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FINDING THE RIGHT JOB



PRACTICAL



ADMINISTRATIVE



TECHNICAL



CREATIVE



PEOPLE



HELPING

CATEGORIES

SELECT WHICH TASK YOU WOULD PREFER DOING MORE THAN ALL THE OTHERS IN EACH GROUP 1–5, NO MATTER HOW QUALIFIED YOU ARE TO DO THAT JOB.

GROUP 1

- › Do professional lifesaving at a beach
- › Work on genetic research in a laboratory
- › Edit articles written for a popular magazine
- › Analyse and re-write a company budget
- › Convince a retailer to buy your company's wholesale product
- › Monitor and attend to sick people in an intensive care unit

GROUP 2

- › Maintain and review complex radio signalling equipment
- › Make and sell your own pottery
- › Review insurance claim forms and report on findings
- › Give cabin service to international air passengers
- › Look after sick animals in a vet hospital
- › Drill for underground metal deposits

GROUP 3

- › Examine people's eyes to see if they need glasses
- › Supervise keeping a cricket pitch in top condition
- › Control the movements of airplanes in and around airports
- › Design clothes for a fashion label
- › Type up court proceedings for legal records
- › Assist people with directions to city attractions at a tourist centre

GROUP 4

- › Work on graphic art designs for advertising companies
- › Assess correctness of business tax returns
- › Ask people in the street to complete surveys
- › Give physiotherapy to a stroke patient
- › Harvest seed supplies from crops growing in the field
- › Re-design voice recognition software for computers

GROUP 5

- › Measure a paddock before building a shed
- › Work in an aeronautical team re-designing an aviation engine
- › Compose music for movie soundtracks
- › Arrange and schedule appointments for a politician
- › Travel and review service standards across several hotels
- › Work in a police station assisting victims of crime

- 1 Look at the six job categories at the top of this page. Which do you identify with most and why?**
- 2 Read the instructions above the groups and select a task from each group 1–5.**
- 3 Work in pairs. Match each task in the groups with the correct job category.**
- 4 Work in groups and decide which are the most interesting tasks. Which job category is best for each of you, according to the tasks you selected?**
- 5 Talk about three of the questions. Give reasons for your answers.**
 - 1 Who have you discussed career choices with?
 - 2 Did your parents expect you to do the same jobs they do?
 - 3 Have you ever taken or would you like to take a psychometric test like the one above to see what career you should do? What kinds of question did you have to answer?
 - 4 How accurate do you think these kinds of test are?
 - 5 Do you think men and women can do or should be able to do exactly the same jobs?
 - 6 Would you like to change careers during your working life or have the same career?

You first! Work standing up or sitting down?

READING

1 Look at the picture and talk about the questions.

- 1 What kind of working environment is shown?
- 2 What would be your ideal working environment?
- 3 How does your working environment affect your health and well-being? Think about noise, other people, space, indoors / outdoors, etc.
- 4 What kind of desk is shown in the picture?
- 5 Have you ever used a desk like this? What are the advantages or disadvantages?

2 THINK Read the title of the article. What was the writer's aim in writing it?

3 Read the article and check your ideas in 2. Then talk about the questions.

- 1 Why is sitting bad for you, according to the article?
- 2 What does the writer think of DrOnline articles?
- 3 Does the writer like the idea of a standing desk? Why? / Why not?
- 4 How does he use exaggeration for comic effect?
- 5 What does the writer say will happen to people who don't change to a standing desk?

GRAMMAR Comparison

1 Complete the sentences with a suitable comparative phrase. There may be more than one possible answer.

- 1 She was _____ the best candidate for the job.
- 2 I was _____ more prepared for the interview this time and it paid off as I was offered the job.
- 3 Application numbers were much lower _____ expected this time.
- 4 _____ longer I stay in this job, _____ more bored I get.

2 Match the rules with the sentences in 1.

- a) We can add more emphasis to comparative expressions by using words such as *a bit, a little, a lot, even, far, rather, way* + comparative adjective or by using *than ever* after the adjective.
- b) We use *the* + comparative adjective and *the* + a second comparative adjective, to describe a person or thing that gains more of a particular quality and this causes a parallel increase of another quality.
- c) We can add emphasis to a superlative adjective using *by far, easily* or *of all*.
- d) After *than* we often don't repeat subject pronouns with impersonal subjects, or auxiliary verbs with passive verbs.

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Why you should take a stand against sitting

By Nick Murphy

Hey fellow office drones – the fact that sitting is the new smoking is old news but I'm going to bore you talking about it anyway. Apparently – according to an important medical article on DrOnline – even taking hundreds of hours of exercise a week can't undo the harm caused by sitting for long periods. Heart disease, type 2 diabetes and depression are just some of the delights awaiting all you suckers for every minute you spend sitting down. So – think about it, do you really want to stay clamped to an unhealthy chair for more than 18 hours a day, or be like me and switch to a standing desk?

