

LISTENING TRANSCRIPT

Unit 1, p. 8/9, CD track 1

My favourite product, A: Descriptions

1

Well, I suppose it's fairly compact and light, yes. But strong. There's a handle you can hold. The whole thing looks a bit like a big clumsy spoon. Um, there's some writing along the top of the handle, on each side. And the 'bowl', I suppose it is, of the spoon, has got a lid and you can open and close it. And there's more writing on each side of the 'bowl'. Yes and the whole thing's made mainly of transparent red plastic, with the top bit opaque and white.

2

My object is about the size of an average hand. It's made of what looks and feels like rubber. You can put your hand inside and open and close the two parts. It's a bit like a glove really. The most striking thing about it really is that it looks like a chicken, with a beak and a comb and everything. At least I think so. My friend says it looks like a dinosaur or a dragon, but that's not what it's meant to be.

3

Ok, my object looks a bit like a walking stick, at any rate a short one. Or a gardening gadget. I remember we had one once for poisoning dandelions. Anyway, there's a handle at one end and a thing that looks a bit like a brush with rather long bristles at the other. If you push the handle down the brush opens. Let the handle go and it closes again. The whole thing is made of plastic. The handle is lime green, the stick is white and the brush holder green, with transparent white bristles.

4

My favourite product right now is like, um, a flowerpot standing in a saucer of the same material. The two things are firmly fixed together. The only thing is, the saucer is solid, but the flowerpot has two rectangular-shaped holes, quite big ones, at the side, and an opening which is about 2 centimetres wide that goes all down the front. It's made of robust white plastic and comes packaged in a neat cardboard box.

Unit 1, p. 8/9, CD track 2

My favourite product, B: What the products do ...

1

You'll never guess – ok, my product is a spider-catcher. Really! Yes, and it really works. I'm a bit scared of spiders but I don't like to smash them with shoes or magazines. If you flip out when you see one of those big black hairy monsters trundling across your floor, this is the gadget for you. You sneak up on the spider, centre the brush over her, lower it quickly and open it. Then, wham, close it and head for the door or window to dispose of your 8-legged friend. It never fails, even with smaller spiders. The action is so smooth and you can do it really fast so you take them by surprise. And – you don't hurt the spiders. They pick themselves up and scuttle away.

2

What my object does? It's just great, it stops your desk or your workstation getting messed up. It stops drinks from spilling. You know, everyone drinks coffee or juice or smoothies as they work these days. How often has it happened to you that you - or someone else – knocks over one of those flimsy plastic or paper or foam cups that the drinks come in and your papers are all wet and sticky, or even worse, your keyboard is swimming. Or your phone. The no-spill cup holder takes all the standard drinking cups and has the built-in coaster at the

bottom so you don't even get sticky circles. I don't know how often my cup-holder has saved me from disaster since I got it.

3

OK, you may have guessed my favourite product is an oven-glove with a difference. It's very efficient. You can grip your pizza pan or your flan dish very firmly and not feel a thing. And it doesn't slip or slide on any surfaces I've tried it on. I was worried it would melt but it's absolutely heatproof. And it looks very sweet. To tell you the truth, I bought it because I thought it would look great in my kitchen. But it is effective, too. It would make a great present ...

4

My gadget is a very neat measuring device. A substitute for sets of measuring spoons and cups. The writing is various scales of measurement: tablespoons, cups, millilitres and ounces. That means you've got all the main quantities you come across in English and American recipes on one device. It's easy to put in the dishwasher. I used to use those sets of measuring spoons and cups. The metal ones got rusty, the plastic ones cracked. It was no good. Yoghurt pots don't come in uniform sizes most of the time. I was delighted when I spotted this product in a kitchenware store. I'm very pleased with the design and the performance. It's robust, easy to store and easy to handle.

