

B1 ENGLISH

CHAPTER 2 Practice 3

In this practice you will learn

B1 ENGLISH CHAPTER 2 Practice 3		Completed		Your Score
		Yes	No	
B1 Reading	• How to spot fake news	☐	☐	/
	• Innovation in business	☐	☐	/
	• Planning an event	☐	☐	/
Read these magazines	➤ Pancake Day	☐	☐	/
	➤ Carnival	☐	☐	/

How to spot fake news

Read some tips for spotting fake news to practise and improve your reading skills.

Before reading

Do the preparation task first. Then read the text and do the exercises.

Preparation task

Complete the sentences with words from the box.

bombard	fooled	unrelated	source
fake	subtle	phenomenon	sure

1. A is something that is designed to look real but isn't.
2. If you someone with messages or information, you give them so much that it is difficult to deal with at all.
3. A is a rare or important fact or event.
4. If something is , it is not obvious and it is difficult to notice.
5. If you are , you are tricked into believing something that is not true.
6. If you are about something, you are confident that it is true or correct.
7. If something is to something else, the two things have nothing to do with each other.
8. A is a thing, person or place that provides information.

Reading text: How to spot fake news

Every time you're online, you are bombarded by pictures, articles, links and videos trying to tell their story. Unfortunately, not all of these stories are true. Sometimes they want you to click on another story or advertisement at their own site, other times they want to upset people for political reasons. These days it's so easy to share information. These stories circulate quickly, and the result is ... fake news.

There is a range of fake news: from crazy stories which people easily recognise to more subtle types of misinformation. Experts in media studies and online psychology have been examining the fake news phenomenon. Read these tips, and don't get fooled!

1. Check the source

Look at the website where the story comes from. Does it look real? Is the text well written? Are there a variety of other stories or is it just one story? Fake news websites often use addresses that sound like real newspapers, but don't have many real stories about other

topics. If you aren't sure, click on the 'About' page and look for a clear description of the organisation.

2. Watch out for fake photos

Many fake news stories use images that are Photoshopped or taken from an unrelated site. Sometimes, if you just look closely at an image, you can see if it has been changed. Or use a tool like Google Reverse Image search. It will show you if the same image has been used in other contexts.

3. Check the story is in other places

Look to see if the story you are reading is on other news sites that you know and trust. If you do find it on many other sites, then it probably isn't fake (although there are some exceptions), as many big news organisations try to check their sources before they publish a story.

4. Look for other signs

There are other techniques that fake news uses. These include using ALL CAPS and lots of ads that pop up when you click on a link. Also, think about how the story makes you feel. If the news story makes you angry, it's probably designed to make you angry.

If you know these things about online news, and can apply them in your everyday life, then you have the control over what to read, what to believe and most importantly what to share. If you find a news story that you know is fake, the most important advice is: don't share it!

Tasks

Task 1

Circle the best title for the text.

- a. Experts share dangers of fake news
- b. Experts share top tips for resisting fake news
- c. How to create fake news: a guide
- d. Tips on how to read the news online

Task 2

Circle the correct answers.

1. Which reason is NOT given for an online fake news story?
 - a. To convince people of a political view
 - b. To make people angry or sad
 - c. To plant a virus in your computer

2. The text says some fake news ...
 - a. is easy to recognise as fake.
 - b. is funny.
 - c. comes from the political right.
3. Which of these may mean that a news site should not be trusted?
 - a. The text is well written.
 - b. The site has a variety of other stories.
 - c. The site's 'About' page does not clearly describe the organisation.
4. Some images on fake news ...
 - a. are real images, but come from a different website.
 - b. are images that have been changed.
 - c. both the above
5. Fake news stories ...
 - a. are usually only on fake news sites or social media.
 - b. are not on any websites, only in social media.
 - c. are often hidden on real news sites.
6. Many fake news stories are written ...
 - a. without capital letters and with terrible spelling.
 - b. in a way that makes people upset.
 - c. inside of advertisements that pop up on your screen.
7. What should you do with fake news?
 - a. Report it to the police
 - b. Make a note of it for reference
 - c. Not show it to other people online
8. What is the purpose of this article?
 - a. To complain
 - b. To inform
 - c. To entertain

Discussion

Have you ever read a fake news story online? Are you worried about this problem?