Yes, people, I was a sceptic too until I saw the light. I noticed the difference immediately in the sense that now I feel way more self-satisfied and am bursting with enthusiasm. I've simply got to get out there and spread the message, in the most self-righteous way possible. Your legs might feel a bit numb and your feet might be swollen at first, admittedly, but that's just all those calories you're burning off and the extra important enzymes or something that your body is producing.

Unless DrOnline comes up with any more evidence to the contrary, I'm going to persuade all my friends to change to a standing desk too. If it goes well, I'm thinking of moving on to a treadmill desk which could also be hooked up to power the TV. So even when I come home, instead of collapsing on the sofa in a semi-coma, I can enjoy my favourite shows while saving electricity as well as adding a couple of extra decades to my lifespan. Total win. By the end of the year, I may even have built myself a swimming desk. I think that is by far the best way to prepare for the predicted rise in sea levels, apart from anything else.

I hate to break it to you but if you don't follow the trend and change to a standing desk – now – by this time next year, you probably won't be around.

3 SEARCH AND THINK Find and underline three examples of comparisons in the article. Match them with the rules in 2 if possible. Explain the structure of any sentence which doesn't match the rules.

4 Choose the correct words to complete the sentences.

- 1 Changing to a standing desk is *mostly the / by far the most* important change you can make to your working routine.
- 2 I've been *so much more energetic than / as energetic as* I used to be since taking up exercising after work.
- 3 The average office worker spends *as long than / longer than* eight hours a day at their desk.
- 4 *People are getting more and more worried / The more and more worried people are getting* about the impact of sedentary jobs on their health.
- 5 *The more / Even more* you stand up, *the stronger you will feel / you will feel stronger*.
- 6 Until relatively recently, women employees earned *considerably fewer / considerably less* than their male counterparts.

5 Rewrite the sentences so that they mean the same using the words in brackets.

- 1 There weren't even 50 people at the meeting. (fewer)
- 2 My old boss wasn't very friendly but my new one is. (friendlier)
- 3 After she completes the training, her salary will be double what it was. (twice as)
- 4 We work really hard but the boss always expects more. (harder)
- 5 I was definitely not as productive before I started working from home. (way more)

LISTENING

1 Work in pairs. Work out the meanings of these words and phrases. Check in a dictionary or online if necessary.

a breakout room co-working digital nomad
freelance in-house millennial network outsource
start-up work remotely

2 **2.19** Listen to a conversation about co-working. Who (Andrea, Marco or Shelley) says that digital nomads ...

- 1 can't find traditional steady jobs?
- 2 care about their lifestyle?
- 3 can work anywhere because of the internet?
- 4 are looking for a more balanced family life?
- 5 may not always enjoy working from home?
- 6 have different attitudes to previous generations?

3 **What jobs do Andrea, Marco and Shelley do?**

4 Listen again. Which speaker made each statement? You won't hear exactly these words.

- 1 Increasingly, young people don't believe in the traditional career path of working for the same company for years.
- 2 Work is something you do in order to achieve something else.
- 3 We value being able to choose when we start and finish work.
- 4 It's common to want skills that you can use in different fields so that there are many more job options.
- 5 We are more likely to consider doing and seeing things to be more important than material possessions.
- 6 Not being tied down to staying in one place gives you a lot more choices.

MANAGING CONVERSATION

Filled pauses and hesitation

When you are speaking and are not quite sure what you are going to say, you can either pause to think or you can use a short phrase to fill the pause. This indicates to the listener that you are going to continue speaking. It also gives you time to think about what you want to say.

a **2.20** Listen and tick the phrases the speakers used.

a aah I don't know I guess I mean kind of
like er ... sure um well You see

b Listen again and check.

SPEAKING

1 Compare co-working with a more traditional working environment that you have experience of. Answer the questions using comparative structures and phrases from Managing conversation to hesitate or fill pauses.

- 1 What advantages or disadvantages are there to a traditional job compared to co-working?
- 2 How do you see your future work situation in five years' time? Will you be busier? Richer? Happier? In the same place or somewhere different?

2 YOUR STORY Take turns to talk about your own work or study environment. Do you prefer working on your own or with other people? Give reasons for your choice.



READING 1

You first! What does success mean to you?

1 THINK Talk about the questions.

- 1 Do you think there are more successful businessmen or businesswomen?
- 2 What makes someone successful?
- 3 How do you measure success in your own life?

2 Read the quote opposite by China's richest woman, Zhou Qunfei. What words would you use to describe her?

3 PREDICT Look at the photos. What do you think the connection between them is? Read the article and find out.

4 What can you remember about these things?

- 1 Zhou Qunfei's childhood
- 2 billionaires in China
- 3 Zhou Qunfei's early working life
- 4 how and when she started her company
- 5 what Lens Technology produces
- 6 how many people work for her
- 7 what she feels about becoming famous
- 8 what she credits her success to

5 Find these words and phrases in the article and match them with the correct meaning.

drudgery get ahead get carried away
grounded head up launch lucrative
persistence tenacity

- 1 make progress and become successful
- 2 become over-excited and lose control
- 3 boring, unpleasant work
- 4 determination to do something in spite of any problems
- 5 be in control of
- 6 producing a lot of money
- 7 sensible and practical
- 8 start a new project, business or career
- 9 willpower to continue and not give up

6 Complete the sentences with words and phrases in blue from the article.

- 1 Zhou Qunfei's _____ is incredible because ...
- 2 She _____ of the watch glass factory by ...
- 3 The _____ for Zhou Qunfei's invention was ...
- 4 The company made _____ when ...
- 5 The development that helped Zhou Qunfei _____ was ...
- 6 The _____ is ...

