

Listening text transcripts

Unit 1

Track 1

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My life

Track 1a

You are going to listen to two teenagers talking about their lives on *Teentalk-Radio*. First you will have 45 seconds to study the task below, then you will hear the recording twice. While listening, complete the sentences (1–7) using a maximum of four words. Write your answers in the spaces provided. The first one (0) has been done for you. After the second listening, you will have 45 seconds to check your answers.

Track 1

Radio host: Welcome to *Teentalk-Radio*. I am your host, Christine Grimshaw, and today, we are talking to Emily and Adnan, who will share some interesting details about themselves and their new business school. Let's listen to their stories!

Emily: Hi, Christine! Hi everyone! Ehm ... I am Emily Wilson, and I am excited to tell you a little about myself. Ehm ... So, where do I begin? I live with my family in Richmond, that's a suburb of London. It's a nice and cozy place, and it's not too far from the busy city. Ehm ... I have two younger siblings, a brother aged 9 and a sister aged 11. Ehm ... We have a lot of fun together, playing games and going on adventures. They can be a bit annoying sometimes, but I love them really.

In middle school, I always received good grades, ehm ... and I hope it stays that way in my new school. Ehm ... Honestly, I enjoy learning, especially languages. Speaking different languages makes me feel like I can connect with people from all over the world.

Besides school, I also attend a volleyball club. It's a great way to stay active and make new friends. And ... I love the team spirit and playing matches.

Ehm ... Another interesting fact about me is that I DJ electronic music. I don't know many people, especially females who have the same hobby. Ehm ... But I enjoy mixing beats and seeing people have a great time dancing. It's something I started doing for friends, and they really enjoy my music.

Now, I'm starting a new chapter in my life at a commercial college where I hope to learn more about the business world. Maybe I'll become an event manager someday – we will see. Anyways, going to my new school is an exciting opportunity to explore my interests and improve my skills.

In conclusion, I'm thrilled about the possibilities that my new business school offers. I want to pursue my dreams and create great experiences. And I'm ready to work hard and to make my dreams come true.

Radio host: Thanks for sharing your story, Emily. Remember, by following your heart, and learning from your experiences, you too can achieve your goals and create a successful future.

Our next speaker is Adnan from Austria. Adnan, we are excited to learn more about you.

Adnan: Hey, everyone! I'm Adnan, and I live in the city centre of Vienna. It's a beautiful city where you can do so much!

My great grandparents are originally from Bosnia, so I have a strong connection to my Bosnian roots. I practice my Bosnian language skills at home and with my friends. It's important for me to keep that part of my heritage alive.

In my free time, I love playing football. It's my passion, and being on the field with my friends brings me so much joy. We run, kick and score goals together, creating unforgettable memories.

Besides football, I enjoy hanging out with my friends. We listen to music, talk about what's going on in our lives and have a great time. It's important to have people you can rely on and share your thoughts with.

Looking towards the future, I want to become a successful businessman. I want to make good money so I can take care of my family and parents.

That's why I'm attending a commercial college in Vienna. Here, I can learn more about accounting, business administration, finance and other skills that will help me achieve my goals. I want to learn everything I need to know to be successful.

For the future, I hope my dreams come true. I want to stay focused and work hard, but I also want to make time for my friends and family. They are the ones who support me when life gets hard, and they give me strength.

Radio host: Adnan, thanks for sharing your story. Remember, by staying focused, making the most of your education and knowing what is important in life, you can achieve your dreams.

Thank you for joining us today. For any listeners out there, we are always looking for more inspiring stories from all over the world. So, please go to teentalkradio.co.uk and upload your story.

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Talking about myself – Interview 1

Ms Watts: Hello. My name is Susan Watts, and I work in the Human Resources Department. Glad to have you with us today. May I ask you some questions? **First of all, what's your name?**

Kelvin: My name is Kelvin.

Ms Watts: Kelvin, OK. So, Kelvin, I'm going to ask you a few questions. I'd be interested in talking about the school you are currently attending. **What subjects do you like most?**

Kelvin: I definitely like Economics most because I'm studying different kinds of demand and supply theory, and I can use this in my future working life to observe the market. I think that's very interesting, and very useful.

Ms Watts: OK. **And are there any subjects that you don't like so much?**

Kelvin: Actually, I don't like Natural Sciences too much because I have to, for instance, solve many difficult equations, and all those special terms and words often confuse me. I'm not really used to them, so I don't really like it.

Ms Watts: I see. All right. Let's talk about your future plans. **Are you hoping to go to university?**

Kelvin: Sure.

Ms Watts: OK. **What would you like to study there?**

Kelvin: I think I'd like to study Business Economics. Nowadays you can only make a lot of money by participating in the financial sector. So, actually, I just want to get rich.

Ms Watts: Ahh, interesting. Good luck, Kelvin and thank you for the interview.

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Talking about myself – Interview 2

Mr Thompson: Hello. My name is Steven Thompson, and I'm going to ask you some questions. **So, what's your name?**

Melissa: Thank you for seeing me today. I am Melissa.

Mr Thompson: **Melissa?**

Melissa: Yes.

Mr Thompson: Hi, Melissa. **Can you tell me something about your family?**

Melissa: I haven't got any brothers or sisters. I live with my father and mother, and also my dog.

Mr Thompson: Right. Now I'd like to ask you a few questions about your school. **First, what subjects do you like most?**

Melissa: I like Mathematics the most because for me there's a great feeling of satisfaction when I find the right solution to a mathematical problem.

Mr Thompson: OK. So, Mathematics. ... **Any other subjects?**

Melissa: English, I'd say, because it's fun to learn a language.

Mr Thompson: Great, OK. **And what subjects do you think will be most useful for your later working life?**

Melissa: I personally think the most useful subject is definitely Accounting because every company needs at least one accountant. So it's a secure job.

Mr Thompson: Sure, I see. **And are there any subjects that you don't like?**

Melissa: Oh yes, I don't like Geography as I'm really bad at it. Even though I like the teacher, I can't stand it.

Mr Thompson: Well, Melissa. I guess that's all for now. Thank you for the interview.

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Daily routine

Speaker 1

Chris

What's up everyone? – I am Chris. Let me tell you about my daily routine on school days. I usually get up quite early in the morning because my school is quite far away from where I live. At a quarter past five, I get up and then get ready for school, which means I brush my teeth, put some clothes on and do my hair. That doesn't take me too long. I skip breakfast for time reasons, but I do have a glass of water because my parents say it's healthy. On Mondays, I have a long school day, and I have a one-hour break before the beginning of the afternoon classes. On this day, I have many different subjects, but I like the mix. After school I don't do much anymore except for having dinner with my family, preparing for the next day and spending some time online. On Mondays I never go to bed later than 10 pm because it's a super exhausting day.

Speaker 2

Sofija

Hi, my name is Sofija and my favourite day is definitely Thursday because I get to sleep in since school starts in the third period – how awesome is that, right?! I am usually very well organised, which means that I lay out all my clothes for the next day the night before. Also, my school bag is already packed, and all my meals are already prepared. My school ends differently every day and on Thursday I'm home by 4 pm. I go home by public transport and I listen to music on the way. If I have to, I do my homework, talk to my siblings and I call it a day at about half past nine.

Speaker 3

Mara

Hey there, I'm Mara and my school days are pretty much the same every day, so I guess my favourite day of the school week is Friday, as it is so close to the weekend. I usually get up at half past six, which in my world is super early, mainly because I stay up late. On Friday, I also have a shorter school day, so I use my free time to do homework and study for school. Having already completed all my tasks on Friday means that I have a lot of time to meet friends and do sports – two of my most favourite things.

