

UNIT 1

Lesson 1.1 Listening, Exercise B

1.1 **Mk = Mark S = Sarah**

F = Fyodor A = Alana

Mn = Martin Y = Yumi

Conversation 1

Mk: Hello. I haven't seen you here before.

S: Uh, no, I've just joined actually. This is my first Get Together.

Mk: Oh, well, you chose a good group. Everyone here's pretty friendly and we all have a similar level of ability, which helps.

S: That's a relief. I've been learning for about a year or so now. How about you? Have you been playing long?

Mk: Uh, yeah a little bit longer ... for about two and a half years. I think I'm alright but I'm no expert.

S: Yeah, me neither. Do you ever perform at all?

Mk: Me? Ha ha! No, no. I'm definitely not good enough for that. I'm just doing this for fun really. How about you?

S: Yeah, same really. It just seemed like a fun thing to do. Anyway, who's leading the group tonight?

Mk: Uh, Lucy, I think. She's actually a professional musician, so we're in good hands.

S: Well I certainly need all the help I can get!

Conversation 2

F: Excuse me, could you tell me where the changing rooms are?

A: Sure. I'm going there now if you want to come with me. I'm Alana by the way. You're new to the Get Together, aren't you?

F: Uh, yeah I am. I've just moved to the area. I was a member of the running Get Together before I moved here.

A: Where were you living before?

F: I was living in Chicago but I got a new job, so I moved to New York. I'm living in Rochester right now, but I might actually move.

A: Oh, really? How come?

F: Well I like Rochester but my apartment is a really long way from the train station and I

don't really get along with my roommates.

A: Fair enough. Why don't you like them?

F: Well, one of them works night shifts so he always comes home really late and the other just spends all his time in his room. Maybe I should just look for a place on my own.

A: Maybe, although living with roommates can be pretty fun if you can find the right people.

F: I suppose so. Who do you live with?

A: A couple of friends I've known since college. They can definitely be annoying sometimes, but I wouldn't want to live with anyone else.

F: Sounds fun. Anyway, have you been running long?

A: Uh, no, not long really. I just wanted to, you know, get more into sports and I loved running in college, so I thought I'd give it a try.

F: I see. Are you planning to enter any races this summer or is it a little too soon?

A: Well, I was actually thinking of signing up for the 10K at the end of September.

F: The one in Richmond, Virginia? You definitely should. Ten kilometers sounds like a long way, but it's actually not too bad. I just put in a lot of time training and was completely fine on the day.

A: OK, good to know. Maybe we could do it together?

F: Ha ha! Maybe. I'm doing a half marathon the week before though, so I might not have the energy for another race!

Conversation 3

Mn: Excuse me, could you tell me where I sign in for the book club Get Together?

Y: Uh, yeah, right here actually. I'm running the group tonight. Can I take your name, please?

Mn: It's Martin Pajak.

Y: Oh, yes. I remember your name from your emails. Could I ask you to fill out this form when you get

a chance? No rush to return it. Have you had time to finish the book yet?

Mn: Uh, just about! I really like Haruki Murakami.

Y: Oh, really? Me too. Which is your favorite Murakami novel?

Mn: Um, probably *Norwegian Wood*, but I also loved *After Dark*.

Y: *Norwegian Wood* was the first Murakami book that I ever read. I thought it was amazing.

Mn: Oh, well if you like Murakami, you'd probably like Banana Yoshimoto. Especially her first novel, *Kitchen*.

Lesson 1.2 Listening, Exercise B

1.5 **P = Presenter R = Richard**

P: Now we all know that friends are important, but according to our next guest, the type of friends we choose can have a dramatic impact on how successful we are. Here to explain why, is the psychologist Richard Bonnel. Richard, welcome to the show.

R: Thanks for having me.

P: So Richard, we all have hundreds of friends these days ...

R: Well, we all know hundreds of people on Facebook, Twitter and other social media sites but how many are actually our friends is debatable. Realistically, research tells us that we can't maintain a friendship group of more than 50 people and, you know, in fact it's probably much smaller if we consider just the people we regularly communicate with.

P: So what type of friends are important to have in your life?

R: Well, our research shows that very successful people surround themselves with six different types of friends. Not six friends but six types. We all need a loyal best friend. Someone who will support us no matter what happens. Someone who knows everything about you. They know all of your secrets but they still love you anyway.

P: I definitely have one of those. There's no way I'd ever let them on this show. They have far too many stories about me!

R: You probably don't need to worry. You can trust them to keep any embarrassing secrets private! Well, they might let one or two things out just for fun ... The next type is really important to make your life more interesting. This person is an open-minded adventurer. They always force us into new and different situations. They challenge us. They push us to try new things. They are easy-going and open to new ideas, cultures and activities. None of these things stress them out. Basically, they break us out of our normal routine.

P: I actually think I'm that friend to a lot of people. I'm always taking people to new places and making them do new things.

R: I don't doubt it. These people, they're usually great with people, self-confident and like the attention of others.

P: Are you saying I'm arrogant?

R: No, these people aren't arrogant. They just have a lot of self-belief. Other people probably love it because they are much more cautious than you. You add a little spice to their life! Another type of friend that people need, is one they probably don't always like or want. That's someone who is really honest even when it upsets you.

P: How is that useful?

R: Well, this person will tell you when your hair looks awful or your clothes look terrible. They'll tell you when you're being self-centered and should think about others more. Or they'll tell you you are being stubborn and need to be more flexible. It's tough to hear, but it's usually true.

P: I do have a friend like that. She's very down-to-earth. She just does everything in this very sensible, practical way. I guess she is a helpful person to have around!

R: Right, exactly. Equally, it's important to not just surround ourselves with like-minded

people. We should have some friends who are the complete opposite of us.

P: Why would you want to do that? Surely you'd just argue?

R: Maybe, but it opens your mind to different ways of seeing the world. It makes you a more accepting person.

P: True. So, are there any other types of people we should surround ourselves with?

R: Well, the last two are not really types of people but friends we should try to make because of our circumstances. We all move around much more these days and typically have no idea who our neighbors are, but they are important to know. Dependable neighbors can help in difficult situations and make you feel happier about where you live.

P: That is so true. I'm really happy where I live now and it's mainly because of the people living near me.

R: How about work? Are you happy at work?

P: Well, I think I'm pretty lucky. I actually love my job.

R: It's vital that you do. Successful people always work with people they like. Most people spend at least 50% of their waking hours at work. On top of that, people commute to work, work overtime, and think about work. It can take over your life. Imagine feeling isolated at work. No one to talk to. Having no witty people to have a laugh with would make work very boring. A depressing thought, isn't it?

P: When you put it like that, I think I might need to find a new job!

UNIT 2

Lesson 2.1 Listening, Exercise C 2.1 P = Presenter

P: OK, let's move onto our next topic. Now, according to a recent survey conducted by The Institute for Social Research, the public, in general, is terrible at sticking to their New Year's resolutions. Apparently, 43%

of people surveyed broke their resolution within the first month and 86% lasted less than a year.

To test the accuracy of these results, we sent reporter Emily Hussan out onto the city streets to see just how many of you have managed to successfully give something up for the New Year.

Lesson 2.1 Listening, Exercise D 2.2 P = Presenter S1 = Speaker 1 S2 = Speaker 2 S3 = Speaker 3 S4 = Speaker 4 S5 = Speaker 5

Speaker 1

P: Sorry, excuse me. We're interviewing people about whether they've managed to stick to their New Year's resolutions. Did you make any this year?

S1: Yeah, I did actually. Well, the whole family did really. My family and I felt that, well, we really didn't spend enough time together. You know, I found we hardly ever spoke to each other. We, uh, just sat around using our various devices in our own little worlds. We've been living without smartphones and tablets for a couple of months now. I bought everyone really old-fashioned phones that you could only call and text on.

P: How did your children feel about that?

S1: Oh, well, the children went crazy! They were really mad at us!

P: Was it worth it?

S1: Definitely! It was really hard to cope with at first, but since then our lives have, well, changed for the better. We've been spending more time together as a family. And, um, I think we have a better relationship. And you know what? We are all sleeping better as a result of giving up technology.

Speaker 2

P: So, did you try to give anything up for the New Year?

S2: Yeah, I've actually given up coffee.

P: Oh, really? Why?

S2: Well, at the end of last year, I was really stressed at work and it had started to affect my sleep. I was only getting about two or three hours every night and this put me in a bad mood the next day. I thought about exercising more, but I've never really been a gym kind of person. Then I thought, 'Maybe I drink too much coffee'. I used to drink, like, four or five cups a day, but I cut this down to two, then stopped entirely to try and help me sleep better.

P: Good job! And did it work?

S2: Absolutely! I've been living without coffee for months now and get at least seven hours sleep every night. You should try it!

Speaker 3

P: Did you make any resolutions back in January?

S3: Well, I always knew that I didn't have a great diet but didn't realize just how bad sugar is for you. Obviously it can affect your weight, but it can also lead to heart disease, diabetes ... even some forms of cancer. Anyway, I read this article that said you should only have a maximum of six teaspoons a day, and I was having way more than that.

P: What, like cakes and chocolate and stuff?

S3: Well yeah, but there's also a lot of sugar in things you wouldn't expect like yogurt, bread ...

P: Bread?

S3: Yep! Most processed foods have added sugar. Anyway, I've managed to lose a little weight since cutting down and it's really made me think about my diet in general. I've only had three chocolate bars this month!

Speaker 4

P: So have you made any changes since the New Year?

S4: Not by choice! My car's in the garage right now, so I've been riding my bike to work for the past two weeks.

P: No ... sorry, I meant resolutions.

S4: Oh, I see. Yes, well this is going to sound weird, but I've stopped using shampoo.

P: Um, really?

S4: Ha ha! Yep. I've only washed my hair twice this month. Pretty disgusting, huh?

P: It doesn't sound great to be honest.

