

Unit 1

Track 1

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Conversation 1 – Yes, I do.

Ms Harris: Michael, can you come downstairs for a minute?

Michael: No, I can't. Not just yet!

Ms Harris: Michael, I need to talk to you – now!

...

Michael: All right, here I am. I am in the middle of something, Mum!

Ms Harris: Sure, but school starts tomorrow and last week I gave you a to-do list of all the things you have to finish **by** then. Do you remember?

Michael: Erm ... **Yes, I do.** Why?

Ms Harris: Well, how much have you actually ticked off that list?

Michael: Almost everything.

Ms Harris: Oh, really? So, what have you already done?

Michael: Bringing out the rubbish.

Ms Harris: Okay, and are you **working on** tidying up your room?

Michael: Hm ... **No, I am not.**

Ms Harris: Have you gotten your things ready for school?

Michael: **Yes, I have.**

Ms Harris: Okay, good. Can you finish the rest of your list by tomorrow?

Michael: **Yes, I can.** ... [Sigh] ... I promise, Mum.

Unit 1

Track 2

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Conversation 2 – Yes, I did.

Ms Harris: Hi Michael, how was your first day back at school? Was it okay?

Michael: Mhm ... **Yes, it was.**

Ms Harris: Ah, **that's good** ... And did you meet your cousin Frank? You know, it was his first day at your school.

Michael: **No, I didn't.**

Ms Harris: But I asked you to watch out for him. Were you even looking for him?

Michael: **Yes, I was,** Mum. But I couldn't *talk* to him. They were doing a tour through the school building with their form teacher.

Ms Harris: Ah, okay. Did your form teacher hand out the schedule, Michael?

Michael: **Yes, he did.** And it doesn't look good. On **Fridays** we have school until 4 pm!

Ms Harris: **That's too bad.**

Michael: ... Mum, I have to go now. Alex and Noah are waiting. Time to celebrate!

Ms Harris: So **they have** passed their resits! That's great! **Were they** nervous?

Michael: **No, they weren't.** It all went fine.

Ms Harris: Well, have fun, but don't get home late, Michael. There's school tomorrow!



My study habits

Track 3a

You are going to listen to three people talking about their study habits. 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 3

Speaker 1

First of all, you kind of have to be in the right mindset for studying, right? So, usually I go to a quiet space. Often that's my room. I do like studying with music in the background, but obviously I don't turn it up much. Also highlighting key points in your notes is important – especially if it's something that you're kind of unsure of. And then you take those things that you might be a little unsure of and ask the teacher for some clarity. Or maybe it's something that you just need to review a little bit more.

Speaker 2

Okay. So when it comes to studying, I have several different strategies I like to use. But the most important one is time management. As the weeks start going by and assignments start piling on, I like to set them up on a huge calendar. Just actually being able to visually see when things are coming up – that definitely helps me. I've learned a lot when helping others. In those first few weeks of school, you're going to make friends with other students and it is a good strategy to start study groups. Just talk to someone and say: "Hey, do you want to focus on this topic? Do you want to study together when midterms come up?" That's definitely another huge thing that helps me learn. And another one is: whenever I have a question or a doubt, I don't hesitate to ask my teacher or someone else at school for help. Be prepared. That's a huge one. Make sure you come to class prepared every day. I know you're going to hear this over and over again, but it helps you a lot. It's definitely going to boost your grades and make you feel more confident.

Speaker 3

I would first recommend having a timeline – when you want to accomplish what – and staying organized. My next tip would be to keep your notes up to date. So make sure you review them regularly and update the notes you've taken in class and from your textbook. My third tip would be asking for help from external sources such as tutoring centers. Teachers don't mind and are probably just happy to be left alone! My fourth tip would be maybe studying with a friend. It's never a bad thing to have a different point of view while you study. And my last tip: I would say make sure you get enough sleep. Even if you're not completely ready for an exam, more sleep is always better than less.

(Source: Sheridan Library – <https://www.youtube.com/watch?v=G1MzEbtsbec> (28.07.2025, adapted))



Improving your English skills

Host (Ella): Hi everyone, and welcome to our school podcast! Today's topic is something we all care about – how to improve our English skills. I've invited three students who have different strategies and experiences to share.

Let's jump right in. Alex, let's start with you. What works best for you?

Alex: Hey Ella! To be honest, I still think our coursebook is one of the best tools. It gives us useful phrases for real-life situations, good grammar explanations and exercises to help us practise. If you actually study the examples and try using those phrases when speaking, you'll see progress. I also work with grammar books at home when I want to focus on something

specific, like the passive voice or modal verbs. It helps to do extra practice on the things you personally struggle with.

Host (Ella): Absolutely – **your coursebook is often super helpful**. Leila, I know you also use your time in class very actively. Can you share some of your strategies?

Leila: Sure! First of all, I take our English sessions seriously. Whenever we have a chance to speak, I really try to use the time well. I often ask follow-up questions or give longer answers. I also enjoy talking to our language assistants and teachers – they’re there to help, and it’s a great way to improve naturally. Every now and then teachers with different subjects teach or revise content in English, which is also great fun. Outside of class and in the online world, I try to strike up conversations in English whenever I can. And if your school has an English club or conversation group, I highly recommend joining! One last thing I want to mention is that my friends and I started with “English hangouts”, which means we speak English only for ... like an hour or so – they are hilarious and beneficial at the same time.

Host (Ella): That’s a great mindset! What about listening and watching? You also use a lot of media, right?

Leila: Yes, I do. I often use streaming platforms because there’s a huge collection of shows and movies to choose from – way more than what we see in class. I watch easier content, like cartoons or teen series, because the language is more manageable. And if there are parts I don’t fully understand, I just switch on the subtitles. That way, I can read and listen at the same time, which really helps me pick up new expressions.

Host (Ella): Great tip! And now over to Luca – I know you’ve been exploring technology and AI for your English learning. Tell us more!

Luca: Yes, I’m actually a big fan of websites like *BBC Learning English*, but these days I mostly use AI tools. I’ve been using *ChatGPT* with voice chat to practise speaking. It’s like having a tutor available 24/7. You can practise conversations, ask for corrections or get explanations for things you didn’t understand in class. I also ask it to give me feedback on short texts I write – it corrects grammar, helps improve my vocabulary and even suggests better ways to say things. It’s a really useful way to practise regularly without feeling embarrassed.

Host (Ella): That sounds like a smart way to practise outside of class. One final question before passtwe wrap up: what’s your top tip for English learners?

Alex: Don’t be afraid of mistakes – just keep using the language, even if it’s not perfect.

Leila: Surround yourself with English. Read, listen, watch and speak as much as you can.

Luca: Exactly. The more English you’re exposed to, the faster and more naturally you improve.

Host (Ella): Thanks, everyone! I hope you all found these tips helpful. Try out some of them and find what works for you. That’s it for today – see you next time and keep learning!

(Source: RM)

Unit 2

Track 5

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It’s the hard-knock life for us

Speaker 1

Hey, folks

Today I am going to talk about “teenage girl problems”, and guys, if you are listening, don’t go away because I promise you that some of these things or most of them will also concern you.

These are teenage girl problems:

- waking up in the mornings ... hachhhh ... please don’t even get me started on this one!
- swimming in school – “Miss, I am on my period” ... tz ... no, I am not!
- parents not letting you get tattoos or piercings ... boah ... trust me I am with you on that one!
- your best friend starts dating your brother, oh my God!
- when a boy asks you out and you say “no” and they say “LOL – **joking**”
- opening a fully stocked fridge and having to cry because there is nothing to eat
- having nothing to wear

- loving a band member and he doesn't even know you exist
- acne – I hate acne so much!
- your crush cuts his hair!
- and speaking of hair, bad-hair days – they suck so much!
- when your friend uploads a picture that you look absolutely strange in, but they uploaded it because they look super hot in it
- girlfights ... girlfights!
- when a dress or jeans are not in your size
- piles of stress, exams, and homework ... uagh
- money – when you want super cute clothes and you don't have the money for them
- being asked "What do you wanna do when you are older?" – and you don't have any freaking clue

So, those are a few teenage girl problems that some guys have to go through too.

Thank you for listening ...

Speaker 2

Hi guys, how's it going?

Well, I don't know about you but I know about me and I have so many problems – I mean it's ridiculous how many problems I have in my life – there are just so many.

But this video is specifically about the top four problems that guys experience, and let me be clear here – I am not saying these are the worst problems in our world. But really I just thought these things are funny and truthful too. So, let's get to it.

