

Different ways to compare

It is as massive as a rock.



Comparison

A big difference



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

A small difference



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

No difference



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

- 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.



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 telephone. Staff in large call-centres telephone potential **(6)**, tell 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!

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|----------------|----------------|-------------|---------------|
| 0 A section | B proportion | C division | D fraction |
| 1 A selling | B publicity | C marketing | D propaganda |
| 2 A programme | B campaign | C approach | D operation |
| 3 A starting | B commencing | C launching | D beginning |
| 4 A hoardings | B boards | C displays | D screens |
| 5 A in person | B to face | C at hand | D on show |
| 6 A shoppers | B investors | C buyers | D customers |
| 7 A promote | B sponsor | C support | D demonstrate |
| 8 A catalogues | B prospectuses | C reviews | D journals |
| 9 A rubbish | B garbage | C junk | D waste |
| 10 A samples | B tests | C pieces | D bits |

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.

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|-----------|-----------|------------|-----------|
| 0 MUSIC | 3 EQUIP | 6 DISASTER | 9 QUALIFY |
| 1 SCIENCE | 4 FORTUNE | 7 MIX | 10 ARGUE |
| 2 INVENT | 5 SKILL | 8 EXPLODE | |

**Подготовка к ЕГЭ
Английскому языку**