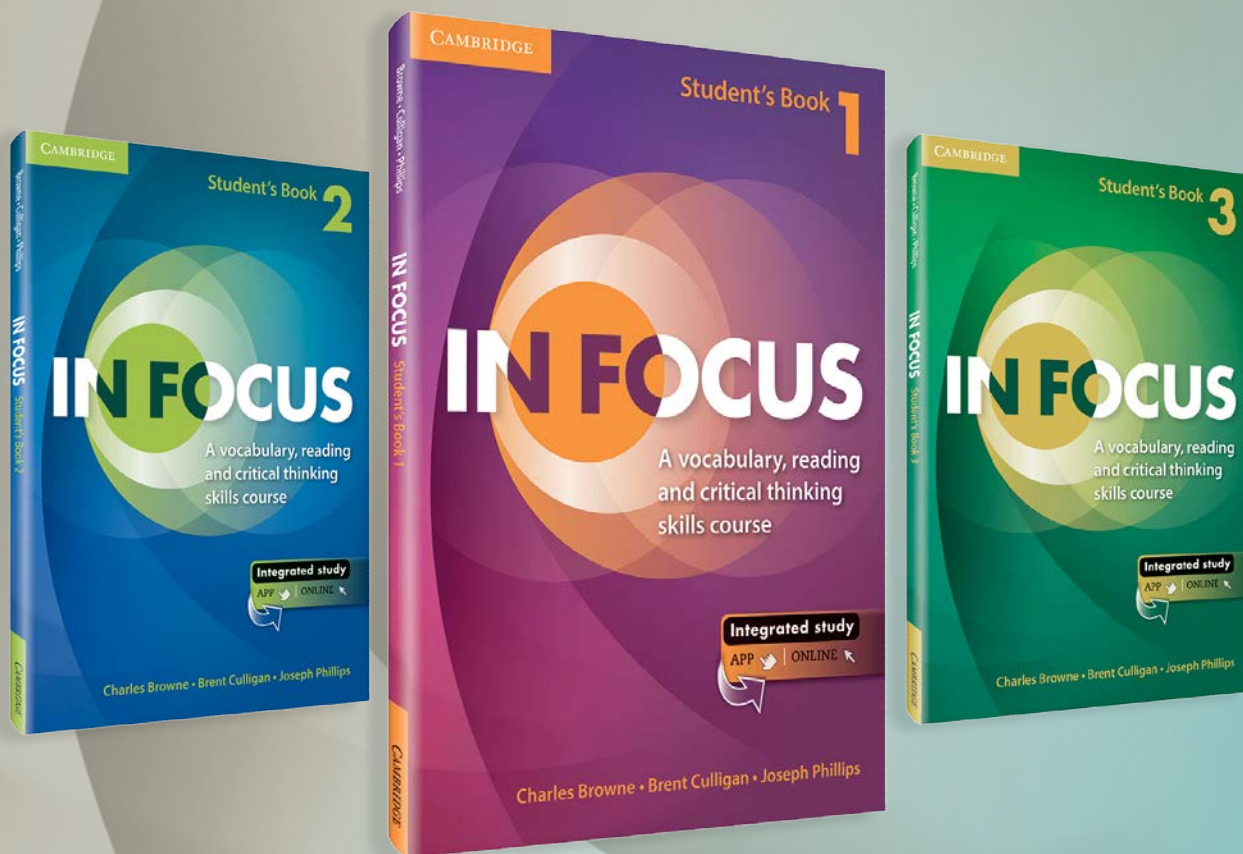
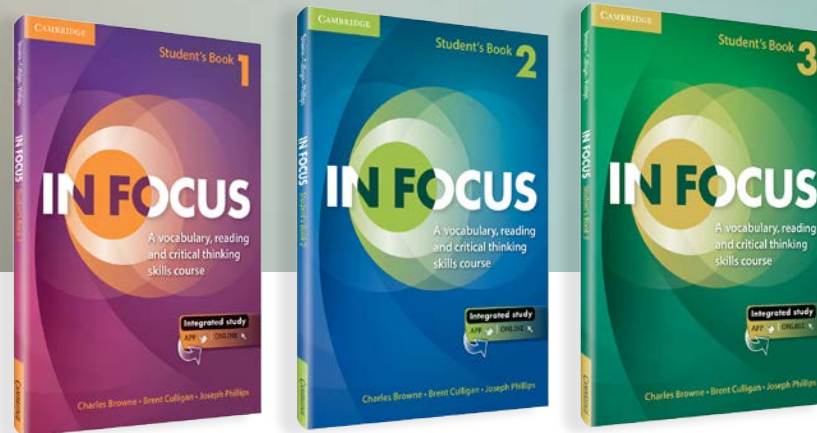


Getting started with *In Focus* online: Student's Guide (part 2)



IN FOCUS

Using *In Focus* Online



CAMBRIDGE
UNIVERSITY PRESS

4.1 – VOCABULARY PLACEMENT TEST

- a. You will be directed to a placement test.
- b. Click “Start Placement Test” to find out your vocabulary level.

CAMBRIDGE



Help

Contact Us



In Focus Vocabulary Placement Test



Take the following test to find out your vocabulary level. Choose the word that matches the definition. Good luck!

Start Placement Test

Skip

4.2 – ANSWERING VOCABULARY PLACEMENT TEST

Pick your best answer and click to submit.