- Number 4: Being too competitive – this one is not really specifically related to guys, but if you are a guy and some other guy is beating you in every single thing – you either A) love that guy or B) freaking hate that guy – either you admire him or you're jealous of him. Pick one. And if you are jealous of him, you will be extremely competitive with that guy. You will look at him and look at his life and try to see what you are better at than he is.
- Number 3: Pimples – what can I say, ... they are either all over your face or when you are really unlucky, they pop up the night before something important is going on ... Is it okay for guys to wear make-up already???
- Number 2: Being short – this is so bad because this is something that is 100 % percent out of your control because it's strictly genetic. I am not tall myself, though I am not really short either. I am 5 foot 8, but even at this height it is really tough at times. Every friend that I have is either at my eye-level or just above it. I'm pretty sure if you are 6 foot, every single girl loves you.
- Number 1: The most terrible thing about being a guy is getting rejected – I don't care what you say, I don't care what year it is, guys, you pretty much always have to be the one that initiates things with women, which is not a hundred percent bad. It works out pretty well, you get to talk to the ones you want to and avoid the ones you don't want to talk to, but eventually you just have to make the first move. This could be the most embarrassing, painful thing for you or it could be awesome. This is a trade-off here. It's really hard, plus if you are a shy guy, it makes talking to girls a hundred thousand times more difficult. So, ... I don't know, it's just another difficult thing about life. And let me tell you that this crushing pain of rejection is something you will never get over. I will always love you, Stacy ;)

[cf. BS 2 – modular. HAK/HUM, Tracks 4, 5 (Ana, Oskar)]

(Source / Speaker 1: Marina Joyce – <https://www.youtube.com/watch?v=y826TtbRBPs> (28.07.2025, slightly adapted)

(Source / Speaker 2: Ryan Gabriel – <https://www.youtube.com/watch?v=nEJf71CgxVY> (10.11.2017, slightly adapted)



Sport and the mind: Real stories from athletes

Track 6a

You are going to listen to three athletes talking about how sport has helped them. 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 6

Host: Hi everyone and welcome to today's podcast episode, *Sport and the mind*, where we talk about how sport doesn't just shape our bodies, but can truly support our mental health. We often hear about winning games or breaking records, but today, we're going deeper. Three athletes share how sport helped them through anxiety, depression, and online pressure. Let's hear their stories and start with Sophie.

Sophie (Soccer): I think the beginning was very confusing because you don't know what it is or where it's coming from. When I describe my anxiety – and it's different for everyone – for me it's a massive tightening of the chest. Like, my whole upper body just gets constricted. It's hard to breathe. I was feeling suffocated, almost like I was drowning. You spend a lot of time blaming yourself. What helped me through it? It was playing sports. It's such a freeing experience. By talking to professionals, by tracking my own thoughts and listening to myself a little bit more, I started to feel better.

Host: Thank you for opening up, Sophie. That feeling of drowning is something many teens can relate to, but your experience shows there's a way forward. Next up is David, a cyclist who battled deep fatigue and depression.

David (Cyclist): In my body and in my head I couldn't escape it. It was this overwhelming fatigue that I could never shake off. So depression for me felt like this negative energy that was really heavy inside of me. I felt numb. I felt heavy, weighed down, and I just wanted it out of my body. I wanted it gone. I just knew I had to put my hand up and reach for help. My teammates were there for me after that. Just what exercise does for my well-being – not only physically but more mentally – it makes a real difference.

Host: Reaching out for help takes real courage. Thank you, David. And finally, we hear from tennis player Amara, who talks about the pressure of being online and how sport helps her find balance.

Amara (Tennis): It's hurting you. You cannot sleep. It's exhausting. Everyone has difficult moments, even professional athletes. I always get hateful comments on the internet. It was affecting my sleep sometimes because every time you go to bed, you check your phone. But every time I finish practice, I feel more happy. Free in the mind, from the stress that I have outside the court. I tell myself that I will never doubt myself again. And nothing is impossible for me.

Host: Three voices. Three sports. One message: You are not alone. Whether it's anxiety, depression, or feeling overwhelmed, there is help out there. Sport, support, and self-belief can go a long way. Thank you for listening, and take care of your mental health.

(Source : World Health Organization – <https://www.youtube.com/watch?v=TrjEU97AeQ0> (28.07.2025, adapted)



Exchanging contact information over the phone

Mr Jones: TJ Morris, Mr Jones speaking.

Ms Williams: Good afternoon, this is Ms Williams from *Palmer and Harvey*. I am your contact person for everything dealing with the flow of goods and services. I am calling to confirm and finalise the contact details my partner forwarded to me.

Mr Jones: Good afternoon Ms Williams. I've been waiting for your call. [...] Right, I am good to go.

Ms Williams: So, the name of the company is *TJ Morris* and its holder is Tom Morris?

Mr Jones: Right.

Ms Williams: What is your exact address?

Mr Jones: The headquarters are in Liverpool. Axis Business Park, L11 0JA.

Ms Williams: Could you please repeat the post-code?

Mr Jones: That's L11 0JA.

Ms Williams: Based on my online research your homepage is *www.tjmorris.co.uk*. Is there another one?

Mr Jones: Nope, just that one.

Ms Williams: Okay, we're almost done. What is your registration number?

Mr Jones: Our company registration number is 01505036.

Ms Williams: Did you say 01505039?

Mr Jones: No, you mixed up the last number. There should be a 6 instead of 9.

Ms Williams: Ups, sorry. So it is 01505036.

Mr Jones: That's correct.

Ms Williams: One final question, Mr Jones. What is your email address?

Mr Jones: It is *jones@tjmorris.co.uk*.

Ms Williams: Could you please spell that for me? I do not want to get it wrong.

Mr Jones: Sure, *jones@tjmorris.co.uk*.

Ms Williams: That is all then. Thank you so much for your time.

Mr Jones: Ms Williams, could you please do me a favour and send me an email with your contact information? That would be great.

Ms Williams: No problem at all. Have a nice day.

Mr Jones: You too.

Unit 3

Track 8

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Balancing food and the planet

[Applause]

Hi everyone, and thank you for being here today. I'm excited to talk to you about something very important – the connection between what we eat and how it affects our planet.

Let's begin by looking at the two pyramids in the chart. On the left, we have the *food pyramid*, which shows what we should eat more or less of to stay healthy. On the right, we have the *environmental pyramid*, which shows the impact different foods have on the planet.

If you look closely, you'll see that fruit and vegetables are at the bottom of the food pyramid. This means that we should eat a lot of them. They are full of vitamins and help keep us healthy. They are also at the bottom of the environmental pyramid, meaning they have a low environmental impact. That's a win-win!

Next, we see bread, pasta, rice, potatoes, and legumes. These give us energy and are also good for the planet, especially legumes like beans and lentils.

As we move up the food pyramid, we see olive oil, milk, yogurt, and cheese. These foods are healthy in small amounts, but they have a higher environmental impact. For example, dairy production uses more land and water.

At the top of the food pyramid are cheese, eggs, white meat, fish, biscuits, and especially sweets and red meat. We should eat these only sometimes. They are tasty, but not very healthy in large amounts. And on the environmental pyramid, they are at the top – meaning they are the worst for the planet. Red meat, for example, causes high greenhouse gas emissions.

So what does this mean for my food choices?

Well, this pyramid really made me think. I realized I eat a lot of cheese, chicken, and processed snacks. That's not great for my health or the planet. So, I've decided to make some changes.

I'll start by eating more vegetables and legumes – I've already found some great recipes with chickpeas and lentils! I'll also try to cut down on red meat and have it only once a week. And finally, I want to plan my meals better so I don't waste food. I didn't know before that food waste also creates a lot of emissions.

The main takeaway is this: we don't need to be perfect, but small changes in our diet can help both our bodies and the planet. So, let's try to eat more mindfully – for our health and for the Earth.

Thank you! [Applause]

(Source: RM)

Unit 3
Track 9

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Living a zero waste lifestyle

Track 9a

You are going to listen to the recording of an interview with Bea Johnson about her “zero-waste lifestyle”. 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 9

Pamela Burke: Today I get the unique chance to interview “zero-waste lifestyle” queen Bea Johnson. For those of you who have not heard of her yet: she is taking the zero-waste movement to a new level in Mill Valley, California. She does not want to “reduce, reuse, recycle”. Her goal is to get rid of packaging and waste altogether. Bea is also the author of the best-selling book *Zero-Waste Home*. Bea, thank you for being with us today. How did this zero-waste idea begin?

Bea Johnson: Well, basically we were living in a large home and then we moved into a much smaller house almost five years ago. The smaller house got us thinking, and we became more aware of environmental issues. We reduced our waste with reusables but wanted to do more. Then I started shopping in bulk and saw the opportunity to push it further.

Pamela Burke: Hm ... Was the whole process difficult? It sounds complicated.

Bea Johnson: Hm, it took a year to figure it out. If you try to replace everything in your current pantry with bulk alternatives, you'll drive yourself crazy. So, we didn't start using the jars to shop with ... er ... until we were nine months into it. I was already doing bulk buying and thought there was no point in bringing trash in with the meat. We shop once a week. The only time you really have to think about zero-waste is when you're shopping. I've learned that the less I have, the easier it is.

