Lesson 1



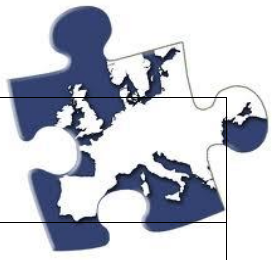
The European Union

Ex. 1 ⟹ **Look at the picture, comment on it. How is it related to the topic under discussion?**



NOTES

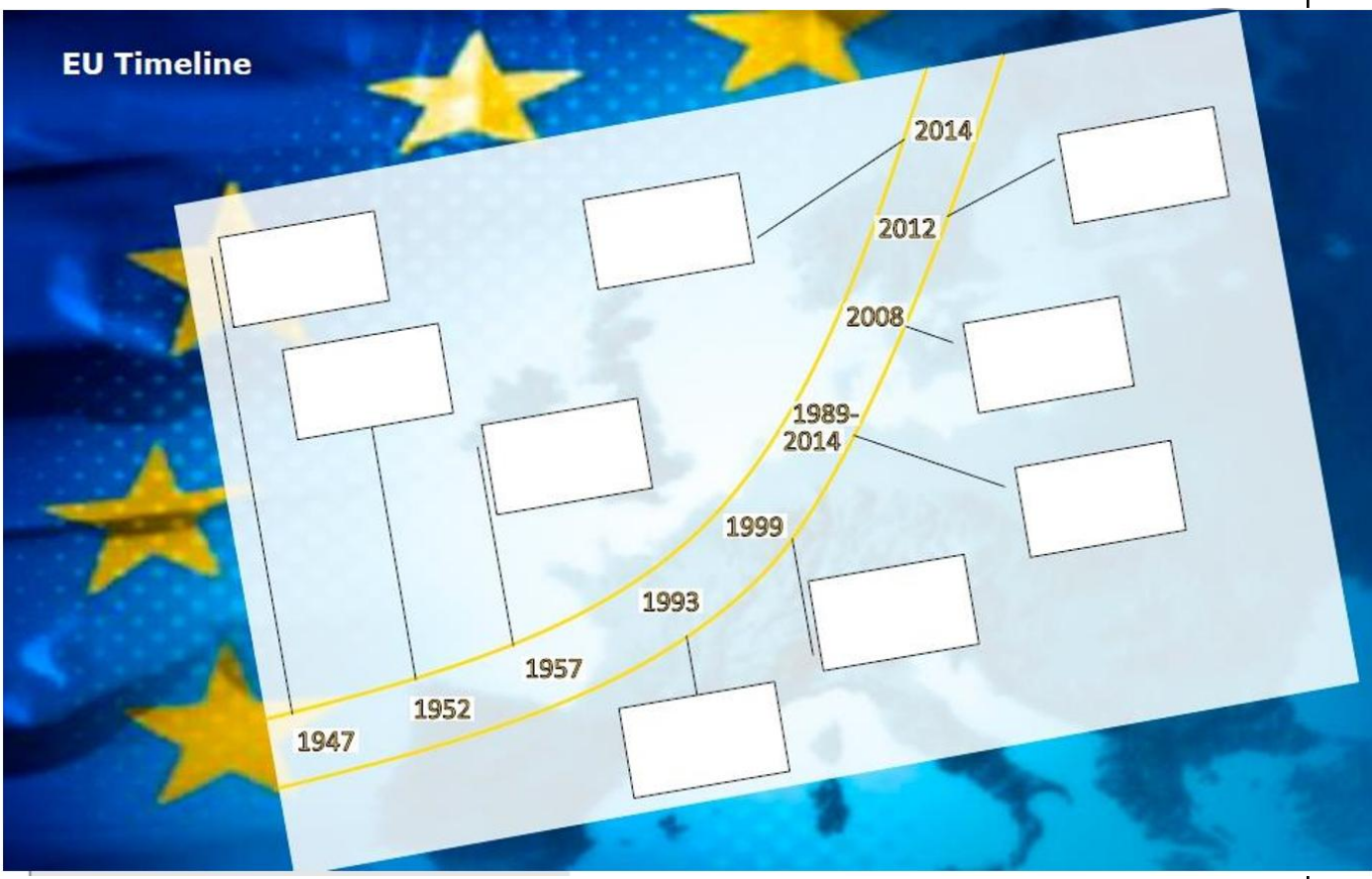
Ex. 2 ⟹ **PRE-VIEW: Give answers to the following questions; if necessary, use the Internet sources. Exchange the information with your fellow-students to complete the table.**



1. When did the idea of uniting Europe emerge?	
2. Who can be called the founding fathers of the EU? Why?	
3. When is the Day of Europe celebrated? Why?	
4. Name the founding countries of the ECSC	
5. How many enlargements has the EU had? When?	
6. What are the Copenhagen criteria?	
7. When was the EU (in its current form) founded?	
8. What are the main organs of the EU? What are their functions?	
9. What countries are official candidate countries?	
10. What do the following abbreviations stand for: ECSC, EEC, EC, MEP, EP?	

Watching: "Will the European Union Fall Apart?"

Ex. 3 ⟹ IN-VIEW: Look at the timeline below, watch the video "Will the European Union Fall Apart?" and complete the timeline.



Ex. 4 ⟹ IN-VIEW: Answer the questions:

1) What did the EU offer its citizens according to the Maastricht Treaty?
2) What is the combined population of the EU and how is it ranked in the world?
3) What is its GDP?
4) What did it win the Nobel Prize for?
5) Which countries of the EU suffered the recession the most?
6) What is the EU criticized for?
7) What do the proponents of the EU say in its favour?



Ex.5 ⟹ Match the areas with their definitions and name the countries which belong to each of them:

Area	Definition	Countries
The Eurozone	a unique example of an area where a number of countries apply a uniform system for handling the import, export and transit of goods and implement a common set of rules	
The European single market	an agreement between EU countries designed to make it easy for people, goods, services and money to move around between the member countries	
The European economic area	a geographic and economic region that consists of all the European Union countries that have fully incorporated the euro as their national currency	
The EU customs union	an area comprising 26 European countries that have officially abolished all passport and all other types of border control at their mutual borders	
The Schengen area	seeks to strengthen trade and economic relations between the contracting parties and is principally concerned with the four fundamental pillars of the internal market, namely: the free movement of goods, people, services and capital. The availability of comparable statistical data is considered as relevant to the four freedoms and is therefore included in the agreement	

- What is the difference between the EU and these areas?

