# Unit 1 Men and Women's Prejudices

# **Lesson ONE** Are Women Different Now?



## Task 2 Expanding Your Vocabulary

1—C	2—Е	3—A	4—F	5—B	6—D	7—Н	8—G

# Audio Studio

# Clip 1

# Warm-up

1) Face greater pressure from work and other aspects of society; 2) Have to balance work and family; 3) Be unequally treated in workplace.

## Task 1 Note-taking

- 1) workplace; 2) general advancement; 3) too high; 4) feel inadequate; 5) faster than;
- 6) meet them; 7) more likely disappointed; 8) actual life.

# **Task 2 Dictation**

- 1) both compared to the past and relative to men
- 2) single parenthood
- 3) at the root of
- 4) change for the better
- 5) move into alignment with

#### **Script:**

Why aren't women happier these days? That's the question raised by a thought-provoking study, "The Paradox of Declining Female Happiness" released last month. The research showed that over the past 35 years women's happiness has declined, both compared to the past and relative to men even though, by most objective measures, the lives of women in the U.S. have improved in recent decades.

The research, by University of Pennsylvania economists Betsey Stevenson and Justin Wolfers, released by the National Bureau of Economic Research, found the decline in happiness to be pervasive among women across a variety of demographic groups. The researchers measured similar declines in happiness among women who were single parents and married

parents. They cast doubt on the hypothesis that trends in marriage and divorce, single parenthood or work/family balance are at the root of the happiness declines among women.

One theory for the decline in happiness is that expectations for workplace and general advancement were raised too high by the women's movement and women might feel inadequate for not having it all.

The researchers acknowledge that is a possibility. They think that If the women's movement raised women's expectations faster than society was able to meet them, the women would be more likely disappointed by their actual life experiences. But the researchers also add that things could change for the better, as women's expectations move into alignment with their experiences, this decline in happiness may reverse.

# **№** Clip 2

## Task 1 Note-taking

- 1) fewer and fewer differences; 2) more responsibility; 3) higher salaries;
- 4) exclusively male; 5)group discussions; 6) creative and practical; 7)male colleagues

# Task 2 True or False

	I	
1. F	2. F	3. T

#### **Script:**

Somehow the old male and female stereotypes no longer fit. Men and women in this country haven't been fulfilling their traditional roles for some time now. And there seem to be fewer and fewer differences between the sexes. For instance, even though more women than men are still homemakers without paying jobs, women have been taking over more responsibility in the business world, earning higher salaries than ever before and entering fields of work that used to be exclusively male areas. At office meetings and in group discussions, they might speak up more often, express stronger opinions and come up with more creative and practical ideas than their male colleagues. Several days ago, my 23-year-old daughter came to me with some important news. Not only had she found the highest paying job of her career, but she'd also accepted a date with the most charming man she'd ever met.

"Really?" I responded, "tell me about them."

"Receptionist in an attorney's office and a welder at a construction site." She answered in a matter-of-fact way. The interesting thing is my daughter's date is the receptionist and my daughter is the welder. The old stereotypes of men's and women's work have been changing more quickly than ever before, except perhaps in my own marriage.

"Who's going to mow the lawn?" I asked my husband this morning.

"Oh, I will," he answered politely. "That's men's work."

"What?" Irritated, I raised my voice. "That's a ridiculous stereotype. I'll show you who can do the best job on the lawn."

The work took 3 hours and I did it all myself.

# Follow-up

Traditional roles of men and women: 1) men, breadwinner of the family; women, homemaker of the family.

Present-day situation of men and women: 1) both men and women go out to work and support the family; 2) both share the housework.



## Task 1 Note-taking

1) falling 50 points behind; 2) stay away from; 3) more than 7 million; 4) gone; 5) math degrees

### **Task 2 Short Answer Questions**

1) The lack of women mathematicians, engineers and physicists; 2) A robot building course to the girls; 3) Hi-tech has.

#### **Script:**

#### **Gender Differences in Math**

Many teachers and parents have said it; it is sort of a thought ingrained in the American psyche that boys are better than girls at mathematics. But is it true? The lack of women mathematicians, engineers and physicists has often been cited as proof of a difference in the sexes in math performance. But today a team of researchers writing in the journal *Science* says the conventional wisdom is completely wrong. With our closer look, here is *ABC*'s Ned Potter.

"Oh, oh, look, look, we can do it."

Fifteen years ago, it was an issue that filled the headlines that by high school, girls were falling 50 points behind boys on the SAT college entrance exam. (It's the coefficient of A) Here's part of a story of ours from 1994.

"For anytime I see math, I just, I try and stay away from it."

But something's changed. This is Ramona; she was a baby when we did that first story. Now she is building robots in a special course of the New Jersey Institute of Technology. And she says she loves the stuff.

"What is it about math that you like?"

"The fact that I understand it so cruising like sometimes I don't have to study to actually get it. It just comes natural to me."

Researchers looked at test scores from more than 7 million kids grades 2 to 11, and whatever differences there used to be, they are now gone.

What's happened? Among other things, hi-tech has turned cool with everyone texting and downloading, and some people getting very rich.

"Plans need a gas called. . ."

And teachers have been reaching out aggressively to girls, urging them to get in on the action.

"500 points for you."

Being interested in science, engineering and technology is not, does not make you a geek, and as a matter of fact, it's the geeks who rule the world.

The result, for the first time girls are taking math as often as boys.

"I feel like I am learning a lot more this year."

We are not born knowing how to do calculus. And when girls take classes at the same rate as boys, we tend to get a narrowing of the gender gap. Most of America's engineers are still men, but that's changing. Half of the kids who go on to get math degrees are now female.

Ned Potter, ABC News, Newark, New Jersey.

# Lesson TWO Gender Equality Is Both Sexes' Issue

# @Lead-in

## Task 1 Reflecting on the Reading

- 1. Because women don't share the equal weight in business and social dimensions.
- 2. They won by competing with men fiercely at the expense of their own gender identity.
- 3. Women should build self-confidence; on the other hand, they should maintain their own gender identity and diversify their definition of success.
- 4. To change attitudes, especially to cultivate respect for each other is essential to achieve real gender equality.
- 5. The author intends to draw the public's attention to the fact that women still don't weigh much in business and social circles and advocates a change in perception of the opposite sex.

# Task 2 Expanding Your Vocabulary

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# • Audio Studio

# **№** Clip 1

# Warm-up

- 1) active, aggressive/quiet, gentle
- 2) rational/emotional
- 3) abstract/specific

### Task 1 Note-taking

- 1) society's expectation; 2) should behave; 3) social expectations;
- 4) over-inflating claims; 5) workplace leaders; 6) hindered;
- 7) caring and nurturing stereotype

#### Task 2 Dictation

- 1) alike; 2)personality; 3) cognitive ability; 4) psychological differences;
- 5) large and stable; 6) lower expectations; 7) self-confidence and performance

### **Script:**

#### Men may be from Venus, too.

Men and women might be on the same planetary wavelength after all. According to Psychologist Professor Janet Hyde at the University of Wisconsin, men and women are more alike than different in personality, communication, cognitive ability and leadership than is generally believed.

The studies looked at cognitive abilities, such as the ability to do mathematics, verbal and nonverbal communication, aggression, leadership, self-esteem, moral reasoning and motor behavior, such as throwing distance and found large gender differences in throwing distance, and attitudes about casual sex, and a moderate difference in aggression. But for most psychological characteristics, she found no differences between men and women.

Hyde found evidence that differences between men and women are linked to society's expectation of how they should behave. For instance, women smiled more than men when observed but this was not the case when they thought they were not being observed. Hyde says the findings provide strong evidence against the idea that psychological differences between men and women are "large and stable".

Besides the social expectations, over-inflating claims of differences between men and women can be damaging. After examining the gender differences in math performance in high school, Hyde revealed that it could be due to parents having lower expectations of their daughters' success in math and thus affecting her self-confidence and performance.

She also found women's success as workplace leaders can also be hindered if they go against the caring and nurturing stereotype.

So it's really amazing how people's perceptions of themselves and their own behaviors are in fact a reflection of assumptions and constructs in society.

# Clip 2

# Warm-up

- 1) UK
- 2) 25 years old
- 3) actress and model
- 4) portraying Hermoine Granger in the *Harry Potter* film series; also appearing in other films; modeling for Burberry and Lancome
- 5) visiting Bangladesh and Zambia to promote education for girls

# Task 1 Note-taking

- 1) synonymous
- 2) man-hating
- 3) has to stop
- 4) take a stand
- 5) join
- 6) in the fight for change

### Task 2 True or False

1. T	2. F	3. F
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### **Script:**

"Today we are launching a campaign called 'HeForShe'. I am reaching out to you because we need your help. We want to end gender inequality."

Emma Watson delivered a powerful speech about gender equality at the United Nations in NYC on Saturday. The actress, who serves as the UN Women Goodwill Ambassador, took the mic during the HeForShe campaign launch event. Emma said, "I was appointed six months ago, and the more I have spoken about feminism, the more I have realized that fighting for women's rights has too often become synonymous with man-hating, If there is one thing I know for certain, it is that this has to stop."

Emma made the speech personal, opening up about her experiences to explain how sexism affects both men and women. The eloquent actress called on men across the world to take a stand and join women in the fight for change, the chief goal of HeForShe. She said, "Men, I would like to take this opportunity to extend your formal invitation. Gender equality is your issue, too."



# Warm-up

- 1) 2010
- 2) UN entity
- 3) New York City, the United States
- 4) www.unwomen.org

# **Task 1** Short Answer Questions

- 1. No. No country can say that.
- 2. No, very few.
- 3. She made a famous speech about women's rights.
- 4. Less than 30 percent of the audience.
- 5. Not yet.

## Task 2 Note-taking

- 1) male counterparts
- 2) their own bodies
- 3) involved
- 4) policies and decisions
- 5) the same respect

## Task 3 Summary

- ♦ I think it is right that *I am paid the same as my male counterparts*.
- ♦ I think it is right that socially *I am afforded the same respect as men*.
- ♦ I am lucky to have these human rights because the people around me didn't regard me as inferior because I was a girl.
- ♦ Yet, statistically, very few women <u>have received the same rights that I have. In fact, no</u> country in the world has achieved gender equality.
- ♦ But, with less than 30% of the audience being male, *how can we effect change in the world?*
- ♦ Therefore, I'd like to invite men to join us because *gender equality is men's issue, too.*

### **Script:**

I am from Britain and think it is right that I am paid the same as my male counterparts. I think it is right that I should be able to make decisions about my own body. I think it is right that women be involved on my behalf in the policies and decisions that will affect my life. I think it is right that socially I am afforded the same respect as men. But sadly I can say that there is no one country in the world where all women can expect to receive these rights.

No country in the world can yet say that they have achieved gender equality.

These rights I consider to be human rights but I am one of the lucky ones. My life is a sheer privilege because my parents didn't love me less because I was born a daughter. My school did not limit me because I was a girl. My mentors didn't assume that I would go less far because I

might give birth to a child one day. These influences were the gender equality ambassadors that made me who I am today. They may not know it, but they are the inadvertent feminists who are changing the world today. And we need more of those. And if you still hate the word—it is not the word that is important. It is the idea and the ambition behind it because not all women have received the same rights that I have. In fact, statistically, very few have been.

In 1997, Hillary Clinton made a famous speech in Beijing about women's rights. Sadly many of the things she wanted to change are still true today.

But what stood out for me the most was that less than 30 per cent of the audience were male. How can we effect change in the world when only half of it is invited or feel welcome to participate in the conversation?

Men—I would like to take this opportunity to extend your formal invitation. Gender equality is your issue, too.

# Home Listening

- 1) laziness
- 2) self-centered
- 3) snowball effect
- 4) bankruptcy
- 5) diminishes
- 6) interact
- 7) compete for
- 8) figure the answer out
- 9) chivalry is about RESPECT
- 10) character and morality go hand in hand

# Unit 2 Challenges of Understanding a Culture

# Lesson ONE New Face of an Old Culture



## Task 1 Brainstorming

- 1. Visible part of a culture (outer layer) includes artifacts, products, language, food, architecture, style, rituals and behavior etc.
- 2. Invisible part of a culture (inner layer) includes values, norms and assumptions.
- 3. The invisible part of a culture is more stable and offers more challenges because it is fuzzy.

## Task 2 Expanding Your Vocabulary

1—D	2—F	3—A	4—C	5—E	6—B

# • Audio Studio

# Clip 1

# Warm-up

Factors leading to cultural evolutions include history, ecology (external environment of a culture such as climate etc.), technology, etc.

# Task 1 Note-taking

- 1) learn and pass on new information; 2) the physical environment; 3) climate;
- 4) agricultural suitability; 5) genetics.

### Task 2 Dictation

- 1) control mechanisms
- 2) instructions
- 3) learning style
- 4) compliance
- 5) innovation
- 6) to communicate or imitate the behavior

## **Script:**

Cultural learning, also called cultural transmission, is the way a group of people within a society or culture tend to learn and pass on new information. Learning styles are greatly influenced by how a culture socializes with its children and young people. Cross-cultural research in the past fifty years has primarily focused on differences between Eastern and Western cultures. Some scholars believe that cultural learning differences may be responses to the physical environment in the areas in which a culture was initially founded. These environmental differences include climate, migration patterns, war, and agricultural suitability. Cultural evolution, upon which cultural learning is built, is believed to be a product of only the past 10,000 years and to hold little connection to genetics. On the basis of cultural learning, people create, remember, and deal with ideas. They understand and apply specific systems of symbolic meaning. Cultures have been compared to sets of control mechanisms, plans, recipes, rules, or instructions. Cultural differences have been found in academic motivation, achievement, learning style, conformity, and compliance. Cultural learning is dependent on innovation, or the ability to create new responses to the environment and the ability to communicate or imitate the behavior of others.