Unit 1, p. 9, CD track 3

Live listening: The sick no-spill drink holder

"About seven years ago, I came across a... a maker of injection molded plastics, a manufacturer, who was making these, hm, for somebody. And I was there for an unrelated reason. And I saw them, and I said, well, "what is this?" and he said, "oh, it's a drink holder, it goes on your desk and it holds a drink." I said, "can I have one?" and he says, "sure", and he gives me one and we talk and I go about by business, I put it on my desk, and for six more years, this sits on my desk. And I use it, every morning. I drink my coffee, I put it in there, right. And it has saved me from ... how many times I bang it, but don't knock my table over the table. It's worked. And I thought to myself ... I was sitting late at work one day, and I was thinking to myself, I am not seeing this product on anybody else's desk! Wha ... whatever happened to this thing? I think it's great, I use it every day, I used it for six years, it was perfect. It ... it didn't change my life, but it was a great product, it did what it was supposed to do, okay, and today, and ... and seven years ago, hm, seven, eight years ago, Starbucks, Dunkin Donuts, you know Starbucks, right? You have Starbucks, ok, good. There's all over the place. Right, I mean, now everybody has Starbucks, everybody works at their computer with coffee in front of them. Coffee breaks are all day long, right. So, I started getting curious. I said, well, I haven't seen this product anywhere. I don't ... nobody else has it. So I ... I start looking at it, and I look on the bottom and it says a patent number, hm, it's something you file for protection so nobody else can copy your design. So, I ... I look it up and I called the guy up that was making them, and I said, "what ever happened?" and he said, "I don't know, nothing ever happened". So, I said, "well, who did you work with?" He said, "we worked with some company that made the boxes and they were gonna sell them, but they never did anything." So, I kept tracking it back and back and back and I finally I ... I go to the US Patent Attorney and I go online and I look and I see, I find the ... the name of the man, who's the inventor of this product, and I called him up at home, and we start talking, and he tells me how he licensed the name to this marketing company, this marketing company fell, every ... and it all got tangled up, and nobody ever moved it again. Okay? And I said to him, "I think it's great, I've used it for six years. I wish, you know, I wish I'd thought about something like this." And that's when we started talking, and he said to me, "I'll give it to you, I'll make a deal with you." He gave me the rights to have it, he licensed the rights to me, exclusively, for nobody else, and I said, "I'll take a chance, I'll see if I can make this thing work again, bring it back to life." So, that's how I came to be in the no spill drink holder business now, right."

Unit 1, p. 20, CD track 4
Burning questions

As you listen to the conversation between Jen and her classmate and friend Liz, decide which of the following headings would be most suitable.

- 1 Ambient advertising
- 2 New ways of advertising
- 3 Viral marketing

Jen: My brother Tommy came home from college yesterday with a 6-pack of that new energy drink –...what's it called ...

Liz: You mean Buzz? That one?

Jen: Yeah.

Liz: I'm surprised. He's usually so careful with his money, your bro. And that stuff isn't cheap. Did you taste it? What's it like?

Jen: Oh, it's OK. He got them for free, actually.

Liz: He did? How come?

Jen: One of his classmates has got some kind of contract with Ki-or-a – that's the company that makes the drink. He spreads the word around on campus and gives freebies away. He's got t-shirts and caps, too. They even gave him a scooter to zoom around on. It's the same hideous purple colour as the Buzz can, but still ...

Liz: Wow! Lucky him! I wonder if they need people from school ...

Jen: D'you think we'd be allowed to do that? I mean, it's advertising really.

Liz: Probably not. You know how strict the new head teacher is. Mm. I don't think it would be right anyway, Jen.

Jen: Why not?

Liz: Well, somehow you exploit, you know, the fact that you know other youngsters, that you're friends with, when you promote new products. AND you get rewarded for doing that by the people who make them. It seems insincere to me.

Jen: I'm sorry, I don't see what you mean, Liz.

Liz: OK, somebody comes along and says to me 'Want to be popular? Want to have a scooter or an iPod Nano? Just tell your friends our line of new make-up is super.' You're my friend, right?

Jen: Right.

Liz: So up I come and tell you about this super new make-up. And I persuade you to get it. But I haven't used it and maybe it's not super at all.

Jen: That's dishonest.

Liz: Exactly. And I would be making use of our friendship for my own advantage. That's not what real friends do.

Jen: I see what you mean, now. I think you're right. It's like those people who get paid for blogging about particular products or writing about them on Twitter.

Liz: Yes. And I don't want to know that stuff – new drinks, new make-up ...

Jen: But you can't get away from it. It's on all the posters. They're too big to overlook, aren't they? Then there are ads on the buses, ads on the pavement, ads in lights on the shop fronts...

Liz: ... bus stops with those crazy illuminated bus shelters. I hate those.

Jen: Me too. They're creepy.

Liz: I like TV spots, though ... Sometimes I look for the ads I like on YouTube. Really good ones I send to my friends. Well, like that funny laptop one the other day. Or the one for the chocolate bars.

Jen: But I think that's what the advertisers want you to do. If you think about it, when you forward me an ad I don't know, you're doing their work for them.

Liz: I hadn't thought about it like that.

Unit 2, p. 30, CD track 5
Live listening: Josef V

Listen and underline the correct alternative in the sentences in your book.

Josef, Josef V. They call me Mister Schnaps. Mister Schnaps from Lower Austria. From the big pear country. Not pears [wrongly pronounced as piər] – pears. You know where it is? We call it the Mostviertel. Have you ever heard of Mostello? Probably not. It sounds Italian, but it's not. It's home-grown dessert wine, sweet and organic, the best you can get – anywhere in Austria.

Our Motto: "G'sundheit sollst leb'n."

Unit 3, p. 51, CD track 7
Burning questions

Listen to the conversation between the two neighbours and friends, Jessica and Dorothy.