Hometask: *Why Brexit Happened – and What to Do Next*

Ex. 6 ⟹ PRE-VIEW: Answer the questions:

1) When was the referendum held in the UK?
2) What is Brexit?
3) What are those who wanted to leave the EU and those who opposed it called?

Ex.7 ⟹ IN-VIEW: Answer the questions:

1) How did the vote split along the lines of age, education, class and geography?
2) What was the most important factor for those who wanted to leave?
3) What are immigration attitudes in the UK?

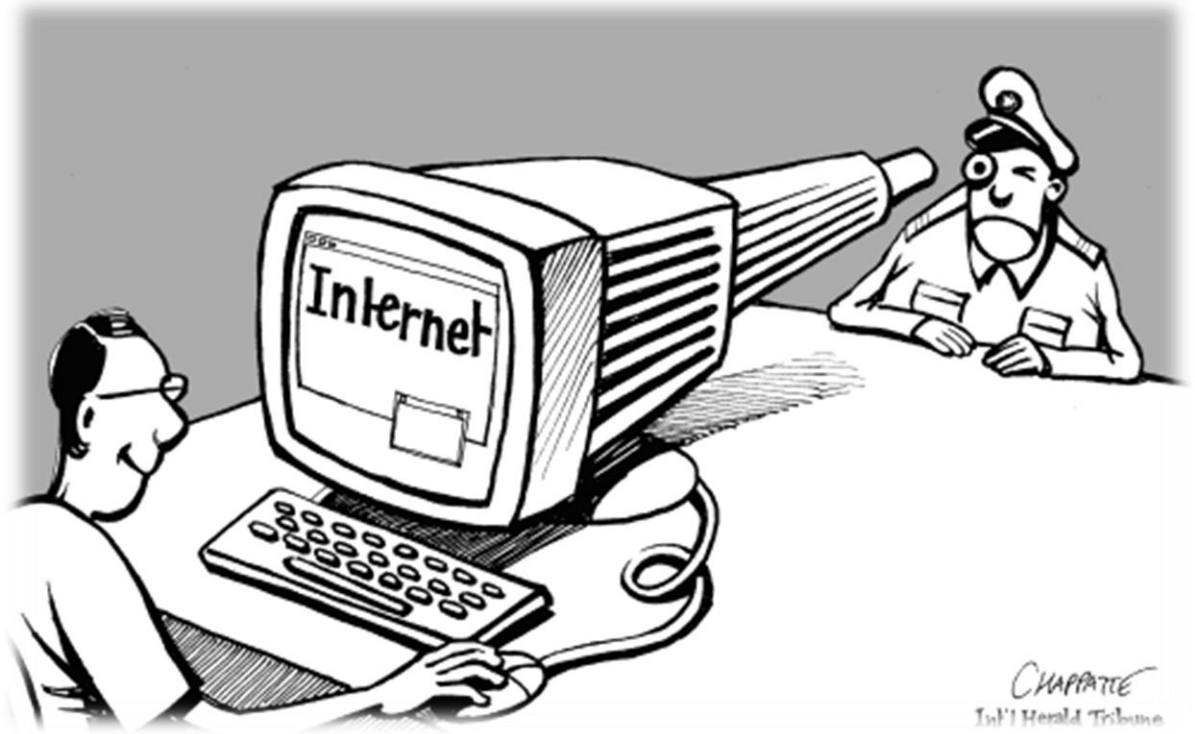
Ex.8 ⟹ IN-VIEW: Discriminate false (F) statements from the true (T) ones:

1) The consensus amongst economists is that free trade, the movement of capital, the movement of people across borders benefit everyone on aggregate.
2) Low-skilled immigration can lead to an increase in wages for the most impoverished in our societies and also put pressure on house prices.
3) In 2003, the former Secretary-General of the United Nations, Kofi Annan, gave a speech at Yale University on the topic of inclusive globalization.
4) There's huge variation across different countries and time periods in those countries for attitudes and tolerance of such phenomena as migration and mobility on the one hand and free trade on the other.

Ex.9 ⟹ YOUR VIEW: Choose one of the topics and give arguments FOR and AGAINST the UK membership in the European Union:

- ✓ Immigration;
- ✓ Economy;
- ✓ Sovereignty;
- ✓ International cooperation;
- ✓ Education.

Lesson 2



Internet Security

Speaking: 'Communication on the NET'

Ex.10 ⟹ **INTRODUCTION: Discuss the following questions.**

QUESTION	NOTES
➢ **Who** do you communicate with every day?	
➢ **How** do you do it: • *face-to-face;* • *texting;* • *writing emails;* • *in social networks;* • *telephoning?*	
➢ Have you ever had any **communication problems**? What were they caused by?	
➢ Which of the **modern ways** of communication is more suitable for: • *getting the message across quickly and efficiently;* • *expressing your feelings;* • *developing an interesting exchange of ideas;* • *confiding some secret information;* • *asking your friends for advice;* • *sharing your impressions of a journey / memorable occasion*	
➢ Are any special communication skills necessary for **online communication**?	
➢ Are you ready to share any information with your **virtual friends**? ➢ To what extent can a person be frank there?	
➢ Should **privacy** on the Internet be protected? In what way and by whom?	
➢ What are the **prospects** of the development of the **Internet** with regard to openness of information?	

