Unit 1 Social media marketing

Madison Avenue in New York is the home of 20th century advertising.

In the 1960s almost all of America's major advertising companies had offices here.

These companies created advertisements which they painted on billboards and broadcast on television and radio.

It was the golden age of the 'Mad Men', and the style of advertisements they created influenced the world for decades.

We're still fascinated by this world, and people still use Madison Avenue as a term for the entire advertising industry today.

But things have changed a lot since then, and the single biggest change is the internet.

The internet – and social media sites in particular – allow people to not only view the advertisement, but interact with it in a way that wasn't possible with traditional media.

This has completely changed the advertising industry. *Madwell* is a digital design and advertising agency that creates social media campaigns for several major companies.

They start by creating short social media posts for their clients. This isn't easy, and sometimes these short messages – often only 140 characters – can take up to two months to write.

First the social media team meet with the company and choose the general theme.

Then the designer creates an image for the ad and the copywriter writes a message to go with it.

The client and the team then review the ad until it's perfect.

When it's ready, they send it out on social media.

But unlike traditional TV, radio or newspaper advertisements, the agency's job doesn't end there.

They watch each advertisement closely so they can see what people are saying about it. They can also join in the conversation and talk directly to customers.

So, what does this mean for modern advertising?

Advertisers can be much more specific. They can engage with existing customers and easily reach their target audience.

It also helps the customers, too. They can access the producer directly, so they can have much more influence.

But many of the effects of social media are still unknown because it is constantly developing and evolving.

But one thing is for sure: as social media changes, the advertising world is changing, too.

Unit 2 Seven good stories

Today I want to talk about the importance of stories. Personally, I love all stories. They can educate and entertain, and tell us a lot about who we are and where we come from.

After all, people have always told stories. Every culture in the world has its own tradition of storytelling, and from the moment we are born stories are an important part of our everyday lives.

But did you know that many of these stories – from all over the world – share the same basic story? In fact, some experts say there are only seven main plots.

They say that all stories – from century-old folk tales to modern blockbusters – fit into one of these categories.

There's the 'monster' plot, where an enemy threatens a community until it is defeated by a local hero.

Examples of this include *Dracula* and *Jaws*.

In the rags to riches story a poor character gets something and loses something and learns a life lesson as a result.

Cinderella is one of the most famous rags to riches stories, but there are many more, like *Aladdin* and *Harry Potter*.

Tragedies are like rags to riches in reverse.

A villain starts with everything but loses it all, usually because of their greed.

Greek tragedies are particularly famous, as are many Shakespearean plays such as *Macbeth*. These villains usually die at the end.

But some of these stories end differently. Instead, the villain changes and by the end of the story they are a hero.

This plot is called the 'rebirth' plot.

A lot of old sagas follow the plot of 'the quest'. Here the main character goes on a journey in order to find something or get somewhere.

On the way they face many obstacles, but they usually get there in the end.

The 'voyage and return' is similar to the quest, but the hero often returns with nothing but experience. *The Wizard of Oz* is a fantastic example of that.

Another category is comedy, but these comedies don't always make you laugh.

As a plot, the comedy is really a love story. Two characters are in love but an obstacle keeps them apart.

In the end they overcome the obstacle and live happily ever after.

So there you go – these are the seven main categories of story.

But of course there are millions of stories, and while they follow these basic plots – or, indeed, a variety of these basic plots – they are all different.

If they weren't, we wouldn't find them so fascinating!

Unit 3 A woman's life: 1914 vs 2014

Hi. I'm Debbie, and I'm here at the Museum of London.

It's right in the centre of the city and receives over 400,000 visitors a year. The museum tells the story of London through the ages. I've come to see an exhibition about life in 1914.

In 1914 life was very different for British women. Most women didn't work. They usually married young, had children and looked after the house.

This wasn't easy. Every morning most women across the country had to get up early, build the fire and make the bread – all this before breakfast!

If they did work, they usually worked as maids or in shops.

Girls could go to school, but many left early and very few went to university.

Life was very difficult for many women and they weren't able to change things easily, because at that time they couldn't vote. But by 1914 some things were changing.

Emmeline Pankhurst is one of history's most famous political activists. Her and her party, the Women's Social and Political Union, fought for women's right to vote.

By 1914 these suffragettes, as they were called, had made women's rights a major political issue.

But for many women things hadn't changed. They still couldn't vote and they had to stay at home and take care of the family.

It was in the years after 1914 that real change came, and one of the greatest changes was the outbreak of the First World War.

During the war women worked in offices, factories and farms.