S4: Well, my hair was pretty greasy at first and I'm sure I didn't smell too great either, but after a few weeks my body seemed to adjust.

P: So why did you decide to give it up? To help the environment?

S4: Uh, no. A lot of people say shampoo contains harmful chemicals, but I don't really think that's true. I actually gave it up because of a friend. She said that my hair was in really bad condition and suggested I try washing it less. I haven't used shampoo since December and my hair feels great. And I've saved a lot of money!

Speaker 5

P: Did you try to give anything up for the New Year?

S5: No, not really. I haven't given anything up for a long time.

P: When did you last give something up?

S5: Um, I'm not sure really. Well actually, I've been vegan for five years now. I wanted to reduce my carbon footprint, which I've managed to do.

P: Oh, really? How's that possible?

S5: Well, it takes so much more water to produce meat.

P: Really? Why?

S5: Well, obviously the animals we eat need to drink water and a surprisingly large amount of water is used to grow their food.

P: Oh, right. How do you feel personally?

S5: I feel healthier. I've lost weight and have more energy.

Lesson 2.2 Listening, Exercise B

2.5 I = Interviewer F = Frank K = Katie

I: Many of us have dreamed of escaping the rat race and getting away from our stressful lives, but few of us have ever actually taken the plunge. Well, on today's show we have one family who has done just that. Joining us from their beachfront home is Frank Gerrard and his daughter Katie. Thanks for joining us today. It looks beautiful there! Can you hear me OK?

F: Yes, I can hear you.

I: Now, you've made a dramatic change to your life. What were you doing before?

F: I had a terrible job! I used to work long hours and it was stressful. I was exhausted and overworked. I used to dream of living a quieter and more peaceful life ... You know, getting back to nature and that sort of thing. So, I quit my job, sold the family home and we moved here.

I: Wow! That's really a dramatic change! How's it all been going?

F: It's been amazing! We have a small plot of land next to our house and we grow a lot of our own food. I go fishing and hunting every day.

I: Is there a local store?

F: There is, but we hardly ever go. I want to grow or catch everything.

I: So was the change easy for you?

F: Actually, it was a lot harder getting used to the new lifestyle than I thought it would be. When I worked in an office, I was so physically tired all the time because I just sat at my desk all day writing emails. I never really got up and walked around until it was time to go home, and even then I just walked to the station and sat on a train for half an hour. Now I have so many more physical tasks to do to produce the food we need. I'm used to getting up at six o'clock every day now and working hard until it gets dark. Financially, it has also been much harder but we're getting used to it.

I: Would you make the same decision again?

F: For me, definitely! I wouldn't change a thing. As for my family, well I'm not so sure. They miss New York a lot and actually, I'm so busy all the time that we don't really spend that much more time together. We also have way less money now – not that there's much to spend it on!

I: Well this seems like a good point to bring in your daughter. Katie, how did you feel about the decision?

K: I understand why Dad did it. Back in New York, he'd complain about his job constantly. He hated it. Mom just wanted him to be happier. But, well I think it was a stupid idea. He's just having a midlife crisis! Why would anyone want to move here?

I: So, you're not happy there then?

K: No. I used to see my friends all the time in New York. We'd go shopping or hang out in the park. What is there to do here? Walk up another mountain? The internet is terrible too. When I was bored in New York, I used to watch Netflix on my phone or listen to something on Spotify. That kind of thing is just out of the question now because our internet connection is so bad. We also don't seem to have any money now, which is weird – shouldn't we be better off?

I: OK, and what's school like there?

K: It's the worst thing ever! I'm homeschooled now. There's a small school on the island, but my parents want me to take US exams, so Mom is teaching us. I never ever leave the house!

I: Do you think you'll grow to love it?

K: No! I'm really stressed actually. What job can I do here? Where will I go to college? I'm getting used to being isolated from everyone, but I need to think about my future. In New York, I would always think about the exciting jobs and opportunities I could have in the future. I don't want a life like this – all day gathering food. It's boring!

I: Are there any positives about the move?

K: Seriously? No. Well, to be fair, I do enjoy swimming and sunbathing every day, but generally no, I'm bored a lot of the time. I guess I'm not used to it yet.

F: Well, our youngest loves it here. New York isn't great for young children. I was always too worried to let him play outside alone. Now he's out there all day! He would hate to move back to New York. It isn't great for teenagers though, so it might change as he gets older.

K: It definitely will. He's going to be so bored!

I: Well, thank you both for joining us.

UNIT 3



Lesson 3.1 Listening, Exercise C

I = Interviewer P = Paul

H = Hayley L = Lee

I: OK, welcome back to the show. Tonight we're talking about extreme sports. Why do so many people take part in such dangerous activities? Where's the fun in putting yourself at such risk? Maybe our next caller can help answer some of these burning questions. Paul, what dangerous sport do you do and why?

P: I'm into climbing. Especially free climbing.

I: When did you first get into climbing?

P: When I was four years old, my dad took me walking in the foothills of the Alps. I can still remember the snow crunching under our feet as we walked together. We always had a lot of fun, but I didn't really get into climbing until I was 17. I remember standing in front of a really steep rock face and thinking, 'Can I do this?'

I: When did you move onto free climbing?

P: Probably about ten years later. By that point I'd become a pretty good climber and wanted a new challenge. I love the excitement, fear and challenge of it. My father thought it was a great idea because he'd been a good climber too, but my mother was terrified.

I: Have you ever had any accidents?

P: Well, I've had a lot of terrifying moments. Once, I was high up the side of a mountain in Argentina, when the wind started to pick up. It was too dangerous to climb down, so I just had to hold on and wait. In some places, there are also these tiny wooden bridges attached to the side of the mountain to help you get from one ledge to another. Sometimes the wood groans under your weight, which can be a little scary, but so far none have ever actually broken!

I: OK, so what's the most dangerous thing that's ever happened to you?

P: Well, a few years ago I was in South Africa with a few of my friends and we'd almost finished the first part of an all-day climb. I was just pulling myself up when I saw a huge snake right in front of me. I am terrified of snakes, so I just froze as it started to hiss and arch backwards. I waited for another few minutes, not moving, and then it just seemed to get bored and slithered back into a crack in the rock. It was the most terrifying moment ever and it had nothing to do with climbing!

I: Thanks for calling in, Paul. Hope you don't meet any more snakes on your climbs.

I: We have our second caller, Hayley, with us now. Hayley, what dangerous sport are you into?

H: Potholing!

I: What, climbing through caves and things?

H: Yeah, that's right. It's a lot of fun, actually.

I: Hmm ..., not sure I'd enjoy it. Anyway, how long have you been potholing for?

H: I first got into potholing in college. There was a climbing and caving society that I joined. I had done a lot of climbing but I'd never done any potholing before. It was amazing!

I: How does it compare to climbing?

H: With climbing, you can see a lot of the route in front of you. Potholing is so dark, and the spaces can be really small, so it's difficult to plan your next move. Usually, you start

at the entrance to a cave and simply walk in, but within a few hundred meters you have crawled on your belly, swum underwater, and squeezed your body through tiny gaps. The challenges are just so much more varied.

I: And is it a dangerous sport?

H: It's more dangerous than it sounds. You can suffer from a lack of oxygen or too much carbon dioxide. You can get trapped. You can drown when there's a sudden storm. You can even fall to your death climbing. There are literally hundreds of ways you can die!

I: Sounds scary! What was your most terrifying experience?

H: Once, I got lost when I was deep underground in Mexico. It can be silent for just a few minutes and all you can hear is water trickling around you. It's actually very worrying because you have no maps and no way of communicating with people outside and getting help. Luckily, we managed to get back out the way we had come. By then we had been lost underground for several hours. It was terrifying and took me weeks to get over it!

I: Thank you, Hayley. I have to say, potholing sounds terrifying! So now on to our last caller, Lee. Good evening, Lee.

L: Good evening!

I: So, Lee, what extreme sport are you into?

L: I'm a free runner.

I: OK, so when did you first get into it?

L: It started when I was a child. I used to do gymnastics when I was young, so I was always into climbing and jumping. Then a friend at school showed me a video of a group of people free running and I thought, 'Why not give it a try?'

I: What do you enjoy most about free running?

L: Well, it makes you look at cities in different ways compared to other people. People usually don't even look up when they walk around a city. They focus on everything at eye level – stores, people, cars.

You actually really appreciate the architecture more from up high. Every city is a new physical challenge. I get excited and my adrenaline starts pumping!

I: How dangerous is free running?

L: It can be very dangerous. You need to be very aware of your own ability and try not to push yourself too hard. Unfortunately, because it is competitive, people are always pushing themselves to do more and more dangerous things. I have broken a lot of bones. Once, when I jumped between two buildings, I slipped and fell 20 meters. Luckily, I didn't break anything. This other time though, I fell just a couple of meters and I broke my ankle. I can still hear my ankle snap as I landed. It was so painful!

I: Oh, wow! That sounds horrible. Anyway, thanks for joining us, Lee. OK, listeners – we're just going to a short commercial break before we take our next caller.



Lesson 3.2 Listening, Exercise B

3.5 N = Narrator

Chapter 2 – Phobias and rational fears
Suddenly, you see something in the corner of your eye. Your palms start sweating, your heart beats faster and your muscles become tense. A tiny spider is crawling across the bathroom wall ...

Why is it that many of us fear things that are, relatively speaking, completely harmless, yet don't think twice about real, everyday risks such as driving to work or heart disease?

The ability to calculate risk is essential to the survival of any species. Indeed, one of the most primitive human instincts is to assess our environment for potential threats. This heightened awareness of our surroundings is controlled by a section of the brain called the amygdala. It is responsible for our fear, anger, sadness, and our levels of aggression. It determines how we should react to the things we see before us. Is that a tiger waiting in the bushes or just a trick of the light? Should we run away or stay and fight? This response – commonly referred to as 'fight or flight' – is what makes our heart beat faster and our palms start to sweat. This is actually an essential

human instinct, but it's worth noting that for some, the response seems to be overly sensitive. They perceive threats where most people wouldn't and are generally far more anxious as a result. A little like an overly sensitive car alarm that goes off every time somebody walks by.