Watching: 'Facebook Privacy Protection'

- **Ex. 11 ⟹ PRE-VIEW: You are going to watch the video episode "*Facebook Privacy Protection*". Try to predict what this video is about. How can the picture below be related to the video?**



- **Ex. 12 ⟹ PRE-VIEW VOCABULARY: Tick the word closest in meaning to that of the each boldfaced word. Use the context of the sentences to help you figure out each word's meaning.**

investigation (*n*)	The Senator promised a thorough **investigation** into the fund-raising activities of both parties. 1. inquiry 2. research 3. operation
breach (*n*)	There had been a major **breach** of security at the air base. 1. protection 2. violation 3. maintainance
barrage (*n*)	The speaker was embarrassed by the **barrage** of questions. 1. great number 2. complexity 3. absence
explicit (*adj*)	I don't quite understand -- could you be a bit more **explicit**? 1. implied 2. direct 3. frank
consent (*n*)	He took the car without the owner's **consent**. 1. protest 2. knowledge 3. permission
inadvertent (*adj*)	The **inadvertent** disclosure of 3,000 pilots' social security numbers marks the latest round in the conflict between US Airways' warring pilot groups. 1. unintentional 2. wicked 3. illegal
to address (*v*)	The article **addresses** the problems of malnutrition in the state. 1. mention 2. seek a solution 3. describe
to embed (*v*)	The remark just goes to show how **embedded** age-related stereotypes are. 1. be part of 2. natural 3. immoral
utility (*n*)	I have severe doubts about the **utility** of examinations on subjects which have been learned parrot-fashion. 1. availability 2. usefulness 3. importance

Ex. 13 ⟹ IN-VIEW: Who made these statements? Write

J.B. **for** *Jeffrey Brown*
G.F. **for** *Geoffrey Fowler*

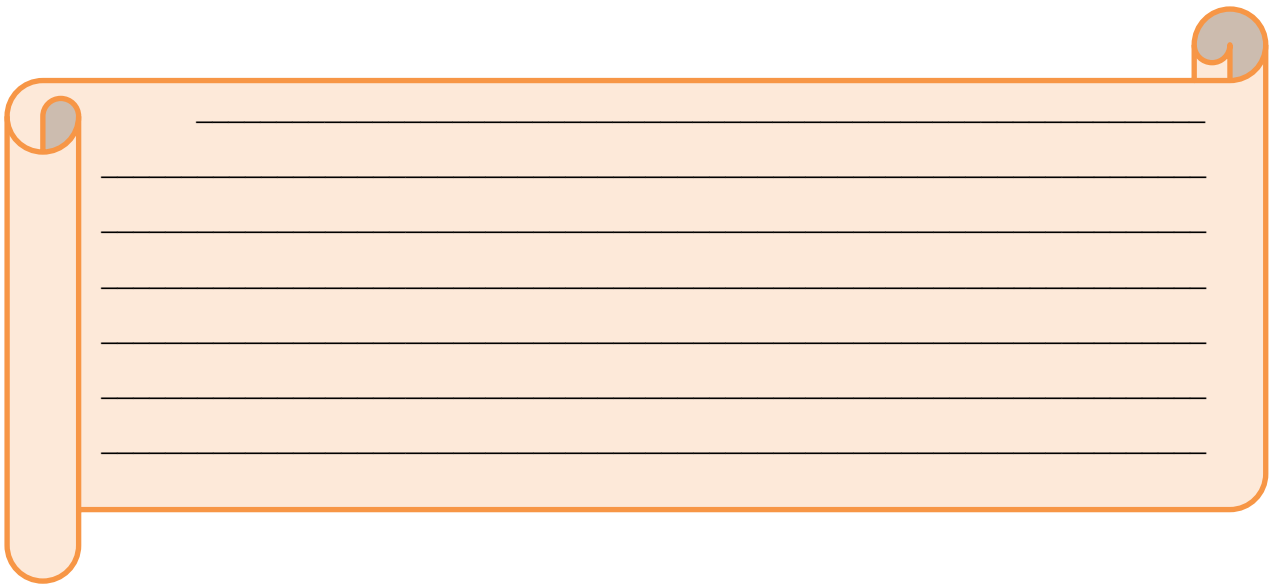
1.	" … a Wall Street Journal investigation … found that that some personal information has been transmitted to dozens of advertising and Internet-tracking companies."	
2.	"Several times … the company has announced new privacy controls, amid a barrage of complaints over a lack of protections.'	
3.	".. user I.D. … is a piece of information that can be used to look up the real name of anybody on Facebook."	
4.	"… at least one company … was taking user I.D.-information from apps and … passing those I.D.s along to advertising companies."	
5.	"… this whole thing fits into a much larger debate about the Internet, consumers and marketers and privacy."	
6.	"… an investigation by the Canadian privacy commissioner … identified third-party apps as kind of a hole through which … third-party organizations could be gathering information about users."	
7.	"The question becomes, at what point some of these concerns about privacy start to cut back on what people are getting out of the site."	



Ex. 14 ⟹ IN-VIEW: Discriminate false *(F)* statements from the true *(T)* ones. Justify your choice by relevant information from the episode.

1. Privacy breach affects only those users who didn't set their profiles to the strickest privacy settings. **T/F**
2. In its statement Facebook claims that they cannot suspend apps that violate user data privacy. **T/F**
3. User ID can be used to check the real name, gender and country of the person. **T/F**
4. According to G. Fowler Facebook allowed advertising companies to get users' private information. **T/F**
5. Facebook claims that most cases of info-leakage were inevitable. **T/F**
6. One possibility fot advertisers to access the user's information is to e-mail those who download the apps. **T/F**
7. Solving the privacy control problems wouldn't be technically difficult. **T/F**
8. Despite privacy control problems Facebook's membership is growing. **T/F**

Ex. 15 ⟹ IN-VIEW: Watch the video episode again and summarize its main idea in 2-3 sentences.



Ex. 16 ⟹ **Work in groups: continue the following list of ways to protect privacy both in off- and on-line lives.**



➢ Keep you pin-codes in a safe place (not in the wallet or passport) ➢ ……	➢ Use a proved anti-virus software ……

Discussion: 'Privacy Protection and Censorship on the Internet'

Ex. 17 ⟹ Discuss the following points:

- How much of your private data are you ready to provide on the Internet sites?