Innovation in business

Read a blogpost about being innovative in business to practise and improve your reading skills.

Before reading

Do the preparation task first. Then read the text and do the exercises.

Preparation task

Match the definitions (a–h) with the vocabulary (1–8).

Vocabulary	Definition
1. profits	a. using new ideas or ways of doing things
2. innovative	b. to look at something again to change it if necessary
3. a demand	c. research and development, the part of a business that develops or improves its products
4. to review	d. money that is made by a business after all the costs are paid
5. feedback	e. a need for something to be sold or provided
6. R&D	f. to direct a product at a particular person or group
7. to target	g. to know that something exists
8. to be aware of	h. information about people's opinions of something that can be used to improve it

Reading text: What does it mean to be innovative in business?

In order for a business to survive in today's world, it is important that we regularly review what we are doing and how we are doing it. By considering new ideas and new ways of doing things, and trying to innovate, we can improve on our products/services, increase sales, reduce costs and make our processes more effective and efficient. Innovation is key to increasing profits.

There are several ways a company can be innovative with their products and services. Today we will look at four of them.

1. Using the latest technology to improve your product/service

When we think of innovation, we often think of new technologies. While they might be impressive, we should not use new technologies just because they are available. It is important to consider how the technology can improve our product/service and make a difference to our customer. Companies that produce cars, toiletries, household appliances, etc. often have a large R&D department to work on making their products better.

2. Responding to customer demands by changing what is on offer

By listening to customer feedback, we can get their opinions on how we are doing and find out about what it is that they want. We also need to be aware of changes in customer demands and keep up with the times. When fast-food restaurant McDonald's realised that the market wanted healthier choices, they introduced fruit and salads, while removing the 'super-size' option from their menus.

3. Offering a new product/service to reach new customers

Your business might be doing well, but there is no growth or development and there is a risk that your competitors might take away some of your customers. Innovation sometimes means developing a new product that targets a different market. Although video games were often played by boys, in 2006, video games giant Nintendo introduced the game console Nintendo Wii, successfully targeting girls and older customers with games like Cooking Mama and Brain Training.

4. Changing the way you provide a service

By looking at the changes to the customer's lifestyle and needs, we sometimes realise that there might be better ways to serve them. Customers who do not have a lot of time might prefer to have their food or their shopping delivered to their homes, or they might like to do their banking online rather than in an actual bank.

Not all innovation will bring success to our businesses, but it can give us the opportunity to grow and learn more about what we do and what our customers might want.

Tasks

Task 1

Complete the text with words from the box.

aware	recent	innovative	customers
convenient	development	better	demands

We need to introduce (1)..... ideas and ways of doing things so that we can improve and grow. One way of doing this is to look at the most (2)..... technologies and see how they can make our products or services (3)..... . Some companies have a research and (4)..... department that specialises in this. Another way is to be (5)..... of changes in what our customers want and make sure we offer products or services that meet their (6)..... . A third way of introducing innovation is to develop new products that can help you target new (7)..... . You can also change the way your service is offered to make it more (8)..... for your customers.

Task 2

Are the sentences true or false?

	Answer	
1. We innovate because we want to increase the amount of money our businesses make.	True	False
2. Being innovative is all about using the newest technologies in your business.	True	False
3. Customers often don't know what they want.	True	False
4. McDonald's have not changed their menu since they started.	True	False
5. If you always target the same customers, you might lose them to your competitors.	True	False
6. Nintendo understood that only boys will play computer games.	True	False

Discussion

What are some of the latest innovations in the products/services that you use?

Planning an event

Read a dialogue where three people negotiate who does what to achieve a task.

Before reading

Do the preparation task first. Then read the text and do the exercises.

Preparation task

Match the words (1–8) with the definitions (a–h).

