

Chapter 1 Education and Student Life

Part 1 Conversation: On a College Campus

3 Comprehension Questions page 5

4 Listening for Stressed Words page 6

Mari: Excuse me. Could you tell me where Kimbell Hall is?

Nancy: Oh, you mean Campbell Hall?

Mari: Oh yeah, right.

Nancy: Do you see that brown building over there?

Mari: Uh, behind the fountain?

Nancy: Yeah, that's it. Come on, I'm going there too. Are you here for the English placement test?

Mari: Yes, I am. How about you?

Nancy: Actually, I'm one of the English teachers here.

Mari: Oh really? Maybe I'll be in your class!

Nancy: It's possible. What's your name?

Mari: Mariko Honda, but most people call me Mari. And you?

Nancy: I'm Nancy Anderson. So, where are you from?

Mari: Japan.

Nancy: Aha. And, uh, how long have you been here?

Mari: Just three weeks.

Nancy: Really? But your English sounds great!

Mari: Thanks. That's because my family used to come here every summer to visit my grandmother when I was little. I can speak pretty well.

Nancy: Mmm—hmmm.

Mari: But now I want to go to college here, so I need to improve my skills, especially writing. Yeah, so, uh, that's why I signed up for this English program.

Nancy: I see. Uh, what do you want to major in?

Mari: International business. My father has an import-export company, and he does a lot of business here in the States.

Nancy: Oh, I see.

Mari: And I also want to take art classes, because I'm really into art.

Nancy: Art and business. Wow. That's an interesting combination. But, can't you study those things in Japan?

Mari: Well, sure, but you have to speak good English these days to get ahead in business. It's better for my career if I go to college here.

Nancy: Well, here's Campbell Hall. Good luck on the placement exam. It was nice meeting you, Mari.

Mari: Thanks. You too.

Nancy: See you later.

Mari: Bye-bye.

6 Listening for Reductions page 8

A: Could you help me, please? I used to be a student at this school.

B: Oh yeah, I remember you. How are you?

A: Fine, thanks.

B: Can I help you with something?

A: Yes, I want to get an application for the TOEFL® test.

B: You mean the International TOEFL® iBT? Let's see. They used to be here on this shelf. It looks like they're all gone. I'm sorry, you'll have to wait until they come in next week.

A: How about sending me one when they come in?

B: No problem. What's your name and address?

Part 2 Lecture: Undergraduate Courses in North America

3 Note-Taking Pretest page 11

4 Taking Notes on the Introduction page 12

Good morning, everyone. My name is Richard Baldwin, and I am the academic advisor here at the English Language Center. If you have any questions about applying to a university, or if you need help with your application, you can come see me in my office.

So . . . uh, this . . . this morning I want to give you a general introduction to the university system in the United States and Canada. First, I'm going to tell you about three types of university courses. And then my second main topic is course requirements . . . uh, course requirements, which means what you have to do in order to pass the course. OK? So I'll talk about those two topics, and then you'll have time to ask questions before we take a break. OK?

5 Identifying the Three Keys to Taking Effective Lecture Notes page 13

Good morning, everyone. My name is Richard Baldwin, and I am the academic advisor here at the English Language Center. If you have any questions about applying to a university, or if you need help with your application, you can come see me in my office.

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All right, now as I said, first I want to tell you about three types of university courses. And I should explain that I'm talking about undergraduate courses now, because the system

is different at the graduate level. All right. The most common type of undergraduate course is called a lecture course. Got that? A lecture course. Now basically, in a lecture course, the professor talks and the students sit and take notes. This is very important—taking notes, I mean . . . because most of the time the information in a lecture is not the same as the information in your books, and you can expect to have questions on your exams that are based on the lectures. So you see, it isn't enough to just read your textbooks, like it is in some countries; in the U.S. and Canada the system is that you have to attend lectures. And during the lecture you can't just sit there and listen, you have to take notes. Then later you use the notes to study for your exams. I hope that's clear.

