

## UNIT 1

### Audio 1.01

**P = Presenter A = Addy**

- P: Making new friends when you're an adult can feel like an impossible task, especially now that so many of us work and study from home. Which is probably one explanation for the rise in popularity of friendship apps, where people go to find like-minded people to hang out with. Addy, you've given these apps a go. What prompted you to do that?
- A: Well, last year I relocated for work to a completely new city and, other than my work colleagues, I didn't know anyone. My colleagues are nice and all that, but they're at least a decade older than me and most are married – just what you want as a twenty-two-year-old single person! Obviously, I wanted people my own age to socialise with. You know, people I can hang out with during the day and party with at night.
- P: Why not join a club or something?
- A: Yeah, people suggested that, but I like a bit more flexibility. I'm not keen on having to commit to meeting up at the same time every week and I'm not that into sports or anything. Anyway, I kept coming across this ad online for a friendship app which piqued my interest and eventually I bit the bullet and clicked on it to find out more. I found out there wasn't just one of these apps. There are dozens of them.
- P: Really? Are they all more or less the same or are they different in some way?
- A: Um ... they're all fairly similar in terms of features, but they're different in how they go about matching people. There's one that tries to match you according to your personality, which I'm not really a fan of. I mean, I want to hang out with people that are on the same wavelength, yes, but not exact copies of me! The apps that match you according to your interests make more sense – to me anyway – and there are loads.
- P: Really?
- A: Yeah, some cater for all interests and some actually specialise in just one, like the one for book lovers for example, or the one for animal lovers. There are apps that connect you in other ways, too. There's one that sets you up with friends in countries you intend to travel to – that one's quite cool because you can speak in your mother tongue and the app translates what you say so you understand each other.
- P: Wow! I had no idea there was such a range of these.
- A: Yeah! There's even an app where they match you to sports partners based on your fitness level! Perfect for a, you know, a super-fit sportsperson like me!
- P: Gosh. So, which one did you go for?
- A: Well, I wanted to be sure that I could meet people locally because I don't just want online friends, so I signed up for two that let me search for people by location.
- P: And were you successful?
- A: Yes and no. The first app felt more like a community page on social media than a friendship app, but I was able to click with a few people my age on there. We chatted for a while and I even discovered one guy that I have a mutual friend with,

which was great. Someone I went to uni with. Anyway, we started talking about meeting up and that's when I discovered they lived in a neighbourhood with the same name as mine, but in a different city. I'd clicked on the wrong location! So that was time well spent. I tried again though and met up with people who did actually live near me.

P: And how was that?

A: It was good. I liked them. I'm not sure how they felt about me at first though. I was thirty minutes late – a wonderful way to start a friendship. Then at the end of the evening, I discovered I'd left my wallet at home, so couldn't pay for my part of the bill. I'm sure they were just thrilled about that. But I've seen them a couple of times since and made it up to them.

P: I'm sure they understood.

A: Hopefully! Actually, it was the other app that worked for me. It connects people interested in local events, so you don't have to go to them on your own. Not that I really mind that, but I started chatting to people who were interested in a local music festival. And four of us bonded over our love of one of the bands. We met up at the festival and that was that – we're friends for life now. We laugh a lot, which is brilliant. I know I can confide in them, too. And they've introduced me to some brilliant other local bands. They even play themselves, but as I'm not particularly musical myself, I just watch and admire.

P: That's just brilliant. So, you'd recommend the app then.

A: If you find yourself in a situation like mine, definitely. Just don't expect to find the right app and the right friends at the first attempt. Try, try and try again and eventually, you'll hit it off with someone.

P: Good.

A: Just remember to select the right location!

### Audio 1.02

My colleagues are nice and all that, but they're at least a decade older than me and most are married – just what you want as a twenty-two-year-old single person!

### Audio 1.03

- 1 There's even an app where they match you to sports partners based on your fitness level! Perfect for a, you know, a super-fit sportsperson like me!
- 2 We chatted for a while and I even discovered one guy that I have a mutual friend with, which was great. Someone I went to uni with.
- 3 Anyway, we started talking about meeting up and that's when I discovered they lived in a neighbourhood with the same name as mine, but in a different city. I'd clicked on the wrong location! So that was time well spent.
- 4 I'm not sure how they felt about me at first though. I was thirty minutes late – a wonderful way to start a friendship.
- 5 Then at the end of the evening, I discovered I'd left my wallet at home so couldn't pay for my part of the bill. I'm sure they were just thrilled about that.
- 6 We met up at the festival and that was that – we're friends for life now. We laugh a lot, which is brilliant.

### Audio 1.04

- 1 Obviously, I wanted people my own age to socialise with.
- 2 You know, people I can hang out with during the day and party with at night.
- 3 I mean, I want to hang out with people that are on the same wavelength, yes, but not exact copies of me!
- 4 I was able to click with a few people my age on there.
- 5 I even discovered one guy and I have a mutual friend, which was great.
- 6 And four of us bonded over our love of a particular band.
- 7 I know I can confide in them, too.
- 8 Try, try and try again and eventually, you'll hit it off with someone.

### Audio 1.05

**P = Presenter A = Addy**

- P: You said earlier that you were looking to find friends that were on the same wavelength as you, but not people who have exactly the same character traits. Is that what you'd suggest people do when using a friendship app? Look for people with similar interests?
- A: Hmm ... well, I definitely stand by my view on character. It'd be boring if we all had the same personality. One of my new friends, Jak, she's a lot louder than me. She's always shouting even though we're standing right next to her. And she'll voice her opinions very strongly – she's so confident. I'm pretty quiet. I tend to listen rather than speak, but being with Jak is fun because she brings me out of myself.
- P: So, we should look for people with similar interests?
- A: Well, that is what I was looking for and it's what I got to some degree. I mean, music is clearly a mutual interest and we love going out and doing stuff together – but we have lots of different interests, too. I told you I'm not a big sports fan, but Dan and Nicole love sports. I'm really into cooking and healthy eating and so is Nicole, but Jak and Dan aren't. When we first started hanging out, they were always trying to make us go to fast-food places. I used to sit and watch them eat because I just couldn't bring myself to order anything. I kept trying to get them to order the salad, but they'd order extra chips just to annoy me! Over time though, they've come to like some of the healthier food places I like and they'll even have some salad with their order. They've eaten meals I've made for them, too! In return, I'll have the occasional burger. So, going back to your question, no, I don't think you should only look for people with similar interests. It might work as a starting point, but we need to be open to a variety of types of people or we might miss out on some brilliant friendships.

### Audio 1.06

- 1 She'll voice her opinions very strongly.
- 2 She'd order extra chips just to annoy me.

### Audio 1.07

- 1 We'd meet up on Fridays and play squash.
- 2 Jon'll call me at all hours of the night just for a chat!
- 3 I'll message Alex on a Monday and not get a reply until Thursday!



- 4 They'd all come round to my house before we went out.
- 5 Sam'd spend more time at our flat than his own!
- 6 She'll borrow something and forget to give it back.

## Audio 1.08

- 1 This building definitely needs to be modernised.
- 2 It's a great idea to merge the city with the countryside more.
- 3 There's a plan to refurbish the old cinema.

## Audio 1.09

- A: Oh, look at these 'Would you rather ... ?' questions. I love this kind of thing – it's fun. Would you do them?
- B: Er, ... well, I know you love this kind of thing, so go on then.
- A: First one: Would you rather do a deep-sea dive or do a bungee jump?
- B: Oh, I've always wanted to do a deep-sea dive, so, yeah, that one for me. There's an incredibly amazing world down there – the kind of wildlife you don't normally see.
- A: But wouldn't you be scared? I mean, I'd be worried about running out of air.
- B: Yeah, but it would be supervised, so it would be super-safe. It would be so cool – I'd jump at the chance to do it – it would be a once-in-a-lifetime experience!
- A: Wouldn't you like to try a bungee jump, though?
- B: Oh no. I'm just awful with heights. I don't even feel comfortable being at the top of a tall building, so no way would I ever jump off a cliff or a bridge! I can't even bear to think about it!
- A: Really? I'm the opposite. I don't even enjoy swimming in the sea, so I'd run a mile at the thought of deep-sea diving. I'd hate being so far under water. Given the choice, I'd choose the bungee jump any day. You'd get such an amazing adrenaline rush!
- B: No, I can't imagine ever enjoying that!
- A: Anyway, second question: Would you rather appear in a reality TV show or act or sing on stage?
- B: Oh, I'd go for being in a reality TV show every time. I think it would be such fun to take part in a TV programme and see how it's made first-hand, and meet the presenters, too, of course. And I love being the centre of attention, so I'd have the time of my life!
- A: Wouldn't you be worried about all the social media reactions? People don't always come across well on these shows.
- B: Oh, I wouldn't mind that – it's all part of the fun. But singing's a different thing altogether. I really can't sing at all, so you would never catch me singing anywhere in public – it would be a disaster!
- A: I'm with you there. Nothing would make me get up on a stage and sing! But then I'm not a big fan of reality TV shows either. Acting, though, that wouldn't be too bad. Yes, I'd sooner act on stage than sing on one. Anyway, final question. Would you rather binge watch a TV show all day or read a book all day?
- B: Oh, this is easy. If it was up to me, I'd read a book all day. I can really lose myself in a good book. I completely lose track of time, especially if it's an exciting story.

- A: Really? I'm not that into books, so I'd probably give reading a miss. I'd definitely choose the TV show though – I'd never say no to spending a whole day watching my favourite show, especially on a cold, rainy day.

## Audio 1.10

- 1 Would you rather appear in a reality TV show or sing on stage?
- 2 I'd sooner act on stage.
- 3 I'd go for being in a reality TV show every time!

## Audio 1.11

- 1 The culture of every family is different, so comfort foods are different from family to family, not just culture to culture.
- 2 The idea that comfort food is always bad for you is a myth.
- 3 There's no real evidence that comfort food actually comforts us. Because it can be bad for us, we need to deal with our emotions differently.

## Audio 1.12

- A: So why is it that comfort food is always bad for us?
- B: I don't think it is. I think that's a bit of a myth.
- A: Is it? I mean, what's your comfort food?
- B: Mine's a chip butty.
- C: A chip what now?
- A: A chip butty. You know, chips between bread.
- C: So, a French fry sandwich?
- A: I guess that's what you'd call it. Chips are crisps in the USA, right?
- C: Right, and 'butty' means nothing to me. I mean, it does now you've explained, but it didn't before. It sounds, er ... heavy.
- B: It's really tasty – you should try one. But going back to the point about comfort food being bad for us, well ...
- A: Oh yeah, you said it was a myth.
- B: Yeah.
- A: But why?
- B: You might like chip butties and I might love cold mashed potato for breakfast, but ...
- C: What? For breakfast? That's gross!
- B: So, cold mashed potato is OK, but not for breakfast.
- C: No! They're both gross!
- B: Anyway, back to the myth idea – while we might like rubbish food when we're feeling fed up, for others it might be healthy, like chicken soup.
- C: Oh yeah, I love chicken soup when I'm feeling ill. It's what my mom would give me when I was young.
- B: Exactly, I think comfort food often reminds us of positive feelings when we were younger and that might be a treat like a chip butty or something to help us feel less ill like chicken soup.

## UNIT 2

### Audio 2.01

- A: Hi, Maddie, how are you?
- B: Oh, hey Jake. Yeah, I'm OK. I'm a bit tired, actually. I was up quite late last night working on my psychology project.
- A: Oh, the one on cheating?
- B: Yeah, it's due next Friday. Have you started yours yet?