7 Finish the sentences in 6 and add more information to write a short summary of the article.

China's richest woman



'Twice I even had to sell my house in order to pay my employees' salary. Much like climbing a mountain, it's not your physical strength that will get you to the top, but your tenacity and persistence.'



ZHOU QUNFEI, who, as a factory worker, used to earn less than £100 a

- 5 month, was named China's richest woman in 2015. Now with an estimated fortune of £4.9 billion, she is part of a new generation of self-made billionaires who have emerged in China over the past decade. As
- 10 an example of the fact that sheer hard work and even drudgery can eventually bring you great success, Zhou Qunfei's astonishing **raggs-to-riches story** has inspired millions of workers who have moved to the country's big cities.
- 15 Zhou Qunfei, whose company Lens Technology supplies protective window glass used in Apple mobile phones and other devices, was born in 1970 in a village in Hunan province in rural China. She had a difficult childhood - her mother died when Qunfei was a small
- 20 child and her father had been blinded in an industrial accident, leaving the family in **desperate poverty**. He encouraged her to get ahead by working and studying hard so, as a teenager she left home and got a job in a factory where she learnt to shape glass for watches.
- 25 At the same time she studied accounting, computing and business part-time at nearby Shenzhen University. Although she resigned from her job after three months because she found the job boring, her bosses, noticing her potential, wanted to keep her on and promoted her
- 30 to head up a new department. She **rose up the ranks** of the company then later became the director of the whole manufacturing process.



Qunfei used to send her wages home to her father. Then, when she was 22, in 1993, she set up her own company using £1,800 that she had saved from her earnings. Members of her family all helped in the business. However, it was hard work – Zhou Qunfei has said that over the years she had started 11 different companies before one of them took off and she became successful.

In 2001, on winning a lucrative deal to make the screens for the biggest manufacturer of mobile phones in China, her company's fortunes took a dramatic leap forward. Then, in 2003, she launched Lens Technology, with the aim of becoming the leading supplier of glass in the touch-screen device sector. The company now supplies products made by many of the leading electronics giants such as Apple, Samsung and Huawei. With so many of the world's phone manufacturers as its customers, the number of orders Lens Technology takes is still growing. Zhou Qunfei, who says she is proud of her roots, really hit the big time when the company was launched on the Shanghai stock market.

Like many brilliant ideas, the inspiration for the invention that would help Qunfei make her millions was very simple. It came from a simple observation made as a child. She has said that she would watch drops of rain on lotus leaves and notice that they rolled across the surface without leaving any trace of water. This gave her the idea to create Lens Technology's patented, scratch-resistant coating mobile phone users are now so familiar with.

Is the former factory worker who now has a workforce of about 60,000 people comfortable with her new-found fame? She says not and that when you are successful you shouldn't get carried away but that you should not let yourself get depressed when times are bad.

In a TV interview Qunfei said her desire to learn was a secret to her success and that she was determined to remain grounded.

VOCABULARY Jobs and suffixes

1 Read the information about suffixes.

dreamer idealist politician

There are no definitive rules about suffixes for the names of jobs but there are some common patterns. Scientific, technical and medical jobs often end in *-ist* while traditional trades, semi-skilled or unskilled jobs often end in *-er* and sometimes *-or*, eg *farmer, sailor*. These kinds of job titles are often closely linked to the verb form.

2 Complete the sentences with these words, adding the correct suffix *-ist*, *-er* or *-ian*. You may need to change some spellings.

archaeology beauty busk cardiology electricity
fundraise interpret nutrition statistics

- 1 She started a blog about food and health and she's now training to be a / an _____.
- 2 According to his _____ he needs to lose weight and do more exercise if he wants to have a healthy heart.
- 3 Jonathan earns quite a bit of money as a / an _____, playing guitar and singing in the street.
- 4 I work for a charity as a / an _____ but a lot of people are not interested in donating.
- 5 Working as a / an _____ you have to listen very intently and think quickly.
- 6 The _____ is coming round to completely rewire my flat.
- 7 Emily trained as a / an _____ and she now works in a salon giving treatments like facials and manicures.
- 8 A / an _____ is someone who analyses complex numerical data and gives it meaning.
- 9 Hiking, working in the dirt and digging up tiny pieces of pottery, metal and bone are all part of the daily life of a / an _____.

3 🔊 2.21 How are these sounds pronounced? Say each sound, then listen and check.

- | | |
|--------|--------|
| 1 /ʃ/ | 4 /dʒ/ |
| 2 /tʃ/ | 5 /g/ |
| 3 /s/ | 6 /k/ |

4 🔊 Match the underlined sounds in these jobs with the sounds in 3.

