

Audio scripts

Unit 1

▶ 01

Ex = Examiner K = Karl El = Elena

Ex: Good morning. My name is Irene and this is my colleague, Deborah. And your names are?

K: Karl Weber.

El: Elena Calvi.

Ex: Can I have your mark sheets, please? Thank you. First of all, we'd like to know something about you. Where are you from, Karl?

K: I'm German. I live just outside Berlin now but I grew up in the centre of the city.

Ex: And Elena?

El: Italy.

Ex: What do you do there, Elena?

El: I work in a hotel.

Ex: Karl, what do you like most about the area where you grew up?

K: Well, there are so many things, really, but I suppose the one that really stands out for me is living so close to a great city like Berlin.

Ex: Elena, who has more influence on your life: your friends or your family?

El: My family.

Ex: Why?

El: I don't know, really. They just do.

▶ 02

For years I'd been telling all my friends that I wanted to get away from the hustle and bustle of London to somewhere quiet and peaceful. What I had in mind was a little cottage near the sea. Well, they do say you shouldn't wish too hard or your wish just might come true and that's exactly what happened. Out of the blue, I was offered a job managing a hotel in a remote part of Ireland. Suddenly, it seemed to me that I had, in fact, always been a real city person who could negotiate the complexities of urban life, the crowded underground trains, the roar of traffic, the millions of people – all of it – and without blinking. But the job offer was too good to turn down and a few weeks later I found myself in Castletownbere. In less than 24 hours I'd gone from a huge metropolis with a population of over 8 million to a quaint fishing village with barely 800 inhabitants. It was a huge change.

By the beginning of next month I will have been living here for exactly a year. I've been looking back, retracing my steps and coming to understand just how great a change it has actually been. I've got to know almost all of those 800 people and found a real sense of belonging, though I've also occasionally longed for the anonymity of city life. I've spent hours exploring the glorious countryside by bicycle and on foot, and have discovered a taste for silence and solitude I didn't know I had. I've also had great fun managing the hotel and getting to know some of its rather eccentric regular guests. By the time the first year comes to an end almost all my London friends will have been here to stay and they love it almost as much as I do. Of course, there are many things I miss, though in the end the crowded underground trains and the noisy London traffic I can easily do without.

▶ 03

1

I seemed to be always giving or throwing away things I'd bought but wasn't using. The only way to stop the cycle was to move into a much smaller place and really take downsizing and simplifying my life more seriously. It's going well so far though it's also been a challenge. There's less and less clutter and I now feel that my thinking is much clearer too. I spend more time outside, of course, because you can feel pretty hemmed in in such a small space. But there are some great places to walk literally outside my back door and I can even see the sea through my kitchen window, which is a real bonus. I don't think I could live here without that.

2

As soon as the prize money was in the bank I went out and bought this extraordinary 17th-century mansion. It was supposed to be my dream home but in some ways it's turned out to be a complete nightmare. I had no idea how edgy I was going to feel in a large and very ancient house. I have to be careful not to watch horror films on TV because I start to imagine every creak and groan from the rafters is actually someone lurking in one of the other rooms. Of course, it's glorious to have so much space. I've been able to accept my grandfather's gift of a grand piano because I've actually got somewhere to put it. Next step will be learning to play it.

3

I came to live in this part of town almost twenty years ago when I started university. My first home, if you can call it that, was a hall of residence just round the corner and then I lived in a series of shared flats. Finally I had enough money in the bank to get a mortgage and buy this place. I couldn't be happier living right in the centre of the city like this. Apart from the usual shops, there's a cinema, some rather pleasant cafés and even a really great arts centre round the corner. If I lived out of town, I know I'd really miss all that. I must admit I'm walled in by other buildings on all sides and that gets to me sometimes but it really doesn't outweigh the many advantages of inner-city living.

4

I tried to find something a bit bigger but everything I looked at was way outside my price range so I had to take this. I've had to leave a lot of my stuff at my parents' place. Perhaps one day I'll have enough room for more than a sofa bed and a desk! I tend to go out to eat – even for breakfast. The kitchenette is so tiny there's barely room to chop a carrot and it's difficult to get rid of the cooking smells afterwards. There are loads of cafés on this street and a lot of the people from round here hang out there in the mornings, so I've got to know them and find it to be a really vibrant neighbourhood. That's a real plus for someone living alone like me.

5

Where my partner and I lived before there were rooms we barely used, particularly after the children had all left home. That's one of the reasons I wanted to move. It's not at all cramped here but there's no excess either. I'm in and out of all the rooms every day. We both work from home and so we've each claimed one of the spare bedrooms as an office. It's great to have an office of my own, though it's right next to the room our neighbour, Tom, has set up as a gym and I can hear him working out. It reminds me that I'm living

in close proximity to other people but it's sometimes a bit irritating.

▶ 04

I like to think I know most of my neighbours but perhaps I could get to know more of them or get to know the ones I do know a bit better. There is a neighbourhood association and they hold all sorts of social events, like barbecues and picnics and even run courses of various kinds, like yoga and language classes, but I somehow haven't managed to get involved in anything they offer apart from the annual street party, which is really great.

I read something interesting the other day that made me think. I read that the average American moves more than ten times in a lifetime. That sounds like a lot to me, but I bet if you move so often, you don't have much of a chance to get to know your neighbours at all. Apparently, that's the case, so someone has come up with the bright idea of creating an online forum so that neighbours can get to know each other. The publicity says it's like a town square where people can go to voice opinions and needs and even offer things for sale. It's a kind of social-networking site just for your neighbourhood. If it sounds a bit far-fetched to you for people to have to go online to get to know their neighbours, you might be surprised to hear how successful it has been. Apparently, in one small town where the forum was launched, almost two-thirds of the town's inhabitants had posted after the end of the first year. Perhaps if there was a forum like this for my neighbourhood, more busy people like me might get involved.

Personally, I'd like to see a local market place with stalls offering goods and services. I love markets and the idea of seeing what my neighbours have to offer really appeals to me.

Unit 2

▶ 05

1
I'm not saying I'm completely addicted but I would feel anxious if I didn't get a message every couple of minutes. I'm just used to talking to my friends pretty much all the time. I mean, obviously, there are exceptions – I do turn my phone off when I'm in class and I don't text when I'm having dinner with my family. But generally speaking, I like to be in contact twenty-four seven.

2
That totally depends on the situation – I'm sure some people would argue that not replying immediately shows a lack of interest or respect but the way I see it, there's more to life than texting. And I don't have a problem if my texts go unanswered for hours or even days.

3
I think that goes without saying. We all know people who've been dumped by text and that's a really mean and cowardly thing to do. Only the most insensitive person would even consider doing that.

4
I wouldn't go that far but yes, sometimes texting is preferable because you've got a bit more time to respond. I think it's fair to say that a lot of people are more outgoing and funny in their text messages than they are in a group situation.

▶ 06

This picture shows four friends sitting outside a café. They aren't talking to one another; instead they're all preoccupied with their phones. It could be that this photo captures a moment when they're all looking at the same message they've all just been sent and a few seconds before this was taken they'd all been chatting – but I imagine it's more likely that they're all looking at different messages because one of the boys looks very serious and one girl is laughing. I think this behaviour is quite typical among teenagers but it's not a good thing. People should really focus on the people they're with and ignore phone messages. There's no point going to a café with friends if you're just going to ignore them.

This picture also shows two friends. They're taking a selfie. It looks like they're on holiday somewhere cold. They're both wearing similar outfits – I don't know for sure but maybe they're wearing some sort of costume for a special event. They seem to be having a good time anyway.

▶ 07

1
A: I really related to the ideas on certain personality types in the book. I found it quite reassuring. Before I read this, I just thought I was weird because I didn't enjoy meeting new people or going to parties. I didn't realise I was an introvert and that there was actually absolutely nothing wrong with that at all.

B: Of course there isn't! In fact, I actually prefer introverts to extroverts. Extroverts are so attention-seeking and are only really interested in themselves. Introverts are much nicer people. Reading this book confirmed that for me.

A: The ideas were great but sometimes I found reading it a bit of a slog – especially all those long descriptions of studies on the brain and how that accounts for the way we behave. I found it all a bit boring, to be honest. A quick summary would have been enough. And, anyway, some of the results seemed to come to opposite conclusions.

B: Yeah, I'm always quite sceptical about that kind of thing. Most of those case studies are probably unreliable, so not worth devoting so many pages to them. It's a pity because she's good at making complicated scientific information quite accessible, which is a real achievement.

2
A: I'm not saying people shouldn't use social networking sites. It's just the online relationships with casual acquaintances I have a problem with – I mean, everyone presents a certain cultivated image of themselves online, which isn't always totally accurate. You know, the way people might admit to having a bad day in private, even if they'd never do so publicly online.

B: Exactly. And you can't blame them for that. I wouldn't dream of mentioning any of my insecurities online. The problem is that if all you see of someone is endless photos of parties and exciting holidays, it can be a bit annoying. It's the same as reading about celebrity lifestyles – all you see is a carefully edited version of their lives, which gives a totally false picture.

A: Absolutely. What gets me is people who insist on going on and on about their perfect life when they know you're going through a bad time.

B: Well, I suppose no one has to read anything they find boring or upsetting.

A: But we just can't resist. Everyone, including me, is so obsessed about staying in contact. I know I'd hate not to know what people are up to more than I hate all their shameless self-promotion!

3

- A:** I decided to see what it would be like to stay offline for a month, with no internet access at all, because I thought I was becoming too dependent on the internet.
- B:** Yeah, that was my motivation too. And how did you feel after the first week?
- A:** Well, I was finding it easier to distract myself with other activities, like phoning older relatives and reading. The problem was not that I was waiting to hear from anyone in particular – rather the feeling of being connected and available to the world. It was weird – almost like being invisible. I expect you'd get used to it eventually, though. But I think it's something everyone should consider trying.
- B:** Yes. Actually, I'd recommend it because it made me realise how easy it is to waste time doing basically nothing. So now I limit my internet time to an hour each day. I've had to learn to be strict with myself because I do really enjoy chatting online. It's interesting because I've still managed to maintain the online relationships I care about, without having to feel I need to be available to chat twenty-four seven.