Word

1. a guest list
2. catering
3. an emcee
4. room set-up
5. an announcement
6. to stick to something
7. to take over something
8. to have someone in mind

Definition

- a. arranging the furniture and decorations in a room for an event
- b. to continue with a plan without changing it
- c. to be thinking of choosing someone for a job
- d. the people making and serving the food for an event
- e. a message to tell people about something, e.g. an event
- f. to do something that someone else was doing
- g. a list of the people coming to the event
- h. a Master of Ceremonies: the person who presents and introduces speakers onto the stage

Reading text: Planning an event

Mike, 14:41

All right, so I've divided up the tasks among the three of us planning this event like this:

@Jen: make guest list, schedule social media announcements, arrange room set-up, organise musicians

@Ed: book catering, send out invitations, design posters, book speakers

@Mike: reserve rooms, design invitations, write and publish blog post, get emcee

But please don't feel like we need to stick to this. If you prefer to do something else, feel free to say so.

Jen, 14:50

Yeah, I was thinking, as you are project leader **@Mike**, maybe it's best you make the guest list? I've got experience in graphic design so I'm happy to design the invitations.

Ed, 14:55

@Jen, do you mind designing the posters too? I'm not very good at designing.

Jen, 14:56

Sure, it'll be fun. If I take the poster design off you **@Ed**, do you think you can organise the musicians?

Ed, 14:58

Absolutely, I know some really good musicians that do events like this one. And I also know a really good emcee. Do you want me to take over getting the emcee too?

Mike, 15:01

@Ed I actually already have an emcee in mind, so I think I'll handle that. I'd appreciate it if you could write and publish the blog post about the event though.

Ed, 15:01

That's not a problem. I quite enjoy online marketing tasks.

Jen, 15:03

If that's the case @Ed, do you want to schedule the social media announcements too?

Ed, 15:04

I can do that ... if someone books the speakers.

Mike, 15:08

I'll book the speakers. And since I'm making the guest list, I should send out the invitations too. @Jen, are you still OK with arranging the room set-up?

Jen, 15:09

Yes, let me do the room reservations as well.

Mike, 15:10

Good idea. That would work nicely.

Tasks

Task 1

Match the tasks (a–l) to the person that will do them.

Person

Mike

Jen

Ed

Task

- a. Book rooms
- b. Create a post for a blog
- c. Create invitations
- d. Create posters
- e. Decide who to invite
- f. Find emcee
- g. Invite guests
- h. Organise live music
- i. Organise the food
- j. Plan room set-up
- k. Plan social media communication
- l. Reserve the speakers

Task 2

Are the sentences true or false?

1. Mike is the project leader.
2. Mike wants Jen and Ed to follow his original plan.
3. Jen enjoys doing the designing tasks.
4. Ed is happy to cook for the event.
5. Ed wants to be the emcee for the event.
6. Mike would like to be the emcee for the event.

Answer

- | | |
|------|-------|
| True | False |
| True | False |
| True | False |
| True | False |
| True | False |
| True | False |

Discussion

How are tasks usually divided in your project teams?

Pancake Day

Pancake Day is on a different date every year and is a celebration unique to the UK. Read the text and find out why British people celebrate with pancakes.

Before reading

Do the preparation task first. Then read the article and do the exercises.

Preparation task

Match the definitions (a–h) with the vocabulary (1–8).

Vocabulary**Definition**

- | | |
|----------------------|--|
| 1. to fast | a. to turn something over from one side to the other |
| 2. rich | b. something you put on top of food, for example a sauce on top of ice cream |
| 3. a sin | c. something bad you have done |
| 4. a confession | d. to mix a liquid very fast so that lots of air gets inside it |
| 5. to toss | e. containing a lot of butter, cream or other fat |
| 6. to flip | f. the 'telling' of a bad thing you've done |
| 7. a topping | g. to not eat or drink for a period of time |
| 8. to whisk | h. to throw up and down in the air |

Pancake Day

Americans are often surprised to hear that British people have a special day in celebration of pancakes. After all, American pancakes are a typical breakfast or brunch meal. However, pancakes in the UK are much thinner than American pancakes because they don't use baking powder, so they are not fat and fluffy and, instead, are more like French crepes.

Why pancakes?

Pancake Day is actually another name for Shrove Tuesday, which takes place 40 days before Easter Sunday and marks the start of Lent. In some other countries this day is called Mardi Gras, or Fat Tuesday, because it's when people ate all the good things for the last time before starting 40 days of religious fasting for Lent. Milk, eggs and oil or butter might not seem special nowadays, but hundreds of years ago they were one of the few ways of turning a basic recipe of flour and water into something richer.