Pamela Burke: But are all markets prepared for and okay with this?

Bea Johnson: Ah, the jar has been easily accepted, but the reaction to it depends on the store. I bring French canning jars with me for wet items like meat, fish, deli, olives, peanut butter, and honey. We eat meat and fish just once a week so I only need to bring one jar for each week. You can even fit a half chicken in a jar. I bring my own bottle for olive oil, which I buy in bulk at *Whole Foods*. They sell olive oil from a large stainless steel kettle. You weigh the bottle before you fill it and apply a sticker with the weight amount on it. Milk and yogurt come in reusable glass containers. I pay the deposit and return them to the store when they're empty.

Pamela Burke: Are your kids happy with this zero-waste idea? I understand that your sons have only four bins of toys.

Bea Johnson: Well, ... I have a 9- and a 10-year old. Together we simplified their toy selection to their favorites. It's parents that drive the toy frenzy, maybe because they didn't get these things when they were growing up. The boys used to want four things, but this Christmas they only wanted one toy. They even sold some older toys. One of my sons used the money to buy an online subscription he really wanted.

Pamela Burke: And ... what about television? Does that fit into your new lifestyle?

Bea Johnson: We have a television for movies only. Two and a half years ago we decided it would be a good experience to do without it because we always had trouble turning it off. Before we knew it, the TV was on for two to three hours. It was an easy babysitter, but we didn't feel good about it. Now we watch a movie together on Friday nights and let them choose.

[cf. BS 2 – modular. HAK/HUM, Track 8 (Ana, Katie)] Pamela Burke, Interview with Bea Johnson – <http://www.thewomenseye.com/2013/09/27/interview-bea-johnson/> (28.07.2025, slightly adapted, abridged)

Unit 3 Track 10

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Business dinner skills

Presenter: Welcome to *Business Radio Online* – in today's show we are going to provide you with useful information about mastering business dinners. For some this can be a rather dreadful experience, but with our expert Elaine Shawn, you can cool off at the next meeting. Ms Shawn, why are so many people uncomfortable when it comes to meeting with clients for dinner?

Elaine Shawn: Thank you for inviting me. Ahm, whenever you meet with partners, you have to be really careful not to break any taboos. There is often a lot at stake. If worse comes to worse, you could blow an important deal. In short, such dinners offer numerous occasions where people could blunder – that's what makes people nervous.

Presenter: So what is the first tip you would like to share with our listeners?

Elaine Shawn: Ahm ... Know your client. Really, know who you are dealing with. Do some research and try to prepare yourself for the evening. This begins with the right choice of restaurant, and having a few topics at hand, to being able to discuss business.

Presenter: Why does the restaurant matter so much?

Elaine Shawn: Well, the restaurant sets the scene. You don't wanna invite a vegetarian into a steak house. So, choose a restaurant which serves food for vegetarian, gluten-free, or ... I don't know ... any other special diets. Also, make sure that you arrive early, pre-pay dinner and match the client in consumption. If he or she skips the appetizer, you do as well.

Presenter: Hm ... How important is small talk in this context? Do you suggest jumping right into business or is small-talk first the better choice?

Elaine Shawn: Good question. Ah, this differs from culture to culture. I want to read a quote from one of my Canadian clients after he had been to England: "I wish someone had warned me about this earlier. I had a meeting the other day and they'd all been dithering and talking about the weather and making jokes about the M25 for what seemed like half an hour, so I suggested maybe we could get started on the contract and they all looked at me like I'd farted or something! Like, how could I be so crass?" ... Another client told me he had worked in Japan, and been invited to participate in tea ceremonies, but there you are either having a tea ceremony or you are doing business, they don't try to pretend the business meeting is really a tea party, like we do here.

Presenter: Hm ... Sounds like one can easily get into an awkward situation.

Elaine Shawn: Absolutely. The same goes for topics you choose for small talk. Start with a statement or question. For starters, you could always say something neutral about the immediate environment, weather, or how the journey was. Always try to find common ground and talk about that.

Presenter: What topics should be avoided?

Elaine Shawn: Do not talk about your health or personal problems, money, gossip, politics, religion, sex, race, ... Basically anything that could spark a debate or lead to awkward silence.

Presenter: Oh, doing a good job at the business table really seems to be hard work.

Elaine Shawn: Haha ... But mastering it really pays off.

Presenter: Ms Shawn, thank you so much for being with us today. Coming up within the hour, more useful information on stepping up your game ... *[Fade out]*

[cf. BS 2 – modular. HAK/HUM, Track 11 (Ana, Jason)] based on <http://www.elaineshawn.com/>; http://www.etiquettescholar.com/dining_etiquette/business_etiquette/talking_business.html; <http://etiquette-ny.com/10-tips-to-master-the-art-of-small-talk-in-business>; <http://www.entrepreneur.com/article/226785>; (28.07.2025) Kate Fox, *Watching the English*

Please note: The M25 is a motorway in London and is one of the longest and busiest ring roads in Europe.

Unit 3

Track 11

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Green offices

Speaker 1

On my first day at *Green & Co.*, I noticed something strange. No printers. No stacks of paper. Everyone had two screens and used digital notes instead. I asked my team leader about it, and she smiled. “We keep everything paperless. It saves money and trees.”

In my first week, I also joined a team meeting – online. Everyone was sitting in different places, but it felt just like being together. My boss said they try to avoid business trips when possible and only travel when it’s really necessary.

What I liked most was how easy these green habits were. Using less paper, fewer flights and digital tools are good for the planet – and it makes work more flexible and organised, too.

Speaker 2

The first time I visited the *EcoTower*, I was amazed. The lights turn off when nobody is in the room, and the windows open automatically when it gets too warm. They even collect rainwater to flush the toilets! On my first day, I waved at what I thought was a person ... but it turned out to be a life-size cutout reminding people to switch off the lights. I laughed out loud – but I never forgot to turn off the lights again. These small reminders and smart tools make it easier to be eco-friendly without even thinking about it.

Speaker 3

What I love most about working at *BlueLeaf* is how easy it is to be sustainable. The office is close to a tram station and has bike stands for everyone. The buffet offers local and vegetarian food, and we don’t use plastic plates or cups. It just feels good to be in a place where green choices are part of daily life. The air is fresh, there are plants everywhere and I honestly enjoy coming to work. It’s not just good for the planet – it’s good for people too.

(RM)

Unit 4

Track 12

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Black Friday

Track 12a

You are going to listen to a report on Black Friday shopping. First you will have 45 seconds to study the task below, then you will hear the recording twice. While listening, complete the sentences (1–5) 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 12

Ami: Our first topic today is what has become a time-honored Thanksgiving tradition: Black Friday – and the chaotic frenzy that comes with it. Crowds inside this *Walmart* in Houston, Texas, literally throwing themselves on top of discounted TVs and police officers having to

step in to break up the brawl. ... But Black Friday isn't just chaos. Business and economics correspondent Rebecca Jarvis has been in the thick of it all, and joins us now from a *Target* store in Chicago. Good evening, Rebecca.

Rebecca: Hey Ami, and good evening. These cash registers at this Chicago *Target* have been ringing steadily since they opened their doors at 6 am and believe it or not, there is still time left to shop on this Black Friday.

They came. – They shopped. – They conquered. Black Friday madness is still going strong across the country tonight. ... Many stores have been open since Thanksgiving morning. ... Chaos at a Houston *Walmart* ... when adults loudly fight over flat screens, people tend to get a little crazy ...

And the electronics frenzy in Indiana too. ... This man wearing a football jersey emerging from the pack clutching his prize. ...

We met Marcel Brader outside this Washington DC *Best Buy*. Someone is paying him three dollars an hour to wait in line. Soon grabbing this 1,400 dollar *Samsung* model for just 900. ... 6 in 10 of us 300 plus million Americans are expected to shop at some point this weekend and spend over 10 billion dollars ... *Best Buy* Director John Curley:

John Curley: Televisions have been really hot, phones have been really hot, computers and tablets too. We've got great deals throughout the whole store this year.

Rebecca: *Best Buy* seeing so much demand – their website going offline several times. ... *Walmart*, the largest retailer in the country, saying they've sold enough towels to line the banks of the Mississippi river. *Target's* CEO Brian Cornell:

Brian Cornell: It's an exciting start to the holiday season. We have seen record online sales.

Rebecca: At one point *Target* was selling nearly 1,800 TVs every minute. ...

And at the same time, they were selling 2,000 video games every minute. Now don't be surprised if you hear about more sales tomorrow and Sunday. I am told the retailers are pulling out all the stops this year – all with the idea of getting you back in the stores and spending a little more money. Ami.

Ami: Alright, Rebecca Jarvis in Chicago, thank you.