▶ 08

Research has shown that it's possible to identify a lot of information, such as people's socio-economic status and their emotional state, from their voice alone. It's also claimed that someone's age, height and weight can also be estimated just by listening to the way they speak.

Unit 3

▶ 09

Chris should start planning his future right now. There's no sense in putting it off. First he needs to prioritise his career goals. He should picture what job within his current company he'd like to aim for and he should also consider any other companies he'd ideally like to work for in the longer term and in what capacity. He should think about how it feels to be doing that job. Then he should think about the steps he needs to take in order to get there. For example, are there any training courses he needs to do? Are there any extra responsibilities he could take on now? He should set monthly targets on the road to getting promoted and achieving his goals.

Deciding when to start a family is a big decision and isn't something you should take on lightly. Chris and his wife need to have a serious discussion about this. Money is an important factor, so it makes sense to plan ahead and start saving so that one or other of them can afford to stay at home and look after the baby if they want to.

Finally, I think Chris needs to dream a little. His plans for the future aren't that well defined and are a little unambitious.

▶ 10

E = Examiner D = Daniela M = Martin

- E:** Now I'd like you to talk about something together for about two minutes. Here are some things that we often think make people mature and a question for you to discuss. First you have some time to look at the task. Now talk to each other about the extent to which these things make people consider themselves to be mature.
- D:** Shall we make a start?
- M:** OK.
- D:** Hmm ... well, first of all, I really don't consider that we ever complete our education. What I mean is, it may be the case that you finish a university degree but nowadays a lot of people go on to do postgraduate

courses or vocational training of some kind, even when they're quite old. It's more and more common for people to return to study throughout their lives.

- M:** I think that being financially independent is the key. If you are still reliant on your parents for money, you are never entirely free to make your own decisions, so in some senses you remain in the position that you were in when you were a child.
- D:** You mean, because you're having to ask your parents for money and possibly also having to justify what you spend it on?
- M:** Yes.
- D:** There's a lot to be said for that argument. In many cases I think it does make people less able to take responsibility for their own decisions and it often creates tensions in a family but it doesn't necessarily have to be like that. I read recently about someone who was over 40 and had to go back to live with his elderly parents. He was actually doing all sorts of things for them they needed done and couldn't do themselves, so there was a kind of balance in that case. And that brings me to another point. I don't think moving into your own flat or house necessarily makes you an adult either. A lot of people move out when they start university – I did, but although I probably thought of myself as very grown up, I wasn't, really.
- M:** Apart from earning your own living, I think the thing that really gives you adult status is having your own family. With children of your own, you grow up fast.
- D:** Yes, you're forced to mature by having to make sacrifices and by being responsible for other people, aren't you? For me that's the crucial thing: taking responsibility or being treated as if you are capable of taking responsibility. That's why the real transition from childhood to adulthood is being treated as an adult. Do you see what I mean?
- M:** Yes.
- D:** So, having your opinion sought by other adults is a real marker of maturity as I see it. It may be as a parent, as someone with professional skills and expertise or simply as someone who has accumulated enough knowledge of the world to justify their opinions.
- E:** Thank you. Now you have about a minute to decide which experience has the most effect on a person's maturity.
- M:** Well, for me it's being a parent.
- D:** I can't argue with the fact that people who are parents grow up fast – my older sister and brother-in-law certainly did – but I think having your opinions sought and respected is important too.
- M:** So which one shall we choose?
- D:** Mmm ... being a parent, I suppose, because children often seek their parents' opinions. We'll settle for that.

▶ 11

E = Examiner M = Martin D = Daniela

- E:** Thank you. Can I have the booklet, please? How important is it to continue to seek advice from older people throughout our lives?
- M:** Very. I think older people have a lot to offer, particularly on family matters.
- D:** Yes, indeed. All those years of experience of bringing up children are invaluable. But I think that there are a whole range of issues on which older people can offer advice and guidance.
- M:** Such as?

- D:** Well, I certainly wouldn't ask my grandmother how to delete an app from my phone but I do go to her for all sorts of other practical advice. She's a wonderful cook and she knows how to make things you don't find in recipe books, for example, but I also just consider her to be a wise person in general, with insights that I perhaps don't have.
- E:** Some people say we have stopped respecting older people. What do you think?
- M:** I think we have a bit because the world has changed so quickly and they haven't always been able to keep up with the changes – in technology, for example. This means we sometimes even make fun of them, something that certainly wouldn't have happened when they themselves were young.
- D:** No, it wouldn't – and it doesn't happen in traditional societies even today. The idea of older people as a source of wisdom is still very strong in those contexts.
- E:** Thank you. That is the end of the test.

▶ 12

I = Interviewer D = Dan

- I:** My guest today is Dan Johnson, a scientist who does research into longevity – why some types of people tend to live longer than others. Thank you for joining us this morning, Dan. I'm going to start with a question about my own family background. Both my grandfather and great-grandfather were in their 90s when they died and I like to think I've inherited their long-life genes. What are my chances of making a century?
- D:** I wish I could look into a crystal ball and tell you the answer to that question. Sure, if I had a grandfather and a father who'd lived into their nineties, I'd be hoping science would tell me that I had a good chance of doing as well or better but in fact that's just wishful thinking. Sometimes I think that the appeal of the genetic explanation lies in our desire to see matters taken out of our hands. I'd go even further and say that many people use it as an excuse not to make basic lifestyle changes, preferring to rely on the belief that because they have family members who've lived into their 80s and 90s, they will too; regardless of whatever harmful habits they might have, such as smoking or not getting enough exercise, they live in the false hope that their genes will protect them. I hate to say it, but having family members who've lived long lives doesn't mean that you will too.
- I:** OK but my great grandfather is unusual, don't you think? Or am I wrong about that too?
- D:** Sorry but yes you are. I always tell people to take a good look at photographs from the late nineteenth and early twentieth centuries. There are plenty of elderly people in them so it really wasn't so very unusual to live a long life. I think I know where the confusion comes from because if we look at the average age at death it's much lower than it is today but that's because without antibiotics, everyone was more vulnerable to diseases, particularly babies and children. But if you did happen to make it into adulthood, you had almost as good a chance of living a long life as we do today.
- I:** And life was a lot less stressful then, so that would have helped too.
- D:** Do you think so? Granted, a miserable job you dislike causes the wrong kind of stress. Even those of us who have jobs we enjoy, comfortable homes and families who care about us, experience stress but much of that stress we experience comes from our own minds. As I see it, to a large extent, it's under our control. In the past, external factors were far more important. Think about all the wars, famines and epidemics. And the backbreaking work people had to do. An ordinary soldier in the First World War, or a young woman working as a maid in one of those big houses would have suffered far greater levels of stress than most of us do. Given the choice between the stresses of the past and contemporary stresses, I can tell you that I'd take the boring office job any day.
- I:** OK, but there's a common belief that stress is a factor and that laid-back people live longer. Is that true?
- D:** I wouldn't even go so far as to say that. What if you like your job, even if it is tough, and enjoy the challenges it presents? That's more likely to lead to a longer life than sitting round doing nothing and getting incredibly bored. But don't get me wrong, I'm not talking about being a success rather than being a loser. People who work hard tend to live longer but it's not because they are hugely successful and making a lot of money. What we've found is that there's a relationship between being hard-working and conscientious and being cautious and sensible about health. If you're responsible and reliable in your professional life, you'll have the same attitude to your health. For example, you'll probably avoid eating a lot of junk food and opt for healthier choices but you won't veer to the other extreme of starving yourself either. And that's another important part of the record that needs to be set straight: just because animals on a very low-calorie diet live longer, it doesn't necessarily mean that we do. Starvation dieting is disastrous for your health.
- I:** I seem to be getting all the factors wrong but, surely, being happily married does lead to a longer life, doesn't it?
- D:** It depends. Our research shows that for men, being married is closely related to being happy and healthy and if a man is happy with the relationship and healthy, his partner tends to be as well. I know I was more than a little disconcerted to discover that when the boot is on the other foot – that is, if a woman is happily married and her partner is not so happy – then it won't have such a positive impact on the length of her life. This strikes me as rather unfair – it doesn't matter how close they are in age, a woman always worries about her partner and feels responsible for him. The results of our study are really making me reassess my own relationships and behaviour.
- I:** What about widows? I've read they often live longer than women whose partners are still alive.
- D:** Yes, that's true. But the big question is why this should be the case. Let me tell you what I think could be an explanation. Women are fortunate in that they're often better at establishing and maintaining strong friendship networks than men are. Once women are on their own, they can enjoy and find support in these networks more than they could when their partners were still alive. This is just a theory, of course, but it's one that seems to make a lot of sense. I was in Japan last year and almost every tourist site I visited was full of happy groups of elderly women, who I assumed were widows. I saw men with their wives but I didn't see any groups of elderly men doing this kind of thing, I mean going on day trips together. This is just anecdotal evidence, of course, but I think it does give credence to my theory that women's friendships contribute to them living longer once they are widows.
- I:** Indeed! Well, thank you very much for joining us, Dan. I've been keeping track of all the beneficial factors and I don't think I'm doing too badly!

D: That's good to hear. Thank you for having me on the programme.

Unit 4

▶ 14

Good morning. I'm Jon Hayes and for the last twenty years I've worked as a sports psychologist with top football teams, helping to prepare players mentally for important matches. People assume top footballers must be happy because of all their wealth and success. But they often forget that as well as all the benefits, the players are also under extreme pressure, and this is something that I think's got much worse in recent years. They're expected to perform at the highest level week after week. Of course, managers and fans always expect a lot from their team, which is OK, but a big problem for some players is that they expect perfection from themselves all the time.

A big part of my job is to help players cope when they don't perform their best. Players find being able to manage their frustration can make a big difference to their behaviour on the pitch and their enjoyment of the game.

I think sports psychology training is particularly helpful for the young players, many of whom are still teenagers. When they make mistakes, like missing a goal for example, they can sometimes get a lot of negative publicity and even abuse. So we also work on not taking criticism personally.

Sports psychologists like me give players a range of mental tools and techniques to help develop mental resilience. For example, footballers are taught to get rid of overly negative feelings through symbolic actions, such as wiping their hands on the grass or on their shirt to erase anything which might distract them from the game.