Nowadays more and more operations are being carried out via the Internet. It is possible not only to communicate with people on the other side of the globe or in the next room, buy whatever you need, book tickets, but also apply for documents and check your bank account. But how safe is your personal information?

- What might the consequences be if it gets obtained by computer swindlers?
- Should the state introduce official Internet regulation?

Make use of the speaking patterns

SPEAKING PATTERNS

Giving Opinion

To my mind, …
To my way of thinking , …

Agreeing

That's what I feel, too.
I entirely agree with you.

Disagreeing

I see your point, but …
Don't you think that …

Justifying opinions

I mean, don't you think we have to consider …
You may be right, but I still think …

Essay Writing 1

Ex.18 ⟹ Look at this essay question and consider whether you agree or disagree with the statement.

A lot of students find it difficult to write good essays. There is little that you can do to make your essays better or to make the job easier.

To what extent do you agree or disagree?

Replace the underlined words in the introductory sentences below with a suitable word from the box.

task	less difficult	struggle	produce	high quality	many	improve

It is true that a lot of students find it difficult to write good essays. I don't agree that there is little you can do to make your essays better or to make the job easier.

Before you start writing, read the question very carefully and be sure to address all of the points raised. Use your introduction to rephrase the question. Don't repeat words and phrases from the question.

Ex.19 ⟹ Rephrase the following question tasks.

1. Technology makes communication easier in today's world. Many people choose to work at home in front of a computer screen. What danger does the society face depending on computer screens rather than face-to-face contact as the main means of communication?

   _____

   _____

2. The mass media, including TV, radio, newspapers have a great influence on people and especially the younger generation in shaping their opinions and positions.

   _____

   _____

3. 'Cyberspace' has allowed its users to operate in a world that is seen by some people as being a new world of freedom and creative opportunities while others see it as a dumping ground for businesses and smut.

   _____

_____

4. Will modern technology, such as the Internet ever replace the book or the written word as the main source of information?

   _____

   _____

5. Is there too much commercialism in the Internet?

   _____

   _____

6. Are famous people treated unfairly by the media? Should they be given more privacy, or is the price of their fame an invasion into their private lives?

   _____

   _____

7. Ethics on the Internet: do standard rules apply in cyberspace?

   _____

   _____

8. E-mail has had a huge impact on professional and social communication, but this impact has been negative as well as positive.

   _____

   _____

Hometask: 'In the War for Information, Will Quantum Computers Defeat cryptographers?'

Ex. 20 ⟹ IN-VIEW: Watch the video and answer the following questions.

https://www.ted.com/talks/craig_costello_in_the_war_for_information_will_quantum_computers_defeat_cryptographers

1) What do cryptographers do?
2) What is Alan Turing famous for?
3) How does public-key cryptography work?
4) What can quantum computers do?
5) What does a "qubit" stand for?
6) How long should sensitive data remain classified?

Ex. 21 ⟹ IN-VIEW: Fill the gaps in these sentences using words from the video.

1) Queen Mary of the Scots thought she was sending _____ letters that only her soldiers could _____.
2) Cryptographers improve their encryption, and then code breakers fight back and they find a way to break it. This war's gone back and forth, and it's been pretty _____.
3) In quantum mechanics, an electron can be spinning _____ and _____ at the same time, and a _____ can be in two places at once.
4) In fact, for certain problems that are of great interest to us, today's fastest supercomputer is closer to an _____ than to a quantum computer.
5) Niels Bohr, one of the pioneers of this field, he once said that anyone who could _____quantum mechanics without being profoundly shocked, they haven't understood it.
6) Fortunately, at this minute, quantum computers only exist at a relatively small _____, still too small to break our much larger cryptographic keys.
7) Even if we ignore the many years that it takes to standardize and _____ and then _____ new encryption technology, in some ways we may already be too late.

Ex. 22 ⟹ Give a summary of the video.

Ex. 23 ⟹ YOUR VIEW: Comment on the statements.

1) The man who can keep a secret may be wise, but he is not half as wise as the man with no secrets to keep.
2) There are no secrets that time does not reveal.
3) Nobody on this earth is perfect. Everybody has their flaws; everybody has their dark secrets and vices.
4) Privacy is one of the biggest problems in this new electronic age.

Lesson 3



Mass Media

Video: 'Mass Media'

Ex. 24 ⟹ **PRE-VIEW: Answer the following questions:**

1. What role do mass media play in your life?
2. What are the main functions of mass media?
3. How do you understand the distinction between mass media and social media? Give some example.
4. Do you agree that today's newspapers/TV programs have the opportunity to be more objective than those of the past? Justify your point of view.
5. Can a newspaper or a TV channel hold a particular ideology? What might the consequences be?
6. Why is the Internet so much more alluring for young people today than any other mass media?
7. Account for the fact that magazines are quite popular with the young, unlike newspapers. What makes them a more fascinating read?
8. What is your forecast for the future of books? Will traditional books survive in rivalry with electronic ones?

Ex.25 ⟹ **IN-VIEW: Watch the video *'Future Talks: Media Megatrends'*. Make notes and answer the following questions:**

- What media megatrends are mentioned? What are they?
- How do the speakers see the future of newspapers?
- Do you share the speakers' views?

NOTES

1.

2.

3.

Role play: 'The Future of Mass Media'

Ex. 26 ⟹ **Arrange the discussion through role-playing the following groups:**

Future of Massmedia

Future of Massmedia

Discuss the prospects of different mass media. Think of the reasons why each way of presenting news is better; how it can be improved and developed to adapt to the modern realities.

Make use of the speaking patterns

SPEAKING PATTERNS

Giving Opinion

As I see it, …
I'm convinced , …

Agreeing

I can go along with that.
I fully agree with you.