So it is the amygdala that triggers our initial reaction to a perceived threat. But how do we determine whether the threat is real or not? For this, we rely on the hippocampus and the prefrontal cortex. They compare contextual information with our memories and experience, and decide whether we should be afraid or not. This is useful, because it allows us to decide, for example, to run away when we see a snake in the jungle but remain calm when we see one in a zoo. Essentially, the decision-making part of our brain can tell the emotional part to relax when there is no real threat.

The fact that we rely on our knowledge and experience to determine our emotional response is key to understanding our fears. If, for example, you had a terrifying experience with a dog when you were younger, this is highly likely to influence your reaction to them now. Similarly, if your only knowledge of an airline company is that one of their planes crashed recently, you might well be too afraid to fly with them, even if their overall safety record is very good. Although we are capable of remembering facts or statistics, humans tend to focus on the emotional and the dramatic. For example, according to a cancer research study, skin cancer leads to around two and a half thousand deaths every year. Statistically, this is definitely something worth worrying about. In comparison, there are very few plane crashes every year. Yet when we go on vacation, many of us worry more about the plane crashing than whether or not we remembered to pack our sunscreen.

While our brains are constructed to help us identify, assess and react to potential threats, the heightened levels of anxiety this may cause can actually have a hugely negative effect on our bodies. For example,

high levels of stress have a negative impact on the immune system, potentially leading to an increased risk of depression, heart disease and diabetes. And unfortunately, it seems that modern society is designed to increase stress and anxiety. We've become accustomed to 24-hour news coverage, instant access to information and a constant flow of messages, yet it could well be that instead of improving our lives, these all have a negative impact on our physical and mental health. If this is true, how we adapt to our increasingly connected world will be fundamental to our continued survival as a species.

UNIT 4

Lesson 4.1 Listening, Exercise C

4.1 **P = Presenter L = Lucy**

H = Hadiyah F = Frank

P: Lenox is a small town in Massachusetts, in the US. Like many other towns in this area, not a lot has changed here over the years, but for these three residents, life is about to change forever.

Lucy Warner has just graduated from high school and is going to start studying for a law degree at Harvard in the fall of next year. However, since she's never left Lenox, she wants to take a year off to go traveling. When I spoke to her, she was busy packing her bags.

L: Can you pass me that bag? The red one behind you ...

P: Sure. First of all, congratulations on graduating!

L: Thanks!

P: So, when do you leave?

L: Next Sunday!

P: Wow! So soon.

L: I know! Scary!

P: So, anything specific planned?

L: Well, um, I'm flying to Paris because I have a friend there. Then I'm taking the train to Spain, where I'm staying for a couple of months.

P: Oh right. Why so long in Spain?

L: I want to improve my Spanish. I speak a little, but it's well, just tourist Spanish really. I'm starting a month-long course in Spanish in

September. The classes are three days a week from nine to four.

P: That sounds great.

L: Yeah, I don't know. It's just a little fun really. I don't really need another language – everyone there speaks some English anyway!

P: Sounds cool though. Any other exciting plans?

L: I'm really excited about taking the Trans-Siberian Express across Russia into Asia. I think it'll be amazing, a once in a lifetime experience. After that I'll probably spend a lot of time in China. Then, I'm going to visit as many countries as I can.

P: All without flying?

L: Well I'm definitely flying to Australia! I want to work there for a few months and then I might go to the United Kingdom. I don't know if I'll have enough money, though.

P: Another person from Lenox about to have a massive life change is Hadiyah Khan. Hadiyah is expecting her first baby. When I spoke to her, she was busy decorating the nursery. So, big changes ahead for you.

H: Yeah, I'm a little worried about it all actually!

P: Yeah, I think that's only natural. When's the baby due?

H: At the end of May, although apparently first babies are always late! A lot of our time is going to be spent getting things ready for the baby.

P: Do you know if it's a boy or a girl?

H: We don't – we wanted to keep it a surprise. My husband thinks it's going to be a girl, though.

P: Oh really? Why?

H: Everyone in our family has had girls!

P: Have you chosen any names yet?

H: No, we can't decide. There's the possibility of naming her Farrah after my grandma or Nabila after my husband's grandma. If it's a boy, who knows?

P: So, how do you feel?

H: I'm so excited! I've always dreamed of having children. I can't wait for everyone to meet our new baby. I know it's going to be exhausting, though. My sister has two children and I can see it isn't easy. But, you know, it'll be a lot of fun too. I'm honestly just really excited! One thing I am worried about though is getting everything done. Parents are always really busy, so I'm definitely going to have to get better at managing my time.

P: At another stage of their life is Frank Schmitt. Having worked in the local bank for the last 30 years, Frank is now finally retiring. When I caught up with Frank, he was busy buying fishing equipment.

F: What do you think of this fishing rod?

P: Um, I have no idea – I don't know much about fishing to be honest!

F: Me neither. It's just something I finally have time to do.

P: That's right, you're retiring soon.

F: I am, I am, and I can't wait!

P: Do you think you'll miss work?

F: I suppose there's the risk of getting bored, but I doubt it. Everyone wants to retire, don't they? I'll probably just spend the first few months at home relaxing but then we're planning a big vacation.

P: A cruise?

F: No, but another typical senior citizen trip! We bought a huge RV and we're going to travel to different places in the US for a year.

P: Great! Where are you going to go?

F: We haven't planned it exactly. I'm excited to see some of the famous landmarks – the Statue of Liberty, for example. I've been to New York several times, but I've never seen the Statue of Liberty! We're going to start in New York and head down to Florida. After that I'm not sure. I'm looking forward to being more spontaneous!

P: I loved Seattle. You should go there.

F: Really? That's a good idea. I'll add it to the list!

Lesson 4.2 Listening, Exercise B
4.5 P = Presenter M = Mark
S = Sarah

P: Good morning, everyone. Welcome to today's debate. Transportation is changing rapidly around the world. More and more cars are becoming electric. Drones are being used for deliveries. So, of all the future predictions about transportation and travel, which are most likely to come true? Here to discuss this with me today are Sarah Atkinson, technology blogger and editor at *The Neo Futurist*, and Mark Edwards, transportation correspondent for *The Evening Express*. So, first, let's talk about driverless cars – do you think we will see these on our roads any time soon?

M: Definitely! The way we get around is going to be entirely transformed. It's not a matter of *if*, but *when* this happens. These are incredibly exciting times!

P: Sarah, what do you think?

S: Sorry, but that is absolutely ridiculous. I firmly believe there is no chance driverless cars will become popular. How can a car make a decision about what to do in a dangerous situation? Should it protect the driver at all costs? What if doing so might mean injuring somebody else? What does it do then? I just think it would be incredibly dangerous to have driverless cars on the road.

M: People's reactions and decision-making are absolutely terrible! It's undoubtedly true that driverless cars will have more consistent and quicker reactions than most drivers.

S: Maybe, but it's still slightly concerning. Driverless cars frequently crash during testing. A driverless bus crashed in its first *hour* of tests in Las Vegas! It's a dangerous development and we simply don't need it.

M: But it would greatly improve our lives! We could work in the car on the way to work. We could have a second car that took the kids to school. You could jump in and out

of driverless taxis just paying with your card.

S: The level of associated risk is crazy! Imagine if the car taking your kids to school had an accident. It's a terrifying idea, but fortunately I think it's highly unlikely to happen any time soon.

P: OK, so what about the Hyperloop? Elon Musk's vision of future trains? A pod travels through a tunnel with no friction or air resistance, making it a very fast and efficient way of traveling.

M: Well, I for one think they're an incredibly safe alternative to our current train systems. They could also cut trip times down by 80 to 90%. Imagine that. A four-hour train ride could be completed in less than an hour!

S: Yes, they are very safe, but it won't happen. A Hyperloop train has to be in a fixed tunnel using air pressure and magnets to move the train. The big problem is that they are likely to run just between a few points that are miles apart and go past all of the other big places in between. They will literally go straight past millions of passengers. Governments simply won't spend the money and companies won't either because it will be hard to make a profit.

M: Nonsense! Hyperloop train systems are widely expected to happen. Countries all around the world are investing time and money into their own Hyperloop systems. They're undoubtedly cheaper than building a normal high-speed train and travel times will be greatly reduced. Dubai to Abu Dhabi, normally a two-hour drive, would take just 12 minutes on a Hyperloop train! Why wouldn't cities invest in it?

P: I can imagine some of these developments happening – especially things that save significant time, like the Hyperloop train, and things that free up personal time, like driverless cars. I can imagine companies investing in and developing these ideas because they could make a lot of money, but what about

something more futuristic, like the flying cars we see in movies?

M: This always seems like something purely from science fiction, but I don't think flying cars are actually that unrealistic. The technology isn't that far off ...

S: Oh, come on. I think you're exaggerating there! We're at least 25 years away from anything like a flying car.

M: Hmm, I don't think so. Dubai police already have self-driving cars and robot police officers. Now they're adding a flying bike to their force. It will greatly improve response times in cities with serious traffic problems.

S: The laws and the health and safety issues here would be frightening!

M: Yes, but society has dealt with major changes before. Imagine what it was like on the early passenger planes taking people on vacation. That must have been surprising to society and a lot of rules and laws must have been needed, but society coped and moved on.

P: Actually, that brings me to my next point. What about the travel industry? How do you see that changing?

M: Well, I think we're likely to see hypersonic jets and space tourism in the not too distant future.

S: Space tourism? I can't see that really taking off – if you'll excuse the pun! There may be a small market for it, but only among the super rich.