Then:

1 Summarise each woman's attitude to the layoff of the staff.

2 Which of the two women do you identify with more? Give your reasons.

- Jessica: Do you know what? I wanted to drop into Licker's and get some dishwasher tabs. But the shop was all empty. Bolted and barred.
- Dorothy: Exactly!
- Jessica: What do you mean?
- Dorothy: Haven't you followed the story? It's been in all the papers ...
- Jessica: No. Tell me.
- Dorothy: Well, there's no need to worry. They're going to open up again, a bigger store, right next door to the old one.
- Jessica: Oh good!
- Dorothy: Really! Don't be silly, I was only being ironic. They ARE going to open a new store but they've sacked all the old staff. Those poor people are desperate, of course.
- Jessica: Poor things.
- Dorothy: They're going to employ them again, well some of them, for much less pay and terrible conditions. It's like saying, 'If you behave yourself, toe the line, you get a crummy job'.
- Jessica: Well, at least we won't have to go all the way to the shopping centre to get our cleaning stuff.
- Dorothy: How could you be so callous! Those employees are women like you and me. Well, they're worse off than us. They really need their jobs, and their wages. Some of their men are out of work. Wild horses wouldn't get me into the new shop. I'm going to boycott Licker's in future, and you should too.
- Jessica: I don't know. What they're doing must be legal, mustn't it? They're not breaking any law, are they?
- Dorothy: It might be legal, but it's not moral, that's the point. That company is exploiting its workers, and it's not right.
- Jessica: I s'pose so.

Unit 4, p. 59, CD track 8

Walk / Talk tour of the Square Mile of Money

Doug is a student of Culture and Arts Management but he works as a tour guide to help towards the expense of living in London. His agency organises Walk / Talk Tours of various interesting parts of the UK capital: Westminster, Royal London, South of the River, Mayfair and Kensington or the City of London.

As you listen to the CD tick the sights that Bill and Jean saw in the list in your book.

Doug is meeting his latest clients at Monument Underground Station.

Doug: Bill and Jean is it? Do you mind if I use your first names?

Jean: No, that's fine. Go ahead.

Bill: We found the right exit then, King William Street?

Doug: Yes, well done! We'll just go down here and have a quick look at the Monument.

Jean: Is that the Thames down there?

Doug: Yes, London Bridge, actually. If you look hard you can see the top of HMS Belfast.

Bill: Who or what is that?

Doug: It's a decommissioned World War II warship that's been preserved as a museum. You can go all over it.

Bill: Aw, that sounds interesting.

Doug: Now this is the Monument.

Bill: This column?

Doug: Yes. It was put up 10 years after the Great Fire of London, in 1666. The fire destroyed a good deal of the medieval City.

Jean: Yeah. Is there a lift up?

Doug: No, I'm afraid there's only some rather narrow stairs. From the orb at the top you get a great view of the river and the new buildings of the City.

Jean: Why's it covered up with wire mesh at the top?

Doug: That was to prevent desperate young women from committing suicide by jumping off, in the 19th century, that was.

Jean: We'll take your word for it. Where to now?

Doug: Um, right. Along here. We're going to see some of the buildings in the financial heart of the world. This is where over 32% of the world's financial transactions take place – insurance, loans, futures, ships charters, commodities deals, shares. Over \$600 billion per day.

Jean: I can't believe that; it's all so narrow and poky.

Doug: That's because it's not a planned city. Some of these streets and lanes go back to medieval and even Roman times.

Jean: Oh.

Doug: Well, this is the Lloyd's Building, by Sir Richard Rogers. Londoners called it the 'inside-out building' when it was opened in the 70s. That's because the lifts and ventilation and technical support and sanitary arrangements are on the outside. In those pipes and boxes. Do you see?

Bill: And what do they do in there?

Doug: It's probably the most important insurance brokers' in the world. And it all started off in a coffee house in the 18th century.

Bill: Say, I could use a coffee. Is there a Starbucks or something round here?

Doug: Yeah, well, I mean no. Well, on a weekday there would be tens, no probably hundreds of thousands of people swarming about and buses and taxis. And there would be lots of coffee shops and sandwich and wine bars open. But we do these tours at weekends when the City is not very busy. That's so that you can see the buildings better.

Jean: You mean we won't see any guys with bowler hats and umbrellas?