- A: No. There's a podcast to listen to, isn't there? I don't think I made a note of the link.
- B: I can send it to you. And it's actually quite interesting. It's mainly about **why** we cheat.
- A: Oh good, that's the bit that I found interesting in the lecture last week. It reminded me of this time when I was younger and watching my little sister Rona in a race at school. She won the race and of course she was delighted with herself. But the thing is, I could see that she didn't win fairly. There was another girl who was probably a bit faster than her and what Rona did was bump into her, to make her fall over. Of course, everyone else thought it was an accident and I could see that she was going to get away with it.
- B: And did you do anything about it?
- A: Yeah, I decided I had to say something. So, I told my mum and she talked to Rona, and Rona eventually admitted it was deliberate, so mum made her go and tell her teachers.
- B: Ouch! I bet she hated that!
- A: She did. She wasn't happy at all that she had to give back the medal! But you have to teach kids to play fair, don't you?
- B: Yeah. It's a tough lesson, but you're right.
- A: The thing is, I kind of get it that Rona was tempted to cheat. She was young and she just wanted to win. What I don't understand is why adults cheat, like footballers who dive in the penalty area or try to get other players sent off, or tennis players who play for time when they're losing. I mean, how can they hold their heads up?
- B: Well, the podcast actually goes into this in some detail. There's a thing known as the 'cheater's high' and one study found that people who break the rules and get away with it don't usually feel ashamed, but actually feel pretty good about themselves.
- A: Really?
- B: Yeah. What they feel is that they're smarter than everyone else, so they deserve to win.
- A: I find that really surprising. I think I'd feel incredibly guilty if I won something by cheating. I mean, it just isn't fair on everyone else!
- B: Well, they were also saying that people only feel guilty when they realise the direct results of their behaviour – so maybe they see that their opponent is really disappointed, for example. If the situation feels anonymous though, and they can't see that anyone's suffering as a result of what they've done, they feel they've somehow 'beaten the system' and come out on top.
- A: That's interesting. I also get that some people just want to win at all costs, so they might end up cheating, but what happens then? I mean, once they're recognised as the best, do they then relax and play by the rules?
- B: Well, supposedly the opposite is true. When some people become winners, they're actually more likely to cheat.
- A: Oh?
- B: Yeah. Winning makes them feel they're better than others – they feel they can do whatever they like, so cheating can become acceptable to them. Also, it's harder to accept losing once you see yourself as a winner, so if someone is unbeaten for a long time, they feel they've got expectations to live up to and they're under pressure not to lose.

- A: Hmm. And does it just come down to personality? I mean, is it just the case that there are a few bad individuals?
- B: No, it's not just individuals. It seems that cheating is 'catching'. So, students who see fellow students cheating in an exam are more likely to do it themselves. It becomes acceptable. And it's the same in sports. Players who see their own teammates cheating, like faking injuries, are more likely to try it themselves.
- A: And I suppose if people see members of the opposing team cheating, then they feel they have to cheat as well, in order to win.
- B: Well, you'd think so, but, interestingly, if they see members of the opposing team cheating, it tends to make them feel angry and think it's wrong – they kind of take the moral high ground. So, in that situation, they're more likely to play fair themselves.
- A: That makes sense. It's fascinating, really, but also sad that cheating is so common.
- B: Yeah. The fact is that cheating has become so accepted that a lot of sportspeople think it's fine. The only thing they worry about is getting caught.
- A: Yeah, it's interesting.
- B: Anyway, you should have a listen yourself. What I'll do is send you the link now. There.
- A: Great, thanks. I'll listen tonight. And then I really need to get started on the project!

## Audio 2.02

- 1 What Rona did was bump into her, to make her fall over.
- 2 What I don't understand is why adults cheat.
- 3 What they feel is that they're smarter than everyone else.
- 4 What I'll do is send you the link now.

## Audio 2.03

- 1 form an alliance
- 2 gain a competitive edge
- 3 forge partnerships
- 4 push beyond their limits
- 5 fulfil their potential

## Audio 2.04

J = Jack L = Lily

- J: Hey Lily, have you heard what senior management are thinking of doing?
- L: No, what?
- J: They're talking about giving us some kind of extra perk as a 'thank you' for hitting all our targets this year.
- L: Great! What are they offering? A twenty percent pay rise this year and an equally high pay rise next year?
- J: Wouldn't that be something! No, I think they're deciding between an extra few days' holiday this year or some kind of financial reward, like an end-of-year bonus or something.
- L: Hmm. Well, that's easy. I know what I'd go for.
- J: The bonus, for sure. Extra money's invaluable for someone like me who's paying high rent in the city. Every little bit helps. And it'd probably be worth way more than extra holiday leave.
- L: True, if you're talking financial worth, but extra time off is just as valuable. To me, anyway. I'd love a few extra days to relax and hang out with my friends.

- J: Really? I guess you're right – for some people at least, time to unwind is every bit as important as extra cash. Which one do you think they'll go with?
- L: Hmm, probably the holiday. I'm guessing it'll cost them less and they won't want to affect profitability too much.
- J: Yeah, probably not. There was also talk of 'Casual Friday', where we can all come into the office on Fridays in jeans and trainers or whatever.
- L: What? That's nowhere near as appealing as the other two options. They're infinitely more motivating!
- J: Yep. It wouldn't be very effective in inspiring us to work harder either. Most of us just wear jeans and T-shirts on the days we work from home anyway.
- L: Or pyjamas!

## Audio 2.05

- 1 A twenty percent pay rise this year and an equally high pay rise next year?
- 2 Extra money's invaluable for someone like me who's paying high rent in the city.
- 3 It'd probably be worth way more than extra holiday leave.
- 4 ... but extra time off is just as valuable.
- 5 ... time to unwind is every bit as important as extra cash.
- 6 That's nowhere near as appealing as the other two options.
- 7 They're infinitely more motivating!
- 8 It wouldn't be very effective in inspiring us to work harder either.

## Audio 2.06

- 1 It's way better to pay everyone a fair salary than not.
- 2 A month's holiday is equally as appealing as a month's salary.
- 3 Working from home is infinitely better than working in an office.
- 4 The scheme is nowhere near as good as I thought it would be.

## Audio 2.07

- A: Healthy competition is the key to success as far as I'm concerned. When we compete with others, we strive to do better and that leads to development – development of ourselves and development of other things. The result is that we consistently push our limits as humans and improve our lives.
- B: For me, competition is more about competing with yourself than with others. I mean, if you spend time and energy on trying to do better than you've done before, you win, but if you spend all your time and energy focusing on others, you end up losing. It's problematic because you lose sight of your own goals.

## UNIT 2 REVIEW

### Audio R2.01

#### Competing for the countryside

The Peak District, in the north of England, was first designated as a national park in 1951, making it the first national park in the UK. Millions of visitors have enjoyed its beautiful scenery over the years and they continue to do so now. What most visitors are attracted to is the mountains and open countryside, far from urban areas, and many hotels and campsites thrive on this kind of tourism. However,

there are competing views on how far the area should be developed. Owners of some local businesses would like to attract more visitors, to increase their profitability. This might involve companies providing more popular attractions such as theme parks, to gain a competitive edge over their rivals. On the other hand, environmentalists argue that such attractions are completely out of place in this rural area. They believe that developers should not be allowed to get away with spoiling the natural beauty and peace, but instead the focus should be on initiatives to improve the environment. The arguments continue, with few signs of cooperation between the different groups. It is unclear which side is going to come out on top.

## UNIT 2 MEDIATION BANK

### Audio MB2.01

- A: OK, so let's discuss the holiday voucher scheme we introduced last year. We need to decide whether to continue it or not, and if we continue it, whether we need to change it in any way.
- B: Well, we've done our research and it seems that giving every staff member £1,000 towards a holiday each year has had mixed reviews, so there's clearly a problem with it.
- A: OK, but it sounds like it's not all bad.
- B: No. One thing that's working is the extra money. Everyone said they appreciated it and that the amount of money was substantial and therefore motivating.
- C: OK, that's good. So, what's the issue with it then?
- B: Some staff members said they didn't appreciate the fact that it came in vouchers that they could only spend on travel.
- A: Interesting. It could be because those staff members aren't interested in travelling. Not everyone is.
- C: And perhaps some can't travel because they have commitments here, like looking after elderly parents.
- B: Yes. So, the root of the problem is choice. Staff want the money but they want the choice of how to spend it.
- A: Yes. So, how do we move forward then? Do we get rid of the scheme?
- C: I don't think so. It sounds like there's enough positivity towards it to keep it.
- B: Agreed.
- A: OK, so how do we solve the issue with the dissatisfaction then?
- B: I guess one way to tackle it would be to offer everyone cash instead of travel vouchers.
- A: We don't really want to do that. There's already a bonus scheme in place. The purpose of this money and our unlimited holiday scheme is to make sure staff take the holiday they need to stay as stress-free and healthy as possible, so they can stay productive when they are at work.
- C: OK, well, a good solution would be to offer more voucher options – so not just for travel, but for other free-time activities that people can enjoy locally.
- B: That's a good idea. The benefit is that staff have greater choice over how they spend the money, but they still use it for the purpose it's intended for.





- C: Yes.
- A: Great! Are there any potential issues with this?
- C: Hmm, I guess some staff members may have other financial priorities. They might feel that spending money on themselves is a luxury they can't afford when they're struggling in other ways.
- A: It sounds like those people in particular need the chance to relax and spend time and money on themselves, so we want them to use the money for leisure and not on bills.
- B: True.
- C: I can't think of any potential problems, but one consequence might be that the money is spent on local businesses, helping the local economy. That's a good thing, so our marketing department might be able to use that in their promotion.
- A: Good point! OK, so are we all agreed that the best course of action is to keep the scheme, but open out the choice to leisure and not just travel?
- C: Yes.
- B: Definitely.
- A: Great, so the next thing then is to do some more research to find out if staff like this idea and to research possible voucher options ...

## Audio MB2.02

- 1 I think the scheme sounds great. I mean, who wouldn't want to pick and choose how much holiday they have and when?! But in my view, it's simply there as a means of attracting new employees to the company, because it doesn't motivate existing employees much anymore.
- 2 I'm happy with the scheme and I'd love to keep it. It's not perfect. I feel bad about taking time off when I know my colleagues have to cover me, but I like being in control of when and how much holiday I can take.
- 3 It sounds great in theory, but in practice it causes a lot of both guilt and anger among teams. It doesn't bring us together.
- 4 I preferred having a set number of days' holiday to be honest because I actually took them. Now, I'm so busy I end up taking fewer days and I'm more stressed and tired than ever!
- 5 Is there any way of adapting the scheme so we keep our freedom and feel able to take time off when we need it? Because if so, I vote to keep the scheme. If not, it might be better to go back to what we had before.

## UNIT 3

### Audio 3.01

Fandom's like being in a band where you don't just write but you write for others and they write for you; and you talk about stories and you kind of hang out. It's a social activity. But it's a social activity about words instead of about music.

From one definition you can claim the whole history of literature is the history of fanfiction. Arguably, *The Aeneid* is Homer fanfiction. You know, certainly the whole Arthurian universe is fanfiction. Right, Tom Stoppard's *Rosencrantz and Guildenstern* is Shakespeare fanfiction. But what people tend to mean when they talk about modern

fanfiction is fanfiction written by amateurs about the mass media. And I would probably date it from Sherlock Holmes, who was a character who appeared in serialised mass media form, except the mass media was the magazine, and people almost immediately had a kind of modern fan-ish response about Sherlock Holmes and started writing stories about Sherlock Holmes. Not just the millions of professional stories and incarnations of Holmes, but a whole amateur world of Sherlock Holmes, where Sherlock Holmes becomes the site of a game that we're all playing. In fact, Holmesians call it The Great Game, of kind of, reading and writing Holmes in community.

### Audio 3.02

Where the girl usually found soft, kind eyes, today, she saw eyes large and dark staring right at her. She gulped. Then took a breath and stared right back. To anyone else, she looked as if she was calm, but inside there was a big ball of terror. Eager not to appear afraid, she quietly spoke. 'You look different today, Grandma. Your eyes. I've never seen them so large. And your ears. They've grown.'

Her 'grandmother' licked her lips and almost smiled. 'All the better to see and hear you, my dear,' came the reply. The creature acted as though the disguise was convincing, but the girl wasn't fooled by its pathetic attempt to look and sound like an old woman. She kept up the pretence. 'Well, Grandma, you look as if you're a different person today. Are you sick? I've brought you something that might make you feel better, if so.' She watched as a long tongue appeared and swirled around large, brown lips. Her 'Grandma's' mouth opened to speak, but before that could happen, the girl reached into her basket and pulled out a violin. 'I want to play for you, Grandma,' she said. 'Your big ears will enjoy this.' The girl put the instrument to her shoulder and started playing. It was as if a thousand cats had entered the room all at once, each one screaming at the top of its voice for attention. The creature in the bed pulled back as far as it could go. It put its paws to its ears and wailed. The girl kept playing and playing, louder and worse than ever. Before long, the creature jumped up and ran for the door, a look of pain on its face as though it had been physically hurt. It threw open the door and ran into the night, glasses and nightdress falling to the floor.