ABC News – <https://www.youtube.com/watch?v=MbvY25Lj1wU> (25.07.2025, adapted)

Unit 4

Track 13

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Social media marketing strategies

Emily: So, Sam, today we're talking about the coolest social media marketing strategies companies have been using.

Sam: Yep! And honestly, some of them are really fun and super creative. Let's start with one I see all the time – hashtag challenges.

Emily: Oh, definitely. That's when a brand creates a fun challenge with a special hashtag and invites users to join in, right?

Sam: Exactly. Like that famous *#GuacDance* challenge from *Chipotle* – it went totally viral.

Emily: I remember that one! Okay, next up – influencer endorsements. These are everywhere, especially on *Instagram*.

Sam: Yeah, brands ask influencers to promote their products. So, you'll often see them showing a product and then sharing a promo code in their story.

Emily: It feels more personal – like a friend recommending something. And speaking of personal, how about behind-the-scenes content?

Sam: That's a great one. Instead of just selling something, brands show how a product is made or what happens at the company. It feels real and authentic.

Emily: Right. I once watched a video titled "*How we made this product*", and it made me trust the brand more.

Sam: Now let's talk about limited-time deals or countdowns – these create a sense of urgency.

Emily: Exactly. Like posts that say “24 hours only!” or “Last chance to save 20 %!” – they really make people act fast.

Sam: True. I’ve clicked on a few of those flash sale links myself! And finally, we’ve got interactive stickers, like polls and quizzes.

Emily: Yes! They make people click and vote and feel like they’re part of the content. *Instagram’s* “This or That” polls are a great example.

Sam: So just to recap, we covered: hashtag challenges, influencer endorsements, behind-the-scenes content, countdowns and deals, and interactive stickers.

Emily: Five simple but powerful strategies – and now you’ll start seeing them everywhere you scroll.

Sam: Definitely. It’s smart marketing – and a bit addictive too!

(RM)

Unit 5

Track 14

page 76



My dream job

Speaker 1

Hi, I’m Liam. This year, we’ve talked a lot about jobs and our future at school. I’ve thought about this quite a lot, and I already have an idea. My dream job is to be a start-up founder. I know that sounds like a big dream, but I think it would be really exciting.

For this job, you cannot just have one good idea and stop there. You have to keep working, even when things become difficult. You need to be creative, motivated and able to deal with problems. I think these skills are really important because new companies often face many challenges.

I’m interested in this job because I enjoy thinking about new ideas. I like finding smart ideas and working on something new. I also like the business side of it. I enjoy learning how to market products and work with a team. I think it is great when different people work together and create something useful.

In the future, I do not just want to work for any company. I want to build my own tech company and create apps for young people. This will probably not be easy, but I would really like to try.

Speaker 2

Hey, I’m Melina. I’m not completely sure what I will do in the future, but there is one job that sounds really interesting to me. I’d love to become an event manager. I think this job sounds exciting because every day could be a little different from the last one.

Of course, it is not enough to enjoy parties or concerts. There is a lot of work behind every event. For this job, you have to be well-organised, friendly and able to stay calm when things go wrong. I think staying calm is especially important because plans can change quickly.

I have already had some experience with this at school. I’ve always enjoyed planning school events and helping others. For example, I like making lists, organising small details and making sure that everyone knows what to do. That’s why I’m really interested in this career.

Later on, I would like to work on bigger projects. I want to organise things like concerts or international weddings. I think it would be amazing to plan events for people from different countries. Maybe I could travel for work too.

Speaker 3

Hi, my name is Jonas. Some of my friends want to work with computers or in sports, but I am more interested in people. My dream job is to become an HR manager. HR means *human resources*, so it is about working with employees in a company.

I think anyone who wants this job should have good communication skills. You meet many different people, and you have to understand their problems and needs. You need to be a good listener, professional and able to make fair decisions. That is not always easy, but I think it is very important.

I'm interested in HR because I enjoy talking to people. I like helping them find the right job. I also think it is interesting to see how people work together in a team. If people feel comfortable at work, they can usually do their job better.

For my future, I have a clear goal. I want to work in a big international company. I would like to meet people from different countries and use English at work. I basically want to improve teamwork throughout the company.

(RM)

Unit 5
Track 15

page 81



My internship with Nike

Track 15a

You are going to listen to the recording of an interview with Kailynn Jackson about her experience as an intern for Nike. 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 15

Host: Welcome back to *Inside the Intern Life*, where we bring you real stories from students stepping into the working world. Today, I'm joined by Kailynn Jackson – a student-athlete who spent her summer interning at Nike. Yep, the Nike. Kailynn, thanks so much for being here!

Kailynn: Thanks for having me, Taylor – I'm excited to share my experience!

Host: So, let's dive in. You're a lifelong athlete – how did that lead to an internship with one of the biggest sports brands in the world?

Kailynn: Yeah, I've been an athlete my entire life, but I never really thought I could stay in sports outside of playing them. This summer changed everything. I landed an internship with Nike – and it truly opened my eyes to what's possible. Out of more than 70,000 applicants, just over 200 of us were selected. We worked for ten weeks across the Nike, Jordan, and Converse brands. It felt like a once-in-a-lifetime chance – and I knew I had to make the most of it.

Host: That sounds amazing – but I imagine it was also a bit overwhelming?

Kailynn: Totally! Day one felt like the first day of school. I was so nervous. I kept thinking, "Does my outfit look okay? Will I make a good impression?" But I reminded myself: I was selected for a reason. So I focused on three things – working hard, being myself, and trying new things.

Host: Love that mindset. What was it like working in such a big corporate environment?

Kailynn: At first, it was intimidating. I was used to being around people my age. Suddenly, I was in meetings with senior leaders and experts. But I decided to dive right in – I asked to join extra meetings, offered to draft content, and set up one-on-ones to learn more. That initiative helped me grow and build real connections.

Host: And on top of all of that – you were still training as a student-athlete?

Kailynn: Yes! Most days started with a morning run and ended with an evening gym session. It was exhausting at times, but I had access to amazing facilities and a supportive team. They believed in me – and when they saw my results, they trusted me with even more responsibilities.

Host: Were there any moments that really stood out to you?

Kailynn: So many! But one highlight was interviewing Nike's Chief HR Officer, Monique Matheson, on stage at Intern Opening Day – in front of hundreds of people. And then there were the unforgettable extras – running a 5K with Colin Kaepernick, watching world records fall at the Olympic Trials ... it felt like a sports paradise.

Host: That's incredible. What's your biggest takeaway from the experience?

Kailynn: That every interaction matters. I learned to be self-aware, know my audience, and present myself professionally. It wasn't just about getting tasks done – it was about building my brand and growing my network. Plus, the friendships I made – we explored Oregon together, shared laughs, and supported one another.

Host: Final question – what's your advice for anyone thinking about applying to a dream internship?

Kailynn: Simple: Just do it. Apply. Say yes to the job offer. Take the risk. As Coach Prime says, "Dreams don't happen overnight – wake up and make yours real." Mine did – and I couldn't be more grateful.

Host: Kailynn, thank you for sharing your story. That was inspiring!

(Source: Listening based on article: <https://www.teenvogue.com/story/i-was-a-nike-intern-while-still-training-as-a-student-athlete-heres-what-i-learned>)

Unit 5
Track 16

page 86



Teen job interview tips

Interviewer: Hello and welcome to our show on useful tips and advice for teens who are going for a job interview in the near future. Good morning Mr Crane, what is the key to a successful job interview?

Mr Crane: Hello. Well, for a teen, the one and only key to succeeding at an interview is to do exactly what a professional candidate would do. That's the best way to make a positive impression on a potential employer and to increase your chances of getting the job.

It is actually quite easy. If you dress appropriately, answer questions in an informed manner, have questions to ask the interviewer, and in general, make a very good impression, you have great chances to land a job.

Interviewer: Okay, I see. So can you provide our young listeners with some guidelines which will help them to make a perfect impression?

Mr Crane: Of course. No problem. Ehm ... The most important rule for a teen being interviewed is to dress appropriately. Unfortunately, the clothes teens might wear every day to the mall, or out with friends, usually aren't suitable for an interview. Teenagers' clothes should not be too revealing and worn out. I would suggest going for a rather formal business look that could, for example, be clean dark shoes, black pants, and an ironed shirt. As for make-up, do not overdo it.

Interviewer: How can teenagers prepare for the interview in advance?

Mr Crane: It's important that they don't just show up for the interview. The more information they have prepared in advance, the better the impression they will make on the interviewer. It's advisable to get working papers if necessary and references before starting to look for a job and to bring a completed job application and a résumé. And take a pen to the interview! Moreover, it's useful to prepare some questions which show your interest in the company and the position offered.

Interviewer: What can you advise teenagers about important behavioral rules during the job interview?