Now, as an undergraduate in almost any major, you'll probably spend four to six hours a week attending lectures. But that's four to six hours for each lecture course. Do you understand? And students normally take three or four lecture courses per semester, so figure it out . . . you're going to spend a lot of hours each week listening to lectures. And the last thing about lecture courses is that they're often held in very large rooms because undergraduate courses like Introduction to Psychology can have two or three hundred students in them, especially at large universities.

And so . . . Well, what if you have a question or need help? There's no way—there's no way that one professor can meet with 300 students, right? That's why, each week, all the students in a lecture course are divided into groups for a special kind of class called a discussion section, which meets for two or three hours a week, and it's smaller, maybe 20 or 30 students. Your discussion section is the place where you can ask questions about the lectures and the readings and go over homework. But this class isn't taught by your professors. At large universities it's taught by graduate students called teaching assistants, or TAs.

Let's see. So far I've told you about lecture courses and discussion sections. The third kind of class I want to mention is especially important for science majors, and that's the lab class. Lab is short for "laboratory." If your major is chemistry or physics or any other kind of science, you'll have to spend several hours a week in the lab. This is where you do your experiments.

6 Indenting page 14

Let's move on now to the second major topic I mentioned, which is course requirements. As I told you, "course requirements" means the things you have to do in order to pass a course. First of all, nearly every class you take will have one or more tests, or exams. Most university courses have at least two big exams: one in the middle of the course, called a midterm, and another big one at the end, called the final exam. You might also have smaller tests from time to time. A small test is called a quiz.

Also, in many courses you might also have to do something called a term paper or research paper, so let me tell you a little about that. A term paper is a large written report that has several steps. First, you choose a topic related to the course. Then you do research on this topic, either in a library or on the Internet. "Do research" means that you read and take notes on the topic. And finally, you use your notes to write a paper in your own words. A research paper can be anywhere from 5 pages to 25 pages long.

Now, this is a good place for me to introduce you to something called plagiarism. That's spelled P-L-A-G-I-A-R-I-S-M. Plagiarism is a kind of cheating, and it's a serious problem at American universities. Do you remember I just said that when you write a term paper, it has to be in your own words? That means you can't copy your paper or even small parts of your paper from another student or a book or the Internet. If you do, I mean if you copy, that's plagiarism. If you plagiarize and you get caught, the punishment can be very serious. You can fail the course or even get kicked out of the university. So as I said, this is a very serious thing, and you need to be very careful about it.

OK; does anyone have questions at this point about types of university courses, about course requirements, or about plagiarism? No? Then let's stop here and take a break.

Part 3 Strategies for Better Listening and Speaking

Using Context Clues page 17

Conversation 1

- A:** What's wrong?
B: Well, I've got a term paper due in a week, and all the books I need are checked out!
A: I know what you mean. There are a million books in this place, and I can never find what I need.

Question 1: Where are the speakers?

- B:** Maybe I'll try the other library.

Conversation 2

- A:** Can I come see you tomorrow?
B: Sure, what's the problem?
A: I am totally confused about this week's chemistry experiment.
B: Didn't you come to the lab yesterday?
A: Yeah, but I had to leave early and I missed part of your demonstration.

Question 2: Who is the student probably talking to?

- B:** OK, can you come to the TA's office tomorrow at noon?

Conversation 3

- A:** What are the requirements for the course?
B: There'll be a grammar quiz every Monday and a final exam. Also, you're required to go to the language lab two hours every week. And, of course, your attendance and class participation are very important.

Question 3: What class is this?

- B:** And one more thing. Each student is required to give a short speech in German.

Conversation 4

A: You asked to see me, Professor Jansen?

B: Yes, Sheila. Would you like to explain what happened on this research paper?

A: What do you mean, sir?

B: It is almost exactly the same as a paper I received from another student two years ago.

Question 4: The student probably . . .

B: I'm going to let you rewrite your paper this time. But if you ever plagiarize again, you will fail the course. Is that clear?

1 Listening for Intonation Clues page 18

Conversation 1A

Jeff: Hello?

Ron: Jeff? Uh, this is Ron, you know, from your history class?

Jeff: Oh, hi!

Ron: Listen, I was wondering ... um, were you planning to go to Ali's house on Sunday to watch football?

Jeff: Hmm. I haven't really thought about it yet.

Ron: Well, would you like to go?