When the war ended in 1918, this contribution couldn't be ignored and some women were able to vote. But they could only do so if they were over thirty and met certain property criteria. It wasn't until 1928 that all women could vote.

People like Emmeline Pankhurst have made it possible for women like me to make our own choices, such as finishing school, going to university and finding a job.

Today over 67% of women in Britain have jobs. There are still fewer women than men in the British workplace, and fewer still in parliament or on executive boards. But more women work today than ever before.

The world has changed a lot since 1914, and for people like me a lot of this change is thanks to the suffragettes.

Unit 4 Songdo

Seoul is an incredibly technologically advanced city.

It has the world's highest broadband penetration and is home to some of the largest technology firms on the planet, including LG and Samsung.

But Seoul is also one of the world's most crowded cities.

Around ten million people live in the city itself, with a further fifteen million people living on the city's outskirts.

The population's density is twice that of London and five times that of New York.

But city planners are working on a solution to this problem. They are building a whole new city.

Songdo is just over fifty kilometres from Seoul.

It's a 'smart' city that uses technological innovation to offer Koreans the kind of lifestyle they can't find in the capital.

The city sits on 1,500 acres of land that used to be under the sea.

40% of Songdo are these green areas, including a large park at the centre of the city.

Surrounding the park are rows of skyscrapers, including the Northeast Asia Trade Tower, the country's tallest building.

The Songdo project is the largest property development in history.

The developers are building 80,000 apartments, several schools and a large university.

They are also going to use cutting-edge technology to keep the city clean and green.

There will be sensors all over Songdo which will monitor temperature, energy use and traffic flow.

A lot of this environmentally friendly technology is already there. Processing centres like these are all over the city.

The waste system sucks rubbish directly from people's homes, so there are no bins and no rubbish trucks. In the future they will use this waste to generate renewable energy.

The architects have also designed the city so people don't drive everywhere. There are walkways and almost everywhere you go there are large, open spaces.

At the moment the city is less than half full and there aren't many businesses in the Central Business District.

But the designers hope that in the future they will be able to improve transport links between Songdo and Seoul.

This will make Songdo a more attractive prospect for large corporations.

But the city is proving popular with families, who enjoy its space.

Songdo is the city of the future. Today many of these apartment blocks are empty, but soon they will be home to 65,000 people.

And thanks to improvements in transport links between Songdo and Seoul, over 300,000 people will work here.

But planners have designed the city around its parks, so even as more people move here, there will still be lots of space.

If Songdo proves successful, it could become the template for new cities all over the world.

Unit 5 Film studies

Over the last century, filmmaking has become one of the world's most important art forms. And today, thousands of people dream of being involved in the movies.

But once you decide to become a filmmaker, what do you do next?

Enrolling on a film program is a good place to start.

This is the City College of New York.

It opened in 1849 as a free centre of education. It was for the children of families who couldn't afford to pay expensive university fees, and offered courses in many different subjects, such as mathematics, literature and philosophy.

In 1941 the college started its Masters Institute of Film Techniques programme, and there has been a film production course here ever since.

Today's course is a two-year degree with four semesters. It focuses on every part of filmmaking, so students know how to create a film from original idea to finished product.

There are only twenty-five places on the course, so the classes are small.

This encourages students to work in small groups and means that they have a close relationship with their teachers. This is important, as filmmaking is a collaborative process. For the next two years, these students will work together a lot, on each stage of a film's development.

At the moment, these students are working on a script. It's important the script has an exciting story, but it also has to be realistic. After all, these students will have to film and edit it with a limited amount of time and money.

These students are shooting their film. Each person has a different role. Nick is the camera operator, Louisa is recording the sound and Simon is directing the actors. Sometimes the students swap roles so they understand every part of the process.

They don't have a lot of time and they need to get it right, so there's a lot of pressure.

This group have already finished shooting their film and are editing it. Here they choose which scenes they want to use and piece them together with editing software. It's here that the film really comes to life.

A film can take a long time to make. Over the last few months, these students have written a script, shot several scenes and edited it all together. They have added music, mixed the sound and created any special effects. Now, when everything has been done, they can sit back and finally enjoy the story.

Unit 6 Mist catchers

Northern Chile is one of the driest places in the world. It's home to the Atacama Desert, where the average rainfall is about 15 millimetres. In fact, there are parts of this dry and empty expanse that have never received any rain.

This lack of water has created one of the most stunning landscapes in the world, but for the few people that live here it is a constant problem.

It has forced many Chileans to look into alternative water sources, both for drinking and for growing plants and crops.

This is the Cerro Grande Reserve in Ovalle, over 400 kilometres north of the capital, Santiago.