Many of the techniques we use are grounded in cutting-edge science, and all are designed to keep the mind clear and focused. Owing to improvements in neuroscience, we now know which area of the brain is used for decision-making – which is vital for improving performance. What we aim to do is to get the brain to release chemicals, such as dopamine, which have a positive effect and can increase our confidence. Just as nutritionists advise players not to eat junk food before matches, we help players to develop positive thinking skills to control their brains.

Even body language can be manipulated to project a positive frame of mind. If you have your head down and shoulders slumped, your brain chemistry changes for the worse. It's why I advise managers to look at players' body language to decide when to make a substitution. If they see a player with their head down and their eyes fixed on their feet, they'll know it's time for this player to come off the pitch.

I teach footballers to use memorised keywords to trigger appropriate mindsets or responses to certain situations. For example, a player might be trained to say 'ice' to remind him to stay cool when things get heated on the pitch. These keywords need to be simple, visual triggers that the brain can process quickly. Basically, all this training is aiming to give players more control and focus to enhance their performance on the pitch. But many of these techniques would work equally well in daily life.

▶ 15

J = Jan M = Marisol

J: In my opinion, the reason many people give up a sport or hobby is because of the costs involved.

M: I agree. It can be very expensive to join a gym, for instance. The monthly costs can be as high as 100 euros per month, which is too much.

J: Yes, and then what tends to happen is that people often join with the best of intentions but then find they don't have time to go often enough to justify the membership fee.

M: So you're saying lack of time and money are very significant reasons for people giving up sport?

J: Yes. I believe that goes a long way to explaining why people have to give up.

M: What about hobbies? Playing an instrument, for example?

J: I could be wrong but I imagine many people get demotivated because they realise they're never going to be an amazing pianist or guitar player.

M: Mmm ... I know from my own experience that that's quite common. I gave up the piano after two years because I wasn't making enough progress, despite practising fairly often.

▶ 16

1
I think there is a lot of value in having a hobby. I used to play the piano and now I've stopped, and I regret that. I used to hate practising for piano exams but, at the same time, I felt a sense of achievement. Perhaps I'll take it up again one day.

2
There's a lot of criticism of computer games but I think the people that criticise them have never played them. They're often criticised for being too violent and for stopping boys especially from doing other things, like going outside and playing football. But I think they can also develop your imagination and even social skills because often playing them is a shared experience.

Unit 5

▶ 17

In this part of the test I'm going to give each of you three pictures. I'd like you to talk about two of them on your own for about a minute, and also to answer a question briefly about your partner's pictures.

It's your turn first. Here are your pictures. They show people who are very involved in what they're doing. I'd like you to compare two of the pictures and say why the people might be so involved in what they're doing, and how they might be feeling.

▶ 18

Which person or people do you think looks happiest? Why?

▶ 20

I = Interviewer D = Donna G = Graham

I: Good morning. In the studio this morning we're joined by Donna Marchant and Graham Donovan, two psychologists who've undertaken studies looking into some important questions: What makes us happy and does money have anything to do with it? Well, let's start with the second question. Donna?

D: The answer I get from reading other psychologists' research is a clear yes, though only to a limited extent. Other people's research tells me very clearly that if your income meets your basic needs, it will make you relatively happy, but – and it's a big but – if you have more than you need to make ends meet, you won't necessarily be any happier. The really interesting question is if you've reached that point, what should you do with the excess and how does that affect your happiness levels? That's what I've been looking into in my most recent research.

- I:** But how do we determine what excess income is? Is it everything that's left after we've covered basic needs like food, shelter, warmth? What do you think, Graham?
- G:** As I understand it, what Donna is saying – and she should know, she's the expert – is that without food and shelter, no one feels happy. But you also need safety. After that comes the need for relationships, a feeling of being appreciated and valued. In fact, as it's often said, without being able to achieve your full potential, you won't be completely happy.
- I:** So Donna, there's a kind of hierarchy of needs, is there?
- D:** Yes. Graham is drawing on a classic model or hierarchy developed by the American psychologist Abraham Maslow. I think I'm right in saying that this is where your research interests lie, don't they, Graham? But going back to your question, let me just say that fulfilling these higher-order needs takes money. And I would agree with Graham that none of the levels in the hierarchy are really extras. Money spent on your professional and personal development is money very well spent.
- G:** That's not my point, actually. Maslow's model is about the psychological development of the individual over time rather than what a person needs to be happy overall. The emphasis changes over different stages in a person's life. I'd add to that that after you've got food, shelter and safety, money doesn't really come into it so much. You can't buy friendship, self-esteem or fulfilment.
- I:** No, that's certainly not my experience. So Donna, what would you say is wrong with the way people spend their excess income?
- D:** There's a tragic paradox about money and happiness such that people often squander their wealth on the very things that are least likely to make them feel good, namely, consumer goods. What's more, the more they indulge in consumer goods, the more inclined they are to obsess about money and the less willing they'll be to use that money to help others. Obviously the implications of this are very serious indeed. Using money to help others – that's the key to happiness.
- I:** Graham, do you think the research on happiness supports Donna's position?
- G:** It's not quite that straightforward. There's a research study that tried to establish a link between altruistic spending and happiness but it's come in for quite a bit of criticism, much of which I would go along with. For what it's worth, the researchers got people to tell them how much they earned, how happy they felt, how much money they spent on themselves and how much went on 'social spending'; by that they meant gifts for others and donations to charity. They then looked at the relationship between income, happiness and the two types of spending. Because of the way they'd designed the study they couldn't prove it was the type of spending that made people happy or not but it was clear that spending seems to have more to do with happiness than income alone. I'm beginning to wonder if it's possible to look into this and come up with a definitive finding.
- I:** Donna, could you tell us more about the study you and your team conducted recently?
- D:** We took up the challenge. The more we know about the relationship between spending and happiness, the better able we will be to teach people the facts and perhaps change the emphasis on acquiring things in a vain attempt to make ourselves feel happier. I think that's a very important goal and one we've partially

met in a paper the members of my team and I have just published. We're proud of having come up with a design that gets over the problems Graham mentioned. What we did, actually, was to ask people how happy they were before and after receiving a bonus at work. The bonuses varied in amount, I should add. After a few weeks we asked them how they had spent the money and how happy they felt. This time the relationship between social spending and happiness was much more clear-cut, so much so, in fact, that we feel confident in stating that the way people spent the bonus played more of a role in their happiness than the size of the bonus itself.

- G:** I don't want to quibble but how do you know that there were no other factors that might have intervened to make these people feel happy or unhappy? That said, rabid consumerism and fear about sharing our resources with others are social evils research needs to address and that's something you do seem to be doing. People should hear about your work.
- I:** I think so too and I hope that today's programme has helped in that regard but I'm afraid that's all we have time for. Thank you both, Donna and Graham, for being with us today.

Unit 6

▶ 21

- 1**
- A:** Have you been down to the archaeological site recently?
- B:** Yes, the other day. It was really fascinating to see how much the archaeologists have unearthed already. I was amazed by it, really. I mean, it's a huge site and even with a sizeable team in place, they've only uncovered a fraction of it. It's going to be absolutely enormous when they've finished. I just can't believe that something like this can remain undiscovered for hundreds of years and only now come to light. And all of us locals virtually living on top of an important ancient settlement without having a clue that it's there!
- A:** I know. It makes you look at Saxton differently, doesn't it? I don't know about you but even though there are lots of more famous sites around, this feels more significant to me somehow.
- B:** I know what you mean. We're all familiar with the history of the town over the last few hundred years but this takes us back much further in time.
- A:** It's like the layers of centuries have been removed and I can actually understand much better how people lived over a thousand years ago.
- B:** And in some ways our lives haven't changed that much.
- 2**
- A:** What did you think of the dinosaur exhibition then, James?
- B:** You know, I'd get more out of playing a computer game about dinosaurs than this exhibition.
- A:** Really? All the kids around us were absolutely loving it.
- B:** I know, but they were only young. Teenagers wouldn't be so impressed. You'd spend less on a computer game and could then relive the experience again and again. And the special effects would be far superior.
- A:** But I think you get more of an idea of the scale of dinosaurs from this exhibition and what the environment was really like.
- B:** I suppose so, and the other thing is I'm not sure how historically accurate games generally are.

A: Well, that's quite a big consideration! The museum obviously tried hard to recreate a real dinosaur experience and some of the dinosaurs were pretty terrifying but I felt I didn't really learn enough. I gave up trying to read those little information signs because there was always a large group of people around and I couldn't see them properly.

B: I just came away feeling confused about when the different dinosaur periods were and which dinosaurs were which.

3

A: That really old house in Wales is for sale – where we had that holiday – do you remember? It looks exactly the same.

B: Yes, of course. It was such a weird place, wasn't it? Great for playing hide-and-seek, though.

A: Yes. Brilliant, but freezing cold and mum was always complaining there was never any hot water. But what I mainly remember is being fascinated by its history and its occupants, wishing I could go back in time. I liked it when dad used to make up creepy stories about the people in the old paintings.

B: Which we never believed!

A: No – wouldn't it be awful if the person who buys it tries to update it unsympathetically – like get rid of all the original windows?

B: Mmm. I shouldn't think they'd be allowed to – it's bound to have a preservation order on it so they won't be able to turn it into flats or a hotel.

A: I expect you're right. I can't imagine all the furniture and paintings being auctioned off or ending up in a museum. I wish we could afford to buy it.

B: And take our kids there on holiday? Dream on!

▶ 22

Here are your pictures. They show people finding out about the past. I'd like you to compare two of the pictures and say why the people might be interested in this kind of information about the past, and how easy it might be for them to remember it.

▶ 23

What both these photos have in common is that they are of guided tours of historical places. The first picture looks as if it could be in a palace in Europe – possibly in the bedroom of a king or other important historical figure. The other picture is of an ancient monument in Egypt maybe. Whilst the people in the first picture look as if they live locally, the other group of tourists may have travelled a long way to get there and could be visiting many ancient sites. Neither of the groups looks as if they're very serious about remembering the information as they're not taking any notes. It may be a place they feel they should visit rather than having a particular interest in that period of history.