- | | |
|-------------------------|--------------------------|
| a) <u>ac</u> countant | j) journal <u>i</u> st |
| b) <u>ar</u> chitect | k) manag <u>e</u> r |
| c) <u>as</u> tronomer | l) music <u>i</u> an |
| d) <u>bi</u> ologist | m) photograp <u>h</u> er |
| e) <u>bu</u> tcher | n) progr <u>a</u> mmer |
| f) <u>ch</u> ef | o) <u>sc</u> ientist |
| g) <u>ch</u> emist | p) <u>sh</u> opkeeper |
| h) gard <u>e</u> ner | q) sold <u>i</u> er |
| i) hair <u>d</u> resser | r) wat <u>ch</u> maker |

5 🔊 2.22 Now listen and check.



FOLORUNSHO
ALAKIJA



ROXANNE QUIMBY



INGVAR
KAMPRAD



BIZ STONE

'I NEVER WENT to a university and I am proud to say so because I don't think I have done too badly. You do not have to have a university education to be able to make it, so count yourselves privileged to have that education as part of the feather in your cap.'

FOLORUNSHO ALAKIJA, NIGERIAN OIL BILLIONAIRE
AND AFRICA'S RICHEST WOMAN (ADDRESSING
STUDENTS AT THE UNIVERSITY OF LAGOS)

'THE REAL STORY of Facebook is just that we've worked so hard for all this time. I mean, the real story is actually probably pretty boring, right? I mean, we just sat at our computers for six years and coded.'

MARK ZUCKERBERG, FOUNDER OF FACEBOOK

'SUCCESS TO ME is not about money or status or fame, it's about finding a livelihood that brings me joy and self-sufficiency and a sense of contributing to the world.'

ANITA RODDICK, FOUNDER OF THE BODY SHOP

READING 2

- 1 **Work in groups.** Talk about whether you'd like to start a business. What would it be?
- 2 **Read the quotes by self-made billionaires and find out what type of business they have created.**
- 3 **Which person mentions ...**
 - 1 wanting to do something to contribute to society?
 - 2 wanting to help people live in attractive homes?
 - 3 thinking that ideas are not enough?
 - 4 spending a long time at a computer?
 - 5 not having a formal education?
 - 6 not having instant success?
 - 7 making personal sacrifices?
- 4 **Which character traits do you think the people have in common? Use your own ideas and these words and phrases to describe them.**

ambition creativity loyalty vision
dreamer entrepreneur idealist optimist
make sacrifices make tough calls never give up
stay ahead of the curve / game

- 5 **Talk about the questions.**
 - 1 What does each person say you need to do in order to create a successful business?
 - 2 Which three quotes do you like most? Write a one-sentence rule or slogan that summarises each philosophy.
 - 3 Which of these companies do you think is the most interesting and would you like to have started?

EXPLORE ONLINE Find out more about one of the businesses or people and share the information with a partner.

'THE TEMPLES OF DESIGN in places like Milan ... overflow with beautiful, original furniture that costs extortionate amounts of money. The vast majority of people don't have six-figure amounts in the bank and don't live in enormous apartments ... it is for just such people that I created Ikea. For everybody who wants a comfortable house in which to live well. A need that crosses all countries, races and religions.'

INGVAR KAMPRAD, FOUNDER OF IKEA

'FOR A PRODUCT-DRIVEN company like Burt's Bees, I think it's important to stay ahead of the curve with product innovation and listen closely to what the consumer tells you she wants, and remain faithful to your mission and values. No matter how trite it sounds, one must be faithful to one's vision and not settle for less no matter what the odds. Building a business requires a lot of personal and financial sacrifices that were unknown to me when I started out. Would I do it again? Absolutely!'

ROXANNE QUIMBY, FOUNDER OF BURT'S BEES,
PERSONAL CARE PRODUCTS

'THE CRITICAL INGREDIENT is getting off your butt and doing something. It's as simple as that. A lot of people have ideas, but there are few who decide to do something about them now. Not tomorrow. Not next week. But today. The true entrepreneur is a doer, not a dreamer.'

NOLAN BUSHNELL, ENTREPRENEUR

'TIMING, PERSEVERANCE, AND ten years of trying will eventually make you look like an overnight success.'

BIZ STONE, CO-FOUNDER OF TWITTER

SPEAKING AND WRITING

1 THINK Talk about one of these questions.

- 1 Why do you think there are so many new billionaires in China?
- 2 Do you think coming from a poor background is an advantage or disadvantage when it comes to being successful in business?
- 3 Do you think men and women have similar or different personality traits when running a business?

2 Work with another pair who chose a different question. Share your information.

3 In groups of three you have three minutes to talk about three business ideas that you think would make you a millionaire.

EXPLORE ONLINE Find another business success story. What do you admire or like about this person?

4 MINI-TALK Choose one of the jobs mentioned in Vocabulary on page 77.

- 1 Prepare a talk aimed at schoolchildren called 'A Day in the Life of a ...'
- 2 Give your talk to your group. The rest of the group are the audience and can ask questions.

