МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

НАЦІОНАЛЬНИЙ ТЕХНІЧНИЙ УНІВЕРСИТЕТ
«ХАРКІВСЬКИЙ ПОЛІТЕХНІЧНИЙ ІНСТИТУТ»

ЧИТАЄМО, СЛУХАЄМО ТА ГОВОРИМО АНГЛІЙСЬКОЮ

Методичні вказівки
до виконання самостійних завдань з читання та аудіювання
до змістовного модуля «Формулювання ідей»

Для студентів 2 курсу всіх спеціальностей

READ, LISTEN AND SPEAK ENGLISH

Methodological instructions to individual work on reading and listening tasks
to module "Formulating ideas"

For second-year students of all departments

Харків
НТУ «ХПІ»
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Методичні вказівки до виконання самостійних завдань з читання та аудіювання до змістовного модуля «Формулювання ідей» / уклад. О.Я. Лазарєва, О.О. Ковтун, Т.С. Чудовська – Харків: НТУ «ХПІ». – 52 с.

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ВСТУП

Медодичні вказівки є доповненням до основного курсу модуля «Формулювання ідей» і призначені для аудиторної та самостійної роботи студентів. Матеріали навчального видання охоплюють теми: "Discovering the past", "What is job satisfaction", "Selling dreams" and "The place we work or live in". Кожний розділ містить кілька текстових, аудіо- та графічних матеріалів, що супроводжуються низкою вправ на розвиток різних аспектів мовлення.

Основною метою модуля і методичних вказівок є формування і розвиток навичок вираження англійською мовою власних думок і висловлювань щодо певних тем, пов'язаних з повсякденним і професійним життям. Очікуємо, що студенти зможуть висловлювати свої ідеї на основі та у відповідь до інформації, наданої в автентичних англомовних текстових та аудіоматеріалах.

Для формування навичок логічного та послідовного висловлювання в академічному середовищі пропонуємо дотримуватись наступних порад:

продумати зміст і логіку викладення думок;

вживати слова і вирази на позначення послідовності: *First, Second… Finally* etc.;

вживати слова і вирази на позначення логіки висловлювань, а саме причинно-наслідкові відношення, порівняння та протиставлення, додавання інформації: *because, that is why, nevertheless, although, but, compared to, not so … as, besides, also* etc.;

вживати слова і вирази, що служать посиланням на джерело інформації: *According to…; As X. says / argues / thinks…* etc;

вживати слова і вирази на позначення власної думки мовця: *To my mind, As far as I am concerned, I am sure that* etc.;

вживати слова і вирази, що позначають емоційне відношення автора до ідеї: *(un)fortunately, luckily, hopefully* etc.;

запобігати повторенню тих самих слів за рахунок розширення словникового запасу;

дотримуватись правил англійської граматики.

CONTENTS

1. THE EVOLUTION OF THE MODERN WORKDAY

1. Scan the text and complete the exercises below.

1 The standard workday has been molded and refined over the millennia, guided by leaps in innovation and a changing industrial landscape. Here are the most impactful people, technologies and ideas that have shaped our modern world of work.

Ancient labour

For most of our 200,000-year "modern human" history, we lacked the security of domesticated livestock or food stashes to keep us fed. Instead, "work" within small nomadic tribes meant gathering fruit and vegetables and hunting wild animals.

Before the advent of farming, hunter-gatherers are estimated to have spent four to eight hours a day on food collection. Some worked less: The Ju/'hoansi of southern Africa's Kalahari Desert, for example, worked only **15 hours** a week to collect food.

Agriculture spawned the first food surpluses, leading to larger population centres where workers could increase productivity by **specialising** in a particular trade.

A hunter-gatherer harvested only **two or three calories** of food for every calorie they expended. By contrast, a farmer with a plow could harvest about 33-1, and a modern farmer more than 300-1.

2 # Famous firsts

Great movements often begin with a single spark – a law, policy, invention or revolutionary idea.

The first **paid sick leave** policy is thought to have been implemented in Deir el-Medina, a village in ancient Egypt that housed workers who constructed the royal tombs from 1550 to 1070 BCE.

The first UK law to regulate **child labour** was the Cotton Mills and Factories Act in 1819. It forbade children aged under nine to work in cotton mills, and set a maximum day of 12 hours for those under 16.

The first country to adopt an **eight-hour** working day nationwide was Uruguay on November 17, 1915, spearheaded by politician José Batlle y Ordóñez.

The first company to implement the standard 40-hour work week was **Ford Motor Company** in 1926.

3 Workday words of wisdom

The balance between work and leisure has undergone drastic shifts over the ages, largely steered by history's most vocal workday pioneers.

"Eight hours' labour, Eight hours' recreation, Eight hours' rest." Welsh labour rights activist **Robert Owen** divided the day into three equal parts and coined this phrase in 1817.

"It is high time to rid ourselves of the notion that leisure for workmen is either lost time or a class privilege." – **Henry Ford**'s statement the day he introduced the 40-hour workweek in 1926.

"Three hours a day is quite enough to satisfy the old Adam in most of us!" In a 1930 essay, the economist **John Maynard Keynes** predicted his grandchildren would work 15-hour weeks. He was wrong.

"We want to feel the sunshine, And we want to smell the flow'rs, We are sure that God has willed it, And we mean to have eight hours." – Eight Hours, an 1878 anthem for the US union movement by **IG Blanchard** and Rev Jesse H Jones.

4 Technological leaps

Advances in technology and modes of power during the last few centuries have toppled some industries and created others, all while propelling the productivity of the global workforce to new heights.

A new wave of globalisation came after 1870 when **telephones** and telegraph lines enabled long-distance exchanges of ideas. (1870-1914)

The advent of **steam power** during the Industrial Revolution meant factories could be built anywhere, not just beside rivers. Gas lighting let workers extend their workweek even into winter – many regularly worked for 12 or more hours each day. (1760-1840)

The World Wide Web was made accessible to the public in 1991, sowing the seeds of globalisation and outsourcing that we now depend on. This **digital revolution** accelerated the pace of transformation across all industries, birthing entirely new fields of jobs and skills. (1991)

Computer engineer Ray Tomlinson sent the first **email** in 1971, setting the stage for the dominant form of business correspondance in the 21st Century. Today, more than 300 billion emails are sent each day. (1971)

The first commercial webcam, QuickCam, was released in 1994, allowing anyone to use **video conferencing** from their home or office. Video calls meant companies could hold international meetings at anytime, reducing travel costs and broadening their global identity. (1994)

5 More, or less?

To achieve our goals, should we work more, or less? Titans of industry and senior government figures often have opposing ideas.

In January this year, people mistakenly thought the Finnish government was on the verge of introducing a four-day week, based on this 2019 quote from soon-to-be Prime Minister **Sanna Marin**: "A four-day work week, a six-hour workday. Why couldn't it be the next step? Is eight hours really the ultimate truth?"

In China, many complain about "996" culture (working 12 hours a day, six days a week). Not Alibaba founder **Jack Ma**, who said in 2019: "I personally think that 996 is a huge blessing. How do you achieve the success you want without paying extra effort and time?"

At last year's Labour Party conference, Parliament member **John McDonnell** promised a 32-hour week, were his party to gain power. "We should work to live, not live to work... the link between increasing productivity and expanding free time has been broken. It's time to put that right."

How many hours a week does it take to change the world? According to Tesla CEO **Elon Musk** in 2018: "Varies per person, but about 80 sustained, peaking above 100 at times. Pain level increases exponentially above 80."

2. Find the words by their definitions. The numeral in brackets shows the excerpt number.

1	(1) to m o l d	to shape sth. into a particular form
2	(1) s _ _ _ _	sth. stored or hidden away
3	(1) n _ _ _ _ _ _	moving from one place to another rather than living in one place all of the time
4	(1) a _ _ _ _ _	the beginning of an event, the invention of sth., or the arrival of a person
5	(1) to h _ _ _ _ _ _	to gather in a crop especially for food
6	(1) to e _ _ _ _ _	to make use of for a specific purpose
7	(1) to s _ _ _ _	to cause sth. new to grow or start suddenly
8	(2) to i _ _ _ _ _ _ _ _	to put a plan or system into operation
9	(2) to s _ _ _ _ _ _ _	to lead sth. such as a course of action or an attack
10	(3) l _ _ _ _ _ _	time free from work or duties
11	(4) to t _ _ _ _ _	to cause sth. to fall down
12	(4) d _ _ _ _ _ _ _	more important, strong or noticeable than anything else of the same type
13	(5) v _ _ _ _	an outer margin of an object or structural part
14	(5) to s _ _ _ _ _ _	to make or allow sth. to continue for a period of time

3. Write your own sentences with the VERBS from the table.

4. Choose one of the options to answer the questions.
1. Where was the first paid sick leave introduced?
    a) USA   b) ancient Egypt   c) Uruguay
2. The law regulating children's labour was adopted in _____.
    a) southern Africa b) US   c) UK
3. When did the WWW appear?
    a) 1971   b) 1981   c) 1991
4. Is a four-day working week introduced in Finland?
    a) yes   b) no   c) not given
5. Does Alibaba founder agree with "996" culture?
    a) yes   b) no   c) not given
6. What is the maximum time Elon Musk works a week?
    a) 100 hours   b) 80 hours   c) 2018 hours
7. In how many extracts is the length of the working day/week discussed?
    a) 10   b) 7   c) 13

2. DESCRIBING INVENTIONS

1. Match the words from the text and their meanings (in the text).

1	solid	a	to have as constituent part
2	to immerse	b	to remove
3	buoyant	c	to include as a necessary condition or consequence
4	to displace	d	to rotate
5	to leak	e	pure and having nothing else mixed together with it
6	to contain	f	the artificial application of water to land
7	to revolve	g	capable of staying afloat or rising to the top of a liquid
8	irrigation	h	a rigid bar that pivots about one point and that is used to move an object at a second point by a force applied at a third
9	a lever	i	to place under a liquid
10	to involve	j	to let a liquid escape

2. In the summary fill in the gaps with information from the text.

There is a well-known story about Archimedes. the inventor who lived in ancient Greece. Archimedes was asked by his king to find out whether his crown was really made of solid gold or some cheaper metal. and of course, he was not allowed to melt or damage the crown. At first. Archimedes could not solve the problem. Then one day. while he was taking a bath. he noticed that the level of water in the bath tub rose as he got in. His discovery is now known as the 'Archimedes principle'. This states that a body immersed in fluid experiences a buoyant force equal to the weight of the liquid displaced. Archimedes used this principle to calculate the volume of the crown: he simply divided the weight of the crown by the weight of the water displaced by it.

