



Upper Intermediate (B2)

CEF level: B2

Skills Booklet

Up-to-date material linked to a structured course - a unique solution.

**“Practical English
language skills for successful
communication!”**

- Learn to speak English effectively.
- Increase your range of vocabulary and useful expressions.
- Practise writing e-mails, giving presentations, making telephone calls, negotiating... and lots, lots more.

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Vocabulary: Doing business

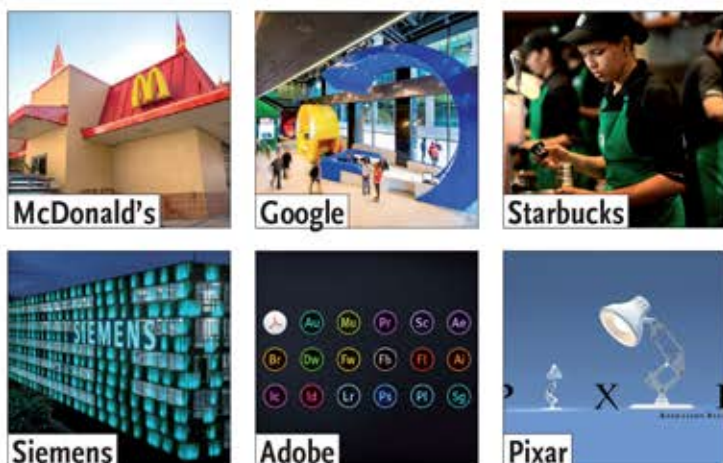
1 Company logos

Can you identify the logos? Write the name of a company next to as many as you can.



2 Company matching

Write the name of a company next to each description (1 to 6).



Top companies

- Founded:** Seattle, Washington, 1971. **Industry:** restaurants. **Retail:** coffee and tea. **Revenue:** \$9.411 billion. **Employees:** 172,000.
- Founded:** 1847, Berlin, Germany. **Products:** automation, lighting, medical equipment, trains and trams, home appliances, IT services, financing, etc. **Revenue:** \$110.82 billion. **Employees:** 427,000.
- Founded:** 1979. **Headquarters:** Emeryville, California. **Industry:** CGI animation.

- Founded:** 1940, San Bernardino, California. **Industry:** restaurant. **Products:** fast food. **Operating income:** \$3.879 billion. **Employees:** 1.5 million.
- Founded:** Menlo Park, California, 1998. **Headquarters:** Mountain View, California. **Industry:** internet, computer software and founders of the world's most popular search engine. **Revenue:** \$37.9 billion.
- Founded:** San José, California, 1982. **Industry:** software and creators of the much-used PDF. **Revenue:** \$4.21 billion. **Employees:** 9,000.

What products has each company produced? Which one is the most "creative"?

Your turn!

Write some information about a company in your country.

3 Vocabulary

Match the words in bold (1 to 7) to the definitions (a-g).

- Their **target market** is males in the 18-34 age bracket. ☐
 - The company's **USP** is its ability to deliver packages overnight. ☐
 - We aren't even earning enough to reach our **break-even point**. ☐
 - We're having a few **cash flow** problems, which is why we can't pay you. ☐
 - Their annual **turnover** is about \$60 million. ☐
 - Profit** is about 6% of their turnover. ☐
 - They have quite a few **overheads** for a company of their size. ☐
- The point at which the amount of money coming in covers all costs.
 - Positive gain from an investment or business operation after subtracting all expenses / costs, etc.
 - The people the company is selling to.
 - Any amount of money that is paid to another person or company for a service – expenses / costs, etc.
 - Unique selling proposition = something that makes your product or company special, different or attractive.
 - The amount of money that a company receives from sales, etc. – the revenue.
 - The movement of money in or out of a business.

Think about it! Business

Have you ever had an idea for a business? What was it? If you could start a business tomorrow, what would it be? What are the keys to creating a successful company? What are some of the difficulties of starting up your own company? What are the pros and cons of having your own company? What sort of person do you need to be to survive in the world of business? What are the top companies in your country? How have they managed to survive?

