

Part 3.

Tasks 7-18 correspond to 13-24 in the test.
Answers A-D correspond to 1-4 in the test.

Marketing Movies

- 7 (D) If something **does the trick**, it succeeds in solving the problem it is intended to solve or in achieving the intended result. The writer is asking whether paying for large amounts of publicity makes a film successful.
- A: If someone **pulls** something **off**, they succeed in doing something difficult when they were considered unlikely to be able to do it.
- B: If someone or something **works a miracle/miracles**, they succeed in making something that did not appear likely to be successful into something very good or very successful.
- C: If you **play a trick on** someone, you deceive them in order to make them look foolish or so that they will be laughed at.
- 8 (D) **Spending power** is the amount of money people or organizations have which is available to them to spend on things. The writer is saying that the big film companies have a lot of money to spend on publicising their films but that smaller companies don't.
- A: **Market/economic forces** are things which have a big influence on a commercial market or on the economy of a country.
- B: The **strength** of an economy or currency is how well it is doing in comparison with its situation in the past or the economies of other countries or other currencies.

- C: If someone or something **has/carries weight**, they are powerful in a certain context and have a great deal of influence.

- 9 A If something is **killed stone dead**, it is completely destroyed. The publicist is saying that bad reviews can make a film a complete failure.
- B: If someone is **flat broke**, they have absolutely no money at all.
- C: If you say something **point blank**, you say it directly without any attempt to be diplomatic, in a way that may be considered rude.
- D: If someone is **out cold**, they are unconscious, often as a result of being hit. If something, for example food or drink, is **stone cold**, it is completely cold when it should be warm.
- 10 C If someone is **not averse to** something, they are not opposed to it or they don't dislike it. The writer is saying that the publicist is willing to do things occasionally which are simply done in order to get publicity for a film and may be regarded as rather silly.
- A: If someone is **reluctant to do** something, they do not want to do it, although perhaps in the end they have to do it.
- B: If something is **counter to** something, it is in opposition to it.
- D: If someone is **obstinate**, they refuse to change their mind about something, despite attempts to persuade them to do so and despite the fact that they are wrong.
- 11 B If someone is **caught up in a vicious circle**, they are in a situation in which one problem results in another which makes the original problem even worse. The writer is saying that film companies are in a situation in which their films have to be very popular because of the huge amounts of money they have spent on producing them, but this leads to another problem, because in order to make their films popular they have to spend more huge amounts of money on publicity.
- A: If something is **relentless**, it is unpleasant and it never stops, it is constant.
- C: If someone or something is **brutal**, they are very cruel and show no pity.
- D: If someone or something is **merciless**, they cause suffering and show no pity when doing so.
- 12 C If someone **recovers their costs**, they get back the money they have spent in order to do something, although they may not actually make a profit. The writer is talking about film companies getting back the constantly increasing costs of making a film after it has been released.
- A: If someone **restores something to someone**, they give it back to them after it has been lost or taken from them.
- B: If someone **refunds someone/something**, they return to them money they have spent, for example because they did not receive exactly what they had paid for.

- D: If someone **reimburses someone for something**, they give them back money they have spent.

Class in Britain

- 13 B If something **is/lies at the core of** something, it is the most important or central aspect or part of it. The writer is saying that whenever an analysis of Britain is carried out, the subject of class is the most important issue considered.
- A: **The gist of** something is the general idea or meaning of it or the main point to be understood from it.
- C: **The substance of** something is the most important part or essential meaning of it, rather than the details.
- D: **Base** can mean 'basis' in the sense of the starting point of an idea or view, from which it is developed.
- 14 D If something is **inexhaustible**, there is no end to it, it continues for ever without a conclusion. The writer is saying that people always have something to say on the subject of class in Britain and that it is a subject that will never disappear.
- A: If someone or something is **infallible**, they never make a mistake or fail because they are not capable of doing so.
- B: If someone is **indefatigable**, they never give up or stop making a great effort, even when tired or experiencing difficulties.
- C: If a mark is **indelible**, it cannot be removed. If a memory or impression is **indelible**, it cannot be forgotten and remains very clear.
- 15 C If you **spot** something, you see it when it is not easy to do so, particularly because it is small or it is among many other things. The writer is saying that these days in London, if you try to find someone who is wearing a bowler hat (a kind of hat formerly worn by many British men when going to work in offices), you seldom succeed because bowler hats are rarely worn any more.
- A: If you **glance at** someone or something, you look at them very briefly and then look away again.
- B: If you **peer at** someone or something, you look closely or carefully at them, usually because you cannot see them well or you have poor eyesight.
- D: If you **scan** something, you look at every part of an area to see what is there, or you read or look through something very quickly to get a superficial idea of what it contains, rather than reading it carefully and in detail.
- 16 D If something **comes into play**, it becomes involved in or begins to have an influence on a situation. The writer is saying that foreigners in Britain are never sure when the rules of class begin to matter in a certain situation because these rules are unclear and hard to understand.
- A: If something **falls into place**, the various elements, facts or events connected with it begin to make sense in relation to each other and to seem logical together.

- B: If someone **breaks in** or **breaks into** a conversation, they interrupt the person who is speaking at that moment and say something, or they enter a conversation that is going on at that time.
- C: If a situation, problem, etc. **arises**, it happens, occurs or appears, often unexpectedly.
- 17 (A) If something **reinforces** a belief, a feeling, etc., it makes it stronger because it provides a reason why it might be true or justified. The writer is saying that what Americans see or read about class in Britain makes them feel that the brief or casual impression they had previously had of what class in Britain is like was right.
- B: If something **props something up**, it supports it physically by being placed under or against it.
- C: If someone **subsidizes** someone or something, they provide money which helps them to continue or supports them financially to some extent.
- D: If someone or something **clinches** something, for example a deal or a victory, they complete and confirm it finally.
- 18 (C) **In between** = between two things, such as levels, times, places, etc. The writer is saying that Americans think the British class system consists of distinct and separate classes that are totally different from and far apart from each other, and that there are no people who fit into levels of society that are between those levels.
- A: If something happens **amid** something, it happens during it or while it is going on and the two things are closely connected ('The government issued a statement amid rumours of a possible crisis.').
- B: If something happens **midway through** something, it happens in the middle of it, when half of the length of it has gone and half remains. If something is **midway between** two things, it is in the middle of them.
- D: If something is **halfway between** two things, it is an equal distance from both of them. If someone is **halfway through** something, they have done half of it and still have the other half to do.