- Doug: I'm afraid not, no. There are only about 8,000 people who live permanently in the City. All the business people commute into town. Now, this is 30, St Mary Axe, an amazing building that belongs to a Swiss company. That's one of the 250 or more branches of foreign banks and financial institutions in the City.
- Jean: It's a very weird shape.
- Doug: Londoners have christened it 'the Gherkin'.
- Bill: (*Nods.*) Right! That tower over there is pretty tall.
- Doug: Tower 42. It nearly burned down in 1996. Belonged to a British bank. Now it's the International Financial Centre. If you look along there you can see the City's most eco-friendly building, County Hall. Specially designed to save energy.
- Jean: I like that. I'm glad to see they're cleaning the windows. What a job!
- Doug: Mm. Through here is the Leadenhall Market. There's been a market here since the Middle Ages. Now it's more of a shopping arcade with boutiques and speciality stalls. Lots of places to eat ...
- Bill: Ah! ...
- Doug: On weekdays ... How are you doing, Jean?
- Jean: I'm having a hard time with these, what do you call them, cobblestones.
- Doug: Do you know, they filmed a bit of *Harry Potter & the Philosopher's Stone* round here?
- Jean: Really! Our kids loved that.
- Doug: Do you want to have a quick look at one of the few remaining medieval churches in the City, St Helen's, Bishopsgate? 51 old churches had to be rebuilt after the Great Fire. Sir Christopher Wren did most of the work.
- Bill: Are you keen, Jean?
- Jean: No thanks. What about the Bank of England and the Stock Exchange?
- Doug: We're on our way there now. – Here we are. That's the old Stock Exchange ... they've moved now, and this is the Bank of England. Actually most of the work is done in the extension down the road. There's a museum there but ...
- Bill: It's not open on Sundays.
- Doug: Right.
- Jean: The building is quite impressive.
- Doug: Yes, those columns. Its 20th century, though. That's the Royal Exchange. It has an interesting history. The man who built it originally in the 16th century was Sir Richard Gresham. He copied the idea from the Bourse in Antwerp. But when the Stock Exchange came into operation, the Royal Exchange was somehow superfluous. They rebuilt it in the 19th century but it finally went out of use in 1939. Since then it's been offices and now it's exclusive shops, like Tiffany, and apartments.
- Jean: Is it shut?
- Doug: Yes, sorry. But that's because they're re-modelling it again. Let's go down here ...
- Jean: Don't leave us, we'll never find our way out of this maze!
- Doug: What do you say to this? It's the Lord Mayor of London's town place. He or she is elected for a year and gets to live in this lovely 18th century building. It's called Mansion House. The Mayor hosts big dinners there and entertains guests.
- Bill: Nice! Is that the guy who has the big parade in November?
- Doug: Yes. That's when the Lord Mayor of London is inaugurated, you might say. The Lord Mayor is only in charge of the City, by the way. The Borough of Westminster has a Mayor and London, Greater London that is, is run by the Mayor of London and the Greater London Assembly. They hang out in that County Hall we saw.
- Jean: It's very complicated.
- Doug: That old-looking building there in Gothic style is the Guildhall. All the different merchants and manufacturers used to have Guilds and together they governed the City of London. If you explore these lanes and passages, there are some very interesting Guild halls ... Clothmakers, Goldsmith's ...
- Bill: Thank you. But I think we've seen enough now. We'd like to make our way down to the river. Perhaps we can look at that ship.
- Doug: HMS Belfast?
- Bill: Yeah. We went to the Academy in Annapolis last vacation, y'know.

Jean: Maybe we can get a bite to eat, too.

Doug: Well, thank you for your time then. By the way, would you be interested in the 'Jack the Ripper' Tour of the East End offered by my colleague?

Bill: That sounds great! Do you have a brochure?

Doug: (*Later. Telephones his agency.*) Now listen. You must emphasize to the hotels that the City is dead at weekends. There's no point sending people who are not interested in architecture on walks on those days ... OK, you told them. What did they say? ... I don't believe it; most of the visitors are only here over the weekend! ... Well, then, it's not the right tour for them. (*Hangs up angrily.*)

Unit 6, p. 97, CD track 11

Where did they stay?

Listen to what the people have to say about their experience of staying in one of the unusual accommodations described in the article. Where did each of them stay?

1

I'll always remember the warm welcome I got. I got to experience South Island in a whole new way. Anne and John had some great tips for me.

I really felt like part of their family for a while and I hope to see them in Alberta sometime.

We'll certainly stay in touch.

I didn't realize until then that IKEA had hit New Zealand. It was just like my couch at home.

2

It felt lovely and cool, especially after a long hot day on my bike.

When I first looked inside, I thought, forget it, I'll get all claustrophobic! But it was actually quite roomy, it even had storage space!

3

Our children loved it. They enjoyed being outdoors all day. But I think they were a bit frightened by the pictures and stories.

I liked the one that had a hidden entrance. There was a ladder that lead to a cozy sleeping area at the top.

4

We had to make our own beds following strict army codes. One woman missed a tiny crease, and they made us ALL do our beds over again! The young woman was humiliated and yelled at in front of everyone. Poor girl, she was so upset, she refused to spend the night.

Unit 6, p. 98, CD track 12

Burning questions – Part 1

Ann Wills is hosting the programme Business Update on Channel 6. Today's special focus is THL (tourism, hospitality and leisure). She is speaking to two experts who have differing views on ecotourism.

As you listen to Part 1, take notes on the details of Ricky Campbells latest project.

Ann Wills: Hello there! Welcome to Business Update. My name is Ann Wills and this evening I shall be talking to two travel specialists, Glenn Harcourt, traveller, travel journalist and Ecology Party MP, and Ricky Campbell, who is a hotel owner and tour operator specialising in environment-friendly packages.

Glenn
Harcourt: Hello!

Ricky
Campbell: Good evening!