One significant difference in the pictures is the approach taken by the guides. The guide in the bedroom is wearing a period costume and could possibly be an actor. I think the aim of this is to make history come alive, which of course, makes it more memorable. Perhaps this is a more interesting approach as some of the people in the other picture look a bit bored – I doubt whether the tourists will remember very much about the talk given by the guide if they're just visiting the site for a few hours. Unless they've done a lot of reading beforehand and already know quite a lot about this site, it can be hard to imagine what the lives of the people who lived there thousands of years ago might have been like.

Unit 7

▶ 24

If you ask people to describe the archetypal salesperson, chances are the rug seller will come near the top of many lists. The pushy souk merchants tugging at every passing tourist begging, charming and then bullying customers to buy. Abdelmajid Rais El Fenni, known as Majid, is different. He runs one of the most successful boutiques in the kasbah of Tangiers, selling rugs, lamps, silverware and embroidery to clients from all over the world. He used to claw for business like his neighbours, who sell identical trinkets and rugs. But he soon realised that if he wanted to succeed, haggling would not get him anywhere. Instead he learnt to create value around his products, telling stories and selling the very best things he could find. 'You are like a beggar in sales, asking again and again all day,' he explains. 'My father used to say if you get upset, you lose the customer.' Businesspeople often talk about the importance of humility, of serving your customers and acknowledging the fickleness of the markets. For salespeople, humility is not an option but something that can be turned to their advantage. 'You look at everyone,' he says. 'You pay attention. Often customers don't even look at salespeople. They treat them like dirt. If I were a customer in someone else's shop, I would be friendly and polite. I tend to leave people alone to look at things. I turn the lights on, pay attention to what they're looking at, but I don't hassle them. If I see a salesman who interrupts and waves his hands about, I know he has another 20 years of learning to do.' Majid is a master at categorising the people who walk through his door and tailoring his approach. Majid explains his strategy after dealing with a tricky customer. 'Sometimes you need to be patient. At other times, you must treat the customer as a king. I made that man feel powerful by being so humble. He wanted to exercise his power. If I hadn't treated him so well, he would never have bought a carpet. Sometimes you need to teach, to establish your authority with customers who take you for a mere peddler.' He compares the different modes of selling to gears in a car. 'If the gear needs changing, you change it,' he says.

▶ 25

No business represents this marriage between traditional and modern selling as well as Apple. When it was planning its first stores in 2000–2001, it emphasised the importance of putting them in urban locations to attract passers-by, and letting visitors use the products, much as Majid lets his customers wander round his shop looking at the merchandise. Even if a potential customer would never have seriously considered switching from a PC to a Mac, the company knew that if they could get them into the store, they had a chance of converting them. That's why the stores were like latter-day cathedrals and why the company adopted a selling method akin to missionary work.

The stores were laid out with the new products up front, so customers who had never owned an Apple product could try them out. Next was a Red Zone, abuzz with staff and energy, where the conversion could take place in the form of a sale, and then a Family Room, where customers would be called by name and helped with service, support and lessons.

At a time when its rivals were trying to sell \$2,000 computers in soulless big-box stores using cut-throat sales tactics, Apple went in the opposite direction. Ron Johnson, the former Apple executive charged with coming up with its retail offering, says that if the other companies had moved on from their aggressive shark-like approach to selling PCs, they would probably represent much stronger competition

for Apple today. Apple sought 'not sharks, but ... teachers, photographers and filmmakers'. In other words, converts themselves who sold out of enthusiasm, not just on commission.

Technology creates transparency and gives us more information. It should lead to better prospecting and franker negotiating. But so far it hasn't eliminated the ghost in the machine, which remains the human interaction.

▶ 26

I = Interviewer E = Elena A = Adam

- I:** I have with me in the studio this morning Elena Vincent and Adam Carlisle, both of whom work in marketing, an industry which fascinates us all but one that also comes in for criticism from time to time. Elena, you started out in the industry when you were quite young, didn't you?
- E:** Relatively, yes. I was 22 when I got my first job as an administrative assistant with an advertising agency. It wasn't very exciting, but it was certainly a foot in the door. They were working on a campaign for a hotel that had once been a very popular holiday destination. Coincidentally, my grandparents had stayed there a couple of times. I did some research and discovered that a lot of famous people had also been regulars. I mentioned this to an account executive and they decided to theme the whole campaign around the idea of the past and the present. I didn't get to write any of the advertising copy, but I was really chuffed to see my idea made reality.
- I:** I understand that it was also a bit controversial because of some celebrities who were used in the campaign.
- E:** I wouldn't have called it controversial, although it did cause a bit of a stir. That was mainly because the celebrities disliked the images we used. I'd managed to find photographs of them at the hotel in the 70s and 80s. We put the old photographs alongside new ones taken in the same places and with the same posture and facial expressions. They'd all agreed to our using the photos, so I thought it was out of order to object after the event. They didn't like the sharp contrast between how they'd looked when they were young and how they look today.
- I:** But this campaign actually led to your being given a chance to do a marketing course, didn't it?
- E:** Yes, the agency wanted to move into marketing strategies aimed at services and they gave me a chance to do a course. I really put my heart and soul into it, though at the time I thought some of the techniques they presented on the course were a bit far-fetched. Now that I've seen how they work in practice I realise just how they can help marketers create very successful campaigns for services like hotels and restaurants. Through making use of the senses – visual appeal, sound and even smell – marketers can create a lasting positive impression. Smell is probably the most difficult sense to use successfully but we did a lot of activities where we actually saw how the various strategies could be applied. I still use what I learnt in my work, to great effect I must say.
- I:** Now that you've mentioned scent marketing, I'm going to bring Adam in here if I may. You started off researching the psychological effects of scents, didn't you?
- A:** Well no, not quite. My original dissertation topic focused on the way different perfumes are formulated but I got a bit bored with that. I had a girlfriend who was into aromatherapy and that led me into researching the way in which certain smells can change emotional

states. It's an area that's attracted a lot of attention from businesses using scents to enhance the appeal of their products and services. I knew my work would always find an audience and that I would see it applied in the marketing industry. That really gave me the incentive to go on doing research.

- I:** I understand scent marketing has come in for quite a lot of criticism though. Could you both give me your views on why you think that is?
- E:** No one has an issue with bread smelling like bread or coffee smelling like coffee. It's more complicated when smell is being used to manipulate people. I mean, when a powerful and irresistible scent is used to entice them into a shop only to find nothing identified with that smell actually on sale.
- A:** Yes, that's where problems arise. There's an advertisement aimed at getting people to drink more milk but milk is one of those smells that most people dislike. The marketing company opted, very cleverly in my opinion, for pumping out the smell of freshly baked cookies. They thought the cookie smell would make people want to eat some cookies and, by association, drink some milk. It worked but people did say it was manipulative.
- I:** I've heard that there are medical reasons why some people object to scent marketing.
- E:** The allergy lobby object very strongly. They don't like our environment being manipulated through pumping scented oils into the air – because it is potentially dangerous for this group, especially if the scent is so subtle that they would be potentially unaware of the danger. It's fair enough, really. If they start having breathing difficulties but can't actually smell whatever it is that is being pumped out, they won't realise they need to move away. This is a real problem because scents and aromas are being used in a whole range of contexts to market services: airlines, hotels and even, somewhat worryingly, casinos to encourage people to stay and keep gambling. They're really difficult to avoid.
- A:** Yes, allergy sufferers do have a problem. The gambling issue is an important one too; our motives are not always sinister though!
- I:** I'm sure they're not but there we must leave it. Thank you both ... coming up now ...

▶ 27

- A:** What I think makes messages like these particularly effective is the fact that they're using anti-advertising slogans to attack the advertising industry.
- B:** Absolutely! It's a clever way of warning people not to be taken in by the power of advertising. Having said that, I do have some reservations. Some of these messages are a bit obvious, after all. I mean, we all know the whole point of advertising is to sell us things.
- A:** I can't argue with that but, as obvious as it may seem, we are still manipulated by the whole marketing industry. What campaigns like this do is make people stop and think. I especially like the use of humour – that's the key tool to changing hearts and minds.
- B:** Indeed it is. Poking fun at advertising robs it of some of its power. I do see that there is value in receiving an anti-advertising message from time to time but I do sometimes find things like this a bit patronising.
- A:** Patronising? I'm afraid I just don't see it like that at all. I'd really like to see at least one ad like this outside every shopping mall.
- B:** I can't think of anything worse! That would be the best

way of ensuring that the message would lose its impact and its appeal.

A: Oh well, we'll just have to agree to differ on that one then.

▶ 28

Now I'd like you to talk about something together for about two minutes. Here are some ways of promoting fashion products and a question for you to discuss. First you have some time to look at the task.

Now talk to each other about how effective these ways of promoting fashion products would be.

▶ 29

Stealth advertising, or advertising you wouldn't even know is advertising, is coming to a living room, a college classroom or a blog near you. Here's how it works: imagine that you find your rather stylish friend is now looking more stylish than ever. Day after day she comes to college decked out in fantastic outfits that attract compliments from all and sundry. Then she lets slip that, in fact, what she is wearing is the new summer range from such and such a clothing company, available online or in-store and at the moment there happens to be a sale on, with some very attractive discounts. Would you smell a rat or would you think it was just normal chit-chat about clothes and where to get a bargain? Might it be the case that your friend is actually being paid to 'model' these fashion items and sing their praises so as to sell the brand to her classmates? I don't think anybody I know would do such a thing but if I were to learn that a friend was being paid to promote a product to me, I would be really angry.

As unlikely as this scenario might sound, this particular breed of stealth advertising is actually becoming more and more common. For the companies involved, it represents a huge saving on expensive campaigns but what's in it for people like my stylish friend? It sometimes starts with the person being offered the opportunity to trial a product – let's say a lip gloss. They get a year's supply of said lip gloss free and then, a few days later, someone contacts them to ask how they like it and then says, 'Hey, if you happen to be talking to your friends, can you just mention in passing that you use Lipluxe?' No pressure – after all, it's only if you happen to be talking to them. But you realise that you're being manipulated or your friends catch on and, outraged, contact the people who make Lipluxe to complain. In most cases they'll be fobbed off with one of those chillingly formal letters saying that it's normal practice, ending with the challenge, 'Should you wish to make a complaint, we suggest you contact the Advertising Control Board.' I say it's a challenge because nine out of ten times they know you won't.