The 100-acre reserve houses many different types of plants, which have all been growing in this otherwise empty landscape for around six years.

They survive thanks to these fog catchers. Despite being the driest place in the world, Chile has a long coastline and you are never very far from the ocean.

The wind pushes mist in from the Pacific across the land, so fog is a common phenomenon here.

And as the fog rolls in, these nets wait for it.

Water conservationists have designed this simple system to capture the fog's moisture and store it as drinking water.

They string a tight net between two steel poles. The fog drifts through the net and leaves moisture behind.

When there is enough moisture, the water starts to drip from the net and collects in a pipe at the bottom.

Some of these pipes run into large containers, which store the water.

The locals clean this and use it as drinking water.

Some of the pipes run directly to the plants and crops that are growing in the reserve.

The experts that created this technology believe it can help people all over the world because these fog catchers are cheap, simple and easy to transport.

But people have been sourcing water this way for centuries.

In fact, the Incas had a similar method, where they collected moisture in plants and trees.

Today the combination of these ancient techniques with modern technology has proven a great success.

Unit 7 Moving abroad to work

Zsuzsanna Felvégi is from Szeged, a small university town in south-eastern Hungary. However, like a lot of people, Zsuzsanna has moved abroad in order to find work. She now lives in Oxford, where she has lived for more than four years.

Here, she talks about her life and work in a new country.

What did you do in Hungary?

I taught English and German in a secondary school.

Why did you move to England?

At that time I felt that I needed a change, a change of environment, and I wanted to test my skills what I can achieve abroad, um, bit of adventure.

Can you describe your current role?

At the moment I'm doing software testing, I do manual software testing, we test digital products of OUP, so we have to make sure that everything works the way they're supposed to.

Do you think moving to England has improved your career prospects?

I think my career prospects have improved, especially if I move back to Hungary I can show that I lived abroad, I obtained these skills in the UK, my English is really fluent. So in Hungary, definitely, it will be an advantage. Here in the UK, not necessarily.

I don't think I would have been able to change jobs that easily in Hungary if I had stayed there because there aren't that many jobs available, unfortunately, so I think I would have got stuck in my teaching role if I had stayed there.

Moving to a bigger country has definitely helped my job prospects because a bigger country means bigger companies, more opportunities, more options.

How difficult is it to get a job in Hungary at the moment?

In Hungary the job situation is not the best at the moment, unfortunately, so there are quite a lot of people who move abroad, mainly Germany, Austria, the UK, and they try their luck there. Usually after a few years they want to go home because of family and friends, but I know quite a few people who have been here for a good ten years. But they are still planning to go home eventually.

What are the major differences between living in Hungary and England?

I think one of the major differences is the cost of living, here everything is so expensive. Renting a flat on your own is almost impossible, the bills are really expensive, council tax is really expensive. Back in Hungary renting your own place is more affordable.

What about differences in the way people work?

A typical working day in Hungary is eight hours, plus lunch break, here in the UK it's usually seven, seven and a half hours plus lunch break. So working hours are longer in Hungary, and also people start work at eight o'clock or

latest, eight thirty, and here in the UK, nine, nine thirty, ten. It depends what kind of company you work for. And also here in the UK people are more willing to commute to work, they sit in their cars for 40 minutes every day, in Hungary people would probably try to find a flat in that town where they worked instead of commuting every single day.

Would you like to move back to Hungary?

Um, I'm not sure, it depends how things work out here in the UK. I might move back, I don't know yet.

I don't think I will move anywhere else because starting anew somewhere is quite difficult. It can be really nerve-racking finding a place of your own to live and finding a job, opening a bank account, all those official things. It can be quite tricky and difficult.

How about in your career? What would you like to do in the future?

I think in the future I would want to develop as a software tester, but maybe in ten years' time I will do something completely different because I'm interested in quite a few things. So, we'll see.

Unit 8 Happiness in Mexico

Most people aspire to be happy, but happiness is a very difficult concept to define. It is even more complicated to measure the happiness of an entire nation.

But the UN World Happiness Report attempts to do exactly that.

The paper tries to measure each country's levels of happiness by analysing a population's overall satisfaction in different areas.

They look at health, wealth, social support, freedom to make choices and satisfaction with government.

The most recent report ranked Denmark as the happiest country in the world.

Many other northern European countries such as Switzerland, the Netherlands, and Iceland were also in the top ten.

But several Latin American countries were very high on the list, too. These included Costa Rica, Panama and Mexico. In fact, Mexico finished one place higher than the largest economy in the world – the USA.

For many people this was a big surprise. After all, if people in Mexico are happier than people in the United States, why do thousands of Mexicans immigrate there every year?