The girl let out a breath and stopped playing. Silence hit the room. 'You can come out now, Grandma,' she said. A trap door in the floor opened and her grandmother climbed out. The feeling of relief was overwhelming and she ran to her and hugged her tight. It was as if she never wanted to let her grandmother go. 'It's OK, Grandma. You're safe now.' 'Thank you, my dear,' said her grandmother. 'That was very clever of you.' The girl smiled. 'I knew that awful instrument would come in handy one day,' she said.

### Audio 3.03

- 1 The creature acted as though the disguise was convincing.
- 2 It was as if a thousand cats had entered the room all at once.
- 3 The creature jumped up as though it'd been physically hurt.
- 4 It was as if she never wanted to let her grandmother go.

### Audio 3.04

- 1 It's as if the author's never read the original book.
- 2 It seemed as though the ending had improved.
- 3 You look as though you've seen a ghost.
- 4 I felt as if you were angry with me.

### Audio 3.05 and 3.06

I = Imtiaz Dharker P = Presenter

- I: I eavesdrop all the time. I listen in shamelessly on conversations in cafés and in stations and on trains, and on the street.
- P: Imtiaz Dharker is a poet, artist and film maker.
- I: I think of it as part of my job to listen to what's going on around me in everyday life. Not just what people say, but how they say it. Their pauses and their hesitations. For me, that's like mining treasure, and some of it finds its way into the poems. There's eavesdropping at all kinds of levels. Listening to the human voices of course, but also listening in on the world; listening to nature and eavesdropping on the heart's secret, which poetry does all the time. I heard this woman speaking on the 106 bus. It's just a regular bus in Bombay – hot and stuffy. And she got on and I heard her saying this to a friend and I knew immediately that that could be a poem. I dived into my bag and got out a scrap of paper and put it down, and that was one of the best bits of eavesdropping I've ever had.

What she said: 'Never cook your anger with the food. It will cause indigestion and disturbance in your house.' What she said later: 'I cooked my anger with the food. They didn't notice. They ate it up and said it tasted good.'

### Audio 3.07

- 1 It doesn't matter what I do or say, nothing is good enough for him. It drives me up the wall.
- 2 I always have butterflies in my stomach, but doing it last week, they felt like ducks flapping around. No idea why. Maybe it was something I ate!
- 3 He couldn't find it anywhere. We were all tearing our hair out. Then he realised it was in his pocket. I mean, why didn't he check there first?
- 4 There he was, covered in mud, looking at me with wide eyes. I nearly killed myself laughing.
- 5 I knew she'd lost her temper, but I didn't know it was because of jam. Who gets angry over jam?! She does, apparently.
- 6 I shouldn't have done it. I was on edge for the rest of the night and couldn't sleep at all.
- 7 I believed it and thought I was doing a good thing by spreading the word. Now I could kick myself.
- 8 It's a real pain that it stops you getting a good night's sleep. Maybe one of you can sleep outside?

### Audio 3.08

No matter what I say, it's never right. We always seem to end up in a fight. No matter who I meet, there's always fright that you'll say I said a thing that's not all right.

'Cos no matter how I feel, you always try your best  
To cause me stress ...  
and put me right on edge.  
No matter what I choose, all you want to do is shout  
In a way that puts my choices all in doubt.  
But no matter that your voice belongs to me,  
And it never seems to want to let me be,  
I try to never ever let myself agree.

## Audio 3.09

- 1 No matter what I say, it's never right.
- 2 No matter who I meet, there's always fright ...
- 3 'Cos no matter how I feel, you always try your best ...
- 4 No matter what I choose, all you want to do is shout ...
- 5 But no matter that your voice belongs to me ...

## Audio 3.10

No matter what they do, they drive me up the wall.

## Audio 3.11

- 1 No matter where I am, you always seem to find me!
- 2 It doesn't matter that I'll miss the meeting.
- 3 I'm not sure I'm free tomorrow, but no matter.
- 4 No matter how hard I try, I can't seem to stop eating!
- 5 I know I'll get good service here, no matter who serves me.
- 6 I'll be there, no matter that it's far.

## Audio 3.12

A: OK, so those are the film schedules for next week. Is there anything else we need to discuss?

B: Yes. Can we talk about the issue of people taking their own food into the cinema? I've noticed this seems to be happening more and more. It's bad for the cinema because it means they're not buying our snacks. Is there anything we can do to persuade people not to bring their own food to the cinema?

A: That's a very good point. Any ideas, anyone?

C: I think there needs to be a punishment of some kind. Personally, I think we should just ask people to leave if they do this, or fine them.

A: I can see where you're coming from, but on a practical level, we can't really start going in to ask people to leave halfway through a film. It would spoil it for everyone. Personally, I think the issue of people using their phones or talking during a film is much more problematic.

C: That's definitely an ongoing problem. Well, for now, getting back to the food issue, maybe we need to look at what we're charging for our own snacks? I mean, they are a bit on the pricey side. I think that's why they're taking in their own snacks in the first place.

A: I can see the logic in that, but on the other hand, we don't want to reduce prices too much, do we? How about we keep an eye out for people who are bringing in their own food and then don't allow them entry?

B: Hmm. I can see why you're suggesting a tough approach, Tali, but if they've already paid for their tickets, then it's potentially creating a bit of a conflict. It might be more effective to offer a reward rather than a punishment.

A: A carrot rather than a stick, you mean?

B: Well, yes. I mean, in my experience people respond better to coaxing, rather than being pressurised into doing something.

A: That makes sense. So, what kind of reward would you suggest?

B: Well, how about we offer a free snack included in the price of the ticket? Then people wouldn't feel the need to bring their own.

C: That's quite a neat idea. But one disadvantage of that would be that it would be quite expensive for the cinema. We wouldn't be able to add the full price of the snack to the ticket, so we'd lose out.

A: Yes, you're right. So, can we think of anything that wouldn't cost so much? Some kind of discount on their next ticket if they buy one of our snacks?

B: Yeah, the advantage of that would be that it would really motivate people to change their behaviour, as well as ensure they come back for another film.

C: Yes, it would certainly win the customers over. Alternatively, what about combining a carrot and a stick – a reward and a punishment? So, we keep an eye on the door and take away any of their own food that people are trying to take in – they can get it back after the film, of course. Then we offer them a discount on the ticket price for their next visit if they buy one of our snacks? That way, we encourage them to come back.

A: Yes, that's a really neat idea. Let's follow this up and look into the practicalities of implementing it.

## Audio 3.13

1 I can see where you're coming from, but on a practical level, we can't really start going in to ask people to leave halfway through a film.

2 I can see the logic in that, but on the other hand, we don't want to reduce prices too much, do we?

3 I can see why you're suggesting a tough approach, Tali, but if they've already paid for their tickets, then it's potentially creating a bit of a conflict.

## Audio 3.14

Someone that has influenced me greatly is a guy called Mike. When I was sixteen, I left school and got my first job. I was really young when I think back now, so it's not surprising that working full-time with all these grown men and women was a bit of a shock! I probably looked like a rabbit in the headlights! Anyway, Mike worked there. Some people might say he was an unofficial boss, but I saw him as more of a mentor. He wasn't loud, but he had this quiet confidence and people looked to him when they needed help. He was about my age now at that time, but he took me under his wing and looked out for me. He helped me to learn the skills I needed, but more than that, he helped me to become the man I am today. He taught me how to deal with conflict quickly, so problems were swiftly solved. He taught me the importance of honesty and loyalty, and how to take my time before making important decisions. He inspired me to work hard to be successful.

My dad hadn't really been in my life all that much up to then, so in many ways I'd describe Mike as a kind of father figure. His wife Sheena became like a second mum to me, too. Probably the main thing Mike taught me was how to be a father myself, how to guide my kids and be a role model for them. Mike retired a few years ago, but we're still in touch. My children call him and Sheena Gramps and Gran, which I love! He's now inspiring my kids.

## UNIT 3 REVIEW

### Audio R3.01

#### Extreme inspiration

A while ago, I started to feel that my life was dull and I was sick to death of the daily routines. I felt I needed to do something different – not necessarily something profound or life-changing, just something different. A friend suggested I have a go at one of his favourite extreme sports – street luge. The luge is basically a sledge on wheels that you lie on and use to ride downhill on steep roads. It took some coaxing, but eventually I agreed to give it a go. My friend provided some basic training, but even so, as the day approached, I had butterflies in my stomach day and night. No matter what I did, I couldn't relax. What if I was injured in a tragic accident? When the day came, excitement took over and I forgot my fears. The experience didn't disappoint – I felt as if I was flying as my luge sped down the deserted street. And how has it left me feeling? Definitely more confident and eager to try new things – and maybe inspire others to do the same!

## UNIT 3 MEDIATION BANK

### Audio MB3.01

A: Have you heard about this new points system the college have put into place?

B: Yeah, great!

A: What makes you say that?

B: Well, it'll motivate everyone.

A: How will it do that?

B: It'll add an element of competition.

A: Does that mean you think it'll be successful?

B: Sure, why not? I mean, it's kind of fun, isn't it? See if you can beat your friends! Or colleagues in the case of teachers. And who doesn't want to get free gifts?

A: That's true! What do you think the effects of competition will be on everyone?

B: I think it'll push people to work harder. We're all competitive, we all want to win, although I guess to different degrees.

A: Might it have a negative effect on some people?

B: It might, I suppose.

A: How?

B: It could create bad feelings among friends, I guess.

A: And what about teachers? How might they feel about being compared to their colleagues?

B: Well, it could motivate them, but I can see that it might be very stressful, too, and possibly very embarrassing. What are your thoughts?

A: Well, I think it has the potential to be a disaster.

B: What do you mean by that?

A: Well, you said that everyone's competitive to some degree but actually, I wouldn't say everyone is. I mean ...



## UNIT 4

### Audio 4.01

- 1 You should make sure you check first.
- 2 Everything should be OK.
- 3 Should anyone wish to take photos, they must seek permission.
- 4 If they should give us permission, we'll be happy.
- 5 You should post it online.
- 6 They shouldn't have posted it online.

### Audio 4.02

**P = Presenter A = Anita R = Rob**

P: With me today to discuss unusual ideas for making the world a better place are Anita and Rob. Anita, you're up first. What's your proposal for improving the world?

A: Well, every second of every day, millions of images are uploaded to social media. I think it should be restricted to just one photo per person per day.

R: Really?

A: Yes. It sounds extreme, I know, but I really do think that being prohibited from uploading more than one photo a day would benefit us.

R: How?

A: Well, we spend too much time selecting and editing photos to share online and it's having a negative effect on our lives. If we were limited to one photo a day, we'd save valuable time and share photos of things that are really and truly what we care about. Not just random photos of our dinner, for example!

R: Maybe someone's dinner **is** important to them!

A: That's true. But I really do think that sharing just one image a day would cut time spent messing about on social media and it would eliminate those 'Oh no! I shouldn't have posted that photo!' thoughts we have in the middle of the night because we'd think more carefully about the one photo that we do upload.

P: Let me just pick up on that. If social media companies should limit us to one photo upload each day, might we not spend even longer on selecting and editing it because we feel it has to be absolutely perfect?

A: Hmm, possibly.

R: It's an interesting idea and I get where you're coming from, but I think this rule would be hard to implement. Firstly, I'm not sure social media companies would want to impose such a rule. And how would they regulate it? People would just have multiple accounts. I don't think it would deter everyone from posting more than one photo. And why one photo? If it's that big a problem, why not abolish sharing photos completely? That should achieve your goal of giving us more time to focus on more meaningful things.

A: Oh no, now that's a step too far!

### Audio 4.03

Paris, New York – what comes to mind when you think about these cities? I bet if we compared our ideas, they'd all be pretty similar, not because we've all been to those places, but because we've been sold a brand. And that's what I'm going to be talking about today – place branding. We're all familiar with the idea that companies have to advertise and market their products in order to sell them. But

cities and countries are increasingly finding themselves in a similar position. There are just under 200 countries in the world, and thousands of cities, and these places know that they are competing with each other for tourists, trade and investment from businesses, all of which can make a huge difference to their economy and the standard of living their people can enjoy. It's also easy for places to build up a negative image over time – perhaps a city has become associated with high levels of crime or a country is still remembered for a disaster that happened twenty years ago. Without branding and marketing, how can places compete and attract the tourists and investment they need?