The king also asked Archimedes to design a huge ship. Unfortunately. in those days large ships leaked a lot of water through the hull. To solve this problem, Archimedes invented the 'Archimedes screw'. a pump in the form of a cylinder containing revolving blades, which could be turned by hand or by a windmill. This device was placed on the deck of the ship and as the bottom blade of the tube turned. it lifted out a volume of water. The water continued to rise up the cylinder. until it poured out at the top and into the sea. This famous invention is still used for irrigation all over the world. He also invented the 'Archimedes claw'. an ancient weapon like a crane. with a hook that could lift ships out of the sea and then drop them into the sea again to destroy them. While Archimedes did not actually invent the lever, he was the first to explain the principle involved behind its working. He once famously remarked, "Give me a place to stand on. and I will move the Earth."

We don't know if Archimedes really stepped into his bath and shouted "Eureka!" ("I have discovered it!") when the water level (1) _____. But we do know that he discovered that a body immersed into liquid experiences a (2) _____ equal to the weight of the liquid displaced. We also know that Archimedes invented the (3) _____ and the (4) _____.

3. Here is the list of the most important inventions of mankind:

- the Internet
- light bulb
- telephone
- refrigerator
- thermometer
- microscope
- printing
- paper
- wheel

a) In two groups, discuss the date of their creation. Compare your guesses with another group.

b) Now use the Internet or other sources to check whether you were right.

c) Choose one of these inventions (or any other) and make a short report on the time and place of its creation, the author (if known), applications, modifications etc.

4. There are many problems in all spheres of life and work, which need a creative solution. Practice "inventing" a new device that will solve one of the problems (even in a most unusual way) and present it. To present your invention you can use the phrases describing its function, e.g.: *It is used for V-ing; We use it to V; It enables (helps) you to V; It prevents you from V-ing.* Please, mention: name (make it catchy!); problem; solution; instructions (you could practise imperatives and sequencing language); slogan.

Example

Name: Bucket clock

Problem: Getting up in the morning is difficult.

Solution: Our unique alarm clock makes you spring out of bed by dropping water on you!

Instructions:

- Hang it on the wall above your bed
- Fill it up with water
- Set the time of your alarm
- Sleep peacefully, knowing that you will definitely wake up on time

Slogan: Never oversleep again! Guaranteed to wake you up!

3. WHY ALGORITHMS ARE CALLED ALGORITHMS?

Pre-listening. Answer the questions.
1. What does the word algorithm mean?
2. When did this word appear?
3. Where do we use algorithms?

1. Watch the video and answer the questions.
1. When was Muhammad ibn Musa al-Khwarizmi born?
2. What was the name of the place where Baghdadi scholars discussed scientific problems?
3. al-Khwarizmi made innovative contributions to mathematics, astronomy, geography and ____.
4. What did the word "algorismus" mean in Medieval Latin?
a) decimal point   b) decimal number system   c) digit
5. What medieval English poet used the word "algorithm"?
6. When did the word "algorithm" acquire the meaning "a set of step-by-step rules of solving a problem?"

2. Listen again. Find in the recording words and/or expressions (1-3 words) which mean the following. The order of the required words (expressions) follows the course of narration.
1) to have been made in or to have come into being in a certain time in the past
2) to have a specified origin or source
3) counting
4) *adj.* not easily managed, handled, or used (as because of bulk, weight, complexity or awkwardness)
5) only after (the date)
6) to come to a solution by a process of reasoning or calculation
7) *adv.* slowly, by small degrees or little by little

SECTION 2. WHAT IS JOB SATISFACTION

1. WHY WE DEFINE OURSELVES BY OUR JOBS

Pre-reading.
1. Discuss in pairs how your occupation characterizes you. Formulate 3-5 most important features.

2. Explain the meaning of the words and expressions from the text.
entwined; tier; subsequently; hurdle; recession; juncture; in the wake; recourse.

3. Use the words above in the sentences.
1. Getting a work permit was the first _____ to overcome.
2. She made a complete recovery without _____ to surgery.
3. The Celtic people lived closely _____ with the natural world and ascribed meanings to everything from stones to birds to trees.
4. All obstacles have now been removed and this is considered an appropriate _____ to reconsider the problem.
5. After defeating the dragon, the video game player moved to _____ two which allowed him to move closer to winning the game.
6. He received considerable criticism at first, but _____ most of his proposals were accepted.
7. Most forecasters see continued slow growth this year without a _____.
8. The minister had to resign _____ of the financial scandal.

Now read the text and complete the tasks after it.
We often see our jobs as a defining detail of who we are, yet too closely tying our identities to work can be dangerous. What can we do about it?
The most popular surname in Germany and Switzerland is Müller, while in Ukraine, it's Melnik; both are words for a miller. In Slovakia, the most common last name is Varga, a word that means cobbler. And in the UK, Australia, New Zealand, Canada and the US, it's Smith – as in blacksmith, silversmith, locksmith, gunsmith. These names date back as far as the Middle Ages, when a person's job was such a defining characteristic, it became their literal identity.
Today, our jobs don't dictate our names (though research into the phenomenon of nominative determinism says the opposite might be true; think a meteorologist named 'Blizzard' or an archaeologist named 'Graves') – but they still often become a major part

of our identities. After all, one of the first questions we tend to exchange with a new acquaintance is, "What do you do?".

In many ways, it feels natural to see a person's profession as a defining detail of who they are. It can be a clue into their values, interests or background (or simply help two strangers pass time at an awkward cocktail party). But many of us have come to actually define ourselves by our occupations – which often comes at our own expense.

How did work become to be so entwined with identity – and is it too late to separate our perceptions of self from our professional lives?

Identity marker

Historically, most people didn't get to choose their jobs, says Anne Wilson, a professor of psychology at Wilfrid Laurier University in Ontario. "It was usually generational – your father was a carpenter, so you were a carpenter," she says. "Or, you'd just take a job based on the opportunities available."

But increased access to education over the past century has led to the emergence of more varied jobs, and thus more income tiers. So, jobs have become a significant marker of identity in a more nuanced way. When someone says they're a surgeon, you generally assume they have strong education and high income – two metrics that can determine one's standing in society, and affect how you subsequently judge the person. Of course, it's a two-way street: many welcome this judgement, because they desire to associate themselves with the wealth and accomplishment their professional titles imply.

"That is especially true among the 'educated elite'," says Wilson. "For people who have a certain type of job and certain class, it often becomes how you identify yourself and how others identify you."

However, those who do let their jobs consume their identities may be doing so at their own expense. When people invest a disproportionate amount of their time and energy into their career, explains Wilson, it can lead to a psychological state called 'enmeshment', where the boundaries between work and personal life are blurred.

"This tends to happen especially for people with jobs that are relatively self-determined, where you're not clocking in at nine and out at five," says Wilson. People in high-powered executive positions, lawyers, doctors, entrepreneurs, academics and others who set their own hours "can end up letting their jobs fill a lot of – or most of – the time in their lives".

The enmeshment trap

There are some common signs of enmeshment, like thinking about work whenever you aren't there, and bringing up your job within the first three minutes of a conversation, says Wilson. Enmeshment allows the job to "eat up one's time and identity, leaving less space for hobbies and interests. It makes it harder to connect with people who aren't a part of your working life."

When you become so enmeshed in your job that it begins to define you, you also may begin to let it determine your own value. This can have disastrous effects.

"If you tie [your self-worth] to your career, the successes and failures you experience will directly affect your self-worth," says Wilson. "And because we live in a society where careers are less likely to be lifelong, if we switch or find ourselves out of a job, it can also become an identity crisis."

And enmeshment doesn't only threaten the way we feel about ourselves personally. Janna Koretz, founder of Azimuth Psychological, a Boston-based practice focused on the mental health of people in high-pressure jobs, says that linking self-worth to your career can turn a career hurdle into something considerably tougher to overcome. "Inevitably, something will happen," she says. "There will be lay-offs, a recession, your company will be acquired, and suddenly your job isn't what it used to be. It becomes really existential for people, and they have poor coping strategies because it's earth-shattering. So, it becomes depression, anxiety, even substance abuse."

But until there's a problem, most people who've slipped into a career-centric identity don't even realise it's happening. "We work with people who are uncomfortable with how much they're defined by their job," says Koretz. Ironically, she adds, most would also say they're doing their "dream job", or something they love.

A new cultural identity

However, we may have a rare opportunity to disassociate who we are with what we do.

The pandemic's forced disruption of all elements of our lives – work, especially – has caused many to evaluate what's actually important to them. Some have taken on new hobbies; others have evolved their bonds with family and friends.

"When we face experiences that remind us that our mortal existence is transient and that tragedy can strike with little or no warning, we tend to be motivated to evaluate what makes life worthwhile," writes Clay Routledge, a professor of psychology at North Dakota State University, US. Routledge is one of the co-authors of a recent study on how American adults derived meaning in their lives.

So, while our careers are still in the picture, of course, we may be at a juncture where our jobs become only one significant puzzle piece of our lives.

Wilson points out that doing work you love is not a bad thing, nor is considering what you do for a living an important part of who you are. But she says moving away from a system where people are defined primarily – or exclusively – by their jobs will take more than realising there is a problem, or re-prioritizing in the wake of the pandemic. It will also require a cultural shift away from the idea that each person has a professional "calling", dictated by who they are, and that the goal of life should be to discover it. "We often set

people up to feel dissatisfied; if they don't find themselves in that perfect job, they've somehow failed," she says.

Changing that narrative may need to begin long before people actually enter the workforce. Research shows that pressure to find "a calling" makes students feel lost and depressed. Even young children get the message that the career they choose will be part of who they become; consider how often today's kids are asked, "What do you want to be when you grow up?".

Discussing careers with children – especially little girls – can help them see the myriad possibilities their future holds. But Wilson says asking young people what they want to be may have knock-on effects. "The idea that this is when we want kids to determine a life course may influence the degree to which, as adults, we end up tying our identity so much to our jobs."

While parents can begin to make those changes with their children, adults who feel too enmeshed in their careers have some recourse, too. Being deliberate about making time to relax and socialise outside work can help. It can be difficult to make friends as an adult, but joining groups or clubs can provide a leg-up. Picking up hobbies can be very helpful, as long as they have nothing to do with your job.

Koretz warns that identities develop over time, and cautions against trying to change too much, too fast. She encourages her clients to add new identifiers slowly. "Rather than drastic, very difficult changes, get hobbies a little at a time, make friends a little at a time," she suggests. "Ultimately, it's similar to diversifying a financial portfolio. You have to diversify your life. Diversify yourself."