CAMBRIDGE

IN FOCUS

Help

Contact Us



material made of crossed threads with holes between them

POST

CREDIT

NET

GOAL

Select the correct word

0% Complete



Back to Home

4.3 – VOCABULARY PLACEMENT TEST: Wrong Answer

This is an example of a question answered incorrectly.

CAMBRIDGE

IN FOCUS

Help

Contact Us



material made of crossed threads with holes between them

POST

CREDIT

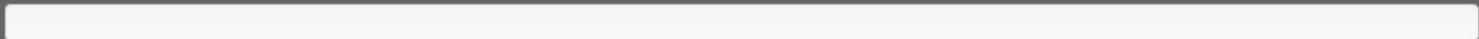
NET

GOAL



Select the correct word

0% Complete



Back to Home

4.4 – VOCABULARY PLACEMENT TEST: Correct Answer

This is an example of a question answered correctly.

CAMBRIDGE



Help

Contact Us



information stored in a computer in an organized way

INCH

SPLIT

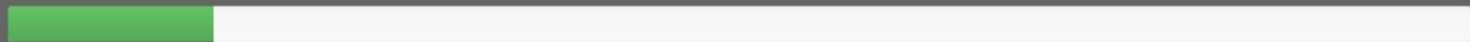
PHENOMENON

DATABASE



Select the correct word

14%



Back to Home

4.5 – VOCABULARY PLACEMENT TEST: Result


- This is the summary page when you have completed the vocabulary placement test.
- Click “Done” to proceed to the next page.

CAMBRIDGE

IN FOCUS

Help

Contact Us



Test Results

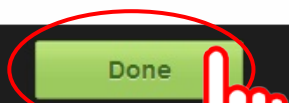
GENERAL ENGLISH	ACADEMIC ENGLISH
2000 / 2800	400 / 950
NGSL words	NAWL words

We estimate that you know about **2000** words from New General Service Word List and **400** words from New Academic Word List.

This gives you a total vocabulary of about **2400** High frequency words.

To find out how to interpret your scores, click [here](#).

Done



5 – JOINING THE CLASS

- Enter the access code that is available on the inside back cover of your Student's Book.
- Click “Submit” to enroll in the class.
- It will direct you to your class page.

CAMBRIDGE

IN FOCUS

Course Study

Vocabulary Study

Go Mobile

Help

Contact Us



Teacher: Ivan

Class: Cambridge Class A

Ivan's Cambridge Class A Enroll Now

I have an Access Card or Code

Access code provided by the print book

Submit



6 – START STUDYING

- This is what your class page looks like.
- Click “Start” to access interactive activities, i.e warm-up videos, core vocabulary and reading passages.

The screenshot shows the 'In Focus 1' class page. At the top left, a red banner indicates '0% complete'. To its right, the title 'In Focus 1' is displayed. Further right, a 'Vocabulary Goal (Ending: 5/31/2014)' progress bar shows '0 / 25 words'. Below these elements is a navigation bar with tabs for 'Unit 1: The Effects of Advertising', 'Unit 2', 'Unit 3', 'Unit 4', 'Unit 5', 'Unit 6', and 'Unit 7'. Under the 'Unit 1' tab, there are five icons representing different activities: 'How to Write a 30-Second Pitch' (a hand writing on a clock), 'Advertisements' (a pair of glasses on a newspaper), 'Core Vocabulary' (a green circle with 'QUIZ' and question marks), 'Reading' (a green book with '1'), and another 'Reading' (a green book with '2'). The main content area features a large graphic with a clock face and a hand. Overlaid on this graphic is a green 'Start' button, which is circled in red with a white hand cursor pointing at it. To the left of the 'Start' button is the 'IN FOCUS' logo. Below the logo and button, a paragraph describes the 'In Focus' series as a three-level program for adult and young adult learners, designed to build vocabulary, reading, critical thinking, and discussion skills. It lists 12 units, with the first four being: Extreme Sports, Do You Want to Live Forever, Robots in the Home, and Who Owns the News?.

0% complete **In Focus 1** Vocabulary Goal (Ending: 5/31/2014) 0 / 25 words

Unit 1: The Effects of Advertising Unit 2 Unit 3 Unit 4 Unit 5 Unit 6 Unit 7

How to Write a 30-Second Pitch Advertisements Core Vocabulary Reading Reading

IN FOCUS **Start**

In Focus is a three-level series for adult and young adult learners. It draws upon unique corpus research to provide a lexical syllabus comprising the most important words for learners of English. *In Focus* is designed to build vocabulary, reading, critical thinking, and discussion skills. Each level has 12 units, which include:

- Extreme Sports
- Do You Want to Live Forever
- Robots in the Home
- Who Owns the News?

7.1 – WATCHING WARM-UP VIDEOS

Click the video thumbnail to play the warm-up video.

Note: You can click on any word that you don't know in the subtitle. Clicking a word will open the word detail page.

Unit 1: The Effects of Advertising

Unit 2

Unit 3

Unit 4

Unit 5

Unit 6


Unit 7



How to Write a 30-Second Pitch




Advertisements



Core Vocabulary



Reading



Reading

How to Write a 30-Second Pitch

WATCH


100%



CLICK ANY WORD YOU DON'T KNOW

It explains who you are, what you do, and how you are different.