Let's look at a well-known example from the past to see what difference an effective branding campaign can make. In the late 1970s, New York City was in trouble. It was experiencing financial problems and levels of crime in the city were sky high. In fact, there was so much crime in the city that for a while, unions had been running a campaign called 'Welcome to Fear City', which encouraged people to stay away from the city and advised them to never use the subway because it was so risky. It was clear that something needed to change. The city needed to find a way to change its image and bring in tourists and revenue. So, the New York Department of Commerce increased its tourism budget and invested in a bold rebranding campaign to make New York seem like an exciting, attractive place to visit. The result was the iconic phrase 'I love New York', with a heart instead of the word 'love', which can still be seen on T-shirts and other merchandise today. And the result of the campaign? The state's income from visitors tripled within a few years and New York became one of the world's go-to tourist destinations. It's strange to think that soon people will have been wearing those famous 'I love New York' T-shirts for over sixty years. Where would New York be now if that campaign hadn't happened?

So, how should places approach rebranding? The example of New York shows the power of a visual approach and a clear logo. Another example of this is Paris, where the branding uses an oversized 'A' in the city's name to represent its most famous monument, the Eiffel Tower. Again, this was a striking, visual image – who could fail to recognise it? It immediately advertised the Eiffel Tower and promoted the city as a tourist destination with interesting things to see and do. And the huge advantage of such a simple logo like this is that it can be used everywhere, from billboards on the walls of buildings to the sides of buses and information flyers for tourists. With any luck, images of the logo might also appear online and go viral, reaching an audience of millions.

But sometimes a more subtle approach is required. In 2005, Chile ran a campaign based around the slogan: 'Chile: All ways surprising'. Despite the hype of the campaign, it was not as successful as hoped and the country has now given up simple slogans and instead has been using a less direct and more long-term approach, encouraging businesses to all use a similar 'national' logo and message to promote themselves to customers abroad. The message focuses on what are seen as the country's main selling points: its range of natural attractions from deserts to glaciers,

the stability of its government and the enterprising nature of the population. This approach of selling a common message seems to be working. Foreign investment in the country has increased in recent years and tourist numbers have hit record highs. Another rule for place branding is to focus on the positive aspects of a place's individual heritage. There's no point in going for bland, generic tourist appeal, but instead places should think about what makes them unique and interesting. A good example of this is the campaign by the city of Barcelona to rebrand one of its districts, El Raval. The district was different to the standard tourist areas with their beautiful architecture and large stores, and it wasn't popular. So the city used the idea of the area being 'alternative' to create its modern image of being vibrant, diverse, creative and cool. As part of the campaign, they even invented a new verb: 'ravalejar', meaning to wander around El Raval and soak up the lively atmosphere.

My time's nearly up, but I just want to think about what happens once a campaign has run its course. Is the job done? Will the campaigns I've talked about still be running in twenty years' time? The answer is no. Let's go back to New York City. The initial rebranding of the 1970s created the image of a fun city for tourists to visit. But it focused mainly on Manhattan, with its well-known monuments and the big stores. In 2006 there was a push to promote other parts of the city and target a new generation of tourists. A new logo was developed which showed a kaleidoscope of different images of the city, to reflect the diversity of the different areas of the city. This created a new wave of tourism, not only to Manhattan but to Brooklyn and other boroughs. So, branding is an ongoing and creative process and places need to constantly be on their toes to remain competitive and popular. So, think about your town or city – could it benefit from new branding and what kind of image would you want to create for it? Thank you.

### Audio 4.04

- 1 It's also easy for places to build up a negative image over time – perhaps a city has become associated with high levels of crime or a country is still remembered for a disaster that happened twenty years ago. Without branding and marketing, how can places compete and attract the tourists and investment they need?
- 2 It's strange to think that soon people will have been wearing those famous 'I love New York' T-shirts for over sixty years. Where would New York be now if that campaign hadn't happened?
- 3 Another example of this is Paris, where the branding uses an oversized 'A' in the city's name, to represent its most famous monument, the Eiffel Tower. Again, this was a striking, visual image – who could fail to recognise it?

### Audio 4.05

- 1 Recently, they've been trying to attract more tourists to the city.
- 2 I think she'll have been working on this campaign.
- 3 Where were you? I've been calling you all afternoon!
- 4 I guess he'll have been watching the tennis.



## Audio 4.06

- 1 We've been promoting this area of the city for over ten years.
- 2 Hopefully, they'll have been selling a lot of merchandise.
- 3 Soon, she'll have been living there for ten years!
- 4 We can ask them what they've been doing.

## Audio 4.07

- A: Hi, sorry I'm a bit late. I just bumped into Silvia.
- B: No worries. Look, there's a table over there.
- A: Great. Let's sit down.
- B: So, how was Silvia?
- A: Oh, she looked great! But actually, I'm feeling a bit annoyed with her.
- B: Why?
- A: Well, it sounds silly, but she was wearing some absolutely beautiful shoes – obviously new and obviously very expensive. But pretty much the first thing she said was, 'Oh, these new shoes are killing me! The leather is so stiff and the heels are too high! Yours look much more comfortable.' But I'm wearing a pair of scruffy old ones and I found it really annoying that she was getting me to look at her amazing new shoes by pretending there was something wrong with them.
- B: Oh, yeah. She was, what's it called, 'humblebragging'.
- A: What?
- B: Oh, it was trending on Twitter recently. It's when someone complains about something, but what they're really doing is showing off. Some celebrity or other was 'complaining' about an award and started a Twitterstorm. There's even been a study to show that it's more annoying than just plain bragging.
- A: Humblebragging? Never heard of it, but very interesting, and that's exactly what she was doing – complaining about how uncomfortable her shoes were to point out how amazing they looked!
- B: My cousin does it all the time. He's a student and he always does really well in exams. But if you say 'Well done' to him, he pretends to be all humble and says something like, 'Oh, I can't understand it. I didn't do much revision at all. I don't know how I got ninety-eight percent' – so, pretending to be modest, but actually telling me how well he did!
- A: It's so annoying!

## Audio 4.08

- 1 I'm already proficient at computer programming, even though I've only been learning for six months. In fact, everyone comments on how good my programs are!
- 2 Last month, I was asked to be a real-time interpreter for a conference, translating from Portuguese into English. I'm quite inexperienced in Portuguese, so I was surprised, and it was really tough! But everyone seems to think I'm competent in translating and they said I did a decent job.
- 3 I'm a trained teacher, so I'm very confident about teaching colleagues new skills.
- 4 Yes, I'm quite handy with most tools, so I'm happy to work with unskilled assistants and train them on the job.

- 5 When I was offered my first promotion, I thought the new job would be beyond me. There were lots of people who were much more experienced than me, so I thought I'd be hopeless at it! But then I got promoted again six months later ...
- 6 Oh, yes. I'm a master of spreadsheets! There's nothing I don't know about them and I'm really good at using them to create presentations, too!

## Audio 4.09

- 1
- A: So, a key part of this position is dealing with customers. Do you have experience of customer service?
- B: Yes, it was part of my previous job, so I would say I'm very competent in dealing with customers. I get on well with them and build up good relationships. I'm also trained in managing disputes, so I can handle customers who are upset or angry.
- A: That's great. And what do you think is the best way to handle difficult customers?
- B: Er, that's quite a broad topic. Perhaps I could just talk about one incident that I dealt with recently. The customer was very upset because an order had been delayed. I spoke to the customer and reassured them we were doing everything we could to resolve the problem, and I offered them a discount, which they were quite pleased with. I feel I dealt with that situation very well.
- A: OK. So, moving on to your qualifications. You have a degree in English?
- B: Yes, that's right.
- A: But, I can see that you don't have any formal qualifications in business. Do you think this would be an issue for you?
- B: It's true that I don't have any formal qualifications. But the most important point here is that I'm committed to ongoing training. I feel it's important for me to keep studying and learning while I'm working, so I'm always looking for opportunities to gain new qualifications that are relevant for my job. I'm willing to work hard and learn, so I don't feel that having no formal qualifications would be a problem for me.
- 2
- A: So, you're applying for a job in sales?
- B: Yes, that's right.
- A: And your previous job was as a receptionist in a hotel?
- B: Yes, it was a busy hotel in the city centre.
- A: OK. So, what skills from that job do you think are relevant to a job in sales?
- B: That's an interesting question. What I can say is that in any customer-facing role, the relationship with the customer is the most important thing. And this is definitely one of my strengths. I'm passionate about building good relationships with customers. I've always had excellent feedback from guests at the hotel and from my manager, so I feel my ability to build relationships is extremely relevant and will be of great help to me in a sales role.
- A: So, what did you enjoy about working in the hotel?
- B: Oh, definitely the contact with the guests. I'm a real people person and I also enjoy working as part of a team.
- A: Now, any sales job involves pressure to do well – pressure to make sales. And there

are demanding sales targets each month. How do you think you would cope with this pressure?

- B: Well, I've thought about this quite a lot. Can I just say that I'm an extremely hard worker and I'm highly motivated to do well at my job, so I feel the challenge of meeting sales targets will actually push me to work even harder and perform even better than I have in previous jobs.

## Audio 4.10

- 1 That's quite a broad topic.
- 2 Perhaps I could just talk about one incident that I dealt with recently.
- 3 The most important point here is that I'm committed to ongoing training.
- 4 That's an interesting question.
- 5 What I can say is that in any customer-facing role, the relationship with the customer is the most important thing.
- 6 I've thought about this quite a lot.
- 7 Can I just say that I'm an extremely hard worker and I'm highly motivated to do well at my job.

## Audio 4.11

- 1 I have a lot of expertise in managing contracts, so I feel very confident in that role.
- 2 I'm proficient in Spanish, which is a very useful language in business.
- 3 I'm very competent in all aspects of design, so I can tackle any project that I'm given.

## Audio 4.12

Good afternoon and welcome to our presentation of GlowVit, our brand-new daily vitamin tablet. We all know our bodies need vitamins, but in a busy life, it isn't always possible to eat the right foods. This revolutionary new product will help you both feel and look great! The special formula has been developed by scientists using the latest research techniques. One of its unique features is that the vitamins are slowly released into your body over a 24-hour period, which helps your body absorb more of them, so you can be sure you'll get all the benefits. GlowVit will appeal to customers as it's based on scientific research and we are confident it is a product that everyone can enjoy, not a luxury product, because we believe everyone should have the chance to feel and look amazing!

## UNIT 5

### Audio 5.01

- 1 You'd be more independent if you'd left home.
- 2 We'd be doing more sport if you hadn't taken up photography.
- 3 I'd have been bored if you weren't here.
- 4 She'd have called me if she had my number.

### Audio 5.02

- 1 I'd be a pilot if I'd had the money for the training.
- 2 I'd have been a pilot if I had better eyesight.
- 3 We'd have recognised each other if we lived in the same street.
- 4 We'd recognise each other if we'd lived in the same street.



## Audio 5.03

- 1 It is important to conserve this species, so more conservation measures need to be taken.
- 2 About eighteen percent of all birds migrate each year, but we don't know the details of all their migration patterns.

## Audio 5.04

- 1 Some birds have an instinct to migrate each year, whereas others have an instinctive need to stay in the same territory.
- 2 Humans have caused a lot of environmental damage and environmentalists believe we must act quickly to repair it.
- 3 Some animals now struggle to reproduce in the wild because chemicals have interfered with their reproduction.
- 4 Poaching has a devastating impact on the number of elephants in the wild, so it is crucial the poachers are caught.

## Audio 5.05 and 5.06

**P = Presenter D = Dan Everard**

P: Hello, I'm Ellie Wood and welcome to this week's edition of *Nature First*. Now, in the past we've discussed lots of different conservation measures and today we're talking about a new and unusual way of keeping animals safe by 'nudging' them to change their own behaviour, so they in effect protect themselves.

With me is conservationist Dan Everard. Dan, first, what do you mean by 'nudging'?

D: Hi, Ellie. Yes, 'nudging' has been used on humans for some time now. It refers to techniques that are employed by organisations and governments to gently change our behaviour and encourage us to make different choices. For example, if a supermarket puts healthy snacks next to the checkout rather than chocolate bars, it's 'nudging' us to make healthier food choices – not telling us we have to, but encouraging us to change our behaviour.

P: And how can these techniques be applied to the natural world?