The pancake bell

As well as using all their eggs and fats before Lent, people would also go to church to confess their sins to a priest. A bell used to ring at about 11 o'clock in the morning to remind people to cook their luxury ingredients and go to confession. This bell became known as the pancake

bell. In Olney in Buckinghamshire, the town celebrates with a tradition that started in 1445 when a woman heard the bell while she was making pancakes. She ran out of the house to get to church in time for confession while she was still holding the hot pan with the pancake inside. As she ran, she tossed the pancake to flip it over and over again so that it wouldn't burn. Today, in Olney and some other towns across the UK, pancake races are held, where the racers all run and toss pancakes down the street.

Pancake Day in numbers

On average, British people eat two pancakes per person on Pancake Day (though plenty of people will have three or four at least) which means 117 million pancakes will be eaten in one day. On a normal day, Brits eat 30 million eggs per day, but on Pancake Day that goes up to 52 million eggs and enough milk to fill more than 93 Olympic swimming pools. While some people might put chocolate spread or syrup on their pancakes, the most popular topping, by far, is lemon juice and sugar. But instead of the fine white sugar you put on top of cakes, British people use the same kind of sugar they put in their tea. If you want to try making British-style pancakes today, here's a simple recipe:

Recipe

To make about 12 pancakes you need:

- 100g plain flour
- 2 large eggs
- 300ml milk
- 15ml of oil, plus extra for frying
- a pinch of salt

1. Put the flour, milk, oil and pinch of salt into a bowl. Whisk them together, then add the eggs and whisk again until you have a smooth liquid called batter.
2. Leave the batter to rest for 30 minutes if you have time.
3. Put a medium-size frying pan over medium heat and put a little oil in the pan.
4. When the oil is hot, pour a large spoonful of batter into the pan and move the pan so that the batter covers the bottom of the pan.
5. Cook the pancakes for one minute on each side until they are golden.
6. Serve the pancakes warm with the topping you like best.

Tasks

Task 1

Write numbers to put the instructions in order.

- _____ Add the eggs to the mixture and whisk into a smooth batter.
- _____ Pour a spoonful of batter into the pan and help it spread.
- _____ Serve the pancake warm and add a topping.
- _____ Flip the pancake and then cook it for one more minute.
- _____ Mix the flour, milk, oil and a little salt.
- _____ Cook the pancake for one minute.
- _____ Heat a little oil in a pan over medium heat until it is hot.

Task 2

Use the words to complete the sentences.

breakfast	chocolate spread	Easter	French crepes
lemon and sugar	22	93	117

British pancakes have more in common with (1) than thick American pancakes and they are not eaten for (2) Instead they form part of a tradition which takes place 40 days before (3) (4) million pancakes are eaten, which requires (5) million more eggs than on any other day of the year and an amount of milk that could fill (6) large pools. Although a lot of people like (7) on top of their pancakes, most people prefer (8)

Discussion

What is the best pancake topping?

Carnival is an annual festival celebrated in many different ways in many countries around the world. Some of the world's most famous carnivals are held in Rio de Janeiro, Brazil, New Orleans, USA, and Venice, Italy. Find out what happens in these and one other carnival you may not have heard of.

Before reading

Do the preparation task first. Then read the article and do the exercises.

Preparation task

Match the definitions (a–j) with the vocabulary (1–10).

Vocabulary

Definition

- | | |
|-------------------|---|
| 1. a parade | a. the period that begins 40 days before Easter in the Christian religion |
| 2. Lent | b. a large vehicle that carries people and decorations in a parade |
| 3. a costume | c. a man-made river |
| 4. a mask | d. soft, light things that cover a bird's body |
| 5. a ball | e. something you wear to cover your face |
| 6. a float | f. when many people go in the same direction as part of a celebration |
| 7. a fast | g. a small, coloured, round piece of plastic with a hole in it, used as jewellery |
| 8. a bead | h. special clothes worn at a festival |
| 9. a canal | i. a period of time when you eat no food or only very plain food |
| 10..... a feather | j. a large, formal party where you dance |

Carnival

What's carnival all about?

