

# 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!

- |    |              |                |             |               |
|----|--------------|----------------|-------------|---------------|
| 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        |

**Подготовка к ЕГЭ  
Английскому языку**

Акту

## 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.

- |           |           |            |           |
|-----------|-----------|------------|-----------|
| 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