# **№** Clip 2

	<u> </u>
	Real Name: Dana Ibrahim
3	<b>Age:</b> 18
	Location: UAE
	Height: 167.5 cm
	Eye Color: Brown
Noora: The Light	Hair Color: Brown
	Real Name: Abena Dagate
	Age: 24
9 3	Location: Ghana
	Height: 183 cm
	Eye Color: Brown
Musawwira: The Organizer	Hair Color: Black
	Real Name: Hope Mendoza
	Age: 21
6 6	Location: Philippines
	Height: 157 cm
	Eye Color: Hazel
Widad: The Loving	Hair Color: Brown

Win	Real Name: Miklos Szekelyhidi
	<b>Age:</b> 13
	Location: Hungary
	Height: 175 cm
	Eye Color: Green-blue
Jami: The Assembler	Hair Color: Dark brown
	Real Name: John Weller
	Age: 22
	Location: USA
	Height: 190 cm
	Eye Color: Brown
Darr: The Afflicter	Hair Color: Blonde

# Task 1 Note-taking

1) 99 countries; 2) Muslim; 3) Arabs; 4) evenly split; 5) collaborate; 6) use weapons; 7) the gifts; 8) a conscious choice; 9) define who you are; 10) proactive in choosing the backdrop; 11) positive elements; 12) global awareness

### Task 2 True or False

1. F	2. F	3. T
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### **Script:**

"Most people you meet know more about comics than I do," laughs Naif Al-Mutawa, creator of *The 99*, the world's first comic-book series whose superheroes are based on Islamic culture.

"Strength, honor, truth, mercy, invention, generosity, wisdom, tolerance—these are some of the superpowers possessed by my heroes," emphasizes Al-Mutawa. "No one hero has more than a single power, and no power is expressed to the degree that God possesses it," he adds. There are 99 young heroes from 99 countries, from all walks of life. All of them are Muslim, but not all are Arabs, and the number is almost evenly split between boys and girls. As Al-Mutawa explains, whenever these characters collaborate to solve problems, there is an implicit message of tolerance and acceptance, a theme central to the series.

Unlike many comic book heroes, the 99 do not use weapons. "They use the gifts they have within themselves," Al-Mutawa notes, adding that "The 99 is not about what kids shouldn't be doing. It's about learning how to use the power within them to make a difference."

Although the series is not religious, it aims to communicate Islamic virtues which are, as viewed by Dr. Al-Mutawa, universal in nature. "The 99 is all about making a conscious choice not to let others define who you are. It is about being proactive in choosing the backdrop against which you are to be judged. Islamic culture and Islamic heritage have a lot to be proud and joyful about. The 99 is about bringing those positive elements into global awareness. Now it does."



# Task 1 Note-taking

1) a new Arab TV channel; 2) young people to lead better lives; 3) a kinder, gentler face of Islam; 4) a comic book; 5) a theme park; 6) Islam from images of intolerance

## Task 2 True or False

1. T 2. F 3. F	
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# Task 3 Summary

- ♦ Shereen El Feki's lecture is about *pop culture in the Arab world*.
- ♦ To break the ice, she <u>holds up a naked Barbie doll and a fully-dressed Fulla doll for maximum contrast.</u>
- ♦ Those who believe in the theory of <u>a clash of civilizations</u> may <u>not feel that Barbie and Fulla can coexist</u>, but El Feki explains that <u>this has not been her experience in the Islamic world.</u>
- ♦ As a matter of fact, <u>Western inventions are altered and utilized in ways that are neither truly</u> Western nor traditionally Islamic.
- ♦ She gives two examples of this: <u>4Shbab, a channel that uses Islamic music videos to appeal to the young, and The 99, a comic book series about 99 superheroes who represent respectively an attribute of Allah. 4Shbab is summarized as a kinder, gentler face of Islam, and The 99 as a means of rescuing Islam from images of intolerance.</u>
- ♦ After pointing out <u>the term of Islamic cross-cultural hybridization</u>, El Feki concludes by claiming that <u>it is actually a very Islamic concept</u> because <u>Islam has always encouraged</u> borrowing and adapting from other civilizations.

#### **Script:**

#### Pop Culture in Arab World

Hello everyone. Because this is my first time at TED, I've decided to bring along an old friend to help break the ice a bit. Yes. That's right. This is Barbie. She's 50 years old. And she's looking as young as ever. But I'd also like to introduce you to what may be an unfamiliar face. This is Fulla. Fulla is the Arab world's answer to Barbie.

Now, according to the proponents of the clash of civilizations, Barbie and Fulla occupy these completely separate spheres. They have different interests. They have divergent values. And should they ever come in contact ... well, I've got to tell you, it's just not going to be pretty.

My experience, however, in the Islamic world is very different. Where I work, in the Arab region, people are busy taking up Western innovations and changing them into things which are neither conventionally Western, nor are they traditionally Islamic. I want to show you two examples. The first is 4Shbab. It means "for youth" and it's a new Arab TV channel.

(Video): Video clips from across the globe. The USA.

I am not afraid to stand alone

I am not afraid to stand alone, if Allah is by my side

I am not afraid to stand alone

Everything will be all right

I am not afraid to stand alone

The Arab world.

(Music)

(Urdu)

Shereen El Feki: 4Shbab has been dubbed Islamic MTV. Its creator, who is an Egyptian TV producer called Ahmed AbouHaïba, wants young people to be inspired by Islam to lead better lives. He reckons the best way to get that message across is to use the enormously popular medium of music videos.

In the world of 4Shbab, it's not about bump and grind. But it's not about fire and brimstone either. Its videos are intended to show a kinder, gentler face of Islam, for young people to deal with life's challenges.

Now, my second example is for a slightly younger crowd. And it's called "The 99." Now, these are the world's first Islamic superheroes. They were created by a Kuwaiti psychologist called Nayef Al Mutawa. And his desire is to rescue Islam from images of intolerance, all in a child-friendly format. "The 99," the characters are meant to embody the 99 attributes of Allah, justice, wisdom, mercy, among others. So, for example, there is the character of Noora. She is meant to have the power to look inside people and see the good and bad in everyone. Another character called Jami has the ability to create fantastic inventions.

Now, "The 99" is not just a comic book. It's now a theme park. There is an animated series in the works. And by this time next year the likes of Superman and Wonder Woman will have joined forces with "The 99" to beat injustice wherever they find it.

"The 99" and 4Shbab are just two of many examples of this sort of Islamic cross-cultural hybridization. We're not talking here about a clash of civilizations. Nor is it some sort of indistinguishable mash. I'd like to think of it as a mesh of civilizations, in which the strands of different cultures are intertwined.

Now, while 4Shbab and "The 99" may look new and shiny, there is actually a very long tradition of this. Throughout its history, Islam has borrowed and adapted from other civilizations both ancient and modern. After all it's the Quran which encourages us to do this. "We made you into nations and tribes so that you could learn from one another." And to my mind, those are pretty wise words, no matter what your creed. Thank you.

# **L**esson TWO Danger of a Single Story



# Task 1 Reflecting on the Reading

- 1. Ten years ago, the Middle East was one of those few places where parents and children enjoyed the same music, but today Arab youth is keen on the music representing their own generation.
- 2. To meet the thirst among the young for something new that shows the modern Arab world, reflecting their true lives and the future.
- 3. Rotana makes much of its money through the constant stream of mobile phone messages from its young viewers that runs along the bottom of the screen. Rotana can earn this money because young people take the messages as a way to escape their family structure and actually meet people in different countries and connect with them.
- 4. He takes it as a perfect example to illustrate the Arab video culture's infatuation with surface gloss.
- 5. Some in the West see them as a sign that the Middle East is becoming more democratic, but Mr. Battah takes it as a misconception.

## Task 2 Expanding Your Vocabulary

	1—D	2—С	3—F	4—A	5—В	6—E
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# • Audio Studio

# **№** Clip 1

### Task 1Note-taking

- 1) gangster; 2) appropriate; 3) outfit; 4) fitting T-shirt; 5) Honors-level; 6) black;
- 7) rock, pop &techno; 8) colorblind

### Task 2 Dictation

- 1) pointed and laughed at
- 2) my fly was open
- 3) was stuck in my teeth
- 4) why is a black person taking honors
- 5) an unsettling shade of brown

### **Script:**

#### **Stereotypes: Being Content with Myself**

Why don't you act black? Since my middle school years, I've been asked this question more than any other. It seems to me that too many people have what society programs into their brains, what should be expected of me, a black person, before ever interacting with me. But I believe in being who I am, not who others want me to be.

On my first day of high school, going into maths class, two of my classmates pointed and laughed at me. I initially thought my fly was open, or that something was stuck in my teeth. But as I took my seat, I heard one of the students whisper, why is a black person taking honors? So my fly wasn't open. An honors-level class had simply been joined by a student whose skin was an unsettling shade of brown.

Many people think that my clothes should be big enough for me to live in, or expect me to listen exclusively to black music. In seventh grade, a group of my peers fixed their cold stares on my outfit. Cargo shorts and a plain, fitting T-shirt. They called out to me, go get some gangster clothes, white boy.

I am now in my junior year of high school. I still take all of the honors courses. My wardrobe still consists solely of clothes that are appropriate to my proportions. My music library spans from rock to pop to techno, and almost everything in between. When it comes to choosing my friends, I am still colorblind. I continue to do my best work in school in order to reach my goals. And yet, when I look in the mirror, I still see skin of that same shade of brown.

My skin color has done nothing to change my personality, and my personality has done nothing to change my skin color.

I believe in being myself. I believe that I — not any stereotype — should define who I am and what actions I take in life.

# Clip 2

# Task 1 Note-taking

1) his family was very poor; 2) yams and rice, and our old clothes; 3) have nothing; 4) enormous pity; 5) a beautifully patterned basket; 6) startled; 7) how poor they were; 8) as anything else but poor.

## Task 2 Dictation

1) in pencil with crayon illustrations; 2) obligated to read; 3) despite the fact; 4) never been outside; 5) as was the norm

#### **Script:**

#### The Danger of a Single Story (Part I)

I'm a storyteller. And I would like to tell you a few personal stories about what I'd like to call "the danger of the single story."

I was an early writer. And when I began to write stories in pencil with crayon illustrations that my poor mother was obligated to read, I wrote exactly the kinds of stories I was reading. All my characters were white and blue-eyed. They played in the snow. They ate apples. Now, this despite the fact that I lived in Nigeria. I had never been outside Nigeria. We didn't have snow. We ate mangoes.

I come from a conventional, middle-class Nigerian family. And so we had, as was the norm, live-in domestic help, who would often come from nearby rural villages. So the year I turned

eight we got a new house boy. His name was Fide. The only thing my mother told us about him was that his family was very poor. My mother sent yams and rice, and our old clothes, to his family. And when I didn't finish my dinner my mother would say, "Finish your food! Don't you know? People like Fide's family have nothing." So I felt enormous pity for Fide's family.

Then one Saturday we went to his village to visit. And his mother showed us a beautifully patterned basket, made of dyed raffia, that his brother had made. I was startled. It had not occurred to me that anybody in his family could actually make something. All I had heard about them is how poor they were, so that it had become impossible for me to see them as anything else but poor. Their poverty was my single story of them.

## Follow-up

Stereotypes are the result of ignorance and intolerance of people. They are serious barriers of effective cross-cultural communication.



## Task 1 Note-taking

1) English is Nigeria's official language; 2) my tape of Mariah Carey; 3) I did not know how to use a stove; 4) beautiful landscapes, beautiful animals, and incomprehensible people; 5) to be saved by a kind, white foreigner.

## **Task 2** Short Answer Questions

- 1. A kind of pity.
- 2. Very happy. (or Full of laughter and love.)
- 3. Because of inadequate healthcare.
- 4. They are incomplete.
- 5. By rejecting the single story.

# Task 3 Summary

- ❖ In her speech the speaker demonstrates <u>the danger of a single story with a few personal</u> <u>stories.</u>
- ♦ She begins with <u>her experience of being an early writer</u>, and continues with <u>the story about</u> <u>Fide's family. Since all she heard about them is how poor they were, a single story of poverty is made of them.</u>
- ♦ After shown *a beautiful basket made by this family*, she realizes *the existence of a single story about another person*.
- ♦ Years later, <u>her American roommate's ignorance of Africans</u> reminds her of <u>the existence of</u>

#### a single story about another culture.

- ♦ After spending some years in the U.S. as an African, she gradually understands <u>how these</u> stereotypes are formed.
- ♦ By <u>supplying the many stories that define her own identity</u>, the speaker arrives at her conclusion that <u>the problem with stereotypes is not that they are untrue</u>, <u>but that they are incomplete</u>.

### **Script:**

#### The Danger of A Single Story (Part II)

Years later, I thought about this when I left Nigeria to go to university in the United States. I was 19. My American roommate was shocked by me. She asked where I had learned to speak English so well, and was confused when I said that Nigeria happened to have English as its official language. She asked if she could listen to what she called my "tribal music", and was consequently very disappointed when I produced my tape of Mariah Carey. She assumed that I did not know how to use a stove.

What struck me was this: She had felt sorry for me even before she saw me. Her default position toward me, as an African, was a kind of patronizing, well-meaning, pity. My roommate had a single story of Africa. A single story of catastrophe. In this single story there was no possibility of Africans being similar to her, in any way. No possibility of feelings more complex than pity. No possibility of a connection as human equals.

So after I had spent some years in the U.S. as an African, I began to understand my roommate's response to me. If I had not grown up in Nigeria, and if all I knew about Africa were from popular images, I too would think that Africa was a place of beautiful landscapes, beautiful animals, and incomprehensible people, fighting senseless wars, dying of poverty and AIDS, unable to speak for themselves, and waiting to be saved, by a kind, white foreigner. I would see Africans in the same way that I, as a child, had seen Fide's family.

When I learned, some years ago, that writers were expected to have had really unhappy childhoods to be successful, I began to think about how I could invent horrible things my parents had done to me. But the truth is that I had a very happy childhood, full of laughter and love, in a very close-knit family. But I also had grandfathers who died in refugee camps. My cousin Polle died because he could not get adequate healthcare. One of my closest friends, Okoloma, died in a plane crash because our fire trucks did not have water. I grew up under repressive military governments that devalued education, so that sometimes my parents were not paid their salaries. And so, as a child, I saw jam disappear from the breakfast table, then margarine disappeared, then bread became too expensive, then milk became rationed. And most of all, a kind of normalized political fear invaded our lives.

All of these stories make me who I am. But to insist on only these negative stories is to flatten my experience, and to overlook the many other stories that formed me. The single story creates stereotypes. And the problem with stereotypes is not that they are untrue, but that they are incomplete.

Stories matter. Many stories matter. Stories have been used to dispossess and to malign. But stories can also be used to empower, and to humanize. Stories can break the dignity of a people. But stories can also repair that broken dignity.

I would like to end with this thought: That when we reject the single story, when we realize that there is never a single story about any place, we regain a kind of paradise. Thank you.