5 Choose one of these tasks.

- 1 Write an article by one of the self-made billionaires from Reading 2. Say why and how you started your business and what your philosophy is.
- 2 Imagine you are a businessperson like Zhou Qunfei. Write a speech to give to a group of students leaving college. Tell them how you started and give them advice about how to run a very successful company.

TAKE A BREAK



When you're sitting at a desk you get physically stressed. Your body is not designed to be in one position all the time. Get up and walk around for five minutes in order to stretch your arms, legs, spine and shoulders.



WHAT'S YOUR VIEW?

What's the best way to succeed in business?

Work in small groups. Try and give some specific answers and refer to your own and other people's childhoods. Use the language in Managing conversation on page 75 where appropriate.

1 Look at this list of qualities that a successful businessperson may have. Talk about the questions.

- 1 Which ones do you think are the most important in order to succeed in business?
- 2 Which do you think you have or could develop?
the ability to accept criticism
wanting to be rich
never giving up, even after failure
taking risks
luck – being in the right place at the right time
a loyal business partner(s)
a brilliant idea or product
ruthlessness
making tough calls

2 Work in groups. Read 'Rules of the game' and talk about what they mean.

- 1 Which rules do you agree with and disagree with and why?
- 2 Do the ends justify the means in business?

3 Present your group's advice to the class about the best way to succeed in business. Include the personal qualities and rules of business that you think lead to success.

RULES OF THE GAME

BUSINESS IS LIKE WAR.
YOU HAVE TO COMPLETELY
ANNIHILATE THE
COMPETITION.
PUT YOURSELF FIRST, ALWAYS.
ALWAYS THINK ABOUT
THE BOTTOM LINE.
MIX SOCIALLY WITH OTHER
SUCCESSFUL PEOPLE.
KEEP YOUR FRIENDS
AND FAMILY CLOSE AND
YOUR ENEMIES CLOSER.
BE SEEN TO DO GOOD
IN THE COMMUNITY.
WORK WITH INTELLIGENT PEOPLE.

* **Did you know?** The reality TV show *The Apprentice* is a competition in which candidates have to present their business ideas to a panel of judges. They do tasks to prove their ability and are eliminated one by one until there is a winner for a large cash prize to help their new business.

VOCABULARY Work and technology

1 Look at the cartoon and talk about the questions.

- What is the cartoon about?
- Do you think robots are going to take over the workplace?

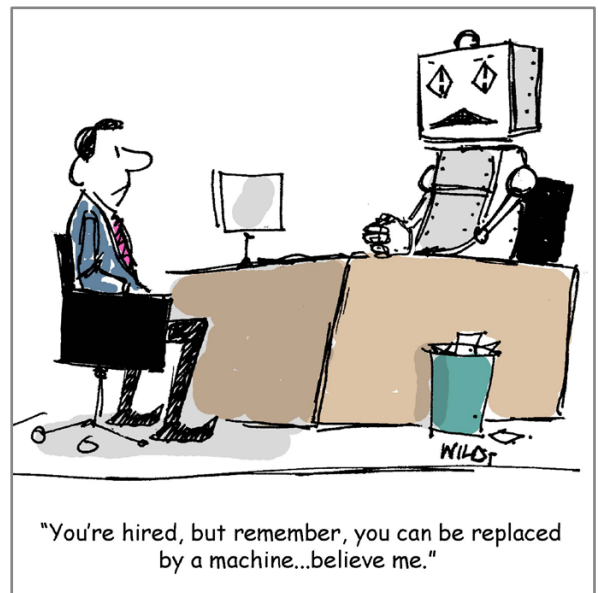
2 Work in pairs and explain these words. Use a dictionary if necessary.

algorithm automate automation big data
drone innovation nanotechnology
production line robot transformational

3 Complete the sentences with words from 2. Do you agree with these ideas?

- _____ are bound to take over a lot of our jobs in the next 20 years. _____ are already mostly run by them.
- A lot of transport and factory processes are likely to become more and more _____.
- People who don't update their skills could find themselves unemployed. _____ means that more workers are losing their jobs.
- _____ are almost certainly going to replace human work.
- In another few years, _____ may have replaced most soldiers, film crews, farmers and mail delivery services.
- The latest technological _____ will probably help industry in ways we can't predict.
- _____ is expected to become more important in many areas as our ability to create ever smaller devices improves.

```
for (var b = [], c = 0; c < a.length; c++) {
  0 == use_array(a[c], b) && b.push(a[c]);
}
return b.length;
}
function count_array_gen() {
  var a = 0, b = $("#User_logged").val(), b = b.repl
  inp_array = b.split(" ");
  input_sum = inp_array.length;
  for (var b = [], a = [], c = [], a = 0; a < inp_arr
    0 == use_array(inp_array[a], c) && (c.push(inp_a
  )
  ;
  _words = a.length;
  t(dynamicSort("use_class"));
  erse();
  ndexOf_keyword(a, " ");
  b && a.splice(b, 1);
  ndexOf_keyword(a, void 0);
  && a.splice(b, 1);
}
```



GRAMMAR Speculation

1 Underline the phrases that are used for speculating in the sentences in Vocabulary exercise 3 and answer the questions.