M: Well, we'll see about that. But when it comes to hypersonic jets, I have no doubt that the technology is improving all the time and it's very likely it will become significantly cheaper over time. That means it would be affordable for most people. The Sabre jet developed in the UK could get you from Britain to Australia in four hours. That's almost 20 hours quicker!

S: You seem incredibly focused on speed! I'd be much more interested in a solar plane that was better for the environment. Even if it took me an extra day to get

somewhere! In general people think more about the environment today. It's a bigger concern than speed.

M: That could happen as well. I absolutely love the idea of getting places quicker, though. Who wants to sit on a plane for two days? I somewhat agree with your opinion on space travel, though. It's an experience rather than a vacation.

P: Thank you both. Now let's move on to the Q&A section of the debate. Does anyone have any questions on driverless ...

UNIT 5



Lesson 5.1 Listening, Exercise A

5.1

P = Presenter E = Emily

H = Harry

P: We continue this month's focus on going green with a look at eco-friendly homes. Emily Montague reports from a green housing renovation project in Los Angeles.

E: So, Harry, you've decided to make your home much more eco-friendly. What prompted the change?

H: Well, I used to live in a small apartment and I moved into this house a year ago. I was shocked when I got my first energy bill. Three months here cost almost as much as I spent in a whole year in my apartment! I realize that it's a much bigger place, but I just couldn't believe how much more the bill was.

E: So how did you get started?

H: Well, I did some of the easy things myself first. I put energy-efficient lightbulbs in every room and put new attic insulation in, but I wanted to make a lot more changes. If you come out into the backyard, I'll show you what we're working on now.

E: Ah, I can see you're having solar panels installed.

H: We are. By having these, we can produce about 50% of our own energy every year. In the summer, we'll produce more than we need and then we can sell it back to the energy companies. There's

something else that's interesting about this roof though ...

E: Oh, really? What's that?

H: The company also transformed the roof into a small garden. They put in wild flowers that attract bees. We've had a bee hive put in at the end of the garden and now we produce our own honey. This will make our roof an energy source and a food source!

E: Amazing! Oh, and what's that over there?

H: That's a rain barrel, but it's not just for the garden. We've had our toilet system changed. Our toilet now flushes with rainwater. Any extra water comes down here to this rain barrel for the garden. We save a lot of water this way. These windows are new as well.

E: Aren't they just double glazing?

H: They are, but they are much more modern and energy efficient. They have a type of glass fitted that reflects energy back into the house. They also have a different type of gas in between instead of air. This helps to further reduce heat loss.

E: I can hear a lot of work going on as well. What else are you having done?

H: You see this box here? It takes heat from the ground into the house. Come into the living room ... We're getting underfloor heating fitted. It reduces our energy bills and it looks a lot better than radiators! And, here's the kitchen.

E: Wow! That is one modern looking fridge!

H: I was fed up with throwing out so much food, so I bought this fridge. We order our food online and the fridge knows what we have in it. It then recommends food to cook! It's amazing really and we waste less food.

E: I can hear people working upstairs. What are you having done up there?

H: Come up. We're having a new energy efficient shower installed. It limits how long you can shower for and how much water is used. It obviously saves energy and stops water wastage, but it also saves time.

E: How so?

H: It turns off automatically once you've used a certain amount of water. It means some people can't spend all morning in the shower!

E: Not sure I'm too fond of that idea! Any other plans?

H: Yes, we need to get the walls better insulated. I want to use a natural product though, so we're just waiting for it to be delivered. We're also getting a smart meter installed. Hopefully, it'll help us keep an eye on how much – or how little – energy we're using!

E: Thank you, Harry, for showing us around your home. I have to say, it looks amazing!



5.2 Listening, Exercise B

5.7

I = Interviewer A = Agatha

T = Tim B = Bernie

I: For centuries, man has been obsessed with the idea of going to Mars. Indeed, for a long time, our little red neighbor was the focus of almost all science fiction but now for some it might become a reality. We spoke to three of the Mars One candidates hoping to take part in the first manned mission to Mars. I caught up with one of the candidates, Agatha Nowak, in the library of her university. Agatha, nice to meet you. Why do you want to sign up?

A: Well, partly this will be a break, you know, a break from the usual day-to-day stuff. Like cleaning, shopping, studying ... Also though, I'm a PhD student and I think it's important to advance science whenever the opportunity presents itself. To me, the Mars One project is exactly this kind of opportunity. The technological advancements made after the moon landings were amazing and I think this project could have the same effect.

I: But this is a one-way ticket. You'll never come back to Earth! Isn't that scary?

A: It is, but I'm also really excited.

I: So, why do you think you would be a good candidate?

A: I'm a really positive person with a lot of energy. I work really well as

part of a team and get along with everyone. That's going to be key.

I: Surely, being a scientist is the most important thing you bring to the team?

A: I don't know. Maybe. Being a scientist isn't enough, you need to be able to live in a small space with other people for a very long time! We can't, you know, just pack up and leave if we're not happy.

I: True! How are you preparing yourself for it?

A: Can you prepare yourself? I don't know. One guy I know is eating just dried and canned food to get used to the lack of fresh things. I'm not sure that's a great idea. We need as many nutrients as possible before we go!

I: What are you expecting when you first land on Mars?

A: A lot of hard work! We'll have limited food. We'll have to eat dried and rehydrated food at first. Once we establish a community, I think we'll have to attempt to grow our own food, which is going to be challenging. And we also need to build somewhere to live. I've watched people try to build a shelter in the wild on TV and they really struggle. Imagine trying to do it in a spacesuit!

I: What are you going to miss most?

A: I really appreciate drinking a good cup of coffee every morning. Can anyone live without coffee? I read about the coffee machine on the International Space Station, so I'm hoping we get one!

I: Another candidate hoping to join the mission is Tim Davis. Tim loves to challenge himself and is hoping this will prove the ultimate challenge.

I: Can you take a short break?

T: Sure.

I: How far will you run later?

T: Just a short 30K run. Nothing too hard.

I: That sounds pretty far to me!

T: Not really. I've run a lot of marathons and a few ultramarathons. I'll never forget running across the Sahara Desert for seven days. I've always tried to

challenge myself physically. I've climbed the tallest mountains in three continents of the world.

I: You like a challenge then?

T: Who doesn't enjoy a challenge? There aren't many left for me on this planet, so why not go to another one?

I: Are you worried or scared at all?

T: Why would I be scared? There's risk in everything we do, and people are just bad at assessing it. Some people worry about flying but you're much more likely to die driving to the airport.

I: True. So, you seem very driven.

T: I am. Everyone wants to leave their mark behind, don't they? Most people choose to have children as their legacy. This will be mine. I'm going to Mars to be a part of history. I'm excited, not scared.

I: What are you going to miss?

T: Well, probably just the simple things in everyday life. I'll miss my friends and family a lot. I'll definitely miss fresh food and just being able to pop into a store to buy something whenever I want.

I: Are you ready?

T: As ready as I'll ever be. I'm not worried about the physical aspect, but emotionally I think it's going to be tough.

I: The last candidate I spoke to is 50-year-old Bernie Johnson. Bernie is an environmentalist from the south. When I caught up with him, Bernie was doing a little last-minute shopping.

B: ... yeah, maybe. Can you pass me a bag?

I: Sure, here you go. So, why do you want to sign up anyway? It's such a long way.

B: It's vital for the future of humans! We have to learn to live independently of planet Earth. The world is not going to end anytime soon, but we have made a real mess of things.

I: Why do you think we've been so terrible?

B: Well, you know, we've made a mess of Earth! We've used a lot of natural resources, driven species

to extinction and chopped down most of the forests of the world!

I: So, what are you doing to prepare yourself for the mission?

B: I'm trying to live a more isolated life. Some people get really stressed when they forget to take their phone with them. I'm turning off my phone, and permanently disconnecting the internet. For my vacation this year I'm not going away anywhere ... I'm staying at home for a month.

I: Is that why you're buying a lot of canned and dried foods?

B: That's right. I'm going to spend a month not talking to anyone except my wife. I'm buying enough food to last for four weeks and we aren't going to leave the living room.

I: Is your wife happy with that?

B: Well, she'd rather be going to Greece or somewhere nice, but, you know, she supports me. It's going to be difficult to live just inside one room, but I think it will be great preparation. I have promised her an amazing vacation next year to make up for it!

I: And how does she feel about you going to Mars?

B: Actually, she seems pretty happy about it ...

I: Fair enough. So, if you did get selected, what would you miss about Earth?

B: Well, my wife, obviously. But in general, I think I'll miss being connected to other people. Our world is so small now, really. When you feel lonely you can pick up your phone to connect with a lot of people in seconds.

I: True. Anything else? Like food or something else?

B: Um, I don't know. Actually, yes. Strangely, I think I'll miss everyday noises. I'm used to living in a big city and there are so many sights and sounds to keep you stimulated. In space, all you can hear is endless silence. That could be very disturbing!

UNIT 6

Lesson 6.1 Listening, Exercise B 6.1 P = Presenter J = Jessica A = Andrew

P: Hello, and welcome to another edition of *Society Today*. I'm your host Rachel Baxter. So the global school rankings are out again, and they seem to indicate that stricter schooling systems get better results. Here to discuss whether it's time we moved toward a stricter schooling system in the US are Andrew Jones, head of the Lighthouse Academy in Michigan, a school well-known for its 'no nonsense' approach, and mother-of-two, Jessica Wilding. Jessica recently removed her children from a school in Grand Rapids, Michigan because as she thought the rules there were simply too strict. Good morning, both of you.

J and A: Good morning.

P: So Jessica, you went to a very open and relaxed school where children were allowed to pretty much do whatever they wanted.

J: Uh, yes, that's right. We weren't forced to do anything we didn't want to. Teachers and students were treated as equals. Every semester a vote was held so we could decide on rules together. I loved this system and was disappointed to find my children didn't have this level of freedom.