Carnival is a festival that happens over a few days, usually just before Lent, in February or March. Because traditionally many people go on a fast during Lent, giving up meat, sugar or other foods and drink, carnival is an opportunity to enjoy these treats for the last time. It is a time to celebrate and party, with music and dancing in the streets. Some people believe that carnival is actually older than the Christian period of Lent, and that it started as the Roman festival of Saturnalia.

New Orleans

One of the most famous carnivals in the world is in New Orleans, USA. It is called Mardi Gras, which is French for 'Fat Tuesday', the day when people would traditionally eat up all the fat before starting the Lent fast. The celebration in New Orleans lasts around two weeks, with a parade every day. Groups of people, called 'krewes', dress up in special costumes and ride on decorated floats. They throw small gifts to the people watching, especially strings of beads. There are also many balls, especially masked balls. Mardi Gras is very popular with tourists, and it is estimated that well over a million people visit every year to join the celebrations.

Rio de Janeiro

The carnival in Rio de Janeiro, Brazil, is considered the biggest in the world, with around two million people celebrating on the streets each day. Rio Carnival is famous for its samba music and for the amazing costumes and floats. In 1984, the government decided to give the carnival a special stadium, called the Sambadrome, where people could buy tickets to go and see the parades. However, there are still plenty of street parties and parades happening all over the city.

The parades are a kind of competition and the samba 'schools', or groups, are judged on their costumes, dancing, floats and music. Some samba schools spend millions of dollars on their preparations, but it is estimated that carnival makes over \$40 million from ticket sales and advertising.

Venice

Carnival in Venice is a much quieter celebration, but it is still very famous, mainly for the beautiful masks that people wear. Traditionally, the masks are made and decorated by hand, with gold, jewels and feathers. There is a competition for the most beautiful mask, and there are many masked balls and other celebrations.

In St Mark's Square, there is an open-air theatre where you can watch traditional plays, and there are also classical music concerts. Because the streets are very narrow, there are candlelit parades on boats through the canals of the city. Watching all the people dressed in masks and costumes wandering through the city makes you feel as if you have stepped back in time to the 18th century.

Binche

The carnival in Binche, Belgium, is not as famous as some of the others, but it may have the longest history. It dates back to the 14th century. Up to 1,000 men and boys, called 'Gilles', dress up in masks, costumes and wooden shoes. They also wear very tall feather hats, up to 90cm tall. The Gilles dance through the streets and throw oranges at the crowd. This can sometimes cause accidents and break windows, but it is supposed to be good luck if you are hit by an orange.

All over the world, carnival is a time to celebrate and have a good time with friends and family. Have a great carnival, if you're celebrating this year!

Tasks

Task 1

Choose the city to answer the questions.

1. Which carnival brings in around \$40 million?
a. Binche b. New Orleans c. Rio de Janeiro d. Venice
2. Which carnival has people wearing very expensive masks?
a. Binche b. New Orleans c. Rio de Janeiro d. Venice
3. Which carnival has a special name?
a. Binche b. New Orleans c. Rio de Janeiro d. Venice
4. Which carnival uses a fruit as part of the celebrations?
a. Binche b. New Orleans c. Rio de Janeiro d. Venice
5. Which carnival has the largest crowds?
a. Binche b. New Orleans c. Rio de Janeiro d. Venice
6. Which carnival puts on plays in the main square?
a. Binche b. New Orleans c. Rio de Janeiro d. Venice
7. Which carnival is the oldest?
a. Binche b. New Orleans c. Rio de Janeiro d. Venice
8. Which carnival gives people watching the floats the chance to get small presents?
a. Binche b. New Orleans c. Rio de Janeiro d. Venice

Task 2

Are the sentences true or false?

Answer	
1. Christians do not eat meat or sugar during carnival.	True False
2. Carnival may have started before Christianity.	True False
3. Around two million tourists visit New Orleans for carnival each year.	True False
4. All the parades in Rio de Janeiro take place in the Sambadrome.	True False
5. It is difficult to have big parades on the streets of Venice.	True False
6. People are often happy if they get hit by an orange during carnival in Binche.	True False

Discussion

Do you celebrate carnival in your country? What happens?