# **B**Home Listening

- 1) a way to make you feel good
- 2) maybe it might mean oh your sweater is nice
- 3) what the meaning
- 4) "your sweater is nice"
- 5) no other possible meaning
- 6) making conversation
- 7) giving your compliment
- 8) handed me a package
- 9) I almost fainted
- 10) there is a difference in our culture, there is a difference in our language

# **Unit 3 Copyright**

# **Lesson ONE** Chasing Copyright Pirates

### **△Lead-in**

## Task 2 Expanding Your Vocabulary

1. B 2. D 3. F 4. E 5. A 6. C

# • Audio Studio

# Clip 1

# Warm-up

### Task 1 Sound Club

1) string 2) amount 3) claims 4) partially 5) consulting 6) regular 7) double 8) around

### Task 2 Dictation

1. released 2. handle 3. mainland 4. alternative

### **Script:**

The recent blockbuster *Avatar* is one among a string of new movies to come out during a period being called the "3D renaissance". But has the 3D format cut down on the amount of movie piracy as Hollywood hopes? It doesn't look like it.

"While Hollywood claims 3D movies will slow piracy, they are only partially right," said Chris Chinnock, president of a U.S.-based marketing research and consulting firm. He said if pirates try to use a regular video camcorder to record 3D films, it would result in the images coming back in double. However, those with knowledge of video equipment can get around the 3D deterrent, he said.

Chinnock's assessment seems to hold true. More than a week before *Avatar* was set for its China release; copies of it were shelved in pirated DVD shops throughout Beijing.

He also speculated that the lack of impact on the pirate market might be because the film was also released in 2D. The problem with releasing a film strictly in 3D is that many theaters, in both the U.S. and China, are not equipped to handle the new technology. China has roughly 200 mainland theaters equipped to show 3D films. Less availability for movie-goers means more devious minds finding alternative ways to watch blockbusters.

# **○** Clip 2

#### Task 1 Dictation

- 1) historic 2) online 3) warning 4) industry 5) significant 6) first
- 7) role 8) illegal

# **Task 2** Short Answer Questions

- 1. Only one in twenty songs.
- 2. 6.5 million people.
- 3. The UK's Open Rights Group.
- 4. A legal option.
- 5. Workable systems of copyright.

#### Script

In what appears to be a historic about-face, Britain's six biggest Internet Service Providers or ISPs have agreed to join the fight against online piracy, sending letters to those suspected of illegally downloading files, warning them to stop or else. For the BPI which represents Britain's recording music industry, this day has been a long time in coming. Matt Phillips is BPI's Director of Communications.

"This is an incredibly significant development, and we should make no bones about that. And what we've seen for the first time is that Internet Service Providers have recognized that they have a role to play and indeed a responsibility to tackle the massive shared problem of illegal file-sharing."

The BPI estimates that only one in twenty songs downloaded in the UK is done so through legitimate services, and that up to 6.5 million people in Britain regularly share files illegally. But some like the UK's Open Rights Group argue a government-led crackdown is the wrong way to go about fighting piracy.

"What I think industry is missing here is a real opportunity to get the majority of people, I mean, 80% of teenagers who download online, told a survey last month that they'd much rather have a legal option. And the industry needs to get that on the table right now."

The UK's Culture Secretary is unrepentant for the government's tough stands.

"I cannot stand by while, you know, we see value wiped off our creative industries. If they are gonna be successful in the future as we want them to be, they have to be critically underpinned by workable systems of copyright."

# Follow-up

Legitimate version: better quality, better after-sales service, for collection Pirated version: cheap, faster release, used only once



## Task 1 Note-taking

- A) leading centers of copyright piracy
- B) a public more interested in cheap products
- C) collect evidence and file a complaint
- D) toughen anti-piracy laws
- E) but it doesn't sell
- F) on the front burner of
- G) this issue is not solved forthwith

# **Task 2** Short Answer Questions

- 1. InfoDisk.
- 2. Over 750 million dollars a year.
- 3. They will reexamine their investments in Taiwan.
- 4. Because under Taiwan law, piracy is not considered a "public crime".
- 5. They have marched to demand action.

### **Script:**

#### **Anchor**

The Motion Picture Association of America, which represents Hollywood's major studios, has put aside 150,000 US dollars to reward informers whose tips lead to raids on DVD factories in Asia. But as Mike Chanoi reports in this week's "Look at the Business of Film", movie piracy still runs rampant in Asia.

#### Mike Chanoi, CNN correspondent

At a plant near Taipei, InfoDisk is pumping out CDs and DVDs, tens of millions of them. The company is the largest legitimate producer of such products in Taiwan. Its major clients – MGM and Warner Bros. But these days, the label "Made in Taiwan" has acquired a new meaning. The island has become one of Asia's leading centers of copyright piracy. A huge underground trade fueled by organized crime, ineffective government and a public more interested in cheap products than legal ones. Chu Yen Ping is one of Taiwan's leading movie directors.

#### **Chu Yen Ping**

"We work hard to shoot a film," he says, "but it doesn't sell because the pirates get there first."

#### Mike

By some estimates, legitimate sales account for barely half of all the movies and music available in Taiwan. The rest is pirated. Even greater quantities of fake goods are exported, to markets from Southeast Asia to South America. The loss, just for American entertainment companies, is believed to be over 750 million dollars a year.

#### Richard Vuylsteke, American Chamber of Commerce

This is on the front burner of our agenda. And I think a lot of companies will be reexamining their investments in this part of the world, if in fact this issue is not solved forthwith.

#### Mike

Night markets like these are at the center of the trade, which thrives in part, because under Taiwan law piracy isn't considered a quote, public crime. That is, police are powerless to seize fakes and arrest those involved, unless the copyright holders collect evidence and file a complaint. That job falls to men like these. Private investigators for the Motion Picture Association, who wanted their identities disguised for their own safety. "It's dangerous work," says one investigator. "These criminal organizations have guns and knives. If you get in their way, you could be attacked."

#### Mike

The situation is so bad that top Asian movie and music stars have marched to demand action. The US government, which has placed Taiwan on a copyright piracy watch list, has also stepped up the pressure.

#### Lu Wen-Hsiang

Piracy is not something we can wipe out overnight, we have to do it gradually.

#### Mike

But with losses and complaints mounting almost as fast as legitimate manufacturers turn out discs, the Taiwan legislature now looks set to toughen anti-piracy laws. The critics though, are waiting to see the results. Mike Chanoi, CNN, Taipei.

# Lesson Two Copyright Management



## Task 1 Reflecting on the Reading

- 1. Copyright is a legal term describing rights given to creators for their literary and artistic works. / Copyright is protection provided by law to the authors/creators of "original works of authorship" expressed in any tangible medium.
- 2. Three requirements must be met, i.e. fixation, originality and minimal creativity.
- 3. 50 years after the creator's death.
- 4. The main purpose is to help increase access to and enhance the enjoyment of culture, knowledge and entertainment all over the world.
- 5. Dissemination of works via the Internet.

### Task 2 Expanding Your Vocabulary

1. B 2. C 3. A 4. E 5. F 6. D

# Audio Studio

# **№** Clip 1

# Warm-up

- 1. People especially young people begin to like to read digital versions of books from their cell phone, iPad, and other portable devices.
- 2. To fight against digital piracy, publishers usually postpone the release of digital copies, appoint exclusive reading device, and confine the format of digital copies.

## Task 1 Note-taking

- 1) blockbuster
- 2) bookselling
- 3) more
- 4) editions
- 5) sites
- 6) spreading
- 7) theft
- 8) increasingly

## **Task 2 Short Answer Questions**

- 1. Over 100,000 times.
- 2. Electronic reading devices (such as Amazon's Kindle and the Sony Reader).
- 3. It considers copyright protection to be of paramount importance.

#### **Script:**

When Dan Brown's blockbuster novel *The Lost Symbol* hit stores in September, it may have offered a peek at the future of bookselling.

On Amazon.com, the book sold more digital copies for the Kindle e-reader in its first few days than hardback editions. However, less than 24 hours after its release, pirated digital copies of the novel were found on file-sharing sites like Rapidshare. Within days, it had been downloaded for free more than 100,000 times.

Digital piracy, long confined to music and movies, is spreading to books. And as electronic reading devices such as Amazon's Kindle and the Sony Reader boost demand for e-books, experts say the problem may only get worse. Digital theft may pose a big headache in 2010 for the slumping publishing industry, which relies increasingly on electronic reading devices and e-books to stimulate sales.

Piracy is a serious issue for publishers. The company that publishes Stephenie Meyer's wildly

popular "Twilight" teen-vampire series says it "considers copyright protection to be of paramount importance."

# Clip 2

# Warm-up

- 1) portable, no need of any bookshelf, easy to acquire and delete, lasting longer...
- 2) difficult to realize, possible dispute on copyright, good to preserve the classics, ...

## Task 1 Sound Club

For <u>five years</u>, <u>users</u> have been able to <u>read classic books</u> that are out of <u>copyright</u> along with <u>shorter previews</u> of <u>more recent titles</u>. But then <u>Google started to scan</u> the <u>full text of millions of books</u> that are out of <u>print</u> but are <u>still in copyright</u>.

## Task 2 Note-taking

- 1) a \$125 million settlement
- 2) authors and the rights agency
- 3) opt out of the service
- 4) more access and easy access
- 5) until 70 years

#### **Script:**

Google wants to be the repository of all of the world's information. For five years, users have been able to read classic books that are out of copyright along with shorter previews of more recent titles. But then Google started to scan the full text of millions of books that are out of print but are still in copyright. After a lawsuit in the U.S., it has agreed to a \$125 million settlement, sharing sales of books with authors and the rights agency to settle copyright disputes and giving authors just until last Friday to opt out of the service.

Now Google wants to bring this model to Europe, today telling a European commission hearing that they want to give new life to old works.

### Santiago De La Mora, Director, Google Book Partnerships

"Win for the authors and publishers who are able to showcase their content, win for us because we're satisfying our users and of course from the user point of view, much more access, easy access to the world's information and our universal heritage."

But Google's U.S. model might not work across the ponds. There, all books published before 1923 are outside copyright, but in Europe books remain in copyright until 70 years after the death of the author.



## Task 1 Note-taking

- 1) charts
- 2) processional
- 3) advertising
- 4) parodied
- 5) ecosystem

## **Task 2 Short Answer Questions**

- 1. Over 40 million.
- 2. Number four.
- 3. To end domestic violence.
- 4. YouTube's Content ID system.
- 5. Progressive rights management and new technology.

## Task 3 Summary

- ♦ The speaker first shared a story of <u>Chris Brown's video "Forever".</u>
- ♦ It first had its <u>day in the sun and then dropped off the charts.</u>
- ♦ Later a couple used the song <u>as the background music to their wedding processional and uploaded the video to YouTube.</u>
- ♦ Instead of blocking, Sony <u>allowed the video to occur, put advertising against it and linked</u> from it to iTunes.
- ♦ So the song, <u>18 months old</u>, went back to number four on the iTunes charts.
- ♦ Sony *generated revenue* from both of these.
- → The couple who became popular because of the little video also used this opportunity to make a difference.
- ♦ They inspired <u>over 26,000 dollars in donations to end domestic violence.</u>
- ♦ And NBC further parodied *the wedding video on its season finale of "The Office"*.
- ♦ So it's truly an ecosystem of culture with amateurs and big studios borrowing ideas from each other.
- → The speaker then introduced YouTube's <u>Content ID</u> system <u>which helps to address different</u> claims to the same video with different ownership.
- ♦ The rights owners can <u>make the choice how their content is used.</u>
- ♦ Simple blocking is not rational. A progressive rights management can <u>help to increase</u> revenue, impression, and most of all, joy.

### **Script:**

#### Margaret Stewart, YouTube's Head of User Experience

Now, what do we do when we find a match? Well, most rights owners, instead of blocking, will allow the copy to be published. And then they benefit through the exposure, advertising, and linked sales.

Remember Chris Brown's video, "Forever"? Well, it had its day in the sun and then it dropped off the charts. And that looked like the end of the story. But sometime last year, a young couple got married. This is their wedding video. You may have seen it. What's amazing about this is, if the processional of the wedding was this much fun, can you imagine how much fun the reception must have been? I mean, who are these people? I totally want to go to that wedding.

So their little wedding video went on to get over 40 million views. And instead of Sony blocking, they allowed the upload to occur. And they put advertising against it and linked from it to iTunes. And the song, 18 months old, went back to number four on the iTunes charts. So Sony is generating revenue from both of these.

And Jill and Kevin, the happy couple, well they came back from their honeymoon and found their video had gone crazy viral. And they've ended up on a bunch of talk shows. And they used it as an opportunity to make a difference. The video has inspired over 26,000 dollars in donations to end domestic violence.

And the "JK Wedding Dance" became so popular that NBC parodied it on the season finale of "The Office", which just goes to show, it's truly an ecosystem of culture. Because it's not just amateurs borrowing from big studios, but sometimes big studios borrowing back. By empowering choice, we can create a culture of opportunity. And all it took to change things around was to allow for choice through rights identification.

So why has no one ever solved this problem before? It's because it's a big problem, and it's complicated and messy. It's not uncommon for a single video to have multiple rights owners. There's musical labels. There's multiple music publishers. And each of these can vary by country. And there's lots of cases where we have more than one work mashed together. So we have to manage many claims to the same video.

YouTube's Content ID system addresses all of these cases. But the system only works through the participation of rights owners. If you have content that others are uploading to YouTube, you should register in the Content ID system, and then you'll have the choice about how your content is used. And think carefully about the policies that you attach to that content. By simply blocking all reuse, you'll miss out on new art forms, new audiences, new distribution channels and new revenue streams. But it's not just about dollars and impressions. Just look at all the joy that was spread through progressive rights management and new technology. I think we can all agree that joy is definitely an idea worth spreading.

Thank you.



- 2) latest
- 3) bargain
- 4) estimates
- 5) unique
- 6) populations
- 7) illegal
- 8) basing
- 9) the Indian market
- 10) by raising awareness

# **Unit 4 Language and Economy**

# Lesson ONE To Win the Chinese Market



# Task 2 Expanding Your Vocabulary

1—C	2—Е	3—A	4—F	5—D	6—B

# Audio Studio

# **№** Clip 1

## Warm-up

1) Really good products; 2) Competitive prices; 3) Awareness of Chinese culture

# Task 1 Note-taking

1) relationships; 2) personal contacts and relationships; 3) ally; 4) cultural problems; 5) 'face'; 6) criticize or insult someone

### Task 2 Dictation

- 1) 20
- 2) 10%
- 3) electronic
- 4) companies
- 5) business
- 6) tips

## **Script:**

China has changed enormously over the last 20 years. Its economy has been growing at 10% a year. Today, 80% of the world's electronic goods are made in China. As a result, more and more Western companies want to do business in China. But how easy is it for a westerner to do business there? Here are some tips from the British Embassy in Beijing.