UNIT 1 Let's Get Creative!



WORD BUILDING

Vocabulary: Making decisions Complete the sentences with the words you hear.

1

Make up your mind

To decide what you want to do.
 "There are so many _____
 I just can't make up my mind."

2

Make a rash decision

To do something quickly and without considering all your options first.
 "You don't need to decide straight away, and you certainly don't want to make a rash decision – you know what happened _____."

3

Weigh up your options

To consider all your options and choices before deciding what to do.
 "I haven't decided _____
 I'm still weighing up my options."

4

Have second thoughts

To start to doubt that something is a good idea; to decide that something isn't a good idea.
 "I am having second thoughts about going into business with her. I'm just not sure that we'd _____."

5

Take something into consideration

If you "take something into consideration", you think about it before making your decision.
 "I think we should take their point of view into consideration before _____."

6

Give something a lot of thought

To think about something a lot before deciding what to do.
 "I've given it a lot of thought and I've decided to accept _____."

7

Be in two minds about something

If you're "in two minds" about something, you can't decide what to do.
 "I'm in two minds about what to do. On the one hand, I'd like to go; on the other, I don't think _____."

8

Change your mind

If you "change your mind", you decide to do something differently from what you originally planned to do.
 "We were planning to travel around the north of the country, but then we changed our minds and _____ instead."

UNIT 1 Let's Get Creative!



READ & RESPOND



HOW TO DEAL WITH STRESS!

When was the last time you felt stressed? What did you do about it? Here are a few ways of dealing with stress.

Stress is the feeling you get when you're under pressure. All sorts of situations can cause stress: moving home, financial difficulties, **work overload**, driving in heavy traffic, noisy neighbours, pollution, uncertainty...

So, what can we do about stress? Here are some possible solutions.

1 Pre-reading

Think of four ideas for dealing with stress.

2 Reading I

Read or listen to the article once. Which ideas do you like the best? Why?

3 Reading II

Read the article again. Then, answer the questions. According to the writer, what should you do...

1. ...to improve your mood?
2. ...if a problem pops up?
3. ...before leaving work at night?
4. ...with the things on your non-essential items list?
5. ...to get your mind off things?
6. ...to switch off?
7. ...to help you feel like you're in control again?

Smile: incredibly, your mind will often follow the lead of your body. So, if you smile, you'll be telling your brain that everything's all right, and your **mood** will improve. Next time you're feeling stressed, try smiling for 10 minutes.

Take action: deal with problems as soon as they **pop up**. For example, if you're angry with someone, talk about it and let them know how you feel rather than **bottling it up**.

Get organised: before leaving work at night, tidy up your desk and make a list of the things you're going to do the following day. When you get in early in the morning, check over the list and make sure that you can get it all done.

Prioritise: if you're feeling

overwhelmed by all the things you've got to do, make a list and divide the tasks into "essential" and "non-essential" items. Put the non-essential ones to one side, then deal with the essential ones one by one until you can cross them off the list.

Exercise: doing exercise is a great way of getting your mind off things and reducing stress. Go for a run, have a swim, spend some time in the gym, go for a walk...

Relax: find some time to really **switch off**: have a bath, meditate, get a massage, sweat it out in a sauna, do some yoga...

Make positive choices: read books that make you feel good and spend time with people you enjoy being with. Avoid spending too much time on social networks or watching TV, and stay away from negative people.

Get some perspective: learn how to **take things with a pinch of salt**. Is the situation really as bad as you're making it out to be? Is the work really as urgent as they say it is? Is it a question of life and death? Stop taking life so seriously!

Share it: don't keep your problems to yourself, talk about them. Chat with friends and try to laugh about the things that have been stressing you.

Focus: put 100% of your energy into the things you can change, and do your best to ignore the things you can't. What's the point of getting angry about the weather, the traffic or the government?