Ann Wills: Ecotourism is an expanding area in THL right now. It reflects a growing concern for the environment and rising public awareness of the bad effects of mass tourism. I'm going to ask each of our guests in turn to respond to a question, the same question. After they've made their statements, our phone lines will be open for people to ask them their questions. OK? *(Pause)* All right, Ricky, you're first. How do you think concern for the environment should influence the way people travel?

Ricky
Campbell: The obvious thing to do is to opt for responsible travel. What do I mean by that? Speaking as a practitioner, I would say that people should opt for eco-friendly packages. You need to understand your clients. On the one hand, they care about nature and they want to experience the wilderness or a different culture first-hand. At the same time, they are reluctant to confront difficult country, wild animals or native customs head on. And they don't speak the local language. They're not up to making their own arrangements for travel and accommodation, either. Most importantly, they expect certain standards of hygiene and service, and I think they have a right to do so, don't you? After all, they're paying a lot of money for their holidays. Our job is to offer them an unforgettable all-in experience.

As a responsible tour operator I try to protect and preserve the physical and cultural environment as far as possible. For example, in my last project we carefully studied the flora and fauna of the area I was interested in and found out how the people there lived.

Well, they had a subsistence economy and a low standard of living. So, I asked myself: what could we do to help them? They needed work opportunities as the basis for a better life. We decided to build lodges for tourists in the unspoilt forest behind the beach. This involved upgrading infrastructure by building a road and providing a power and water supply. All this provided jobs – and amenities – for the local people. They were also involved in the construction of the lodges themselves. By the way, the lodges are made of local materials, using native building techniques. Many of the furnishings are the products of local crafts, too. And we recruit most of our staff locally. They receive special training from my two managers.

That's not all. An important local industry was trading in turtle shell and meat. These turtles lay their eggs on the beaches there. The men also captured monkeys and parrots for export. This was in spite of the fact that some of the creatures were on the endangered species list. We managed to convince the local people that live turtles and trees full of monkeys and parrots would bring in visitors and were worthwhile protecting. We have trained selected local men as wardens and guides. They explain the world of the forest and the beaches to our groups and make sure there is no hunting or illegal trading.

To sum up, for me, ecotourism means minimising environmental costs and making a positive contribution to offset them. I'm proud and pleased that so many people are interested in coming on our eco-tours. And, if you ask me, we've done a lot for the local community.

Unit 6, p. 99, CD track 13
Burning questions – Part 2

As you listen to Part 2, take notes on Glenn's criticisms of eco-tours as organised by Ricky Campbell and colleagues.

Ann Wills: Ok, thank you, Ricky. We've heard your side of the argument. Now, Glenn, what about you? How do you think concern for the environment should influence the way people travel?

Glenn Harcourt: Well, I think what my colleague has said is fairly typical of a new way of marketing old-style operations. There's no fundamental change, is there? Tourist development still impacts in a negative way and changes the environment and lifestyle. Nature and the local people are still being exploited and made to conform to our standards. This is not what sustainability is about!

For me the purpose of travel is not add some more trophies to the collection – virgin rainforest, primitive people, native crafts, turtles, sloths, monkeys, parrots ... It's not to show how green you are by booking an expensive eco-tour. It's not to stay in comparative luxury in what was an unspoilt environment until the tourists came and changed everything, using up far more than their fair share of scarce resources like water and food.

No, for me the idea is to immerse myself in the place I visit and use the lessons I learn to live more responsibly when I return home.

In general, all travel, especially long-distance air travel, has negative ecological consequences. Planes fly on fossil fuel, lots of it, which boosts CO₂ emissions. There's no point in opting for an eco-tour if you have to fly for 13 to 20 hours to another continent and back in order to participate! Providing local transportation often leads to the felling of trees and the loss of land for cultivation. In fact, getting somewhere usually does more harm than what you do when you get there.

Staying closer to home is a more ecological choice. You could even argue that city tourism and visits to traditional resorts have less impact than tours to less populated areas because the infrastructure is already in place.

And another thing, booking an eco-tour doesn't really help you to get to know a location. You are in a group, you socialize in a group and the place you visit is mediated via a guide. You fulfil your travel agenda in a limited time. To sum up, I believe in leisurely independent travel. This way, the traveller can take full responsibility for his or her impact on the physical and cultural ecology of the destination.

Furthermore, I believe that we should all think hard about how and where we travel. If – and it's a big if – I go to an exotic or unusual destination, I want to take full responsibility for the harm I may do and try to minimise it.

Ann Wills: Mmmm. Thank you, Glenn. That brings this part of the programme to an end. It's over to you now, you can phone us on 0800 4556677 232.

Unit 7, p. 122, CD track 14
Burning questions

After listening to Jessica and Dorothy's conversation, decide which would be the most appropriate heading for it.

- 1 Students and politics
- 2 Lowering the voting age
- 3 Local elections in the UK

Dorothy: I see the students next door have got their 'Vote for Jones' posters up in their windows.