D: Well, some years ago a biologist and animal behaviourist called Ken Ramirez started getting involved in conservation projects. He had mainly worked with pets and domesticated animals before this, and he showed that you can train animals more effectively by using positive reinforcement – encouraging and rewarding them for 'good' behaviour, rather than punishing them for bad behaviour.

P: Ah, you mean nudging them?

D: Exactly.

P: OK. I can see that would work for training my dog to sit or lie down, but how does it relate to animals in the natural world? It surely can't work in the same way?

D: You're absolutely right. Training pet animals is all about building a relationship between the trainer and animal, but in the wild, it's essential that the trainer remains invisible. Yet the principles are the same – to discourage certain behaviours and provide rewards for the behaviours we want to encourage. But the discouragements and rewards need to be located in the environment around the animals, so they are reacting and making their own decisions and modifying their own behaviour.

## Audio 5.05 and 5.07

**P = Presenter D = Dan Everard**

P: It sounds fascinating. Can you give us some examples of how this kind of nudging has been used?

D: Yes, I can give you two examples, both based on work by Ramirez. The first is with chimpanzees in a national park in Sierra Leone, where poachers were killing them for their meat. The park rangers were actually situated quite close by, but as they didn't know exactly when the animals were in danger, they couldn't always get there in time to protect them. Now, chimpanzees post lookouts themselves around their group, and they start screaming when they see danger, to warn the others. But the sound created by only a few chimps unfortunately wasn't enough to alert the park rangers. So the strategy was to 'nudge' the chimps to all scream together when a human approached, to create a huge volume of noise so park rangers could get to the scene and catch the poachers.

P: Wow, so using the chimps' own instinctive behaviour, but modifying it.

D: Exactly.

P: And how did Ramirez and his team achieve this?

D: They installed a system of plastic pipes in the trees where the chimps were located and set up a remote camera to watch them. When a human approached, if a larger number of chimps screamed, the rangers would activate a mechanism so fruit and insects fell into the tree from the pipes – the chimps got a reward. And to get the reward, they needed to have screamed when humans were approaching, not just randomly.

P: And did it work?

D: It did. Once the chimps had been trained to change their behaviour, poaching in the area was reduced by eighty-six percent.

P: That's incredible. And what's the second example?

D: This one was in Alaska, where polar bears were going into villages in search of food. Clearly, these are huge, dangerous predators, so the inhabitants would shoot any bears that came too close. The strategy here was to educate the villagers on how to dispose of their rubbish so as not to attract the bears and also to encourage them to shoot in the general direction of any bears – not to kill them, just to scare them – and only if they touched bins or other human-made objects, so the bears would learn to avoid going near anything human. Secondly, they coaxed the bears to look for food elsewhere, by leaving trails of food towards areas further from the village, where the bears could find their own food naturally. Again, this project was extremely successful. In one village, it reduced the problem from 300 bear incidents per year to just three.

P: Wow – great result! And are there any downsides to this kind of nudging of animals in the wild?

D: That's a good question. Of course, there's the general moral issue of whether we, as humans, should interfere with animals in the wild. Conservationists also worry about unintended consequences – if we change animals' behaviour to solve one

problem, will we have caused another problem in five years' time? We always need to think very carefully before we intervene.

P: That's fascinating. Thank you so much for ...

## Audio 5.08

1 A director of a recycling company has become the first person to travel coast to coast on a stand-up paddleboard. Jason Elliott set off from Liverpool on the west coast of England nine days ago, travelling along rivers and canals, and reached Goole on the east coast today. Jason, an experienced surfer and paddleboarder, wanted to raise awareness of the plastic pollution in our waterways caused by single-use plastic. In addition, he is raising money for a non-profit organisation that seeks to protect coastlines and waterways from the harmful effects of contaminated water. It's estimated that a million plastic bottles and two million plastic bags are sold every minute around the world, many of which end up in our inland waterways.

2 A computer game developed ten years ago is continuing to raise awareness of homelessness around the world. The game SPENT is designed to encourage people to become more sympathetic to the homeless by recognising the small decisions that can mean the difference between financial stability and poverty. In the game, players imagine they have become jobless and are down to their last \$1,000. They have to negotiate a series of challenging financial decisions with the aim of reaching the end of the month still in credit. The game has been played more than sixteen million times by over seven million people around the world, with over \$200,000 raised for food and shelter for the homeless. It has also been used as an educational tool by social workers, teachers and other professionals.

3 A group of protestors stopped traffic in the city centre this morning as part of a campaign to raise awareness of climate change. The group of around twenty activists sat in the street for two hours, causing traffic to be re-routed. The group are concerned about the increased number of lorries in the area which emit harmful greenhouse gases. These gases are a key factor in climate change which is predicted to have a significant effect on people around the world in the next few decades, causing environmental activism to increase.

4 The stars were out in force at last night's Met Gala in New York, with several using their outfits to promote social causes. The annual fundraiser, famous for its sometimes outrageous fashion, saw several outfits advocating social change – in particular addressing inequality experienced by the disadvantaged. The event gets the attention of press from around the world and is deemed to be the fashion event of the year.

## Audio 5.09

1 In addition, he is raising money for a non-profit organisation that seeks to protect coastlines and waterways from the harmful effects of contaminated water.

2 A computer game developed ten years ago is continuing to raise awareness of homelessness around the world.



- 3 In the game, players imagine they have become jobless and are down to their last \$1,000.
- 4 A group of protestors stopped traffic in the city centre this morning as part of a campaign to raise awareness of climate change.
- 5 The group are concerned about the increased number of lorries in the area which emit harmful greenhouse gases.
- 6 The annual fundraiser, famous for its sometimes outrageous fashion, saw several outfits advocating social change – in particular addressing inequality experienced by the disadvantaged.

## Audio 5.10

- A: We need to do something about the number of rough sleepers in the town. It seems to be increasing all the time. I know people give them money and bedding and things, but it doesn't feel like there's a consistent approach to supporting them.
- B: You mean that the council aren't doing anything.
- A: Exactly. How can we pressure them into doing something?
- C: I think their funding was cut a few years back so they're struggling to afford temporary shelters and there's been a long-term housing issue for a while. A couple of other non-profit organisations are doing what they can, but they're limited by funds, too.
- A: So we need to raise money then.
- C: Yeah, I think so.
- A: And to do that, we need to raise people's awareness of the increase in homelessness, although I suspect a lot of people are already aware.
- C: Probably. It's hard not to notice the issue when you walk around town, but then again people have their own things to worry about so they may notice, but not necessarily think too much about it.
- B: We could have a 'Big Sleep Out'.
- C: What's that?
- B: In a nutshell, it's where you get a load of people together to sleep rough for the night in the town centre. There was one worldwide a few years back. Tens of thousands of people slept rough for a night.
- C: Why?
- B: It got attention – press coverage in the paper and online and so on. It raised people's awareness of the situation **and** raised money. I think it's a really good way to build empathy, too – when you sleep out, you get a better idea of the challenges that homeless people face. We could work with a local homeless charity to organise this.
- A: Do you think it'll have that much of an impact though? I wonder if a march to the town square would be better. It'd force people to stop and listen. We could end it with a speech on the steps of the Town Hall.
- B: Hmm, well it would get more attention if we could get enough people to attend, but it'd also be more difficult to organise and it would probably annoy some people rather than get them on side, what with redirecting traffic and the crowds and so on. I don't suppose local businesses would like it either.

- C: So you're saying we shouldn't do anything to upset anyone? Shouldn't we be upsetting everyone? Get their attention?
- B: Not really. We want to engage people and draw them in, not push them away.
- A: I can see what you're both saying. Basically, it's a choice between getting lots of attention but annoying people and risking little attention but upsetting no one.
- B: We can get more attention with the Big Sleep Out if we invite some local celebrities – you know, there's that actor that lives here, the one in that drama about nurses in the 1950s, and his wife. She writes and directs it, plus there's a certain celebrity chef here, too. Get them involved and it'll get lots of attention. Maybe in the national press, too.
- A: Oh, well that changes everything.
- C: I agree. That sounds more promising. So how do we go about this then?
- B: Well, I guess the first thing is to contact both the council and some other charities, those that have direct experience of supporting ...

## Audio 5.11

- 1
- A: We need to do something about the number of rough sleepers in the town. It seems to be increasing all the time. I know people give them money and bedding and things, but it doesn't feel like there's a consistent approach to supporting them.
- B: You mean that the council aren't doing anything.
- A: Exactly.
- 2
- B: We could have a 'Big Sleep Out'.
- C: What's that?
- B: In a nutshell, it's where you get a load of people together to sleep rough for the night in the town centre.
- 3
- B: Hmm, well it would get more attention if we could get enough people to attend, but it'd also be more difficult to organise and it would probably annoy some people rather than get them on-side, what with redirecting traffic and the crowds and so on. I don't suppose local businesses would like it either.
- C: So you're saying we shouldn't do anything to upset anyone? Shouldn't we be upsetting everyone? Get their attention?
- 4
- A: I can see what you're both saying. Basically, it's a choice between getting lots of attention but annoying people and risking little attention but upsetting no one.

## Audio 5.12

So, in a nutshell, to get people to change their habits you first need to raise their awareness of the problem. To do this, you can organise a petition, a debate, a concert or a social media campaign.

## Audio 5.13

We tried a petition last year to get a company to become more sustainable and managed to get over 10,000 signatures

online, which was just brilliant, but there were issues with people having signed twice and whether or not it was completely reliable. Plus of course, people had signed it without really understanding what they were signing – they just did it because someone told them to – so although we were able to present it to the company, they made out it wasn't reliable. They made some promises about changing their ways, but they were pretty empty promises so in the end not much came of it.

## Audio 5.14

- A: If you think about it, routines are something we can use to get all the boring bits of life out of the way – cleaning your teeth, washing your clothes, keeping your home clean. If you have strong routines, you get these things done as efficiently as possible, so you can focus on the more important things, like building your career. That's why I think strict routines are necessary if you want to do well in life.
- B: That's not the way I see it at all. For me, routines get in the way of being successful because they take you away from the things you need to do if you want to really get to the top – like, working long hours if you have to. How can you put that extra effort in and work late if you have a strict bedtime every day?
- A: That's true. But you have to admit that there are lots of mundane things that need to be done on a daily basis, even if you're really ambitious. You can't just ignore them. You still have to make sure you have clean clothes to wear to work, for a start. If you have strict routines, you don't actually have to think about them too much – you just get them done in the most efficient way.
- B: Hmm, maybe.

## UNIT 5 REVIEW

### Audio R5.01

#### Social factors drive human development

In the natural world, animals have always evolved and changed in response to their environment. We know that animals are continuing to evolve in response to events such as deforestation and climate change. But what about humans? If we hadn't evolved in the past, we would still look more like our ape-like ancestors. But are we still evolving now, and how will we evolve in the future? Scientists believe that social factors may be driving evolution now. Compared to the past, when there were huge differences between rich and poor, there is generally more equality now, and fewer people are employed in jobs requiring a large amount of physical strength. As a result, there is some evidence that human bones are slowly becoming weaker. Also, in the past, twins were at a disadvantage because they were generally smaller and weaker than single babies. However, with modern healthcare and welfare schemes, fewer families suffer physical and financial hardship and there is evidence that the number of twins in the population is increasing. It is, however, unclear how humans may evolve in the future.



