

B1 ENGLISH

CHAPTER 4 Practice 1

In this practice you will learn

B1 ENGLISH CHAPTER 4 Practice 1		Completed <i>Yes No</i>		Your Score
B1 Writing	• A class forum	☐	☐	/24
	• A professional profile	☐	☐	/26
	• A report on a student meeting	☐	☐	/26
<i>Read this magazine</i>	➤ <i>The International Day of Peace</i>	☐	☐	/24

Learn how to write a post on a class forum.

Before reading

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

Preparation task

Match the definitions (a–f) with the vocabulary (1–6).

Vocabulary

1. to plot
2. to blow up
3. an explosive
4. a bonfire
5. to torture
6. a tradition

Definition

- a. something that people have done for many years
- b. a big fire that people build outside
- c. to destroy something in an explosion
- d. a substance that explodes if it catches fire
- e. to make a secret plan with other people to do something bad or illegal
- f. to cause great pain to someone, normally to get them to share information, to punish them or to be cruel

Reading text: A class forum

Add your comment below:

So cool to read about everyone's home tradition they miss the most! I'm from England but I've been living in the States for five years and the thing I miss the most is Bonfire Night on November 5th.

The best thing about Bonfire Night is the fireworks, oh, and the bonfires! ... and the history behind it. Basically, Guy Fawkes and his friends tried to blow up the Houses of Parliament and kill King James I. They nearly did it too – they hired a room under the Houses of Parliament and filled it with explosives. But someone told the royal palace. The authorities found Guy Fawkes in the room guarding the explosives, and he was sentenced to torture and death.

So it's a tradition that celebrates the fact that the king survived. It also means people don't forget what happens if you plot against your country. There's a kind of poem about it that starts 'Remember, remember the fifth of November, gunpowder, treason and plot.' That's why we build a 'guy' – a life-size model of Guy Fawkes – and burn it on the bonfire. Pretty dark and horrible when you think about it!

.....

Tips

1. It's nice to start by saying something that shows you have read other people's posts.
2. In a class forum you can be quite informal.
3. In informal writing you can sometimes miss out the beginning of a phrase:
So cool to read about everyone's home tradition ...
4. Remember, in a forum you are part of a long conversation with a lot of other people so they might ask you questions.

Tasks

Task 1

Are the sentences true or false?

	Answer	
1. The writer is American.	True	False
2. Bonfire Night is celebrated in autumn in the UK.	True	False
3. Guy Fawkes wanted to blow up the royal palace.	True	False
4. Guy Fawkes's plan worked.	True	False
5. Bonfire Night is a warning as well as a celebration.	True	False
6. Guy Fawkes wanted people to remember him on 5 November.	True	False

Task 2

Circle the best answer.

1. What is the purpose of the first sentence in this post?
 - a. To show the writer has read other posts.
 - b. To say what the post is going to be about.
 - c. For the writer to introduce themselves.
2. Which word is missing from the first sentence?
 - a. They're
 - b. I'm
 - c. It's
3. What does the writer describe as *dark and horrible*?
 - a. Trying to blow up the Houses of Parliament.
 - b. Burning a model of Guy Fawkes.
 - c. Having a party in Britain in November.

4. Which thing does NOT show the writing is informal?
 - a. The writer talks directly to the reader using *you*.
 - b. The writer sometimes uses sentences that are not complete.
 - c. The writer gives some information about the history.
5. What does the word *Basically* mean at the beginning of a sentence?
 - a. The writer is going to give a summary.
 - b. The writer is going to give a lot of details.
 - c. The writer doesn't know all the details.
6. It's not OK for readers of the post to ...
 - a. be rude to the writer.
 - b. ask questions about Bonfire Night.
 - c. ask questions about July 4th.

Task 3

Write one word to fill each gap.