4. Say whether the statements are TRUE, FALSE or NOT GIVEN.

1. Earlier people used to get their surnames depending on their trade.

2. Job variety appeared thanks to the access to education.

3. Education and income are the only criteria that determine a person's status.

4. People with flexible working schedule are more likely to overwork.

5. Enmeshment helps you to spend more time on your hobbies.

6. Success and failure in a person's career may influence their self-esteem.

7. For many people finding a professional calling has always been a goal of life.

8. Psychologists say that discussing careers with young children will determine what profession they will choose.

9. It's easy to find new friends in an older age.

5. Have your ideas of the connection between your character and occupation agreed with those in the text?

2. WHY SOME PEOPLE ARE IMPOSSIBLY TALENTED

1. Match the words from the text and their explanations.

1	a toast	a	approval
2	a kindred	b	an expression of praise
3	a trait	c	to correspond or match
4	acclaim (noun)	d	one that is highly admired
5	a domain	e	to examine a subject in detail
6	to pursue	f	showing the truth about a situation
7	an accolade	g	an area of knowledge or activity
8	to delve into	h	a musical composition
9	holistic	i	a subordinate occupation pursued in addition to one's job especially for enjoyment
10	to tally	j	of a similar nature or character
11	avocation	k	concerned with wholes or with complete systems rather than with the analysis of the parts
12	a score	l	to engage in
13	telling	m	a distinguishing quality

2. Give your own explanation of the words:
endeavour; saturation; intractable; relentlessly.

3. Use some of the words above in the following sentences.
1. Studying extra-terrestrial planetary bodies belongs to the _____ of astronomy.
2. Normal oxygen _____ is usually between 95% and 100% for most healthy adults.
3. There were several challenges to overcome in the _____ to help those affected by the storm.
4. Problems have a habit of becoming more _____ the longer they are left.
5. A really ____ sign that the future has arrived is the appearance of a robot inside your office.
6. A _____ approach means that we are truly able to appreciate how all the pieces work together.

Now read the text and complete the tasks below.
Polymaths excel in multiple fields. But what makes a polymath – and can their cross-discipline expertise help tackle some of society's most pressing challenges?
If it weren't for an actress and a pianist, GPS and WiFi might not exist.

In the late 1930s and early 40s, Hedy Lamarr was already the toast of Hollywood, famed for her portrayals of femme fatales. Few of her contemporaries knew that her other great passion was inventing. (She had previously designed more streamlined aeroplanes for a lover, the aviation tycoon Howard Hughes.)

Lamarr met a kindred spirit in George Antheil, however – an avant-garde pianist, composer and novelist who also had an interest in engineering. And when the pair realised that enemy forces were jamming the Allied radio signals, they set about looking for a solution. The result was a method of signal transmission called 'frequency-hopping spread spectrum' (patented under Lamarr's married name, Markey) that is still used in much of today's wireless technology.

It may seem a surprising origin for ground-breaking technology, but the story of Lamarr and Antheil fits perfectly with a growing understanding of the polymathic mind.

Besides helping to outline the specific traits that allow some people to juggle different fields of expertise so successfully, new research shows that there are many benefits of pursuing multiple interests, including increased life satisfaction, work productivity and creativity.

Most of us may never reach the kind of success of people like Lamarr or Antheil, of course – but the research suggests we could all gain from spending a bit more time outside our chosen specialism.

What's a polymath?

Even the definition of "polymath" is the subject of debate. The term has its roots in Ancient Greek and was first used in the early 17th Century to mean a person with "many learnings", but there is no easy way to decide how advanced those learnings must be and in how many disciplines. Most researchers argue that to be a true polymath you need some kind of formal acclaim in at least two apparently unrelated domains.

One of the most detailed examinations of the subject comes from Waqas Ahmed in his book The Polymath, published earlier this year.

The inspiration was partly personal: Ahmed has spanned multiple fields in his career to date. With an undergraduate degree in economics and post-graduate degrees in international relations and neuroscience, Ahmed has worked as a diplomatic journalist and personal trainer (which he learnt through the British Armed Forces). Today, he is pursuing his love of visual art as the artistic director of one of the world's largest private art collections, while also working as a professional artist himself.

Despite these achievements, Ahmed does not identify as a polymath. "It is too esteemed an accolade for me to refer to myself as one," he says. When examining the lives of historical polymaths, he only considered those who had made significant contributions to at least three fields, such as Leonardo da Vinci (the artist, inventor and anatomist), Johann

Wolfgang von Goethe (the great writer who also studied botany, physics and mineralogy) and Florence Nightingale (who, besides founding modern nursing, was also an accomplished statistician and theologian).

From these biographies, and a review of the psychological literature, Ahmed was then able to identify the qualities that allow polymaths to achieve their greatness.

As you might expect, higher-than-average intelligence certainly helps. "To a large degree that facilitates or catalyses learning," says Ahmed. But open-mindedness and curiosity were also essential. "So, you're interested in a phenomenon but you don't care where your investigation leads you," Ahmed explains, even if that pushes you to delve into unfamiliar territory. The polymaths were also often self-reliant – happy to teach themselves – and individualist; they were driven by a great desire for personal fulfillment.

These qualities were also combined with a more holistic view of the world. "The polymath not only moves between different spheres or different fields and disciplines, but seeks fundamental connections between those fields, so as to give them a unique insight into each of them," says Ahmed.

Like any personality traits, these qualities will all have a certain genetic basis, but they will also be shaped by our environment. Ahmed points out that many children are fascinated by many different areas – but our schools, universities and then employment tend to push us towards ever greater specialisation. So many more people may have the capacity to be polymaths, if only they are encouraged in the right way.

That idea tallies with the work of Angela Cotellessa, whose PhD at George Washington University involved interviewing modern polymaths about their experiences. (Her criteria were slightly less stringent than Ahmed's – the participants had to have had successful careers in at least two separate domains – one art and one science – and self-identify as a polymath.)

Like Ahmed, she found that traits like curiosity were essential. But she found that they also needed high emotional resilience to pursue their interests in the face of external expectations. "Because we live in a society that tells us to specialise, and these are people who didn't do that – they forged their own path." Many people may lack the necessary self-possession to fight those norms.

The power of cross-pollination

There are, of course, some good reasons why we might be hesitant to pursue multiple interests. One is the fear that we might spread ourselves too thinly if we devote ourselves to more than one avocation. With a divided attention, we would fail to achieve success in any domain – the idea that the "Jack of all trades is the master of none".

In reality, there is some evidence that developing diverse disciplines can fuel creativity and productivity. So, while the pursuit of a second or third interest may seem like a distraction, it can actually boost your success in your primary field.

As David Epstein has also reported in his recent book Range, influential scientists are much more likely to have diverse interests outside their primary area of research than the average scientist, for instance. Studies have found that Nobel Prize-winning scientists are about 25 times more likely to sing, dance or act than the average scientist. They are also 17 times more likely to create visual art, 12 times more likely to write poetry and four times more likely to be a musician.

Ahmed and others in the field argue that it works a bit like cross-pollination, with the ideas in one field serving to inspire innovations in the other.

It is telling, for instance, that Antheil had previously worked on scores involving synchronised self-playing pianolas, and together he and Lamarr drew on the mechanism of those instruments to come up with their anti-jamming device.

This is also something that Ahmed observed in the biographies of history's greatest polymaths. "Polymathy is the optimal path to creativity because, by its very nature, it requires you to be diverse in your experience and your learning," says Ahmed. He says this is evident in the talents of someone like Leonardo da Vinci – whose knowledge of anatomy, mathematics and geometry improved the precision of his paintings, and whose visual imagination fuelled his creativity in mechanical engineering. "These things fed off one another."

Switching subjects

If you feel tempted to live a more polymathic life, Ahmed suggests that you can use your time more efficiently to make space for multiple interests.

There is now a growing recognition that, when concentrating on any complex endeavour, the brain often reaches a kind of saturation point, after which your attention may fade and any extra effort may fail to pay off. But if you turn to another, unrelated activity, you may find that you are better able to apply yourself. Shifting between different kinds of tasks can therefore boost your overall productivity.

Some evidence for this comes from research in education. Studies of students in many different disciplines – from academia to sport and music – have shown that, after a certain amount of practice or study, we stop learning so efficiently. We can therefore make better use of our time if we regularly switch between skills or subjects. The same goes for studies of problem solving – you will find more solutions to a task if you return to it after looking at something completely different, rather than simply spending ever more time on the same question.

Wannabe polymaths can use this to their advantage by alternating between their interests – ensuring that they are using their brains at maximum efficiency in each domain, while avoiding wasted effort after they have reached that cognitive saturation point.

"You can get into the zone and be very productive up until a certain point, then you need to change your activity in order to come back to it in an optimal state," says Ahmed. "So I know, for example, that if I was exclusively an artist or a painter, then I wouldn't be as productive because I would experience diminishing returns – I'd require external stimuli in order to allow me to get over a block."

Albert Einstein, who was an accomplished violinist and pianist as well as a physicist, apparently used this approach. According to his son and daughter, he would play music whenever he faced an intractable problem, and would often finish the performance by saying, "There now, I've got it". It was a much better use of his time than continuing to fruitlessly agonise over the maths or physics.

Nurture your inner polymath

All of which suggests that polymathic abilities may be within the reach of more people than we had once assumed. And even if we don't reach the heights of someone like Leonardo da Vinci, we will still find some benefits from widening our interests, rather than relentlessly pursuing a narrow specialism.

And we have many advantages compared to the polymaths of the past. The internet, after all, is now full of free online courses in many different disciplines, and it is easier than ever to hook up with an expert teacher through apps like Skype even if they are based hundreds of miles away. "We have a unique opportunity to produce polymaths – especially in places where polymathy would have never been possible," says Michael Araki, who researches polymathy at the Pontifical Catholic University of Rio de Janeiro.

Ahmed agrees that it's time for more of us to embrace those possibilities. He emphasises that many of society's most pressing challenges – such as climate change – require highly creative problem-solving that crosses multiple domains, and polymaths may be the best people to find those solutions.

Many people, he says, associate polymathy with the historical Renaissance men. "But it is more relevant today than it's ever been."

4. Say whether the statements are TRUE, FALSE or NOT GIVEN.

1. Hedy Lamarr was an actress.
2. Hedy Lamarr had an education in engineering.
3. All people can be equally successful in many different fields.
4. Waqas Ahmed published a number of books on neuroscience.
5. Besides being an outstanding writer, Goethe was also a botanist.

6. To be a polymath, a person should possess certain characteristics including the ability to learn, high intellectual capacity, curiosity and open-mindedness.