But sometimes people do fight back. A friend of mine who is something of a fashionista has a blog where she writes about clothes and posts photos of herself wearing some of them. One day she was flicking through a magazine and she happened to see an ad for a brand of trainers in which the image was a lot of different pairs of feet wearing them ... including hers! In tiny print at the bottom of the page were all the sources for the photographs, including her website. She was furious! Had the company asked my friend's permission to use her blog to promote the product, she would never have agreed to it. But a lot of bloggers wouldn't think twice about accepting money, though sometimes they're just given the clothes and encouraged to wear them. The really big bloggers demand high fees for this – sometimes as much as \$50,000. I wonder what their friends would think if they knew.

Unit 8

▶ 30

I'm Tim Cole, and as an experienced travel writer, I'm here to tell you not to believe everything you read in guidebooks because following some of the recommendations they give can result in the most bizarre situations. I'll never forget the night I arrived in Sydney, for example. I'd decided to check into a hotel recommended in my guidebook. My flight was late and I turned up at the address at 1 a.m., exhausted and looking forward to a few hours' rest, but instead found myself at a comedy club, which at the time I didn't find at all funny. It turns out the hotel had moved to what was a department store, according to my useless guidebook.

The problem is that too many travellers are too trusting of their guidebooks and don't bother to research even the most basic facts before they set off. For example, many people don't think to check the publication date. Clearly, if this isn't within the last 12 months, you shouldn't buy it. Some guidebooks are only revised every couple of years, so it's no wonder the majority of guidebooks contain various inaccuracies and omissions.

This doesn't tend to apply as much to museums or other places of cultural interest, as this kind of information doesn't vary that much – so guidebooks are generally pretty dependable on these. But what I'm always extremely wary of are recommendations on restaurant prices, which can often come as a nasty shock. This can be a real problem for people on a budget. It wouldn't be such a disaster if other kinds of information were wrong, about the food or the ambience, for example – but these tend to be more or less OK.

Some people believe maps are now redundant in guidebooks because online versions are available – but I don't agree. Studying a real map is the best way to get to know a place. But some information I think is unnecessary. A special pet hate are those books which insist on including a multitude of photos. We already know what the Eiffel Tower looks like! Why not include more background information instead?

Of course, most guidebooks are also now available in a digital format and many travellers prefer using these because they're obviously not heavy to carry, so you can download as many as you like. But I avoid them because navigation is much harder than flicking through the index at the back of a book. Life's just too short and you can never guarantee you'll have internet access anyway. The only digital travel guide I'd consider using would have to be what you might describe as 'tailor-made' – specially designed for my individual trip. Otherwise, I'm happy to stick with the traditional form of guidebook.

However, on my trip to Hawaii last summer I experimented with a new way of getting good travel advice: an app called 'In-the-know'. This relies on insider advice from locals who have cool and interesting lifestyles – in Hawaii this didn't just include surfers – I actually got some really surprising tips from a sportswear designer. Without his advice I'd never have visited the unique Ukulele Festival or eaten spam sushi. But the thing I'll never forget was a ten-kilometre kayak expedition along the coast for a night-time swim with manta rays in a huge cave. A truly magnificent sight. And my top tip for anyone visiting Hawaii!

▶ 31

Matt: Mia, you went to Thailand last year, didn't you?

Mia: Yes, I did. It was amazing! You have to go there, Matt!

Matt: Well, I'm already planning to go there. In the summer, hopefully. I was wondering if you can recommend a guidebook.

Mia: Well, the guidebook I used was so out of date I really wouldn't recommend it. In fact, I don't think I'll ever use one again. I'm thinking of just relying on Twitter recommendations next time I'm travelling. I've heard they're a much more reliable way to get advice.

Matt: That sounds like a great idea..

Mia: I'll show you my photos if you like. Are you free this evening?

▶ 32

Here are your pictures. They show people on holiday buying souvenirs. I'd like you to compare two of the pictures and say why the people might want to buy these items and how useful each item might be as a reminder of their holiday.

▶ 33

In both pictures the people are interested in buying local products or crafts but in one picture a man is selling typical baskets and hats from his bicycle, whereas in the other one the people are at an expensive airport shop, which looks as if it's mainly selling food products. Um ... I would imagine that most people who travel to a new country that they may never visit again are interested in buying souvenirs that are typical of that area. But I doubt whether most tourists actually check to see if that item is actually locally made. I think some of these things are often mass-produced in countries like China. I'd be surprised if the street seller had actually made these things. It's not certain in either picture whether the people are actually going to make any purchases. I couldn't say if they're buying presents or not. Often these kinds of products are bought as gifts but they could just be shopping for themselves. The people talking to the street seller may just want to give the man some business and the people at the airport may just be trying to pass the time. In all likelihood they'll buy something that'll never be used and will be a waste of money.

▶ 34

New York City's population in April 2000 stood at just over eight million – the highest it had ever been since records began. However, while the city's population grew substantially in the first half of the 20th century, it dropped from nearly 7.9 million in 1950 to 7.1 million in 1980. This was despite the baby boom and the surge in immigration from Europe, which started in the 1950s and continued through the 1970s. It was during this period that many families left New York City for the suburbs. But this trend was reversed over the next two decades as parts of the city were regenerated and a rise in immigration from Asia boosted the population to a peak of eight million by the year 2000. It is unlikely that population growth will reach the levels seen in the first part of the 20th century, when the city's population went up by 38 percent between 1900 and 1910, but sharp declines are also unlikely. A period of relative stability in population levels seems likely during the first few decades of the 21st century. Moderate growth is expected, although it will be sufficiently high to push the population up to nine million by 2030.

▶ 35

1
I hate to admit it but I've got no choice. I have to leave here to find work.

2
Don't worry, Mum. I'm not lonely. I've made loads of friends here already.

3
I wish I hadn't left. I think I would have had a better chance of starting my own business at home.

4

The government hasn't done enough to create jobs – that's why so many people are leaving.

5

Listen, Son, I really think you should stay in Australia. You've got lots more opportunities there.

6

I don't regret emigrating for one minute. It's the best decision I've ever made.

Unit 9

▶ 36

Babies and small children pass a number of developmental milestones as they grow. Only weeks after a child is born she knows a smile for what it is and may even smile back, though she is not yet able to actually recognise the important people in her life. This comes a little later, when, at four months, the baby can identify her mother and begins to know who's who among all the people she encounters regularly. Mind you, names don't mean much to her at this stage but at ten months she will begin to recognise her own name and react to it appropriately. It's at this age also that she'll start to get a real kick out of the game of *peekaboo*. The adult hides his face behind his hands or some other object and then reveals it. This usually gets a laugh from the baby and is early evidence of a burgeoning sense of humour. She will begin to display helpful behaviour when she is little more than a year old but bear in mind that the child might actually be more of a hindrance than a help. Still, it's the thought that counts, so don't discourage her. It won't be long before she'll also get the hang of dressing herself – usually at around two. Once again, don't crush the child's enthusiasm as this may actually be slowing down her development and hanging on to an extra responsibility an adult can actually share with her.

▶ 37

In this part of the test I'm going to give each of you three pictures. I'd like you to talk about two of them on your own for about a minute and a half, and also to answer a question briefly about your partner's pictures.

It's your turn first. Here are your pictures. They show people doing things on their own. I'd like you to compare two of the pictures and say why people might be doing these things on their own and what reactions they might get from other people.

▶ 38

Both these photographs show people doing things alone that we often do with others. Apart from that similarity, they are in some ways rather different from one another. In the first picture there is a young boy by himself watching a film in a cinema. He seems completely engrossed in whatever it is he's watching and perfectly happy to be there without anyone else. What's more, he's got a huge container of popcorn all to himself. In the second picture a man is having a solitary meal in a restaurant and although he too seems quite engrossed in what he's doing, I have the impression that he's reading a magazine because he's feeling a bit self-conscious about being a lone diner. A woman on her own in a restaurant might attract a bit of attention, but a man on his own, on the other hand, probably wouldn't attract very much attention at all. It depends on the kind of restaurant of course. In a fast food restaurant people probably wouldn't even notice whether people dining were unaccompanied or with friends. Even if they did, I don't think they would think anything of it.

▶ 39

E = Examiner C = Candidate**E:** Who do you think is happiest doing these things on their own? Why?**C:** It strikes me that the woman playing solitaire may actually be quite content even if she's not smiling or laughing. Perhaps she would prefer not to have someone across the table playing against her.

▶ 40

1

It was Saturday, so the multi-storey car park was jam-packed. I had to drive around for ages to find a space. I locked the car, headed for the lift and got out at ground level where the shops are. It was only then I realised I hadn't registered which row I'd parked in or even which floor I was on. I think I've finally got it through my own thick skull that the secret is to make a mental note of where I am. Everyone kept staring at me hanging around in the car park on my own. I could feel myself blushing. When most of the other cars had gone, I finally found mine.

2

I've always had trouble remembering my girlfriend's cousin's name. What pops into my head first is 'Antoinette' and then I think it's 'Brigitte'. I usually avoid calling her anything, which was what I did last time we met. I don't think she noticed but my girlfriend certainly did and she was not impressed. She would barely speak to me for the rest of the afternoon which made me feel pretty uneasy I have to say. Boy did she ever give me a talking to when we got home. There's actually an old song about a girl called Bernadette and the experts say using a song or poem sometimes does the trick. I'll give it a go.

3

I was actually really looking forward to our wedding anniversary, but I was so busy I put it right out of my mind. By the time I remembered, all the decent shops were closed and I ended up downloading a couple of new albums I thought he'd like on iTunes when I got home. He'd bought me some pearl earrings. I could tell he was thinking our anniversary was so unimportant to me I'd let it slip my mind. He looked miserable and I felt terrible. Apparently, there's some kind of anniversary alert app you can get and they'll send you messages with suggestions for gifts. I'll have to go for that next year instead of relying on my memory.