Get a pet: studies have shown that interacting with animals is a great way of relieving stress and tension.

Eat well: make sure you have a healthy and balanced diet with lots of fruit and vegetables. And avoid too much alcohol and any stimulants such as coffee.

Take up a hobby: find some time to do something you enjoy doing: restoring old cars, building models, gardening, salsa dancing... anything. Doing something that lets you feel in control will help reduce the stress.

Feeling better? ☺

GLOSSARY

work overload *n*
if you're suffering from "work overload", you've got too much work to do and not enough time to do it

a mood *n*
if you're in a good "mood", you're happy and you feel good

to pop up *phr vb*
if something "pops up", it appears or happens suddenly

to bottle up *phr vb*
if you "bottle up" feelings, you keep them inside you and don't express them or talk about them

overwhelmed *adj*
if you're "overwhelmed" by a feeling, it affects you very strongly, and you don't know what to do about it

to switch off *phr vb*
if you "switch off", you stop thinking about work (for example) and start to relax

to take things with a pinch of salt *exp*
if you "take something with a pinch of salt", you don't believe it completely

UNIT 1 Let's Get Creative!



WORD LINKING

Language Structures:

Gerunds & infinitives

Infinitives

Some verbs are followed by another verb in the infinitive (a verb with *to*). For example:

- They *offered to help* us.
- She *managed to finish* it by herself.

Here are some verbs that are followed by an infinitive:

agree, ask, choose, tell, decide, hope, offer, plan, help, learn, manage, promise, seem, want, threaten, pretend, aim, appear, arrange, attempt, choose, fail, intend, mean, prepare, refuse, threaten

Some verbs require an object or object pronoun (*me, you, him, her, us, them*) before the infinitive. Verbs that follow this pattern include: *get, ask, encourage, advise, expect, order, remind, want, teach, tell...* For example:

- She *told us to leave*.
- They *encouraged her to participate*.

We also use the infinitive after some expressions with *It* + an adjective. For example: "It's easy **to do**."

We can form negatives by placing *not* before the infinitive. For example: "She asked us *not to make* too much noise."

Gerunds

Other verbs are followed by a gerund (verb + *-ing*). For example:

- They *enjoyed seeing* you.
- They *finished working* on it earlier than expected.

Here are some verbs that are followed by a gerund:

avoid, consider, enjoy, finish, imagine, mention, don't mind, miss, can't help, deny, discuss, involve, practise, resist, risk, can't stand, admit, delay, suggest, quit, propose, postpone, spend (time)

We also use the gerund after prepositions. In some cases, the preposition may be part of a phrasal verb. For example: "She ended up *leaving* early."

Word choice

Choose the correct words to complete the sentences.

- The baby stopped **crying / cry** as soon as her mother picked her up.
- I remember **meeting / to meet** him, but I don't remember where.
- Remember **to bring / bringing** your passport to the airport.
- I forgot **closing / to close** the window last night and it was freezing this morning.
- We'd like **talking / to talk** to you about it.
- They really enjoyed **discuss / discussing** it.

Matching

Match the descriptions (1 to 6) to the pictures (a-f).

- She left without giving us the money... ☐
- He remembered to water the plants... ☐
- They stopped to have a drink on the way home... ☐
- I can't remember leaving the window open... ☐
- They can't stand having to wait... ☐
- She forgot to back up her work and lost it all... ☐



Sentence completion

Complete each sentence with the correct form of the verb in brackets.

- They really enjoyed _____ (watch) you act in the play.
- She decided _____ (not go) there after all.
- They don't mind _____ (share) the food – there's plenty to go around.
- You should stop _____ (try) to get in touch with him. It's obvious that he isn't interested.
- They seemed _____ (like) it, although I wasn't entirely sure.
- I forgot _____ (thank) them for the present they sent us.

Fluency practice

Answer the questions.