7. Formal education creates conditions for developing polymaths.

8. Angela Cotellessa argues that modern society prefers people with polymath abilities.

9. All Nobel Prize winners pursue some hobby.

10. "Cross-pollination" here means that ideas in one field may find application in an absolutely non-connected area.

11. Leonardo da Vinci's paintings improved understanding of anatomy.

12. If you want to become a polymath, you have to switch between activities every hour.

13. Albert Einstein played many musical instruments.

5. What occupations are NOT mentioned in the text? Determine the characteristic suffix and add 2-3 occupations with the same suffix.

actress, journal<u>ist</u>, scient<u>ist</u>, personal trainer, art<u>ist</u>, writer, anatom<u>ist</u>, pilot, musician, violin<u>ist</u>, physic<u>ist</u>, chem<u>ist</u>, teacher.

3. WHAT MAKES A GOOD BOSS

1. Listen to the podcast and fill in the gaps in its transcript with 1-3 words/numbers.

Jackie: For this week's podcasts in english.com business podcast, I'm speaking to Kevin. Hi Kevin.

Kevin: Hi Jackie.

Jackie: Who do you work for Kevin?

Kevin: I work for a company called Mace. We are an international er… ___(1)___ company.

Jackie: Ok. And what's your position in the company?

Kevin: I'm an operations director, so I'm responsible for __(2)__ a department.

Jackie: Ok. So how many people do you have in your department?

Kevin: Well, there's __(3)__ in my department and I'm responsible for about 70 of those.

Jackie: Wow. So you're __(4)__ 70 people?

Kevin: Yes.

Jackie: That's a lot of people.

Kevin: It is.

Jackie: [laughs] Kevin, I know this is a difficult question, but what __(5)__ makes a good boss?

Kevin: Well, it is a difficult question Jackie er… and I don't think there is any right answer to that. But I think the most important thing in a boss is to be able to motivate the staff, to be clear about what their __(6)__ and their responsibilities are and to support them in their day-to-day work.

Jackie: Now if you are a boss surely you should __(7)___ do those three things?

Kevin: Well, it sounds easy. I think in reality where you have so many staff it's very difficult to have contact with all of them. Enough contact er… for them all to be able to know what you expect of them. And for you to know how well __(8)__ performing.

Jackie: Yes, because you can't motivate people, for example, unless you know them quite well, I suppose and how well they're doing in the job and that they need motivating…

Kevin: It's very important that you are able to get to know as many of them __(9)__ personally so you know what it is that they're looking for in a job. The motivation comes from developing __(10)__ of relationship with them.

Jackie: Although it's interesting that you say that, I think um… one of... when I've had bosses that maybe I hadn't seen eye to eye with is because they've tried to be perhaps too friendly with the staff and that they want to kind of um… not to be friends with them necessarily but to see them socially as well, and as far as I'm concerned, I'd prefer to have a boss that I didn't particularly like socially but I thought that they were good as a boss. I think… I think there are two… there's a __(11)__ there, __(12)___?

Kevin: There is, there's a balance. When I first moved into managing people that took some __(13)__ to. But er… I do not socialise with my staff more than maybe once a month for a drink after work on a Friday but er… I __(14)__ strong personal friendships with the majority of my staff although because I manage such a big team I have three very important people who support me who I have developed, __(15)__ a stronger relationship with. So they are my three __(16)__ for want of a better description.

Jackie: Do you think, there's a lot of training to be good managers isn't there, do you think that the training works, do you think that someone can improve their management skills?

Kevin: Yes, I think they can, erm… __(17)__ different ways that you can er ... you can obviously have __(18)__ and um… there's a lot of that type of training available but I think most of the best training comes from learning from people __(19)__ and seeing people who do it well and trying to apply that in practice yourself.

Jackie: So, um… perhaps we could say the secret of being a good boss is to have had a good boss yourself and to recognise what those __(20)__ were.

Kevin: Absolutely.

Jackie: Thank you very much, Kevin.

Kevin: It's a pleasure.

2. List the characteristics of a "good boss" given in the recording. Do you agree with them?

3. Add 2-3 other qualities that you think are important using the following phrases:
As far as I know …; As far as I am concerned …; I think …; I believe …; To my mind …; In my opinion …; I can argue that …; I am convinced …; I am sure that …; I am not sure but …; I (do not) support the idea that ….

SECTION 3. SELLING DREAMS

1. WHY PICKING A GOOD COMPANY NAME IS A TRICKY BUSINESS

1. Match the words from the text to their synonyms.

1	vital	a	to relate to
2	a moniker	b	huge growth
3	topical	c	unwillingly
4	to soar	d	relevant / up-to-date
5	a surge	e	to possess
6	to trigger	f	crucial
7	recognition	g	manage to live / survive
8	to own	h	to trust one's intuition
9	to make do	i	shoot up
10	to concern	j	to quote
11	begrudgingly	k	name
12	ridicule	l	acknowledgement
13	to cite	m	defeated
14	trounced	n	to cause
15	go with one's guts	o	mockery

2. Use some of the words from the table to fill in the gaps in sentences below. Change the form of the words if necessary.
1. This site discusses _____ issues focusing on both healthy eating and physical activity.
2. There are some tricks to make your website _____ to the top of search engine rankings.
3. Most of the information for this report was taken from the book _____ below.
4. The photocopier jammed so we will just have to _____ with the copies that we have.
5. This matter _____ not only those present, but also other members of the team.

6. Allergic reactions can also be _____ by insect bites, certain plants such as poison ivy and poison oak, and substances released into the air.

7. This theory obtained a wider _____ after a series of successful experiments.

8. Back in 1996, the world's number one search engine Google was created under the _____ "BackRub".

Now read the text and answer the questions below.

Although William Shakespeare wrote that "a rose by any other name would smell as sweet", it wouldn't be a good idea for a new online flower delivery service to call itself Rancid-Thorns.com.

Names matter in business: picking a good one is <u>vital</u> for new companies that want to stand out from the crowd and connect with customers.

As our world moves increasingly online, a new firm needs a <u>moniker</u> that also works well as an Internet domain name. You cannot just offer a good product or service – shoppers also have to be able to find and remember you.

This issue of dreaming-up a company name is <u>topical</u> because the number of new firms being set-up <u>soared</u> during the pandemic.

In the UK, one study found that 835,494 new companies were registered in the year to January 2021. That was 41% higher than the previous 12-month period.

Meanwhile, 4.4 million businesses were reported to have been set-up in the US last year, 24% more than in 2019.

That is a heck of a lot of new company names in circulation, and the growth on both sides of the Atlantic was led by a <u>surge</u> in new e-commerce businesses in response to many more people shopping online.

To support entrepreneurs who may struggle to come up with a good name, a host of websites has sprung up that can help them both to pick one, and register a connected domain. These 'naming' sites include Alter, BrandBucket, Frozen Lemon, Wix and Zyro.

"Demand for business names went up [in the pandemic] as entrepreneurs were sitting there and thinking what to do next," says Deven Patel, the founder of Alter.

Mr Patel says these entrepreneurs see the challenges experienced by 'bricks and mortar' firms "and realise there is relatively more they can do online. And so, the majority of new companies [launched] now are online."

"But then you have to stand out. Consumers online just see 100 companies selling the same thing, but with a good name you stand out – and that gives you much more of an advantage now than it would in the past."

Alter's website starts by asking the user to type in a word connected to the type of business they want to create. It then offers a number of suggestions that it has already registered, and how much they would cost to buy from it.

For example, if you type "wine" it gives you 10 options including searchwine.com for $2,099 (£1,523).
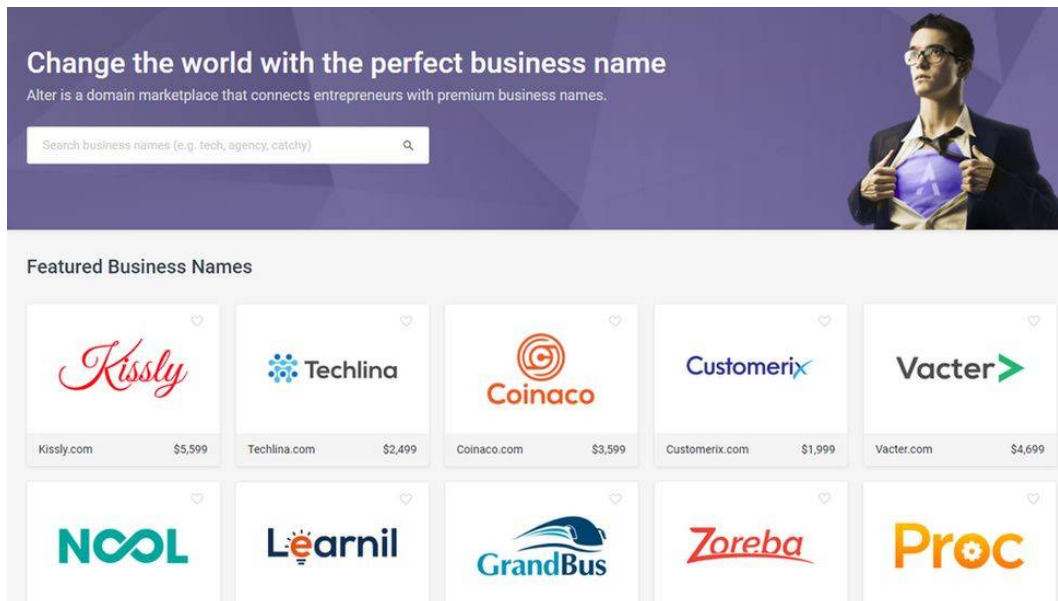
Many firms are, however, still coming up with their own novel names. This is what the founders of Norwegian biotech company, Clexbio, did.

The "bio" part of the name is an obvious choice for a biotechnology firm, while "clex" is in reference to the technology it has developed in the field of human tissue engineering.

Chief executive and co-founder Armend Hati said they wanted the name to be just right.

"We felt it would <u>trigger</u> the interest of investors and let us showcase ourselves as a life sciences company," he says.

And it seems to be working, the firm is now getting name <u>recognition</u>, at least within its industry. "Yes, this has been the result, and our online presence, especially our presence on Linkedin, I think, has established us as a player."

But what happens if you think of a name, but someone already <u>owns</u> the domain you want? It can be a costly business, as Elon Musk, the boss of electric carmaker Tesla found out.

Musk revealed in a 2018 tweet that the firm had to pay $11m to buy the website tesla.com from a Californian man called Stuart Grossman. Prior to then Tesla had <u>to make do</u> with teslamotors.com.