Jessica: Mm. I wouldn't be surprised if they came ringing our bell, canvassing for the Greens ... You know how worked up young people get about environmental issues ... Ah, before I forget, d' you know, in Austria where we went for our holiday, the voting age is 16. Tommy and Jen were quite impressed. They thought it was a wonderful idea.

Dorothy: So do I.

Jessica: Oh.

Dorothy: It's only logical. After all, in lots of ways 16-year-olds are already full members of society. They're consumers and they spend quite a lot, actually. Some of them are working. They can have bank accounts. They can legally have sex, they can have children and keep them ... they've reached the age of criminal responsibility.

Jessica: But, Dorothy, they've got no idea about life! How should they know who to vote for?

Dorothy: That's the point. This is a wonderful opportunity to show them democracy in action. And I'm sure they get classes about politics and citizenship at school.

Jessica: Brainwashing!

Dorothy: No, providing necessary information. If youngsters don't know and understand the ideas behind our system and how it works, they'll be open to propaganda from all kinds of extremist groups. Heaven knows, there's enough of that on the internet ... And another thing, they should be able to discuss things seriously at home with their parents.

Jessica: Well, sorry, I can't face the thought of Tommy and Jen coming home from school and wanting to discuss political 'issues'. Quite frankly, I'm too tired in the evening to think about the future of the National Health Service or how much money to spend on the armed forces.

Dorothy: You could try to explain why you vote in a particular way.

Jessica: I should justify my voting behaviour to my children? Don't be ridiculous, Dorothy. Roger would tell them how to vote and that would be that.

Dorothy: *(Pause)* Well, I think a lot of adults could take a lesson from new young voters. I'm sure they take the business of voting very seriously indeed. And they realize what an honour and a privilege it is to vote.

Jessica: If you ask me, some cynical politicians came up with the idea of votes at 16. THEY thought it would earn them more votes. I expect they thought the new voters would be keen on going to the polls so the turnout figures wouldn't look so bad.

Unit 8, p. 143, CD track 15
Burning questions

Let's face it, most companies spend more time and money trying to convince consumers that they're eco-friendly than on actually practising green methods. In the end, it all comes down to companies competing against each other so that they can sell more of their products.

Take the ads for hybrid cars, for example. Are we seriously supposed to believe that by driving this type of vehicle we're saving the environment, that we're one with nature? Now, although it's true that a hybrid is more fuel-efficient than most conventional cars, it still pollutes, right? Plus, in addition to the gasoline engine, the car also uses an electric motor. And this electric motor adds weight to the vehicle, which means it's in fact less efficient than it's made out to be. Then there's the issue of the batteries ... what's environmentally friendly about batteries?

If you ask me, most corporations that want to make us believe they care about the environment are nothing but big fat liars, and their green ads and campaigns ... just a bunch of baloney. The more they advertise how green they are, the more you have to wonder what they're hiding.

What gets me, though, is that most of us fall for the claims these organizations make, without questioning any of it. I guess it's because we want to believe that by buying these presumably green products, we're doing our share to reduce our negative impact on the environment. It takes so much more, though, to do good. That involves making radical changes to our everyday lives, changes that would sometimes be less convenient or comfortable for us.

Unit 8, p. 143, CD track 16+17
Recipe for success?

Taking telephone bookings at a hotel is just one of many service encounters where it is important to make a good impression on a prospective client. When you listen to the two telephone conversations on track 16 and 17, decide which one will enhance the image of the Chiltern Hotel and which one will annoy the prospective guest.

Conversation 1 (Track 16)

Receptionist: Huh! Not again! (*Picks up phone*) Hello!
Client 1: Is that the Chiltern Hotel?
Receptionist: No, it's the Animal Shelter!
Client 1: I beg your pardon?
Receptionist: Forget it! What do you want?
Client 1: Um, I wanted to inquire about a room.
Receptionist: OK.
Client 1: It would be from May 5th to May 10th.
Receptionist: Mm.
Client 1: We would need a double room with all facilities, and we'll have a baby with us.
Receptionist: So?
Client 1: Well, we would need a cot ...
Receptionist: That's a nuisance. I suppose it can be arranged.
Client 1: If you do have cots, could you tell me what your daily rate would be? With breakfast.
Receptionist: No, we don't do inclusive rates. You could have a flexi-arrangement.
Client 1: What's that exactly?

Receptionist: Oh, you can cancel up to 6 hours prior to your arrival. And there's nothing to pay. English breakfast is thrown in, too.
Client 1: Oh, I see.
Receptionist: Have you made up your mind?
Client 1: Oh, well, er, yes.
Receptionist: Right. What's the name?
Client 1: Simpson. Er, ...
Receptionist: Address?
Client 1: 48 Highfield Lane ...
Client 2: Excuse me, can you just let me have the key to 104, please?
Receptionist: For heaven's sake, wait a minute! Can't you see I'm busy telephoning?

