

Step up your game

1 Fill in the gaps using *if*, *even if* or *unless* and the words in brackets to form meaningful sentences. Then get into pairs and compare your results.

- 1 _____ you desire to be well paid, you _____ (to have / to be) more focused and determined.
- 2 _____ you want to lose your job, you _____ (to have / to change) your attitude.
- 3 _____ you have some experience in that field, it _____ (to be) essential to do your work properly.
- 4 _____ you know how to do it better, you _____ (not / to get) a spot on the task force.
- 5 _____ you consider everything, there _____ (to be) some problems on the way.
- 6 _____ you close the deal, it _____ (to be) the biggest success in the history of the company.
- 7 _____ you improve your negotiation skills, we _____ (to have / to let) you go.

2 Fill in an appropriate verb from the box. There are two extra verbs that you should not use. Then get into pairs and compare your results.

to modify ■ to swipe ■ to showcase ■ to establish ■ to gain ■ to encourage ■ to interact ■ to reach ■ to opt

- 1 The aim of marketing is always to _____ customers to buy more.
- 2 It is essential for brands to _____ with the consumers, especially on social media.
- 3 Stores offer apps that allow customers to _____ through offers in the store.
- 4 In order to _____ a new audience, social media is utilised by almost every business.
- 5 Most successful brands have managed to _____ an emotional connection with their customers.
- 6 Media has the power to _____ the thoughts of people.
- 7 *YouTube* has helped ordinary people to _____ immense popularity.



3 You travelled by plane from London to Vienna last week. Unfortunately, your suitcase was lost. As you still have not heard anything from the airline company you have decided to write an e-mail of complaint.

In your e-mail of complaint you should

- explain what happened
- describe your suitcase
- request further information.

Write about 200 words.

KLM flight AA5268
Date: 11 June 20__
Departure: 12:05 pm
Arrival: 3:50 pm



► Best Shots 3 – modular. HAK, Writing reference, p. 189



4

Have a look at the quotations about the American Dream. Then get into pairs and discuss the questions below. Use the discussion phrases from Best Shots 3 – modular. HAK, page 13, act. 3.

“The American Dream is a term that is often used, but also often misunderstood. It isn’t really about becoming rich or famous. It is about things much simpler and more fundamental than that.”

Marco Rubio (American politician)

“The road to success is not easy to navigate, but with hard work, drive and passion, it’s possible to achieve the American Dream.”

Tommy Hilfiger (American designer)

“When we make college more affordable, we make the American Dream more achievable.”

William J. Clinton (42nd US President)

- 1 What is the key message of each of the quotes?
- 2 Which of them do you find most/least interesting? Give reasons.
- 3 Do you feel that Austria enables people to realise their dreams? Explain.