00:22 / 01:12



7.2 – WATCHING WARM-UP VIDEOS: Word Detail Page

- This is a sample of the word detail page. It will appear when you click on a word in the subtitle. You will see its definition, phonetic symbols, and you can listen to the pronunciation of the word.
- Click “Continue” to resume the video.

The screenshot displays a language learning application interface. At the top, a navigation bar shows units from Unit 1 to Unit 7. Unit 1, 'The Effects of Advertising', is selected. Below the navigation bar, a row of icons represents different activities: 'How to Write a 30-Second Pitch', 'Advertisements', 'Core Vocabulary', 'Reading 1', and 'Reading 2'. Each icon has a green checkmark. The main content area shows the word 'potential' with its phonetic symbols 'p ə t ɛ n ʃ ə l' and a definition: 'a possibility that something will happen or exist in the future'. A red bar at the top of the main content area indicates 'WATCH 100%'. A green 'Continue' button is highlighted with a red circle and a red hand cursor. Below the word detail, a subtitle reads 'Okay, imagine riding in an elevator with your perfect potential client.' and a progress bar shows the video is at 00:27 / 01:12.

Unit 1: The Effects of Advertising Unit 2 Unit 3 Unit 4 Unit 5 Unit 6 Unit 7

How to Write a 30-Second Pitch Advertisements Core Vocabulary Reading Reading

How to Write a 30-Second Pitch

WATCH 100%

potential
p ə t ɛ n ʃ ə l
noun a possibility that something will happen or exist in the future
"The new company has great potential."

Continue

CLICK ANY WORD YOU DON'T KNOW

Okay, imagine riding in an elevator with your perfect potential client.

00:27 / 01:12

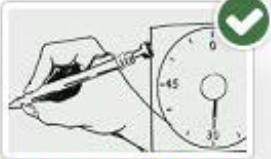
8.1 – WATCHING THE NEXT VIDEO

- Click on the tab located above the first video.
- The selected tab will be highlighted in yellow when you click it. *Note: This applies to every tab.*
- You will be directed to the next video.


The screenshot displays a learning interface. At the top, there is a row of five tabs: 'How to Write a 30-Second Pitch' (with a green checkmark), 'Advertisements' (highlighted in yellow and circled in red with a hand cursor pointing to it), 'Core Vocabulary' (with a green 'QUIZ' icon), 'Reading 1' (with a green book icon), and 'Reading 2' (with a green book icon). Below the tabs is a video player window titled 'How to Write a 30-Second Pitch'. The player has a 'WATCH' button with a green checkmark and a '100%' completion indicator. The main content area shows a computer monitor icon with a play button, the text 'Watch the lines.', '100%' in large font, '15/15 lines' below it, and a green checkmark icon at the bottom. Faint text at the bottom of the player reads 'Remember to keep it short, simple, and keep it spicy.'

8.2 – WATCHING THE NEXT VIDEO


- A new video will be displayed.
- The video will start playing automatically.




How to Write a 30-S...




Advertisements



Core Vocabulary




Reading



Reading

[A-U42] Advertisements

▶ WATCH 72%



CLICK ANY WORD YOU DON'T KNOW

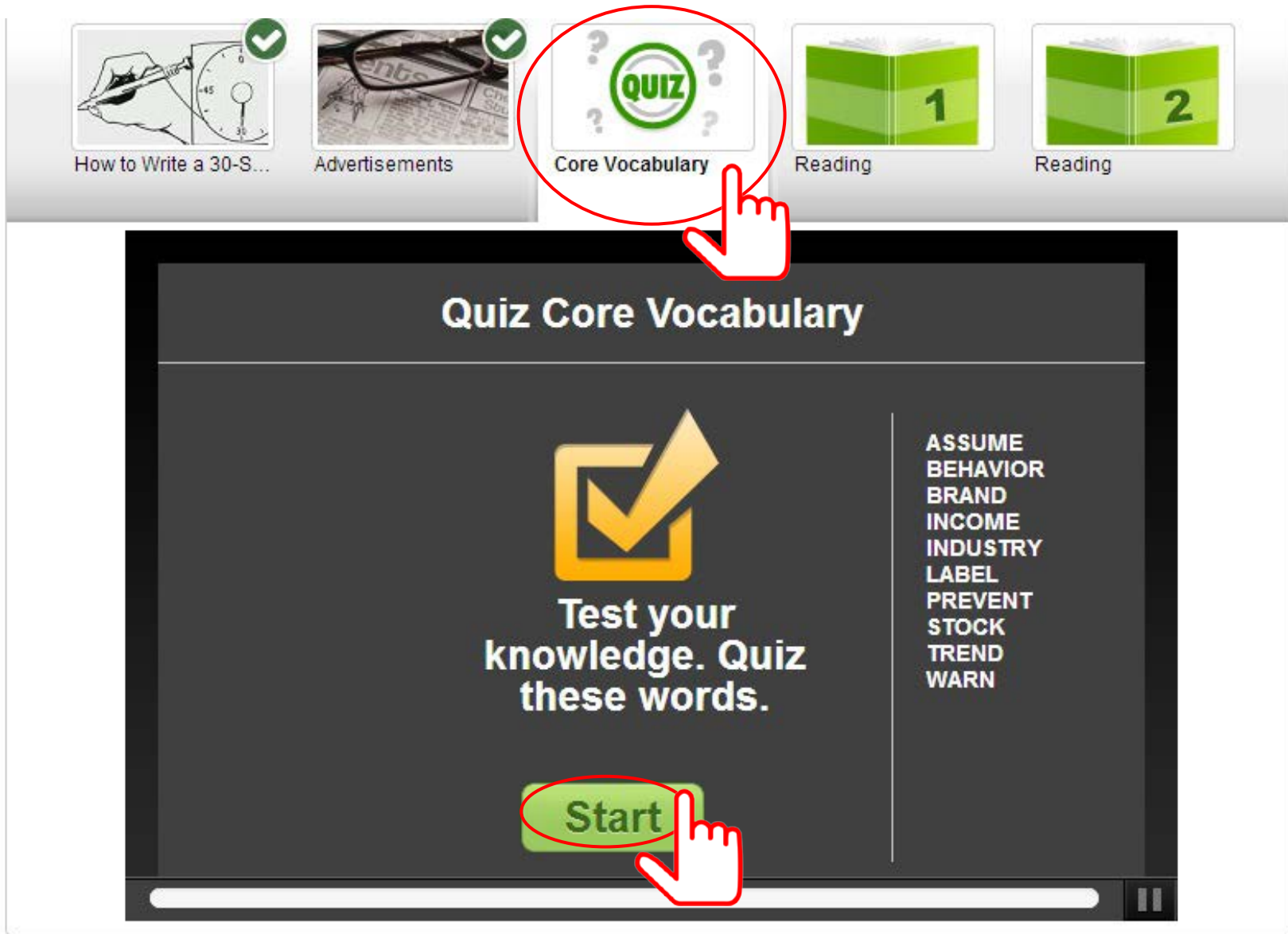
No! We just want whatever was shown to us in the ad!