P: So you put them in another school?

J: I did, and I think it was the right decision. The school they're at now is great. Amazing, in fact. The only rule they have is that their actions must not harm anyone else. Every week they have a school meeting and vote on all sorts of issues together. I thrived under this kind of system and I think my children will, too.

A: I'm sorry, but it sounds ridiculous to me. Students that get to decide their own rules will use it as an excuse to behave badly.

J: I'm sorry, but that simply isn't true. Students don't need to follow old-fashioned rules to understand what they should or shouldn't do.

Students behave well when they are given power to decide what they can't do. I think this is really important, especially for teenagers.

A: Well, I couldn't work in such a system! Rules are important.

J: I completely agree, but I think students should have a say in exactly what those rules are. I genuinely feel that most problems with teenagers come because we make them follow rules, but they're growing into adults and simply want more control of their environment. They can make very sensible decisions when given trust.

P: But surely students given this much freedom will just choose not to go to classes?

A: Exactly!

J: I'm not sure. In my school, students weren't obliged to attend classes. We could also move up a year group earlier than normal or stay back a little longer if we felt like we needed more time. We could choose our subjects and didn't have to take ones we didn't like. We could even repeat things if we wanted. People weren't left behind.

A: That's very interesting actually. How did they decide when you took exams?

J: Well, in many cases people took subjects and exams earlier than they were supposed to. If you enjoy a subject, you want to do well in it. I don't think students should be required to go to classes or to study certain subjects. If you struggle in physics and you're not ever really going to use it in the future, why study it?

A: Now that I can't agree with. People end up ...

J: Why on earth not? The exam results in our school were excellent. Many students managed to get into excellent colleges and go on to have very good careers.

A: Yes, but people end up working in all sorts of jobs they never thought they would have. If you don't get a well-rounded education, it could massively affect your future.

P: Interesting! Now Andrew, you're head of one of the strictest schools in the US, and you also had a similar experience as a child yourself. Why do you think it works?

A: I believe that young students need structure. They simply need to know what the rules are.

P: Could you give us some examples of the types of strict rules you had as a child?

A: Sure. We weren't allowed to have dirty shoes. Basically, everyone had to look the same – no unusual haircuts, the same bag, the same hairbands and even the same coats. We weren't allowed to talk to each other or look at the clock. We also had to focus on our work and we weren't allowed to misbehave and distract others.

J: Not distracting people and talking – fine. But does it really matter what color your hair is or what bag you have? That seems ridiculous.

A: I've put many of the same rules in place in my school.

P: What happened if you broke the rules?

A: We had to wear a tag around our neck with a message such as 'I have 24 hours to straighten up my uniform' if we looked sloppy. If we behaved badly in class, we had to study on our own. We were forced to do this for five classes. Hundreds of children had to do this. I have similar rules in my school.

J: You're joking! How embarrassing!

A: The students are better behaved.

J: Oh, come on! I don't think the punishment fits the crime there. I agree children are supposed to learn right from wrong but being forced to study on their own for wearing the wrong color hairband! That's clearly unreasonable. The punishment should fit the crime.

P: That seems sensible to me. So, Andrew did you enjoy your experience at school?

A: I did. You quickly learned what you needed to do. You got to know what the rules were and how you were expected to behave. It actually made it really fair having more rules. We didn't have the

'strict' teacher because they were all strict. I was really happy there. We had a lot of fun. We went on some amazing school trips. We had all the usual sports teams and parties. It was great!

J: Just don't break the rules! I suppose I just loved my school. I felt like an equal and included. I think it actually made me more mature when I went to college. A lot of people see that moment as 'freedom', but we had had that for years. That time at school was the happiest time of my life, actually.

A: Me too!

P: Interesting that such different systems made you both happy. Thank you for coming in today.

J: Thanks for inviting us!

A: Great to be here.

P: Next on the show, we have several students from ...

Lesson 6.1 Reading, Exercise A

6.5 **P = Presenter J = Jane**

P: Welcome back. Joining me now to talk about her new movie is the actress Jane Nash. So Jane, you've just finished work on your latest movie, an adaptation of the book *Agnes Grey*. When is the book set?

J: It's set at the beginning of the 19th century, when very few people in England went to school. Children generally had to work to earn money for their family. Only rich families could afford to send their children to school. I mean there were some scholarships for boys from poor backgrounds, but not for girls.

P: Shocking to think that so recently not everyone got an education!

J: I know. And it's not like it was easy to get a scholarship. Only the brightest could pass the entrance exam. If a family was rich, a girl might attend a boarding school but more likely she had a governess who taught her at home.

P: A governess? Sounds like a pretty serious person! And that's who you play, isn't it?

J: Yes, I play *Agnes Grey*, a governess. A governess was usually a well-educated woman who needed to

earn money to support her family. They were pretty much a well-educated babysitter, though.

P: Doesn't sound like a fun job.

J: No, it was tough. You could have some terribly behaved children and no support or help. Life could be terrible for a governess! It was supposed to be homeschooling but it was part parenting, part discipline and a tiny bit of education.

P: Interesting! OK, so now we have a short clip from the movie to show people ...

Lesson 6.2 Listening, Exercise E

6.8 **I = Interviewer J = Janice
Ka = Kayley R = Robbie**

1

I: So Janice, you started your own business when you were 70.

J: Yes, it all started soon after I had grandchildren. They're amazing, but exhausting! I live around the corner from my daughter and so I used to do her a favor and take care of the grandchildren a couple of mornings a week. Every time they came over, I would, uh, make up games or do activities and that kind of thing, you know. They absolutely loved doing arts and crafts! Well, to be honest, I enjoyed it as well. If I tried to do anything else, they were just really hard to control. They weren't doing any harm, they were just full of energy – running around and shouting constantly. It was just noise! But with arts and crafts, they would sit there and focus on what they were doing. Taking care of the kids turned out to be a blessing in disguise because it led to me starting my business.

I: How did that happen?

J: Well, I'd kind of always wanted my own business, but never been brave enough. One year, I organized my granddaughter's birthday party around arts and crafts and they all loved it. I was worried about setting up my own business, but I decided to bite the bullet and set up a pottery café in my seventies. The parents love it. They can get

involved with the kids or just sit and have a cup of coffee.

I: And how well has the business done?

J: Well, you know, it's hard, but I'm doing my best. Like any business, really, we had a loss in the first year. Now we're making a profit. I'm not rolling in money but I make enough. But really I'm so happy I've made a success out of this. It's the first job I've ever loved! I wish I'd done it sooner.

2

I: Hi Kayley, how old are you?

Ka: I'm fourteen.

I: And you're about to start college?

Ka: Yeah, I know. Weird or what? I'm off to study English Literature in September. I took my school exams four years early and achieved A grades in all of them.

I: That's amazing! Why do you think you are so successful academically?

Ka: I don't know. I think, well, I think most people could do the same if they got their act together. I didn't find school that difficult to be honest. It's not exactly rocket science, is it? Anyway, age is just a number. I think schools should do away with age restrictions for taking exams. Some people are ready much earlier than others.

I: Are you worried about going to college at such a young age? Most people go when they are 18 or 19.

Ka: Definitely! What are the other kids gonna make of me? It's going to be difficult to have a good social life, but that only makes up a small part of the college experience. People are generally nice, and I think they'll make allowances for my age. I hope I make a good impression, but I am a little worried.

I: And what do you hope to do when you graduate?

Ka: I love making up my own stories and really hope to be a children's book author. I write and illustrate stories for my younger cousins and they love them.

3

- I:** So Robbie, you've always had a terrible fear of heights and flying. You were 28 when you first went on a plane. So, how did you get over your fear?
- R:** Well, I was getting married about five years ago and my wife really wanted to go to the Maldives for our honeymoon, but she knew that wasn't an option. She cut me a lot of slack and didn't push for a trip because she knew I was terrified! She did start looking for vacation spots in the US, but I could tell she wasn't happy. She was trying to make the best of the situation by doing without the exciting honeymoon, but I felt so guilty. I decided to try hypnotherapy to see if that would get rid of my fear. Amazingly, it worked!
- I:** But since then you have really embraced not being afraid of heights and flying, right?
- R:** Yes, I've taken up flying and I'm now a certified pilot. I've done ten parachute jumps from a plane as well, and tried bungee jumping and base jumping.
- I:** That's amazing. A whole new world opened up to you!
- R:** Totally! My wife now gets slightly annoyed with how much time I spend doing these things, but we do have a lot more fun and exciting vacations!

UNIT 7



Lesson 7.1 Listening, Exercise B

7.1 P = Presenter

P: I grew up in a poor, inner-city neighborhood in Greater Manchester in the UK. This is what my neighborhood looked like when I was a kid – abandoned factories, empty blocks of apartments and playgrounds covered in broken glass and graffiti. I couldn't wait to leave, so I worked hard and got into King's College in London. Life in the south was great, but I couldn't stop thinking about my hometown and what it could have been. So, when I graduated, I moved back to Manchester and

started the Open Spaces project. The goal of the project was simple – find buildings and spaces that have been abandoned and turn them into something that would better serve the community.

Our first project was an old industrial estate by the river. It hadn't been used for years and nature had naturally taken over. There was a plan to knock down the old buildings and construct new offices, but we thought it would be better as a space for the local community. We had to fight against developers to keep the land. So, how did we manage to get the local council to give us the land? Well, we approached it from an educational perspective. Many kids in large cities like this never have any experience of the countryside or wildlife, so we campaigned to develop an education center for schools across the city. Now, we have an area of local plants and wildlife for children to explore. We've also built a space for teaching the children about the local wildlife and the importance of protecting the environment in general. There are also bike paths for local people to use. So, was it a success? Absolutely. In fact, if we maintain our current numbers, we will have had 15,000 visitors in our first year. For many of the kids this is their only experience of having been shown nature.