Unit 2

Track 5

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School life in different countries

Track 5a

You are going to listen to a podcast on school life in different countries. First you will have 45 seconds to study the task below, then you will hear the recording twice. While listening, complete the sentences (1–6) using a maximum of four words. Write your answers in the spaces provided. The first one (0) has been done for you. After the second listening, you will have 45 seconds to check your answers.

Track 5

Welcome to today's show on "School life in different countries". As we all know, education is not the same everywhere and there are lots of different ways to learn and teach, and some seem very unusual to us. Today we are going to look at school life in the Philippines and in Singapore.

In the Philippines, school starts at two different times. The first one starts quite early in the morning between 6 and 7 am and the other one after lunch. One of the teachers tells us that she starts preparing at 4 o'clock in the morning.

This system was designed to solve the problem of overcrowding. Teachers frequently have 65 children at once, and sometimes there aren't enough chairs or desks for everyone. In one class, there are grades 1 to 6. Students in group 1 are the smart kids and those who are not so good are in group 6. During lunch breaks, students enjoy their snacks from home and play hopscotch and other games. In class, they are taught in English and in Tagalog, which is one of the main languages of the country.

Then there is the divide between rich and poor. While the rich can send their children to private institutions with air conditioning and computers, rural public schools don't always have electricity, and classes are sometimes held outside or in the stairwell.

Now let's look at school life in Singapore.

In Singapore taking tests at a young age is very important. Did you know that the students from Singapore are the smartest in the world? Each student's performance is looked at very closely and they have to take life-changing tests in primary school. By the age of 12 they are already categorised into higher and lower-achieving groups.

Pupils usually have lectures in which the teacher speaks most of the time and the students just listen and there is not much time for group activities or conversations with your speaking partner. Everyone learns the same, but in the future, the Ministry of Education wants to include the interests of each student and teach in different ways. Students should also learn about many different topics and not only what they need for good test results. In addition, grades should become less important, and there should be a greater focus on skills needed for the job market.

Those were just two examples of what schools look like. Where are you from and what is school in your country like?

Unit 3

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Embarrassing moments

Track 6a

You are going to listen to four students talking about embarrassing moments. First you will have 45 seconds to study the task below, then you will hear the recording twice. While listening, match the speakers (1–4) with their statements (A–I). There are two extra statements that you should not use. Write your answers in the spaces provided. The first one (0) has been done for you. After the second listening, you will have 45 seconds to check your answers.

Track 6

Speaker 1

Tala

I am so embarrassed by this story still. I went to a Filipino private school, which is different from schools in the United States where you go to different classes. Back then in my school, we stayed in the same classroom and were classmates with everybody for that whole year. Keep that in mind as I tell the story. So, first day of class, this guy, his name was Vincenzo, is sitting beside me, so he's going to be my seatmate for the whole semester at least. Really cute, had a really nice athletic body. His face was also very nice. I don't know why, I was just really, really tired that day. One of the last classes of the day was English class, and I fell asleep. I just dozed off, and then I hear the teacher say, Vincenzo, wake her up. I feel a tap on my shoulder. That's the cute guy. I open my eyes, and all I see is just a puddle of drool. It's like a Lake Michigan sized

puddle of drool. And so, I didn't know what to do. There is drool all over the desk and all I could do was wipe it off. And of course, he saw everything! I don't know if that ruined my chances, but in my head, that was the reason why we did not date.

Speaker 2

Christine

My most embarrassing high school moment happened when I was a freshman, and I decided one day to wear flip-flops with bell-bottom, yellow sweatpants for whatever reason, and thought I looked so cool. I had a couple of close calls that day, but nothing comes close to what happened around lunchtime. I walked into the cafeteria. You have to walk past the senior table to get all the way back to the freshman section, and while I was confidently walking past them, I totally stepped on the lip of my sweatpants and went down hard. I fell in front of all the senior students and landed on my face. I got up as quickly as I could and tried not to cry. I tried to get out of my embarrassing situation by just saying "I'm fine. It's totally fine." and then I ran all the way back to my friends as quickly as possible.

Speaker 3

Mike

I must have been 12, maybe 13. And we had a bully in class. Actually, everyone hated him because of that but nobody said anything that would make him be nicer to us. And I thought I would do that. So, we're in the locker room, we're kind of like getting ready to go back to class and I put up my middle finger and told him to stop bullying us or we would talk to our headmaster. Cause I'm like, you know what, I honestly do not like him. My teacher comes right around the corner, sees me making this gesture with my hand and thought that I showed it to him! I turned red like a tomato, and I felt really, really bad. He was not happy about that at all as you can imagine. He said something like "Please do not disrespect me and I want to talk to you after classes". I felt so embarrassed ...

Speaker 4

Alexei

So, I had to hand in an important English assignment online. It was a video and I had to upload it from my camera roll. I thought I clicked the video, but instead I uploaded a super embarrassing dance video of me in my Halloween costume. It was so embarrassing. The reason I even have this video is because I was filming a *TikTok* where I was putting on different Halloween costumes. But you see, the problem is I can't unsubmit. I cannot delete the upload! I can add another video, but I'm trying to do that right now and it won't load. So, it's been 15 minutes, and my teacher has probably seen the video. Add me on *Snapchat* and I'll give you guys an update once she sees the video. This is so embarrassing.

Unit 3

Track 7

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A special friendship – Alex and Maya

Alex: Hey Maya, remember when we first met at the sports club?

Maya: Of course! It was such a special moment for me. I was feeling a little bit anxious about joining a new club, but then I met you and we just **vibed with each other** right away.

Alex: Yeah, I remember feeling the same way. But you were so friendly and welcoming. It didn't take long for us to start **hanging out regularly**.

Maya: Definitely! And I'm so grateful for that. You've been such a great friend, always **supporting me through tough times**.

Alex: Likewise, Maya. Like that time we decided to go on vacation to Croatia together. It was my first time **sunbathing** in the afternoons and enjoying traditional food.

Maya: Oh, and don't forget about that crazy birthday party we threw for you! We invited all of our friends, listened to **loud music** and stayed up late playing video games.

Alex: Yeah, that was epic! And I'll never forget the feeling of pride when I finally made the **decision** to face that tough opponent in the championship.

Maya: It was definitely a **stressful** moment, but you worked up the courage and gave it your all. I was so proud of you.

Alex: Thanks, Maya. Having you there to **trust** and support me made all the difference.

Maya: And now, here we are, **relaxing** in the park, reminiscing about all the special moments we've shared. Life sure can be **pretty exciting**, hm?

Alex: Absolutely. And I wouldn't want to experience it with anyone else but you, Maya.

Maya: Same here, Alex. Friends for life, right?

Alex: Definitely. Friends for life.

Unit 4

Track 8

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Unusual hobbies

Track 8a

You are going to listen to an interview about unusual hobbies. First you will have 45 seconds to study the task below, then you will hear the recording twice. While listening, match the speakers (1–3) with their statements (A–H). There are two extra statements that you should not use. Write your answers in the spaces provided. The first one (0) has been done for you. After the second listening, you will have 45 seconds to check your answers.

Track 8

Radio host: Welcome to today's show in which we talk about how teenagers spend their free time. – In the world of hobbies, pretty much anything goes. There is a hobby for everyone, whether it is something on the traditional side, like practicing sports, growing plants or making crafts, or others that are more on the unusual side. Of course, what makes a hobby truly bizarre is up to you and the times we live in, but I'm sure you'll agree with me that my guests have rather unusual hobbies. So, Nico, let's get started with you. How do you spend your free time?

Nico: Thanks for giving me the chance to make my favourite hobby more popular. So, owning a real horse is pretty expensive but that does not stop me from riding. I am a stick horse racer. There are tournaments and the aim is to make similar movements to real horse riding competitions, such as dressage or jumping events. With a hobby horse, you can also do mounted games, cross country, freestyle to music and trail rides.