- What was the last really important thing you forgot to do?
- Did you remember to do everything you were supposed to do last week? What did you forget?
- Have you ever tried to do something and then given up? What was it?
- Have you ever stopped to help someone in the street? Who? Why?
- Have you ever avoided speaking to someone? Who was it? Why did you want to avoid them?
- What was the last thing you agreed to do reluctantly?



1 Sentence creation

Create as many sentences as you can with gerunds and infinitives in just two minutes. Use the verbs below. Use both affirmative and negative forms.

propose, postpone, avoid, agree, consider, ask, enjoy, choose, finish, tell, imagine, decide, mention, hope, don't mind, offer, miss, plan, can't help, help, deny, learn, manage, discuss, promise, seem, involve, want, threaten, admit, suggest, pretend, delay, aim, appear, arrange, attempt, choose, fail, intend, mean, prepare, refuse, threaten

2 Gap fill

Complete the instant messages with the verbs from below.

to find to meet up starting to need to prepare
being to do to get

Messages Clear

Dan: How's the course?

Nicole: Oh, great. I enjoy (1) _____ back at school!

Dan: What's it like then?

Nicole: Really interesting but a lot of work. I can barely keep up.

Dan: I don't know how you manage (2) _____ the time – I mean, it can't be easy studying and working at the same time.

Nicole: Well, I don't plan (3) _____ this for the rest of my life! I'm actually thinking of (4) _____ up my own business.

Dan: That's great.

Nicole: I've got a meeting with the bank tomorrow.

Dan: Sounds exciting!

Nicole: I'm putting in £50,000 of my own money, but I'm hoping (5) _____ another £100,000, but I don't think it should be a problem.

Dan: So, what's the big idea?

Nicole: We've patented this charger that collects the kinetic energy produced by your movements throughout the day to charge a battery for mobiles, iPods, etc.

Dan: Sounds amazing!

Nicole: I'm going (6) _____ some more investors if you're interested.

Dan: Maybe. Do you want (7) _____ later for a drink? We could talk about it.

Nicole: Yeah, sounds good. But it'll have to be after seven. I'd like (8) _____ for the meeting tomorrow before I go out.

Dan: OK. Perfect.

Send

3 Business opportunities

Complete the text with the correct forms of the verbs in brackets. Use infinitives and gerunds.

Businessmarket.com

Home About Us Services Products Support Contact

Read about some of our fantastic business ideas. If you're interested in investing, contact us NOW!

Coffee Joulies

Coffee Joulies are thermodynamic stones that help (1) _____ (keep) coffee at the right temperature. The small stone-like devices can (2) _____ (be) immersed in hot drinks to cool them down if they're too hot; or placed in cool drinks to warm them up. Coffee Joulies are on sale via the company website.

Dyslexie

Dutch design firm StudioStudio has created a typeface (Dyslexie) that can (3) _____ (be) read by dyslexics more easily. Dyslexics tend (4) _____ (rotate) letters as well as (5) _____ (mix) them up. But the Dyslexie font incorporates numerous features to stop such problems from (6) _____ (occur). Letters are made to look heavier at the bottom with thicker lines. This makes it easier for dyslexics (7) _____ (recognise) their true orientation.

ULTRA 10

There's no shortage of ideas aimed at (8) _____ (satisfy) the "fast fashion" mindset, but this one is truly unique. The Malaysian fashion label ULTRA has launched a 10-piece women's wardrobe set that's designed (9) _____ (offer) enough outfits to last a whole year. This is done through mixing and matching, and by (10) _____ (convert) clothes into other items. For example, a coat can be turned into both a shirt and a skirt; and a jacket can be used as a vest. Pieces can be sent back to ULTRA at any time for mending or up-cycling. At the end of a year, the ULTRA 10 set can be returned for a fresh supply at discounted prices.

Springwise

Danish Danske Bank is aiming (11) _____ (make) banking more convenient. Simply take a photo of a bill, then click to pay! You can (12) _____ (download) the bank's mobile app and you're ready to go. This technology has the potential to transform every business in the future!



Your turn!

Write an e-mail to someone proposing an activity.