00:57 / 01:25

CC Share ?

9.1 – QUIZ CORE VOCABULARY: Starting the Quiz

- Click the “Core Vocabulary” tab to access the page.
- Click “Start” to begin your quiz.



The image shows a user interface for a quiz. At the top, there are five tabs: "How to Write a 30-S...", "Advertisements", "Core Vocabulary", "Reading 1", and "Reading 2". The "Core Vocabulary" tab is highlighted with a red circle and a hand cursor pointing to it. Below the tabs is a large dark gray area titled "Quiz Core Vocabulary". In the center of this area is a large yellow checkmark icon. Below the icon, the text reads "Test your knowledge. Quiz these words." At the bottom of this area is a green button labeled "Start", which is also circled in red with a hand cursor pointing to it. To the right of the central text, a list of words is displayed: ASSUME, BEHAVIOR, BRAND, INCOME, INDUSTRY, LABEL, PREVENT, STOCK, TREND, and WARN.

How to Write a 30-S... Advertisements Core Vocabulary Reading Reading

Quiz Core Vocabulary

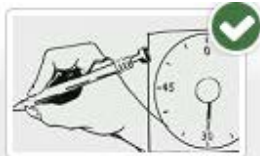
Test your knowledge. Quiz these words.

Start

ASSUME
BEHAVIOR
BRAND
INCOME
INDUSTRY
LABEL
PREVENT
STOCK
TREND
WARN

9.2 – QUIZ CORE VOCABULARY: Answering the Quiz

- This is a sample page of the quiz.
- Match the option to the question.
- Click your answer to submit.



How to Write a 30-S...



Advertisements



Core Vocabulary



Reading



Reading

WARN



At the same time, I must warn you that following your dream comes with a price.

1 to tell someone not to do something in order to prevent trouble or harm

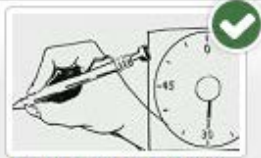
2 a group or list of similar things

3 a flying machine with no engine

4 a place where two things cross

9.3 – QUIZ CORE VOCABULARY: Correct Answer

This is an example of a question answered correctly.



How to Write a 30-S...



Advertisements



Core Vocabulary



Reading



Reading

WARN



At the same time, I must warn you that following your dream comes with a price.

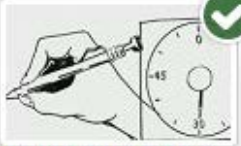


to tell someone not to do something in order to prevent trouble or harm


9.4 – QUIZ CORE VOCABULARY: Wrong Answer

This is an example of a question answered incorrectly.


Note: You will be given 2 chances to learn a word in 2 different approaches. The small boxes located on top right corner serve as the indicator of the first and second attempt.




How to Write a 30-S...




Advertisements



Core Vocabulary






Reading



Reading

PREVENT







Howcast.com

3


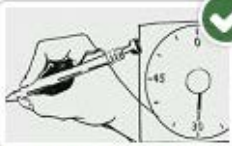
Fruit assists with digestion and helps prevent constipation.

1	not easily destroyed	2	existing in large amounts or numbers
	separate from one another		to stop something from happening



II

9.5 – QUIZ CORE VOCABULARY



This is an example of a question answered correctly in both attempts.




How to Write a 30-S...




Advertisements



Core Vocabulary




Reading





Reading


to tell someone not to do something in order to prevent trouble or harm



At the same time, I must _____ you that following your dream comes with a price.

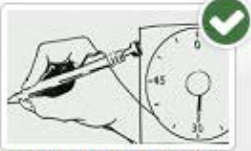
QUIZ SUCCESS

 **WARN**


 WARN

9.6 – QUIZ CORE VOCABULARY


If you failed in both attempts, the word detail page will be displayed automatically.