If you think you have a great domain name for a business, and you've registered it, firms such as Alter can try and sell it for you.

However, don't try to register a business name that is potentially offensive, as it will be rejected by authorities, such as Companies House, the UK's registrar of firms.

Another branch of the company name-picking process <u>concerns</u> the firms that choose to rename themselves.

Simona Botti, professor of marketing at London Business School, says that this is a risky business, something that Scottish investment firm Abrdn might <u>begrudgingly</u> agree with.

The company announced back in April that it was changing its name to Abrdn from the previous Standard Life Aberdeen, an announcement that met with widespread <u>ridicule</u> on social media.

Abrdn, which had developed its new name with the help of marketing agency Wolff Olins, said it should still be pronounced "Aberdeen", but that the rebrand would make it "modern" and "dynamic".

Prof Botti says there are two ways for a firm to change its name. "You can do it very scientifically, with a bunch of researchers, and experiments, and testing, to see what are the names people react most favourably with," she says.

She <u>cites</u> the example of Canadian tech firm Blackberry, which until 2013 was known as Research in Motion. "They had done a lot of research to see how people reacted to this new name," says Prof Botti.

Yet, while members of the public were pleased to see Blackberry the business take the name of its best-know product – Blackberry the mobile phone – it didn't help boost sales of the handsets. They were still <u>trounced</u> by Apple and Android handsets.

Prof Botti adds that the alternative to carefully researching whether a new company name would work is for a firm "to just <u>go with its guts</u>".

"Then, that new name becomes almost an empty vessel, and it is what you put in that name that matters."

Brand expert, Rebecca Battman, founder of agency RBL, says that picking a good name for a business is harder than most people realise.

"Few people truly understand how hard it is to find or create a name that is easy to say, easy to spell, has meaning, conveys personality, is protectable, supports a strong domain name, and will be able to grow with the business as its strategy evolves," she says.

And Ms Battman adds that when it comes to the domain name, the sweet spot is definitely to get the ".com".

"While a .com domain isn't always necessary, it makes life so much easier in the long run," she says. "It smacks of global authority, and is definitely worth working harder for."

Firms that have changed their names

Global sandwich shop chain Subway was called Pete's Super Submarines for its first two years from 1965 to 1967

Facebook was initially Thefacebook

In 2018 Weight Watchers changed its name to WW

That same year Wal-Mart dropped the hyphen to become Walmart

Pepsi was originally called Brad's Drink

Carmaker Nissan was previously Datsun

Ebay was first known as AuctionWeb

3. Choose ONE option which is NOT TRUE or NOT GIVEN according to the text.

1. A company's name is important because it helps ___ .

a) to distinguish the company from others

b) to get a domain name

c) to easily find it on the Internet

d) to easily remember it

2. During the pandemic, ___ .

a) the number of new companies in UK increased by more than 40% in a year

b) the number of new companies in US rose almost by a quarter

c) all new companies deal with e-commerce

3. The websites like Alter, BrandBucket, Frozen Lemon help their customers ___ .

a) to create the company name

b) to register its domain

c) to support entrepreneurs

d) to struggle with hosts

4. The founder of Alter says that ____ .

a) "brick and mortar" companies are facing problems

b) online business is more advantageous that traditional one

c) having a good name makes you stand out

d) there are 100 companies that sell the same things

5. When you order to create your company name at Alter's website ___ .

a) you are asked to enter a word related to your business

b) they suggest a few names that have been already registered

c) they ask you to pay around $2,000 first

6. The Norwegian company Clexbio ____ .

a) deals with biotechnology

b) produces tissues

c) became recognised thanks also to their online presence

d) created their name themselves

7. ____ .

a) Elon Musk's company paid $11 for the website tesla.com

b) Elon Musk informed about it in Twitter

c) Their previous site was called teslamotors.com

d) The site teslamotors.com was created by Elon Musk

8. Abrdn ____.

a) is a Scottish company

b) should be pronounced Aberdeen

c) was previously named Standard Life Aberdeen

d) invested in agency Wolff Olins

e) was mocked on the Internet because of its name

9. Blackberry ____.

a) increased the sales of its phones after rebranding

b) is the name of both a firm and a mobile phone

c) was first named Research in Motion

d) is a Canadian tech firm

10. Brand expert, Rebecca Battman says that the company's name ____.

a) should be easily pronounced and spelled

b) is not easy to create

c) should have ".com" at the end

d) should be relevant when the business evolves

2. HOW MARKET RESEARCH REVEALS WHAT YOU REALLY THINK

1. Find synonyms to the words from the text.

1	glaring	a	to fish
2	to pique	b	shatter
3	exploit	c	to penetrate
4	insight	d	to escape
5	to dash	e	obvious
6	to elude	f	judgment
7	to defy	g	accomplishment
8	to trawl	h	aggregation
9	trove	i	to enjoy
10	to revel in smth.	j	environment
11	element	k	to violate
12	to tap into	l	to excite

2. Use some of the words from the table in the sentences below. Change the word form if necessary.

1. Individuals who ____ the legislation face on-the-spot fines.
2. Hackers are able to _____ your data by simply breaking your password.
3. If your curiosity is ____, you may continue reading by following the link.
4. He was in his ____ when talking politics.
5. Fresh statistics highlights the ____ disparity in state-maintained schools.
6. Peter was given a camera by a friend who wanted to encourage his photographic ____.
7. The monograph provides an _____ into the transport planning process.

Now read the text and complete the task below.

Traditional market research, based on clipboards and questions, has a glaring weakness, according to Carl Wong, who has worked in the industry for more than 20 years.

He says people cannot answer some questions honestly because they are not aware of their own deep underlying motives.

"We are all influenced by things we're not able, or willing, to reflect on at the time a purchasing decision is taken or when we answer a survey question," says Mr Wong.

That gap in our understanding is being filled by a data-rich world that generates masses of information about our inner desires through tracking cookies and a host of other clues we leave behind as we trek across websites that pique our interest.

In addition, market researchers can access massive amounts of computing power and data storage using low-cost cloud computing services, which offer data processing and storage that can be quickly scaled-up or down, depending on the customer's needs.

This tech-fuelled revolution is shedding light on how we conceal our innermost urges from ourselves – for example why we are drawn to the exploits of certain public figures and celebrities.

Jason Brownlee researches consumer behaviour on a grand scale, fuelled by the social media data explosion and the resulting caches of big data.

The founder of Colourtext, a data analysis and consumer insights specialist, is based in a village in the Lake District. But he can follow all our movements from his rural idyll. "People leave digital footprints behind them," he says. He has studied news consumption patterns, using Artificial Intelligence (AI) and cloud computing to peer into the trail people left as they viewed 100,000 news articles online. "Once they click onto a page, we begin to see a pattern emerging. We can't do this in any other way than using AI and the cloud, you'd be in your grave before you'd finished reading all those articles!"

This produced startling insights into how figures such as Boris Johnson and Meghan Markle are really perceived. The power of big data has broken down traditional categories that the market research industry used to define our taste.

"The rule was that people who go to show business stories tend not to be interested in politics," says Mr Brownlee. His deep dive into the readership habits of 18 different UK online news outlets, including BBC News Online, dashed this assumption and uncovered attachments that had eluded previous researchers.

"I discovered a group of people who read about celebrities. The top of their list is Meghan Markle. But they also read about Boris Johnson. They are not normally interested in political stories, but Boris has a much broader reach than just politics."

Pouring big data into the cloud and scrutinising it with AI suggested that the Prime Minister is seen by many as a celebrity.

These connections defy accepted market research segmentation, and only number-crunching in the cloud can spot them. The pay-as-you-go model means cloud power is flexible and affordable says Mr Brownlee. "You can dial up or dial down the computing resource and you get the ability to do interesting things through online AI programmes."

Market researchers can understand human behaviour as never before by trawling through this trove of data.

Facial expressions can now be put under a data analysis microscope for the first time, says Mr Wong, who works for US analytics software house Medallia after selling them his Merseyside-based consumer insights business, Living Lens. His technology measures a face at multiple points with different patterns emerging depending on the emotions it expresses. These patterns alter with age, sex and race. Show AI software enough examples of these patterns and it can begin to establish what a person is feeling.

Del Taco, the US fast food restaurant chain, turned to Mr Wong when the company updated its décor and menus but wanted to align these changes with customer feedback.

Mr Wong's team stepped in with a survey app that allowed Del Taco diners to answer questions via video on their smartphones. "We captured that video and analysed hours of feedback from customers looking at their language and their sentiments as they spoke. It gave us a much richer view than a traditional survey."

This data was all streamed into the cloud for analysis, which exposed the underlying emotions the customers felt as they were quizzed about their meal.

The scale of data that can be manipulated in the cloud has grabbed the attention of the whole market research industry. Jon Puleston analyses online material for consumer research giant Kantar and revels in this new element: "We are producing oil tankers of data and the cloud is allowing us to refine it."

By plunging into the cloud with its own software Kantar confirmed that we are incapable of being truthful to market researchers trying to establish what really floats our boat.

"Talking to a camera is a very effective tool, but what people say is often miles apart from what they feel, there are so many unconscious factors at play."

Specialist software pointed at filmed responses taps into these unconscious factors via clues such as tone of voice and facial expression. This tells Mr Puleston we are very hard on ourselves over our guilty pleasures, such as watching a rom-com.

When we are asked to rate a film our natural instinct is to mark down a lightweight movie although we've really enjoyed it and lie about how we liked one with intellectual content. We might be giving the serious show a four-star rating, but in truth we only got emotionally involved with the rom-com story.

Kantar applies AI to a bank of human emotions recorded on film and assembled in the cloud and demystifies our real sentiments. This unlocks the ingredients of a Hollywood crowd-pleaser.

Market researchers may have given up knocking on our front doors with their clipboards, but technology is allowing them to get inside our heads.