But economic satisfaction is only part of what makes us happy, there are many other important factors. Strong social support is also crucial because if people feel they have a lot of support from the people around them, they will feel more secure.

In Mexico family and community are very important. Traditionally, many generations of the same family live in the same neighbourhood or even in the same house.

They eat together, talk together and socialize together. If they have a problem, they can share it with one another; and if they need support, they will all help each other out.

This support decreases stress and means that even in difficult circumstances people feel less desperate and more positive.

Outside of the family, many people also find help in their friends and neighbours. Communities are very close-knit in Mexico. Communal parties are very common in Mexican neighbourhoods, and families, neighbours and friends spend lots of time eating and socializing together.

They enjoy each other's company and relax in the sun. Of course, the weather helps. People might not be so keen to meet on the street, in neighbours' gardens or in parks if the weather wasn't good!

Happiness is a complicated concept and there is no single factor that determines it. But the example of Mexico shows that our relationships are extremely important. If we can develop strong bonds with the people around us, we will all be happier.

Unit 9 The selfie

Hello and welcome to London. I'm Debbie, and today I'm going to look around one of the city's most popular tourist attractions – the National Portrait Gallery. But before I go in, I have to do something very important …

… take a selfie!

There you go. What do you think?

The selfie is an important part of contemporary culture. In 2013 Oxford Dictionaries named 'selfie' the word of the year, and it has now become a common term for a self-portrait taken on a phone and usually shared online.

These 'selfies' and other quickly taken and instantly shared portraits are a modern phenomenon, and there must be thousands of pictures like these all over the internet.

But portraits are much, much older than these instant snaps.

A portrait is an artistic representation of a person. Some of the world's earliest examples of art are portraits, and for centuries people have created images of people for both historical and artistic purposes.

The National Portrait Gallery has a collection of over 300,000 portraits. They show the country's important historical figures and popular personalities.

There are paintings, photographs and busts, and they all tell the history of Britain, while also showing the development of portraiture.

But what is the difference between these artworks and the millions of camera phone portraits people take every day?

The instant portraits we share today aren't as carefully created as older portraits, and many people say they are much less artistic. But these images can also tell a story. They show this generation's fashion and culture, and they can show how things change over time.

But these portraits try to capture more than physical appearance. They look further and deeper than instant snaps. They can show a person's joy or their grief, their serious nature or their playful sense of humour.

A great portrait can reveal somebody's character. It can make the viewer feel like they know somebody they have never met, or bring to life somebody who died hundreds of years ago.

In fact, in 200 years from now historians could be using these selfies as a record of the 21st century. They might even put selfies in a museum like this!

Unit 10 Borussia Dortmund

Modern football is big business. Top players can earn hundreds of thousands of euros a week, and can be sold for over a hundred million euros.

The world's biggest clubs have revenue of around €400 million, and the Premier League – the world's biggest football league – earns almost €3 billion a year.

This money is attracting some of the world's richest individuals, and many clubs in England's Premier League, Spain's La Liga, Italy's Serie A and France's Ligue 1 are now owned by wealthy investors.

But the world's other top league – Germany's Bundesliga – is different.

Here clubs are controlled by their fans. This is because the Bundesliga has a 50 percent plus 1 rule, so the majority of the club must be owned by the supporters.

This means decisions are made for the benefit of the club rather than rich investors.

Take Borussia Dortmund, for example.

This club was founded in 1909, and is one of Germany's most successful football teams.

They have won the Bundesliga eight times, the German Football cup three times and the Champion's League once.

Recently they won the league in 2011 and 2012, got to the Champion's League final in 2013 and had four players in Germany's World Cup winning squad in 2014.

Over the last few years, they have been one of the best teams in the world, and this success has made them one of the richest, too.

But Dortmund's tickets are still affordable. The cheapest ticket price for this match is only around €16, and the most expensive is around €76.

This is compared to Chelsea, where the most expensive ticket costs over €100, Barcelona, where it is €300, or Real Madrid, where it is over €500.

It's no surprise then that the club has the highest average attendance in the world.

Almost 80,000 people come each week to see the black and yellows play, and the stadium is famous for its fantastic atmosphere. Dortmund fans are known all over the world for their passion and loyalty, and as they support the club, the club supports them, too.

They are involved in lots of community initiatives and play an important role in local youth teams. Most importantly, they work hard to achieve sporting success so the city and its people have something to be proud of.

And as long as the fans and the club continue to cooperate, it will enjoy success both on and off the pitch.

Unit 11 Cyber crime

Technology has always been used by criminals, and the internet – where people can operate anonymously all over the world – is the perfect tool. We now live in the age of cyber crime.