- What degree of certainty does each phrase express? Decide how certain it is from certain to not certain. Write them on the scale.

NOT CERTAIN
NOT COMPLETELY CERTAIN
ALMOST COMPLETELY CERTAIN
CERTAIN

- In which sentences could another modal verb be used to express a degree of certainty?

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2 Complete the sentences with an expression of speculation and the correct form of the verb in brackets. More than one answer may be possible.

- By this time next year, the factory workforce _____ (increase) by ten per cent.
- A lot of people _____ (change) careers several times in their working lives.
- Efficiency in the workplace _____ (improve) as processes become more automated
- The only jobs in the future _____ (be) in entertainment or technology.
- Creative people are _____ (need) in the future.
- Automation _____ (allow) us a lot more time for leisure and travel.

3 Work in pairs and compare your answers to 2. Which expressions did you use? Do you agree with the predictions?

LISTENING 1

- 1 2.23 Listen to an interview about jobs in the future. Number the topics in the order you hear them. Which topic is not mentioned?
- a) ☐ A good education is likely to protect people from becoming unemployed.
 - b) ☐ There will be new jobs and industries in the future.
 - c) ☐ Technology has always replaced traditional jobs.
 - d) ☐ Workers are more expensive than algorithms.
 - e) ☐ Nearly half of jobs in the USA could be replaced by computers within 20 years.
 - f) ☐ It's difficult to predict what new occupations there will be a demand for.
 - g) ☐ Society may become more unequal as a result of automation.
 - h) ☐ People will need to spend more time studying and training.
- 2 Listen again. Write three questions about the ideas in the interview.
- 3 EVERYBODY UP! Go around the class and ask and answer your questions.

SPEAKING

- 1 Choose two of the questions to talk about.
- 1 What kind of work might people be doing in 50 years' time? Read the list and predict which jobs may still be needed and which could disappear.
- airline pilot computer programmer
dental hygienist farmer jeweller journalist
physiotherapist radio announcer sports coach
- 2 How much time are people likely to spend working?
 - 3 What effect could new technology and increasing automation have on society?
 - 4 Do you think technology is bound to become essential for most jobs?
- 2 Compare your ideas with another pair.
- 3 Tell a partner what would be your best and worst job and why.

LISTENING 2

- 1 Look up these words in a dictionary or online and match them with meanings a–h.
- | | |
|---|--|
| 1 ☐ ad infinitum | 5 ☐ distinguish |
| 2 ☐ bottleneck | 6 ☐ draw on |
| 3 ☐ code | 7 ☐ elimination |
| 4 ☐ cue | 8 ☐ scale |
- a) a set of instructions used to program computers
 - b) a signal that tells you that you should do something or behave in a particular way
 - c) repeating again and again
 - d) use something that you have learnt
 - e) recognise the differences between
 - f) a problem that delays something else from happening
 - g) the size, degree or rate of something
 - h) the process of removing something

- 2 Add the parts of speech and any grammatical information to the words in 1.
- 3 What other literal or figurative meanings can you find for some of the words?
- 4 GUESS You are going to hear part of a lecture about the role of robots in the 21st-century workplace. Which summary do you think might best describe what the speaker is going to say?
- 1 Robots are needed in the future to take over all sorts of jobs like translation and driving cars or even writing songs. This will give people more time for leisure pursuits, creativity and family life.
 - 2 People have been saying for a long time that robots will take over a lot of human jobs but it isn't so simple. Human creativity, intellectual skills and hand-eye coordination are still very hard for robots to replicate.
 - 3 Algorithms are now so sophisticated that they have transformed society in ways we could not have imagined. We will soon be able to expect robots to do anything we can program them to do. There is no limit to what automation can achieve.
- 5 2.24 Listen to the lecture and choose the correct summary. Were you right?
- 6 Listen again and make notes about these things.
- 1 three things that machines cannot replace
 - 2 why robots cannot write songs
 - 3 what has happened to information
 - 4 how 'big data' will change society
 - 5 what algorithms can eliminate
 - 6 when the speaker thinks we will have robot servants
- 7 Compare your answers with a partner.
- 8 Talk about the questions.
- 1 What is your reaction to the ideas in the lecture?
 - 2 Would you like to have a robot? Why? / Why not?
 - 3 Which jobs would you most like a robot to do for you and why?
- 9 VIDEO OPTION Film yourself doing a job you'd like a robot to do and explain to camera how you feel about it.

WRITING

Choose one of these topics to write about. Write about 200 words.

- 1 Write an article outlining the advantages or dangers of automation in society.
- 2 Imagine you are a robot in the future. Write a letter to the human you serve speculating about what life would be like if robots did not exist.
- 3 Write an article with the title *What will the most typical jobs be in 50 years' time?*

► VIDEO LINK Find and watch a clip of the factory scene in Charlie Chaplin's classic 1936 film *Modern Times*. Answer the questions.