Jeff: You mean, with you?

Ron: Yeah.

Question 1: How does Jeff feel about the invitation?

Jeff: Well sure, Ron, I'd love to go.

Conversation 1B

Jeff: Hello?

Ron: Jeff? Uh, this is Ron, you know, from your history class?

Jeff: Oh, hi.

Ron: Listen, I was wondering ... um, were you planning to go to Ali's house on Sunday to watch football?

Jeff: Hmm. I haven't really thought about it yet.

Ron: Well, would you like to go?

Jeff: You mean, with you?

Ron: Yeah.

Question 2: How does Jeff feel about the invitation?

Jeff: Well thanks, Ron, but I just remembered that I'm busy that night.

Conversation 2A

A: Did you hear the news? Professor Bradley had to go out of town suddenly. All his classes are cancelled this week.

B: Cancelled?

Question 3: How do the students feel about the situation?

A: I'm really worried about my score on the last test. Now I'll have to wait until next week to find out.

Conversation 2B

A: Did you hear the news? Professor Bradley had to go out of town suddenly. All his classes are cancelled this week!

B: Cancelled?

Question 4: How do the students feel about the situation?

A: I'm so happy! Now I'll have an extra week to work on my term paper.

Part 4 Real-World Task: Reading a Map

3 Expressions of Location in Context page 23

1. The Math Building is down the street from Memorial Cafeteria.
2. The Computer Science building is across the street from the theater.
3. The Business Hall is at the intersection of Campus Road and Jones Street.
4. Memorial Cafeteria is in the middle of the block on Bridge Road.
5. There is a park beside the Math Building.
6. The boathouse is between Lakeshore Drive and College Lake.
7. There are buildings on both sides of Bradford Avenue.
8. Smith Library is opposite the Science Hall.

Chapter 2 City Life

Part 1 Conversation: Finding a Place to Live

3 Comprehension Questions page 29

4 Listening for Stressed Words page 30

Nancy: Hello?

Mari: May I speak to Nancy, please?

Nancy: Speaking.

Mari: Uh hi, uh, my name is Mari, and I'm calling about the room for rent. I saw your ad at the campus housing office.

Nancy: Oh, right. OK, uh, are you a student?

Mari: Well, right now I'm just studying English, but I'm planning to start college full-time in March.

Nancy: I see. Where are you living now?

Mari: I've been living in a house with some other students, but I don't like it there.

Nancy: Why? What's the problem?

Mari: Well, first of all, it's really noisy, and it's not very clean. The other people in the house are real slob. I mean they never lift a finger to clean up after themselves. It really bugs me! I need a place that's cleaner and more private.

Nancy: Well, it's really quiet here. We're not home very much.

Mari: What do you do?

Nancy: I teach English at the college.

Mari: Wait a minute! Didn't we meet yesterday at the placement exam?

Nancy: Oh ... you're the girl from Japan! What was your name again?

Mari: Mari.

Nancy: Right. What a small world!

Mari: It really is. By the way, who else lives in the house? The ad said there are three people.

Nancy: Well besides me there's my cousin and a part-time student. Uh, are you OK with having roommates?

Mari: Sure, as long as they're clean and not too noisy.

Nancy: Don't worry. They're both easy to

live with.

Mari: OK. Um, is the neighborhood safe?

Nancy: Oh sure. We haven't had any problems, and you can walk to school from here.

Mari: Well, it sounds really nice. When can I come by and see it?

Nancy: Can you make it this evening around five?

Mari: Yeah, five o'clock is good. What's the address?

Nancy: It's 3475 Hayworth Avenue. Do you know where that is?

Mari: No, I don't.

Nancy: OK. From University Village you go seven blocks east on Olympic Avenue. At the intersection of Olympic and Alfred, there's a stoplight. Turn left and go up one and a half blocks. Our house is in the middle of the block on the left.

Mari: That sounds easy.

Nancy: Yeah, you can't miss it. Listen, I've got to go. Someone's at the door. See you this evening.

Mari: OK, see you later. Bye.

Nancy: Bye-bye.

6 Listening for Reductions page 33

Conversation 1

Mari: Hey Yolanda, where are you going?