## UNIT 5 MEDIATION BANK

### Audio MB5.01 and MB5.02

- 1
- A: Hello! If you can spare a minute of your time, I'd like to talk to you about shopping local and the environment.
- B: Er ... OK.
- A: I bet you shop online. It's not a bad thing, we all do it, and it can often seem pretty energy efficient. I mean, we don't go out in the car, someone comes to us, on their way to lots of other places in your area, and so of course the carbon emissions can be lower. This is especially true if your goods have travelled from the factory via slow boat. If they've come by plane, they'll be sixty-five times higher, but this might still be lower than the emissions produced by a car trip from out of town to a town centre. It really depends on how you travel, how far you travel and how many items you buy during your trip. Generally, if you walk or cycle, then carbon emissions related to your purchase will be almost nothing – it'll just be the emissions related to producing the product and getting it to the shop. If you live in the town and you drive to the centre and buy twenty-four items, then it can be more environmentally friendly than purchasing one item online.
- B: Hmm.
- A: But the main issues with shopping online are non-delivery and returns. It's predicted that up to sixty percent of deliveries have to be made a second time because no one is available to receive them the first time round. This increases carbon emissions related to shopping online significantly. It's estimated that one in seven online purchases are returned to online shops globally, increasing carbon emissions significantly. So, in the end, shopping local is much better, right? So, that's what I wanted to say. Shop local.
- 2
- A: Hello! We're talking to people today about why shopping local is much better for us than shopping online. The fact is that our High Street is dying. Did you know that a quarter of the shops in our town are empty due to the large decrease in shoppers?
- B: No, I didn't, but I'm not surprised.
- A: No, and this has the potential to negatively affect our sense of community and our mental health. The reason is that when we shop in store, we connect to people locally. We bump into old friends and have a chat, we make small talk with people in queues and we have the opportunity to get personal customer service when we need support or we need to return something. These personal connections are important for us and we don't have them when we shop online. Research shows that these connections can help us to keep our anxiety low, our moods in check and even, unbelievably, they help to keep our immune systems strong.
- B: Wow.
- A: Yes. And then there's the positive impact on the community as a whole. When our sense of community is strong, we are more connected to each other, we feel safer and more secure. We help each other more and this is also positive for our mental

health. It gives us a sense of pride. I know that shopping online can be cheaper and more convenient, but we don't benefit from this kind of connection to people online, so if our local High Street dies and we only have online shopping, we'll lose our connection to our community. And that is why we're asking people to think twice about shopping online and consider shopping local instead. To benefit not just local businesses, but to benefit you, your health and the community.

- 3
- A: Good afternoon, do you have a minute?
- B: Sure.
- A: It's great that you're here in the town centre and I can see you've been shopping and spent some money here.
- B: Er, yes.
- A: That's great. We need to do more of that. You see, it's not easy for local shops. They have to pay high rents here in the town centre whereas online stores usually have their distribution centres in low-rent areas. There are also high business taxes for high-street stores, or rates as we call them. I don't know if you know this, but small businesses typically pay 755 percent more in rates than large online stores. Can you believe that? Independent bookshops in 2017 were found to be paying eleven times more corporate tax than a certain large online bookseller. It's hard enough for independent stores to compete against large online stores without having rent and taxation make it harder for them.
- B: Right.
- A: There's often talk of an online delivery tax which would of course level things out a bit and make things easier for local shops but nothing has actually happened with that as far as I know. The fact is we need these local shops for local employment and for the local economy. In 2020, over 170,000 high-street jobs were lost as shops closed and chains went bankrupt. Some were lost here in the town and it may get worse, but without those job opportunities, unemployment will rise and people will be unable to feed themselves and their families. They'll move away to cheaper areas, fewer people will visit and the town will become a ghost town with a tiny economy. We can't afford this to happen to us and we can't rely on an online delivery tax, so we have to stop it happening ourselves.

## UNIT 6

### Audio 6.01

- 1 In no way do I think that algorithms are perfect.
- 2 Under no circumstances should a computer be making such important decisions.
- 3 Never before have computers had so much power over our lives.

### Audio 6.02 and 6.03

L = Liam A = Anita

- L: Anita, you'll never guess what I've gone and done. Something really stupid and now I've got a meeting with Diane first thing on Monday and someone from HR will be there and I think ... , well, I'm worried they might fire me. And even if they don't, I'll get a huge telling off ... I'm so stupid!

### Audio 6.02 and 6.04

A = Anita L = Liam

- A: Why? What on earth happened?
- L: Well, I ... I ... I mean ... in some ways it's quite funny. ... OK ... so it was a really quiet morning for me today. I'd ended up with some time on my hands after handing over a big project. So, I decided, you know, for a laugh, to draw some of the managers as fruit and vegetables, and I gave them silly names like Mike the Mighty Melon and Kevin the Cool Cucumber. Look, here.
- A: Er ... Oh, wow. Those are brilliant! You're so talented. I wish I could draw like that. That one looks exactly like Mike in melon form!
- L: I know, it's funny, right?
- A: Yeah.
- L: Anyway, I did them here on my tablet and after I'd finished them, I sent them to Parveen for a laugh, but I ... uh ... they might have accidentally been sent to the whole team.
- A: They might have been sent? Or they were sent?
- L: They were sent. I completely messed up and sent it on the team chat and not Parveen's. It went to ten people including three of the managers in the pictures.
- A: Oh no! That's not good. I mean, hilarious, but not good.
- L: I know. I can't believe I did it. What was I thinking? You know me. I'm a hard worker. I produce good stuff. I don't usually do stupid stuff like this. I'm an idiot. And after they'd promised me a promotion soon, too. I keep replaying that moment I tapped the send button over and over in my head. Why didn't I just check which chat group I was in first? I'm such an idiot!
- A: Look ... don't be too hard on yourself. If you think about it, the pictures aren't that bad. I mean, they're just funny, not insulting. In fact, the names are quite complimentary really. And Mike's got a great sense of humour. You might get a warning about wasting time, but I don't think they'll fire you. Everyone here knows what a good designer you are.
- L: Yeah. Yeah, you're right. The drawings aren't really rude or anything and it's ... it's not like I've done anything like this before. It was just a one-off and so ... so yeah, maybe it won't be as bad as I think. Maybe I'll get a telling off and no more.
- A: Exactly. You never know – maybe they were so impressed with your designs that they want you to create something similar for one of the new advertising campaigns!
- L: Hmm, I think that's too much wishful thinking! I doubt Diane will be happy about this. I don't suppose she enjoys the senior managers calling her on a Friday afternoon. I just wish she'd been in the office to meet today. No one wants to be fired just before the weekend, but at least I'd have got it out of the way. Now I've got a ruined weekend to survive before the meeting on Monday. And I've got tickets to a gig I was really looking forward to tomorrow night. There's no enjoying that now.
- A: Well, there's not much you can do about it until Monday when you can own up and say sorry. Until then, try not to think too much about it. Keep yourself active to take your mind off it all. Now, show me them again!

## Audio 6.05 and 6.06

- 1 I uploaded the wrong photo and now I can't delete it.
- 2 We learn more from mistakes than from getting things right.
- 3 I should have paid more attention to what I was doing.
- 4 You've got to help me clear up this mess.
- 5 It's not what I expected.
- 6 You've made a huge mistake here.

## Audio 6.07

**D = Diane L = Liam**

- D: So, Liam, needless to say, your cartoons have been doing the rounds since you posted them and certain members of senior management are understandably far from impressed. What on earth were you thinking?
- L: Well, so, er, having handed over the supermarket project on Friday morning, and with the garden centre project not starting until today, I found myself with some time that needed to be filled so I ended up sketching some cartoon characters based on members of senior management. Anyway, once I'd completed them, I decided to send them to a colleague to see what he thought, but I mistakenly sent them to the whole team.
- D: Right, I see, well that makes it clear how these pictures came to be in circulation.
- L: Yes, completely my mistake – it was a poor error of judgement to draw the characters in the first place, and then again to send them to the team chat instead of to a colleague. I apologise profusely for both of these things – you know I don't usually partake in activities such as this. I'm diligent and produce high-quality work.
- D: OK, thanks Liam. Well, I'm sure you understand that we can't condone what happened. You're paid to do a job and not to entertain yourself and your colleagues with not particularly flattering drawings of your managers. That said, you're a valuable member of the team, so be advised that this is an official verbal warning, but no further action will be taken.
- L: Oh, that's a relief. Thank you. I was worried I might be fired.
- D: I don't think it was serious enough for that. If you'd sent the drawings to an important client though, maybe.
- L: I'm disappointed in myself, especially after having been promised a promotion. I've definitely learnt my lesson.
- D: Good. No one enjoys being called by senior managers on a Friday afternoon, least of all me.
- L: Yes, I'm sure, sorry.
- D: OK, well let's draw a line under it for now. But one good thing to come out of this is that your work was noticed by Mike, who thinks that he's got a new project for you. You know our latest advertising campaign? Well, it looks like ...

## Audio 6.08

- 1 Oh that's a relief. Thank you. I was worried I might be fired.
- 2 So, er, having handed over the supermarket project on Friday morning, and with the garden centre project not starting until today, I found myself with some time that needed to be filled.

- 3 Anyway, once I'd completed them, I decided to send them to a colleague to see what he thought, but I mistakenly sent them to the whole team.
- 4 I'm disappointed in myself, especially after having been promised a promotion. I've definitely learnt my lesson.
- 5 That said, you're a valuable member of the team, so be advised that this is an official verbal warning, but no further action will be taken.
- 6 No one enjoys being called by senior managers on a Friday afternoon, least of all me.

## Audio 6.09

**M = Moussa A = Alyssa**

- M: Hi!
- A: Oh, hello. I'm Alyssa. I'm your neighbour – I live in flat 6B, next door.
- M: Oh, hi. Nice to meet you, I'm Moussa. What can I do for you?
- A: Well, I don't want to come across as the annoying neighbour, but I'm really not happy that you play your guitar so late every night. I have to get up really early for work, but you practise until after midnight every night. I mean, this isn't really acceptable. It's really loud in my flat and I just can't get to sleep.
- M: Oh, I'm so sorry – I didn't realise anyone could hear me. These flats are quite cosy, but I guess they're not that luxurious, so the walls aren't all that thick. I'm really sorry if I've disturbed you. It's just, I'm a musician and I've got a really important gig coming up in a few weeks and so I've got lots of songs to practise. I work during the day, so evenings are my only time to practise. It's a huge opportunity for me and I've got to get it right.
- A: I understand that and I completely get that you want to do well, but I don't think it's fair that I should have to be exhausted just so that you can give a good performance.
- M: Yeah, you're absolutely right. I do acknowledge that. Maybe we could come to an arrangement about when I practise. I mean, what about if I stop by ten on weeknights and then maybe continue until eleven on Friday and Saturday nights, when you don't have to get up so early the next day?

- A: Hmm, yes. That sounds like a good compromise. I'm usually out with friends on Friday and Saturday evenings anyway, so I'd be happy with that.
- M: Cool. And I can offer you two free tickets to the gig if you want. It should be a really good one – some big names are playing, so if you're into rock music, you'll love it.
- A: Ah, that'd be really cool, actually. My best friend is really into rock, so I can take her.
- M: Good. Well, I'm glad we've sorted that out. I'll drop the tickets round to you next week and I'll make sure I stop playing in time for you to get to bed.
- A: Thanks for that. Let me know about the tickets.

## Audio 6.10

- 1 I'm really not happy that you play your guitar so late every night.
- 2 I mean, this isn't really acceptable. It's really loud in my flat and I just can't get to sleep.
- 3 I understand that and I completely get that you want to do well, but I don't

think it's fair that I should have to be exhausted just so that you can give a good performance.

## Audio 6.11

- A: So, now that everyone's working from home at least two days a week, we're seeing some speed issues.
- B: What do you mean?
- A: Well, things seem to be taking longer than usual. I'd say that connection speeds are the main issue, but old devices are causing speed issues, too.
- B: I'm not surprised. If we ask staff to work from home to save costs on office space, there are bound to be issues. One thing to consider is that top-of-the-range wi-fi is costly and also not readily accessible everywhere, and these slow connections are having an impact on file uploads to the shared system – some staff can't even get into the system.
- A: True. Another issue seems to be that meetings are constantly being interrupted by poor connections. Just this morning I was in a meeting where a colleague was so frustrated with her connection that she just asked for an email to summarise what we'd covered. Hardly ideal.
- B: I think we need to take this to senior management.
- A: What about suggesting the company pays for each staff member's home internet connection? That might help to speed things up.
- B: It's a good idea, but it'll add up to a lot of money. Do you think senior management will be willing to pay?
- A: Well, they need to take into account the fact that staff just cannot be as productive without the right equipment and they can hardly expect staff to fork out for high-speed broadband themselves if it isn't very accessible. They'll just have to provide some financial support.
- B: You're right. Let's suggest it and see what they say. They can only say no!

## UNIT 6 MEDIATION BANK

### Audio MB6.01

**M = Manager S = Syed G = Grace**

- M: So, you've both explained how you feel about working together and where the issues lie. Syed, you feel that Grace ignores your suggestions and does what she thinks is right. You feel that she's openly criticised some of your decisions in team meetings. Grace, you feel that Syed ignores your views on some of the decisions taken which is why you have to do what you think is right regardless of his view. You think he looks too closely at your work and is very direct in his feedback – feedback you have not asked for. You find this upsetting. Both of you are enjoying the project so you don't want to stop working on it, but you don't feel you can continue working together in the way that you are at the moment. Does that sound like a good summary?