Build relationships. In the west, it's usual to do business first, and then see if a relationship is

possible. In China, it's the opposite. You need to build a relationship before you can do business. This leads to the idea of *guanxi*. *Guanxi* means using personal contacts and relationships to do business, and westerners need to understand how real and strong this is in China.

It can also be useful to find a reliable Chinese ally to work with you. He or she will be able to help with language or cultural problems and will also be able to understand Chinese body language.

You must remember to respect "face". Face means having high status with your peers. "Face" can be lost, given or earned. Never criticize or insult someone in front of others, as losing face will make it impossible to make a deal. On the other hand, if you praise someone by saying good things about him or her, then he or she will gain face, but be careful not to do it too much.

# ₩ Clip 2

## Task 1 Note-taking

1) filleted and packed; 2) whole; 3) on ice; 4) two ways; 5) display live fish; 6) lower prices; 7) from the coast

#### Task 2 True or False

#### **Script:**

#### Jean-Luc Chereau (President of Carrefour China)

When I am in San Francisco and I visit a store, the fish is filleted and packed; it's dead. When I am in France, the fish is dead but it's whole; it's on ice. I can see its eyes and see if it's fresh or not. Each place has its own way of selling fish.

If you are in China, you have two ways of selling fish. The first is to display live fish. When we entered Taiwan, we went to the fresh markets in Taipei and Kaohsiung to see what kind of products they had, how they were displayed, and how customers bought those products. Carrefour decided to adopt this fresh-market style and to display the same products at lower prices in a better, cleaner environment. And we were very, very successful. Now, on the mainland, the first image customers get when they enter a Carrefour store is fresh products. When customers are in the fresh area, they recognize the fresh market they're accustomed to. And now most of our competitors are following Carrefour in this way.

But there is another method we neglected when we moved away from the coast: frozen fish. Why would frozen fish be important in China? Because the distance between the area where they have fresh fish and the stores in middle and western China is so vast that customers are more confident of frozen fish than of unfrozen dead fish, even if fresh. So we changed our product offering and we saw a 30 to 40 percent increase in fish sales throughout China.

# Follow-up

Great threats: fight for market share; compete for talents; win customer loyalty Great opportunities: bring new ideas; stimulate competition; explore diversified needs



### Task 1 Note-taking

- 1) a huge market with 1.3 billion people there;
- 2) if you are going to be in a second or even in a third tier city;
- 3) the corporate life there;
- 4) the most cosmopolitan, the most advanced, and the most international;
- 5) Mandarin Chinese;
- 6) a small entrepreneur, building everything from the ground up.

#### Task 2 True or False

1. F	2. F	3. F
	=	*

### **Script:**

#### Pauline Chiou, Anchor, CNN Hong Kong

A lot of people look at China as a huge market with 1.3 billion people there. But in your book, you actually say don't look at China as one market. What do you mean by that?

#### Sam Goodman, Author of the book "Where East Eats West"

Well, again, like you said, China is a huge market. Geographically speaking, it's bigger than Europe. So most people would not think of going, this is my Europe strategy, in order to come in, and we're going to just succeed in this way. You got to understand that China, again, as a vast country has its own nuances. So if you are going to be targeting your market in Shanghai, it's going to be very different than if you are going to be in a second or even in a third tier city. And of course, there's gonna to be differences in terms of whether it is in the north or in the south, or in the west, or in the east, or again, in the first tier, second tier cities, which, if you don't know the differences between the first and second tier cities, you need to do some more homework to understand that.

#### Pauline

Tell us a little bit more about first tier cities and second tier cities, what are they and what is corporate life like in those different tiers.

#### Sam

Okay, that's a big question. Let's see. First tier cities would be, I guess, what you used to call the most cosmopolitan, the most advanced if you will, the most international. Beijing, Shanghai, Guangzhou are considered first tier cities. Those are the ones where you'll see the most number of Western brands. And of course, in that sense, if you are a small entrepreneur, that's where you

are gonna find the most amount of competition. So if you are doing business from a corporate setting, a lot of the people tend to be in these first tier cities. And of course, now they are expanding into the second tier cities, and some of them are even venturing into the third tier cities. I personally think that the most challenging aspect and therefore the most opportunities are going to be in your second and third tier cities. And you need to understand as a westerner coming to China, that the way of doing business from a corporate setting in the first tier city is going to be very similar to what you are gonna see on the international stage. But as soon as you step out of the corporate setting and go into a second or third tier city, that's where it becomes much more the wild wild west in the East.

#### **Pauline**

And if you are in that wild wild west of the East, how severely disadvantaged are you if you do not speak Mandarin Chinese? You yourself are fluent, so I imagine that's very helpful. But if you are a westerner wanting to go into that second or third tier city, do you really need to learn Mandarin Chinese?

#### Sam

Well, I guess the best way I can explain this is when you're thinking of a language, it's really a tool to communicate. And the more tools that you have that you can use in your utility belt, the more chance you have of actually succeeding. Is it critical? That's difficult to say. If you are going to be a CEO coming into a second or third tier city, then I would have to say it's not necessary to have the language. But if you are a small entrepreneur, you are gonna be building everything from the ground up, not having a language is certainly gonna make it a lot more challenging.

# Lesson TWO To Learn Language for a Better Future



## Task 1 Reflecting on the Reading

- 1. Because most people wanting to learn the ins and outs of doing business in China neither want to nor have the time to read an encyclopedia on the subject.
- 2. People who have never done business in a foreign country before and seek to start one in China.
- 3. No, never. He started his business of a chain of cafes while he studied in BLCU.
- 4. Yes. He writes on how to avoid offending one's new friends and colleagues, and he also tackles how to break down the basics of "face", "guanxi", etc. in China.
- 5. Yes. His book is now part of the MBA curriculum in business schools at several U. S. colleges and universities.

# Task 2 Expanding Your Vocabulary

1—C	1—C			4—F	5—D	6—E
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# Audio Studio

# Clip 1

# Warm-up

- 1) Zhang Yimou; Red Sorghum (Hong Gao Liang)
- 2) Feng Xiaogang; Dream Factory (Jia Fang Yi Fang)
- 3) Ang Lee; Brokeback Mountain (Duan Bei Shan)
- 4) Txui Hark; The Flying Swords of Dragon Gate (Long Men Fei Jia)

## Task 1 Note-taking

- 1) four times more than; 2) influential; 3) ripple out; 4) staple;
- 5) local television coverage; 6) resonates with; 7) unreasonable

#### Task 2 Sound Club

- 1) anniversary
- 2) Taiwanese equivalent
- 3) selecting winners
- 4) Best Feature Film

#### **Script:**

The Golden Horse Awards anniversary is the Taiwanese equivalent of the Oscars, and Lee will be a juror selecting winners in 22 categories, ranging from Best Feature Film to Best Action Choreography.

Ang Lee was asked about Hollywood's relative indifference to the Golden Horse event, and if there is anything the organizer should change to raise its profile.

"We don't have to. The Chinese-speaking people is probably four times more than the English-speaking people. So I think, as long as we are influential in the Chinese speaking world, I think it will prevail, it will ripple out. I think, in 10 years of time, maybe our market will be bigger than the Hollywood market, so it just comes naturally. I think it's important that we keep doing it; we sustain it and we believe in it. It will have the ups and downs, but eventually, I think, it will get picked up."

While the Golden Horse event is a staple for Asian film fans, with glitzy local television coverage and legions of screaming fans blanketing the award venue to get a close look at their favorite stars, it has little impact outside the region.

To help promote the event this year, the two-time Oscar-winning director will head the jury of the 2013 Golden Horse Awards.

However he says it is always a difficult job to judge a film:

"I think the hardest part is the pressure of making the decision. You make a film because it's something that cannot be described with just words — you need lights and effects. The aim is to create something that resonates with the audience. So, for judges to debate, and choose a 'best film,' that act itself is unreasonable. I feel a lot of pressure, especially with so many good films up for contention this year."

# Clip 2

# Warm-up

- 1) enhance the public awareness; ensure the implementation of relevant laws;...
- 2) educational efforts in various forms
- 3) help organize health campaigns in daily life

# Task 1 Note-taking

- 1) Children and Youth Affairs
- 2) a duty of care
- 3) can you exercise
- 4) an informed choice
- 5) reputation

## **Task 2 Dictation**

- 1) ban; 2) continuing; 3) pushing; 4) replace; 5) cause; 6) standing; 7) branding; 8) sold;
- 9) started; 10) target

### **Script:**

Ireland was the first country in the world to ban smoking in workplaces and therefore most public spaces. The health minister there is continuing what he calls a war against the tobacco industry. He's pushing through laws to replace cigarette cartons with plain packaging and gruesome images of the damage smoking can cause, following Australia's example two years ago. Now while opinion polls show public support, Ireland's business lobby has reacted angrily to these plans, saying they threaten the country's reputation. The BBC's Diarmaid Fleming has been finding out why.

#### **Diarmaid Fleming, BBC Journalist**

"Here in Ireland you won't see any advertisement for cigarettes anywhere and even in the shop I'm standing in the only branding you can see is on the packets in which they're sold. It's that packaging which is the centre of a battle between the country's minister for Children and Youth Affairs, Dr James Reilly and a wide business alliance rallying around the tobacco industry. Dr Reilly accuses the industry of deliberately targeting young people to get them hooked early on cigarettes, an accusation it denies."

### Dr James Reilly, Minister for Children and Youth Affairs, Ireland

"It's clear from the packaging and it's clear from surveys done that show 78% of smokers started under the age of 18, that they target our children. We have a duty of care to our children above all others. That's why we need this legislation to protect them from ever becoming addicted. And one of the key points I make is that what choice can you exercise after the age of 18 if you've already been addicted to the cigarettes before you are old enough to make an informed choice?"



# Warm-up

- 1) One sound may have four tones.
- 2) One character may contain many strokes, which should be written in a certain order.
- 3) Idioms are closely related to Chinese culture and history, which learners are not familiar with.

## **Task 1** Short Answer Questions

- 1. For what was then a small Chinese community.
- 2. To read and write a simple letter.
- 3. To study in the Far East and have great careers with the language skill.
- 4. They complain that writing and pronouncing Chinese words is rather difficult.
- 5. They enjoy learning about the Chinese culture.

### Task 2 Note-taking

- 1) Chinese etiquette and simple conversation
- 2) an exotic rarity
- 3) it becomes easier
- 4) a direct impact on
- 5) offering bursaries to
- 6) symbolize different things

## Task 3 Summary

- ♦ The Chinese school in Pretoria was established in 1934 to <u>cater for a small Chinese</u> <u>community then.</u>
- ♦ And now it has developed very quickly with <u>China's economic growth and its huge</u> investment in South Africa.

- ♦ <u>Students learn to count to 10 at the very beginning</u>, and graduate to Chinese etiquette and simple conversation.
- ♦ By the time they get to high school, the kids can <u>read and write simple sentences in</u> <u>Mandarin.</u>
- ♦ Many kids feel difficulties in writing and pronouncing Chinese words, while <u>they enjoy</u> <u>learning about culture.</u>
- ♦ Besides children, some adults have also become mandarin enthusiasts.
- ♦ With big companies offering bursaries to children with Mandarin background, <u>Mandarin</u> learning could be the smartest investment these kids make.

### **Script:**

They start at the very beginning, counting to 10. As they get bigger, they graduate to Chinese etiquette and simple conversation.

By the time they get to high school, these South African kids can read and write simple sentences in Mandarin.

- ---- Do you find Mandarin difficult?
- ---- Well, at first, yes, but then, over the years, I've been here for three years, then it becomes easier as you go along.
  - ---- So how would you say, Mum, what's for supper tonight in mandarin?
  - ---- 额······妈妈······Oh no, yeah.妈妈,什么

Well, for something, they still need a little help from their teacher.

---- Oh, yeah, 饭, yeah.

The Chinese school in Pretoria was established in 1934 to cater for what was then a small Chinese community living in South Africa. Today, it has morphed into a picture-perfect postcard of Nelson Mandela's Rainbow Nation.

"What they should be able to achieve is to read and write a simple letter."

School director Seew Hau says China's economic growth and its huge investments in Africa have had a direct impact on the school.

"We know of companies, big companies offering bursaries to children if they had a Mandarin background."

And it's not just the children who have become mandarin enthusiasts.

"I can say I love you which is 我爱你. That's mandarin. And obviously I can also greet, 早安."

Philisiwe Ngoetjana is confident to her decision to bring her son and daughter to the school will one day pay off.

"They could go to the Far East, they can study there. And China is investing all over the world and in Africa particularly, so they can have great careers with that skill."

- ---- 好, 个子
- ---- Body, body
- ---- 对, 高了

While many of the kids complain that writing and pronouncing Chinese words is rather difficult, they enjoy learning about the culture.

"For Chinese New Year, for example, a lot of things symbolize different things. Noodles symbolize something: the longer the noodle the longer your life."

Last year, China-Africa trade exceeded \$100 billion, mainly to feed China's appetite for African commodities.

And while learning Mandarin is still something of an exotic rarity in South Africa, it could be the smartest investment these kids make.

Nkepile Mabuse, CNN, Pretoria, South Africa.

# Home Listening

- 1) busiest
- 2) launches
- 3) emerging
- 4) promotions
- 5) medium
- 6) Forbidden
- 7) barely
- 8) consumption
- 9) but if the environment is good and the coffee is not bad
- 10) present themselves as modern Chinese in a public setting

# **Unit 5 Business Ethics**

# Lesson ONE Does Business Ethics Pay?



### Task 2 Expanding Your Vocabulary

1—0		2—Е	3—В	4—D	5—A	6—F
	-		-	. –		~ -

# Audio Studio

# **№** Clip 1

# Warm-up

1) market responsibility; 2) environment commitment; 3) integrity

## Task 1 Dictation

- 1) conduct or ethical code
- 2) give guidance to employees
- 3) only general guidelines
- 4) large manuals
- 5) a huge variety of situations

# Task 2 Note-taking

1) 10 short; 2) employees should let values guide their actions in all cases; 3) if something seems wrong, it should be addressed directly; 4) speaking-up policy; 5) lengthy document; 6) 16 pages; 7) four; 8) integrity; 9) performance excellence; 10) how to avoid conflicts of interest and how to safeguard company information

### **Script:**

A code of ethics, also called a code of conduct or ethical code, sets out the company's values, ethics, objectives and responsibilities. A well-written code of ethics should also give guidance to employees on how to deal with certain ethical situations. Some codes are short,

setting out only general guidelines, and others are large manuals, encompassing a huge variety of situations. Kraft and Verizon are two examples of a code of ethics for business.