1. I'm Australian but I've living in the UK for two years.
2. Bonfire Night is celebrated 5 November.
3. The most interesting thing Bonfire Night is the history behind it.
4. Guy Fawkes tried to blow the Houses of Parliament.
5. He caught guarding the explosives.
6. Bonfire Night reminds people of happens if you plot against your own country.

Discussion

What tradition do you like best from your country?

A professional profile

Learn how to write a professional profile.

Before reading

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

Preparation task

Match the definitions (a–f) with the vocabulary (1–6).

Vocabulary

1. brand loyalty
2. brand awareness
3. sector
4. a proven track record
5. to drive engagement
6. strategic

Definition

- a. evidence of all the successes you have had in the past
- b. customers' habit of always buying the same product from the same company
- c. to encourage people to be interested
- d. how much customers know about a product
- e. helping to achieve a plan
- f. an area of economic or professional activity

Reading text: A professional profile

David Beddingfield

Digital Marketing Manager

Summary

Over the past six years I have held various roles in the field of digital marketing and communication and currently lead a small team in the Fast-Moving Consumer Goods (FMCG) sector. I have a proven track record of planning and implementing successful digital marketing campaigns across a range of channels.

Experience

Digital Marketing Manager

Krunch Ltd

Jan 2017 – Present

My role involves strategic focus on all areas of digital marketing within the company and working closely with the main marketing and communications teams. I design and lead all our digital marketing campaigns.

Digital Marketing Executive

Krunch Ltd

June 2014 – Dec 2016

I was responsible for overall social media strategy. I worked on many campaigns to drive engagement with the customers of our breakfast cereals and bars to build brand loyalty. I also led on three key product launches.

Digital Marketing Assistant

Food2Grab Ltd

Sept 2013 – May 2014

In this role I developed my existing knowledge and skills in the fields of social media and consumer goods. I supported the design of multi-channel marketing campaigns to promote brand awareness of our healthy snack range.

Tips

1. Your online profile needs to be concise, engaging and convincing.
2. State a clear title/role under your name.
3. Your summary should be in short paragraphs.
4. Think about who you want to read your profile and write in an appropriate style for them.
5. Add links to examples of your work if you have them.
6. Check it carefully and get feedback from a friend or colleague.

Tasks

Task 1

Are the sentences true or false?

	Answer	
1. David Beddingfield specialises in marketing products via the internet.	True	False
2. David manages people.	True	False
3. He joined Krunch Ltd in 2017.	True	False
4. He is responsible for creating new digital marketing campaigns.	True	False
5. The objective of the breakfast cereal and bars campaign was to tell people about the new product.	True	False
6. The objective of the healthy snack range campaigns was to make sure people knew about the product.	True	False

Task 2

Circle the best verb to complete each sentence.

1. Over the past 18 months, I have ____ different roles across the telecommunications sector.
 - a. done
 - b. held
 - c. worked
2. I have a proven ability to ____ strong relationships with customers and key stakeholders.
 - a. meet
 - b. support
 - c. build
3. I ____ project teams from other departments.
 - a. worked
 - b. supported
 - c. produced
4. During this role I ____ specialist knowledge and skills in the area.
 - a. developed
 - b. supported
 - c. made
5. I was responsible for ____ marketing campaigns.
 - a. creating
 - b. performing
 - c. drawing
6. I worked with the communications team to ____ customer engagement with our brand.
 - a. make
 - b. drive
 - c. force
7. I designed campaigns to ____ brand loyalty among customers.
 - a. make
 - b. do
 - c. build
8. The first objective was to ____ brand awareness for the new range of healthy snacks.
 - a. work
 - b. recommend
 - c. promote

Task 3

Complete the sentences with words from the box.

have	am	an	with	to	of
for	for	In	in	on	on

- I currently editor and team leader for Chestnut Books.
- Over the past four years I held various roles the field of publishing.
- I'm currently responsible managing book projects from initiation to completion.
- My role involves strategic focus new books for children and teens, working closely the editorial team.
- In my previous role, I worked several non-fiction books adult readers and developed my knowledge marketing.
- my current role, I have also organised two book launches with authors promote their new books.