S: Yes.

G: Yes.

M: OK then, let's talk about how we can move forward from here. Is there any chance that, now we've talked, you can find a way to work better together? Grace?





G: I'm not sure if I'm honest. I get the impression that Syed doesn't want to work with me. He feels he should lead the project on his own.

S: Thanks for putting words in my mouth! The thing is, I've been here longer and I have more experience of how things work here. Sometimes your ideas are good, but they just can't work with the systems we have. You don't seem to understand that.

M: OK, OK. Look, from my point of view you have the opportunity to work together brilliantly. I mean, we need fresh ideas, which Grace has, and we need to adapt them to suit how we do things here – that's you, Syed. Syed, I'd like you to be more open to new ideas. Don't just dismiss them immediately but work with Grace to make them work for us – with her creativity and your knowledge and experience of the company, you have the chance to do great things together.

S: OK, I guess I can try to be more open to her ideas.

M: Good. And perhaps you can learn to be a bit less direct with your feedback to Grace.

S: But that's just my way. You know that. I'm direct with everyone.

M: Yes, but communication is about adjusting how you talk to people.

S: Fair enough.

G: I hear what you're saying. I'll try not to take your approach personally. I can be sensitive sometimes.

M: That would be good.

G: And I'll try to be more open to asking for your opinion on what I've done, Syed. It's not that I don't respect the fact that you've been at the company longer, it's just that I'm very confident in my skills and I've brought a lot of experience with me here. Sometimes I feel that this experience is ignored.

M: Can you approach Syed with any issues you have about his ideas and not raise them in meetings in front of others, Grace?

G: Yes, but what if I raise it, Syed doesn't agree and we're back to square one? Can I not raise it in the meetings then?

M: I think you both need to accept that when one raises an issue with something, there is an issue. You can't just ignore it and do what you want. You have to listen to the other person and make some changes.

G: Fine.

S: Fine.

M: Right, so, how will you communicate with each other? Do you feel able to do this face-to-face? Or will email communication provide an opportunity for you to review what you say and how you say it before you press 'Send'?

G: Hmm, good point. Maybe we can use email as a starting point. What do you think?

S: Sure, I'm happy to do it that way. We can then meet face-to-face if we need a longer conversation.

M: OK, good. So, to review, you'll raise issues with each other via email as a starting point, moving to face-to-face if necessary. Grace, you won't raise issues at team meetings but instead you'll approach Syed privately. Syed, you'll be more open to Grace's ideas and you'll

provide any feedback requested in a less direct manner. Grace, you'll take Syed's experience at this company into account and Syed, you'll respect Grace's experience in other companies and the fact she has creative ideas to share. You'll try to work together to make sure both of those things are combined to produce great work. Does that sound right?

G: Yes, I think so.

S: Yes, that sounds right to me.

M: Good. And what happens if one of you breaks this agreement and fails to follow the promises you've made today? It's very likely to happen.

G: Hmm, well I guess we can email each other and politely remind each other about this agreement, and if we feel it's not working, we can speak to our team leader, Naomi.

S: That works for me.

M: OK, great! Let's hope this helps you both to work on the project in a more productive and enjoyable way.

## UNIT 7

### Audio 7.01

**P = Presenter C = Carl Hendrick**

P: Now, I know we're all looking forward to this talk, so, without further ado, I'd like to introduce our speaker for today, Carl Hendrick.

C: Thank you. So, we're all familiar with the idea that there are fashions or trends in clothes and other consumer goods, with things rising to either the height of fashion or becoming completely unfashionable on an almost yearly basis. But it seems that the words we use also rise and fall in popularity, falling in and out of fashion in much the same way as other things, but over slightly longer timescales.

In a fascinating piece of research, Marcelo Montemurro and his team from the University of Manchester used a computer database to track the use of words in a detailed way. They were keen to find out how popular individual words have been in the language at different times in history, going right the way back to 1700 and extending up to the present day. The study focused on over 5,000 common nouns and what the researchers found was that over time, the use of these words rose and fell in a regular pattern, showing on the graph like a wave. Surprisingly, the length of each wave was fairly consistent, with words coming in and out of fashion in a cycle of approximately fourteen years. And it became quite clear to them that the patterns were so regular, and occurring with so many different words, that it was almost inconceivable that this was a random phenomenon. So, what factors might be influencing this cyclical popularity of words?

One possible explanation for the fourteen-year cycle is that it could be related to generations. Words that are popular or fashionable with one generation are often rejected by the next, in much the same way that younger people turn away from the clothes or house décor or food their parents like. This certainly happens with baby names such as George and Florence, which

tend to have periods of great popularity, then fall out of favour for a while, before becoming popular again as a younger age group start to have children of their own and rediscover names that were common at the time of their great-grandparents. Interestingly, the cycle of popularity for words has recently become longer by a few years, which would tie in with the fact that people are living longer and so the time between generations is extending. But there are other factors to take into consideration. Important historical events can have a big impact on the frequency of words. For example, words such as 'space', 'rocket' and 'lunar' peaked in their use in the 1960s, at the time of the U.S. landings on the Moon. The development of new technologies can also cause words to have a spike in popularity, as people use these new technologies and also discuss them. In the 1920s, cars were first produced and used and the database shows that the words 'car', 'garage' and 'wheel' became much more popular at this time. Social issues also influence language use. For example, words such as 'climate', 'rainforest' and 'tree' have become much more common in recent years, as people talk and write about the issue of climate change.

And finally, old words may bounce back and take on a new meaning and a new life if they become popular brand names. This is certainly true for words such as 'apple', 'window' and 'twitter', which have all shown an increase in use over the last few years as a result of becoming successful product names.

However, the phenomenon of word 'cycles' could also tell us something about the nature of fashion and trends themselves. Take words such as ones meaning 'good', like 'superb', 'brilliant', 'fabulous' and 'amazing', which follow quite regular cycles of popularity. It may be that, as with all fashions, individual words gradually gain momentum and become 'trendy', up to the point where they become so common that they start to become uncool. People then naturally start to avoid them and they become much less common. After a while, they start to look more unusual and attractive again, so people start to choose them again, in much the same way as styles of clothing come back into fashion after a period of being decidedly unfashionable.

### Audio 7.02

- 1 So, we're all familiar with the idea that there are fashions or trends in clothes and other consumer goods, with things rising to either the height of fashion or becoming completely unfashionable on an almost yearly basis.
- 2 Marcelo Montemurro and his team from the University of Manchester used a computer database to track the use of words in a detailed way.
- 3 Interestingly, the cycle of popularity for words has recently become longer by a few years.
- 4 After a while, they start to look more unusual and attractive again.
- 5 So people start to choose them again, in much the same way as styles of clothing come back into fashion after a period of being decidedly unfashionable.

## Audio 7.03

- 1 Surprisingly, this pattern was fairly regular.
- 2 They used a computer database to track the use of words in a detailed way.
- 3 They tend to have periods of great popularity, then fall out of favour for a while.
- 4 Interestingly, the cycle of popularity for words has recently become longer.
- 5 After a while, they start to look more unusual and attractive again.

## Audio 7.04

- A: Food fads have existed for a long time. Examples in recent years include TV dinners, chocolate fountains, avocado toast and cronuts. These days, food fads can be heavily influenced by people on social media who want to be seen as eating the latest fashionable food item, but food fads aren't all good. Sometimes they encourage people to adopt imbalanced diets which can cause them health problems.
- B: Food trends are nothing new. They can result in a loss of much-needed nutrients. Some of them cause our waistlines to grow. The cronut was popular once. There were chocolate fountains which were really common at weddings and other celebratory events for a while. The cronut became very popular in 2013. For a while, anyway.

## Audio 7.05

- 1 As everyone on social media was eating *pho*, we decided to do the same.
- 2 Since it's fashionable to bake these days, I'm trying my hand at making bread.
- 3 As a result of increased globalisation, we have a huge choice of food at our disposal.
- 4 Because of the increase in veganism, fewer people are eating meat.

## Audio 7.06

**P = Presenter T = Taruri Gatere**

- P: 'Vegan' is a term that was originally coined in 1944 bringing together the letters at the beginning and end of the word 'vegetarian', as the next step on. Vegetarians don't eat meat, but vegans don't eat eggs, milk or butter either. They won't wear leather or silk. They won't eat honey. Many won't wear wool. In fact, they won't use or consume anything that originally came from an animal. But the reasons people choose this way of eating, and this lifestyle, are many and varied.
- T: It's a really big thing. It's the thing that people eat every single day and everything else just kind of revolves around meat.
- P: Taruri Gatere is thirty-two and lives in Nairobi, Kenya.
- T: It's like the centre of every single meal.
- P: She first experimented with veganism when she was living in Italy.
- T: I stumbled upon a challenge just to go vegan for two weeks to see how your body would feel and I was very into healthy living and so I tried it for two weeks and I just loved how my body felt.
- P: How does it feel?
- T: Much lighter. I didn't realise how heavy meat and dairy were in my body. It's like the sleepiness that you feel when you have a very heavy meal. That left me when I went vegan.

## Audio 7.07

**M = Maisie T = Theo**

- M: Come on, let's go in here. It's the best shop ever.
- T: Do we have to? You take forever to find something you want.
- M: I don't!
- T: You do! My feet are killing me and I'm starving. I just want to have lunch.
- M: You'll like it, I promise. There's nothing better than shopping at a vintage store. They've got some great trainers here.
- T: Wait? What? Second-hand, you mean?
- M: Yeah, but ones from like the 80s and 90s. Trendy retro stuff, classic designs, that kind of thing.
- T: I bet they cost a fortune.
- M: Not really. Not compared to brand-new ones. Look, here's a great pair.
- T: Hmm, yeah, they're quite cool actually. They're about ten sizes too small though.
- M: Yeah, finding things that fit can be like finding a needle in a haystack. Shame. They'd look good on you.
- T: Yeah.
- M: Why don't you go over there and look at the jeans and denim jackets?
- T: I've told you a million times before, I don't like denim jackets and I'm not sure how I feel about wearing old jeans. It's like sharing clothes with a stranger. It feels a little too er ... intimate.
- M: They've been washed! And you can always wash them again.
- T: Hmm, still not sure. A leather jacket though. I've been thinking about getting one – one that looks lived in.
- M: Like this one here?
- T: This scruffy thing? I want one that's been lived in for a few years, not a few centuries! And it's got all these weird zips and badges.
- M: It's unique. Remember when Declan wore that vintage jacket and got hundreds of likes on social media?
- T: Yeah, but it's odd. And totally recognisable. What if I bump into the previous owner in the street and they say 'Hi'? I'd die of shame.
- M: Oh, don't exaggerate. Go on, try something on.
- T: Well, I can see some other jackets in the back. I'll go and take a look. What are you going to do?
- M: I'm just going to browse and see if I can spot anything I like. I'd love an original band T-shirt.
- T: Really? I wouldn't be seen dead in a pop band T-shirt.
- M: Well, just you wait until I find the perfect thing. Then you'll be literally green with envy.
- T: Hardly!

## Audio 7.08

- 1 Anya's going to kill me when she finds out what I bought.
- 2 This shirt costs an absolute fortune!
- 3 I'd never be seen dead in those shoes.
- 4 A year old? It looks a hundred years old.

## Audio 7.09

- A: Our past is definitely important because it helps make us who we are today. If you think about your family background, your childhood, your experiences at

school – all these things have helped to create the person you are now. So, in that way we do carry the past with us.

- B: Yes, it's certainly true that we have experiences when we're young that shape our personality, our way of seeing the world. But that doesn't mean we have to still think about those experiences, keep reliving them. You can take the attitude: 'This is where I am now, and that's all I'm going to think about.' Focusing on the present allows you to deal with things that are happening in your life now, so you can move forwards in the way you want to.
- A: Hmm, I'm not sure I go along with that idea because I don't believe you can really forget the important things that happen to you. You might want to forget them, but they're still in your mind, whether you like it or not, and they influence your decisions in the present. Like, if you have happy memories of doing something as a child – like cycling – you're still going to enjoy it as an adult. You can't change that and make yourself prefer something else instead.
- B: I don't agree. I think if you keep an open mind and live in the present moment, you can ...