Yolanda: I want to get a present for Nancy. It's her birthday, you know.

Mari: Yeah, I know. What do you think I should get her?

Yolanda: Well, she likes ice-skating. How about some skates?

Conversation 2

Nancy: How do you like my new haircut, Mari?

Mari: It's great! Who's your hairstylist?

Nancy: Her name's Lusie.

Mari: Can you give me her phone number?

Nancy: Sure, but she's always very busy. You can try calling her, but she might not be able to see you until next month.

Conversation 3

Andrew: What do you want to do tonight, Richard?

Richard: Nothing special. I've got to stay home and correct my students' compositions.

Part 2 Lecture: Neighborhood Watch Meeting

4 Taking Notes on Statistics page 38

1. A year ago there were 48 burglaries in your area; this year it's gone up to 60 so far.
2. The number of car thefts has almost doubled.
3. Did you know that in half of all burglaries, 50 percent, the burglars enter through unlocked doors or windows?

5 Listening for Transitions page 39

6 Taking Notes page 40

Part 1

Police Officer: Good evening. My name is Officer Jenkins. Thanks for inviting me tonight. OK, so, as you know, there have been a number of break-ins recently in your neighborhood, and even though it's true that there's been very little violent crime, um, especially compared to other parts of the city, burglary and car theft are both up in this area. Let me give you some statistics. OK, a year ago there were ... 48 burglaries in your area; this year it's gone up to 60 so far, and the number of car thefts has almost doubled, too. Now, I'm not here to try to scare you. What I want to do tonight is to give you some simple suggestions that will make your homes and automobiles safer. OK?

So first of all, let's talk about lights outside the house. If you live in a house, you need to have lights both in the front of your house and in the back, and be sure to turn on those lights at night. In my opinion this is the most important thing you can do to prevent burglaries.

Next, let's talk about lights inside the house. It's ...

Woman in Audience: Excuse me, what about apartments? I mean, I live in an apartment building ...

Police Officer: Yeah, good question. If you live in an apartment building, you want to have good, bright lighting in the garage, the hallways, and by the door to your apartment. If a light is broken, don't ignore it. Report it to your manager immediately. And whether you live in

a house or an apartment, it's a good idea to put automatic timers on your lights. You know what a timer is, right? It's like a clock that turns on your lights automatically, so it looks like someone is home even if you're out. Are you with me on that?

All right, then ... the next topic I want to discuss is locks. First of all, forget cheap locks 'cause they're not safe. Every door in your place should have a deadbolt ... um, a deadbolt at least one inch thick. Also, there are special locks you can buy for your windows. By the way, did you know that in half of all burglaries, 50 percent, the burglars enter through unlocked doors or windows? I'm telling you, even in a peaceful neighborhood like this, where you know all your neighbors, you have to get into the habit of keeping your windows and doors locked.

Part 2

Police Officer: OK, now let's move on and talk about how you can prevent car theft. First, if you have a garage, use it for your car, not for your ping-pong table! But seriously, the most important thing is—and I hope this is obvious—if you've got valuables in the car, hide them in the trunk. Don't leave them out on the seat, not even for five minutes! Last week we got a report from a guy who left his laptop on the car seat while he ran in to buy a cup of coffee. When he came back it was gone. The thief just broke the car window and reached in and took it. And also ...

Man in Audience: What about a car alarm?

Police Officer: Well, most research shows that noisy alarms don't do anything to prevent car theft. It's better to have the kind of device thieves can see, like a lock on your steering wheel. But the best thing of all is just to lock your car and keep valuables out of sight.

All right. Now my last point is what you, as neighbors, can do to help each other. The main thing is that when you go on vacation, ask someone to watch your house for you, to collect your mail, take in your newspaper, stuff like that. Also, if you see something unusual, like a strange van or truck in your neighbor's driveway, or people carrying furniture out, don't go out there and try to stop it. Just call the police! And one more thing. Each of you should put this Neighborhood Watch decal—

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this picture right here of the man in a coat looking over his shoulder in your front window. This tells criminals that this area has a Neighborhood Watch and that someone might be watching them. OK, are there any questions?