Disagreeing

That's true up to a point, but …
I agree to some extent, but …

Interrrupting

If I may just cut in here …

❖ **Supporters of traditional newspapers**: believe that reading newspapers is a matter of habit; like the feel and smell of paper in their hands; are more conservative in their attitudes; choose the edition that reflects their views and stay loyal to it throughout their life;

❖ **Supporters of Internet newspapers**: like to get only the latest information; appreciate the possibility to review the topic they get interested in by using Internet links; enjoy free access to any piece of information and the chance to find out other people's views, as well as share their opinions on what is going on in the world;

❖ **Supporters of news programs on TV**: are more attracted by the visual presentation of the news; get accustomed to the anchors and value their commentaries; can combine watching news with other activities;

❖ **Supporters of radio news reports**: can do it while being occupied in any activity from driving a car to doing some not very sophisticated work.

Linking words

Ex. 27 ⟹ Underline the correct linking words in the following sentences.

1. It can be difficult to write an essay, *because / although* there are several things you can do to make the job easier.

2. There are several things you can do to make writing easier. *For example / However*, it can be helpful to make a rough plan of your ideas.

3. *While / Nonetheless* most writers earn only modest royalties, a lucky few create a bestseller.

4. You will not be allowed to use equipment *as a result / such as* a dictionary during the test.

5. The main medium of communication on the Internet is English, *although / in spite of* many web sites now operate in other languages.

6. Iain Banks's early novels were considered quite strange, *while / despite* his later books are more mainstream and accessible.

7. *Whereas / Despite* being hated by the critics, Archer's latest book was well received by the public.

8. He never achieved a similar success, *in spite of / even though* he wrote fourteen more novels.

Ex. 28 ⟹ Complete the text with the correct linking words.

however (3)	***because***	***for example (2)***	***so***
therefore (2)	***put simply***	***in fact***	***for this reason***

One problem with communication is that people think they have got their message across when in fact they have not. We do not, (1) _____, communicate as effectively as we think we do. Several studies have shown this. In 1954, a study was made of a production department in a British company. The department manager believed he had given 'instruction or decisions in 165 out of 236 episodes, but his subordinates considered they had received instruction on only 84 occasions.' Research done by Rensis Likert in 1961 showed that 85% of the supervisors thought their subordinates felt free to discuss important things with them.(2) _____, only 51% of the employees agreed with this opinion!

This finding is important for managers. It suggests that, when giving instructions, managers must make sure that those instructions have been understood and interpreted correctly.

A breakdown in communication is quite likely to happen if there is some kind of 'social distance' between people. In organizations, people may have difficulty communicating if they are different in status, or if one person has a much higher position than the other.

(3) _____, a couple of production workers will probably speak frankly to each other about things that are going wrong in their department. But if the Chief Executive of the company passes by and asks how thing are going, they'll probably say, 'Just fine, thank you.' It is risky to tell the truth to someone higher up in the hierarchy – they may not like what they hear and hold it against you.

(4) _____, staff often 'filter' information. They deliberately alter the facts, telling the boss what he/she wants to hear. They do not want to give bad news, (5) _____ they give their superior too good an impression of the situation. 'The project's coming along fine,' they say, when in fact it is a month behind schedule! There's nothing new about all this. One thinks of Cleopatra and the problem she had in her military campaigns. She used to give gold to messengers bringing good news, but executed those bringing bad news. It is not surprising, (6) _____, that the information she received was unreliable!

One way of reducing social distance – and improving communications – is to cut down on status symbols. It is possible, (7) _____, to have a common dining-room for all staff. It is worth noting, too, that in Japanese companies, it is common for all staff to wear uniforms.

Physical surroundings and physical distance limit or encourage communication. Studies show that the further away a person is, the less he/she communicates. At the Massachusetts Institute of Technology (MIT), Thomas Allen studied the effect of location on communication in engineering and research departments. He showed that if people were more than ten metres apart, the probability of communicating at least once a week was about 8%. When they were five metres apart, the probability was 25%.

The physical layout of an office must be carefully planned. Open-plan offices are designed to make communication easier and quicker. (8) _____, it is interesting to note that employees in such offices will often move furniture and other objects to create mini-offices.

Another important barrier to communication is selective perception. (9) _____, this means that people perceive things in different ways. The world of the sender is not the same as the world of the receiver. (10) _____ their knowledge and experience is different, sender and receiver are always on slightly different wavelengths. (11) _____, a manager will say something, but the employee will interpret his meaning incorrectly. The message becomes distorted.

Communication problems will arise, from time to time, in the best-run companies. (12) _____, to minimize such problems, managers must remember one thing. Communication should be a two-way process. Managers should encourage staff to ask questions and to react to what the managers are saying. Feedback is essential. The most useful question a manager can ask is 'Did you understand that?'.

Opinion words

We often use adverbs to show our opinion of an idea.

Ex. 29 ⟹ Match the adverbs in column A with the correct meaning in column B.

A	**B**
1. personally	a. it is easy to understand
2. unfortunately	b. it is easy to understand
3. clearly	c. it is well deserved
4. obviously	d. this is my opinion
5. justifiably	e. I believe this is a sad thing
6. thankfully	f. I believe this is a good thing
7. fortunately	g. I believe this is a good thing

Be careful with punctuation. You must use a comma after the following words and phrases when they are used at the start of a sentence: *In addition, Also, For example, In conclusion, Finally, However, Furthermore, Lastly, In my opinion, Similarly, To summarise, Therefore, Unfortunately, To sum up*, e.g. *To sum up, in my opinion taking a gap year is a good idea*.

Ex. 30 ⟹ Write a sentence related to the questions in ex. 24 using the adverbs from ex. 29.

Example: *Obviously, whoever controls the media also controls opinions and attitudes of the people.*

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

Hometask: *'Social Media Depression'*

- **Ex. 31 ⟹ PRE-VIEW: Answer the following questions.**
  1) How do you understand the term "digital depression"?
  2) Who is more inclined to be depressed, a teenager boy or a girl? Why?

- **Ex. 32 ⟹ IN-VIEW: Watch the video episode and answer the following questions.**

https://www.youtube.com/watch?v=ffbur3in1Jc

  1) How many hours does the average teenager spend on social media?
  2) Why isn't social media passive anymore?
  3) What can influence low self-esteem?
  4) Why do children need to wait to responsibly use social media?