How to Write a 30-S...




Advertisements



Core Vocabulary





Reading





Reading


to stop something from happening

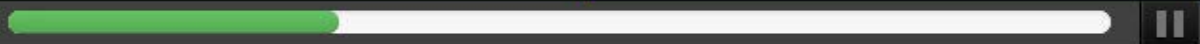


Fruit assists with digestion and helps _____ constipation.

MISSED WORD

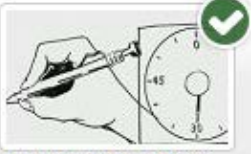
 **PREVENT**

 PREVENT




9.7 – QUIZ CORE VOCABULARY: Word Detail Page


If you failed in both attempts, the word detail page will be displayed automatically.




How to Write a 30-S...




Advertisements





Core Vocabulary




Reading




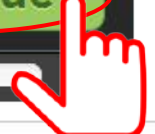
Reading


to stop something from happening  



Fruit assists with digestion and helps _____ constipation.

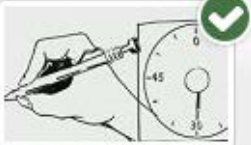
☆  **PREVENT** /p.rɪ'vent/
verb
to stop something from happening;

Continue 




9.8 – QUIZ CORE VOCABULARY


Automated word detail page will also appear every time you submit an incorrect answer. The same thing will happen if you submit 1 right and 1 incorrect answer.




How to Write a 30-S...




Advertisements



Core Vocabulary



Reading



Reading

a piece of paper on an object which gives information about it

Read the _____. Look, look in the small print.

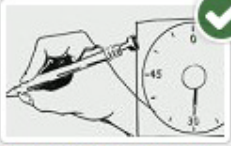
MISSED WORD
✓ ✗ LABEL

✓ LABEL	✗ PURCHASE
---------	------------


Progress bar and pause button at the bottom.

9.9 – QUIZ CORE VOCABULARY: Summary Page


This is a sample of the summary page when the quiz is completed.




How to Write a 30-S...




Advertisements



Core Vocabulary



Reading



Reading

QUIZ COMPLETED

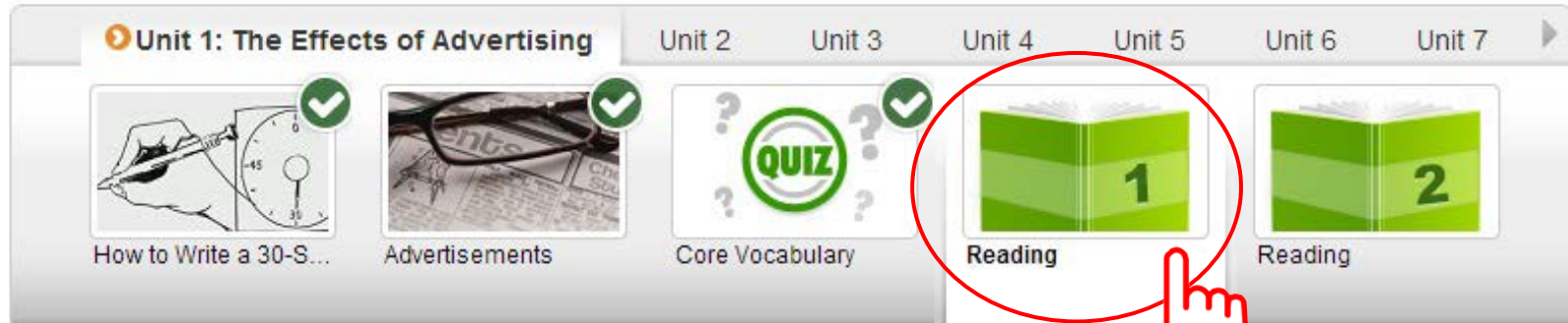
You have successfully completed 10 out of 10

✓✓ WARN	✗✗ PREVENT
✓✓ ASSUME	✗✗ INCOME
✓✗ BEHAVIOR	✓✓ BRAND
✓✓ STOCK	✓✗ LABEL
✗✗ TREND	✗✓ INDUSTRY

Next

10.1 – READING AN ARTICLE: Introduction Page

- Click on the “Reading” tab.
- Click “Start” to read the article.



Advertising and Consumerism



10.2 – READING AN ARTICLE: In Progress

- Scroll down to complete your read.
- Click “Stop” when you are done. You can choose to pause and resume the reading process.

Note: This applies to both reading activities.

Unit 1: The Effects of Advertising Unit 2 Unit 3 Unit 4 Unit 5 Unit 6 Unit 7

How to Write a 30-S... Advertisements Core Vocabulary Reading 1 Reading 2

Click on any word you don't know

clothing company would advertise a coat or clothing. Nowadays, a company might advertise how people feel when they wear its label. In this way, the company develops “brand loyalty.” That is when people like to buy only the products from one brand. Then the company can charge more money for its products. Investors in companies like brand loyalty very much because the price of their stock goes up when a company has a strong brand.

Elapsed Time: 01:12 **Pause** **Stop** Download Audio Listen to text

The audio can be downloaded by right-clicking the button and select “Save Link As”.

Click to listen to the audio.

10.3 – READING AN ARTICLE: Timed Reading Paused

This page will appear when you click on the “Pause” button.

Note: This function is applicable in both reading activities.