- 1 What happens to Charlie?
- 2 How has life in factories changed since that time?
- 3 What is Chaplin's message in the scene?



1 **PREDICT** Look at the photo. What do you think Dana and Marianne might be discussing?

2 2.25 Watch or listen and answer the questions.

- What is Marianne doing when Dana arrives?
- What type of products does Marianne's company sell?
- What new products is she considering?
- What is Dana explaining to Marianne?
- What is Marianne's reaction?

Pitching a business idea

a Watch or listen again and number Dana's ideas in the order she pitches them.

- ☐ I'd like you to consider another option ...
- ☐ If we could deliver the same day ...
- ☐ It would capture a whole new market ...
- ☐ So, we step in with this new box ...
- ☐ ... over half of the population – potentially a huge market.
- ☐ This could be our new market ...
- ☐ Well, my view is that ... would ...
- ☐ In fact, the latest Gallup poll tells us ...
- ☐ We know from studying demographics that ...
- ☐ From what I can see, there are definitely companies online that deliver ...
- ☐ So, let's look again at what we have at the moment ...

b What does Dana say about these things?

- the company's current products
- what her new idea is called
- why it would be good for the company
- the size of the target sector for her idea
- research she has done on the idea
- the type of people who would be new customers
- who the competition is
- why her idea will beat the competition
- reasons why customers will like the new product

c Which expressions from a did you use in your answers to b?

3 **TAKEAWAY LANGUAGE** Complete the sentences with the correct form of these phrases from the video.

from scratch turnaround time I'm all yours
take something on board
I've given this some thought

- I like that idea, I'll certainly _____.
- OK, so go right ahead. _____ now.
- The _____ is about three days.
- So they don't want to spend a lot of time cooking a meal _____.
- Six in ten Americans? Well, I can certainly _____.



4 2.26 Listen to these words and sentences. What do you notice about the difference between British and American pronunciation of the underlined sounds?

- Thank you.
- Marianne.
- The Standard Box, the Family Box and the Plant Box.
- The Diet Box. Tell me more about that.
- So they don't want to spend a lot of time cooking a meal from scratch.

5 2.27 Listen and practise saying these words in American and British English.

concept exactly expanding half obviously
on organic profitable sorry want

6 **ROLE-PLAY** Work in small groups. Read the situation and the relevant role card, then act out the presentation scene for each pair.

You are taking part in a business reality show. There are three judges and two pairs giving a pitch to the judges.

JUDGES

- Prepare questions for each pair of entrepreneurs.
- Take notes on each business idea as the contestants pitch it to you.
- Discuss which is the best idea and choose a winner.

PITCHERS

- Brainstorm a business idea and make notes about:
 - your product or service.
 - who your customers will be (target sector).
 - who the competition is.
 - why your idea will beat the competition.
 - reasons why customers will want to buy your product.
- Give a presentation to the judges of your business idea.

7 As a class, talk about the business ideas and decide which was the best one.



LISTENING

1 PREDICT You are going to listen to a review of a documentary called *20 Feet from Stardom*. What do you learn about it from the title and the photo?

2 **2.33** Read the statements and guess which are true. Then listen and check your answers.

- The documentary is a celebration of backing singers whose names are not well-known by the public.
- Backing singers can often be far more talented than the stars they sing with.
- Backing singers tend to go on to have solo careers.
- Most of the backing singers interviewed for the film eventually became rich and famous.
- Darlene Love has never been recognised by the music industry.
- The film reviewer believes that backing singers perform best as part of a group.

3 Listen again and answer the questions.

- Why is the film both 'upbeat' and 'full of a strange sense of yearning and regret'?
- Why does the reviewer think the backing singers 'can't escape their place in the margins'?
- How did growing up singing in church choirs affect many African American backing singers?
- What was Darlene Love doing before she went back into the music business?
- Whose recognition is most important to the backing singers?

► FILM LINK

a Find and watch the trailer for *20 Feet from Stardom* and answer the questions.

- Why does Bruce Springsteen say 'that walk to the front is complicated'?
- What do the backing singers say about themselves?

b Find and watch the trailer for *Standing in the Shadows of Motown*. Find out:

- what Motown is.
- what the singers and musicians in both documentaries have in common.

GRAMMAR AND VOCABULARY

1 Complete statements 1–6 and a–f with a suitable structure for speculating about the future. Use these verbs in your answers.

be become be like continue free
have mean replace take over work

- I think getting a university education is still a priority in terms of ensuring you _____ a successful career.
- Who knows what the world of work _____ in the future.
- Automation is _____ a lot of jobs, but don't you think there are some areas of human ability that simply can't be replaced?
- Society is _____ more equal because of the benefits of technology.
- But on the other hand, automation _____ us all from repetitive tasks and give us more freedom.
- There _____ hundreds of completely new occupations in the future that no one's even thought of yet.
 - Anything that definitely needs human interaction, you mean?
 - Er ... I'm not sure about that. I'd say by far the most important thing these days is _____ perseverance and a bit of old-fashioned luck rather than qualifications.
 - You mean the workforce _____ better trained and standards of living _____ to rise?
 - Aren't robots definitely _____ and we _____ all _____ unemployed?
 - You _____ right. But how much would these new forms of work pay? People _____ longer hours to earn the same money.
 - I just hope that _____ we have more time to enjoy ourselves.