Discussion

Do you have an online profile? Which other tips for profile writing can you share?

A report on a student meeting

Learn how to write a report.

Before reading

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

Preparation task

Match the definitions (a–f) with the vocabulary (1–6).

Vocabulary

Definition

- | | |
|-----------------------------|---|
| 1. a hall of residence | a. work needed to keep a building in good condition |
| 2. a process | b. a building where university students live |
| 3. a budget | c. a piece of wood or metal instead of steps to go up or down |
| 4. maintenance | d. a formal system to do something |
| 5. a concern | e. a worry |
| 6. a ramp | f. an amount of money that is available to spend on something |

Reading text: A report on a student meeting

Introduction

This report aims to describe problems in Oak Hall of Residence and discuss possible maintenance work to solve them. The two biggest issues were discussed at a meeting on 12 May, which was attended by 165 of the 250 students who live in the building.

Issue 1: temperature in rooms

A number of students complained that the second-floor bedrooms are too hot. Concerns were raised about lack of sleep and students finding it hard to study in their rooms. Air conditioning was suggested as a possible solution.

However, there is no budget left for installing air conditioning this academic year. Also, installation can only be carried out during holidays as students cannot be present in the building while the work takes place.

Issue 2: improving wheelchair access to Oak Café

It was noted that wheelchair users can only access Oak Café from the back and not the front entrance nearer the lifts. This makes access to the café difficult for wheelchair users. The university is looking to improve its wheelchair access in general by installing ramps in key areas and work can take place during term time with no issues for staff or students.

Conclusion and recommendations

Taking the factors mentioned into account, August would be the best time for the installation of air conditioning. Until then, the university could consider supplying fans to each second-floor room so students can sleep and study comfortably.

The front of the café is recommended as an ideal place to install a wheelchair ramp. This work can take place immediately and should be a priority.

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Tips

1. Start with the aim of the report and say where the information comes from.
2. Use subheadings to make the layout clear. Follow a logical structure, e.g.:
 - Introduction
 - The problem(s) (Give each issue a separate section)
 - Conclusion and recommendations
3. Assume the person reading the report has asked you to write it and needs only a brief introduction to the situation.
4. Use an impersonal, formal style.
5. Use the passive to keep the focus off individual people:

Concerns were raised about ...
... was suggested ...
6. You should also use objective language for recommendations and conclusions:

... would be the best ...
the university could consider ...
... is recommended ...

Tasks

Task 1

Are the sentences true or false?

	Answer	
1. You should begin a report with your most important recommendation.	True	False
2. You should explain the context of the report in detail.	True	False
3. You should use sub-headings.	True	False
4. This sentence is in the right style for a report: <i>In this report I'm going to talk about a few problems in Oak Hall of Residence, where we live.</i>	True	False
5. This sentence has the right tone for a report: <i>I think air conditioning is the best solution for me and my friends.</i>	True	False
6. This sentence has the right tone for a report: <i>Some building work is needed at Oak Hall.</i>	True	False

Task 2

Write the phrases in the correct group.

A number of people complained that ...	I suggested a solution.
My housemates and I think ...	Concerns were raised that ...
Maya mentioned that ...	A range of solutions were suggested.
It would be better to avoid major building work during term time.	We do not think it is a good idea to do the work in term time.

Impersonal/Objective	Personal/Subjective

Task 3

Complete the second sentence using the passive (in the same tense) so that it has the same meaning as the first.

1. Oak Hall needs maintenance work.

Maintenance work at Oak Hall.

2. People raised concerns about the temperature of the rooms.

Concerns about the temperature of the rooms.

3. Someone suggested air conditioning.

Air conditioning

4. They can only install air conditioning during the holidays.

Air conditioning can only during the holidays.

5. They can complete the ramp installation during term time.

The ramp installation can during term time.

6. People have made complaints about the budget.

Complaints about the budget.