Host: I have heard that hobby horse racing on a stick horse is becoming more and more popular. There are lots of videos online. So dear listeners make sure you check them out. You will find the links in the show notes. Kylie, you also have a sports-related hobby, it's called *bubble football*. This already sounds pretty fun. What is it all about?

Kylie: It is pretty simple. Half of your body is in a bubble filled with air. In order to be able to run, our legs are not in it of course. So there are two teams playing against each other for 10 minutes. It's super entertaining.

Host: I have always loved football, and this version sounds super exciting. I definitely have to try it out. Richard, you have a super clean and well-ironed shirt. This is not by accident, right?

Richard: Nope, this comes by trade. I am an extreme ironer, and ironing has always been my passion. There are real extreme ironing contests with people from all over the world. The trick is that we iron in strange places, like on top of a mountain or in a river and that adds to the adrenaline rush a lot. I love it, man. It seems crazy, but I love it.

Host: Nico, Kylie, Richard, thanks for sharing your unusual hobby with us and hopefully we could inspire you, dear listeners, to at least try something a little bit different for your next hobby. Next week, we are going to talk about celebrities, and I am already super excited. Hope to see you there. *[Fade-out]*

Unit 4

Track 9

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Becoming more active

S (Sport and health-conscious person): Hey man, I've been wanting to talk to you about something for a long time.

C (Couch potato): Hey, all right ... what's it about? What have you done? Oh my god, what have I done?

S: Relax. No one has done anything – everything is cool, but I really do think you should do more sports.

C: Oh boy, my mother's told me the same thing. But you know I'm simply too exhausted after a long day.

S: I understand that, but it doesn't mean you have to do sports every day. But at the moment you don't do any kind of physical activity – you don't do anything. And the consequences are terrible! First of all, you keep putting on weight; second, you get depressed easily and the worst-case scenario: you will lose your social contacts. This means you won't have any friends.

C: Come on, I'm not going to lose my friends just because I am a little bit overweight. Besides, I'm really interested in the news and what's going on in the world. Watching TV a lot means I can really expand my general knowledge. That's why I know so much. Actually, maybe you should watch the news a bit more often.

S: OK. Here's the deal, from now on I am going to watch the news once a day and you are going to improve your lifestyle. You'll feel the benefit from that a lot, for example, you'll feel more relaxed, more comfortable and you'll be in good shape.

C: Sounds good. So what do I have to do?

S: It is important that you do sports at least three times a week and make sure you have a healthy diet.

C: All right, but you'll need to help me with that!

Unit 5

Track 10

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Awesome adventures

Track 10a

You are going to listen to Kent and Ayla sharing their awesome adventure. First you will have 45 seconds to study the task below, then you will hear the recording twice. While listening, choose the correct answer (A, B, C or D) for each question (1–5). Write your answers in the spaces provided. The first one (0) has been done for you. After the second listening, you will have 45 seconds to check your answers.

Track 10

Speaker 1 – Kent

As the sun started to rise, I couldn't help but feel super excited. This was the holiday I'd been looking forward to for ages. With my backpack all set and my hiking boots on, I stood at the bottom of Mount Batur in Bali, ready for an amazing adventure.

Before the trip, I felt a mix of nerves and excitement. Hiking up an active volcano sounded a bit scary, but I was really pumped to explore something new. Plus, I had my best friend Christina with me, and we were both hyped to tackle the challenge together.

As we started climbing, everything felt really fresh, and we could smell the mountain air. The trail was tough, but with each step, I felt more and more excited. We saw lots of trees, little streams and big rocks along the way.

Reaching the top was incredible. Seeing the sun rise over the crater and the lake below was breathtaking. It was such an amazing moment that I'll never forget.

After the trip, I felt really happy and proud. Climbing the volcano was a big challenge, but it was so worth it. And to share the experience with Christina made it even better. We had so much fun and made some awesome memories together.

From this trip, I learned that trying new things and stepping out of your comfort zone can lead to some really cool experiences. It's all about embracing the adventure and enjoying the journey.

Speaker 2 – Ayla

Last summer, I had the most incredible holiday experience of my life. It all happened when I went canyoning with my mates in Austria. At first, I wasn't really excited about the idea. Jumping into icy mountain waters and swimming and sliding through narrow paths seemed a bit too much for me. But my friends were really motivated, and they managed to convince me to give it a shot. And boy, am I glad they did!

As we geared up for the adventure, I couldn't help but feel a mix of nervousness and excitement. The equipment looked super cool – helmets, wetsuits and boots. Once we were all ready to go, our guide gave us a safety briefing and showed us some basic techniques for navigating the canyon.

As we made our way through the canyon, the thrill was indescribable. We climbed down waterfalls, slid down natural water slides and jumped off cliffs into crystal-clear pools below. The water was freezing cold at first, but once we got moving, it was surprisingly refreshing.

The best jump of the day was a 12-meter cliff dive into a deep pool below. I felt my heart pounding really heavily as I stood at the edge, looking down at the water far below. My friends shouted and clapped their hands to motivate me. I took a deep breath and jumped into the unknown. The rush of adrenaline as I dove into the water was unlike anything I'd ever experienced before.

Throughout the adventure, my friends and I cheered each other on, laughed when we slipped and celebrated our wins. The adventure brought us even closer together as friends.

From this experience, I learned how important it is to push past my fears and be ready for new adventures. I discovered the thrill of stepping outside my comfort zone and how cool it is to share unforgettable moments with friends. It's an experience I'll always remember, and I can't wait to go on more adventures in the future.

Unit 6

Track 11

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The world in 2100

Track 11a

You are going to listen to a radio show about the world in 2100. First you will have 45 seconds to study the task below, then you will hear the recording twice. While listening, match the beginnings of the sentences (1–5) with the sentence endings (A–H). There are two sentence endings that you should not use. Write your answers in the spaces provided. The first one (0) has been done for you. After the second listening, you will have 45 seconds to check your answers.

Track 11

Radio host: Good morning, everyone! Welcome back to “Future Insights” where we look into the crystal ball of tomorrow. I'm your host, Mike, and today, we have a very special guest with us. We're joined by Dr Emily Collins, an expert with a wide range of interests. Welcome, Emily!

Emily: Thanks for having me. It's great to be here.

Radio host: So, Emily, it's quite fascinating to think that some of us, including our listeners, might actually experience the world in 2100, don't you think?

Emily: Absolutely! And with the speed at which technology develops, many more of us might be around in 2100. When it comes to the future, I think there will be great achievements, but also challenges.

Radio host: I guess you have climate change in mind.

Emily: Right, that's a hot topic and we are already noticing changes all over the world. You know, we see more natural disasters, more extreme temperatures on both ends of the scale and many more.

Radio host: Unfortunately, I have to agree with you. But let's look at the brighter side. How're our private and professional lives going to change? What's life going to be like at the turn of the century?

Emily: Ah, we'll see some significant changes. Let's start with private life. Homes will definitely get smarter and more energy-efficient in the future. We are talking about Artificial Intelligence managing our homes with solar panels and energy use, heating and recycling. With 3D-printing we might construct eco-friendly houses that are even greener than the ones we have now.

Radio host: That's incredible! What about public transportation?

Emily: By 2100, I envision a world where public transportation has been revolutionised. We're talking about hyperloop trains rushing through vacuum tubes, connecting cities in a matter of minutes. And for shorter distances, perhaps we'll have fleets of electric, autonomous drones zipping around, offering on-demand rides to anyone with a smartphone. So, the cars on the roads will definitely decrease.

Radio host: That sounds like a sci-fi movie to me! When we look at the business world we are going to see big changes as well, right?