4

My sister used to put these little sticky notes all over the house with things she was trying to commit to memory. You'd find them on packets of cornflakes and on the bathroom mirror – everywhere you'd least expect them to be. That's what I should have done because even if I put things down on paper, if there are lots of facts and figures and so on, I get them all muddled up. For this subject there were heaps of dates and place names. I knew that if I didn't get them straightened out in my mind, my chances of getting a good mark in the final exam were out of the window, and it turned out that I was right.

5

There I was in a busy station in the middle of France and I needed to get some change for the ticket machine and get to the airport or I was going to miss my flight. I studied French for about seven years but I've let it get really rusty. I was desperately racking my brains for the phrase 'I need change' but all that came into my head were words in Spanish. Apparently, if you conjure up an image of the person who told you something, you sometimes remember it. So just when I was beginning to panic I thought of my old

French teacher and suddenly a complete sentence popped into my head. I got my change.

Unit 10

▶ 42

1

I did this magazine quiz called 'How well does your partner know you?' I don't usually bother with this kind of thing because I think they're a waste of time. You had to grade statements and then give the same quiz to your partner to answer about you.

There was a huge discrepancy between my results and my partner's, and the analysis said something like, 'You should have spent more time getting to know each other.' Some of our answers really shocked me because they showed that we're actually quite incompatible. It's made me start to question a lot of things in our relationship. I did the quiz for a laugh but I rather wish I hadn't now.

2

I'd already had an interview and had actually been working for the company for a couple of weeks when they said I had to do a personality test. I was kind of surprised as I thought this was only used for recruitment purposes but I didn't really mind as it was actually quite interesting – but they must have got my results mixed up with someone else's because they said I wasn't good at handling pressure. I've never felt so insulted in my life. Me? Not handle pressure? I complained to my boss and she said not to worry about it. Now she realises just how wide of the mark the results were.

3

I'm not generally a big fan of personality tests but I basically had nothing else to do at work so I thought I'd give it a go. I honestly didn't expect to learn much ... I mean how could choosing colours say anything about your personality? You had to click on eight colours in order of preference, then wait a few minutes and repeat the same test. When I read the results I could hardly believe it. My attitudes, my worries, my problems with my partner, my work habits – it was all absolutely spot on. It didn't tell me anything I didn't already know about myself though.

4

The psychology department at my university were asking for student volunteers to do a personality test. They made us wait for ages in this really stuffy room with only three seats and there must have been at least 15 of us. Some people were getting really impatient. We were all a bit stunned when they explained that the point of the test had been to study our behaviour in the overcrowded room. I was quite proud of myself when they said I'd scored highly for tolerance and resilience, just because I hadn't lost my temper. I'd always wanted to get to the bottom of how these tests work, which is why I volunteered. I found it fascinating.

5

I've got my own translation business but I wasn't getting enough commissions. I decided to see if one of those life coaches could get to the bottom of whatever was going wrong and we both thought it would be useful for me to do a personality test. I was a bit taken aback when she said my test results showed that I needed to work in collaboration with others. It's weird as I've always seen myself as a bit of a loner and as not taking too kindly to people telling me what to do. But this new way of working might be just what I need to inspire me and will actually make a refreshing change.

▶ 43

N = Nadia A = Adam

- N:** Personally, I'm all in favour of robots doing as much work as possible. But I suppose the key issue here is to decide which tasks a robot is capable of doing as well as a human. I think they'd be just as good, if not better, at flying a plane. Would you go along with that?
- A:** I would, up to a point. I mean, most planes already depend on an automated system but pilots are still needed to make decisions in an emergency and I'm not sure I'd trust a robot to do that instead. Also, I think passengers feel reassured when the pilot talks to them.
- N:** Sure. But don't you think having a robot instead of a human pilot would remove the possibility of human error?
- A:** Possibly, but I think most people would still rather have a real person in charge. I think tasks with less responsibility are more appropriate for robots.
- N:** I suppose so. I hadn't thought of that. How would you feel about a robot looking after your grandmother? There are some practical tasks that a robot could do to help look after the elderly. For example, helping them to get washed and dressed.
- A:** Mmm. Maybe – as long as they'd also have some human interaction. It would be terrible to only have a robot as a companion.
- N:** Oh yes, absolutely. That would be terrible. I wouldn't mind having my meals cooked by a robot.
- A:** Simple meals would be OK. I can't see there'd be a problem with robots preparing things like pizzas. In a pizza restaurant, all they'd have to do is to put the right toppings on and put the pizza in the oven for the correct amount of time. But I just wonder how useful robots would be in a high-class restaurant where the cooks need to be able to taste the food!
- N:** So we're saying that a robot could cook effectively in certain circumstances.
- A:** Right.

Unit 11

▶ 44

P = Presenter M = Mark D = Diana

- P:** Welcome to the *Review Show*. Joining me today are Diana Abel and Mark Shaw. The first book we'll be discussing is Robert Provine's *Laughter: a scientific investigation*. Mark, what did you make of it?
- M:** Well, he talks a lot about the idea that laughter is not primarily a response to humour but a social lubricant – something used to smooth interaction between people – interesting but I don't think Provine is the first psychologist to make this claim. But he is the first to popularise this theory. I think a lot of people will reject the notion that we don't just laugh because we find something funny and that laughter actually has a much more complex role. But what I found really disturbing is that, according to a recent study in the UK, we're laughing much less than we used to.
- P:** Indeed ... Diana, I know you were particularly struck by the comparisons between male and female laughter in the book.
- D:** Yes, that's right. While researching the book, Provine found that one of the key qualities women look for in a potential partner is a good sense of humour – something sought after much less commonly by men.

That was certainly news to me. It seems women want a man who will make them laugh, while men like women who laugh at their jokes. Men may even feel threatened by a woman who's funny, which goes a long way to explain why until relatively recently there were so few female comedians around.

- P:** Provine does stress the importance of increasing laughter in our lives and gives some advice on how to achieve this. Were you persuaded by any of his suggestions, Diana?
- D:** Well, while Provine thinks we should all try to laugh more, he's not advocating attending laughter workshops or anything like that in order to be able to tell an amusing anecdote. His message is really quite simple. If you want to laugh more or better still make other people laugh, rather than trying to learn to play the clown, engage with people who have a humorous outlook and avoid those who are always gloomy – which makes sense to me. One thing I'm in favour of, which Provine neglected to mention, is that people should lighten up and laugh at themselves more.
- P:** Did either of you find your own attitude to laughter had changed after reading the book?
- M:** I certainly started noticing when people actually laughed and found it confirmed Provine's theory, that is, people were laughing at things that weren't remotely funny and also in odd places during a conversation.
- D:** The effect it had on me was to monitor my own impulses to laugh – it made me less spontaneous in a way.
- M:** ... analysing what made you want to laugh instead of reacting naturally – I experienced that too. And it also made me aware of how little I actually laugh. I've found I am making more of an effort to be funny.
- P:** So did you find the book answered everything you ever wanted to know about laughter?
- M:** It was pretty comprehensive, especially the parts on how humour and comedy work. He also focuses on how humour can be abusive and cruel – anyone who's experienced this in the playground will be able to relate to that. The section on the mechanics of breathing and laughing I could have done without.
- D:** I was drawn to the social aspects of laughter. Provine argues that laughter existed long before comedy and I wish he'd gone into more depth about how the need for laughter may have been triggered.
- M:** That was the most informative section of the book, so that could have been expanded in my view. The descriptions of how laughter may have started with chimpanzees tickling each other are wonderful.
- P:** But, overall, would you recommend this to someone who hasn't got a professional or academic interest in laughter?
- M:** Without question, yes. There were some bits where I felt my lack of a background in neuroscience was a disadvantage but you can just skip those bits and move on to some of the lovely anecdotes about the research – some of the accounts of the contagious nature of laughter are really amazing. In some places people couldn't stop laughing for days.
- D:** Yes, incredible.
- P:** And do you think the book will help people?
- M:** Well, if you just want to find out about the benefits of laughter, there are more appropriate self-help guides. This is more wide-ranging than that.
- P:** I see. So, moving on to another book about comedy ...

▶ 45

They did an experiment recently which shows that people are able to tell how a dog is feeling by reading its facial expressions. They showed volunteers photos of a dog expressing different feelings and the funny thing was it wasn't dog owners who were able to identify the different emotions best – people who'd never owned a dog were just as good. The researchers think people may have a natural empathy with dogs. But they're not sure why – it may be because humans and dogs have evolved with each other over thousands of years. I think they should do more research to find out if people can read other animals' emotions as well.

▶ 46

In this part of the test I'm going to give each of you three pictures. I'd like you to talk about two of them on your own for about a minute, and also to answer a question briefly about your partner's pictures.

It's your turn first. Here are your pictures. They show people creating an image. I'd like you to compare two of the pictures and say how successful the people are at creating the image and how people might react to them.

▶ 47

E = Examiner C = Candidate

E: Which image do you think is the most powerful?

C: Well, it's quite hard to say because these can all be extremely influential; they can make us decide to buy a product or vote for a politician – but I suppose the most powerful might be the image created by the fashion shoot because it's more subtle, while the others are more direct. These kinds of images can help to sell thousands of products and can change people's attitudes to the way they dress or whatever.

Unit 12

▶ 48

Hi, I'm Max Bignall. When I arrived in New York six months ago to study physics at university, I was interested to hear about something called the Secret Science Club. It really is quite something. I knew that the club was started by two science writers, but not that the third founder was a radio producer. He did have a scientific background too, though. The club started as a small informal gathering held in a Brooklyn bar but soon outgrew this venue and is now held at The Bell House, which is a popular Brooklyn venue for weddings and other private events. But most nights during the week what you can see are the types of acts you would expect from a trendy New York bar, namely performances by musicians – usually up-and-coming bands. And somewhat bizarrely, once a month you'll find a friendly scientist lecturing in down-to-earth language about a topical scientific issue. The lectures often include experiments at the end, which go down well with the crowd, especially if they involve audience participation.