Mr Crane: It's essential to have good manners when being interviewed. Teens are supposed to shake their interviewer's hand and not sit until they are invited to. They should neither use slang nor swear words. And they shouldn't slouch in their chair. They should be polite, positive, and professional throughout the interview. It's important to impress the interviewer from the beginning until the very end.

Interviewer: What else is essential to consider?

Mr Crane: You have to know on what days and at what times you are available to work. Flexibility is definitely an advantage, because the more you are available, the easier it is for the employer to set a work schedule. It's essential for teenagers to know how they are going to get to and from work. If their parents take them to the interview, they should wait outside.

It's important that the teenager speaks for themselves and connects with the interviewer without someone else's assistance.

Interviewer: Okay. I also assume that being on time is also a must, right?

Mr Crane: Exactly. I'd recommend being at the interview site a few minutes earlier and budget in some extra time in case of train delays or traffic jams. Punctuality is one of the most important factors.

Interviewer: Which mistake is made most often in teen job interviews?

Mr Crane: Sometimes applicants do not show that they actually want the job or do not practice the interview. So be energetic and prepared because you only have this one shot. Another mistake is that teenagers do not set their social media profiles to private and employers can see their party pictures. Remember chances are high that employers will check out your social media profiles.

Interviewer: Thanks for pointing that out. So finally, Mr Crane, what do you advise teens to do after the interview?

Mr Crane: It's definitely advisable to thank the person for the interview and send an email thanking the interviewer for their time.

Interviewer: Thank you very much Mr Crane for your insights on this interesting and important topic.

Mr Crane: You're welcome. It was a pleasure. Good luck to all the teenagers out there. Go for it!

Source : Alison Doyle – <http://jobsearch.about.com/od/interviewsnetworking/a/teeninterview.htm> (25.07.2025, adapted)

Unit 6

Track 17

page 94



The man who has visited all countries

Track 17a

You are going to listen to the recording of an interview with Drew Binsky, who has travelled to all the countries in the world. 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

Interviewer: On Oct. 29, 2021, Drew Binsky, a 30-year-old American, arrived in Saudi Arabia and became one of about 250 on the planet who have visited all countries in the world. Binsky is a popular vlogger who documented his trips on *YouTube* and *Instagram* and shared the stories of the people he met, like the world's shortest man in the Philippines.

Drew, great to have you on the show. How did you get the idea for this journey?

Drew Binsky: After studying abroad in Prague, Czech Republic, I taught English in South Korea. And that's when I started a blog to share my eating and partying experiences around the world. A friend of mine had visited all the countries and his story motivated me to do it as well.

Interviewer: You started as a blogger, but now you're more well-known for making videos. How did that start?

Drew Binsky: I switched to video after a little documentary about my three days in North Korea surprisingly went viral in April 2017.

Interviewer: So you have visited all the countries on the planet. How many are there?

Drew Binsky: The United Nations officially recognizes 193 nations, and I added four: the Vatican, Palestine, Kosovo and Taiwan. Kurdistan and Somaliland, for example, are also not officially recognized by the UN.

Interviewer: What were some of your favorite experiences along the way?

Drew Binsky: I really like traveling to countries that are considered dangerous or where people are scared to go. That way I can teach people who might otherwise fear someone from there with no real reason. Some of my favorites were Syria, Iraq, Afghanistan, Somalia, and Venezuela. I am really lucky that I have had so many incredible experiences.

Interviewer: Yeah, traveling absolutely opens up the world, right?

Drew Binsky: Absolutely. One interesting story was when I was in the Central African Republic. I met a local friend and together, we went on an eight-hour drive to visit a Pygmy tribe. These people are some of the shortest people in the world – around four feet tall on average. And it was really fascinating for me to go there, immerse myself in their culture, and see what sort of food they ate. It was a special experience, and I have never been so far away from a city. It was the kind of experience that makes you think about what truly matters in life.

Interviewer: Wow, what a story.

Drew Binsky: Another favorite story was my trip to Greenland, where about 50,000 people live. We tried to get as far away from the rest of the world as possible, which led us to an island called Ittoqqortoormiit. Only around 300 people live there. They have no jails, no post office, and they depend on the cruise ships which come by about once a month or every couple of months to bring them what they need. I was able to really feel the culture there, and I was so surprised at how happy the people were. You can't forget: they live in complete isolation and in really freezing cold weather.

Interviewer: What do you think has been the biggest lesson you learned while on this journey?

Drew Binsky: I learned that in some ways it doesn't matter where you're from. Everybody needs to eat when they're hungry. Everybody needs to love each other. Everybody needs to laugh. Everybody needs to sleep. Everybody smiles and everybody cries.

One example is when I was in Yemen, I was in a car with a couple of girls. This was very unusual, because in Yemen, women aren't allowed to drive with men that they don't know. But they were listening to the same music I liked, and we really bonded over that. That was a moment when I realized that people are really the same.

Interviewer: Is there anything you hope others take away from following your travels?

Drew Binsky: I want them to learn about the world, because traveling is the best education that anybody can have. But mostly, I want other people to feel inspired to travel the world. Or, at least, become more curious.

Interviewer: That's a great take-home message. Drew, thanks for joining us and all the best for your next projects.

Drew Binsky: It was a pleasure.

Taken and adapted from: <https://www.mensjournal.com/travel/drew-binsky-interview> 11 April 2025)

Unit 6

Track 18

page 102



Become a host family

Track 18a

You are going to listen to the recording of an interview about the *HelloWorld* programme. First you will have 45 seconds to study the task below, then you will hear the recording twice. While listening, complete the sentences (1–5) 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

Podcast host: Welcome to the HelloWorld podcast. For all our new listeners, what is HelloWorld? HelloWorld is a programme for Japanese students who are not able to do a lot of travelling. Instead, they can spend 24–48 hours at the homes of families who originally

come from somewhere outside Japan. So far, more than 400 host families have signed up and about 10,000 students have tried the programme out.

This week we are happy to share the experience of one of our host families: the Tapia family. They came from the Philippines but moved to Japan 15 years ago.

So, welcome to the show, Maria. Why did you decide to join the programme?

Maria Tapia: I saw a Facebook advertisement on HelloWorld's host programme, and it was exactly what we were looking for. We see ourselves as a part of a global family. With this programme, we felt like we could both make new friends and practice the language, which is quite difficult to learn [laughing].

Podcast host: Was there any particular cultural exchange that you'll never forget?

Maria Tapia: There were so many! The kids are so cute and wonderful. Everyone has their own story. Learning the language is not the only thing that you do, you can also build friendships. All of the kids I hosted are like family to me. It also made me change how I see Japanese people.

Podcast host: That's interesting. Could you tell us more about it?

Maria Tapia: Sure, I mean, the kids stay at our place only for a short period of time. But that is already enough to learn a lot. Many of them don't know much about the Philippines, and in the same way in the Philippines a lot of people also have a different picture of Japan. So it's nice to be able to change their minds in a positive way. Of course, this is just on a small level. But it feels great to speak for your country. And I'm sure the kids feel the same way about that.

Podcast host: Faith is also an important part of your life. So, how do you ...

Maria Tapia: Well, yeah, we really like to share what we actually do in our lives with our guests. We don't fake anything. We just live our lives and do the things we would usually do. And, for example, as long as they feel comfortable, we like to take them to the church as a part of our family experience. This also makes it possible to show them our community. I really enjoy hearing the feedback of the kids, because our religion is not very well known in Japan. And this is probably one part of another culture they wouldn't get without the programme.

Podcast host: We've noticed your well-thought out schedules for each experience. Is there a reason for that?

Maria Tapia: We send the plan for the guests about one week in advance to make them feel comfortable and welcomed. Just think about it: you arrive at a house in which the language, the culture and everything else is just so different. And then, on top of that, you don't know what's going to happen. So we try to make the kids less nervous and insecure, and really try to encourage them to enjoy their experience as much as possible. Maybe giving them the schedule beforehand supports that.

Podcast host: Thank you Maria, for answering our questions today.

Maria Tapia: It was a pleasure.

Podcast host: If you are interested in learning more about it, ... [Fade-out]

Taken and adapted from: <https://host.hello-world.city/blog/host/host-interview07/>

Unit 7

Track 19

page 116



How influencers affect tourism

Track 19a

You are going to listen to a radio report on how influencers affect tourism. 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 19

Moderator: Every year there are more and more people around the world going on vacation. But how do we choose where to go and what we do? Our reporter Linda Potter took a closer look ...

Linda Potter: In the last few years, social media influencers have become extremely powerful in many areas of life. They play a role in what people think, do or buy. And, it has also changed the way people find new places, decide where to go and share experiences.