- **Ex. 33 ⟹ YOUR VIEW: Answer the following questions.**
  1) How many hours a day do you spend on social media?
  2) Have you ever practiced digital detox?
  3) To what extent do you agree that, if teenagers have anxiety and depression, their social media should be taken away?

Case Study:"The Curse of the Cute' 1

Ex. 34 ⟹ Answer the questions, then read the article below and sum it up in 3-4 sentences:

1. Have you ever dated online? Why (not)? What was your experience like?
2. What is the reason for some people to prefer online dating?
3. What are (dis)advantages of online dating?
4. What are the best ways of meeting people, in your opinion?

Ex. 35 ⟹ Read the article.

The Curse of the Cute

A survey of 43,000 OK Cupid users shows that beauty isn't always an advantage in online dating: women get more attention if they're not stunning.

We've all heard the stories about how attractive people make more money than the unattractive—some $250,000 over a lifetime, if you believe one economist. We've read how babies stare longer and cry less when held by pretty people, and heard tales of handsome children doing better in school, given special attention by their teachers. And if we hadn't already come to terms with the belief that beautiful people are generally better allaround, a study late last month revealed we notice the intricacies of their personality more, too—simply because we're better listeners when we can stare at a beautiful face. In life, as in love, it seems, beautiful people seem to have it awfully easy.

But what if we told you that when it comes to online dating, good looks could actually hurt you? That even amid the plastic beauty ideal and girl-next-door obsessions of modern American culture, a unique looking woman—one whom some men are likely to find positively unattractive—might have an advantage over women who embody traditional beauty norms? If you're a member of the 31 percent of Americans who've tested the waters of online dating, haven't you at least wondered how you stack up against the competition?

OK Cupid decided to find out. The second -most-popular online dating site, for which statistical pseudo-sociology has become something of a pastime, they cross-examined data from thousands of users to try and determine what kind of women most men find attractive—and which women are attractive enough for men to actually contact. Using the profiles of 43,000 heterosexual women in their 20s, OK Cupid tallied profile ratings (suitors can give each other profile scores from 1 to 5, used only for internal tracking) and compared them with the number of messages these women had received from men in the previous month.

What they found? That the more men as a group disagree about a woman's looks, the more they end up liking her; that guys tend to ignore girls widely-considered to be attractive and opt for women who had less consistent ratings; that having some men think you're ugly actually works in a woman's favor (in terms of the number of messages she gets). What that means for ladies looking for a match? "We now have

mathematical evidence that minimizing your 'flaws' is the opposite of what you should do," writes the site's editorial director and cofounder, Christian Rudder. "If you're a little chubby, play it up. If you have a big nose, play it up. If you have a weird snaggletooth, play it up: statistically, the guys who don't like it can only help you, and the ones who do like it will be all the more excited."

Now before we continue, a disclaimer: none of this is science, which OK Cupid will readily admit. And this particular study—which looks only at male attitudes toward women— is of course glaringly one-sided. (Rudder says the site plans to conduct the survey in reverse, with women rating men, in the coming weeks.) But whatever you make of OK Cupid's methodology, the results end up highlighting something larger—and an idea that recent scientific research does indeed support. Which is this: the beautiful may have it good, but online, as in work and life, women who are too attractive don't always have an advantage.

Biology, of course, would tell us the opposite —that men are attracted to symmetrical faces and curvy women. Those shapes are deemed beautiful because they're believed to produce the healthiest offspring. But beauty also creates more competition— among women, taught they must out-look each other for men and jobs and everyday satisfaction; and among men—who, in this scenario, anyway—are competing for the most attractive prize. All of which might help explain why 47 percent of corporate recruiters told Newsweek they believe it's possible for a woman to be penalized for being "too good-looking"; why, in male-dominated settings, attractive women tend to face heightened scrutiny from their female peers; or, finally, why men on OK Cupid end up contacting women who may ultimately be less attractive—because it eliminates the opposition. "If you suspect other men are uninterested, it means less competition," explains Rudder. "You might start thinking: maybe she's lonely. . . maybe she's just waiting to find a guy who appreciates her. . . at least I won't get lost in the crowd."

In the end, being beautiful will always have its blessings—but sometimes, there's more to an advantage than meets the eye.

Jessica Bennett; January 12, 2011

Discuss the following points:

1. Why do more men than women use online dating services?
2. Would you recommend Internet dating to a friend?
3. How true can the image presented on the Internet be? If you make yourself look more beautiful and interesting than you are, what consequences of it might you face later?
4. Are white lies (i.e. a lie that is considered to be justified if it is in the interests of a person to whom it is told) acceptable when you want people with whom you communicate to like you? Make a list of situations when you think a white lie would be justified.
5. What forms of professional dishonesty do you know of that are common practice for certain professions?
6. What kind of information would make you have second thoughts about being too close with somebody, or even communicating with him/her?

Case Study: 'The Curse of The Cute' 2

Ex. 36 ⟹ Below are two descriptions of people who consider themselves failures. Write an online dating profile for them improving their image and making them sound more interesting. At the same time, the description shouldn't be too far from their real personality.



Lizzie McPhee: a presenter for a news program on the BBC; a short brunette approaching 30; considers herself unattractive and fat; not very careful about her appearance, always looks flushed and disheveled as she puts mind over beauty.

Gets easily embarrassed when confronted with making conversation with male strangers.

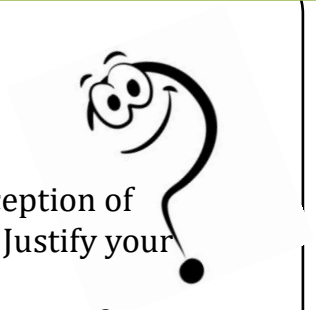
Being a child of Cosmopolitan culture, she has been traumatized by supermodels and knows that neither her personality nor her body is up to it if left to its own devices. Thus, she is convinced that nobody will like her just as she is, though she thinks that our culture is too obsessed with outward appearance, age and status.