Emily: I mean the world of business is a very broad topic. But let's continue with transportation and look at business travelling. We might fly with electric airplanes and supersonic jets, with which we can get to the other end of the world in hours. Overall, travelling will become less difficult. I think that virtual reality will bring about a lot of change with virtual board rooms, with managers from all over the world sitting at the same virtual table. Travelling less for business will also have positive effects on the environment.

Well, let's not forget to bring AI to the table. It is possible that we will have AI assistants managing administrative tasks, analysing data and even assisting in decision-making processes. This could free up human workers to focus on more creative and strategic tasks.

Radio host: So, it seems like the future of business will be both high-tech and eco-friendly. Well, Emily, thank you once again for sharing your vision for the world of tomorrow.

Emily: My pleasure, you're welcome!

Unit 6

Track 12

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Get that job

Ben: Good morning, I'm Ben Brooks and I'm here to apply for the vacant summer job **in your company**.

Human Resources Manager: Right. Come in, please. Good morning, Mr Brooks. Please have a seat. Could you first tell me a little bit about yourself?

Ben: Thank you. My name is Ben Brooks, and I'm 15 years old. I am currently **attending a business school**.

HRM: Why did you choose that type of school?

Ben: First of all, I've always been **interested in business** and my father **runs his own company**. He has influenced me a lot, he's my role model. I hope that one day I can take over his company. Once **I've graduated from** this school, I will already have learned the basics that will be useful for my future career. What's more, if I feel like it, I can always go to university later on.

HRM: What is it that made you apply to our company?

Ben: One of my passions is social media and everything around it. My friends and I run our own *YouTube* channel, and I always help my father **keep** his business pages **up-to-date**.

HRM: That's interesting. So, let's talk now about your strengths and how they could be important for our business.

Ben: One of my key strengths is that I work very precisely. For example, before I post something online, I usually edit it several times, and then I only post it if it is in my or the **company's best interest**. I also try not to post too much, but I do try to keep it frequent enough to keep the visitors coming back to our websites.

HRM: That is certainly important for our start-up, too. What would you say is your greatest weakness?

Ben: To be honest, I tend to focus too hard on my work. Sometimes I forget to **take time off** and meet up with my friends.

HRM: And what are your goals for the future?

Ben: As I mentioned earlier, one day I would like to run my father's business. Before I can do that, I have to prove myself. So I **will keep on working hard**.

HRM: Mr Brooks, thank you for your time. We'll get back to you within the next two weeks.

Ben: Thank you so much for seeing me. Goodbye.

Unit 7

Track 13

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Facts about *YouTube*

YouTube is one of the most visited platforms on this planet. It is a social media platform and website that allows users to **share videos**. It was created by Steve Chen, Chad Hurley and Jawed Karim, who all worked together at the American company *PayPal*. They wanted to find a specific video online but **couldn't find it**. So, they decided to create their own website where you could upload videos. In **December 2005**, the website officially went online. The first video that was ever uploaded was called "**Me at the zoo**" and was filmed in the San Diego zoo. In the summer of 2006, **100 million** videos per day were already being uploaded. Around at the same time, **Google** also wanted to create their own video platform, but as this wasn't successful, they bought *YouTube* in November **2006**. Since then, the platform has become more and more popular and helped many people to become famous. For example, Justin Bieber is one of the first *YouTube* success stories. He posted **covers** on *YouTube* that were seen by US **musician** Usher, who helped Bieber start his career.

Unit 7

Track 14

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How to become a successful *YouTuber*

Track 14a

You are going to listen to a vlog on how to become a successful *YouTuber*. First you will have 45 seconds to study the task below, then you will hear the recording twice. While listening, match the beginnings of the sentences (1–7) with the sentence endings (A–J). There are two sentence endings that you should not use. Write your answers in the spaces provided. The first one (0) has been done for you. After the second listening, you will have 45 seconds to check your answers.

Track 14

Hey guys! Welcome back to *Business Planet*.

Do you wanna be a successful *YouTuber*? If so, listen closely, because it's harder than it looks. There are a variety of skills that you need in order to create good content. Alright, then let's go.

So, let's talk about the technical skills you need. You need good IT skills to make your posts attractive and to get people interested in them. People often forget about the tech-part that goes into making an awesome *YouTube* video. Just think about the music, sound effects, exciting features that really make a video fun to watch.

Another thing is keyword research. If you really wanna grow your channel, you can look into keyword research to understand what people normally type to find your videos. So find out what people are interested in and what they search. For example, if people often look for "best chocolate cake", then make a video about that and more people will watch your video. Another way is to look at your channel's data to find out what's working and what's not. The *YouTube Studio* has all the information you need.

Let's move on to video production. Producing a video can get pretty technical: a high-quality microphone, HD camera, tripod, proper lighting, editing software and so on. But don't stress

out. There are so many content creators shooting and editing their videos with their smartphone. Not every *YouTuber* requires professional equipment. It really depends on the content you're making. When filming is done, you also have to focus on video editing to find the best scenes for your video.

Before you upload the video, you need to design a thumbnail that makes your content attractive to your audience. You know, the thumbnail is the picture you see that gives you a preview of what the video is about. You can also put some text or symbols on the image that better explains the video. This will help people decide if they should click on the video or not. Also make sure to have a catchy title, so that people get interested and want to see your video.

Enough about tech now. A unique idea is the basis for a great video because you are doing something no one else does. If you are creative, then this will come naturally to you. You'll find inspiration on *TikTok*, *Facebook*, *Instagram*, and many others. Once you have the basis for an idea, be creative and make something out of it.

Next, it's important to work hard and regularly post videos. Tell your viewers how many videos you'll post each week and stick to that number so they know that they can trust you. Always be yourself and let viewers see the real you.

Last but not least ... believe in yourself. It's difficult when you start and when you need to learn how to create videos and get subscribers. There will be times when you feel like giving up, but just remember that everyone has to start somewhere. Even the biggest creators had to work really hard to get millions of subscribers and views. No one gets to see your content if you give up and don't believe in yourself.

Hope this quick overview has been helpful to you and your dreams of becoming a successful video creator! Thanks for watching. Please, leave a like and subscribe to the channel. Stay tuned for my new video next week.

Unit 7

Track 15

page 115



My experiences as a *YouTuber*

Track 15a

You are going to listen to a recording of an interview with Sabrina Collier about her experiences as a *YouTuber*. First you will have 45 seconds to study the task below, then you will hear the recording twice. While listening, complete the sentences (1–7) using a maximum of four words. Write your answers in the spaces provided. The first one (0) has been done for you. After the second listening, you will have 45 seconds to check your answers.

Track 15

Interviewer: Thanks for joining us, Sabrina. Let's jump right in: how did you get into making videos and sharing them on *YouTube*?

Sabrina Collier: Thanks for having me. Actually, when I started my *YouTube* channel, I didn't expect much from it. It was just a hobby. I was 19 and living in London for an internship, but I was lonely and had nothing else to do. Now I can look back and say that *YouTube* has completely transformed my life. But at first, I didn't really see it as a career.

Interviewer: When did you start to think about it as your real job?

Sabrina Collier: As time went on, I got more and more views and subscribers on my channel and started to realize that people were really into my videos. Then, I wanted to take *YouTube* more seriously, so I also saved up and bought a professional camera to make my videos better quality.

Interviewer: Great. But you're also still studying, is that right?

Sabrina Collier: Yes! I'm now a computer arts & games design student at the *University for the Creative Arts (UCA)* in Farnham, like many other content creators. Some people also call it *the YouTuber university*. There is, for example, *KickThePJ* who is one of *UCA's* famous graduates.

Interviewer: How do you manage to balance everything? I mean, you have to work hard for both your university assignments and being a *YouTuber*. Could you tell us a little bit about that?