Through social media platforms like *Instagram*, *YouTube* and *TikTok*, travel influencers now play an important role in the tourism industry. They post pictures and videos from their travels and share the experiences they had, hotels they stayed in and bars they visited. They often provide an authentic perspective and make it simpler for their followers to imagine what it's really like there. Of course, the content is amazing and frequently, the content creators only display the most beautiful parts of the destination. So the viewers get more than just pictures on a website or a travel magazine.

In general, many people trust the content that they see and believe it is the **person's** own opinion. However, you need to be careful because not everything that is online is automatically an honest review. In many cases influencers are paid to make reviews or are invited for free trips, so the chances are high then that the posted content is quite positive.

What we **often see** is that some more unknown destinations get a popularity boost. When an influencer visits a less popular spot and posts about it, the place could become famous overnight. Examples for this phenomenon can be seen in Iceland, Bali or the Amalfi Coast. There, the number of tourists has risen in the last few years. Of course, too many visitors can also have a negative effect. Well-known places are frequently overcrowded and full of trash, which creates issues for the people living there. Destinations like Venice, Hallstadt, Barcelona or the beaches of Thailand have faced such issues, partly **because of** their popularity on social media.

However, not only the destinations are influenced by online personalities, but also the types of activities that travellers do. Nowadays adventurous and unique experiences are more popular, and the posts encourage people from all around the world to do other things besides traditional sightseeing. For example, adventure influencers may encourage people to try activities like skydiving in Dubai, scuba diving in the Great Barrier Reef or trekking through the Andes.

So influencers have changed the travel and tourism industry with their posts and will definitely be even more important in **the** future. Whether that will be a good or bad thing remains to be seen. But for now, Linda Potter, *NMR News*.

Moderator: Thanks Linda. Next up **on our programme tonight, we have a presentation** ... [Fade-out]

Taken and adapted from: <https://teresacollege.wordpress.com/2024/10/18/the-impact-of-social-media-influencers-on-travel-and-tourism-trends/>

Unit 7

Track 20

page 122



Travel preparations

Secretary: Good afternoon Mr Andrews, this is Frank speaking. I need a few details to **book your flight** for next month's meeting with your client in Vienna.

Mr Andrews: Hi Frank, go ahead.

Secretary: The meeting takes place on 10 May, that's a Thursday. It starts early in the afternoon and I thought it would be best for you if you **took a flight** early in the morning. Is that okay with you?

Mr Andrews: Yes, that's fine. I have no other meeting scheduled for **that** day.

Secretary: So, would flight AA 2378 **departing from London** Stansted at 08:10 am be alright with you?

Mr Andrews: Are we talking about a **non-stop flight**?

Secretary: Of course. Duration of the flight is 2 hours and 30 minutes. That means you **will arrive at the airport** in Vienna at 10:40 am if everything goes according to plan.

Mr Andrews: Okay, passport check and **waiting for my luggage** at the belt **shouldn't** take any longer than 30 minutes.

Secretary: We do not need to budget more time than that. 30 minutes should be just fine. To complete the booking I need your **passport number** and the expiration date.

Mr Andrews: Well, my passport number is UK 78923XOJ6389 and the **expiration date** is 08/35.

Secretary: I'll read that out to you again, UK 78923XOJ6389 and the expiration date is 08/35. Is that correct?

Mr Andrews: Correct.

Secretary: I'll book a taxi to **pick you up**. Your client will meet you at the *Loca* restaurant and take you for lunch, as **check-in time** at the hotel won't be before 1 pm.

Mr Andrews: Thank you, Frank.

Secretary: You're welcome. I am going to send you an **email** with the details right away. Enjoy your day.

[cf. BS 2 – modular. HAK/HUM, Track 18 (Alan, Christopher)]

Unit 8

Track 21

page 136



How to make a budget

Track 21a

You are going to listen to an interview with an expert about budgeting. 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 21

Pat Michaels: Welcome back to another episode of *Money Matters*. I'm Pat Michaels and today we've got an often underrated but actually super important topic for you: How do we budget our finances? With us today is Karen Lee, a certified financial advisor. Karen, welcome to the show.

Karen Lee: Thanks. I'm glad to be here.

Pat: Karen, why should young people learn about dealing with money?

Karen: We want our kids to be able to make their own financial decisions in the future, so we need to support them. And it's never too early to address this topic. Young people already are making financial decisions when they ask themselves: How do I use my birthday money or my pocket money? And I do believe they need to be able to make smart decisions. If they don't make smart decisions with their money from the start, it could stay with them forever.

Pat: So, what parts of finance are most essential for you?

Karen: For me it all comes down to understanding the basics: How much money do I have at my disposal and how much money do I need to and want to spend? Not only for teens but for everyone.

Pat: You're aiming at the budget. Well, then let's talk about how to make a budget. Often people associate that only with huge companies and big numbers, but ...

Karen: Right, I mean ...

Pat: So what is a budget first?

Karen: Okay, ahm... basically, it is a spending plan that is based on your income and expenses. Usually this is done on a monthly or yearly basis, and the earlier you know how to make one, the better. So how much do I expect to earn and how much do I expect to pay? It helps you

to create financial stability. So, with a budget you are basically telling your money what to do. You can hold on to your budget plan to keep on track and it shows you your limits.

Karen: So how can teens do that?

Pat: You need to think about where your money comes from, so what your income is. So do you get a weekly or a monthly allowance? Do you get money for your birthday? Do you have an internship in summer that you are paid for? And at the same time think about money you need to spend, like your phone bill, etc.

Pat: Mhm ... And how can we stick to the budget?

Karen: That often is a real issue. For me a problem is that we live in such a digital world. Money often is just a number on our screens. We don't see it, we don't feel it, and so we can easily lose our relationship to money. So, what really helps is to track your spending each month. There are various apps out there that can help you with that. Others prefer to write it down in a calendar or ... Something that worked for some kids was to have envelopes for different categories like food, going out, or shopping. At the beginning of the month, they would put the amount of money in the envelopes that they would like to spend for that specific category. And if there's no money left for going out, then that was it for the month and you had to try again to handle your money better next month.

Pat: And so really learn a financial lesson. Thank you so much for joining us, Karen.

Karen: It's been a pleasure.

Pat: Up next, ... [Fade-out]

Taken and adapted from: <https://www.youtube.com/watch?v=GqjxKh-7Q7I> | <https://www.youtube.com/watch?v=cYGiipJOiLg>

Unit 8

Track 22

page 141



Handling your finances

Track 22a

You are going to listen to tips on how to handle your finances. 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 22

Hey, my name is Nischa and today I'd like to talk to you about one of the most important skills these days, which is how to handle your finances. In this vlog, I'm sharing six tips for good money habits as a young adult. So, let's go. [Short jingle]

Tip number 1: Pay yourself first

Whenever you get some money, take part of that money and put it aside. This can be 20 % or only 5 % of the money you get from your internship or for your birthday. Just think about it as something you have to pay like your streaming subscription. This way you guarantee that you are building your future wealth before you actually spend the money on anything else.

Tip number 2: Avoid debts

Nowadays it seems quite normal to be in debt. Many companies offer financial plans that allow their customers to get the product now and pay later. My rule is: if I can't afford to pay for it in full, I don't buy it. Credit card companies want you to be bad with money, because that is how they profit.

Tip number 3: Separate needs from wants

It's easy to get caught up in buying new things just because they look cool or your friends have them. But before you spend money on anything else, ask yourself: do I really need this? Being honest with yourself can make you a smart shopper and help you limit your purchases. But if

you find it hard to control your spending and it's affecting your life, consider talking to a psychiatrist who can help you understand and manage your habits.

Tip number 4: Know your money

If you don't know where you are, how can you know where you're going? If you want to be a financially savvy person you should know **what you own and what you have to pay back**. Make sure to have a clear financial goal and track your income and expenses. This will give you a **plan** for how to act in the future. Seeing the numbers clearly in your banking app, for example, can motivate you to act.

Tip number 5: Check your habits

Shopping online or in stores, as well as making in-game purchases, is a lot of fun. Online content often makes us want to have and experience more. But all that might require more money than you actually have. If you can't afford something but it is still super important to you, you may want to think about a side hustle to increase your income.

Tip number 6: Think about growing your money

If you have saved some money, it's time to think about investing it. If you just keep it in your bank account, it **will probably** lose its value due to inflation. Get information on where you can put your money to make it grow. Talk to your parents about which options are available. You may be surprised by what they know! If you are interested, go online and **research serious** investment options.

Remember to be mindful about your money, set clear financial goals and take one step after the other to reach them.

If you found this helpful, check out my other videos ... **[Fade-out]**

Taken and adapted from: <https://www.youtube.com/watch?v=Q0uXGQu55GM>

Unit 9

Track 23

page 147



How social media affects young people

Track 23a

You are going to listen to a talk on how social media affects young people. 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 23

Social media can really have drastic effects on young people's minds.