Conversation 2 (Track 17)

Receptionist: (*Picks up phone*) Good afternoon! Chiltern Hotel, Jo speaking. How can I help you?
Client 1: Is that the Chiltern Hotel?
Receptionist: Yes, that's right. Reception here. My name is Jo.
Client 1: Um, I wanted to inquire about a room.
Receptionist: Of course. When would that be for?
Client 1: The dates would be May 5th to May 10th.
Receptionist: I see. I'll just check what's available.
Client 1: We would need a double room with all facilities, and we'll have a baby with us.
Receptionist: Right. So you'll need a cot ...
Client 1: Exactly.
Receptionist: Don't worry, that's not a problem. It can easily be arranged. Now, I'm looking for something a bit roomier. Here we are. An executive double. Or a junior suite, perhaps? You'd have a sitting area and a small kitchen where you could warm milk or baby food.
Client 1: That sounds good. What would your daily rate be?
Receptionist: There are several options. May I suggest you choose a flexi-arrangement? That includes English breakfast. And you can cancel up to 6 hours prior to your arrival, with nothing to pay. You can never be sure what will happen when you're travelling with babies or small children, can you?
Client 1: That's very true. Thank you for the tip! I think we'll go for that.
Receptionist: A pleasure! Now, could you just give me some particulars? The name is ...?
Client 1: The name is Simpson. 48 Highfield Lane ...
Client 2: Excuse me, can I have the key to 104, please?
Receptionist: Mrs Simpson, could you hold the line just for a second, please? I'm getting the room key for a guest. I'll be with you again directly ... and we can continue with the booking.

Unit 8, p. 150, CD track 18 **Dealing with customer complaints**

Dealing with customer complaints is another aspect of customer service that also requires good people skills.

Megan, who is a student, recently bought a new laptop from an electronics store. She is having some trouble with the laptop and calls the customer service number to complain. Rhonda answers the phone. While you listen, take notes on the following:

- what is the matter with the laptop
- what Rhonda suggests first
- what they agree on finally

Rhonda: Thank you for calling Media World. This is Rhonda. How can I help you?
Megan: Hi. I bought a laptop from you a few weeks ago and I'm having some serious problems with it.
Rhonda: What seems to be the problem?
Megan: Well, it's not working properly. Whenever I use the word-processing software for more than an hour, the computer crashes and I have to restart it again! This couldn't have come at a worse time, I'm in the middle of finishing my thesis and I need this computer! Last night I lost an important document after the computer crashed again ... that was 4 hours of work for nothing ... all gone!
Rhonda: I'm very sorry to hear that, ma'am. I can see how this must be frustrating for you. Have you tried re-installing the program?
Megan: Yes, I've tried that and it didn't help.
Rhonda: Do you have the receipt for your laptop purchase?
Megan: Yes.
Rhonda: Good. The easiest thing to do is to bring your computer, with your receipt, back to our store. We can exchange the faulty product for a new one for you. Just take the laptop to the customer service desk and the staff there will take care of the problem for you.
Megan: Alright.
Rhonda: And again, we apologize for the inconvenience. If you have any other questions or concerns, please contact us.
Megan: OK. Thanks.
Rhonda: Have a nice day.
Megan: Bye.

Unit 9, p. 155, CD track 19
Burning questions

Listen to the CD and then decide which would be the most appropriate heading for this conversation?

- 1 How to make your home more secure
- 2 Privacy versus security
- 3 Keeping the streets free of crime

Then underline the correct alternative in the sentences about the conversation in your book. You may have to listen to the CD again.

It's Sunday morning, Roger is walking back from the newsagent's with Mr Scott, his neighbour from the other side of the street.

Roger: We had one of those phone calls yesterday evening. Some guy wanting to sell advanced domestic security systems'. No peace, not even on a Saturday. D'you get those calls all the time, too?
Mr Scott: We get them quite a lot. You know, it could have been a gang of burglars calling to see if anyone was home. They do that, so they say, before they break in somewhere.
Roger: (*Worried*) Oh, you could be right. He hung up pretty quick. How did he get the number?
Mr Scott: Go on! I was only joking. Mind you, you can get anything from the internet these days: addresses, phone numbers. It's all there. There's not much that people don't know about where you are and what you're doing. Take all those security cameras. They've got one at the newsagent's, I saw. You get them in car parks, in the pedestrian precinct ...