Sabrina Collier: Well, it can get pretty busy and stressful, for sure, but for the most part I've found the right balance. I try and make *YouTube* part of everything I do. For instance, I make videos when I have to do tasks for my course. So I have to plan and think ahead to work out how I can combine my uni work with my *YouTube* channel.

My project for this year is making a game. I update my subscribers on my progress using videos and live streams. So, as I said, my *YouTube* channel and my progress as a student are quite connected, which makes things a lot easier.

Interviewer: That's incredibly impressive.

Sabrina Collier: Thank you. But there have been a few times when I struggled to hand my assignments in on time because I was in the flow of making videos. My lecturers want me to put a bit more effort into doing my assignments. I could get the best grades. They know that and I know that.

But, you know, for me it's more important to make an awesome *YouTube* video. It just makes me feel great to push my boundaries and I just have a pure passion for what I do. It just feels so good and I have to say that I am a bit addicted to that feeling! Sometimes I get an amazing idea out of nowhere, a flash of inspiration which I just HAVE to film right away.

Interviewer: What other benefits would you say your *YouTube* career has given you?

Sabrina Collier: I think you can learn so many skills from running your *YouTube* channel. You can learn how to do storytelling, manage your time, motivate yourself and handle social media.

But *YouTube* has also had a deeper impact. Sometimes it can be really emotional to see the impact my videos have had on people. It's really amazing to see how my content reaches and affects so many people's lives. I get messages from people who have gone through tough times but tell me that because of my videos, they feel much happier and more optimistic.

Interviewer: What advice would you give to listeners hoping to follow in your footsteps and create their own platforms?

Sabrina Collier: If you want to get started on *YouTube*, show your users a bit of your personality and be yourself. In the end, not everyone will turn into a *YouTube* superstar and earn millions of pounds. I get about £ 60 every six months if I'm lucky. Being a *Youtuber* will lead to other opportunities, and these plus the friends and experiences you make are better than money in my opinion.

Interviewer: Thanks so much for your insights, Sabrina. It's been a delight having you here, and I wish you all the best for the next steps in your *YouTube* career.

Sabrina Collier: Thank you.

Unit 8

Track 16

page 122



How to get what you want from your parents

Track 16a

You are going to listen to a vlog on how to get what you want from your parents. First you will have 45 seconds to study the task below, then you will hear the recording twice. While listening, complete the sentences (1–8) using a maximum of four words. Write your answers in the spaces provided. The first one (0) has been done for you. After the second listening, you will have 45 seconds to check your answers.

Track 16

Hi guys,

It's no secret that asking for things from your parents doesn't always go the way you want it to. When you live with your parents, their questions about if you're getting your work done can also be really exhausting from time to time. This video is about going the extra mile to convince your parents to say yes to you more often and help make your life a bit easier.

Mom and dad love to pretend they are cool and calm, but in reality, they are very predictable. They always want you to have good grades on tests, but also have time for your hobbies and

keep your room clean all the time. It's understandable that all of these obligations can feel overwhelming. But don't worry – if you listen to the following tips, you can improve your life in several ways! Your parents will allow you to do more, trust you more and be more willing to see life from your perspective.

First and most importantly, show them that you are doing your homework every day. If they see you working on your Math homework, they won't get on your nerves with questions like "Is there anything you have to do for school?" or "Have you done your homework yet?". Developing a regular schedule with homework assignments will also help you be more consistent. It can help to boost your grades and allow you to relax more instead of procrastinating. You won't have to complete tasks under a lot of pressure. And if you're under less pressure, you'll be happier overall, which will make your parents happier in turn. To show your parents that you can change your behaviour for the better, be specific and clear about your goals and promises, especially if you're trying to get your parents to say yes to something. Saying, "I'll get better grades," is one thing, but it's much better to say, "I'll get better grades in History." You also actually have to mean it and do your part. Otherwise, your promise can have the opposite effect.

My second piece of advice is: tidy up your room. This should become a daily ritual. If you do it every day, it only takes you a few minutes and again, your parents won't bother you with annoying questions. Cleaning up your space shows your parents you are responsible and will also help you immediately feel like you've accomplished something. Try cleaning up your workspace or bedroom as much as you can in 5–10 minutes. A clean room also helps you to be in a good mood and get some work done.

Next, when you ask for something big, be prepared and be strategic. Saying, "Dad, can I have an electric guitar?", will very likely give you a quick "No." Instead, try this: "Dad, I know you buy me expensive stuff sometimes that you work really hard for. That's really great, thank you." Whatever you ask for next, your mom and dad will definitely be in a better mood. The point is not to trick your parents into thinking you care; the point is that you really show them that you are thankful for what they do for you. This will make your relationship much easier.

Clear communication is also extremely important. Make sure to tell your parents early enough when you are going to be late, you have to go somewhere or you want to do something. Then they won't be worried, and you can enjoy yourself. The biggest reason your parents may not let you out on a date, buy you a car or a phone or some cool new toy is because they maybe don't fully trust you. And they want you to be safe and stay out of trouble. But if you find ways to let them know that you are honest with them, even when it hurts you, they will open all doors for you. Trust is the key to getting things. Do whatever you can to earn it.

The best thing about following this advice is that you can get so much more from your parents than you ever thought possible. And the next time you want to stay over at a friend's place? – No problem!

Unit 8

Track 17

page 126



Rules and regulations at work

Track 17a

You are going to listen to an interview with an expert about rules at the workplace. First you will have 45 seconds to study the task below, then you will hear the recording twice. While listening, choose the correct answer (A, B, C or D) for each question (1–6). Write your answers in the spaces provided. The first one (0) has been done for you. After the second listening, you will have 45 seconds to check your answers.

Track 17

Anderson Corden: Hello everyone, I'm Anderson Corden. Welcome to today's show on rules and regulations at work. We have invited an expert to give us some insight into this topic. Welcome, Mr Cooper, and thanks for being with us today.

James Cooper: Hi Mr Cordon. Thanks for having me. I'm really happy to be here.

Anderson Corden: It seems that we just keep getting more and more rules and regulations at the workplace. Do you see it that way as well and, if so, why is that?

James Cooper: Well, today we have more rules compared to, say, 50 years ago, but still, at that time people also had rules. So they have always been there, and for good reasons. You see, rules are there to guarantee the employer's and the employee's safety. They are useful for privacy reasons, and to make sure everyone is treated equally. Another important point is that companies run well with good rules.

Anderson Corden: If the boss is happy, everyone is happy, right?

James Cooper: Well, sure. See, it's a win-win situation.

Anderson Corden: We got some calls from listeners regarding the strangest rules they've dealt with at the workplace. For instance, one caller mentioned that he was not allowed to wear jeans. Another caller informed us that they had to bring along gifts for every meeting with customers. Of course, the company paid for them, but it always took a long time to find a good one. And finally, we heard from a secretary who told us that they were not allowed to listen to music in their private office. What do you think of these examples?

James Cooper: The ones you mentioned are pretty standard and make perfect sense to me. But it becomes a bit of a problem when the rules stop you from doing a good job. Over the years I have come across some really strange rules like, for example, when you have to get your boss's approval for literally everything you want to do. Or another one is that employees are not allowed to eat snacks when they are at their office desks. My favourite one is not being allowed to have a beard as a man. That's just really absurd. Can anyone explain that?!

Anderson Corden: What is the best thing you can do when you really have a problem with one of the rules at your workplace?

James Cooper: You should definitely go and talk to your supervisor or boss. However, make sure that the problem is really important to you and that you inform yourself about your rights and responsibilities as an employee first. Only if you do that can you present good arguments that will really result in a change.

Anderson Corden: Are there instances when some unexpected rules absolutely have to be followed? Where it's not a good idea to question them?

James Cooper: Yes, actually. One thing you cannot ignore are rules in terms of cultural behaviour in different countries. You could really make people angry that way.