Unit 1: The Effects of Advertising

Unit 2

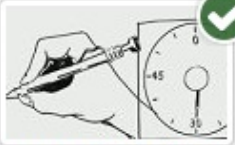
Unit 3

Unit 4


Unit 5

Unit 6


Unit 7




How to Write a 30-S...




Advertisements



Core Vocabulary



Reading




Reading

Reading Exercise Paused

Elapsed Time: 00:34

Resume



10.4 – READING AN ARTICLE: Word Detail Page

This is a sample of the word detail page. It will appear when you click on any particular word. You will be able to read through the definition and listen to the pronunciation in both American and British English.

Unit 1: The Effects of Advertising

Unit 2

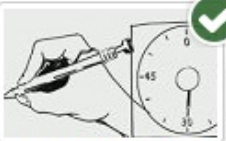
Unit 3


Unit 4


Unit 5


Unit 6


Unit 7




How to Write a 30-S...


Advertisements


Core Vocabulary


Reading


Reading

TREND trend  

noun

a general development or change in a situation:
There's a trend towards more locally produced television programmes.
I'm not familiar with the latest trends in teaching methodology.

(Definition of trend noun from the [Cambridge Learner's Dictionary](#) © Cambridge University Press)

Close

10.5 – READING AN ARTICLE: Completed

- a. A short quiz will be given to test how well you understand the article. There will be 3 questions for each article.
- b. Click “Start” when you are ready.

Note: This applies to both reading activities.

Unit 1: The Effects of Advertising

Unit 2


Unit 3


Unit 4


Unit 5


Unit 6


Unit 7


How to Write a 30-S...


Advertisements


Core Vocabulary


Reading


Reading


Completed

Reading Exercise

Time 01:19 | 152 words/min

Check your comprehension
with these 3 question(s).

Start



10.6 – READING AN ARTICLE: Answering the Questions

- Click on your answer.
- Click “Submit” to confirm your answer.

Note: This applies to both reading activities.

Unit 1: The Effects of Advertising

Unit 2


Unit 3

Unit 4


Unit 5

Unit 6


Unit 7




How to Write a 30-S...




Advertisements



Core Vocabulary



Reading



Reading

Read the statements below. Which best describes what this text is about?

☐ The uses of advertising in society


☒ The positive effects of brand loyalty

☐ How advertising can be used to improve our health

Submit

10.7 – READING AN ARTICLE: Correct Answer

This is an example of a question answered correctly.

-  is an indication that you have submitted the correct answer.
- Click “Next” to proceed to the next question.

Note: This applies to both reading activities.

Unit 1: The Effects of Advertising

Unit 2


Unit 3


Unit 4


Unit 5


Unit 6


Unit 7


How to Write a 30-S...


Advertisements


Core Vocabulary


Reading


Reading

Read the statements below. Which best describes what this text is about?

☐ The uses of advertising in society.

☒ The positive effects of brand loyalty.


☐ How advertising can be used to improve our health.

Correct

Next

10.8 – READING AN ARTICLE: Wrong Answer

This is an example of a question answered incorrectly.

-  is an indication that you have submitted a wrong answer.
- The correct answer will be revealed afterwards.
- Click “Next” to proceed to the next question.

Note: This applies to both reading activities.

Unit 1: The Effects of Advertising

Unit 2

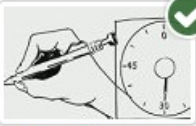
Unit 3

Unit 4


Unit 5

Unit 6


Unit 7




How to Write a 30-S...




Advertisements



Core Vocabulary



Reading



Reading

What is a negative result of consumerism mentioned in the article?

☒ People need to work harder to pay for the things they buy..

☐ People are exercising less..

☒ People are more interested in advertising than they used to be..

Incorrect

Next

10.9 – READING AN ARTICLE: Completed

The summary page will appear once you have completed the quiz. You will be able to review your answers and reading speed.

Note: This applies to both reading activities.

Unit 1: The Effects of Advertising

Unit 2

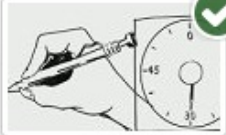
Unit 3


Unit 4


Unit 5


Unit 6


Unit 7


How to Write a 30-S...


Advertisements


Core Vocabulary


Reading


Reading

Completed

Reading Time:

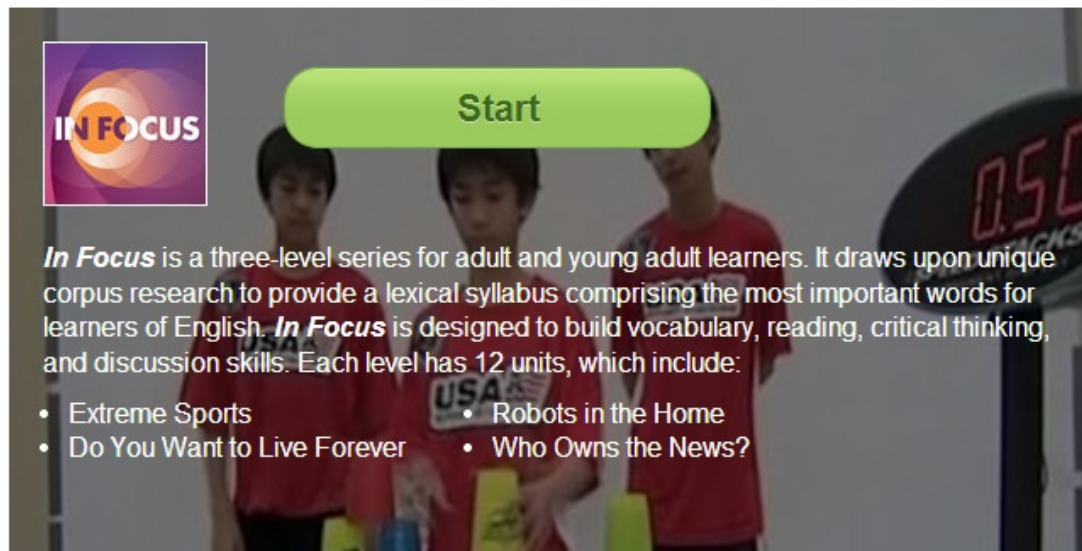
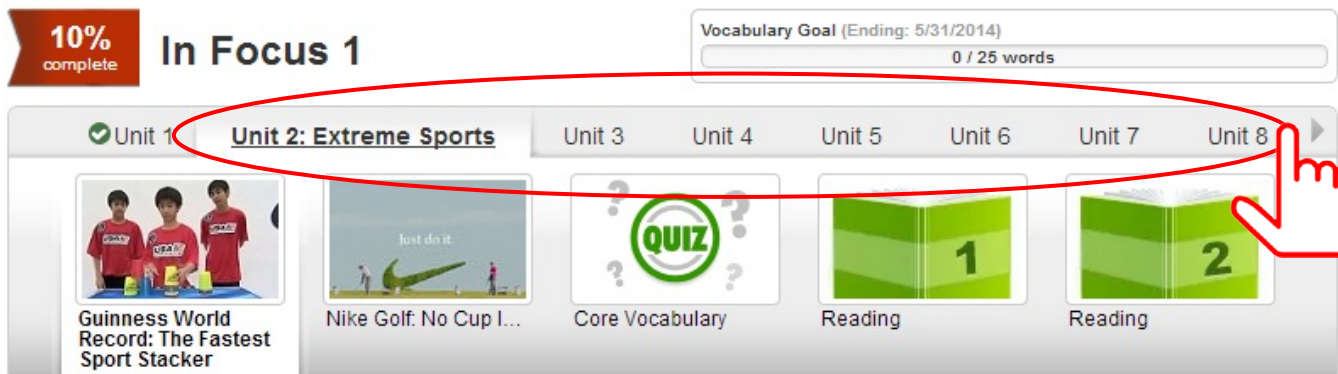
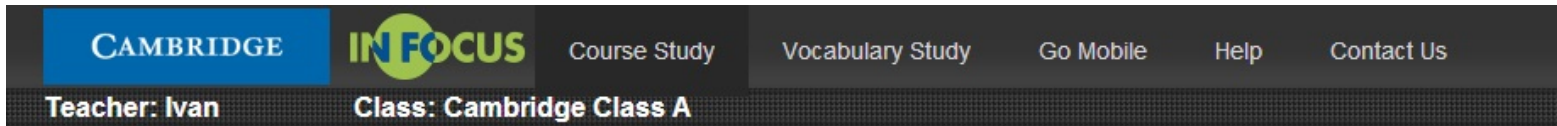
Time 01:19 | 152 words/min

Comprehension Results:

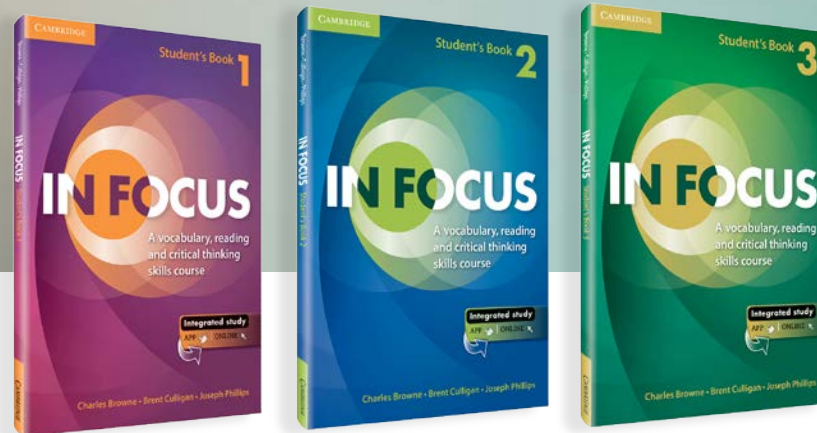
1 out of 3 question(s) correct.

11 – PROCEEDING TO THE NEXT UNIT

- Click any unit that you wish to study from the tab.
- Activities of the selected unit will be displayed.



Getting Help



CAMBRIDGE
UNIVERSITY PRESS

1 – SENDING AN INQUIRY

To get help, you can submit an inquiry to English Central by filling up the form at www.cambridgeinfocus.org/contactus OR send an email to info@cambridgeinfocus.org.