3. Say whether the statements are TRUE or FALSE.

1. Carl Wong is working in industry.

2. We often cannot explain why we buy some things.

3. Cloud computing services are rather cheap.

4. The office of Jason Brownlee is located in the centre of London.

5. People who are interested in show business never read about political figures.

6. The patterns of a person's facial expressions that show their feelings stay the same.

7. Del Taco customers recorded video on their smartphones to tell the owner whether they had enjoyed the meal.

8. People are more like ly to show that they are fond of more intellectual content.

3. THE SHOES THAT CHANGED THE WORLD

Before listening

1. Match the words from the recording to their definitions.

1	a revenue	a	the first appearance of sth.
2	a GDP	b	the action or process of uniting or merging two or more things
3	a canvas	c	a system of trash and garbage disposal
4	a debut [dey-'byu:]	d	a closely woven, heavy cloth of cotton or linen
5	a coup [ku:]	e	a person confined (as in a prison or hospital)
6	amalgamation	f	an amount of money regularly coming in
7	adept (adj)	g	profitable
8	an inmate	h	a highly successful, unexpected stroke, act, or move

9	lucrative	i	gross domestic product
10	a landfill	j	very good at doing sth. that is not easy

2. Follow the link to watch the video and complete the tasks.

1. Sneakers appeared _____ (Choose which is NOT TRUE).

a) together with sports like croquet and tennis

b) at the end of 19th century

c) as a protective footwear

2. Choose which is NOT a company name.

a) Converse

b) All Star

c) Adidas

d) Puma

3. Choose one which is TRUE.

a) Dassler brothers founded Adidas and Puma together

b) Dassler brothers took part in 1936 Olympic games

c) Jesse Owens was a German athlete

d) Jesse Owens was wearing Dasslers' shoes

4. Owens won ___.

a) 3 gold medals

b) 4 gold medals

c) 5 gold medals

5. The first name of the company Puma was Ruda, but it was rejected because ___.

a) it didn't sound well

b) Adi didn't like it

c) it sounded like Rudolf

6. Choose ALL successful Nike marketing techniques mentioned in the recording.

a) Choosing a memorable name

b) Inviting artists for cooperation

c) Appearing in the right place at the right time for mass engagement in sport

d) Inviting sport celebrities for promoting their products

e) Cheaply buying a cute logo

f) Borrowing a slogan from a notorious person

7. Choose one which is TRUE.

a) YEEZY is a nickname of Kanye West

b) YEEZY is the result of Adidas and Kanye West cooperation

c) YEEZY was sold for £1.2 billion

8. What material used to produce sneakers will degrade in less time than others?
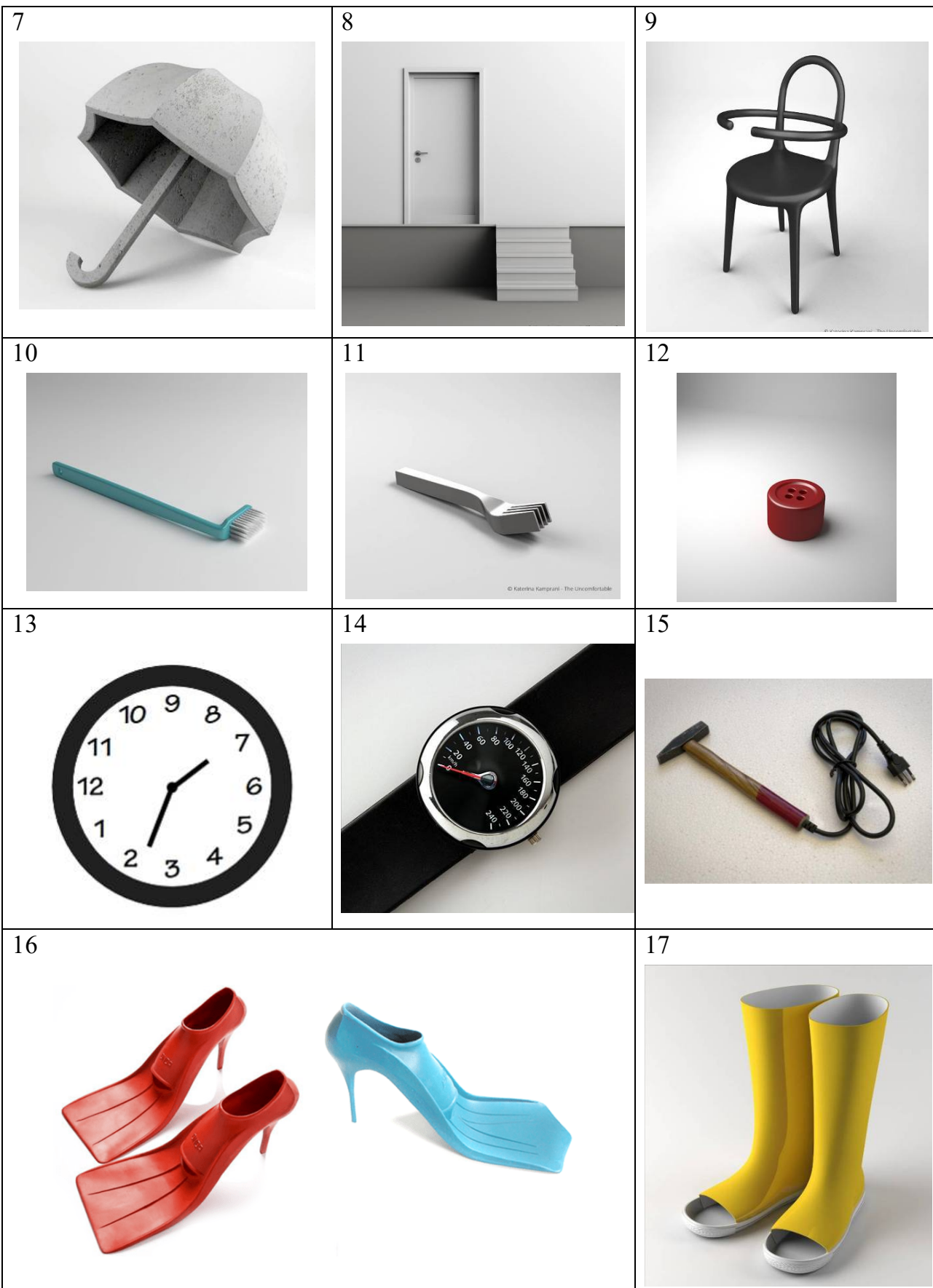
a) rubber
b) plastics
c) synthetics

4. MAKING AN ADVERTISEMENT

EVERYDAY OBJECTS
by architect Katerina Kamprani

Work in pairs. Choose one of the objects, give it a name and make a short advertisement to promote it. You can take inspiration and ideas from https://literacyideas.com/how-to-write-advertisements/. Present your ad to the class.

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SECTION 4. A PLACE TO WORK OR LIVE IN

1. THE BEST WAYS TO FIND A FLATMATE

1. Match the words and phrases from the text with their definitions.

1	to paint a rosy picture	a	any place where you stop for a short time when you are visiting several places or people
2	to kick things off	b	to be in the same difficult circumstances as others
3	to hang around	c	to help sb. to improve their situation
4	BFF	d	to begin sth.
5	to chat away	e	to spend time aimlessly
6	to knuckle down	f	great; extreme
7	to steer clear of sb.	g	to apply oneself seriously to a task
8	a port of call	h	to make sth. sound very good
9	to put the feelers out	i	to make an agreement official
10	a face-plant	j	a list showing when each of a number of people has to do a particular job
11	to be in the same boat	k	from the beginning
12	ensuite /ɒn ˈswiːt/	l	to give money to pay for sth. together
13	a rota	m	best friend forever
14	to give sb. a leg up	n	in the future
15	from scratch	o	to stay away from sb.
16	ferocious	p	to trust sb's feelings of intuition
17	to chip in	q	falling onto one's face
18	to follow sb's gut	r	to casually talk without paying attention to what is going on around them
19	further down the line	s	a bathroom that immediately adjoins a bedroom and forms part of the same set of rooms
20	to seal the deal	t	to ask questions to find out the thoughts or opinions of other people

2. Complete the sentences with some of the phrases from Exercise 1.
1. When vacancies occur, the office _____ to the universities.
2. We are not ready now. We'll make our decision on that _____.
3. You're going to have to really _____ if you want to pass your exams.
4. _____ of the center of town at this time of the evening.
5. When the only plant in the town shut down, all the town's people _____.

6. Because we move huge distances nowadays, away from home towns and old friends, it's easy to lose contact with people who might be able to _____ in life.

7. The brothers _____ a certain amount of money each month to pay the rent.

3. Read the text and match the titles (A - I) for each part (1-8). One title is extra.

A	More people, more choice	
B	Get posting	
C	Ask lots of questions	
D	Work out what you're after	
E	Meet in person	
F	Safety first	
G	Internet savvy	
H	Ask friends & family	
I	The final step…	**8**

From Friends to New Girl and How I Met Your Mother, US comedies paint a rosy picture (set in questionably affordable apartments) of the adventures of flatmates. They make living together look hilarious, chaotic, and downright fun, and it really can be that fun – you just need to know how to find the perfect flatmate first.

This can seem like a time-consuming and daunting task, so we're here to help. Whether you're looking to rent a room in a shared flat or hunting for someone to fill your spare, we've put together some tips on how to find a flatmate:

1. _____

To kick things off, have a think about your lifestyle and the kind of person you'd like to live with. If COVID has taught us anything when it comes to flatshares, it's that you need to find a roommate you feel comfortable hanging around at home with.

You might not want a BFF, but perhaps someone you could chat away to in the kitchen over a cup of tea? If you're finding housemates for second year, will they knuckle down and study during exam time? Are you a morning person who does home workouts in the sitting room at 6am? You might want to steer clear of night owls.

Put together a rough list of what would and wouldn't work for you, and then the search begins....

2. _____

When it comes to the best place to find a roommate, friends and family can be a great first port of call. As early as possible, start putting the feelers out.

"'Second cousin Charlie, oh come on, you know who he is – tripped on his shoelaces during an Easter Egg hunt 10 years ago?"

"Oh yeah poor guy, pretty solid face-plant. And he crushed my Malteser egg."

"Well, it turns out he's a great bloke, and he has a spare room!"

Spread the word and chances are a friend of a friend (of a friend...) might be in the same boat.

3. _____

Social media, for all it's sins, can be a great tool to help you find the perfect housemate. If you're looking to find someone to fill your spare room, you could write a detailed description that includes how far away the nearest transport link is, the price of the rent, and any good selling points – is there an ensuite? Built-in storage? Is the room particularly quiet?

A Facebook status or Instagram story can be a quick, simple way to let your network know that you're on the hunt.

4. _____

No luck yet? No problem. Idealflatmate could help you to find a roommate online. The website enables you to search and connect with potential flatmates, and take a compatibility test.

Developed by the University of Cambridge, the quiz comprises 20 questions on your living habits, and helps to narrow down what type of person you would be best suited to live with. Ranking from 'strongly agree' to 'strongly disagree' the questions include the likes of; 'I tend to go out and socialise most evenings', 'I regularly have friends staying over for days', and 'there should be a rota for putting the bins out'.

