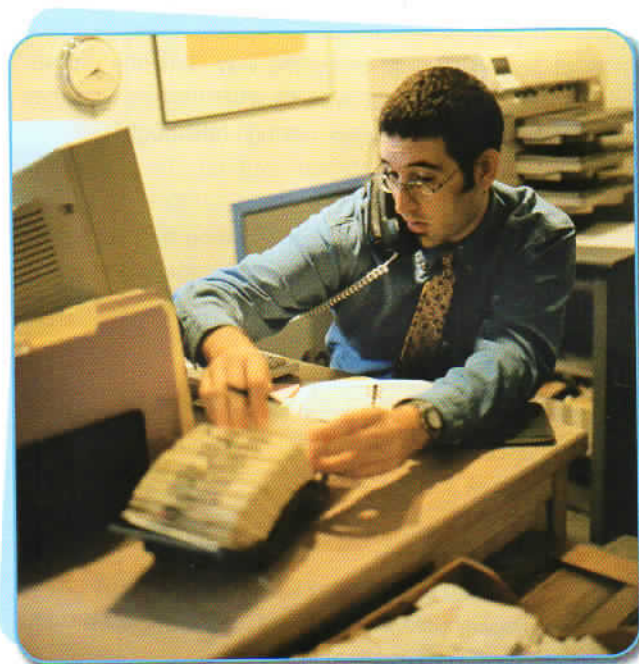
- 1 A: Hello?
 B: Hello. Can I speak to Barbara, please?
 A: I'm afraid you've got the wrong number.
 B: Oh, I'm awfully sorry. Is that 475-822?
 A: It is indeed, but there's no Barbara here.
 B: Oh, I see. Sorry to have disturbed you.
 A: Not at all. Bye.
 B: Bye.
- 2 A: Accounts department.
 B: Hi, Susan. Brian French here.
 A: Oh, hello, Mr French. How can I help you?
 B: I left some paperwork on your desk last night. It's about Mr Cowane's raise.
 A: Yes, I'm looking at it as we speak.
 B: Can I ask you to push it through as fast as possible, please? It's already overdue.
 A: Sure thing. I'll do it right away.
 B: Can you ring me back when it's done?
 A: Certainly.
 B: OK, thanks for that. Bye.
 A: Bye.
- 3 A: Hello?
 B: Hi. Can I speak to Barry, please?
 A: Speaking.
 B: Oh, hello. I don't know if you will remember me... its Alex Benson.
 A: Of course I remember you, Alex. How have you been?
 B: Not bad. Yourself?
 A: Fine. What's up?
 B: Well, it's about the car. You know, the Toyota. Have you sold it yet?
 A: Actually, it's still for sale. Are you interested?
 B: Yes, I am. I was wondering if we could meet sometime during the weekend?
 A: Tonight would be better. Can you do this evening?
 B: Yes, that's fine.
 A: OK, well, why don't you come over around 7?
 B: OK, I'll see you then.

b. Which of the underlined parts in the dialogues could the following phrases replace?

- I'm sorry, but ...
- I do apologise.
- It's quite alright.
- Of course.
- How's it going?
- Alright. What about you?
- What can I do for you?
- Listen, ...

c. In pairs, act out the following telephone conversations. Use as many phrases from **a** and **b** as you can.

- 1 Tell a colleague that you need a typed progress report on your desk by 11 o'clock.
- 2 You're trying to locate an old friend. You think they may work at The Old Ship, a restaurant in your town. Call the restaurant to find out.
- 3 Somebody is selling their old laptop. Call them and arrange a meeting in order to view the laptop.



• Stress and Intonation

21 Say the following sentences, using appropriate stress and intonation in the underlined parts.

- 1 a Mark plays the piano? I thought he played the drums.
 b Mark plays the piano? I thought his sister was the musical one.
- 2 a Why did you do this? Maria was supposed to do it.
 b Why did you do this? I told you to do something else.
- 3 a Come on. Tell me what's bothering you.
 b Come on. You're going to be late.