Lesson 4



Advertising

Video: 'Thank You For Smoking



- **<u>Ex. 37</u> ⟹ PRE-VIEW: Answer the following questions:**

1) What is advertising?
2) Which of the following adjectives can better describe your perception of advertising: annoying, amusing, boring, informative, inspiring? Justify your option.
3) How does advertising influence your decisions when you go shopping?

- **<u>Ex. 38</u> ⟹ PRE-VIEW: Choose the letter of the meaning closest to that of each bolded word. Use the context of the sentences to help you figure out each word's meaning.**

1. concise (adj)	Her **concise** article on violence in the media manages to say more than most books on the subject. Mr. Smith had only five minutes so he offered a concbise explanation of the company's retirement plan.		
	a. short and clear	b. lengthy	c. wordy
2. **thrill (*v*)**	The magic of his music continues to **thrill** the audience. The story about his adventures at sea **thrilled** and excited her		
	a. to bore	b. to make smb feel happy	c. to make smb furious
3. **reminder (*n*)**	Kids need constant **reminders** about crossing roads safely. The president's bodyguards serve as a **reminder** that he is no ordinary guy out for a walk.		
	a. smth that makes you remember	b. dependency	c. repair
4. **condone (v)**	The university cannot **condone** any behaviour that involves forbidden activities. Pacifists cannot **condone** the use of violence under any circumstances.		
	a. blame	b. fail	c. accept
5. **backing (*n*)**	He was scared so he accepted the **backing** of the police group. This company provides the financial **backing** for medical research.		
	a. support	b. taxation	c. obstacle

Ex. 39 ⟹ IN-VIEW: Watch the video and discriminate false *(F)* statements from the true *(T)* ones.

1. The skull with crossbones has several meanings. **T/F**
2. The real demonstrated number one killer in America is cholesterol. **T/F**
3. It is the job of every teacher to warn every child of all the dangers of the world, including cigarettes, so that one day, when they get older, they can choose for themselves. **T/F**
4. The Academy of Tobacco Studies just the other day uncovered evidence that smoking can instigate Parkinson's disease. **T/F**
5. The current use of words instead of imagery is an obvious move against the non-English-speaking population of the United States. **T/F**
6. The death toll from airline and automobile accidents is similar to the number of cancer cases. **T/F**
7. The great state of Vermont will apologise for its cheese. **T/F**

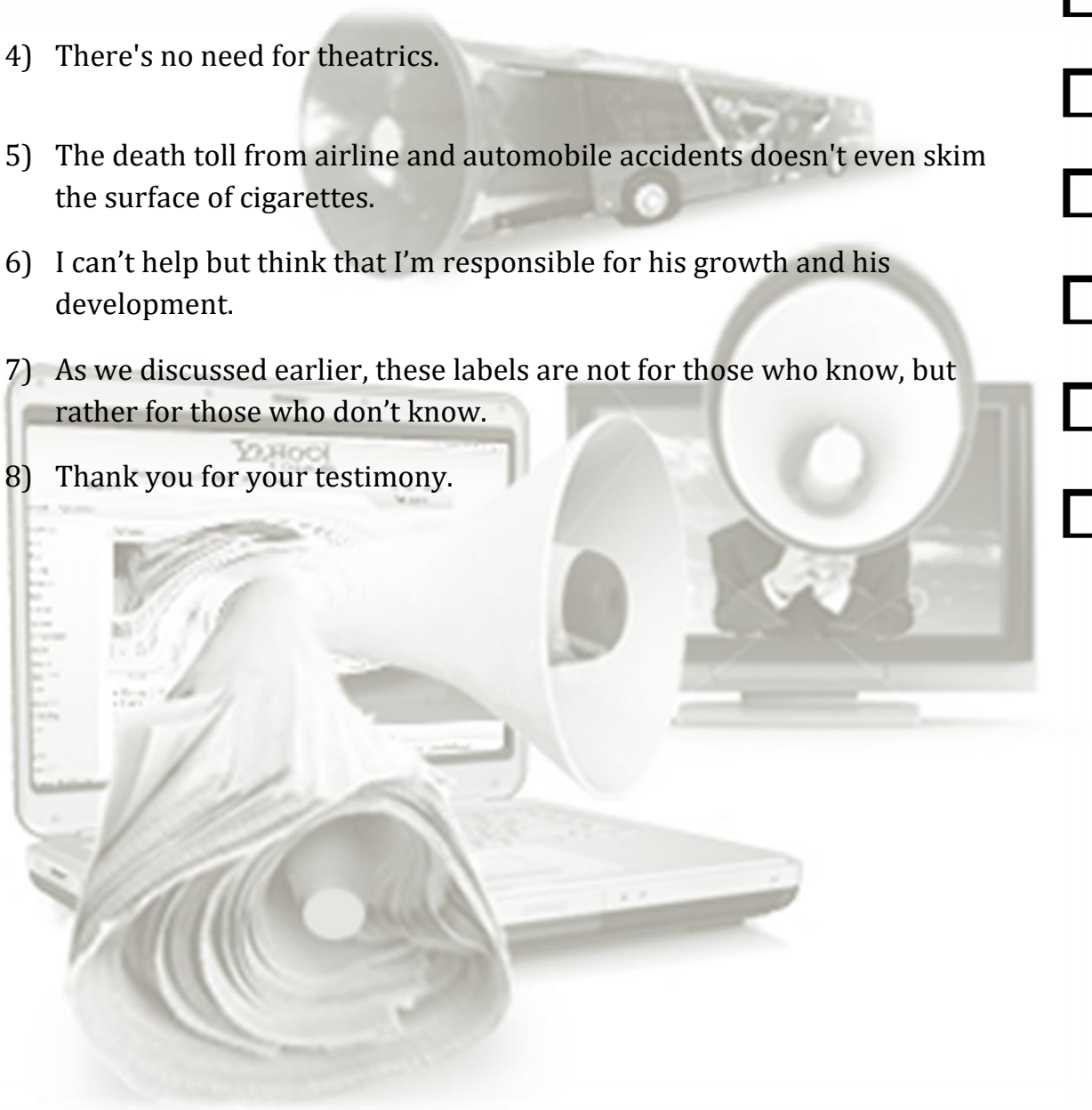
Ex. 40 ⟹ IN-VIEW: Watch and choose the correct sentence in each pair.

