

A Make a different word, using the prompt in brackets.

e.g. development (change to verb) - to develop
e.g. economise (change to noun) - economy

1. To analyse (change to noun)
2. To analyse (change to adjective)
3. Evaluation (change to verb)
4. Theoretical (change to verb)
5. Problem (change to adjective)
6. To expect (change to noun)
7. To agree (change to opposite verb)
8. Organised (change to opposite adjective)
9. To prove (change to noun)
10. To prove (change to opposite verb)

B Finish these paraphrased sentences by changing the word/word type and grammar.

e.g. We studied the statistics then applied for funding.
- After _____ the statistics, we made an _____ for funding.
- After **studying** the statistics, we made an **application** for funding.

1. We were concerned about her health.
We had some _____ about her health.
2. The council cut funding so we could not provide free parking.
Because of council funding _____, there was no _____ for free parking.
3. His proposal was a failure as it was too theoretical.
His proposal _____ because it relied too much on _____.
4. As the emphasis was only on the UK, there were weaknesses in the evidence.
By _____ the UK only, the evidence was _____.
5. As the emphasis was only on the UK, there were weaknesses in the evidence.
As the emphasis was only on the UK, the evidence was not _____.

C Decide which paraphrase is better. (NB! Remember, your essay should not just be one long paraphrase, even a good paraphrase!)

1. Adverts are a major part of everyday life.
Paraphrase 1
Advertising is an important feature of daily life.
Paraphrase 2
The influence of adverts can be felt in all aspects of our lives.
2. Adverts for the soft drink, Tango, have recently been banned for possibly encouraging playground bullying.
Paraphrase 1
Advertising for the fizzy drink, Tango, have been disallowed recently for potentially leading to school bullying.
Paraphrase 2
A ban on Tango adverts has been implemented recently, as some felt the content could encourage school bullies.

3. Opinion is divided over what impact, if any, advertising has on children. What is beyond question is that many people, parents in particular are worried about its effects. 88% of Swedes supported their government's ban on children's TV adverts in 1991 (Willows, 2009) while 36% of adults in the UK thought that advertising was damaging to their children (Sidle, 2011).

Paraphrase 1

There is little agreement on the effect of advertising on children, though it is undoubtedly a concern, especially for parents. When Sweden banned children's TV adverts in 1991, 88% of the population supported the decision (Willows, 2009), while in the UK, over a third of adults thought advertising could damage their children (Sidle, 2011).

Paraphrase 2

Views vary on what possible effect advertising can have on the young. What is without doubt is that most people, especially parents, are concerned about the impact. 88% of Swedish people were in favour of their government's ban on advertising on children's television (Willows, 2009), and in the UK, 36% of adults believed adverts were harmful to their offspring (Sidle, 2011).

D Paraphrase the following.

1. For many people across Europe, the introduction of the Euro has lead to price rises in many everyday goods.
2. Women have traditionally been seen as mothers and home makers and it is only in recent years that they have been making significant inroads into the job market. There is still a long way to go before they achieve complete equality with men but the situation has definitely improved.
3. In the 1920s, an American academic, Elton Mayo, researched the effects of the physical environment on the productivity of workers. The result, known as the Hawthorne Studies, named after the electrics company where it took place, showed that workers could be motivated to work harder by making small changes to the workplace, such as altering the lighting or the layout of a room.

E Summarise the following paragraphs in the number of words in brackets.

1. Research on children's advertising would not seem to support a ban. Psychology professor, Adrian Furnham, argues against any restrictions, noting "Peer influences and parenting styles are massively more influential in determining children's behaviour and achievements than advertising" (Stokes and Brown, 2011). Furthermore, a German study points out that, on average, children between three and thirteen years old spend only 1.4% of their waking time watching adverts. That said, in the UK, this translates into 18 000 adverts a year (Grissom, 2010). However until there has been definitive research linking behaviour to advertising, it would seem premature to argue for a ban, but perhaps some regulation is needed, especially given parents' concerns. (60 words)
2. One restriction would arguably be on food advertising. 95% of these during children's television programmes were for products high in fat, salt or sugar (Grissom, 2010) and many, including the World Health Organisation, believe that there is a link between such foods and increasing levels of obesity and high blood pressure. Yet for every \$1 spent by the WHO to combat these effects of a poor diet, the global food industry spends \$500, part of an annual industry worth \$25 billion (WHO, 2009). It is obviously not a fair fight and as children's health is at stake, there is a strong case for a limitation on food advertising to the young. (30 words)
3. This could well help children. However, the downside of any such regulation could be damage to business, such as to the above mentioned food industry who would obviously see profits fall. Another less direct casualty would be children's television. At present, this industry is heavily reliant on advertising revenues. Martin Bowley of the media organisation Carlton Sales, remarked "Without TV advertising in the UK, the ability of commercial TV stations to deliver high quality programmes to young people would be severely affected" (BBC, 2007). Of ITV's £39 million children's commissioning budget, £11 million came from advertising (BBC, 2007). The removal of this support could lead to jobs losses, and a flood of cheap American exports. There is also the wider implication of any ban, with many within the EU saying it would contravene the whole idea of free trade in goods and services that the EU is based on, and would in fact be illegal. (20 words)

Answers

A

1. analysis
2. analytical
3. to evaluate
4. to theorise
5. problematic
6. expectation
7. to disagree
8. disorganised
9. proof
10. to disprove

B

1. We had some **concerns** about her health.
2. Because of council funding **cuts**, there was no **provision** for free parking.
3. His proposal **failed** because it relied too much on **theory**.
4. By **emphasising** the UK only, the evidence was **weak**.
5. As the emphasis was only on the UK, the evidence was **not strong**.

C

1. Paraphrase 2 (paraphrase 1 just word substitution, not changed enough)
2. Paraphrase 2 (paraphrase 1 just word substitution, not changed enough)
3. Paraphrase 1 (paraphrase 2 just word substitution, not changed enough, even though there are references)

D

1. For the majority of the European population, the Euro resulted in higher prices for many daily items.
With the Euro came an increase in prices on a range of common goods for most people.
2. As women have moved into the job market, they have left behind their traditional roles as housewives and mothers, and seen their situation generally improve, though equality with men is still some way off.
Though not yet equal to men in the job market, women are generally in a stronger position now than in the past when they were more restricted to traditional roles in the home.
3. Almost a hundred years ago, Elton Mayo, a US academic studied how workers could be influenced by their environment, and in his report, the Hawthorne Studies, he proved that by changing minor aspects of the workplace, such as lighting, workers could be encouraged to work harder.
The Hawthorne Studies undertaken by an American academic in the early 20th century, investigated links between environment and productivity, and demonstrated that the latter could be increased by making small physical changes to the workplace, for example altering a room's layout.

Answers contd.**E**

1. There is little research to support a ban on children's advertising as it does not seem to be that influential. One expert, Professor Furnham, argues parenting style and peer pressure are more important (Stokes and Brown, 2011), while a German study (Grissom, 2010) points out that children actually spend very little of their time, only 1.4%, watching adverts. (58 words)
2. Given growing health problems in children, there is an argument for banning adverts for unhealthy food, especially as the food industry far outspends those trying to promote a more balanced diet. (31 words)
3. Any advertising ban could harm the food and children's TV industries, plus could be impossible to enforce and potentially illegal. (20 words)