The council was so inspired by the success of the community park that they asked us to look for similar opportunities around the city. When we found this old warehouse north of the river, we decided to turn it into a gallery. We wanted to use it to inspire young people to get into art. We got local artists to produce original pieces for the opening and to contribute any other work they had that reflected the city. We have both indoor and outdoor spaces for people to exhibit their work. To involve the local community more, we also have a section dedicated to art produced by local school children. For two weeks every year

a different school gets to exhibit their students' work. The children are so inspired by this. Their work is alongside real artists' work. They come down with their families and friends and they're amazed to see their work on display. If we give kids opportunities like this, what are they going to achieve in the future? That's what I find really inspiring!

So, by this point we'd created a community park and a public art gallery. So what next? Well, in a lot of poor areas there are really high levels of obesity. Families eat takeout and microwave meals. They don't eat fresh produce because they find that it's too expensive. So, when we found a small space of wasteland that wasn't used and was largely full of garbage, we decided to build a large community garden. People are free to take the produce we grow in the garden. They can leave a donation if they want but they don't have to. We built an organic café by the entrance and use the profit to maintain the garden. Everyone who works there is a volunteer. Any leftover food from the café is given away at the end of the day to homeless people. This has been by far the most inspiring project. People are starting to use public land all across the city to start small food gardens. Now, there are nearly 20 such gardens across the city. If you're thinking about starting a garden, speak to me later. A few years ago I'd never grown anything; now I'm somewhat of an expert – especially in zucchini!

If we don't come together as a community, neighborhoods like mine will fall apart. We need people to help us take this forward. To take back our city and transform people's lives. Whether you want to start a skate park, an outdoor music venue or simply another organic garden. If you care about your community, do something to improve it. People like you can help bring back the community spirit we've lost. All it takes is a good idea and a little hard work. Thank you.

Lesson 7.2 Listening, Exercise C

7.5 I = Interviewer C = Callum

I: Joining us next is activist and founder of the Free Life Project, Callum Castling. Callum, welcome to the show.

C: Thanks for inviting me.

I: So Callum, for some years now, you've been involved in a movement to set up a moneyless society.

C: That's correct.

I: So, how did you get started? What inspired you?

C: Well, obviously I look up to people like Mark Boyle. He's achieved amazing things. But it sort of all started in my son's bedroom.

I: Really?

C: Yeah, so my wife was pregnant with our first son and I needed to redecorate our spare bedroom. The thing is, I'm an accountant. I'm great with numbers, but not so good with anything practical. Anyway, luckily, I get along really well with my neighbors and one of them is a professional decorator. Anyway, it turned out he was looking for an accountant, so we came up with a plan to help us both. I started to do his accounts and he did some painting and decorating around the house. We've been friends ever since.

I: So, is that what inspired your Facebook group?

C: Yeah, that's right. I just thought there must be a lot of people in the community that could help each other out. So, I set up the Facebook group to give people somewhere to share their skills or give away things they don't want anymore. It actually helps cut down on waste as well.

I: Right, so what kind of things do people get rid of?

C: Anything, really. Old bikes ... couches ... one guy even gave away his ex-girlfriend's stuff she had left at his house!

I: Really? So, has the group been popular?

C: Well, yes and no. We only have about a thousand followers, but they are all pretty active.

I: So, why did you decide to move things offline?

C: Well, social media is great, but it can feel pretty impersonal at times. We had a lot of great ideas that we'd never get around to working on because we rarely met. Basically, we felt like a community with no home. So we scouted around the city, looking for a space to use and found an old abandoned factory. It was great but needed a lot of work.

I: How did you get the money to renovate it?

C: Well, the factory was owned by the council and once we explained what we were trying to do, they offered to let us use it until they were able to sell the land. Then we managed to renovate it for free.

I: For free?

C: Yep. We got all of the materials via our Facebook group. People volunteered their time and skills. It was amazingly easy really to get a lot of volunteer workers. We got building materials, plants, gardening equipment. We even managed to get all of our tables and chairs and kitchen equipment from a local restaurant that was closing down. I couldn't believe it. People were just so generous.

I: And what do you do with the space?

C: It's become our community center, really. Twice a week we have a general networking event. We provide drinks and snacks and anyone who is interested in sharing their skills or needs to find someone with a particular skill can come along. It's great because if you come up against a problem then you can usually find someone here to help. People have started car-sharing systems, food banks to help the poor – all sorts of things really. Or you can just start something you're interested in – a language exchange, clubs, societies. You name it, people are starting it!

I: Sounds amazing!

C: People love it. Let's face it, it's more comfortable meeting someone face-to-face than just

talking briefly on the phone or on a website. If something is really popular, many people are happy to run a workshop to teach people. This can be anything from basic bike maintenance to teaching people to find food in the countryside.

I: What else have you done?

C: We used the free kitchen equipment to set up a local café. And we've used the outdoor space for a kitchen garden, so everything in the café comes from local farms or our own garden.

I: I must come for lunch sometime!

C: You should! The food is actually pretty good.

I: So, do you do any other interesting things?

C: One thing we always organize is regular parties. People like to come together to socialize with the people near them. We have two or three big street parties every year. You know, like a barbecue using the produce from the garden.

I: Well, it sounds like you're restoring a good old-fashioned sense of community.

C: I think we are. People move around so much these days, they rarely get to know their neighbors. Groups like ours bring people together and show them what can be achieved when they start to help each other out.

I: Thank you for coming in today, Callum. Hopefully, some of our listeners will take inspiration from your group and start their own community projects.

UNIT 8

Lesson 8.1 Listening, Exercise B

8.1 I = Interviewer P = Phillip

I: Hello, and welcome to *Connections*. On this week's show, we're talking about the influence storytelling has on our culture. Why do so many countries have different variations of the same story? How do these stories grow and change? Here to help us answer these questions is Philip Norris, author of *The Myths That Made Us*, a new book about the

history of storytelling. Phillip, welcome to the show.

P: Good morning. Thank you for inviting me.

I: Great that you can be here. Now, I'd always imagined that myths and legends were very specific to each culture. I thought they were essentially the mythical stories that people listened to before books. Is that not the case?

P: Well, in some ways it is. You're right that each culture has its own myths and legends that are specific to them, but what we do have is common themes across all of them. These myths appear across places and societies that are thousands of miles apart, at a time when there would have been very little contact between these groups, so they can't have the same origins. However, there are striking similarities between these stories.

I: One story we all hear about in England when we are growing up is the legend of King Arthur and the Knights of the Round Table. A king of Britain who defended the country and led a group of knights against invaders. It's almost certainly not true and there are a lot of different versions with tales of his heroic deeds. Do other countries have such myths?

P: Very much so. This is something I would refer to as a 'Hero Myth'. I think this is common across all cultures. Some of the oldest books in many countries are essentially heroic tales – an individual fighting their way across lands on a mission to save someone or find something.

I: Do you have a particular favorite hero myth?

P: Yes. I love the tales of Sinbad the Sailor and his adventures at sea. In the original stories, Sinbad goes on seven voyages across the seas off East Africa and South Asia where he finds whales the size of islands, giant snakes and rivers filled with diamonds.

I: So, can you tell us a little more about one of the stories?

P: Of course. So the third voyage of Sinbad is probably one of the most exciting. As in many of the stories, Sinbad's ship is caught in a terrible storm and driven off course. They sail toward a small island but are attacked by a tribe of monkeys carrying spears. Fearing for their lives, Sinbad and his crew swim to the island and rush to a castle they see at the top of a hill. Tired and hungry from their escape, the crew falls asleep on the floor of the castle but are awoken to find the ground shaking. In the doorway to their room, stands a giant over 20 meters tall. His eyes burn like fire, his teeth are long and sharp, and his huge mouth has the lips of a camel. Sinbad and his crew try to run away, but one of them is caught and eaten by the giant.

I: Wow! So how does Sinbad escape?

P: Well, you'll just have to read the story for yourself. I don't want to spoil the ending!

I: Fair enough. So it seems that dragons and other strange creatures appear across many cultures. Why do you think that is?

P: Well, I think many of them were inspired by people finding the fossils of ancient creatures. Some are pure fantasy, though. Take the Greek myth of Medusa, who was a winged human with poisonous snakes in her hair. In the myth, anyone who looks at her face turns to stone. King Polydectes decides to send Perseus to kill Medusa. The hero Perseus is able to kill her by looking into a mirrored shield and chopping off her head. This myth also connects to other cultures as well though, such as the Berbers in Morocco. However, monster myths are not only present in ancient legends; we have many that still exist today. One that exists in many cultures is a variation of a giant human-like creature such as the Yeti in the Himalayas or Bigfoot in North America. Even today, we still create new stories that have striking similarities across cultures. We usually refer to these as urban myths or urban legends.

I: So are urban legends just modern tales about mythical creatures?

P: Many of them do involve monsters, but others focus on ghosts or murderers. One of the most popular stories in modern culture is of a person appearing in a mirror or bathroom. In Japan, this is known as Hanako-San, when the spirit of a young girl appears in school bathrooms. People have to knock three times on the third stall door and ask, 'Are you there Hanako-San?'. A small girl or a white hand appears from the stall. This is very similar to the Bloody Mary myth in America and many others around the world. It's largely a game for young children, for whom the stories are very believable, to test their bravery, and it's surprisingly similar across the world. As are various other tales about ghosts, murders and other strange events. I guess it just shows the way our ancestors interpreted the world around them differently.

I: Thank you for coming in today, this has been really interesting. For those of you interested in finding out more, Philip's book, *The Myths That Made Us*, is out this Friday.