2 Match statements 1–6 in 1 with the correct reply a–f.

3 Complete the descriptions with these words.

chant chord harmonise rap riff scale

- A _____ is two or more musical notes played together.
- A _____ is a series of musical notes in a fixed order from low to high.
- When singers _____ they sing different musical notes together in a pleasant way.
- To _____ is to sing a prayer to a very simple tune.
- A _____ is a short series of notes that is repeated in a piece of pop or jazz music.
- If a singer _____, they talk very quickly using rhymes and a fast rhythm over a background of a strong musical beat.

PHRASAL VERBS

a Complete the sentences with the correct form of these phrasal verbs.

get ahead get carried away with pay off
take up take off fight off tie down

- 1 She _____ by working for years in a factory before starting her own business.
- 2 We showed the products to a developer and the idea simply _____ from there.
- 3 All those years writing songs in his bedroom _____ eventually.
- 4 They say _____ a musical instrument in childhood has all kinds of benefits.
- 5 Who wants to be _____ to the same career all their lives?
- 6 Apparently listening to music may help you to _____ illness.
- 7 He stayed grounded and never _____ too _____ his own fame.

b Look at the sentences in a and answer the questions.

- 1 Which verbs are intransitive and which are transitive?
- 2 Think of two more meanings of the verb in sentence 2: transitive and intransitive.
- 3 Where do we always put a personal pronoun which replaces an object?
- 4 Think of two more phrasal verbs using *down* and *up*.

FOCUS ON: ONE, ONES

a Look at the example of *ones* from Unit 8 and explain why it is used. What other uses of *one* and *ones* can you think of?

Generally, faster beats will pump up your brain more than slow ones ...

b Match the examples of *one* and *ones* with the correct use.

- 1 They didn't play any of the songs from their new album, they just played all the old *ones*.
 - 2 All I want is *one* of those home recording studios so I can make my own music.
 - 3 Matt believed Tamsin was the *one* person he could trust.
 - 4 His dream is to perform at a big festival *one* day.
 - 5 We're the lucky *ones* who didn't have to repay college fees once we started working.
- a) used to refer to people of a particular type
 - b) used to refer to one particular person or thing out of a group of similar people or things
 - c) used to refer to an unspecific time in the future
 - d) used to refer back to something or someone that has already been mentioned
 - e) used to emphasise that someone or something is the only person or thing of a particular type

THE GLOBAL WORKPLACE

1 Read the article and find out ...

- 1 what similarities there are in the world of work in different countries.
- 2 what key differences in working cultures the writer explores.
- 3 how American and Asian business meetings are conducted differently, according to the writer.
- 4 how a worker is likely to behave in an American work environment compared to an Asian one.
- 5 in which type of workplace rewards are likely to be given equally to employees.

The world of work and business is becoming increasingly globalised. We all carry the same electronic devices, wear similar clothes for our meetings and prepare presentations on the same software. But how do working cultures differ and are we prepared for the challenge? Is it acceptable to disagree with your boss? Which is more highly valued: the individual or the team? Here we look at some key cross-cultural issues that might come up in the global office.

LOUD OR QUIET? The USA is an extrovert culture and when you attend a meeting with Americans it's all about problem-solving, making decisions and speaking out. If you disagree with your boss – well that's acceptable because it shows integrity and courage. If you don't make your voice heard, you are not contributing. In Asian countries, on the other hand, the aim of a meeting is entirely different; agreement is often being sought for a decision which may have been made in advance. Participants do not wish to contradict each other because they are seeking harmony. The group is valued more highly than individuals and disagreeing is regarded as inappropriate. Lack of respect for age and someone's rank might easily offend a Chinese, Korean or Japanese colleague.

GROUP OR INDIVIDUAL? Being a team-player is highly prized in most work contexts; however the American or European employee is still looking for a defined role which attracts individual praise and rewards. In countries like India or China, which are identifiably collective societies, the team members are more likely to contribute wherever they are required and to be rewarded equally.

THE BEST OF BOTH WORLDS. Working with people from different cultures provides us with new ways of seeing. This variety can give colleagues with contrasting behaviours the opportunity to find new solutions to challenges in the sometimes bewildering 21st century world of work. Approaching situations with a pluralist perspective and listening to different cultural values can only improve the chances of success in business, not only from the point of view of innovation and creativity but also in terms of efficiency and commercial success.

2 Choose three of the questions to talk about.

- 1 Does technology always make communication between people of different cultures easier?
- 2 Which way of working does the writer think is likely to produce a) innovation b) efficiency?
- 3 In which type of work culture would you feel most a) comfortable b) successful c) valued?
- 4 What could colleagues from different work cultures learn from each other and how can they use what they learn to do their jobs better?
- 5 Are workplace cultures likely to become more similar in the future? Why? / Why not?