At the end, you'll be given a list of fellow searchers with similar lifestyles and likes and dislikes as you. You can then have a read of their profile, message them, and get a conversation going. Idealflatmate also allows you to list an empty room in your flat too. Thousands take the test each month, so it could give you a big leg up on working out how to find a flatmate.

5. _____

With over two million visitors every month, Spareroom has a huge pool of potential flatmates. Similar to Idealflatmate, it is free to advertise for both a room wanted and a room to let, and you're able to privately message the other users if you see something you like.

As an added bonus there's also a "buddy up' option, where you can find other people looking for the same type of rental property as you. Once you've got to know them and they seem like the right fit, you could then link up and search for a place together. This could be a good option if you'd like to have a greater say in forming the houseshare from scratch and picking the property, rather than joining an existing one.

Safety is a top priority for Spareroom, so they have a team of moderators working 7 days a week checking ads and content. With more choice this could be a great way to find the perfect housemate.

6. _____

When you think you've found a potential housemate, whether through friends, social media, or a website, the next step would be to meet face to face. This is your chance to get a sense of who they are, and learn as much about them and their living habits as possible.

When arranging the get-together, always make sure to be safe. If you're going to view a spare room you could ask a friend to come with you. The same goes for if you're showing someone a room in your current rental property.

If you can't meet in person, you could arrange to have a video call instead.

7. _____

It could be useful to find out:

How sociable they are – will they be out every night? Or are they more of a homebody?

What their cleaning habits are like – allergic to washing dishes? A ferocious cleaner?

What they expect from a housemate – the odd house meal? Chipping in for loo roll?

Are they employed and if so, will they be working from home?

Remember: be open-minded and follow your gut. If something doesn't feel quite right then keep looking, there will always be other potential roommates out there. If you're viewing a spare room, have a checklist of questions to ask about the rental property too.

8. **The final step …**

Unless you really know them, it's best to do your homework and ask for references. They might save you hassle further down the line, or they might seal the deal and help you realise that you've found the perfect housemate!

Don't be offended if you don't get the room or someone doesn't want to take up your spare room - it may be that you just wouldn't be right for each other. Move onto the next, the right housemates and the right rooms are out there!

2. HYBRID WORK: WHAT THE OFFICE COULD LOOK LIKE NOW

1. Match the words from the text and their explanations.

1	brand-new (adj.)	a	individual work spaces created by mid-height baffles
2	grapple (v) with	b	working without having a particular desk
3	reignite (v)	c	to infuse gradually into the feelings or minds; to insinuate, to inject
4	hot-desk working	d	to try persistently to solve a difficulty or a problem
5	demise (n)	e	to expect and believe that it will; to predict sth.

6	Cubicle (or cube) farms	f	completely new
7	to be underway	g	make a bad situation, an argument or a problem worse
8	pour fuel (on the fire)	h	to be moving, advancing, to make progress
9	commute (v)	i	a quiet workplace in the office for improved focus
10	retain (v)	j	to continue to possess sth.
11	foresee (v)	k	the death or end of sth.
12	agile (adj.)	l	to include as a member or a part of an organic whole
13	a team pod	m	to move regularly between one's home and one's place of work
14	instill (v)	n	to revive
15	linger (v)	o	to continue to exist or to stay, especially through unwillingness to leave
16	subside (v)	p	to cause to expand or to expand by filling with any kind of gas
17	incorporate (v)	q	quick and easy; active and deft
18	traverse (v)	r	a novel or an ingenious device, trick or scheme, designed to attract attention
19	inflate (v)	s	to become less intense, less active; abate
20	gimmick (n)	t	to pass or move across, over, along, or through sth.

2. Give your explanation of the words:

a remote workforce; collaboration; a layout; a destination; to accommodate.

3. Use some of the words from exercise 1 in the appropriate grammatical form in the following sentences.

1. I think that very few employees prefer _____ to having a fixed desk.
2. Everyone is worried about the company and _____ its imminent demise.
3. He will have no difficulty in adapting because he is an _____ and a very fast player.
4. The president couldn't probably have _____ what the future held.
5. To build more densely could be a way to a better city life and less _____ by bus.
6. If a slight feeling of anxiety _____, this is also shared by the students.
7. There was an intense headache for ten seconds but the feeling _____ quickly.
8. What the chairwoman had to do was to analyze the new data and it into her profile.
9. That special relationship was needed for the allies to_____ the crisis.
10. No _____ were necessary, because the story was brilliant and spoke for itself.

Now read the text and complete the exercises below.

As companies shift to hybrid, the purpose of the office has changed. Workers will start seeing different floorplans, functions and technologies.

This past year has served as an extended experiment for companies, as they tested out the best ways to effectively manage a remote workforce. Now that Covid-19 restrictions are easing in many parts of the globe, however, leaders must now undertake a brand-new experiment: how do you bring that same remote workforce back into the office – and what should that office look like?

This is a question that Adtrak, a digital marketing agency based in Nottingham, UK, has grappled with in recent weeks. Like many companies, Adtrak has adopted a hybrid model, where employees are only required to come into the office once a week on the same day as their team. The rest of the time, unless there is a meeting best done in person, they'll have the flexibility to work from home.

"We're really trying to see the office in a different way," says James O'Flaherty, Adtrak's business operations director. "Before it was, 'I go to the office, because that's what I do to work'. Now, we want it to be more like, 'I'm going into the office today because today is the day I see people'. We're trying to use that day in the office to be more collaborative, get some face-to-face time and really reignite the culture we've missed being remote."

Moving to a hybrid workforce meant O'Flaherty had to entirely rethink the set-up in Adtrak's 16,500-sq-ft space. In early 2020, the agency had 120 desks; now they have just 70 (despite retaining a staff of about 100). Yet that doesn't mean the office is getting smaller. O'Flaherty has re-configured it to include team-working spaces that encourage collaboration, hot desks workers can book through an app, social spaces to promote dialogue and rooms equipped with new technology for seamless videoconferencing with remote-working colleagues.

Experts say that reports of the office's demise over the past year have been exaggerated. Rather than abandoning them entirely, many companies will do what Adtrak has done, and develop their spaces to meet the demands of a hybrid workforce that wants choice and flexibility for where and how they work. Gone are the days of rigid social and physical structures that many companies believed were essential to a productive work environment. What's in, instead, are more adaptable designs and communal areas meant to foster teamwork, creativity and a sense of connection lost during the pandemic.

Fewer desks, more social spaces

Offices are, of course, always evolving. Even before the pandemic, digitisation and changes in generational demands were already greatly altering the look of the corporate world. Cubicle farms had given way to open plan layouts, while technological inventions

such as Google Docs, Slack and videoconferencing made workers' physical presence in the office less essential.

"There was an evolution of the workplace that was already underway," explains Robert Mankin, a partner in architecture firm NBBJ's Los Angeles office, who oversees international corporate practices. "What the pandemic did was pour fuel on that, and accelerate that transformation five to 10 years from where it might have been otherwise."

Nicola Gillen, a London-based workplace strategy and design specialist and author of Future Office, says that people will no longer be commuting into city centres "to work by themselves in rows, to be monitored in an old-fashioned presenteeism style of management that was invented more than 100 years ago. Instead, they will come to the office more purposefully for specific reasons", such as collaborative work, meetings and brainstorming sessions.

It's clear that most workers do want to see their colleagues in person periodically as well as retain work-from-home flexibility. A study of 3,000 UK-based remote workers conducted in March by intelligent learning platform HowNow showed that more than two-thirds (67%) felt disconnected from their colleagues, while half (49%) said this sense of disconnection was having a negative impact on how they viewed their job. A similar survey from job-site Indeed showed that 45% of US remote workers missed in-person meetings with their colleagues, with 46% missing those work-related side conversations that happen in the office.

"The more virtual we become, the more important it is that we connect and communicate face to face to support that virtual existence," says Gillen. Consequently, she foresees "the amount of individual space – desking, offices, that kind of thing – halving from where it was in terms of best practices before Covid" from about 50% to 30% (though this will vary considerably by industry, she notes).

Companies are now converting that individual space into collaborative space and social environments where workers can get together. After all, researchers suggest that unstructured collaboration outside formal meetings is key to a successful business. There may also be areas designated for mentoring, learning and training – something that Gillen says the younger generation has been robbed of during the past 16 months. By creating spaces that are less structured and more creative, the hope is to reframe the office as more of a destination than an obligation.

Mankin thinks the office of the future will also need to be more agile and able to change depending on the demands of a given day. This might mean multipurpose furniture that can be moved to promote collaboration, or demountable partitions for moments of privacy. Teamwork might take place across a range of formal and informal areas, while there would also be quieter task-specific zones for head-down work.

Employees who no longer have assigned desks might instead share desks within neighbourhoods or team pods, so they'll always have a home base. They may also be assigned lockers or team shelving not only to store supplies but also instill a sense of connection to the area in which teams work, according to Gillen. These kinds of changes also address health and safety concerns that could linger long after the pandemic subsides, since desks cluttered with personal items don't tend to get the kind of deep clean each night that an unassigned desk would.

Health, wellbeing and the virtual experience

Newer office designs are also addressing a wide range of factors that cover not only health and safety but also wellbeing. Mankin, for example, is working on a "restorative workplace" for Korean fintech company Hana Bank, that's meant to help workers leave the office feeling better than when they arrived. They can achieve this, he says, by prioritising flexibility and personal agency in the office layout, activating public spaces to inspire creativity and incorporating a 12-story "infinity park" that traverses the entire headquarters, democratising access to nature.

"Health was a rising topic in the workplace before the pandemic, but it was more around exercise and access to nature," says Mankin. "Now it's gone from something discussed to something fundamental, and it includes physical health, mental health and a worker's whole wellbeing."

New touchless technology to replace surfaces such as buttons and handles will also address health concerns amplified by the pandemic. Other tech inventions might include face recognition (to replace things like swipe cards), intelligent signage (to create a frictionless experience and tell you your first meeting is on the third floor) or QR codes for things like sit-stand desks that could be scanned to adjust to your height and preferences in order to accommodate different users each day.

The most crucial tech component of the post-Covid-19 office will be a tool to help bridge the gap between remote and in-person staff. Experts believe videoconferencing will remain a big part of our work lives for years to come. As such, companies like Microsoft have debuted elaborate conference rooms with curved tables, projection equipment and specialised mics and cameras that make in-person participants feel like everyone's present and remote participants feel like everyone's remote.

Google has similarly pioneered a number of high-tech gadgets it thinks will be crucial in the coming months, including privacy robots with rapidly inflating cellophane balloon walls to create flexible spaces. Whether these are merely expensive gimmicks or the office furniture of the future remains to be seen. Like everyone else, the tech giants are merely testing new ideas and seeing what sticks.