I am quite sure that almost everyone here has used social media.

Often teachers and adults talk to you about how social media is bad for **y**our generation, and it's so annoying, isn't it? But, honestly, they are not wrong.

The brain fully develops at the age of 25, the so-called prefrontal cortex is the last one to fully develop. This means that when children are online, they see **tonnes** of videos, and if they get a like on their post or a positive comment, **their brains release** pleasure hormones. Now, this **means that** many of them **will try to** get more attention online, because, well, if you get a happy feeling you just want more and more of that. And because of that natural feeling, teenagers are especially at risk.

This is not good for **their** mental health, and it can also have a huge impact on teenagers' lives. For example, you often see many beautiful, well-trained and successful people online. Those people seem to be much better than you are. So this can give teenagers a sense of hopelessness,

even though on some level they understand it is not realistic to compare themselves with famous people.

Another part of social media is obviously online filters, which can be seen on *Snapchat*, *Instagram* and *TikTok*. While I was researching for this *TED Talk*, I found a story of a 26-year-old woman. She decided she wanted to look like a specific *Snapchat* filter she'd seen online. So she went to a doctor to get surgery. If you think that this was just one case, you are wrong. She was not the only one and this trend has become more popular lately.

If we speak about social media or the internet in general, we have to keep in mind one thing: what goes online, stays online. This could be anything from a post about a controversial topic to a picture of a cute looking puppy in the garden. So we need to remember that a post has the potential to really have a negative influence on your daily life. For example, many companies check the social media accounts of their applicants. So if they find worrisome content on your accounts, they might not want you in their workplace because of something you posted or shared.

Now, social media also contains bullying and catfishing. Catfishing means you have a fake profile and pretend to be someone else. And because you're behind a screen, nobody knows who you really are. This is a troublesome trend, and so common that catfishing was officially added to the dictionary in 2014. Catfishing is a problem in many countries but especially in the US, the UK and Australia.

So, what is my message? Social media is great for many things, don't get me wrong, but we really need to do everything we can to stay safe online. Don't forget the real world out there as well. Talk to your friends, your family, and remember that the beauty you see on the outside on social media doesn't necessarily matter, but rather who you are on the inside.

Thank you. [Applause]

Taken and adapted from: <https://www.youtube.com/watch?v=X3gx4APBZ40>

Unit 9

Track 24

page 154



How companies can benefit from social media

Track 24a

You are going to listen to an interview about how companies can benefit from social media. 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

Moderator: Welcome to *Business hour*. Nowadays, many people spend hours on social media. So, it is essential for companies to tap the potential of social media platforms to increase their profit. With us today is Andrew Smith, social media marketing expert. Andrew, great to have you on the show.

Andrew Smith: Thanks for having me.

Moderator: So, Andrew, why should businesses use social media?

Andrew Smith: First of all, it's an easy, affordable, and effective way to connect with customers. Aside from that, you can also bring traffic to your website and advertise your products or services and build loyalty and trust. Moreover, you can grow your market both locally and internationally. Not to mention, you can also keep an eye on competitors.

Moderator: What makes social media such an effective tool for selling your products?

Andrew Smith: That's a great question. Buying something has a lot to do with emotions, relationships, and connections. You want to be treated in a friendly way and be well-advised. Social media is a two-way channel that allows you to get in touch with your possible buyers,

but also existing customers. It's about interactions and a dialogue with users. You can humanize your brand and build genuine relationships with your community. So the brand is not just a company in the distance, but close to you. By commenting, tagging, or responding to users, companies build up a relationship and service them.

Moderator: Which platforms ..., I mean, there are so many out there. Which one should businesses use?

Andrew Smith: Well, that pretty much depends on your target group. So, it makes no sense to join a platform your potential buyers do not use. If you are unsure, you could do quick market research to find out about that. *Instagram* is especially popular among 18 to 44-year-olds and can be used for the promotion of consumer products that look good. *TikTok*, on the other hand, is mainly used by teenagers and young adults. Videos there should be funny but also authentic and not last longer than 60 seconds. *YouTube* is used by people of all ages and perfect for demonstrating your products or services, and to give more detailed information in longer videos.

Moderator: What tips would you give our listeners?

Andrew Smith: First of all, think of who your target group is and what content they are interested in. Secondly, focus on images and videos. Visual posts are more engaging than just a text. Also make sure to plan and create your content in advance. So making a content calendar could be useful to place your content effectively like, for example, if you want to make a Christmas post. Lastly, social media is not ideal for a direct sales pitch, but rather a way to build your brand and a fanbase.

Moderator: Thanks, Andrew, for those interesting insights.

Andrew Smith: It was a pleasure.

Moderator: Next week's expert interview will be ... [Fade-out]

*Taken and adapted from: <https://brand24.com/blog/5-reasons-why-social-networking-can-help-your-business/>
<https://business.gov.au/online-and-digital/social-media-for-business>*

Unit 10

Track 25

page 166



Teenagers' use of AI

Track 25a

You are going to listen to four people talking about their use of AI. 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–J). 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 25

Speaker 1

I honestly don't get why people want to use AI. Like, sure, I understand a bit. It's great to get speedy responses and that you don't have to do extra work. But I don't like the style of writing. And I have also seen when people rely on using AI, but the content is actually wrong. And it's even worse when you use AI to make any kind of presentation. We can all tell when someone has used AI because they can't pronounce half the words that are used in the presentation, and of course they also have no idea what most of those words even mean.

Speaker 2

I use it to study or get ideas. If I'm really stuck on a tricky assignment, I ask AI to help me with my problem. Often, it's some sort of Maths exercises. I like that AI shows me the steps that lead to the solution. In my book I just have the answer, but I have no idea how to get there. On the other hand, I don't use it for writing. I don't like to hand in an essay that was completely made

by AI or something. I think it's important to do my own work as much as possible, plus I don't want my teachers to think I'm a bad writer.

Speaker 3

For me, there is no reason not to use AI. It makes studying easier for me. I mean, I had straight As before AI and now I still have straight As. Another thing I've realized is that AI helps with my vocabulary and writing a lot. I use much more variation in my writing after reading a lot of AI text. I don't understand why so many people hate AI. AI is the future – whether you like it or not. And if we learn to use it carefully, it can be really useful.

Speaker 4

Yeah, I use it to study. So, I put in my notes from class and the material my teacher gives me and ask AI to prepare practice tests and so on. I found out that this really helps me and I can remember stuff much better than when I'm just reading through my notes. I also do a little bit of coding and it's just brilliant to do that with the help of AI. Sometimes, just for fun, I chat with it like it's a friend of mine. Of course, it doesn't get very far but the responses it comes up with make me my real friends and me laugh and laugh.

*Taken and adapted from:
https://www.reddit.com/r/Teenager_Polls/comments/1j13esy/do_you_use_ai_for_school/*

Unit 10

Track 26

page 171



How artificial intelligence affects the environment

Track 26a

You are going to listen to a talk about how artificial intelligence affects the environment. 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 26

Artificial intelligence is one of the biggest things these days, right? Experts agree that the technology will significantly change the world as we know it. In fact, it already has. We use AI applications in our everyday lives today, even when we don't know it. Translation programmes, research tools and virtual assistants make our lives much easier. None of this would be possible without AI.

Of course, many people see the advantages of AI programmes. However, there are two sides to every coin. One huge disadvantage of AI is the impact on the environment. Water is an essential resource, as it is used in three ways to produce AI. Number one is the water used for the production of hardware, like computers and chips. Number two is the water needed to produce electricity to run the computers and servers. And number three is the water for cooling the data centres where the processing takes place.

Speaking of data centres, some are actually several square kilometres big. Yes, square kilometres. You need a lot of resources to cool down these places. For example: *ChatGPT-3* was put online in 2020 and was a complete game changer. It was trained with 175 billion parameters. The training produced the same number of emissions as 600 flights between New York and San Francisco. According to a study, one prompt on *ChatGPT* requires ten times more energy than a *Google* search. Next, a conversation with an AI chatbot with about 20 to 50 questions costs half a litre of water. What's also interesting: generating one image costs 50 % of a smartphone charge. And even the way you ask AI something can have an effect. Some very complex prompts can lead to carbon emissions up to 50 times higher than others.

I know, all this sounds pretty bad. So, to be fair, let's also look at it from another perspective. AI tools can actually do a lot to help care for the environment. For example, AI can monitor

developments like where icebergs are melting, and how fast. And it can do that 10,000 times faster than people can. It can also predict natural disasters such as hurricanes, tsunamis and earthquakes effectively. Some people aren't confident in AI's abilities, but given how fast it has grown so far, it seems likely that **it'll** be very useful. It could give people and governments time to prepare. And the list goes on and on.

As you can see, AI can be beneficial but also harmful to the environment. It depends how we use it. So next time you type in a prompt in which you ask AI to tell you a joke or do your assignment, think about our planet first.

