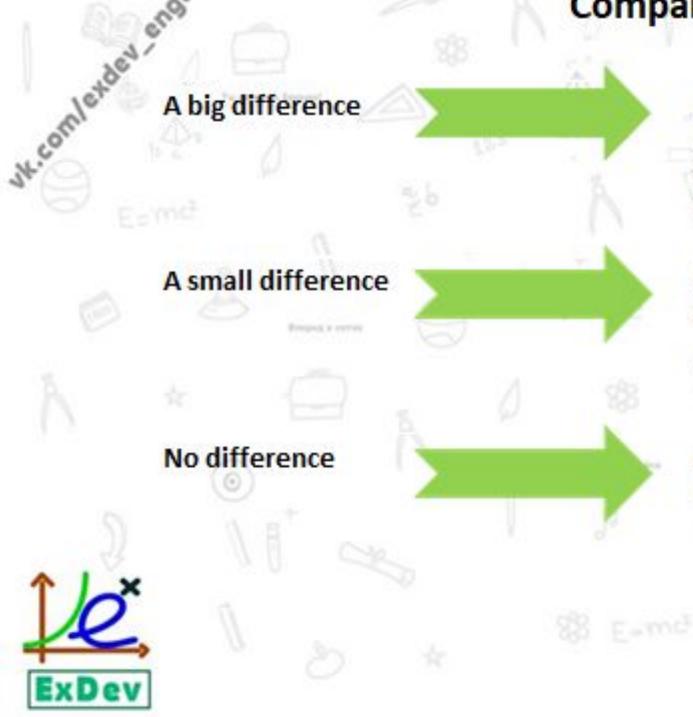
# Different ways to compare

## It is as massive as a rock.

Подготовка к ЕГЭ По Английскому языку

### Comparison



Far more + adj + than Not nearly as + adj + as Nowhere near as + adj + as Considerably + adj (Comparative) + than

Almost as much as Slightly + adj (comparative) + than Not quite as + adj + as

As + adj + as Not any + adj (Comparative) + than

Подготовка к ЕГЭ

По Английскому языку

 Difficulties surrounding gun ownership in the US turned out to be considerably greater than originally expected.

- He's nowhere near as handsome as her last boyfriend.
- EGE is not nearly as difficult as CPE.
- Visa application process has turned out to be far more time-consuming than originally expected.
  This outfit is slightly oversized for me, in my opinion.

Moscow is not any more expensive than London.

Подготовка к ЕГЭ По Английскому языку



#### THE HARD SELL

Most companies spend a large (0) proportion of their budgets persuading us to buy their products, and it is their (1) ...... executives who have to decide how to make consumers aware of new products. To do this, they usually set up an advertising (2) ..... of some kind. Generally, (3) ...... a new product involves TV and radio commercials, and there may also be large advertisements on (4) ...... along motorways and major roads.

In the past, companies employed people to sell the product (5) ..... but nowadays there is a far more popular technique which uses the them about the product and try to convince them that it is worth buying. Another technique is to (7) ...... the new product by post. The company sends colourful (8) ..... to every house even though people haven't asked for them. They are so unpopular that people call them (9) ..... mail – and even though they may contain free (10) ..... or discount vouchers, many people just put them straight into the rubbish bin!

| 0 | A section    | в | proportion  |
|---|--------------|---|-------------|
| 1 | A selling    | В | publicity   |
| 2 | A programme  | В | campaign    |
| 3 | A starting   | В | commencin   |
| 4 | A hoardings  | В | boards      |
| 5 | A in person  | В | to face     |
| 6 | A shoppers   | В | investors   |
| 7 | A promote    | В | sponsor     |
| 8 | A catalogues | В | prospectuse |
| 9 | A rubbish    | В | garbage     |

10 A samples

| В | publicity    | C marketin |
|---|--------------|------------|
| В | campaign     | C approach |
| В | commencing   | C launchin |
| В | boards       | C displays |
| в | to face      | C at hand  |
| В | investors    | C buyers   |
| В | sponsor      | C support  |
| В | prospectuses | C reviews  |
| в | garbage      | C junk     |
| В | tests        | C pieces   |

C division

|    | D fraction         |
|----|--------------------|
| ng | D propaganda       |
| h  | <b>D</b> operation |
| ng | D beginning        |
|    | D screens          |
|    | D on show          |
|    | D customers        |
|    | D demonstrate      |
|    | D journals         |
|    | D waste            |

D bits

Ακτν

n fraction

### Подготовка к ЕГЭ Английскому языку



0 MUSIC

**1 SCIENCE** 

2 INVENT

3 EQUIP

5 SKILL

**4 FORTUNE** 

#### MY CAREER

All my family are professional (0) musicians , but I was different. I wanted to change the world by becoming a (1) ..... or an (2) ..... I persuaded my parents to buy me some laboratory (3) ..... so that I could do some experiments at home. This was not such a good idea! (4) ..... I wasn't very good at science, and not at all (5) ..... when it came to doing experiments. I remember when I made a (6) ..... attempt to create a new perfume for my friend. The (7) ..... of ingredients I used must have been wrong, because there was a small (8) ....., followed by a lot of smoke and a horrible smell. After that I decided to study properly to get the right (9) ..... to become a chemist. I. had a big (10) ..... about it with my family who still wanted me to study music - but I won in the end.

6 DISASTER

8 EXPLODE

7 MIX

10 ARGUE

9 QUALIFY Подготовка к ЕГЭ Английскому языку