- Roger: ... they have them at the library and at the Civic Centre. They have them in taxis, as well. I noticed when we came back from our holiday.
- Mr Scott: Tell me where they don't have them. My daughter told me they have them at school now, in the cloakrooms, in the bicycle sheds. They'll be having them in the toilets next.
- Roger: 'course, the idea is to deter criminals. And they are useful in clearing up crimes.
- Mr Scott: I wouldn't be so sure about that. I read somewhere that only 3% of crimes are solved with the help of CCTV footage from surveillance cameras.
- Roger: You get the feeling sometimes that only 3% of crimes are solved, full stop. Half the cameras probably don't work. And then you need to employ and pay the people to look after them. It must be a goldmine, that business.
- Mr Scott: Job creation for ex-policemen. Anyway, I deplore the fact that people don't make more of a fuss about the invasion of their privacy. And they don't make use of their right to view footage of themselves and make sure it's destroyed after a time.
- Roger: Yeah, but it's a question of security. As a father I like to know that there are cameras in the precinct when Jen and her friends are on their way home from the disco.
- Mr Scott: Right, so security is more important to you than privacy, is it?
- Roger: I think it would be true to say so, yes.
- Mr Scott: How far would you go? A two-way TV screen in the living room like Big Brother in George Orwell's *1984*?
- Roger: Well, no ... But listen, we're talking about monitoring public spaces, not people's homes.
- Mr Scott: OK. But what about children. You mentioned Jen. Would you have your kids tagged like some parents in Scandinavia or in the USA do?
- Roger: How, tagged?
- Mr Scott: You have a chip implanted under the skin, then you can always tell where your kid is ...
- Roger: (*Disgusted noise*) That's science fiction.
- Mr Scott: No. It's science fact. Once you start on that security thing, it's hard to know where to draw the line. It doesn't take long and you start infringing people's civil rights.
- Roger: I s'pose so. Have you got some kind of security system for your house?
- Mr Scott: Erm, as a matter of fact, we have. We've got movement detectors coupled with very bright lights and an acoustic alarm system that's also linked up with the police station.
- Roger: Uh huh ...

Unit 10, p. 180, CD track 20

Live listening: Global Marketing

Speaker 1

There are a few things one should consider before go global. First of all, you have to decide on your company's policy and strategy. You should follow some important guidelines and steps. This includes writing a global marketing plan, intercultural knowledge of course and lots of background information on the target market. Many established companies have lost money because they didn't do proper research on their target market. So, I think research a key factor here. Do intensive research on the market, on the legal and the political factors but also on cultural differences and historical aspects – never forget the historical aspects because they often provide explanations for certain behaviour, customs and people's opinions.

Oh, and one more thing, to be successful in a global business setting you have to be prepared to be flexible. What works well at first, may not go so well later on. So, you may have to change your strategy to adapt to a new and changed situation.

Speaker 2

And I want to mention that political influence on economic trade has become less significant in the last few years. It is more closely regulated by international standards as mandated by the World Trade Organisation, for instance. The goal is to find common regulations for all participating countries as do Free Trade Zones with their duty free policies.

Unit 10, p. 183, CD track 21

Burning questions

Listen for the answers to the questions in the book.

- Jean: Hello, Jessica! Just the person I wanted to see.
Jessica: Oh really. Hello Jean, what can I do for you?
Jean: You know I said I was going to join your reading group ...
Jessica: Oh yes.
Jean: Well, it doesn't look as though that's going to happen after all.
Jessica: Oh dear, that's a shame.
Jean: You see Bob's being transferred to Malaysia ...
Jessica: Phew! And how do you feel about that?
Jean: No problem, the rest of us will be going, too. I insisted on that.
Jessica: You're quite right. I couldn't agree with you more.
Jean: But it's all got to happen very soon, and we've been given very little notice.
Jessica: Well, the important thing is, you'll all be together. Do you get help with the moving and things?
Jean: Oh yes. The company is very well-organised. They find us a house and we use a relocation service.
Jessica: What's that?
Jean: Well, they brief you about the country and the place you're going to. For the move they give you a timeline, pick up the stuff you're moving and arrange transport. They'll even do the packing for you if you want. We don't have so much stuff. Most of our own things are in storage. For when we retire, I suppose! The accommodation we get is always furnished, and the things are often better suited to local conditions, you know, insects, extreme temperatures ...
Jessica: Ugh! Rather you than me. I'd hate to have to move. I loathe packing to go on holiday! What about schools and things?
Jean: That's all part of the package. You get briefed on the options available – you can even enrol your children through the relocation service.
Jessica: Our Jen will be sorry. Melanie was in her class, you know. They got on really well together.
Jean: It's hard for teenagers. Nicky is furious – I told him to cool it. These days it's easy to stay in touch. And it's not as if we weren't used to it. We've moved 6 times and lived in 5 countries in the last 10 years.
Jessica: You poor things!
Jean: The kids can cope. Still, no proper roots ... I ask myself sometimes if we were right.
Jessica: Did you ever consider boarding school?
Jean: Well yes. But we decided against it. We wanted to be together. And to be honest, we believe that experiencing different cultures is good for the kids, a special kind of education.
Jessica: I'm not sure I would go along with that. It must be hard for them, and you.
Jean: As a matter of fact, I'm probably the person who is worst off. Bob has got his

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work, the kids have school and they find new friends. I have to make things nice, sort out the house, the servants, the shopping, and struggle with another new language.

Jessica: Poor you! It can't be much fun. Um, thanks for letting me know about the group. You must come round for a coffee before you leave. When's that exactly?

Jean: The end of the month.

Jessica: No, I tell you what, why don't you come to our barbecue on Saturday? All of you ...