Lesson 8.2 Listening, Exercise B

8.4 L = Lecturer

L: So, I want you all to think of an event from your childhood. Something that makes you smile every time you remember it. Got it? OK, now try to picture that event in your mind. Think about where you were, who you were with, what you could hear, what you could smell ... most importantly, think about how you felt. I bet you can remember everything pretty clearly, right? Well, I don't want to upset anyone, but when it comes to accurately recalling events, the human memory is pretty awful. We like to think that our memories are like recordings we can access and watch whenever we want. Yet in reality, our memories change over time. Each time we recall an event, we rewrite the memory – adding details, updating things to match our current knowledge. Sometimes

we combine two memories into one. Sometimes we even create memories. Sounds far-fetched, doesn't it? But actually, in study after study, a surprisingly high proportion of people have described memories of events that they cannot possibly have personally experienced.

'False memory syndrome' – the creation of entirely false memories – first came to the attention of the public in the late 1980s. At the time, many therapists believed that people who had experienced something terrible in their lives blocked out the memory of it, locking it deep in their minds and that the only way to access these 'repressed memories' was through therapy. Belief in this idea spread quickly, and many people who had gone into therapy looking for help with anxiety or depression were horrified to be told that they had blocked out the memory of a terrible experience years before. However, during the 90s, the theory was heavily criticized and, in the years since, multiple studies have strongly suggested that the therapists were actually encouraging their patients to create false memories. But how is this possible? How can we encourage someone to remember something that never actually happened? To help us answer this, we need to look back at the work of the American cognitive psychologist, Elizabeth Loftus.

Loftus actually first started exploring the idea of false memories in the 1970s. She did this by showing people simulations of crimes and accidents, then asking them what they remembered. In a landmark study in 1974, Loftus showed a video of a simulated car crash and asked one group, 'How fast were the cars traveling when they hit each other?' She asked another group, 'How fast were the cars traveling when they smashed into each other?' Interestingly, when asked the question with the more dramatic verb, *smashed*, witnesses said the car was traveling faster. They were also more likely to say they saw broken glass flying through

the air, even though this didn't actually happen. In other studies, researchers changed some of the details when discussing an accident and many of the participants added this information to their memory – they essentially rewrote what they remembered happening, simply because they were encouraged to by the interviewer.

So, why is this important? Well, studies like this clearly demonstrate that the way you ask questions or discuss an event can strongly influence someone's memory of it. Loftus and many others like her suspected that this went some way in explaining why so many people in the 1980s were suddenly remembering horrifying experiences from their childhood. The therapists, whether intentionally or not, might actually have been encouraging patients to rewrite their own memories. But could people have been encouraged to create entirely new memories?

In 1995, Loftus designed an experiment to test this very idea. In the study, participants were given a booklet containing four short stories about themselves, three of which were true and one which never actually happened. The false story described how when they were younger, they'd gotten lost in a shopping mall, cried and were eventually helped by an elderly woman. During the study, participants were asked to write down as much detail as they could remember about each of the four stories. One in three remembered getting lost in the shopping mall, despite the fact that this never actually happened. In the 23 years since the shopping mall experiment, multiple studies have supported the idea that, under the right conditions, it is possible to encourage people to create entirely false memories.

If this is true, then I'd argue that we need to seriously reconsider the use of eyewitness testimony in the courtroom. The information presented by a witness may have been influenced by the way in

which they were questioned after the event. On top of that, lawyers could encourage witnesses to add or change details. Think about how many innocent people might have been wrongfully convicted of a crime they didn't commit on the strength of an entirely false memory.

To most of us, our memories form the basis of our identity. They represent who we are and where we came from. But the research of Loftus and others like her shows that we cannot reliably distinguish between real and false memories, and in the courtroom, this could change the lives of innocent people forever. Thank you.

UNIT 9



Lesson 9.1 Listening, Exercise C R = Recorded message A = Amy C = Customer

- R: Thank you for holding, we appreciate your call. A customer service operator will be with you in approximately two minutes.
- A: Good morning, Top Books, Amy speaking. Sorry to keep you waiting.
- C: Finally! I've been on hold for 40 minutes! Aren't you supposed to answer within five minutes?
- A: That is our goal sir, yes, but we've been experiencing an unusually high number of calls today. Again, I apologize for the delay, sir. How can I help you today?
- C: I'm calling to complain about the condition of the books I received.
- A: Oh, I'm sorry to hear that. What seems to be the problem?
- C: Well, whoever delivered them left the box out in our backyard. We were away that weekend and it was raining pretty heavily so some of the books got damaged.
- A: I see. OK. Could I just take your name and order number?
- C: Of course. It's Harry Jenkins and the order number is 077-ADEP-9261.
- A: Thank you. OK, here we are. Right, so it says here that the books were delivered on the 12th, and that

your safe place is the backyard. Is that right?

C: Well ... yes, but it obviously isn't safe from the rain!

A: I appreciate that, sir, although according to our terms of service, all deliveries are left in a safe place specified by the customer.

C: I understand that, but at no point did I consent to the books being left somewhere they could get damaged! It shows a complete lack of common sense. Underneath the patio table, that's where they should have been left. Or even in the children's playhouse. At least then they would have been protected from the elements! I'm sorry, but it simply isn't good enough. It's just terrible customer service!

A: I'm very sorry you feel that way, sir. How would you like us to address the issue?

C: A full refund, that's what I expect.

A: Well, while I am sympathetic to your situation, the books were delivered in accordance with our terms of service.

C: I understand that, but I really must insist on a full refund.

A: I'm afraid that since we have adhered to your delivery instructions, the most I'd be able to offer is \$10 off your next purchase.

C: Are you joking? Those books cost me \$150! More to the point, why would I want to buy anything from you again when my first purchase has been such a disaster? If you can't offer a refund, I'd like all of the books picked up and replaced.

A: I see ... And, are all of the books damaged?

C: To a certain extent, yes, although some are much worse than others.

A: Well, maybe we could explore some other options? How about replacing the most damaged books?

C: Absolutely not! Why should I have to pay for damaged books? If your delivery driver had used a little common sense, we wouldn't be in this situation in the first place.

A: Well, as I mentioned earlier, we have followed ...

C: Look, I don't want to argue about this anymore! If you don't replace all of the books, I'll take my complaint higher. And I'll be posting about the poor service on social media; I can assure you of that!

A: I'm sure that won't be necessary, sir. I'll register your complaint in our system and someone will be in touch within 24 hours to discuss what happens next.

C: 24 hours? Why can't this be dealt with right now? What is the point of speaking to you if you can't help me?

A: I can only apologize for any inconvenience caused. I'm afraid I'm not authorized to deal with refunds or exchanges over \$100 without the approval of my manager. It's company policy.

C: It's ridiculous, that's what it is! You need to make some serious changes to your organization!

A: Thank you for your feedback, sir. I'll raise your concerns to my manager after this call.

C: Yes, you do that!

A: Now, could I get the names of the books you'd like to return?

C: Certainly. There are three books on marketing and one on ... anger management.

A: Sorry, did you say 'anger management'?

C: Yes, that's right.

A: Uh, I'm just going to put you on hold a minute if that's OK?

C: No, it isn't OK. I demand to ...



Lesson 9.2 Listening, Exercise B

9.5 P = Presenter D = Dawn

P: I'm here today with Professor Dawn Jackson, from BLB University, who has just written a book, *Science Fact or Fiction?*, which focuses on common health myths related to the food industry. So Professor Jackson, can you give us an example of one of the myths you discuss in the book?

D: Well, possibly one of the most common myths is that we need to drink two liters of water every day.

P: Is that a myth? I definitely remember hearing that we should

try to drink at least eight glasses of water a day to stay hydrated.

D: Well, yes, that's the claim but there isn't really any evidence to support it. We get plenty of water through food. Even drinks like coffee, which some people believe dehydrate you, are actually a good source of water. The bottom line is – trust your body. It will tell you when you're dehydrated.

P: So, where has this myth come from?

D: Well, I don't know the exact origins, but it's certainly useful for the bottled water industry, isn't it? They make billions of dollars a year.

P: Yes, it's a huge industry these days, isn't it? When I was a kid, no one drank bottled water.

D: Yes, the industry has grown rapidly with flavored water, vitamin drinks and even water that claims to be some kind of energy drink! All sorts of varieties.

P: Surely the added vitamins and minerals help?

D: No, not really. This is another huge myth created by creative advertising. A large number of people think taking vitamin C is a good way of fighting a cold, but there is no evidence this is the case. Actually, once you have a cold it will do very little to help you fight it. Vitamin C is good for you, but increasing your intake once you have an infection won't help fight it in the slightest.

P: So what should people do? How can they tell whether a claim is true or not?

D: Well, it really comes down to thinking critically about the things you read. Don't just take claims made in advertising at face value. If you're interested in a product, especially a health product, do a little research into the claim. Is there any scientific evidence to support it? Have there been multiple large-scale studies that consistently give the same results? Only then can you be confident that a claim is based on real evidence.

P: So we need to do a little homework?

D: Exactly!

P: OK, so we asked our listeners to send in their questions and one topic that kept coming up is yogurts. They're good for digestion, aren't they?

D: Well, depending on the type of yogurt – yes. Most yogurt sold in the US is described as 'live yogurt' because it contains living bacteria. The proper name for this type of bacteria is probiotics, but you've probably heard them described as 'friendly bacteria'. This is because they're widely thought to help your digestive system.

P: But wasn't a large yogurt company – I won't say who – actually taken to court over false claims linking yogurt to digestion?

D: Yes, that's true, but that was largely due to the wording they used in their ads. You just can't say something is 'scientifically proven' if you don't have enough evidence to support your claim. In fact, in Europe, companies actually have to get the approval of the European Food Safety Authority – the EFSA – before they're allowed to make health claims in their ads. In the US, they need approval by the Food and Drug Administration – the FDA. Applications are frequently rejected by the EFSA or FDA because the company simply doesn't have enough evidence to support their claim.

P: So I guess companies have to word their ads pretty carefully?

D: That's right. You can say things like 'may help to aid digestion', but you can't say 'clinically proven to help aid digestion' unless you back this up with evidence.