Discussion

Have you ever had to write a report? What for?

The International Day of Peace

The International Day of Peace is on 21 September. It's a day that aims to reduce violence and to strengthen the ideals of peace around the world.

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

1. unity
2. meditation
3. awareness
4. hostilities
5. to commemorate something
6. bullying
7. a ceasefire
8. to combat something

Definition

- a. an agreement to stop fighting, especially between two armies
- b. fighting in a war
- c. to remember officially and give respect to something
- d. to try to stop something bad from happening or increasing
- e. an activity in which you give your attention to only one thing, to become focused and relaxed
- f. the state of being joined together or in agreement
- g. when someone hurts you or makes you feel bad again and again
- h. knowing that a situation exists and understanding it based on information

The International Day of Peace

With so many people around the world suffering as a result of war and violence, the International Day of Peace is as important as ever. This special day, which was declared by the United Nations in 1981, is observed on 21 September every year.

The International Day of Peace at the United Nations

On International Peace Day, the United Nations asks for a 24-hour ceasefire of all hostilities around the world. It also asks people to observe one minute of silence at noon to honour victims of war and violence. The day begins with the Peace Bell Ceremony at the United Nations headquarters. The Peace Bell was donated by the United Nations Association of Japan in June 1954 and is made of metal that includes coins contributed by people from 65 member countries. The bell is a symbol of hope for peace and is rung several times a year, including on International Peace Day. After the bell has been rung, the UN Secretary-General delivers a message.

The purpose of the International Day of Peace

The International Day of Peace is for ‘commemorating and strengthening the ideals of peace within and among all nations and peoples’. Put simply, it aims to build a more peaceful world for everyone who lives in it. Peace affects almost every aspect of our lives. Each year, the United Nations chooses a different theme for this special day, for example ‘End racism: build peace’ or ‘Climate action for peace’. This helps us to see that true peace can only be achieved when all people are treated equally, or that we must combat the climate emergency, which threatens all of our lives.

International Day of Peace events

As well as taking part in a one-minute silence at midday (local time), people in cities, towns and villages worldwide can get involved in many different events on this special day. This could be in the field of the arts, with photography, film, music or dance. It could be sports activities such as a football match for peace. Or it could be yoga, meditation and prayer. Children and teenagers also take part in a wide range of activities related to peace and unity, often focusing on preventing school violence and bullying.

International Day of Peace online

With the internet and social media, there is a lot more awareness of International Peace Day than back in 1981. Social media posts sharing information, ideas and peace messages reach millions of people all over the globe. There are many online events which people can register for on the day, such as live shows, conferences and workshops.

What we can all do for peace

The International Day of Peace isn’t just about ending international conflicts. It is also about changing our behaviour towards each other and our environment. For example, we can try to bring peace to our personal lives by saying sorry and making peace with someone we know. Individual actions add up to great things when they are multiplied by millions of people all over the planet, and we can all contribute to making the world a more peaceful place.

Tasks

Task 1

Match the information (1–6) to the explanations (a–f).

Information

1. 21 September
2. the internet and social media
3. 1981
4. 1954
5. racism and climate action
6. films, meditation and football matches

Explanation

- a. the year when the International Day of Peace began
- b. the date when the International Day of Peace takes place every year
- c. the year when the Peace Bell was given to the United Nations
- d. some of the themes for the International Day of Peace
- e. some of the events that take place
- f. technology that has helped increase awareness of this day

Task 2

Complete the sentences.

events	bullying	silence	ceasefire
peaceful	peace	theme	coins

1. The United Nations asks for a of 24 hours.
2. It also asks people to observe one minute of
3. The Peace Bell is made of metal that includes from different countries.
4. The Peace Bell is a symbol of hope for
5. Each year there is a different for the International Day of Peace.
6. Activities for young people often focus on the problem of
7. You can register for online for the International Day of Peace.
8. By changing our behaviour, we can help to make the world more

Discussion

Did you learn anything new from this article?