Anderson Corden: Oh, you don't want to do that. What are some typical rules for correct behaviour?

James Cooper: That really depends on the country you are going to. If you go for a business dinner in an Asian country, make sure that you slurp when eating. This is considered as a compliment to the chef. Or if you have a meeting in Argentina, make sure that you are late. People there think it is rude if you are punctual. If you do business in Japan and you get a business card, which you hopefully will, make sure you take it correctly: first you have to hold it with both hands, then you should read it respectfully and finally you should put it away carefully.

Anderson Corden: You really have to be careful not to break any of these rules. Mr Cooper, thank you very much for joining us today.

James Cooper: It was my pleasure.

Unit 9

Track 18

page 140

Real estate showings

Track 18a

You are going to listen to three conversations between real estate agents and their clients. First you will have 45 seconds to study the task below, then you will hear the recording twice. While listening, complete the sentences (1–9) using a maximum of four words. Write your answers in the spaces provided. The first one (0) has been done for you. After the second listening, you will have 45 seconds to check your answers.



Track 18

Conversation 1

[Terraced house]

Mr Jefferson: Good afternoon! Welcome, Mr Messinger. So, I read in your email that you are interested in a remodelled terraced house, and this one came to mind immediately. ...
[Walking sounds on gravel, opening front door, footsteps inside]

Henry Messinger: Excellent. Oh wow, I can already see the kitchen island we were hoping for from here.

Mr Jefferson: Right, yeah. The space was remodelled just last year, and the open kitchen means you get lots of natural light while cooking or eating. As you can see, the kitchen appliances are state-of-the-art. There's a smart dishwasher, and on the left side of the kitchen island there is a side-by-side fridge with ice-maker function.

Henry Messinger: I'm glad to see that there's so much space in the backyard. I didn't expect much from the house to be honest. It looked so small when I checked it out on *Google Maps*.

Mr Jefferson: It's actually very spacious, especially with the two balconies, which are accessible from the bedrooms.

Henry Messinger: How many bedrooms are there in total?

Mr Jefferson: So, the hard facts: Three bedrooms, two bathrooms; one on each floor. And in the back garden there's even an outdoor shower and an infinity pool. ... [Walking sounds]
Here we are at the main bedroom. The other bedroom next to it was used as an office before. As you can see, this house has a lot to offer. What is your impression so far?

Henry Messinger: It seems like this place has everything my wife and I have hoped for. As a photographer, I especially like the idea of another bedroom being used as an art studio. Now, obviously, I have to ask THE question: What is the price point?

Mr Jefferson: The owners would like to sell it for \$ 750,000. It's quite a good deal for a house with so many incredible features.

Henry Messinger: I'll talk to my wife, and we'll get back to you before the weekend is over to discuss the next steps. Is that okay with you?

Mr Jefferson: Sure, I'll look forward to hearing from you soon.

Conversation 2

[Condominium]

Carrie Smith: Welcome. Mr Spillane, wasn't it?

Laurence Spillane: Yes, nice to meet you. I understand the condominium that is for rent is on the fifth floor?

Carrie Smith: Yes, right this way. ... [Sounds of footsteps, elevator door] Normally we do public showings when new places are on the market, but today you're in luck – it's a private tour. ... [Sound of elevator door, footsteps] Here's the front door.

Laurence Spillane: Great.

Carrie Smith: This condo is perfect for one person. Here we are in the main living room. The kitchen has everything you need – oven, microwave, refrigerator, freezer and counter space. To the right around the corner is the bedroom, and the bathroom is in the hallway. There's even a built-in bookcase on the far wall that will provide you with even more storage room.

Laurence Spillane: How much is the monthly rent?

Carrie Smith: It's £ 1,800 per month, and you have to pay a security deposit of £ 4,000 to move in. The building is very centrally located, which is why the price might seem like a lot. But the view and the easy access to central London make it worth it!

Laurence Spillane: What's that noise? [Muffled trumpet playing]

Carrie Smith: Oh, probably just one of the other tenants. You can hear the sounds quite easily at the moment because the unit isn't furnished yet. You'll hardly hear any neighbours when there are a few pieces of furniture in the room.

Laurence Spillane: Good thing I'm not very sensitive to noise. *(Laughing)* ... Ok, I'll think about it and get back to you next week.

Carrie Smith: Yes, just give me a call. But don't take too much time to make your decision – there are a lot of others waiting to lock down a place like this.

Laurence Spillane: I won't. Thanks for your time.

Conversation 3

[Detached house]

Mara Smith: Hi, my name is Mara Smith. I'm calling regarding the detached house in Sheffield, Vermont.

Blake Webster: Yes, this is Blake Webster speaking. The property just became available for sale. Would you like to make an appointment to view the property?

Mara Smith: I have a few questions first, if you don't mind.

Blake Webster: Of course.

Mara Smith: I would be a first-time homeowner and am looking for a single-family home with a backyard. When was the house constructed and in what condition is it? We need to get a mortgage from the bank, so could you give me a few details about what we could expect? How high are the running costs and are there any necessary repairs?

Blake Webster: I see. The house was built in the 1980s and used to be rented out as temporary accommodation for skiers. It has a finished basement that could be used as a game room or a workshop, the windows are new and well-insulated, and the previous owners actually installed solar panels, which reduces the running costs considerably. The panels require regular servicing and cleaning, but the costs are minimal. The only part that needs repair is the hot water system, which has experienced some issues in recent years.

Mara Smith: Alright. I'd like to find a time to view the site, then. It sounds like exactly what my husband and I are looking for.

Blake Webster: Great! Available viewing dates are next Monday at 3 or 4 pm, or Wednesday at 5pm. Can you tell me your email address? I'll send you the address and a form to fill out via email.

Mara Smith: Thank you, Monday at 4 pm is perfect. My email address is mara.smith@...
[Fade out]

Unit 9

Track 19

page 145



Vanlife

Track 19a

You are going to listen to five people who share their experiences with vanlife. First you will have 45 seconds to study the task below, then you will hear the recording twice. While listening, match the speakers (1–5) with their statements (A–L). There are two extra statements that you should not use. Write your answers in the spaces provided. The first one (0) has been done for you. After the second listening, you will have 45 seconds to check your answers.

Track 19

Speaker 1

Mark

My name is Mark. I've been living in a renovated van for around two years now, and I like to think of myself as a digital nomad. I can be outside whenever I want, and I can both work and enjoy beautiful views from my van's window. I'm a graphic designer, and I create logos for a lot of start-up companies across the UK. It's pretty well-paid, and I can easily afford this lifestyle. The only thing where I don't save money is my climbing gear because with sporting equipment, you can't choose the cheap stuff. I don't think humans need as much stuff as they think they do. Sometimes I don't get why there are so many families that have financial difficulties out here ... I mean, you just need to get used to living with less.

Speaker 2**Melanie**

I am Melanie, and I've been living in this converted van for just over a year. Before that, my boyfriend and I were living in Boston. But then we decided to do a *YouTube* series about travelling and also stream on *Twitch*. This is how we make a living. We wanted to save money and see more of the US. But, to be honest, it's difficult to plan everything that we need to live on the road. Additionally, we also need to constantly produce content and have a marketing strategy for our channels. I don't know how much longer it will be possible for me to do that. But I don't want to give up now. It has always been my dream to be a traveling video journalist and content creator. Another thing that worries me is that our videos haven't been doing so well recently. But I want to keep up with new trends, so hopefully a few of the next videos will go viral and we can start earning a bit more money to afford this life on the road.