#### Kraft

The Kraft code of ethics contains just 10 short rules of ethical behavior that all employees must follow. The introduction to the Kraft code of ethics suggests that employees should let values guide their actions in all cases. The code also stresses that if something seems wrong, it should be addressed directly. The code includes a speaking-up policy that requires employees to speak up if they are aware of any violations of the code, even those they have committed themselves. Major rules include: Make food that is safe to eat; market responsibly; treat people fairly; respect the free market; compete fairly; respect the environment; deal honesty with the government; keep honest books and records; never trade on inside information.

#### Verizon

The Verizon code of ethics is a lengthy document that contains four short core values, followed by 16 pages of specific rules and guidelines to follow in certain situations. The core values are integrity, respect, performance excellence and accountability. The specific guidelines cover situations, such as how to deal with workplace violence and alcohol use. They also cover areas of integrity and fairness, such as how to avoid conflicts of interest and how to safeguard company information.

## **○** Clip 2

# Warm-up

1) practice business ethics; 2) abide by code of ethical conduct; 3) ask for information disclosure; 4) watch dog; 5) regulation nurturing

# Task 1 Note-taking

1) trustful; 2) easy to recognize; 3) clear documents; 4) clear, precise and professional; 5) misrepresent or misinterpret; 6) community involved; 7) responsible community contributor; 8) accounting control; 9) respectful; 10) the utmost of respect // profession respect and courtesy.

### Task 2 True or False

1. T	2. F	3. F
------	------	------

#### **Script:**

In the research study, "Does Business Ethics Pay?" by The Institute of Business Ethics, it was found that companies displaying a "clear commitment to ethical conduct" consistently outperform companies that do not display ethical conduct. The following five principles of admirable business ethics deserve to be considered as an important insight for companies striving for long-term success and growth.

- 1. Be Trustful: Recognize that customers want to do business with a company they can trust; when trust is at the core of a company, it's easy to recognize.
- 2. Have Clear Documents: Re-evaluate all print materials including business advertising, brochures, and other business documents making sure they are clear, precise and professional. Most important, make sure they do not misrepresent or misinterpret.
- 3. Become Community Involved: Remain involved in community-related issues and activities, thereby demonstrating that your business is a responsible community contributor.
- 4. Maintain Accounting Control: Take a hands-on approach to accounting and record keeping, not only as a means of gaining a better feel for the progress of your company, but as a resource for any "questionable" activities.
- 5. Be Respectful: Treat others with the utmost of respect. Regardless of differences, positions, titles, ages, or other types of distinctions, always treat others with professional respect and courtesy.



# Warm-up

Products: 1) Paracetamol; 2) band-aid; 3) baby lotion

Company: Johnson & Johnson

With more than 100 years of history, Johnson & Johnson (JNJ) is the world's most broadly based healthcare company discovering, developing, and manufacturing consumer health, pharmaceuticals, and medical devices and diagnostics products. With over 250 operating companies, Johnson & Johnson has approximately 114,000 employees in 57 countries and markets its products throughout the world. It has been ranked among the top of the global Most Admired Companies by *Fortune* for years.

# Task 1 Note-taking

- 1) who you are, how we act and conduct ourselves day to day.
- 2) gain the trust of our customers and our stake holders both internal and external
- 3) core of everything Johnson & Johnson stands for
- 4) any different from the integrity in society as a whole
- 5) we have nothing
- 6) sets up apart from our competition
- 7) every employee's
- 8) establish that level of trust with our customers

### Task 2 Dictation

1) with an airline; 2) allow yourself to crash a plane; 3) is denting you.

### **Script:**

#### **Passion for Integrity**

#### **Our Responsibility**

- **Cliff Holland**: To me, passion for integrity describes who you are, how we act and conduct ourselves day to day. ... has always been a company where the people are committed to ethical behavior.
- **Karen Licitra**: For me, ethics and integrity are really the foundation of our credo values. They really represent ... um, I think the, the, um, ... the actions that each of us take in order to gain the trust of our customers and our stake holders both internal and external to Johnson & Johnson.
- **Alex Gorsky**: Ethics and credo are absolutely the core of everything Johnson & Johnson stands for. When you think about healthcare, compliance, privacy compliance, they are all critical parts of the ethical foundation of our company.
- **Jane Griffiths**: Integrity in a pharmaceutical industry should be any different from the integrity in society as a whole.
- **Paul Stoffels MD**: We are dealing with healthcare; we are dealing with life, with patients every day. And that's why for us integrity is one of the most important things in our business.

#### **Our Opportunity**

- Jesse Wu: In driving our mission, we interact with healthcare professionals like pediatrician (小儿科医生), dermatologist (皮肤科医生) and dentist on the daily basis, for the expert advice or through R&D collaborations. We must ensure that all of our interactions with these professionals adhere to the core value embodied in our credo.
- **Michael Del Prado**: We need to be proud of the things that we do. We need to be proud of the decisions that we make. We need to make sure that this trust mark that we have inherited from my previous leaders, are even, is even made stronger through our actions and decisions.
- **Paul Stoffels MD**: And it's like with an airline. And if you're an airline, you can't allow yourself to crash a plane every year Although 90 percent of the flights you do are correct, the one flight you miss is denting you as a company. And that's what is happening today.
- **Jane Griffiths**: ... We could and here we need to go an extra step because we have to almost overly demonstrate that we are honest, that we are trustworthy, everything we do passes that red-face test we often talk about.
- **Paul Stoffels MD**: So that's why for us as an organization we have to be 100 percent perfect in compliance.

### **Our Legacy**

**Michael Del Prado**: One of our new leadership imperative is to deliver. It not only what we deliver, and delivering resource, financial resource consistently. It's how we deliver. And

that's where integrity comes in.

Jane Griffiths: And sometimes because we need to establish that level of trust with our customers, we have to be even more cognizant of how we come across and we, we have integrity in everything that we do.

**Karen Licitra**: And the fact that we set a high bar for both the ethics and integrity that we expect from our employees, I think, is what makes Johnson & Johnson successful. Um, and I think it's what sets up a apart from our competition.

**Cliff Holland**: Without integrity, without reputation, we have nothing.

**Alex Gorsky**: And when you think about even more the critical of our future and protecting our reputation, and very importantly they're every employee's responsibility.

# **Lesson TWO** Business Fraud

# @Lead-in

### Task 1 Reflecting on the Reading

- 1. The issue of marketing to children over the lure of toys as an inducement to buy Happy Meals.
- 2. To fire Ronald McDonald, to stop marketing to children and to address directly the relationship of fast food to obesity.
- 3. Because Ronald is not only the symbol to families dealing with sick and dying children, but also the brand of the company, signifying the food and fun atmosphere to eat it in.
- 4. Obesity, youth violence, sexualization, underage drinking and smoking, excessive materialism and the erosion of creativity
- 5. Because kids take things literally and media characters play a big role in their lives. They don't understand persuasive intent until they are eight years old; and the brain's capacity for judgment isn't developed until their 20s which makes them very vulnerable as marketing targets.

# Task 2 Expanding Your Vocabulary

1—C 2—A	3—F	4—E	5—B	6—D	
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Clip 1

# Warm-up

- 1) obesity // overweight, heart disease, etc.
- 2) high in calories
- 3) fat, saturated fat, salt
- 4) sugar

### Task 1 Note-taking

- 1) catching heat; 2) stay away from fast food; 3) becoming overweight; 4) staple foods;
- 5) unhealthy category; 6) how to eat healthy at a fast food restaurant; 7) taken entirely out of context; 8) respected third parties.

### **Task 2 Sound Club**

- 1) allotted just \$20
- 2) getting out of holiday debts
- 3) what to tip
- 4) out of touch

### **Script:**

### McDonald's Website: Fast Food Unhealthy

An internal McDonald's website that offers information to its employees is catching heat again. This time it's basically telling its employees to stay away from fast food, saying fast food is typically high in calories, fat, saturated fat, sugar and salt and puts people at risk of becoming overweight. There is even a picture of an unhealthy choice versus a healthy choice and McDonald's very own staple foods are in an unhealthy category, meaning the burger, the fries and the Soda. The site also gives some tips on how to eat healthy at a fast food restaurant. In a statement, McDonald's says portions of this website continue to be taken entirely out of context. This website provides useful information from respected third parties, meaning an outside company, about many topics, and McDonald's says it agrees with this advice. But this isn't the first time that website has gotten people talking. In other installments, there has been a financial planning guy, which allotted just \$20 for health insurance and no money for food. Its advice for getting out of holiday debts included getting a second job. And it even offered a holiday etiquette guide on what to tip the pool boy, the au pair and the masseuse. That left many thinking that McDonald's is out of touch with its employees, since most make minimum wage.

# **№** Clip 2

- 1) gutter oil
- 2) genetically modified organism (GMO) corn

3) adding melamine to milk powder

## Task 1 Note-taking

- 1) the substitution or dilution
- 2) up a dramatic 60%
- 3) a profit motive
- 4) food costs
- 5) oil price
- 6) replacing key ingredients with something cheaper
- 7) harsh punishment
- 8) yanking misbranded product from shelves

# **Task 2 Dictation**

- 1) milk powder; 2)the death of at least six children; 3) passed off; 4)a third of;
- 5) mislabeled.

### **Script:**

#### Food Fraud on the Rise

This is where it all begins: more ingredients will eventually make their way onto trucks into factories and onto our tables. But how can we be sure the ingredients we read on the labels' outside are exactly what's inside?

The unfortunate thing about food fraud in the US is we just don't know how much of it is happening. Consumers really have no way of knowing unless the worst happens: someone gets sick.

According to the US Pharmacopeial Convention on non-profit watchdog, food fraud, the substitution or dilution of food ingredients listed on labels is up a dramatic 60% in the last year alone.

A lot of that has to do with the economics of food and really it is driven by a profit motive.

As food costs climb steadily around the world from draught and higher oil prices, experts say it appears some suppliers are more willing to cut costs by replacing key ingredients with something cheaper.

Basically, the instrument just shines light up.

Detection devices here at PerkinElmer use light reflectance to see if food has been adulterated before it hits the shelves.

We're gonna do a little bit of a taste test.

I decided to see if I would distinguish real pomegranate juice from a version that had been diluted with the cheaper ingredient like pear juice.

I'm gonna guess this is the real one.

I happened to be right. But what if I had no reference point? And what if the substituted ingredient was potentially harmful?

These food companies are really worried about the next melamine. What's the next unknown?

In 2008, Chinese suppliers were caught adding melamine to milk powder. The contamination led to the death of at least six children in China. In March, authorities in Europe uncovered horse meat being passed off as beef. And conservation group Oceana recently published a study showing that a third of seafood worldwide is mislabeled.

It's quite easy to dilute something and have it snuck through.

But the FDA says it's dealing out harsh punishment for food fraud. That could mean legal action or yanking misbranded product from shelves.

The worst thing for a food company is to have their brand associated with fraud or safety issues.

They may not know that the product that they are adding to the food is dangerous for consumers. Unfortunately, that kind of ignorance can have a very high cost.

Zane Usher, CNN, New York.



# Warm-up

Sunscreens have been assigned Sun Protection Factor (SPF) vales by the U.S. Food and Drug Administration (FDA) since 1978. SPF is a number that refers to the sunscreen product's ability to black UVB radiation. This number does not show the blockade against ultraviolet UVA radiation. Sunscreen products with SPFs of 2 to 50 are currently available. A sunscreen product with a SPF of 15 will protect your skin 15 times longer from UVB than if you did not have sunscreen applied. It is recommended that sunscreens be reapplied after swimming or perspiring.

### Task 1 Note-taking

1) those super-high SPF numbers; 2) the more money; 3) misleading marketing ploy; 4) double the protection; 5) 1% more; 6) make a real difference; 7) SPF 50 protects you any better; 8) a 30-50+2. 9) better protection; 10) only hurt consumers; 11) ban the skyhigh SPFs on labels; 12) SPF 50+; 13) misleading; 14) reapply; 15) reapply every two hours

### **Task 2 Dictation**

- 1) not part of that dialogue
- 2) the area
- 3) That scientific door I have not opened

### Task 3 Summary

♦ National Investigators Correspondent Jeff Rossen investigated the truth behind those

### super-high SPF numbers.

- ♦ According to his research, the general situation with sunscreen is <u>the higher the SPF is, the</u> more money they charge you.
- ♦ But experts say those ultra-high SPF numbers are misleading marketing ploy, because buy SPF 100 instead of SPF 50, you may think you're getting double the protection, but you're actually only getting 1% more, which doctors say doesn't make a real difference.
- ♦ FDA agrees *there is no evidence anything over SPF 50 protects you any better.*
- ♦ However, the sunscreen companies insist that <u>the higher SPFs do work better and can offer</u> <u>better protection</u>, and that <u>setting a limit on the label</u>, they say, would only hurt consumers.
- ♦ But the FDA isn't convinced, and <u>is proposing new rules that would ban the skyhigh SPFs</u> on labels. The limit would be SPF 50+.
- ❖ In addition, experts also claim that those big promises of waterproof and ultra sweat-proof are also misleading, because they make you think you don't have to reapply. As a result they suggest that you have to reapply every two hours, even more often if you go into the pool, or into the water.

### **Script:**

#### Rossen Reports: Are sunscreen labels misleading you?

Back at 7:41 this morning on Rossen Reports a day at the beach. And the sunscreen that was supposed to protect you. But what's the truth behind those super-high SPF numbers? Today National Investigators Correspondent Jeff Rossen is here with more. Jeff, good morning.

Hey, Will, good morning. You just told me you're going to the beach this weekend and a lot of shower, that means you will be going to the store, like a lot of us, shopping for sunscreen. And it's confusing, SPF 70,80,100, I saw SPF 110 the other day. And the higher you go, in many cases, the more money they charge you. But some doctors say the sunscreen companies are misleading you and they know it.

It's another hot one at the beach, the sun bathers are out, so are the kids. And everywhere you turn, someone slathering on the sunscreen.

"We believe that the higher the number the more protection we'll get."

"We want to buy the very best for your kids."

"The highest number."

"The highest number, the sweat-proof, the water-proof."

But hang on, some doctors call those ultra-high SPF numbers a misleading marketing ploy. Buy SPF 100 instead of SPF 50, you may think you're getting double the protection, but you're actually only getting 1% more, which, doctors say, doesn't make a real difference. And the FDA agrees there is no evidence anything over SPF 50 protects you any better. But yet the SPF 70s, 80s, 100, even 110 often cost you more at the store.