CAMBRIDGE

IN FOCUS

Teacher

Student

Help

Contact Us

Submit an Inquiry

Cambridge Student

student@email.com

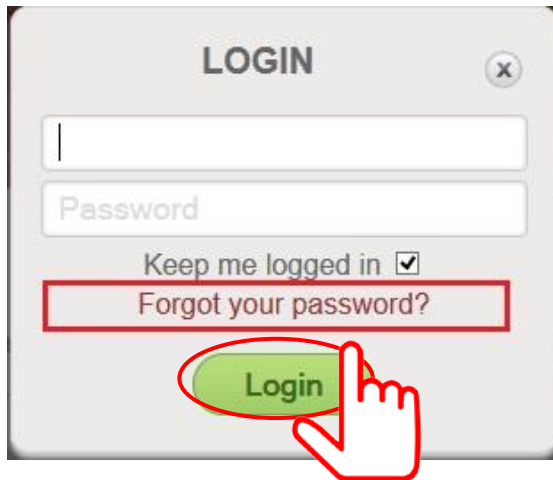
Great site!|

Submit

powered by EnglishCentral

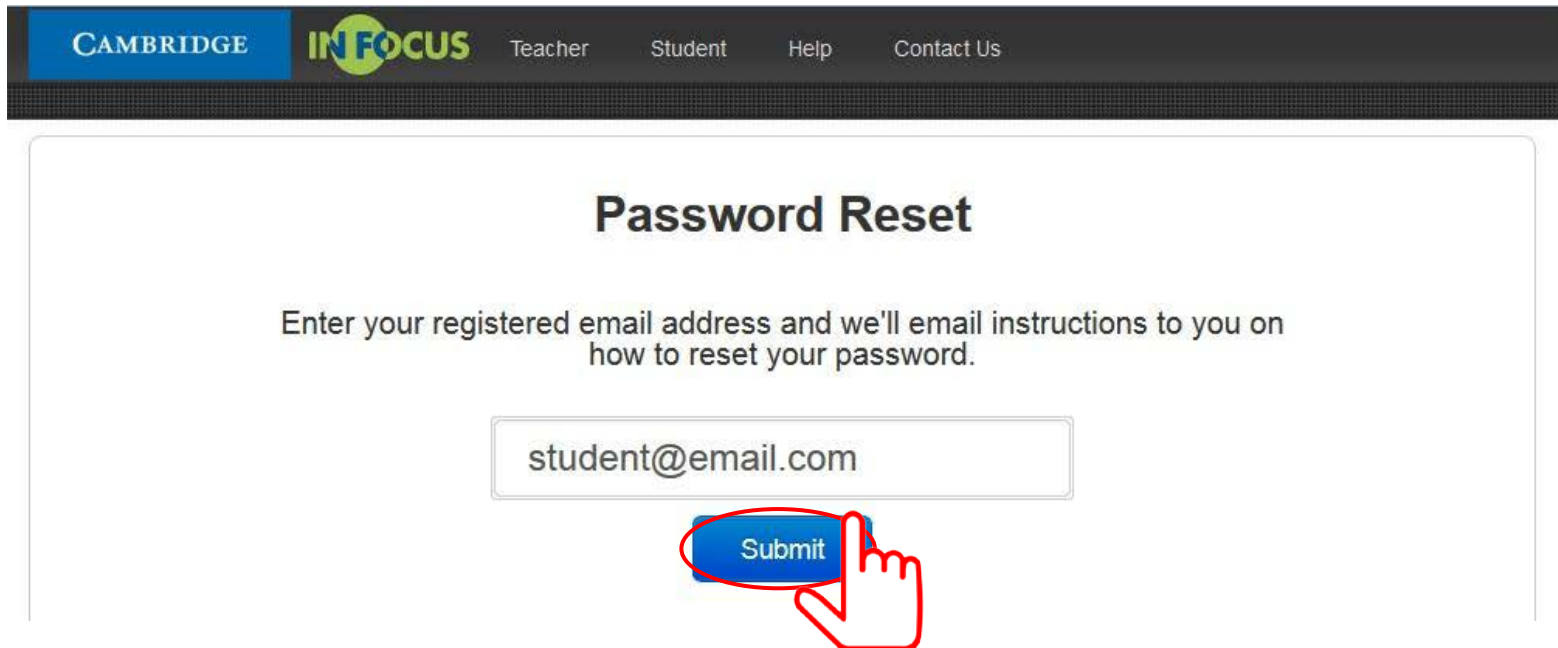
2.1 – RESETTING PASSWORD: In Progress

- a. If you have forgotten your password or want to reset your password, click on the “Forgot your password?” link in the login box. The link can be found in both teacher and student log in box.



A screenshot of a login form titled "LOGIN" with a close button (x) in the top right corner. It contains two input fields: a username field and a password field labeled "Password". Below the password field is a checkbox labeled "Keep me logged in" which is checked. Below the checkbox is a link labeled "Forgot your password?" which is highlighted with a red rectangular box. At the bottom of the form is a green "Login" button, which is highlighted with a red oval and a red hand cursor pointing to it.

- b. Enter your registered email address and click “Submit”.



A screenshot of a "Password Reset" page. At the top is a navigation bar with the "CAMBRIDGE INFOCUS" logo and links for "Teacher", "Student", "Help", and "Contact Us". The main heading is "Password Reset". Below the heading is the instruction: "Enter your registered email address and we'll email instructions to you on how to reset your password." There is a text input field containing the email address "student@email.com". Below the input field is a blue "Submit" button, which is highlighted with a red oval and a red hand cursor pointing to it.

2.2 – RESETTING PASSWORD: Completed

A confirmation message will appear. English Central's customer support will send you a new password to your email.

CAMBRIDGE



Teacher

Student

Help

Contact Us

Password Reset

Customer Support is working on your request. You will receive your new password shortly.

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