Speaker 3**Silvan**

My parents have worked from the road almost my whole life; I don't remember not living in our camper. It's great to see so many places, but I can't wait to have a bigger room to stay in. It'll be nice to live in the same place for a longer period of time. I'm Silvan, and I'm 16 years old. My mom is a nature photographer, which is pretty cool. So I've been to most of the national parks, and I've already seen a lot of interesting animals. But it's been hard to make friends because I never stay in the same school for long. Sometimes I am also taught by my parents when we are on the go, and then I have to go to a new class in the middle of the school year when we have to stay in an area. This is tough because people have already created their friend groups. My Dad does jobs wherever my Mom has to work – he's pretty handy with tools, so he can do almost everything. Luckily, I got a pretty good score on the university entrance exam and am really looking forward to going to college.

Speaker 4**Tara**

Three years ago I decided to renovate a bus by myself and spend a year traveling around Canada. My name is Tara, and I'm 34 years old. The renovation was much more expensive and harder than I had thought. At the beginning, I thought this would be my new home, but that changed. A problem was that parking sites for camping vans in Quebec are either always full, or super expensive. In Canada you're not allowed to just park anywhere you want. In the beginning, it was incredible, and my boyfriend and I lived together in the van. However, then there were more and more repairs, and it just got too small for two people. We didn't have any privacy anymore and the van got dirty really quickly. I still have my van, but I use it for weekend getaways and short trips. Now, I'm back in an apartment and I am excited to fly somewhere for my next vacation.

Speaker 5**Steven**

My name is Steven and I live in a converted school bus. I took on a lot of debt to go to college, and the costs for houses and apartments in my area are extremely high. So the only place to live was my bus. Two months ago, I couldn't drive the bus anymore because something was broken. The costs for repairing the bus and getting it back on the streets were just too much, so I gave up the idea of driving around and just parked it in my parent's garden. I really want to find a job and earn some good money. Then I will hopefully have the chance to decide whether I want to live in the bus or in an apartment in the future. From my parents' land, it's possible to see the Appalachian Mountains, so it's not all bad.

Unit 10**Track 20**

page 164

**Shopping trends****Track 20a**

You are going to listen to a vlog about different shopping trends. First you will have 45 seconds to study the task below, then you will hear the recording twice. While listening, choose the correct answer (A, B, C or D) for each question (1–6). Write your answers in the spaces provided. The first one (0) has been done for you. After the second listening, you will have 45 seconds to check your answers.

Track 20

Welcome back to *Tira Talks Business*. This week, it's all about shopping and current trends.

As many of you probably know already, more and more people are embracing online shopping, mainly due to the explosion of online stores and easy-to-use online payment systems. The reasons for the growth of e-commerce are factors such as improved Internet connectivity, social media promotion and the start of online shopping events, like *Black Friday* and *Cyber Monday*. I'm sure you all have seen how crazy it gets on these days.

It is clear that e-shopping is super convenient because online shops are open 24/7. So, the convenience and accessibility also encourage consumers to purchase products online. It's just so simple and with a few taps you can order almost anything from anywhere. Buyers can make purchases without leaving the comfort of their home. They can also pick from a wide range of brands, colours, styles and sizes and so on. However, you still need to be careful here, as some comments online are fake and misleading. But it's worth it because of no crowded stores, no waiting at the cash desk ... A further pro is that people can also check product information, as well as customer reviews, from anywhere, at any time.

Another trend we see is that influencers will continue to grow and remain one of the most popular ways for brands to connect with their audiences. Nowadays, Gen Zers and Millennials mainly do not look up to film stars or singers anymore for inspiration when buying products or services. They also don't turn to friends or mom and dad, either. What we see is that they look at all those influencers. Their content with awesome and eye-catching pictures really makes people buy stuff, especially the younger ones.

So, what do modern shoppers consider when making a purchasing decision? For many of us, price matters most. 78 % of Gen Z, 74 % of Millennials, 74 % of Gen X, and 73 % of Boomers say that the price is one of the most important factors when it comes to deciding whether or not they're going to buy a product. The quality of a product is relevant, as well. 65 % of Gen Z, 78 % of Millennials, 82 % of Gen X, and 72 % of Boomers say it's another top factor when buying something.

A new concept called *BNPL*, which is short for *buy now, pay later*, has also become increasingly popular with younger shoppers. More and more people choose to pick up a product and pay for it after a couple of weeks or pay back the full amount in small rates. The reason is simple. These days, many consumers want to have the newest products, but need to be more careful with their money, as living costs, such as groceries, rent or energy, have become a lot higher recently.

Making shopping more personal is another main trend to focus on. We are not only talking about addressing the customer by their first names in an email, like 'Hi Steve' or a personalized thank-you card. You can also get special packaging, interactive content and personalized services and products. Some online sellers even use quizzes and surveys to better understand a customer's needs and behaviors.

Once again, if you are trying to sell a product, here are your key takeaways: have a good price-performance ratio and offer a good brand experience. Use influencers, provide flexible purchasing options and make shopping more personal.

Thanks for watching. If you liked the video, please leave a like and subscribe to the channel. See you again next week at *Tira Talks Business*.

Unit 10

Track 21

page 166



I'll take – Conversation 1

Barista: Hi, how are you doing? What can I get you?

Customer: Hi. I'd like a grande, iced, caramel latte macchiato. And could you add two more pumps of vanilla, please?

Barista: How many extra pumps was that?

Customer: Just two.

Barista: Sure. What did you say your name was?

Customer: Ashley.
Barista: Got it. That'll be **four-fifty**.
Customer: There you go.

Unit 10

Track 22

page 166



I'll take – Conversation 2

Cashier: Welcome to *McDonald's*. **Can I take** your order, please?
Customer: Hey. I'll take a **Big Mac** meal with *Coke* and fries.
Cashier: **What size?**
Customer: Large, please.
Cashier: Any extra sauce?
Customer: Yeah, **can I have** ... aaaahhh ... phew ... two sweet and sour sauces?
Cashier: Two sweet and sour sauces. Do you want any apple pie?
Customer: No, thanks.
Cashier: To eat here or to take away?
Customer: **To eat here.**
Cashier: That'll be five-twenty, please.

Unit 11

Track 23

page 179



Teenagers' views on the impact of technology

Speaker 1

Chloe

I feel like AI definitely is important. My dad is a doctor and says that AI can really make his job easier because it is good at analysing X-rays, and it helps detect diseases or problems. Patients can also get results sooner than they normally would. So, I think that kind of thing is pretty cool. But there are a lot of ways AI can be used in the wrong way ... For example, it's really easy to generate fake news or fake images that look real. So, this can be really misleading. Overall, I like the idea of AI being used to help people or make stressful processes more efficient and I think it's a good tool. But, honestly, I'm a little afraid of what negative effects it can have. Maybe there should be more regulations.

Speaker 2

Homer

From my point of view, AI is great – especially when there's an assignment you don't really want to do. It only takes, like, two seconds to get an essay or something like that done. I've used *ChatGPT* for quite a few homework assignments, and no one has noticed yet. Well, at least, the teachers didn't say anything to me, and I didn't get a bad grade. I don't understand why I should do something for hours that my computer can do in a few seconds. Half the time my teachers don't care what I hand in anyway. I don't think they even have a look at our assignments! You just turn it in, and then it disappears, and you don't hear anything more about it until you get your grade. AI makes my life a lot easier!

Speaker 3

Robin

Honestly, the things that AI can do scare me a bit. I've always wanted to become a journalist. But now I'm afraid that jobs like these will be completely taken over by AI programs that have access to all human knowledge available on the Internet. I feel kind of helpless because it seems like even my own ideas might not be enough. It's like Artificial Intelligence and all these ways to generate text or ideas make creativity useless.