"I tell my patients SPF over 50 is useless, save your money and stick with the 30-50+."

Yet, the sunscreen companies continue making it and selling it. "It provides the highest average SPF." Some of the products are even marketed for kids.

"Isn't that deceptive?"

"I think as a consumer you make the choice based on what you feel you need."

We went straight to the industry group representing the sunscreen companies.

"Have you seen evidence that anything over SPF 50+ gives you better protection?"

"Because we are not part of that dialogue, that's not an area that I have gotten into, because there's..."

"You are in the industry, you're sitting here representing the industry."

"That's true."

"Have you seen any science that shows that anything over SPF 50+ better protects you?"

"That scientific door I have not opened, because there is a debate going on."

Some companies like Neutrogena and Banana Boat say the higher SPFs do work better and can offer better protection. Setting a limit on the label, they say would only hurt consumers. But the FDA isn't convinced, now proposing new rules that would ban the skyhigh SPFs on labels. The limit would be SPF 50+. That's it. And the FDA isn't done yet, those big promises of waterproof and ultra sweat-proof, while experts say they are misleading too, making you think you don't have to reapply.

"Waterproof and sweat-proof are not true. If you go in the water and you swim in the ocean or pool and you come out, you've lost that sunscreen."

And that will burn you.

Confusing labels, pricier SPFs, what's a beach lover to do?

"You're gonna buy the highest number and one that says waterproof and one that says this is the very best, sir. They kind of play on your emotions as a Mom."

By the way, not every company is coming out against that proposed SPF limits. Sunscreen giant Coppertone told us it will go along with whatever the FDA wants, as for those buzz words we just mentioned, waterproof and sweat-proof, they have now been banned. The sunscreen companies have to change all their labels by the end of the year. Unfortunately, that's a time for next summer, not this summer.

Jeff, this is really frustrating for those of us who spend vast portions of our summer moving up with kids. Let me ask you though the highest SPF, is there any harm in putting those on?

The harm, doctors say, is that when you put on these highest SPFs, you sort of have this false sense of security that you are covered all day, you don't have to reapply. And the truth, the matter is you have to reapply, doctors say, every two hours, even more often if you go are going into the pool, or into the water.

Jeff Rossen, good information. Thanks so much, Jeff.

# **■** Home Listening

- 1) ethical values
- 2) immorality
- 3) gender imbalance
- 4) Doing well and doing good
- 5) acting more ethically
- 6) job descriptions
- 7) job responsibilities

# Unit 6 Psychological Health

# **Lesson ONE** What is Depression?



# **Task 2 Expanding Your Vocabulary**

1—D 2—E 3—A 4—B 5—F 6—C

# Audio Studio

# **№** Clip 1

# Task 1 Note-taking

- 1) depression, grief, and sadness
- 2) reactive
- 3) sadness
- 4) grief
- 5) far too slight a cause
- 6) relatively mild depression
- 7) utterly disabled by it
- 8) terribly severe depression
- 9) good lives in the interstices
- 10) more resilient

### Task 2 Dictation

- 1) incredibly unhappy
- 2) deeply sad
- 3) functioning a little better
- 4) grief
- 5) a catastrophic loss
- 6) barely function at all
- 7) a depression

### **Script:**

There are three things people tend to confuse: depression, grief and sadness. Grief is explicitly

reactive. If you have a loss and you feel incredibly unhappy, and then, six months later, you are still deeply sad, but you're functioning a little better, it's probably grief, and it will probably ultimately resolve itself in some measure. If you experience a catastrophic loss, and you feel terrible, and six months later you can barely function at all, then it's probably a depression that was triggered by the catastrophic circumstances. The trajectory tells us a great deal. People think of depression as being just sadness. It's much, much too much sadness, much too much grief at far too slight a cause.

As I set out to understand depression, and to interview people who had experienced it, I found that there were people who seemed on the surface to have what sounded like relatively mild depression who were nonetheless utterly disabled by it. And there were other people who had what sounded as they described it like terribly severe depression who nonetheless had good lives in the interstices between their depressive episodes. And I set out to find out what it is that causes some people to be more resilient than other people. What are the mechanisms that allow people to survive? And I went out and I interviewed person after person who was suffering with depression.

# Clip 2

## Task 1 Note-taking

- 1) hope and optimism
- 2) deeply unhappy, insecure and fundamentally frightened
- 3) it started humming to myself
- 4) the voice had arrived.

### Task 2 True or False

1. F	2. T	3. F

#### **Script:**

The day I left home for the first time to go to university was a bright day brimming with hope and optimism. I'd done well at school. Expectations for me were high, and I gleefully entered the student life of lectures, parties and traffic cone theft.

Now appearances, of course, can be deceptive, and to an extent, this feisty, energetic persona of lecture-going and traffic cone stealing was a veneer, albeit a very well-crafted and convincing one. Underneath, I was actually deeply unhappy, insecure and fundamentally frightened — frightened of other people, of the future, of failure and of the emptiness that I felt was within me. But I was skilled at hiding it, and from the outside appeared to be someone with everything to hope for and aspire to. This fantasy of invulnerability was so complete that I even deceived myself, and as the first semester ended and the second began, there was no way that anyone could have predicted what was just about to happen.

I was leaving a seminar when it started, humming to myself, fumbling with my bag just as I'd done a hundred times before, when suddenly I heard a voice calmly observe, "She is leaving the room."

I looked around, and there was no one there, but the clarity and decisiveness of the comment was unmistakable. Shaken, I left my books on the stairs and hurried home, and there it was again. "She is opening the door."

This was the beginning. The voice had arrived. And the voice persisted, days and then weeks of it, on and on, narrating everything I did in the third person.



### Task 1 Note-taking

- 1) on an elevator to go to hell
- 2) want to do anything
- 3) disability worldwide
- 4) mental health professionals
- 5) Anybody
- 6) a kind of mood disorders
- 7) unipolar depression and bipolar depression
- 8) controversy
- 9) in boys than in girls.
- 10) are more likely to get depression

## **Task 2 Short Answer Questions**

- 1) Those with a strong family history of depression or those that have a previous depressive episode.
- 2) Bipolar depression has not only a down phase, but an up phase of mania as well.
- 3) The rate of depression might be increasing and the age onset might be getting lower.

## Task 3 Summary

Depression is the leading cause of disability worldwide and the No.1 reason people seek help from mental health professionals. Anybody can suffer from depression. In nature, depression is one of several mood disorders that affect a large number of people. Unipolar depression patients feel down into depression while bipolar patients have not only a down phase but also an up phase of mania. Some controversial evidence shows that the rate of depression might be increasing and the age onset might be getting lower. Before puberty boys are more likely to get depression than girls, but after puberty there is a reverse trend.

### **Script:**

**Patient:** I feel like I'm on an elevator to hell. And I would just go down, and I would go inside myself, and not talk, not want to watch TV, not want to do anything, and eventually I'd go to a sleeping mode. And that was just kind of relieving myself of the feelings that I was having.

**Narrator:** Depression, the leading cause of disability worldwide, and the No.1 reason people seek help from mental health professionals.

Andrew: Now, have you noticed your mood change in the last couple of weeks?

Patient: Yes.

**Andrew:** There is no way of predicting who's going to get depressed. It's clear that if somebody has a strong family history of depression or if somebody has a previous depressive episode there're increased risks. Anybody – from the highest functioning corporative executives to somebody who is laboring day to day on the construction site – anybody can suffer from a depressive episode.

**Narrator:** Depression is one of several mood disorders that affect significant portions of the human population.

**Michael:** There is unipolar major depression. Unipolar means one pole that you go down into this very deep depression, compared to bipolar disorder, which has not only a down phase, but an up phase of mania as well.

**Elaine:** There has always been some controversy in estimating the prevalence of mood disorders, particularly depression. There is some evidence, though it's controversial, that the rate of depression might be increasing. In particular, there're some data to indicate that the age onset of depression might be getting lower.

**Andrew:** Before puberty depression is actually more common in boys than is in girls. And right around puberty it switches so that adolescent girls start to be more vulnerable to depression than adolescent boys. And that gender difference that females are more likely to have depression than males persist throughout the rest of life.

# **Lesson TWO** To Be Happy



## Task 1 Reflecting on the Reading

- 1. One group of them developed severe performance problems and health issues over the next few years; the other group remained healthy, enthusiastic and performed well at work.
- 2. It is possible to learn these attitudes of dealing with stress.
- 3. A happy disposition is one of the better predictors of health.
- 4. The former were much more likely to be happily married with fewer divorces and to have a greater sense of well-being and health.
- 5. The ability to express one's emotions and share them with others.

## Task 2 Expanding Your Vocabulary

1—B 2—F 3—A 4—C 5—D 6—E

# Audio Studio

# **№** Clip 1

### Task 1 Note-taking

- 1) happiness is contagious
- 2) may also be healthy
- 3) 22% less likely
- 4) have a heart attack
- 5) suffer from symptoms of heart disease
- 6) your mental health
- 7) your physical health

### Task 2 Dictation

- 1) better insight
- 2) interact with their patients
- 3) eventually shift
- 4) stay in their routine

### Script:

It is said that happiness is contagious. The supporting evidence is everywhere: from the streets of Rio during Carnival to more obscure celebrations elsewhere in the world. But long-term happiness may also be healthy. New York researcher Dr. Karina Davidson certainly thinks so.

Dr. Davidson is a lead researcher in a 10-year study of more than 1,700 healthy men and women. The study revealed that people who are happy and content with their lives are 22% less likely than unhappy people to have a heart attack or suffer from symptoms of heart disease.

Maintaining happy is surely protective of your mental health and this observational study is one of the first studies to show it may also protect your physical health. It is the first to show an independent relationship between positive emotions and coronary heart disease. But Dr. Davidson stresses that more work and clinical trials are needed before any treatment recommendations can be made. She says, though, that the study is the first step in providing doctors better insight about how to interact with their patients. The study may eventually shift healthcare providers to thinking about how they can help patients make sure that the things that make them happy stay in their routine.

# **№** Clip 2

### Task 1 Note-taking

- 1. We want happiness more than anything else.
- 2. Our lives have improved dramatically, but we have not gotten happier.
- 3. Debates still remain unresolved.
- 4. Demographic factors do not have a strong effect on happiness. / The differences in happiness are small.

### **Task 2 Short Answer Questions**

- 1) Happiness is the end towards which all other things aim.
- 2) Because progress have not delivered big benefits in terms of happiness.
- 3) Things like income, education, gender and marriage

### **Script:**

So, people want a lot of things out of life, but I think, more than anything else, they want happiness. Aristotle called happiness "the chief good," the end towards which all other things aim. According to this view, the reason we want a big house or a nice car or a good job isn't that these things are intrinsically valuable. It's that we expect them to bring us happiness.

Now in the last 50 years, we Americans have gotten a lot of the things that we want. We're richer. We live longer. We have access to technology that would have seemed like science fiction just a few years ago. The paradox of happiness is that even though the objective conditions of our lives have improved dramatically, we haven't actually gotten any happier.

Maybe because these conventional notions of progress haven't delivered big benefits in terms of happiness, there's been an increased interest in recent years in happiness itself. People have been debating the causes of happiness for a really long time, in fact for thousands of years, but it seems like many of those debates remain unresolved. Well, as with many other domains in life, I think the scientific method has the potential to answer this question. In fact, in the last few years, there's been an explosion in research on happiness. For example, we've learned a lot about its demographics, how things like income and education, gender and marriage relate to it. But one of the puzzles this has revealed is that factors like these don't seem to have a particularly strong effect. Yes, it's better to make more money rather than less, or to graduate from college instead of dropping out, but the differences in happiness tend to be small.



### Task 1 Note-taking

- 1) your diet
- 2) clear proteins
- 3) sugar
- 4) avoid salty foods
- 5) do exercises
- 6) learn to say no and delegate;
- 7) get a massage
- 8) at least 20 minutes 3 times a week
- 9) take some time to yourself
- 10) your relationship with spouse

### **Task 2 Short Answer Questions**

- 1. Because at different stages of life, people are dealing with different stresses.
- 2. Working very hard and raising young children or getting pregnant.
- 3. Because women are trained to be sort of pleasing.
- 4. Being the sandwich generation and their raging hormones level.
- 5. Because they not only have to care for their kids but take care of aging parents.

### Task 3 Summary

At different ages, people are facing different life situations that can trigger off the blues. However, there are ways to combat the stresses and be happy at any age. People in their 30s are experiencing a very stressful time because they have to work very hard and raise young children or get pregnant. To combat the possible blues, Dr. Roshini suggests that they should watch their diet, do exercise, learn to say no, or get a massage. People in the 40s are called sandwich generation because they not only have to care for their kids but take care of aging parents. Dr. Roshini suggests that they should do some cardio exercise, take some time to themselves and focus on the relationship with their spouse.

#### **Script:**

**Al:** Are there actually different things that trigger off the blues and depression depending on your age?

**Doctor Roshini:** Sure, because at different ages, we are going through different stages of our life, we're dealing with different stresses and there're different ways you can combat it at every age.

**Al:** Ok. So let's start with the 30s. Wha...Wha...What are the triggers that get us going and and, and wha...what... what can you do to combat that?

**Doctor Roshini:** Well, that's a time of intense stress, because a lot of people are really gearing up their careers, so they're working very hard, you know, women are often raising young children at this time or getting pregnant, and these can be very stressful times. So it can be very overwhelming but there are definitely some things you can do and the first thing to look at is actually your diet. There are actually some foods that have some feel-good chemicals. Tryptophan is one that can boost serotonin in your brain and really raise your mood. So chicken, turkey, salmon, nuts, oh, one portion

every day would be a great way to elevate your mood.

Al: Kinda like clean proteins.

**Doctor Roshini:** Exactly.

Al: Now, are there any foods you should avoid that may trigger problems?

Well, actually, sugars are things you may wanna avoid because it does give you that rush but pretty soon afterwards you got low blood sugar crash, and that can really depress your mood.

Al: And then for PMS. What are some of the things you...

**Doctor Roshini:** So PMS is one thing where a lot of women suffer a lot during their 30s because that's when your hormone levels are really cr...raging and there're definitely things in your diet to avoid there, so salty foods you should avoid, it can lead to a lot of bloating. And you know, exercise is also great for PMS.

Al: Wha...what... what are some of the stresses of building your career and raising a family?

**Doctor Roshini:** So, we all are, you know, undergoing a lot of stress, men and women in the thirties, but one thing you really have to learn to do is say "no". You know you can't always please everyone. As women...

Al: That's my... that's my default: no, no.