1)	**a.** The American public is affected by masthead. **b.** The American public needs imagery.
2)	**c**. The public beating has gone out of style. **d**. It is still popular to beat someone in public.
3)	**e**. Conglomerated Tobacco provides the financial backing for the Academy of Tobacco Studies. **f**. The Academy of Tobacco Studies provides the financial backing for Conglomerated Tobacco.
4)	**g.** Nick will never buy his son a pack of cigarettes, even when he turns 19. **h.** Nick will buy his son his first pack of cigarettes, if the son really wants and he turns 18.
5)	**i.** Nick Naylor is currently unemployed. **j.** Nick Naylor is the vice president of the Academy of Tobacco Studies.

Ex. 41 ⟹ IN-VIEW: Who made these statements? Write

N for Nick Naylor,
S for Senator Finistirre,
L for Senator Lorthridge
D for Senator Dupree

1) We'll do everything we can to keep things brief and concise so that we can all get out of here on time. ☐
2) Just the other day they uncovered evidence that smoking can offset Parkinson's disease. ☐
3) We're here to examine the possibility of a warning logo on cigarettes. ☐
4) There's no need for theatrics. ☐
5) The death toll from airline and automobile accidents doesn't even skim the surface of cigarettes. ☐
6) I can't help but think that I'm responsible for his growth and his development. ☐
7) As we discussed earlier, these labels are not for those who know, but rather for those who don't know. ☐
8) Thank you for your testimony. ☐



Advertising Vocabulary

Ex.42 ⟹Here are some sentences that are typical of advertising language. Which of the following categories do they fit into?

a) especially high quality
b) value for money
c) luxury and comfort

1) Enjoy a sumptuous meal in opulent surroundings.
2) You'll find bargains galore in our new discount outlet.
3) Our brand outshines the best of the rest.
4) Don't miss rock-bottom prices this Christmas.
5) Go on - spoil yourself.
6) Today prices slashed!
7) Use our app – it will leave other candidates in the shade.
8) Pamper yourself with a day at our spa.

Ex.43 ⟹ Match the following words and expressions with their definitions.

Advertorial	a) a window with advertisement
Sandwich board	b) unsolicited mail that consists mainly of promotional materials
Word of mouth	c) a piece of favourable publicity or a favourable mention incorporated in general matter
Pop-up	d) oral often inadvertent publicity
Go viral	e) easily duped or cheated
Gullible	f) an advertisement that imitates editorial format
Junk mail	g) to spread rapidly via the Internet, email
Plug	h) advertising posters hung at the back and front of a person who then walks around a busy area

Speaking: Advertising

<u>Ex. 44</u> ⟹ How far do you agree with the following statements? Why?



1. Any marketing strategy represents honest efforts to convince you to buy some product or service.
2. Mobile advertisers have to be careful that their mobile offerings do not prove counter-productive by making smartphones less useful.
3. When advertising, emotional appeals that rely on the use of psychology are more effective than rational appeals that rely upon logic or convincing reasons.
4. The use of celebrities cannot add attractiveness to any product.
5. Humorous advertisements always attract our attention and we are eager to share our knowledge with our friends.
6. People who live near train lines adjust to the noise and consumers have begun to treat intruding advertising just like those trains.
7. Advertisement may be a byword for information war.
8. Today, ads are filled with a strange sort of rugged selfishness - a person is told sternly to buy as much as he or she can of the product but *never* to share with friends. "Get your own," they're told.

Case Study: 'DISTORTING THE TRUTH?'

Ex. 45 ⟹ **PRE-VIEW: Answer the following questions.**



1. Is it always reasonable to rely on advertising? Why (not)?
2. Do advertisements sometimes distort the truth? Give your own examples of fraudulent ads.

Ex. 46 ⟹ **IN-VIEW: Analyze the ads and answer the following questions.**

1. How do you judge the ads?
2. What makes these advertisements misleading?
3. Why do you think they misrepresent the products which they are advertising?

Zsa Zsa Luxe Anti Aging Cream

Fed up with anti aging creams that simply do not work?
Then Zsa Zsa Luxe range of high-end anti-aging creams could be your answer.

It's an unfortunate fact that many anti aging products simply do not work and essentially just moisturise your skin. If that is all you are after then this is fine but you do not need to pay anti aging skin care prices for this! To really get the benefits of anti aging from a cream you need a product that works at the cellular level, this is where Zsa Zsa comes in.

Studies have shown the Zsa Zsa Rejuvenation Crème to boost collagen production and cell rejuvenation, significantly reduce wrinkles and hydrate your skin – results were seen in just 2 weeks!

» 90% reduction in the appearance of wrinkles
» 76% improvement in suppleness
» 92% increase in moisturizer

This product is from a USA based cosmetic company and is now available in the UK, promising to dramatically reduce wrinkles by up to 90% and help you look younger.



English for Housewives

Learn English and Open A World of Opportunities!

This course is designed for housewives who wish to improve their ability to communicate in English in a wide range of day-to-day life situations.

In every family the mother has a great responsibility to ensure the health, welfare and standard of living of the entire family. Now there is a great opportunity for housewives to learn English which will enable them to develop their personality. As a result, they can become the English teacher of the house and help their children's education.

This English package designed especially for housewives will enable them to read and understand current world events, to travel to other countries and communicate with foreigners and most importantly to teach their children English from a young age.

The 40 hours course covering all four skills, speaking, listening, reading and writing, will develop the communication skills they need to succeed in their work, study, or life, and will enlarge their global knowledge making them becoming more fluent and confident in using the language.

Ex.47 ⟹ **TEAM WORK "*ADVERTISING PROFILE*"**

TEAM 1

Outline the **BENEFICIAL** effects of advertising and support your stance:

1. ⟹
2. ⟹
3. ⟹

Outline the **HARMFUL** effects of advertising and support your stance:

1. ⟹
2. ⟹
3. ⟹

TEAM 2