Speaker 4

Francesca

I really like all the new things you can do with technology. My parents have installed a lot of smart technology in our house. It's really convenient to be able to turn off the lights or turn on the heat before you get home or after you leave. It lets you concentrate on things that you really want to do. You don't need to worry about those everyday tasks. I also love AI-generated

pictures. I'm not much of an artist, but I can come up with really cool combinations to suggest to the programme – the art is always so professional-looking and pretty!

Speaker 5

Hatten

I've had some pretty negative experiences with technology. I think with certain apps like *TikTok* and *Instagram* it's easy for young people to get stuck with really specific, weird recommendations. Once, I was just doing some research about politics and populism. Then *TikTok* started to suggest racist videos and videos with fake content. And it just didn't stop. I couldn't see my usual content anymore. I deleted the app in the end and I'm not sure if I'm going to download it again.

Unit 11

Track 24

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Too old for innovation?

Track 24a

You are going to listen to a *TEDx* talk about the importance of technology for elderly people. First you will have 45 seconds to study the task below, then you will hear the recording twice. While listening, complete the sentences (1–7) using a maximum of four words. Write your answers in the spaces provided. The first one (0) has been done for you. After the second listening, you will have 45 seconds to check your answers.

Track 24

[*Applause*] It's an opinion that many people have: That older people have no idea how to deal with new technology. The media often shows older people who have problems using digital technology. While this is often meant to be humorous, it can make them use these devices less often. And it's a problem if older people do not want to use technology, as it can really affect their quality of life in the modern world, in which technology is very important.

Older adults are already at a digital disadvantage: 18 % of people who are over 65 years old do not have Internet access. And many older people do not have a big group of friends and are often alone. During the Covid-19 pandemic, therefore, some tried to go online to keep in touch with family and friends. However, not all of them were able to do that.

Of course, there are always some older people who are very tech-savvy and interested in the topic. On the other hand, others have less experience with digital technology and struggle with touchscreens and laptops. They often say they have mixed emotions regarding the use of everyday devices such as smartphones, laptops, e-readers and tablets. They also mention that they do not have much confidence when it comes to using them. For some, the devices and screens are just too small to see and swipe. Others have difficulties finding the way through the various options and functions. This sometimes can make the elderly feel incompetent, alone and bad.

However, for those who manage to deal with technology, there are a lot of benefits. They can complete tasks more easily, communicate more effectively with friends and family, are more independent and also feel good about getting something done.

How elderly people deal with the challenges is different. For some, digital technology is a personal goal. They really want to work with an electronic device and spend a lot of time reading user manuals, watching *YouTube* videos or just attempting trial and error to reach their goal.

The most successful method, however, comes from support from family and friends. This help from other people also brings in another aspect. First, support from others is a useful strategy to help get a problem out of the way or to learn how to do things. But secondly, there is also social interaction, which older people sometimes do not have enough of. For example, kids and grandkids start to visit their grandparents more often to help them with technological problems.

In general, how can elderly people become more confident with technology? One way is to offer courses and programmes such as *Digital Champions*. There, experts, volunteers or even older people themselves give support to elderly people who are just getting started with technology. This is done in one-on-one sessions in pension centres or larger events in community centres.

The goal is to inform people about how technology can help them live an easier life. The sessions also help people to develop basic IT skills and give them a feeling of safety on the Internet. The research also showed that older adults see problems differently regarding technology. These experiences and perspectives are really important, and companies should value that. This is also true for how they deal with their customers and how they provide necessary support. All in all, everyone should support older people to stay socially active and connected through technology. Their health and how they feel can depend on it. So go out there and be there for others. Thank you. *[Applause]*

Credits

Track 2: inspired by N.N. (British Council) – http://learnenglishteens.britishcouncil.org/exams/speaking-exams/talk-about-yourself?utm_source=facebook&utm_medium=social&utm_campaign=bc-learnenglishteens (13.12.2017, adapted)

Track 3: inspired by N.N. (British Council) – http://learnenglishteens.britishcouncil.org/exams/speaking-exams/talk-about-yourself?utm_source=facebook&utm_medium=social&utm_campaign=bc-learnenglishteens (13.12.2017, adapted)

Track 5: Alex Frost – <https://www.rd.com/list/school-days-around-the-world/> (27.06.2024, adapted)

Track 6: N.N. (As/Is) – <https://www.youtube.com/watch?v=QgmHhtTp76o&feature=youtu.be> (24.06.2025, adapted);

N.N. (As/Is) – <https://www.youtube.com/watch?v=QgmHhtTp76o&feature=youtu.be> (24.06.2025, adapted);

N.N. (BuzzfeedVideo) – <https://www.youtube.com/watch?v=VwDfP0IGCLg> (24.06.2025);

N.N. (TikTok Inspires) – <https://www.youtube.com/watch?v=KT32BVyzePO> (24.06.2025, adapted)

Track 8: Sarah Kristenson – <https://www.happierhuman.com/weird-hobbies-wa2/> (24.06.2025, adapted)

Track 13: William L. Hosch – <https://www.britannica.com/topic/YouTube> (09.05.2023, adapted);

Nathan McAlone – <https://www.businessinsider.com/idea-for-YouTube-came-from-janet-jackson-nipplegate-2015-10> (09.05.2023, adapted);

Michelle Gabriel – <https://www.thefactsite.com/YouTube-facts/> (09.05.2023, adapted)

Track 14: Lydia Sweatt – <https://vidiq.com/blog/post/skills-become-successful-youtuber/> (09.05.2023, adapted)

Track 15: N.N. (QS Quacquarelli Symonds Limited 1994 - 2025) – <https://www.topuniversities.com/blog/how-becoming-YouTuber-changed-my-life> (09.05.2023, adapted)

Track 16: Hanaan Rosenthal – https://www.huffpost.com/entry/advice-for-teens_b_2037523 (24.06.2025, adapted);

N.N. (Master Influencer Magazine) – <https://master-influencer.com/how-to-convince-your-parents-to-say-yes-to-you/> (24.06.2025, adapted);

Jeremy Engle – <https://www.nytimes.com/2019/01/03/learning/how-do-you-get-what-you-want-from-your-parents.html> (24.06.2025, adapted)

Track 19: N.N. (breakawaytales) – <https://www.instagram.com/breakawaytales/> (24.06.2025, adapted);

Tanja B. (Bored Panda) – <https://www.boredpanda.com/inspiring-stories-break-away->

[tales/?utm_source=google&utm_medium=organic&utm_campaign=organic](https://www.boredpanda.com/inspiring-stories-break-away-?utm_source=google&utm_medium=organic&utm_campaign=organic) (24.06.2025, adapted)

Track 20: Geri Mileva – <https://influencermarketinghub.com/online-shopping-trends/> (adapted);

Caroline Forsey – <https://blog.hubspot.com/marketing/shopping-trends> (adapted);

Dayna Winter – <https://www.shopify.com/uk/blog/consumer-trends> (adapted)

Track 23: Faten Omar – <https://www.kuwaittimes.com/teenagers-speak-on-negative-aspects-of-ai/> (24.06.2025, adapted);

Jenet Erickson & Brad Wilcox – <https://www.deseret.com/2022/11/1/23432823/tech-teens-social-media-depression-stepfamilies-single-parents> (24.06.2025, adapted);

James Vincent – <https://www.theverge.com/2019/3/3/18244984/ai-generated-fake-which-face-is-real-test-stylegan> (24.06.2025, adapted);

Donna Freitas – https://greatergood.berkeley.edu/article/item/how_do_young_people_really_feel_about_technology (24.06.2025, adapted)

Track 24: Carolyn Wilson-Nash & Julie Tinson – <https://theconversation.com/how-older-people-are-mastering-technology-to-stay-connected-after-lockdown-165562> (24.06.2025, adapted);

N.N. (Age UK Group) – <https://www.ageuk.org.uk/our-impact/programmes/digital-skills/> (24.06.2025, adapted)