Man in Audience: Yeah, there's something I want to know . . . Do you think it's a good idea to keep a gun in the house?

Police Officer: Well now, that is a very complicated question. I think that it's a bad idea to have a gun in your house, especially if you have kids. Thousands of people die in gun accidents each year in this country. So, in my opinion, it's just not safe to have a gun in your house. But of course it is legal to have a gun, if that's what you want. Just make sure you get the proper license and that you take a course in gun safety, OK? All right. Anything else?

Part 3 Strategies for Better Listening and Speaking

Using Context Clues page 44

Conversation 1

Manager: Yes? Who is it?

Tenant: It's Donna from 206. I've got a check for you.

Manager: Oh, it's you. Do you know it's the fifth of the month?

Tenant: Yes, Mr. Bradley. I'm sorry. I know it was due on the first, but my grandma got sick, and I had to go out of town suddenly.

Question 1: Who is the man?

Manager: Look, my job as manager here is to collect the rent on the first. If you're late again next month you'll have to look for another place to live.

Conversation 2

Tenant: OK, Mr. Bradley. But look, while I'm here, I need to talk to you about a couple of things.

Manager: Yeah?

Tenant: First, about the cockroaches. They're all over the kitchen again. I'm sick of them!

Manager: Have you used the spray I gave you?

Tenant: It's no good. I need something stronger to kill those horrible bugs once and for all.

Question 2: Who will the manager probably need to call?

Manager: OK, I'll call the exterminator next week.

Conversation 3

Tenant: Next week?! Last week you said you'd fix the hole in the ceiling, and you still haven't done that! I'm fed up with waiting for you to fix things around here!

Question 3: What can you guess about Donna's apartment?

Tenant: Why should I pay so much rent for a place in such bad condition?

Manager: Well, you're not the only tenant in this building. If you don't like it, why don't you move out?

Conversation 4

John: Hi, Donna. What do you need this time?

Donna: Hello, John. A couple of eggs. Do you mind?

John: No, come on in.

Question 4: How does John feel about Donna's request?

Donna: Thanks so much, John!

John: You're welcome!

Conversation 5

John: Hi, Donna. What do you need this time?

Donna: Hello, John. A couple of eggs. Do you mind?

John: No, come on in.

Question 5: How does John feel about Donna's request?

Donna: Thanks, John.

John: OK, but next time go ask somebody else, all right?

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Part 4 Real-World Task: Following Directions

2 Following Directions page 48

1. You are at the X. Go two blocks west on 2nd Avenue. Turn left and go down one block. What's on your left?
2. You are at the intersection of Main Street and 3rd Avenue. Go one block south on Main. Turn left. Go straight for half a block. What's on your left?
3. You have just eaten dinner at the French restaurant on the corner of 4th and Pine. Go south on Pine Street to 2nd Avenue. Turn right. Go one block west on 2nd. Turn left. Go down Main Street for half a block. What's on your right?
4. You work in the office building at the intersection of 3rd and Main. After work you decide to go shopping. Go one block east on 3rd. Turn left and go one block up Pine Street. Turn right. Go one block east until you reach Oak Street. What's on your right?

Chapter 3 Business and Money

Part 1 Conversation: Borrowing Money

3 Comprehension Questions page 53

4 Listening for Stressed Words page 54

Dad: Hello?

Jeff: Hi, Dad.

Dad: Jeff! How are you?

Jeff: I'm fine Dad. How's Mom? Did she get over her cold?

Dad: Yes, she's fine now. She went back to

work yesterday.

Jeff: That's good. Um, Dad, I need to ask you something.

Dad: Sure, son, what is it?

Jeff: Well, uh, the truth is, I'm broke again. Could you lend me \$200 just till the end of the month?

Dad: Broke again? Jeff, when you moved in with Andrew, you said you could make ends meet. But this is the third time you've asked me for help!

Jeff: OK, OK, you're right. But what do you think I ought to do? Everything costs an arm and a leg around here.

Dad: Well, first of all, I think you'd better go on a budget. Make a list of all your income and all your expenses. And then it's simple. Don't spend more than you earn.

Jeff: But that's exactly the problem! My expenses are always larger than my income. That's why I need to borrow money from you.

