

NAME: _____

DATE: _____

SCORE: _____ /50

A  Listen to the podcast. Choose the correct answers.

- 1 What does Cassie say about technology?
 - A** It is something that amuses her.
 - B** It is the main reason for people getting distracted.
 - C** It is not the only cause of people's lack of focus.
- 2 Why does Cassie mention the Sunday *New York Times*?
 - A** to exemplify the amount of information we have available to us
 - B** to compare people's ability to read now with the past
 - C** to suggest that the availability of information is the problem
- 3 What example of clickbait does Cassie give?
 - A** an article
 - B** a headline
 - C** a video
- 4 Cassie gives the example of the writer to make the point that ...
 - A** we should choose what we want to do and take action.
 - B** there is a lot of negativity on the internet.
 - C** we face a lot of competition on the internet.
- 5 What is the main point that Cassie wants to make?
 - A** Technology is the main cause of our inability to focus.
 - B** Each person must take responsibility for their ability to focus.
 - C** It is difficult, but not impossible, to write a book nowadays.

_____ / 10 (2 points each)

B Complete the sentences with correct form of the words below. Use each word only once.

concentrate	concentration	distract	distraction	focus
get distracted	interrupt	interruption	lose focus	stay focused

- 1 Jesse tried to finish her project for school, but she kept _____ by phone calls.
- 2 Can you please turn the music down? I need to _____.
- 3 Ricardo often worked 70 or 80 hours a week when he was single. But now his family is his main _____.
- 4 Race car drivers can't _____, even for a second.
- 5 Cara tries to limit her time on social media. She views it as an unnecessary _____.
- 6 Daniel is taking a vitamin supplement that is supposed to improve _____. He claims he is much more focused now.
- 7 How do you expect me to finish telling you this story with your constant _____?
- 8 This is the company's most important sales season, so we all need to _____ on our sales targets.
- 9 The meeting was _____ when the fire alarm went off. It will have to be rescheduled for another day.
- 10 The secret to a successful magic trick is often to _____ the audience so they don't notice what the magician is actually doing.

_____ / 10 (1 point each)

C Complete the sentences with the words from the box.

attached blown away complicated go-ahead lost rid of

- 1 The audiences were _____ by the amazing concert scenes in *Bohemian Rhapsody*.
- 2 When Carlos got the _____ for the project, he started by choosing his team.
- 3 Natalia decided to get _____ thirty pairs of shoes so she would have more space in her closet.
- 4 When David entered the maze, he soon got _____ and had to return to the beginning.
- 5 Brad met a girl and got _____ to her really quickly. He couldn't stop thinking about her.
- 6 Climbing the mountain got _____ for the hikers when it started raining and the ground became slippery.

_____ / 6 (1 point each)

D Complete the second sentence with a phrase using *get* so that it has a similar meaning to the first sentence.

- 1 José has to edit his photos by tonight.
José has to _____ by tonight.
- 2 It's so frustrating that all these interruptions are wasting my time.
It's so frustrating that my time _____ by all these interruptions.
- 3 Brandon thought the plot was confusing in the second episode.
In the second episode, Brandon _____ by the plot.
- 4 When my car doesn't start in winter, I often have to ask my neighbor for help.
In winter, I often have to ask my neighbor for help to _____.
- 5 Matt had his house cleaned before his guests arrived.
Matt _____ before his guests arrived.
- 6 In the garden, the grass is wearing away where the children play soccer.
Where the children play soccer in the garden, the grass _____ away.
- 7 The children playing outside distracted Jim.
Jim _____ by the children playing outside.
- 8 I am motivated to run every day when I think of my next marathon.
The thought of my next marathon _____ every day.

_____ / 8 (1 point each)

E Choose the option that is not possible.

- 1 As this particular result *indicates* / *infers* / *shows*, motivation increases when a reward is highly valued.
- 2 I was terrified when my parachute didn't open, as you can probably *imagine* / *guess* / *underline*.
- 3 As can be *inferred* / *presented* / *seen* from this example, tiredness can cause an accident.
- 4 As the presenter *pointed out* / *inferred* / *explained* before he started, all his conclusions were based on his own research.
- 5 As you can *see* / *guess* / *indicate* from my appearance, I'm not going to win any fashion contests.
- 6 As all athletes can *attest* / *imagine* / *illustrate*, you must make sacrifices to win.
- 7 As this graph *presents* / *imagines* / *explains* so clearly, our sales doubled last year.
- 8 As the findings of our investigations *illustrate* / *guess* / *indicate*, we live in a distracted society.

_____ / 8 (1 point each)

F Read the article. For questions 1–7 choose from steps 1–5. Each step may be chosen more than once.

How to Capture and Hold the Attention of Your Audience

STEP 1 – Use a hook

To grab your audience's attention from the start, use a hook. This could be a quote, a statistic, a photo, a story, or an amazing fact. Asking a rhetorical question, which you later answer, engages the audience because they compare the answer in their heads with yours. Whatever you do, you must include within your hook a reason the audience should listen. What is the benefit for them?

STEP 2 – Communicate the structure

By revealing how many parts your presentation has and breaking parts into numbered sections, the audience knows how much attention they need to pay. If you have three main ideas, the audience will feel able to stay focused. If this is not communicated, the audience may switch off simply because they are not sure for how long they need to focus.

STEP 3 – Use signposts

Once you have your structure, you need to keep reminding the audience where they are. Expressions like "firstly" and "next" set up anticipation of key points. Saying things like "We're finished with X, so let's move on to Y" also helps orient the audience.

STEP 4 – Use your voice

When you practice delivering your presentation, put extra stress on key words and ideas. You can also make certain points more memorable by slowing down as you say them. In addition, you should vary your tone. A sudden change in tone will wake up an audience which might be losing interest.

STEP 5 – Use contrast

Just as a varied tone keeps attention, so does variety in your words. You can contrast problems with solutions, opportunities with risks, past with present, and present with future. You can use contrast in visuals by comparing graphs or showing outcomes in positive and negative images.

Which step(s) ...

- | | |
|---|-------------------------|
| 1 mentions rehearsing a technique beforehand? | Step ____ |
| 2 suggest modifying your approach to make it less uniform? | Step ____ and step ____ |
| 3 mentions the benefit of dividing up your presentation? | Step ____ |
| 4 offers a wide variety of techniques to make the audience sit up and listen? | Step ____ |
| 5 suggests words and expressions that make the audience think ahead? | Step ____ |
| 6 says that uncertainty could cause an audience to disconnect? | Step ____ |
| 7 stresses the importance of communicating why your topic is of value? | Step ____ |
| _____ / 8 (1 point each) | |