Cyber crime is fundamentally crime, but specifically using computers or the internet to deliver the attack.

This is Fraser Howard. He is a principal threat researcher at Sophos, one of the world's leading internet security firms.

Internet security is basically the steps taken to protect yourself from online attacks.

Internet security is necessary because criminals are targeting users, targeting businesses, looking to steal data in order to profit financially from internet attacks.

Today almost everybody has been a victim of some kind of cyber crime. But how exactly does it happen? Here, Fraser talks us through an example of cyber crime.

Most people today get infected as they're browsing the Web. So, as they're browsing around they come across a site, a real website, but one that might have been hacked by hackers in order to redirect their browser to somewhere bad; bad stuff happens and their machine gets infected. And that's what we have in this video here.

As the real webpage loads there's nothing that the user can see that tells them anything is going wrong. But as the page loads, in the background bad stuff is happening and their machine is becoming infected with malware.

So, after a second or so this application, calling itself Security Shield, is now installed on the system, and this is the malware. And it's going to run; it's going to tell them they have lots of problems on their system; and it's going to try, try to trick the user into paying for removal of these non-existent problems.

We can look at that exact attack from a geographical perspective to get a bit more idea of how it's constructed. We start off in the UK, which is where we're browsing the website from, and that first real site that we're browsing to is hosted on a server in Vancouver, Canada. As I said, this is a real site – a normal company site, but one that happens to have been hacked by hackers in order to redirect to somewhere bad. So, it causes your browser to redirect to a server in Russia. This server in Russia then bounces your browser onto another server, this time one in the United States.

How do Sophos combat attacks like this?

The thing you notice about an attack is there is a sequence of steps involved before the user actually gets infected: they browse the real website, they're redirected to another site, they're redirected again, before finally getting infected with the threat of the malware itself. So, our job at Sophos is to protect people from these attacks. So what we do is get visibility into how all these different attacks are working, understand all the different steps involved, such that we can publish the appropriate data and protect our customers from attacks like this by trying to take out all of the relevant steps involved.

But it isn't easy. Cyber crime is changing all the time.

One of the ways in which cyber crime is changing is the target, the actual data that the criminals are after is, is

changing in form. Rather than just being focused on information stored on a computer, we're now looking at information stored on mobile devices. There's a broader range of attacks that therefore become possible. And when we think about security and how we secure our information, we're not just looking at securing computers we're looking at securing our whole networks: our mobile phones, our tablets.

To respond to the changes in cyber crime and the types of attacks that the criminals are using internet security also has to continually adapt. And so internet security nowadays provides solutions that aren't just focused on your computer; they're focused on your entire business network or even your home network, across multiple devices, multiple computers.

In this ever-changing technological landscape, it is important that Fraser and his team stay one step ahead of the cyber criminals. This research means we can adapt to new threats, and we need to adapt in order to survive.

Unit 12 Starbucks

Starbucks is the biggest coffeehouse company in the world.

There are over 20,000 stores in around 65 different countries.

The company's growth has been remarkable and thanks to its innovative advertising campaign and aggressive marketing strategy, it now dominates the industry.

A recent survey said Starbucks was one of the best global brands in business, and its iconic logo is instantly recognisable to people across the planet. So, how did this happen?

Starbucks was started by three friends in Seattle in the north-east of the United States.

The original café opened here on Western Avenue in 1971.

Five years later, it moved to 1912 Pike Place Market and this store is still open today.

Over the next decade, Starbucks grew. And by 1986, there were six Starbucks cafés in Seattle.

In 1987 a former employee called Howard Schultz asked the original founders if they would sell the chain to him. They said they would, and the rest is history.

Schultz told his employees he had always wanted to combine the Italian café culture with Starbucks's excellent coffee beans and friendly service.

The idea was an instant success and the chain expanded rapidly.

In 1990 there were 84 stores; by 2000 there were 3,501 stores; and by 2010 there were 16,858.

This is the Starbucks Centre, the company's centre of operations. It has a reach that extends all over the globe.

But there have been criticisms of Starbucks's rapid expansion.

Some say that Starbucks have become too big and have an unfair advantage over smaller, local cafés.

Even Howard Schultz admitted that it might become a problem. He said he didn't want growth to change the company's culture. After all, this culture is an important part of the company's success.

Starbucks don't have a slogan, but they do promote a philosophy. They don't just sell coffee; they try to offer customers a complete experience. They want people to enjoy each store's welcoming atmosphere, friendly staff and ethically sourced ingredients.

And it's all of these things that have created one of the strongest coffee brands in the world.