## UNIT 7 REVIEW

### Audio R7.01

#### Tourism trends

The world of travel is changing. We look at four current trends.

#### Solo travel

Holidays used to be for families, couples or groups of friends, but in recent years, there has been a shift towards travelling alone. Many people are now keen to explore new cultures in a relaxed way, without the distraction of friends or family members.

#### Eco travel

Influenced by concerns about climate change, a growing number of people are seeking out trips that they consider to be ethical or sustainable. As these travellers are keen to reduce their carbon footprint, they may wish to avoid flying to their destination. Eco holidays also often include some form of volunteering, which signifies a willingness to give back to the communities they are visiting.

#### Healthy food

Whereas in the past, many tourists were happy to grab a snack in the street, there is now a trend towards trips with healthy food options. A growing number of tourists now specify that they are more likely to stay in hotels serving fresh, organic food.

#### Automation

The rapid evolution of new technologies is bringing a range of changes in the tourism industry. Customers use chatbots to help them book their trips online, and some top-end hotels are also introducing robot receptionists to greet guests.

## UNIT 8

### Audio 8.01

**S = Shabnam Grewal G = Gregory Claeys**

- S: What is a dystopia? The word was first used by the philosopher John Stuart Mill to mean an imaginary place or condition in which everything is as bad as possible. The opposite of utopia.



G: If we think of utopia as a society in which people have much stronger engaged social bonds between one another, at the opposite end of the spectrum is precisely the negation or absence of these bonds.

S: This is Gregory Claeys, an academic and a historian of the future, who's written a lot about dystopias and refines the definition to mean ...

G: A society which is dominated by fear, so each individual is isolated from every other; every individual is made to feel paranoid about every individual, so the essential juxtaposition here is utopia's oriented towards a maximisation of friendship; dystopia's a maximisation of fear.

## Audio 8.02

- 1 Even though it's said that young people don't read anymore, many of them do.
- 2 Fiction can be shocking, but at the same time true stories can be more shocking.
- 3 Admittedly, dystopian stories don't sound positive, but they can be very uplifting.
- 4 True as that may be, not everyone has the same taste in fiction.

## Audio 8.03

**P = Presenter S = Sian**

P: Hello and welcome to *The Technology Show*. Now, there are plenty of examples of past inventions that have benefited individuals and societies on a great scale, like electric lights, for example, or satellite navigation. So, this week, we're talking about some possible new inventions that could have similarly huge benefits in the next ten years. With me is Sian Connor, who has written a book called *Inventions that could change the world*. Welcome to the show, Sian.

S: Hi.

P: So, you're interested in the idea that a fairly simple invention can have quite far-reaching advantages.

S: Yes. Technology is a tool that we use to solve problems and the world is facing a lot of very significant issues at the moment, such as the climate crisis, to mention the most obvious. And I'm interested in the fact that the solutions to these problems won't necessarily come from ground-breaking inventions that completely revolutionise our lives, but from fairly small, simple inventions that can make quite a significant difference.

P: OK. So, I know you want to talk to us about three ideas in particular today. You're going to tell us about each one and speculate on how far it could transform our lives. What's up first?

S: The first one is a type of fabric that generates electricity from your body heat when you touch it. Now, we know that finding alternative energy sources to fossil fuels is one of today's real challenges, so anything that can generate clean energy is clearly a great idea.

P: And how could something so simple have such a huge impact?

S: Well, quite simply, it could be used in so many different situations. For example, it could be used on car seats, so when you sit on it, the fabric could generate sufficient electricity to run the car's air-conditioning, or on furniture in the home,

where it could power the lights in the room. Or you could have a jacket made of the fabric, which would then generate electricity to power your phone. These sound like small amounts of energy – and they are – but if the fabric was used widely enough in day-to-day situations, they could add up to substantial amounts.

P: And how likely is it that it will actually be developed?

S: Well, the technology is already there in theory, so it's already possible to produce the fabric, but there are still a couple of technical obstacles and the costs of large-scale production are currently too high. But I'm fairly optimistic that within the next ten years, these technical issues will have been addressed. I'm also hopeful that the costs will have come down by then and we'll be wearing clothes and sitting on furniture that generate power for us.

P: That sounds interesting. And what's your next invention?

S: Well, this is an app that you can use to scan your food and detect and measure its nutritional content. We're all used to reading nutritional information on food packaging we buy in supermarkets, but what about when we eat street food? There's no way of knowing exactly how many calories are in what we're eating or what it contains in terms of protein, vitamins, etc. The idea would be that you would take a photo of the food you're planning to eat and get information on how healthy or unhealthy it is before you buy it. There are so many foods out there that are high in calories but low in nutrition, so an invention like this would be incredibly useful in helping people to make better food choices. In the longer term, this could even translate into much less pressure on health services in many countries.

P: Ooh, no more tasty treats?

S: Well, it might encourage food sellers to improve the nutritional make-up of their dishes, which would benefit all of us.

P: That's true. And how likely is this one?

S: Well, a couple of companies have tried producing and selling apps like this, but they haven't been that reliable and they haven't caught on at all. If I'm honest, I don't think the technology is quite there yet, and I'm not sure it ever will be. It would require some incredibly complicated software to be able to analyse all the different ingredients in a dish. And also, people don't necessarily want to make sensible choices when they're out relaxing and enjoying themselves! So, my guess is we won't be using food-scanner apps any time soon.

P: That's a shame – it's a nice idea!

S: Yes. But the third technology I want to talk about might be more achievable – a shower that recycles its own water. Water is a resource that's under a lot of pressure in some parts of the world already and it's going to become much more of an issue over the next ten years. Daily showers mean that a lot of water is wasted, so how about a shower that collects the waste water, passes it through a cleaning system to purify it and then recycles it back into the system to be used again? The idea is also that as

the water is cleaned, it is heated slightly, which means it's ready for your next shower.

P: That sounds like such a simple idea, impressive. And how likely do you think it is to be developed?

S: Well, some systems are already being developed and it's likely that they'll have made it to the market within the next few years. A shower system like this could save up to ninety percent of the water we use when we shower, and the great news is that a small version of this technology could be used in individual homes or larger versions could be used for whole apartment blocks, so even bigger savings on water could be made.

P: Amazing. So, in ten years' time do you predict this invention will be in use?

S: Yes. I think by then, architects will have been building these kinds of systems into new homes for a while. But it will obviously take a bit longer for them to be installed in existing homes.

P: Well, it's good to end on a hopeful note. Thanks, Sian, for talking us through these three ...

## Audio 8.04

- 1 I'm optimistic that scientists will've found a way around this issue.
- 2 These devices are a great idea and I'm sure they'll've become very popular within a few years.
- 3 Hopefully, this invention will've been developed soon.
- 4 It's a serious problem, but experts predict it'll've been solved in the next few years.

## Audio 8.05

**A = Alina O = Oscar B = Beth**

A: I was reading something this morning about the FIRE movement – have you heard of it?

O: Oh, yeah. Isn't that when people try to save as much as they can while they're young, so they can retire early?

A: That's right. I'm not sure what to make of it. What do you think, Beth?

B: Well, frankly Alina, I think it's a stupid idea! As I see it, the future is completely unpredictable. I mean, you could spend your twenties and thirties never doing anything fun and just saving all your earnings, then find you aren't fit and well enough to travel or do exciting things when you're older.

O: Point taken, Beth. But the other side of the coin is that it's very easy to waste all the money you earn in your twenties – pricey meals out, holidays, things like that. You could end up at the age of fifty having worked for thirty years, but with nothing to show for it.

B: I guess that's one way of looking at it, but on the other hand, if you focus all your efforts on the future, there's a danger you won't enjoy the present. I'm all for living in the moment and enjoying life while you can!

A: That makes two of us. It's definitely important to enjoy yourself while you're young and I certainly couldn't give up going out and having holidays. But I can see what Oscar's saying, and I dare say most young people could save a small amount each month if they put their minds to it. They wouldn't have to give up fun completely!



O: I'm with Alina here. I reckon most people our age could save a lot of money if they were just a bit more careful about their spending.

B: Well, you'll never convince me that I should give up all the things I enjoy. But it's been great talking to you. I guess we're all different.

## Audio 8.06

- 1 Isn't that when people try to save as much as they can while they're young, so they can retire early?
- 2 I guess that's one way of looking at it, but on the other hand, if you focus all your efforts on the future, there's a danger you won't enjoy the present. I'm all for living in the moment and enjoying life while you can!
- 3 Well, you'll never convince me that I should give up all the things I enjoy. But it's been great talking to you. I guess we're all different.

## Audioscript 8.07

The story is set in the near future and the plot is fairly straightforward. During a mission to Mars, astronaut Mark Watney is injured by a piece of flying metal during a fierce storm. Believing him to be dead, his crew leave him behind and set off back to Earth. But Watney survives his injuries and awakes to find himself alone on Mars. Watney then has to use all his skills and ingenuity to survive and find a way to signal to Earth that he's still alive and in need of rescue. It's a race against time because he cannot survive forever with limited food supplies and in such hostile conditions. The authorities back on Earth are unwilling to send a mission back to Mars to rescue him, but his own crew decide to go it alone and head back to pick him up. The tension rises as Watney's living conditions deteriorate and he starts to run out of food, while the crew have to overcome many obstacles on their return flight to Mars. As the film builds to its climax, Watney becomes a media sensation back on Earth, with the whole world watching the daring rescue attempt. Of course, it's successful and Watney returns to Earth to a hero's welcome!

## UNIT 8 REVIEW

### Audio R8.01

#### Technology utopia

A technology utopia is a utopia where technology is used to solve all of the world's problems. In this utopian world, technology converts the pollutants which factory chimneys emit into gases which are not hazardous to the environment. Technology eliminates hunger and disease. It gets rid of unemployment, and so everyone earning a steady income can then pay for food and energy essentials, and no longer has to be frugal just to survive. Technology creates energy-efficient transportation and communication systems which are available to all, no matter where they live in the world. Basically, technology creates a world of peace and harmony. Admittedly, achieving this kind of utopia is probably near impossible, but if we can invest in technology that will help us to solve global problems rather than help people make money, we might just be able to create a technology paradise.

## UNIT 8 MEDIATION BANK

### Audio MB8.01

- A: So, how are we going to get the money then? It means saving quite a lot over the next year.
- B: Well, we could stop going out for a year. That'd save a lot.
- A: A whole year? Not sure I could cope with that!
- C: I don't think I could stay in for a whole year either but that gives me an idea. We could do more free stuff, you know, activities that don't cost anything. Not everything has to involve food or partying.
- A: That's a good idea. Team sports at the park, they don't cost anything. We could go on bike rides, picnics, walks. We could also organise film nights ...
- B: Film nights would be fun. We could substitute films with games and have games nights, too. We'll have plenty of games between us, we won't have to buy anything.

C: If we made them competitive, that would be even better.

B: But competition means prizes and prizes cost money so I'm not sure that works.

A: It would work if we were creative with the prizes.

C: I know. Rather than monetary prizes, we could offer prizes of time. So, losers have to do something for the winner that involves time – cleaning their car, cooking a meal for them, that kind of thing.

A: Oh, that's genius! One thing I'm worried about, though, is actually putting the money we save aside. I mean, I'm pretty good at spending whatever's in my wallet, so how do I make sure that I don't just spend the money I save on something else?

B: Good point.

C: Er, I heard about this saving scheme where you save money every day. So on the first day, you save a penny. On the second day, two pence. On the third day, three pence, all the way up to day 365 when you save 365 pence – so £3.65.

A: How much does that get you overall?

B: About £670, I think. If we each do that, we'll have more than enough.

C: I guess we won't miss a few pence here and there. It might be difficult to do over the last couple of months, though. We'd have to save two to almost four pounds a day. That's my morning coffee and breakfast. I can't give that up!

B: True!

A: Hmm, how about we change it to a joint challenge for the last three months and not an individual one?

B: What do you mean?

A: Let's save the required amount each day between us in the last three months. So, on the last day, it'll be £3.65 between us rather than each, so not much more than £1.20 each. We wouldn't save as much overall, and I'd need to work it out, but I think we'd still have enough.

C: That works for me. I think I could manage that.

B: Me too. OK, great. Who's setting up the first games night then? And where are we going to save this money to make sure we don't spend it?