The talks cover all kinds of issues: they've had a climate scientist talking about super-storms, an evolutionary biologist on the elusive animals that live in our cities, an astrophysicist talking about black holes – which was the highlight for me – and last time we had a mathematical sociologist explaining how ideas spread. The lectures themselves are generally very entertaining and accessible – even for non-scientists – but where I sometimes get lost is at the end, when people ask questions which can be quite specialised. And then there's a chance for everyone to listen to music and talk about the lecture. What's really invaluable

for science students like me is the opportunity to network with some of the best experts in their field.

Nobody can agree about the precise origins of clubs like the Secret Science Club but they seem to have started in universities at the end of the 1990s. Of course, the idea itself is much older. In the 18th century people used to meet up in coffee houses in Britain and France to discuss the affairs of the day, including scientific discoveries.

I could be wrong, but I think the majority of people who attend the Secret Science Club aren't academics, just people with an interest in science. The appeal for people like this is that the lectures help them to understand the relevance of science in their daily lives. I like the fact that the Secret Science Club is inclusive and wants to share ideas beyond the scientific community. Scientists have a responsibility to help people see how science continues to shape the way we see the world and the future.

▶ 49

E = Examiner G = Gustave M = Maria

E: Good afternoon. My name is Pam Nelson and this is my colleague, Stephanie Mason. And your names are?

G: Gustave Jansen.

M: Maria Fernández Lourido.

E: Can I have your mark sheets, please? Thank you. First of all, we'd like to know something about you. Gustave, where are you from?

G: I'm from Germany.

E: What do you do there?

G: I'm a student.

E: Maria, how long have you been studying English?

M: Well, I started learning English in primary school, so I suppose I must have been studying it for about fifteen years now.

E: Gustave, what do you enjoy most about learning English?

G: The fact that I can watch films and TV series and understand quite a lot.

E: What did you like most about the area where you grew up, Gustave?

G: There are a lot of interesting, old buildings. I really like architecture.

E: Maria, do you ever wish you were rich and famous?

M: To be perfectly honest, not anymore, no. I used to when I was younger, of course, but I now think that there are so many responsibilities and problems that come with having money and fame and that sometimes they actually destroy the person's happiness. I would have to say that I don't enjoy my job because of the money. It's more because it gives me a lot of satisfaction.

▶ 50

E = Examiner M = Maria G = Gustave

E: In this part of the test I'm going to give each of you three pictures. I'd like you to talk about two of them on your own for about a minute and also to answer a question briefly about your partner's pictures.

Maria, it's your turn first. Here are your pictures. They show people doing research. I'd like you to compare two of the pictures and say why people might choose to do research like this and what problems they might have.

M: Both these photographs show women scientists carrying out research but they are actually quite different from one another. In the first photograph the woman seems to be doing some kind of ... umm ...

chemistry experiment – she has a whole lot of ... umm ... small glass ... umm ... containers in front of her on a bench and she is holding a notebook or perhaps a tablet. Perhaps she is making notes of the results of her experiment. The second woman is obviously doing something quite different. Instead of working in a lab she is outside doing some kind of fieldwork. I think she is probably a biologist. I imagine her work involves examining plants in their natural habitat, like the plant she's looking at. While the first woman could have the problem of an unexpected reaction of some kind, in which an explosion or perhaps some kind of poisonous gas is produced, the other woman is outside in the open air or perhaps in a hothouse and probably has to deal with extreme temperatures. They're both wearing lab coats to protect their clothing and possibly to prevent the chemicals and plants they're working with from becoming contaminated.

- E:** Thank you. Gustave, who do you think is most involved in what they are doing?
G: The woman in the laboratory.
E: Why?
G: She's looking at the slide very closely.

▶ 51

E = Examiner M = Maria G = Gustave

E: Now I'd like you to talk about something together for about two minutes. Here are some ways that good ideas sometimes spread from one person to another and a question for you to discuss. First you have some time to look at the task.

Now, talk to each other about how effective these ways are for spreading good ideas.

- M:** OK, let's make a start. I actually think good ideas often spread because one person tells another person about them. Do you agree?
G: I think more good ideas are spread through online communication than by means of face-to-face interaction. The point I'm trying to make is that a lot of conversation is quite trivial but if someone has something important to say, they're very likely to put it in a blog or perhaps record a podcast.
M: It could actually just be telepathy as well, now I come to think of it. I mean, someone has an idea somewhere and then by coincidence it turns out someone else in a completely different country has the same idea.
G: If you look at a lot of nineteenth- and early-twentieth-century inventions, it's quite difficult to say who was the real originator of the idea because it often seems to have been invented by two or more people simultaneously.
M: Hmm ... And in the past there were books and magazines, of course, but nowadays Twitter is a really important way of spreading ideas. As I see it, it's far more important than anything else, at least for young people. People are constantly tweeting things they've read or just thought about.
G: It's amazing how quickly an idea or just a rumour of some kind can spread through a medium like that. I do have a few reservations about whether these things could actually be called good ideas, though.
E: Thank you. Now you have about a minute to decide which method would reach the largest number of people.
G: For me it would have to be online resources like blogs or even online newspapers and magazines. Almost

everyone has an internet connection and potentially has access to good new ideas because of that.

- M:** Yes I suppose so, but I still tend to think that Twitter reaches more people.
G: There are loads of people who don't have a Twitter account.
M: That's true, so perhaps we could say that the internet is our first choice because of its almost universal appeal.

▶ 52

E = Examiner G = Gustave M = Maria

E: How important is it for people to learn about the history of science at school?

- G:** It's very important. People should study history.
E: Maria, what do you think about studying history?
M: History is an important subject and history of science especially. It's fascinating to learn about when discoveries were made and under what circumstances. I mean, often scientists had such passion for their work that they were willing to make huge sacrifices in terms of their health and their relationships to other people. Of course, many were rather eccentric as well so their stories make fascinating reading. Would you agree?
G: Sometimes scientists solved an important problem completely by chance. I always enjoyed learning about that kind of research. They often ended up getting ill as a result of their work. I mean people like Marie Curie.
E: Some people say they don't see the point of scientific research. Why do you think this is?
M: Well, in some cases I think it is because they don't actually know very much about it. There are reports on science research in the better newspapers but not everyone reads them and they may not be aware of the important contribution research can make to things like curing disease or warning us of dangers like global warming.
E: Gustave, do you think people are well informed about the value of scientific research?
G: No, and in my opinion it's up to scientists to inform them.
E: Why scientists?
G: They know more about it.
M: Yes, but they can inform the press about their work and then it can be presented to the public in an entertaining way. The problem is that it's not easy for people to get access to research reports directly. My father is a scientist and he says that unless your university or research institute subscribes to a journal you have to pay to read the articles and it can be very expensive.
G: If it's taken out of scientists' hands there will inevitably be distortion. There's a lot of false news on social media and so on, offering cures for diseases.
M: So maybe it's a question of educating people so that they can tell the difference between real scientific reporting and false news.
E: Gustave, what do you think about other media like television?
G: There are some pretty good science documentaries on TV but I think the universities themselves should have YouTube channels and so on to publicise research.
M: A lot of them do, actually. The university where my father works gives researchers the opportunity to make a kind of mini-documentary about their research for the YouTube channel. My father has made one on his research.

- G:** That sounds like a good idea I guess. But how do people know the YouTube channel exists?
- M:** Yes, that can be a problem and the other issue is talking about science in a way that's interesting and relevant for the general public.
- E:** Thank you. That is the end of the test.

Practice Test

Part 1

▶ 53

1

- A:** How did it go at the Physics competition in the Netherlands?
- B:** I couldn't stay for the duration unfortunately ... due to a family crisis ... but the rest of my group did and the guys did incredibly well. We had lots of resources at our disposal, and that paid off. Anyway, despite being up against some of the best physicists in the world, we came second in the problem-solving category, which was no mean feat considering the opposition! We also won the Best Presentation award for our presentation on string theory. Well, at the risk of sounding smug, I think that was pretty much a given all along.
- A:** What were the other competitors like? Were they from a similar background?
- B:** Well, there seemed to be a good balance of males and females this year. Mind you, that's hardly unexpected ... that gender gap in physics has been closing for a while now and that's refreshing. It's usually PhD students who enter ... I suppose they've got the necessary expertise, so we were unique in that we're not PhD students! And obviously many of them were competition veterans ... they've been doing this for years.

2

- A:** I think that since people have started watching several episodes of programmes back-to-back, they're becoming more demanding. Hence the decision, I suppose, by many TV conglomerates to dump entire series of certain shows online at a time, rather than drip-feed us episode by episode. I suppose it's all about instant gratification for the viewer. And there's a growing distaste for commercials too, which is bad news for the advertising industry. Research shows that one of the things people most enjoy about streaming shows is that they can either mute or fast-forward through the ads, as opposed to waiting them out when watching a live show.
- B:** That makes sense. It does seem that we're in the golden age of TV. For me, soap operas have never been better. They really do seem to touch on the rhythms of contemporary life. I would say, though, that scriptwriters should remember that effective story-telling has to follow certain principles ... you know ... add some surprise into the mix without being phoney about it. There's a love of the bizarre twist nowadays that often isn't even really based on the characters themselves – there's no clear connection. That's a low-grade form of story-telling, I think. Classic story-telling's about people facing some sort of dilemma and dealing with it.

3

- A:** How did you rise to the marathon challenge?
- B:** Well, the night before the marathon I thought I was starting to come down with something dreadful but thankfully it turned out to be nothing more than a few stomach cramps. I fully expected to have a bit of

a wobble before it, but I managed to stay composed. Anyway, I thought back to the half-marathon I ran last year and I remembered that feeling of being sure I'd underperform when the day came. And this particular marathon really stirred up a lot of self-doubt too. I think it was a mixture of concern about endurance as well as a fear of the route itself, which is notoriously tough.

- A:** I know what you mean. When I ran my first marathon, I found it hard going at times for several reasons. Even though I'd followed all the rules about what to eat and drink beforehand, I just couldn't shake off the craving for cold drinks. I was well prepared though, and managed to get the pace just right, so I didn't burn out after the first couple of hours ... something that many novice marathon runners do. Then they're so disheartened at not making the finish line.

Part 2

▶ 54

Good afternoon everyone. I'm Leo Anderson and I'm here to talk to you about my work with rhinos in South Africa. I was with an organisation called the African Conservation Group, the ACG.