Thank you. **[Applause]**

Taken and adapted from: https://en.reset.org/interview-how-can-artificial-intelligence-be-sustainable-03312020/?utm_source=chatgpt.com | <https://www.zdnet.com/article/ai-data-centers-are-becoming-mind-blowingly-large/> | <https://thesustainableagency.com/blog/environmental-impact-of-generative-ai/> | <https://sustainableschweiz.ch/artikel/kuenstliche-intelligenz-fluch-oder-segen-fuer-die-umwelt-id.3503> | <https://www.forbes.com/sites/bernardmarr/2023/05/19/a-short-history-of-chatgpt-how-we-got-to-where-we-are-today/>

Unit 11

Track 27

page 180



Staying organised

Track 27a

You are going to listen to a vlog on how to be well-organised and get work done more effectively. 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 (1–9) with the sentence endings (A–L). 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 27

Hello and welcome to another episode of *Conny's study tips*. Today's video is about how to stay organised as a teenager at work. Staying organised can help you manage your time better, reduce stress and improve your performance. **So I've** got ten simple tips that **can** help you **to not only** be more successful in your job, but **also in your** private life. So, let's dive right into it.

- Number 1: **Have** a daily task list so you know what needs to be done – choose what is most important and set deadlines throughout the day. This will help you stay on track and to finish your tasks on time. You will also be able to structure your workday more effectively.
- Secondly, have auto-reminders on a calendar or your phone so you don't miss a thing. For example, if you need to **do** something every **day** at a certain time, reminders can be really useful.
- The next one might be unpopular, but it's super effective. It's to tidy up your space. Take a few minutes at the end of the day to tidy up your workspace. This way you can start fresh and organised the next morning and **don't** have to search through all the folders and paperwork on your desk.
- Often goals seem far away and difficult to reach. So advice number four is to break tasks into smaller steps: Large projects can feel like they're too much. Break them down into smaller, manageable steps, and tackle one at a time. This makes it easier to stay on track and feel accomplished.
- This one is probably obvious, but still worth mentioning. Limit distractions: When it's time to do a task, put your phone away and turn off push notifications from messaging apps. This will help you complete your work more efficiently.
- The next one is to ask yourself what is more important: the quality of your work or how much you get done? Is it more important that you get through a lot of work quickly, or to spend extra time on certain tasks to make sure they're near perfect? When in doubt, discuss it with your boss!

- Number seven: Review your progress weekly. Spend some time at the end of each week to check what you accomplished and plan for the upcoming week. This helps you to stay on top of deadlines and change your schedule as needed.
- Tip number eight is to ask for help: If you're struggling with something, you should reach out for support. Think about a solution and a plan first. Your co-workers or friends can provide valuable advice and tips based on their experiences.
- My next tip is to be flexible: Sometimes things don't go as planned, and that's okay! Be open to adjusting your routine and methods when needed. Flexibility can help reduce stress and think clearly.
- And finally, where possible, give yourself rewards like a cup of tea or a biscuit after completing a bigger task or a small project. This is a small sign for yourself that you have achieved something and makes you feel good.

By following these simple tips, you'll be well on your way to staying organised and making the most of your work experience! Thanks for watching. Please subscribe to my channel and ...
[Fade-out]

Taken and adapted from: <https://www.corneliacoach.com/post/your-title-what-s-your-blog-about-23> | <https://www.bbc.co.uk/bitesize/articles/zhvq382> | <https://www.bbc.co.uk/bitesize/articles/z6rjvk7>

Unit 11

Track 28

page 182



Company structures

Track 28a

You are going to listen to people speaking about their tasks in the various departments of their company. First you will have 45 seconds to study the task below, then you will hear the recording twice. While listening, match the speakers (1–9) with their departments (A–I). Some speakers work in the same department. There are two extra departments that you should not use. Write your answers in the spaces provided. The first one (Speaker 1) has been done for you. After the second listening, you will have 45 seconds to check your answers.

Track 28

Speaker 1: We founded the company in 1990 and we have been expanding constantly. I have a great team around me and even though I have made enough money to lean back and relax, I insist on being involved in every major decision. Many people think that as the head of a company you work less than others but that is definitely not true.

Speaker 2: I have a very demanding job, I do less physical work but together with my team we manage business operations and make decisions. But it's not only that. There are numerous tasks involved such as overseeing the entire company and making sure our ideas and our decisions are realised.

Speaker 3: Numbers, calculators, and bills are part of my job. My daily tasks include, for example, money transactions, making sure that the workers receive their correct wages and so on. If I make a mistake, it could have terrible consequences, but our team is great and we double and triple check everything.

Speaker 4: I love my job because I do not have to perform the same tasks every day. I work with people from all social classes and I am interested in their opinions about our products, design, etc. Summing up, we try to identify the preferences of target markets. Collected data is then used to prepare and revise solutions.

Speaker 5: While other departments do the research and the planning, my colleagues actually go out and talk to potential customers. To be precise, we try to explain the benefits of our products compared to other suppliers. Customers who have already been with us for a longer period of time are also of importance, so we make sure that they are satisfied with our products and services and thus remain loyal customers.

Speaker 6: I am constantly on the move. Yes, you get to see many different countries and every trip comes with new challenges, so on the one hand, it never gets boring but on the other hand, I am constantly stressed out because of deadlines and miss home sometimes.

Speaker 7: I get to work with many different people, but I only end up having positive news for a few of them. In our company applicants go through a thorough application process to make sure we get the right people for the job.

Speaker 8: The most interesting part of my job is being innovative. My team and I meet and brainstorm all sorts of ideas – sometimes even really futuristic, if not crazy ones. Then we assess our ideas and try to turn them into reality. We also make sure that our existing products are always up to date and that we can guarantee consistent quality.

Speaker 9: Our tasks range from providing legal advice to representing our company in court. These days people sue companies a lot more often than in the past.

[cf. BS 2 – modular. HAK/HUM, Track 25 (Alan, Ana, Christopher, Elisabeth, Jason, Katie, Larissa, Michael, Oskar)]

Unit 11

Track 29

page 186



Making a good impression at work

Track 29a

You are going to listen to an interview about making a good impression in 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 29

Moderator: Welcome to *Jobs and Teens*, the **WorkWise** job podcast. This week's interview is with career counsellor Erica Robertson. Erica, thanks for joining us.

Erica Robertson: Good morning, thanks for the invite.

Moderator: So, summer's just around the corner, and that means many teenagers will start internships in the upcoming weeks. What is it that young people need to remember when starting their internship?

Erica Robertson: Well, to give one example people always seem to forget, if you're standing there with your arms crossed throughout the interview, someone might think you're angry, even though that's probably just your relaxed body posture. But some people might take it the wrong way.

Moderator: Interesting, I do that all the time. People always talk about first impressions I mean, is it true that you make up your mind about a person the second you see him or her?

Erica Robertson: Exactly, so you want to show yourself as confident, you know, you want to keep a straight posture and just have a smile. Another aspect is the greeting. I mean, you are going to meet a lot of new people in your first few days. It's important that you offer a firm handshake, look people in the eye, make sure you're communicating. Try to really focus on the conversation because otherwise people will just think you're ignoring them, which on any level is rude.

Moderator: Well, that's true. If people seem absent in a conversation or you have the feeling that they wanna just get it over with quickly ... that's you know ... just uncomfortable for both sides.

Erica Robertson: True. As mentioned before, body language is essential here. There is this saying "You cannot not communicate". In other words, no matter what we do, we always communicate something to the other person. And in an internship you are in the world of work, so you should be professional, even though as a teenager you might have other things on your mind. So, teenagers should try to have a positive body language so that their co-workers really want to work alongside them.

So be energetic, be open-minded. Make eye contact with people, smile, show you're listening and show you enjoy what you are doing, even though you might not be having the best day. But that's being professional. That can really help you build relationships and show that you really are a positive employee who wants to work for that organisation.

Moderator: Another aspect of communication and making a good impression is taking initiative. So, there won't always be someone telling you what to do at work ... and ...

Erica Robertson: Absolutely, show you can be proactive! Whether it's identifying what needs to be done first, or offering to help someone else, taking initiative is a great skill to develop. Communicate clearly with your co-workers or your boss when you are done with a task or need help with an assignment. If you have the time and skills, ask others if you can help them with their work. Many teenagers are experts in the digital world, like with social media, and can really bring something to the table.

Moderator: Thanks Erica, those were some fruitful insights into how interns can make a great impression at work.

Erica Robertson: No problem!

Moderator: Thanks for tuning in. Next week, **what we've got coming up** ... [Fade-out]

*Taken and adapted from: <https://www.bbc.co.uk/bitesize/articles/zv4t92p> and
<https://www.bbc.co.uk/bitesize/articles/z4732sg>*