Nobody knows for sure what the office of 2022 will look like, but the gradual (and often hybrid) return over the coming months will no doubt shape its trajectory. O'Flaherty, the business operations director in Nottingham, is the first to admit that the model he's come up with for his digital marketing agency probably won't work in the long run.

"It's going to come close, but I think it will take a bit of time for us to figure it out," he says. "Within the first few weeks we'll review and refine, but we need to get everyone's feedback; we need to know: is this [new design] working?"

4. Say whether the statements are TRUE, FALSE or NOT GIVEN.

1. As companies shift to a hybrid format, so does the purpose of the office.

2. The hybrid management model attracts young scientists more than managers.

3. Experts say reports of office closures over the past year have been exaggerated.

4. During the pandemic, approximately 45% of the US remote workers have been missing face-to-face gossiping with their colleagues.

5. Digitalization and changing generational demands had already changed dramatically the face of the corporate world before the pandemic.

6. English office workers are more attuned to office work than American ones.

7. Nicola Gillen, workplace specialist from London and the author of The Office of the Future, supports the idea that people would no longer need to commute to the city centre.

8. A presenteeism style of management was invented by Adtrak, a digital marketing agency based in Nottingham, UK.

9. Like many companies, Adtrak has adopted a kinetic model in which employees only have to come into the office once a week on the same day as their team.

10. Mankin believes that the office of the future must be more flexible and able to change depending on the current requirements.

5. What TWO adjectives are NOT mentioned in the text? Determine the way of adjective formation and add 2-3 similar adjectives. E.g.: digit-al – natur-al, visu-al.

Brand-new, digital, comprehensive, collaborative, remote-working, communal, cubical, adaptable, essential, rational, structured, intelligent, unassigned, crucial, flexible.

6. Discuss the concept of hybrid work. What are the main merits and demerits of this innovation? Give examples from your own experience (if any) or from your social environment. Use the following expressions: *On the one hand, …; On the other hand, …; First, …; Second, …; Finally, …; One of the advantages (disadvantages) of … is that…; Compared to …; Despite being…; not only … but also…; In addition to being …; except; Besides, … etc.*

3. INSIDE THE $5 BILLION APPLE HEADQUARTERS

1. Watch the video and fill in the gaps in the extract of the video's transcript with 1-4 words/numbers.

What looks like a giant spaceship parked in the lush flats of Cupertino California is actually tech giant Apple's new HQ. Fittingly named the Apple Park, this stunning architecture sprawls across __1__ of land and might just be one of the most stunning campuses in the world. Despite its incredibly futuristic looks, the Apple Park has been a long time in the making, with Steve Jobs first announcing the project way back in __2__. It took __3__ of planning, proposals and permit applications, but by __4__ construction was well underway, and by __5__ the vast Apple workforce was already starting to move in.

The massive ring-shaped building is now an iconic symbol of the Apple brand and is a fantastic testament to the company's dedication to effortless design, sustainability and the future of technology. It was originally estimated that the campus would cost just __6__ to put together, however the land alone cost __7__ and the cost quickly started to overrun. By __8__ the budget in place had multiplied to a little __9__ and when it was all said and done Apple were looking at a bill closer to a 5. A 5-billion-dollar build is a big sum of money for any company to justify, any company except Apple that is, who's currently worth __10__ and is estimated to profit around __11__ by the end of this year alone.

So where was all that money spent and what makes the apple park so incredible? For starters, the campus is made up of multiple buildings. However, __12__ of the land is still considered to be green space. Apple and the designers put a lot of effort into making the park fit seamlessly into nature planting over __13__ throughout the grounds including cherry, apricot, olive and of course a few varieties of apple.

To encourage workers to maintain a healthy lifestyle, the grounds feature __14__ worth of various walking and running trails as well as __15__ that can be used to commute between the buildings. Other lifestyle facilities include a gym, wellness center and a couple of basketball courts. There's also a huge __16__ where the desk jockeys can wind down and ease out their back pain.

The campus really does look after its staff and the environment too. All of the buildings are incredibly eco-friendly, with the main ring construction being home to one of the world's largest rooftop solar farms. The solar-covered roof generates up to __17__ of power, which is enough to meet __18__ of the campus's energy demand during peak times. The rest of the campus's needs are met by on-site fuel cells powered by biofuel or natural gas. The main building also utilizes a natural ventilation system meaning that it

doesn't use traditional heating and cooling methods for __19__ of the year, furthering the space's green credentials.

Nicknamed The Spaceship or The Ring, the central circular building is quite a sight to behold. Sitting __20__ it has over __21__ of office space and enough room to accommodate up to __22__. To bring the outside world in, the design has incorporated a lot of glass into the build and the construction even features the largest curved glass panes in the world. There are __23__ of the __24__ curved glass panels around the building's exterior and around __25__ to be found within. The low energy LEDs, natural sunlight and sheer amount of see-through material make The Spaceship a stunningly bright place to be, which I'm sure is great at keeping the some __26__ feeling energized throughout their long working days.

Despite being hidden from sight one of the most amazing Spaceship features happens to be found deep underground. The main Ring is one of the few buildings in the US and the world to make use of base isolation which protects the Ring from even the worst of Californian earthquakes. The isolation system is made up of __27__ huge stainless-steel plates which allow the building to shift up to __28__ in any given direction without causing any structural damage.

Also, to be found underground is an expansive parking area and road network, that's completely hidden from sight. Putting these amenities underground was an absolute necessity in order to maximize the green space in and around the Apple Park.

Other features to be found around the campus include __29__, with the largest being sprawled across __30__ with enough seating for __31__. The huge catering team says it has enough capacity to feed around __32__ every lunchtime. So, there's definitely some growing room if Apple decides to expand its already huge workforce.

Also within the parks grounds is the inspiring Apple auditorium formerly known as the Steve Jobs Theatre. The spectacular circular glass building mirrors The Spaceship in its form and is topped with the world's largest carbon fiber roof. The Theater includes a __33__ glass elevator that takes guests underground to the __34__. Made from chemically tempered glass, the elevator is also considered to be the tallest freestanding glass elevator in the world.

Other buildings dotted around the park include a __35__ fitness center, two __36__ research and development facilities, a care clinic and the Visitors' center, which happens to be the only building in the entire park that guests can visit without a pass. The Apple Park Visitor' center is all under one roof but is divided into four very special sections: a __37__ Apple store filled with the latest apple products, a __38__ café, an observation deck, where you can look over the campus, and a designated AR experience area. The AR

area includes a scale model of the entire Apple Park offering visitors an employer's look at life on campus.

2. What novelties and amenities do Apple's offices contain? In pairs discuss pros and cons of working in an open-space office.

4. DESCRIBING CONSTRUCTIONS

The following patterns are for describing Shapes.
X is shaped like a / has a form of a / has a shape of a cylinder / cube …
X is cylinder-shaped / cube-shaped / rectangular-shaped.
X is cylinder in shape.

Describing sizes and weight

The length of the <object> is 5 m.	The <object> is 5 m long.
The thickness of the <object> is 5 m.	The <object> is 5 m thick.
Dimensions (HWD)	
The height of the <object> is 5 m.	The <object> is 5 m high.
The width of the <object> is 5 m.	The <object> is 5 m wide.
The depth of the <object> is 5 m.	The <object> is 5 m deep.
Weight	
The weight of the <object> is 5 kg.	The <object> weighs 5 kg.

1. Practise describing the appearance of objects around you using the given patterns.
E.g.: *This bookcase is made of light-coloured wood and has a shape of a cuboid. Its hight is 2 metres. It is 1.5 metres wide and 40 centimetres deep.*

2. Give a short report on the following buildings. Mention a) the purpose of the building; b) the shape and size (dimensions); c) the location; d) the date of construction; e) materials used; f) the designer (if any); g) your impression.

a)

b)

c)

d)

e)

f)

g)

h)

i)

j)

k)

l)

m)

5. INSIDE GOOGLE'S OFFICE

1. Before watching the video match the words and their synonyms.

1	white-collar	a	hold sb. (sth.)
2	amenity	b	to fade
3	odd meeting	c	office room
4	to kick back	d	slot machine
5	real estate	e	new, fresh and interesting things
6	workstation	f	additional facilities
7	extras	g	unexpected gathering
8	buy-in	h	to arrange
9	to hang onto sb. or sth.	i	clerical
10	arcade	j	to restore, relax
11	novelties	k	immovable property
12	to wear off	l	conveniences

13	to set up	m	support
14	show up	n	to be full of
15	to be flush with	o	to be clearly seen

2. Try to explain the meaning or give definitions to the words in the left column, using the words from the right one.

3. Fill in the gaps in the sentences with some of the words from the left column in a proper form.

1. A specific location on a manufacturing assembly line is called a ___.
2. She ___ her religion with great zeal.
3. Now that the initial shock was ___ he was in considerable pain.
4. There have been four hundred escapes this year, ___ the lack of security.
5. As soon as they finished up, they ___ and wait for the next show.
6. At that time, many developing countries were ___ money earned from exports.
7. Our hotel is fully equipped with all kinds of modern ___ .

4. Watch the video and fill in the gaps with one of the options.

1. In the introduction, they say that ____.
a) office work hasn't changed a lot since 1950
b) offices haven't changed that much since then
c) offices have undergone a radical change
2. The tent they show can be used ____.
a) as a place where people can sometimes talk about work
b) as a bedroom to sleep
c) as a place where you can play instruments
3. Linda Duxbury thinks that companies ____.
a) can't afford today's real estate prices
b) invest too much money in real estate
c) say they want healthy workplaces as an excuse to save money
4. One of the reasons Google offers all these benefits to its workers is ____.
a) to make them stay longer at work
b) to create an atmosphere of friendship
c) to find workers more easily
5. According to Fab Dolan recreational time ____.
a) allows workers to get to know people from other departments
b) is when you usually come up with ideas

c) is important to get your stress under control

6. Human Resources experts say that _____.

a) all these perks aren't enough to make workers feel contented
b) all these perks increase productivity in the long term
c) all these benefits don't have any effect on the productivity

5. Work in pairs. Imagine you are a CEO of a company with unlimited budget. What would your office and the office of your employees look like? Use the words from the recording, e.g. *amenity, trend, privacy* etc.

TEXTS, VIDEO AND IMAGES REFERENCES

Section 1

1. The evolution of the modern workday
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Section 3

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Методичні вказівки
до виконання самостійних завдань з читання та аудіювання
до змістовного модуля «Формулювання ідей».
Для студентів 2 курсу всіх спеціальностей

Англійською мовою

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