Several other volunteers arrived in Johannesburg at the same time I did, and we were put into teams such as the maintenance team that's responsible for the upkeep of the centre or the game ranger team. They'd decided I'd be best in the wildlife capture team, which mainly focuses on tagging animals so that their movements can be monitored, but has other duties too.

The first job I had was with the infant rhinos, so I wasn't exactly thrown in at the deep end! I was asked to assist with bottle-feeding these cute animals. We didn't have to prepare the formula – that was done for us – and then we were usually asked to feed them.

Another of my daily duties was clearing the enclosures. Well, that was really hard work to begin with, but I got used to it. I remember there was a huge panic one day as one of the animals almost escaped. That meant that the fences around the site had to be checked and reinforced.

To give volunteers an idea of how physically demanding working on a rhino conservation project is, the ACG established a rating system which is clearly displayed on their website. It's goes from one to five, and the more rhinos you see, the more challenging the experience is. One rhino, for instance, means suitable for all levels of fitness and physical ability but five rhinos means you need to be in excellent health as volunteers will often be on their feet from dawn to dusk.

The centre also does a lot of research on rhino behaviour ... things like observing the interaction between adolescent rhinos, though that's not something that I was involved in ... and monitoring the sleeping patterns of both males and females. Logging information on the central database about that was something I was regularly required to do.

Accommodation-wise, the centre has some beautiful bungalows where many of the permanent staff live, and where we often got together in the evenings. They're astonishingly luxurious. The rest of us had wooden huts, which we had to share. And though I expected them to be pretty basic, they were actually far from it.

Overall, my experience at the ACG was superb. It was fantastic to work with a group that has such a strong commitment to the rhinos, and in particular to the rehabilitation of orphaned rhinos. And the remarkable chemistry between all of us who'd gone there to help was especially memorable.

So how and why did I get involved? Well, back when I was applying for a place at university I knew there'd be a lot of competition for certain courses, like wildlife management and zoology. And as veterinary medicine, the degree I'd hoped to do, is particularly competitive, I was sure that my experience on a conservation programme would help make my application stand out.

Now if you have any questions, please feel free to come up and have a chat ...

Part 3

▶ 55

I = Interviewer O = Oliver M = Michelle

- I:** On *Business Matters* today I'm talking to two young fashion designers, Michelle Barnes and Oliver Grimshaw, who run a very successful start-up company in sustainable fashion called Ethion. Michelle, generally speaking, what do you think of the fashion industry today?
- M:** It needs to change, doesn't it? I mean the industry needs to evolve. To put it simply, environmentally and socially, the way fashion's produced isn't working. It's damaging. But I think we've come some way in recognising this so that there's been a definite shift throughout both the fashion and textile industries towards more sustainable practices that consider the impact on our planet, for instance. The word 'transparency's has become a buzz word for many companies that are really beginning to include sustainable solutions and want the public to know about it. The shift's towards change, but change takes time and comes with its own challenges. You know, we're still dealing with resistance and misinformation along the way on the part of some companies, and consumer scepticism.
- I:** I see. Oliver, your company's considered to be a pioneer when it comes to sustainable design ... by which we mean fashion that can be supported indefinitely in terms of human impact on the environment and social responsibility. Do you feel that progress has been made when it comes to the way fashion collections are produced?
- O:** Well, we always wanted to just use pre-existing materials, originally for what it meant to us artistically rather than environmentally, but the more we became involved in the industry, the more we felt the urge to break all the rules. We've only ever used waste from designer products that didn't actually get to market, and we've always produced locally with a social conscience, by making a conscious effort to rehabilitate the long-term unemployed through a cooperative.
- I:** I see. Michelle, do you feel customers are becoming more aware of the negative impacts of the fashion industry?
- M:** Without a shadow of a doubt! Too many stories have been told ... too much awareness of polluted rivers because of chemicals being dumped, for example, and widespread malpractice in terms of breaking the law have appeared for consumers not to have become aware of this issue. And consumers that were aware of this all along are now more outspoken in demanding change. Despite the relatively slow response from the industry itself, consumers are beginning to ask relevant and increasingly more meaningful questions on how the industry operates. And it's that which has had a significant impact.

- I:** Many believe that it's up to the next generation of designers to make a radical difference. Do students have good role models at the moment? Oliver?
- O:** If there were too many role models, students would react against them ... as they're reacting against the so-called 'fast fashion' companies, and the social and environmental exploitation which means workers are not treated well. It's precisely because there are so few role models that there's this sense that we need to do something about it pretty quickly. Some of my most exhilarating moments are spent among students and very young designers. The role of the designer's changing profoundly in terms of ethics, and I strongly sense that the next generation will relish the chance to collaborate on finding sustainable solutions.
- I:** Michelle, you founded Ethion ... a platform for designers with ethical and sustainable standards, which is a very noble concept. What direction do you think your company should move in?
- M:** Well, it's taken time for us to get established and I wouldn't say we're there yet, but step-by-step we're heading where we want to be. Top of our agenda is upcycling. In a world still churning out trendy, throw-away fashion pieces at breakneck speed, the idea of recycled, refashioned clothing can be an anomaly. But it's the way to go as far as we're concerned. We've got a good structure in place now and have come up with some solid plans for growth.
- I:** Sounds good. And finally, what do you both think about the state of the fashion industry here in the UK at the moment? Michelle?
- M:** Well, for years now, we've seen more and more of our local manufacturers being abandoned for production facilities much further afield, simply because it's cheaper. It's a shame really because all that expertise we had has been greatly diminished. Perhaps the government needs to provide more of an incentive for entrepreneurs to start new fashion companies in an attempt to get back to where we were ...
- O:** ... and when you think about the number of buildings dedicated to fashion that there used to be throughout this country too ... you know, linen factories, woollen mills and so on. It's a disgrace that we've practically killed our home industry. We've ended up gradually industrialising the globe without keeping our own artisanal skills alive.
- I:** Indeed ... well, Michelle and Oliver, thank you for talking to us today ...

Part 4

▶ 56

1

Interviews are not really my thing ... I get so worked up. Anyway, I have to say the panel at the last interview I had was superb. They asked me all the usual stuff about where I saw myself in a few years' time, but I was well prepared for that! But I wish there'd been a bit more depth to my answers when they asked for examples of my innovation. I got the job because I reckon I ticked a lot of their boxes, especially in terms of international communication ... I suppose it has come in handy that I'd lived in rural places in different countries where English wasn't widely spoken, and mixed with the locals.

2

My last interview was no picnic, I can tell you! It's almost like the panel wanted me to fail! The way they worded one question about the role meant that I got the wrong end of the stick and went on about *their* role as employers instead of mine! Still ... it was my own fault, I suppose. But I kept my cool and answered the other questions as best I could. I did a good job hiding my nerves and I did my absolute utmost to show that I'd a long way to go in terms of professional development, honing my creative skills, etc. ... I mean nobody likes a wise guy. Unbelievably, I got the job!

3

I love interviews! I thrive in demanding situations where there's that time pressure. My last interview was with a large energy company. In hindsight, I probably should've spent a little more time stressing my plans for career progression. At least I'd done a fair bit of background reading on the organisation, so that obviously went down well because I've now joined the company. Another thing that I feel the interview panel liked hearing about was my experience of training the customer services team ... no mean feat I can tell you after what they'd been through with the last manager, but the team members have turned things around and can now operate entirely self-sufficiently.

4

Looking back at my last interview, I think it's a shame I wasn't a bit more on the ball when it came to highlighting the one thing that should have made me stand out head and shoulders above the other candidates ... and that's my language skills. It completely slipped my mind! I suppose it's just as well then that I was able to speak knowledgeably about company performance. Anyway, to cut a long story short, I was offered the job and have just started. I think it's important to demonstrate to the interview panel that you can think outside the box. And I think that's possibly where I shone at my last interview.

5

Well, I know looking the part's important for a job in a law firm because lawyers, as you know, tend to be pretty conventional dressers. My black suit did nicely, I think. On reflection though, I could've done a better job in turning the tables on them by getting them to talk more. Anyway, that said, my one chance to come into my own was when they asked me about working in stressful situations. My background in the Tokyo stock market, and also that year that I spent in New York, meant I had more than enough examples to give them. They must've been happy with what they heard because they offered me the role!

Speaking Part 1

▶ 57

First of all, we'd like to know something about you.
Where are you from?
What do you do here?
How long have you been studying English?
What do you enjoy most about learning English?
If you could live in any city in the world, which one would you live in? Why?
Who do you think is the most influential person in your country? Why?
What was the most interesting TV programme you've watched recently about?
If you had more free time, what would you like to learn to do? Why?
Who do you enjoy spending your free time with? Why?

Speaking Part 2

▶ 58

In this part of the test, I'm going to give each of you three pictures. I'd like you to talk about two of them on your own for about a minute, and also to answer a question about your partner's pictures.

Candidate A, it's your turn first. Here are your pictures. They show people relaxing outdoors. I'd like you to compare two of the pictures, and say why the people might have chosen to relax in this way, and how they might be feeling. All right? Thank you. Candidate B, in which situation do the people seem most relaxed?

Thank you. Now, Candidate B, here are your pictures. They show young people doing sports. I'd like you to compare two of the pictures, and say which sport would be most exciting and why, and how young people could benefit from doing this sport? All right?

Thank you. Candidate A, do you think it's important for young people to take part in sport while they're studying?

Speaking Part 3

▶ 59

Now I'd like you to talk about something together for about two minutes. Here are some things people often have to consider when applying for a job and a question for you to discuss. First you have some time to look at the task.

Now, talk to each other about how important these things are when choosing a job. All right? Could you start now, please?

Thank you. Now you have about a minute to decide which of these things older people might feel is more important when choosing a job.

Speaking Part 4

▶ 60

Is it best for people to find a job close to their home or in another town/city? Why?

Why do you think some people prefer to live and work in another country?

Some people say it's better to work from home than work in an office. Do you agree?

What are the advantages of working in teams?

Some people say it's not a good idea to stay in the same job for life. What's your opinion?

Thank you. That is the end of the test.