**Doctor Roshini:** Exactly, no, really. Because for most women, their default is yes. We are trained to sort of be pleasing. You have to choose what you're gonna do. A good rule of thumb is if you actually look forward to it, say yes, but if you're kind of dragging it, that's the time to say no, and delegate. You're not the only person who can do everything. Women, mothers especially think, "I'm the only one who can pick out my kid's dress". You know what? Your husband can do it. It might not be the perfect dress, but it is a dress.

**Al:** But as long as you're clothed, that's all that matters.

**Doctor Roshini:** Exactly.

Al: You say get a massage, too.

**Doctor Roshini:** This is great actually for pregnant women, or women with young children. This is a time when you're really not pampering yourself and getting a massage, and I even don't mean going out spending 100 dollars, but have your partner do it. It is a great way to reconnect, have some intimacy which is also often lost in the, you know, having a new born kid phase.

Al: All right, now, let's move into the 40s. Now, what are some of the issues we're gonna be facing?

**Doctor Roshini:** Well, in the 40s again, you are dealing with a lot of problems with stress and, you know, your hormones are raging again. You wanna really exercise, you know, at least 20 minutes 3 times a week, it is very good for your sleep.

Al: Do cardio.

**Doctor Roshini:** Cardio exercise, exactly. It is good for sleep problems, because that can also lead to depression as well.

**Al:** And when we hit our 40s, there're a lot of women and men, but women too, are not only caring for their kids who are moving into their preteens but they're caring for aging parents.

**Doctor Roshini:** Right. So we call this the sandwich generation. Because you're caring for your parents who may not be able to take care of themselves and you're also dealing with your children. It is very important in this time to take some time to yourself. Some alone time. Even if it means getting up half an hour earlier, taking an extra long shower or going for a walk. It can really help you regroup and re-center yourself.

Al: When you're in your 40s and, you know, you've got issues not only with your kids, you've got your

parents, but you also have your spouse. Er, what are some of the issues you can deal with there? **Doctor Roshini:** Well, I think it is very important to focus on your relationship. It is very easy at this point, you're sort of getting into a rut, you do the same old routine. Make a date night, do some extra activities with your spouse and prioritize them, because if you don't take care of that relationship, it's not gonna just thrive on its own.

# **Home Listening**

- 1) If you're happy in your job
- 2) from work to marriage
- 3) Seek support and help
- 4) "Grow" in your job.
- 5) that keeps employees happy
- 6) Practice behaviors that relieve stress.
- 7) feeling as if you haven't been heard or supported
- 8) negative interpersonal work relationships.
- 9) Share your work-life.
- 10) Work-life becomes interwoven with home-life

# Unit 7 Hopes and Fears for the Future

# Lesson ONE The World Is Lacking in Water?



### Task 2 Expanding Your Vocabulary

# Audio Studio

# **○** Clip 1

# Warm-up

- 1) Advocate a good and reasonable personal water-using habit; 2) Collect rain water;
- 3) Reuse waste water

# Task 1 Note-taking

1) To increase water supply; 2) Half a billion dollars; 3) Recycle waste water in daily life.

## Task 2 Short Answer Questions

- 1. Because of low reservoirs and dry forecasts ahead.
- 2. It comes from the recycled water.
- 3. No, some of them don't want to take the chance.

### **Script:**

With low reservoirs and dry forecasts ahead, many California cities are being forced to consider new options for providing drinking water.

In Orange County, they're trying to find a way to increase the water supply and they're resorting to what one might consider desperate measures. They've spent almost half a billion dollars on their new water purification plant.

And where does that water come from? Reporter Dan Konecky of *KCRW* says, "This is not a new source of water. This water has already been through the pipes — your pipes, my pipes. It's traveled down the drain, and now it's back again."

Mr. Mike Wehner is Assistant General Manager of Orange County Water District. He says, "We return the water to nature. We put the water back in the ground and we let Mother Nature

take over from us. I think it's a viable solution everywhere in the world. People don't have any objection to sending astronauts up into space and having them live for weeks at a time recycling their own waste water. When we get down here on the ground, we can apply the same kinds of technologies."

Ms. Muriel Watson, a retired school teacher says, "I'm all for recycled water, but don't put it in our reservoirs or our drinking fountains. You know, why take the chance?"

Other California cities are also looking into the idea, though they are wary of the public reacting just like Watson.

## Clip 2

## Task 1 Note-taking

1) virus-free drinking water; 2) power; 3) hydrogen; 4) renewable energy; 5) solar energy

### Task 2 Dictation

- 1) charging batteries
- 2) hydrogen power
- 3) in turn
- 4) on cloudy days
- 5) bacteria and several viruses

### **Script:**

It can produce more than 75,000 liters of clean drinking water per day, generate electricity and produce medical grade oxygen. It's called the Hydra and the team of scientists behind it say it will change the face of disaster relief.

It provides virus-free drinking water. It provides power in the storage of hydrogen and it provides renewable energy in the storage of solar energy from the solar panels.

Hydrogen runs on a self-contained cycle of clean renewable energy. The solar panels harness energy that powers the system, accesses energy, then goes into charging batteries and producing hydrogen power. That energy in return keeps the system running at night and on cloudy days. Hydrogen water purification system uses two separate purification units that filter out bacteria and several viruses. All of these elements combined to make Hydra a powerful tool in disaster zones like Haiti after a massive earthquake that millions of people without clean water and electricity.

Hydra's inventors say the machine can play an important role in third world countries. According to Water.org, a non-profit that analyses global water issues, one in eight people on the planet don't have access to clean drinking water. And every year 3.5 million people die of

water-related diseases. The price tag on a Hydra unit is 95,000 dollars. Its developers say it's a small price to pay for the amount of good it can do.

Ben Gruber, Reuters.

### Follow-up

Natural factors: insufficient source of water; uneven distribution of water; natural change of climate

Human factors: large population growth; severe water pollution; terrible waste of water



## Task 1 Note-taking

1) micro-filter; 2) solid matter; 3) another filter; 4) viruses; 5) high intensity light

### **Task 2 Short Answer Questions**

- 1. A nearly half billion dollars.
- 2. 70 million gallons.
- 3. No, Singapore already has one.
- 4. It tastes like distilled water.
- 5. In as little as 6 months.

### **Script:**

**Reporter:** Clean, clear water, it is in short supply here in Orange County, so any new source, like this one, is warmly welcome. That is, if you can get past where this water comes from. That's right, what's now destined to become Orange County's drinking water, started out as the sewer water, brown wastewater from toilets, dishwashers, bathtubs, you name it.

**Phil Anthony:** We've explained from the beginning, this is actually sewer water, that's been treated by the sanitation district, and then purified even more by us, till it's really uh, almost distilled water.

**Reporter:** To do that, Orange County launched a first of its kind facility, a nearly half billion dollar reclamation plant that can turn 70 million gallons of treated sewage into drinking water every day.

**Phil Anthony:** It's gonna become a model for the entire world, uh, Singapore has already built a smaller version of our exact plant, and there are several others around the United States, that are, that are being planned.

**Reporter:** The plant runs sewage that would have been discharged to the sea through a 3-step purification process, first, it heads through micro-filters to sift out solid matter.

**Michael Marcus:** Any solid particle, larger than, 1/300th the size of a human hair would remain on the outside.

**Reporter:** Then it runs through another filter to remove any viruses or pharmaceuticals, and finally, the water gets a purging bake in high intensity light, breaking down anything, that's left, the result?

Reporter: Yeah, how does it taste?
Interviewee 1: Tastes like distilled water.
Reporter: How long ago was that sewage?
Interviewee 1: Probably about 2 days ago.

**Reporter:** Soon water officials won't be the only ones tasting it, this water will now mix with groundwater, and should run out of Orange County taps, in as little as 6 months. The water must meet safety standards. One environmental group has reservations about what they call the limits of such tests.

**Renee Sharp:** Brings up concerns of, what we're looking for, what we're not looking for, what we don't know.

**Reporter:** While there is no doubt Southern California needs more water, some say this is a little hard to swallow.

**Interviewee 2:** Even though, I know that they've uh, filtered it 3 times, it's just, just kind of creepy.

**Reporter:** But many say the benefits just may outweigh the creepiness.

Interviewee 3: I think it's about time we recycled everything.

**Reporter:** That's due in part to a massive campaign, touting the benefits of less discharge to the sea, and more water for a thirsty Orange County.

Kara Finnstrom for CNN, Orange County.

# Lesson TWO The Future Will Be Bright.



## Task 1 Reflecting on the Reading

- 1. Last month, i.e. in December, 2009.
- 2. Because changes in global population and income levels have led to an increase in demand for water intensive products and the world's apparent warming climate has caused fresh water reserves to fall across the globe.
- 3. A water footprint is an indicator of water use that looks at both direct and indirect water use of a consumer or producer.
- 4. It is undoubted that increasing population, industry, economic growth and urbanization put additional stress on the provision of clean water from dwindling reserves.
- 5. It predicts that by the year 2050 around 60 percent of the world's population will experience severe water shortages, with 33 percent thought to be already under water stress.

## Task 2 Expanding Your Vocabulary

1—B	2—A	3—E	4—F	5—C	6—D
		-			_

# Audio Studio

# Clip 1

# Warm-up

- 1) Governmental organizations concerning climate protection
- 2) Non-governmental organizations concerning climate protection
- 3) On campus or in your community

### Task 1 Note-taking

- 1) official branches; 2) 8; 3) 200 staff; 4) 30 offices; 5) 3000 volunteers;
- 6) Vice President Gore; 7) 55; 8) 7million; 9) worldwide

#### Task 2 True or False

1. T	2. F	3. T
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### **Script:**

Signaling the historic opportunity to heal the planet, two organizations, the Alliance for Climate Protection and the Climate Project, announced today that they are officially uniting their programs and activities under the Alliance for Climate Protection, which will strengthen their existing campaigns and initiatives. The unified organization will now encompass: official branches in 8 countries; more than 200 staff working in 30 offices across the United States; more than 3000 volunteers personally trained by Vice President Gore in 55 countries who have raised awareness of more than 7 million people worldwide.

Maggie L. Fox, President and CEO of the Alliance for Climate Protection, said: "We are pleased to be joining forces at this critical time in our movement to solve the climate crisis."

Jenny Clad, Executive Director of the Climate Project, added, "Since 2006, the Climate Project has built an effective grassroots movement of climate change educators around the world. We have more than 3000 volunteers across our eight international branches — all working to raise awareness and to engage people in their communities about the issue of climate change. We look forward to consolidating our efforts and strengthening the common platform."

Both organizations were founded in 2006 and share the common goal of educating people about the urgency and solvability of the climate crisis. The united organization will operate with

its headquarters in Washington, DC. The Climate Project, as a department of the united organization, will continue its tradition of grassroots organizing on a global scale with operations based in Nashville, TN.

# Clip 2

# Warm-up

- 1) Better and lighter clothing materials, such as water-proof material, fire-proof material:
- 2) Healthier and more nutritious foods;
- 3) Houses with solar panels, better lighting systems, and better ventilation systems;
- 4) Solar-powered vehicles...

## Task 1 Note-taking

- 1) a farm outside Moscow
- 2) cows
- 3) high-definition flat-screen TVs
- 4) one month
- 5) 10 cows watching TV and another 10 not
- 6) the cows watching TV have been producing on average 3 liters more milk everyday than cows that are not watching TV

### Task 2 Short Answer Questions

- 1. Pictures of green juicy Alpine grass.
- 2. The cows are relaxed and are in the right mood for the milking.
- 3. For a year or more.

#### **Script:**

Nothing but the best for these bovines, this farm outside Moscow recently installed high-definition flat-screen TVs in the barn, no, not for the farmer, they are for these cows. He's hoping crystal-clear pictures of alpine meadows and green glass will help boost milk production.

There've been experiments when cows listen to music but this has never been done with video images. We show the cows pictures of green juicy Alpine grass.

The farm installed 6 plasma screens for a month-long experiment with 10 cows watching a film and another 10 not. Since the experiment began, the cows watching TV have been producing on average 3 liters more milk everyday than cows that are not watching TV. Veterinarians say it's just a matter of relaxing the cows, so they are in the right mood for the milking.

This is a positive impact on the cows. They gave more milk, this means they're in a good mood. Everything is good with them. There's no negative influence on their health, there shouldn't be any side effects.

Now, with only additional 3 liters per day, it might be hard for the farmers to make a profit out of the experiment. But that's still optimistic.

We've only been conducting this experiment for a month, so we haven't paid off the investment yet, but if we did it for a year or more, we would cover all the investment.

Errol Barnett, CNN Atlanta.



# Warm-up

- 1) electronic scale
- 2) electric tooth brush
- 3) air fryer

## Task 1 Note-taking

- 1) standard digital thermometer
- 2) under the arm
- 3) ear thermometer
- 4) the earlobe
- 5) deep into the ear
- 6) digital touchless thermometer
- 7) the button
- 8) a beam of light
- 9) the child's head

### Task 2 True or False

1.F	2. T	3. F
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### Task 3 Summary

- ♦ In flu season, when kids are sick, parents <u>take their temperature</u>, but it's easier said than <u>done</u>.
- ♦ So, it's better to find the best digital thermometer which is not traumatic for kids or parents when parents need to get an accurate temperature reading.
- ♦ The first type is <u>standard digital under-the-armpit thermometer</u>. But when kids are ornery, taking the temperature becomes a battle.
- ♦ The second type is ear thermometer which should be put deep into the ear. The whole event usually turns into a wrestling match that ended in tears.
- ♦ The third type is a digital touchless one which puts a beam of light on a kid's head and

#### doesn't disturb the kid.

♦ Although the third type is pricy, it might be worth making that investment in flu season because it is kid-friendly.

### **Script:**

Hi, I'm Becky Worley and this is Good Stuff.

It's flu season and we're more vigilant than ever about all the flues that are making around. When your kids are sick, you take their temperature, but that's easier said than done. The words Rattle thermometer sent the shiver down on my spine. So, I went on a quest to find the best digital thermometers, ones that aren't traumatic for your kids or for you when you need to get an accurate temperature reading.

The first one I tested was your standard digital thermometer, looks like a regular analog thermometer, but it has a digital readout. I try to get sealed under-the-armpit temperature, which works fine when your kids are complaining. But when they're ornery, this becomes a battle.

So I moved on to plan B. Next, we tried one of these ear thermometers. It looks so easy to use these things when the nurses have in the pediatricians office, but at home not so much. Number one problem there are these little covers that you actually have to put on the tip of the thermometer and I couldn't find them when I really need to use it the most.