P: So another hot topic for our listeners is sugar. Is it really that bad for you?

D: I'm afraid so, yes. Overconsumption of 'free sugars' – those that have been added to things like sodas or chocolate – can lead to weight gain, which ultimately is linked to things like heart disease, cancer and diabetes. They're obviously really bad for your teeth, too.

P: But doesn't fruit contain a lot of sugar?

D: Uh, it does, but it also contains fiber which actually slows down the rate at which the body absorbs sugar. You'd have to eat *a lot* of fruit to get the same amount of sugar as you'd get from, say, a soda.

P: So I'm OK to keep drinking a smoothie every morning then?

D: Actually, no. When you blend fruit into a smoothie, the natural sugars are released – meaning you consume more sugar than you would by just eating a piece of fruit.

P: Really? But I always think of them as being healthy!

D: Ha ha! Just another example of creative advertising, I'm afraid.

UNIT 10



Lesson 10.1 Reading, Exercise B

10.1

S = Sally P1 = Press 1

P2 = Press 2 P3 = Press 3

S: Good morning. It is with a heavy heart that I announce the discontinuation of *Healthy Me* as a print publication. From our January issue onward, the magazine will be exclusively available in a digital format on all portable devices. I will now take questions from the press.

P1: James Patterson, *CBNR*. What motivated the shift away from print?

S: Well, sales have been falling for five years now. We've gone from a distribution of just over 500,000 copies a month to under 100,000. During the same period, downloads of the *Healthy Me* app have increased by almost 300%. In fact, yesterday saw the total number of registered users reach over one million. It's just clear from the numbers that the majority of our readers prefer to consume content online.

P2: Emily Davis, the *Evening Inquirer*. Will other publications from LMI Media make the same transition?

S: Uh, no, not yet anyway. However, I'm sure all magazine publishers will start to re-evaluate their

options over the next five to ten years.

P3: Martin Webb, *CityTimes.com*. What does this trend mean for print media in general?

S: Well, I think that really depends on the type of publication. For example, despite the increased popularity of e-readers, people still seem to love physical copies of fiction titles. Students still seem to prefer printed textbooks over digital. However, for lifestyle magazines, like ours, which are predominantly directed toward a younger audience, it simply doesn't make financial sense to produce print media any longer. Fewer young people are buying physical media, and we have to recognize this if we're to continue publishing our magazine. Thank you.



Lesson 10.1 Listening, Exercise C

10.2

P = Presenter E = Emily

P: Fake news is a phrase and a concept that didn't even really exist a few years ago, but today it's one of the biggest buzzwords in the media. To discuss why fake news has become so prevalent and what, if anything, can be done about it, I have journalist Emily Woolf with me here today. So, Emily, what exactly is fake news?

E: Essentially, it is news that is not true. Some of it is clearly written as a joke and is simply there to amuse people, but a lot of it is written in a way so as to trick the reader. The writer wants you to believe that it is genuine news.

P: So, how new is the concept of fake news?

E: Well, it's not new at all, really. There has always been fake news, but in the past it was less common, largely because there was no money to be made from it. All of a newspaper's income was made from advertising and no company wanted to advertise alongside fake news articles because it wasn't good for their reputation. You may have found an occasional fake story in a tabloid because they didn't always have such high standards, but you certainly

wouldn't have found any in the high-end newspapers.

P: So, what's changed?

E: In a word, the internet. The internet and social media have been massive game changers. It's so much easier for people to share stories and they don't always check that they're true before they do so.

P: But surely, advertisers still want to be associated with good quality content?

E: To a certain extent, yes, but advertising on the internet is based on search engines knowing what you like to look at and then showing you ads that you want to click on, so the association with the content has been lost a little, I think. These days, advertisements and headlines appear together on your news feed and are tailored to your personal tastes or behaviors online, usually showing you more of the same thing. The problem is it can be difficult to tell what the source of a headline is, so it may look similar to genuine news providers, and when you click through it, it's very difficult to tell if the website is genuine or not.

P: That's true. I frequently click on links to websites just based on the headline and the websites look very professional once you get there.

E: They are, and it can be difficult to tell if the news is fake or real. We're no longer so sure which sources to trust. Traditionally, print newspapers have been held to a much higher standard. In other words, unlike bloggers and people writing on social media, large newspapers can't just lie or make things up. I think we used to have more faith in sources like CNN, but now people don't know who to trust. In the past, we could be fairly certain information from those sources was real. We could also tell fairly easily which articles were factual and which ones contained opinions that could be biased or subjective.

P: So, you think some traditional media outlets could be biased or subjective?

E: Yes. Definitely! Let me rephrase that, personal opinion always comes into journalism so there will inevitably be articles that reflect the views of the writer. In the past, it was much clearer that these were simply opinions. Now, some 'opinions' are presented as 'facts'.

P: This is obviously a huge problem.

E: It is. The problem is that people tend to believe a lot of the things they read. Despite the ease of searching on the internet, people don't tend to check the facts in a story on various other sites or from different sources. They are especially likely to believe stories about serious issues.

P: So if someone writes an article, for example, claiming that climate change is a myth, people will usually believe it.

E: Unfortunately, yes. That's a good example actually. Pretty much all scientists agree that climate change is real and there's a lot of evidence to support it. To be more precise, the only real debate is how quickly it is happening and how bad the effects will be. It's very worrying, and dangerous, that several people might read one article and go away with the conclusion that it isn't happening.

P: So, what can be done about fake news? Who should be responsible for controlling it?

E: Governments need to take a much stronger stance. Anyone writing news should be held accountable to the same standards as a journalist. Editors of newspapers were always held responsible for the content of the newspaper whereas website owners aren't necessarily. In other words, the owners of these sites need to be held responsible for the content of their site.

P: The problem there, is that people read websites from all around the world and there might not be the same rules in one country as another.

E: That's true. One other thing that would be useful is encouraging people, students especially, to think critically. Who wrote the

text? What is the source? Why was it written? I know some schools are now training students to spot fake news and I think that could really help. In a recent study 75% of students, excuse me 79%, were unable to accurately identify fake news stories.

P: Wow! That's shocking. Critical thinking is clearly a skill people need to learn at a young age. OK, let's see how easy it is to spot fake news. Here are some headlines. Are they real or fake?



Lesson 10.2 Listening, Exercise A 10.5 P = Presenter

P: No doubt many of you have seen videos and posts that have gone viral, such as the mannequin challenge, the running man challenge or silly challenges like recreating the 'Harlem Shake' video. When these things start trending, or get a popular hashtag, they can really take off. Some organizations have been smart enough to realize that this meme concept can be used to help charities.

Many of you have no doubt also heard of Movember and the Ice Bucket Challenge, both of which started off small, but grew to capture the world's attention. The Movember event was conceived in Australia by two friends – Travis Garone and Luke Slattery – who were joking about reviving old trends. Inspired by a friend's mother who was fundraising for breast cancer, they decided to use the idea for a good cause – to raise money for prostate cancer and other men's health issues. In its first year, the event made no money and only had 30 participants. By 2014, it had exploded and garnered 1.2 million mentions on social media, with participants in over 20 countries.

Movember gradually built success over a sustained period of time, but the Ice Bucket Challenge took off much more quickly and, arguably, had a larger overall reach. In 2014, Facebook, Twitter and Instagram were flooded with people challenging each other to

throw a bucket of iced water over their head to raise awareness of ALS – a disease that affects nerve cells in the brain. The campaign got over two billion online mentions that year and in the first three months, 15 million videos of willing victims were shared on Facebook. These were viewed 10 billion times by 440 million people in countries all over the globe, which in turn led to a significant increase in donations to charity groups like the ALS Foundation. For example, in 2013 ALS's best week saw them raise \$25,000, yet after the campaign it raised \$2.4 million dollars in one week.

So, what made these campaigns go viral? Well, research from Sander van der Linden, a psychology professor from the University of Cambridge, tells us that watching an act of kindness performed by a peer makes people want to behave in a similar manner. These effective campaigns also help us to better understand the condition these people are suffering from. They encourage people to act and inspire positive reactions from people.

So, how can we use this research to influence the content we create? In order to create good viral content, you need to understand your target audience. In other words, you need to know who you are trying to reach and how. Campaigns only go viral if they speak to people on a personal level, so you need to create an image that represents the demographic, that is the age and gender of the people you want to reach. For example, if you want to target women aged between 18–24, then it's probably a good idea to try and incorporate Pinterest into your campaign since the majority of the platform's users fit this demographic.

Second, you need to create content that has high levels of engagement. Most social media platforms rank content using incredibly complex algorithms. If you don't create engaging

content, it will receive a low ranking and is far less likely to be shared as a result. Short videos typically go viral if they are shocking, memorable or funny because viral marketing is about emotions. People will share content that makes them react emotionally and this is the key to rapid growth. Using a hook that makes people happy or makes them laugh will make the content go viral.

So, once you have a good campaign together, how do you spread the word? One efficient way to promote your campaign is to use social media influencers. Social media influencers have the ability to give brands a reach they wouldn't normally get. We've all seen, and been jealous of, people paid to travel the world and share their experiences online. Most of these are social media influencers who are usually paid to promote brands.

Capturing contact information is also vital because, although it is fairly easy to create a viral success, it is phenomenally difficult to maintain this success long-term. Charities, for example, need long-term regular donations, rather than just one great year. Finding a way to encourage people to give you their email address will allow you to build a relationship long-term and gain regular payments from them. One way to get people to hand over their email address is to offer something for free. The word 'free' is a great way to get people engaged and is one of the best hooks you can utilize. I'm sure a lot of you are here today because the talk is free and we have free coffee!

Finally, some kind of competitive challenge is always fun. This challenge could be fun or silly, but ideally a combination of both, since this tends to be what engages people the most. It also needs to create an emotional reaction to the charity being supported. In just a few seconds, you have taken people on an emotional rollercoaster and gone viral.