Next, when I finally did find the covers and try this on myself I knew I was healthy and should have been, about 98 degrees. I could not get an accurate reading. If you really jam this thing into your ear and it's more finicky than you think. So I wasn't really happy with the accuracy of the readings. And then there is how it goes with your kid, so you have to actually pull the earlobe down and get this thing way deep into the ear. Oh, I am Sorry. When the poor kids were sick, this whole event turned into a wrestling match that ended in tears.

Then I found this. It's a digital touchless thermometer, yeah, touchless. It's from a company called Kidsmed. It's called the Thermofocus. Watch how it works. You push the button and it puts a beam of light on the child's head, just like that. I have an accurate temperature reading. Now this thermometer is pricy, about 70 dollars, but here is something to consider. You can use it on a sleeping child, and not disturb them because it's touchless. So it might be worth making that investment as flu season looms around all of us. Hey, thanks for watching and I'm Becky Worley and this is Good Stuff. You say Good stuff. "Good Stuff."

# Home Listening

- 1) Replacing
- 2) carpool
- 3) household
- 4) gas mileage
- 5) low-flow
- 6) packaging
- 7) absorb
- 8) stereo

- 9) Skipping meat one day per week would help save over 35,000 gallons of water.
- 10) Unplugging hair dryers, phone chargers, toaster ovens and power cords when not in use

# **Unit 8 Globalization**

# Lesson ONE Globalization: Forces and Impact



# ${f T}$ ask 2 Expanding Your Vocabulary

1—C	2—F	3—A	4—E	5—B	6—D
			- =		

# • Audio Studio

# **№** Clip 1

# Warm-up

- 1) We eat at McDonald's, KFCs, and other international franchised restaurants.
- 2) We listen to popular music or watch films and TV programs produced in other countries.
- 3) We have more opportunities to travel to other parts of the world.

### Task 1 Idea Box

1) intensified; 2) maintain contact with other humans; 3) technological innovations; 4) vastly different cultures; 5) complex process

### Task 2 Short Answer Questions

- 1) The rise of industrial capitalism and creation of the nation state
- 2) Products, services, ideas and opportunities
- 3) Because different places are closely connected by globalization

### **Script:**

**Narrator:** Over the last century the forces of globalization have intensified. Two interrelated global processes, the rise of industrial capitalism and creation of the nation state — forged interconnections in the destinies of people around the world.

**Rebecca Becker:** Globalization results from the human desire to maintain contact with other humans. Technological innovations over the centuries have spread products, services, ideas and opportunities to people around the world. During the last 100 years, these innovations brought

vastly different cultures into closer contact. The outcome of these exchanges, however, varied from culture to culture. Today, space-age cartographers draw international boundaries with infinitesimal accuracy, yet the lines they draw have never been quite so irrelevant. Detroit connects to Danang, Paris to Pakistan.

**Anand Young:** Globalization is a process by which peoples of the world become integrated into one world society. It's cultural; it can be economical; it can be political; and it can be commercial. So it's a really complex process for which we try to come up with a very simple definition, but you probably have as many definitions of globalization as you do the theorists.

## Clip 2

### Task 1 Note-taking

1) major catalyst; 2) the most affected area; 3)increased thirty folds in the last 60 years; 4) increased substantially; 5) more interdependent; 6) be solved by a single state alone

### Task 2 Dictation

- 1) 13 billion dollars per year
- 2) more than 1.8 trillion
- 3) low wages
- 4) soft environmental regulations
- 5) from 7,000 to 65,000

#### **Script:**

Let's take a glance at the three main areas of globalization. The economic sphere is of particular importance. It is the major catalyst for globalization and is, at the same time, the most affected area. International export has increased thirty folds in the last 60 years. The foreign direct investment of companies and governments has increased substantially. It's risen from 13 billion dollars per year in 1970 to more than 1.8 trillion today. Many companies are searching for new markets and opportunities for cheap production in countries with low wages and soft environmental regulations. The number of such multi-national corporations rose from 7,000 to 65,000 since the 1990s.

Similar to the world economy, international politics is also more interdependent today. Most important policy issues like climate change, the financial crisis, or terrorism, do not care about borders. Such problems cannot be solved by a single state alone. Politics tries to react by attempting to make decisions in broader groups of countries, like the EU, the G20, or even the United Nations.

# Follow-up

The Benefits:

- 1. People can experience a diversity of cultures from different nations.
- 2. It is a positive process leading to shared social values worldwide.
- 3. Cross-cultural contacts grow and cultural diffusion takes place, which helps in minimizing differences, and promotes companionship.

The Downside:

- 1. It marginalizes less dominant cultures, particularly those in the developing world.
- 2. Western nations, particularly the United States, impose cultural values on others through media and popular culture.
- 3. It marginalizes some languages and may even cause some languages to die out.



### Task 1 Note-taking

- 1) welcoming foreign investment
- 2) intellectual property
- 3) regulatory environment
- 4) the same access
- 5) licensing approval
- 6) changing
- 7) promote and support domestic enterprise
- 8) we are on the right course

#### Task 2 True or False

1. F	2.F	3. F	4. F	5. T
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#### **Script:**

John Vause: What's going on here?

**Myron Brilliant:** Well, it is difficult to fully assess what's going on here. There are some concerning trends for American business. There are questions about whether China's efforts to develop its own indigenous innovation is really at the cost of welcoming foreign investment. There are continuing concerns about China's treatment of intellectual property. There are concerns about the regulatory environment — whether it's shifting.

**John Vause:** If we look at what happens this week, we've got four Rio Tinto employees in Shanghai caught. We have Google pull-out. This is not the kind of business environment which seems to welcome foreign companies right now, is it?

**Myron Brilliant:** Well. I think they are important issues. They are different issues, but they are important. I think Rio Tinto, the issue is making sure the rule of laws apply, making sure there's

transparency and how China looks at these issues. That's really the fundamental tenet that I would talk about with respect to Rio Tinto. With Google, you know, there are some issues there that relate to broader issues: innovation and access to the market. There are also clearly issues which relate to censorship.

**John Vause:** But doing your business is say, hey, look, you know, just cutting through the red tape. It is getting harder. There are more obstacles coming up. You know, we don't have the same access that local companies are getting. You know, this is getting tougher and tougher and tougher as months and years go by. Is that what they're saying to you?

**Myron Brilliant:** Well, I think a lot of our businesses are saying that. They are saying, look, we are not getting licensing approval. The rules are changing.

John Vause: Is there reason why that's happening at this particular time?

**Myron Brilliant:** Well, I think it's very much a policy of this government now to promote and support domestic enterprise.

John Vause: At the expense of foreign?

Myron Brilliant: And, and I think it's having the impact of having... unfortunately, of cutting off opportunities for foreign investors. Now, don't make any mistake about it — American companies make money in China. I'm bullish on China's future and I'm also bullish on the US-China relationship. But that doesn't mean we are not gonna have bumps on the road. And we are having one right now.

John Vause: How big is the bump?

Myron Brilliant: It is significant.

John Vause: It is a significant bump.

**Myron Brilliant:** It is not just an economic bump, right? It is a political bump as well. This is a challenging time in the US-China relationship. And both countries and both governments, I'm sure, are working hard overtime to try to make sure that we are on the right course.

**John Vause:** You are a man of great faith.

**Myron Brilliant:** I am a man of faith because we have no other choice. Our economies are very tied.

#### Task 3 Summary

American businesses in China are concerned about whether China's efforts to develop its own indigenous innovation are really at the cost of welcoming foreign investment. They are also concerned about China's treatment of intellectual property as well as the regulatory environment. They say that it is getting harder because they do not have the same access as the local companies and the rules are changing.

Myron Brilliant thinks that the policy of the government now to promote and support domestic enterprise may cut off opportunities for foreign investors. But he is still bullish on China's future and the US-China relationship. He believes that both countries and both governments are working hard to make sure that we are on the right course.

# Lesson TWO Brand Globalization



## Task 1 Reflecting on the Reading

- 1. A number of major auto alliance groups have been created. For instance, the GM alliance network includes General Motors, Opel / Vauxhall / Holden, Saab, Fiat Auto and etc.
- 2. By forming an alliance with Suzuki, GM can develop a presence in Asian markets more quickly.
- 3. The tie-up gives Suzuki access to GM advanced technologies, entry to the growing Latin American market, and worldwide component sourcing.
- 4. They can use a common body manufacturing system to produce all the models.
- 5. The challenge is to make the different models truly unique, so that customers do not feel their purchase is a "look-alike" with another product.

## Task 2 Expanding Your Vocabulary

4 4	2 0	2 5	4 -		ć D
l—A	2—C	3—E	4—F	5—D	6—B

# Audio Studio

# **№** Clip 1

#### Task 1 Note-taking

1) the story of globalization; 2) how the goods are produced; 3) they don't really believe in globalization

### **Task 2 Short Answer Questions**

- 1) The disparity of the global economy between the winners and losers.
- 2) They have sponsored tours of 90 GAP workers to tell people how their products are produced.
- 3) Their whole system depends on the world of production and the world of consumption staying safely apart.

### **Script:**

If you pick up a shoe now you have the story of globalization in your hand. You have leather that was maybe produced in Argentina, shipped to the Philippines, produced by a Korean

sub-contractor, then went through a Hong Kong broker that was dealing with a company in Oregon. So you're looking at the thing, if you deconstruct it, if you can trace all the components through the global economy, and not only that, but find out how much that company that sells you shoes spend on advertising last year and how much money they pay the super star athlete to sponsor them, then you... you'll have the disparity of the global economy between the winners and losers.

What we've seen in the past 6 years is explosion of brand-base-investigated activism, where you have campaigners that have peeled or looked behind the brand, peeled away the facade, to see how the goods are produced. There're labor groups in the United States that have sponsored tours of 90 workers, of GAP workers, going to U.S. campuses, to community centers, to tell people how their products are produced. And of course, this is very uncomfortable for these companies because even though they are agents of globalization they don't really believe in globalization, not this kind of globalization, right? I mean their whole system depends on the world of production and the world of consumption staying safely apart and not being this connection of the grassroots where we learn the secrets behind our shiny, perfect, airbrushed, global world.

# **©** Clip 2

## Task 1 Note-taking

- 1) their focus on innovation
- 2) talented engineers and scientists
- 3) a rich blend of international talent
- 4) technology being developed

### Task 2 Dictation

1) rapidly evolving; 2) virtually; 3) melting pot; 4) a bubbling cauldron; 5) a vast array

#### **Script:**

Competitive pressures have forced most companies (and countries) to increase their focus on innovation. This pressure to innovate has increased the need for talented engineers and scientists — not only in the rapidly evolving computer and communications industries, but in virtually every other industry as well.

During the last decade, to meet the ever-growing need for advanced technology, General Motors has recruited a rich blend of international talent, with engineers and scientists from North and South America, Europe, the Middle East, China, India, and Korea. This melting pot of technologists has created a bubbling cauldron of exciting ideas that General Motors is applying to the development of a vast array of product, technology and business innovations. In fact, one of the biggest benefits of globalization for GM has been access to technology being developed around the world. Today, GM's most advanced research programs, such as the fuel cell technology development, are being conducted across several continents.

### Follow-up

Technological development:

- 1) Easy travel and shipping
- 2) Internet
- 3) Smart phones

Impact on globalization:

- 4) With easy travel and shipping, businesses make things better or cheaper; consumers have access to quality goods at lower prices from the worldwide.
- 5) With the use of the Internet, there has been exchange of thoughts and ideas which has morally boosted and interlinked the mindset of people all round the world.
- 6) Smart phones help people to navigate the world and socialize in new ways that enable more cross-cultural contacts than ever before.



### Task 1 Note-taking

- 1) New York Auto Show
- 2) one of GM's 11 global design centers
- 3) they are a global car company
- 4) small car platforms
- 5) executives
- 6) global design operations
- 7) a competition among design groups
- 8) engineering expertise
- 9) the best possible design
- 10) different markets

### Task 2 True or False

1. F 2. T 3. F	
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## **Task 3 Summary**

At this year's New York Auto show, GM introduces Americans to three small concept cars designed in Korea. By doing so GM hopes that Americans would get used to the idea that GM is a global company. In order to be competitive, GM has brought in expertise from all over the world. This sort of global rationalism not only applies to engineering but also applies to design. Both Ford and GM now have executives in charge of their entire global design operations. And when GM has a big design job, they will have a competition among design groups from all over the world. The globalization here does not mean a world car that is built by one company and sells everywhere in the world. It means that the company combines

the expertise of its different divisions from different parts of the world with the best possible design in the world to create the best specific products for the different markets that where they fit.

### **Script:**

**Anchor:** At this year's New York Auto Show, GM introduced Americans to three concept cars that were designed in Korea. On this week's "What Works", CNNMoney.com's Peter Valdes Dapena says we should get ready for more international flavor from Detroit's automakers.

**Peter:** I'm here at the New York Auto Show, and behind me are three small car concept vehicles. These cars were designed in Korea by one of GM's 11 global design centers. And I think one of the reasons that GM brought these cars here is to start getting Americans used to the idea that GM isn't just an American car company — they are a global car company. And if they're gonna be competitive here in America, they need to start bringing in the expertise of some of those overseas divisions here to the US. For example, small cars, they're a big deal in Korea, and GM relies on them to develop small car platforms. They're gonna be used not just here, but all over the world.

And this whole global rationalization thing doesn't just apply to engineering. It also applies to design. Both Ford and GM now have executives in charge of their entire global design operations. And when GM has a big design job, they now have a competition among design groups from all over the world. When they needed the new look for Saturn, and the folks that won the job were Opel designers from Europe. And when they needed the new look for the next generation Buick LaCrosse, Chinese designers actually submitted some very nice ideas. So, the next Buick LaCrosse that comes out may have an interior with a lot of influence from Chinese designers.

What I am not talking about here is the world car. That's the idea that you're gonna have, one car you're gonna build and sell it everywhere in the world. We pretty much know that doesn't work too well anymore. What we are talking about is tapping into expertise of different divisions of a company from different parts of the world — for example, rear-wheel drive engineering from Australia, maybe small SUVs from Brazil and small cars from Korea — taking that engineering expertise, combining it with the best possible design no matter where in the world that happens to come from, and putting all that together to create the best specific products you can for the different markets where they fit.

# Home Listening

- 1) in isolation
- 2) achieved
- 3) integrating
- 4) one-way
- 5) recovery

- 6) stimulus
- 7) engine
- 8) well-off
- 9) Millions of consumers in other countries are gaining from the low prices and high quality of Chinese goods.
- 10) These are wonders to be celebrated, not threats to be agonized over.