Dad: Then maybe you should work more hours at the computer store.

Jeff: Dad! I already work 15 hours a week!

Dad: Come on, Jeff, when I was your age . . .

Jeff: I know, I know. When you were my age you were already married and working and going to school.

Dad: That's right. And if I could do it, why can't you?

Jeff: Because I'm not you, Dad, that's why!

Dad: All right, Jeff, calm down. I don't expect you to be like me. But I can't lend you anymore money. Your mother and I are on a budget too, you know.

Jeff: Maybe I should just drop out of school, work full-time. I can go back to school later.

Dad: I wouldn't do that if I were you.

Jeff: Yeah, but you're not me, remember? It's my life!

Dad: All right, Jeff. Let's not argue. Why don't you think about this very carefully and call me back in a few days.

Jeff: Yes, Dad.

Dad: All right. Good-bye, son.

Jeff: Bye.

6 Listening for Reductions page 56

Customer: Hi, my name is Chang Lee.

Teller: How can I help you?

Customer: I want to check my balance.

Teller: OK. Can I have your account number, please?

Customer: 381335.

Teller: Your balance is \$201.

Customer: OK. And I asked my father to wire me some money. I'd like to know if it's arrived.

Teller: I'm sorry, your account doesn't show any deposits.

Customer: Oh, no. I need to pay my rent tomorrow. What do you think I ought to do?

Teller: Well, we're having some computer problems today. So, why don't you call us later to check again? Or you can come back. We're open till 5:00.

Customer: OK, thanks.

Teller: You're welcome.

9 Distinguishing Between Can and Can't page 58

1. Sue can pay her bills by herself.
2. Jeff can't work and study at the same time.
3. I can't find my wallet.
4. You can pay with a credit card here.
5. You can't open an account without identification.
6. Anna can't work in the United States.
7. I can lend you five dollars.
8. We can't make ends meet.
9. You can apply for a loan at the bank across the street.

Part 2 Lecture: Entrepreneurs

3 Taking Notes page 61

4 Outlining the Lecture page 63

How many of you know the name Jeff Bezos? OK, how about Amazon.com? Have you heard of that? Well, Amazon is the world's first and largest Internet bookstore. And Jeff Bezos is the man who started Amazon back in 1995. Five years later, Amazon was serving millions of customers in 120 different countries. Amazing, right? And this is the reason why, in 1999, Jeff Bezos was selected as Time Magazine's Person of the Year, a very great honor.

Now, Jeff Bezos is actually not the topic of my lecture today, but he is a perfect example of my topic, which is entrepreneurs. That's entrepreneurs, spelled E-N-T-R-E-P-R-E-N-E-U-R-S. Entrepreneur is a French word meaning a person who starts a completely new business or industry; um, someone who does something no one else has done before; or who does it in a completely new way, like Jeff Bezos. Entrepreneurs like Jeff Bezos are very highly respected in American society and, I think, in many other countries too. So, in today's lecture I want to talk about three things. First, the characteristics of entrepreneurs—I mean, what kind of people they are. Second, the kind of background they come from. And third, the entrepreneurial process, that is, the steps entrepreneurs follow when they create a new business.

OK, let's begin by looking at the characteristics or, um, the qualities, of entrepreneurs. There are two qualities that I think all entrepreneurs have in common. First, entrepreneurs have vision. I mean that they have the ability to see opportunities that other people simply do not see. Let's look again at the example of Jeff Bezos. One day in 1994, he was surfing the Internet when suddenly he had a brilliant idea: why not use the Internet to sell products? Remember, at that time, no one was using the Internet in that way. After doing some research, Bezos decided that the product he wanted to sell was books. That's how Amazon got its start.

The other quality that I think all entrepreneurs have is that they're not afraid to take risks. I mean they're not afraid to fail. As an example, let me tell you about Frederick Smith. He founded FedEx, the company that delivers packages overnight. Smith first suggested the idea for his company in a college term paper. Do you know what grade he got on it? A C! Clearly, his professor didn't like the idea, but this didn't stop him. Today FedEx is worth more than 20 billion dollars and employs more than 130,000 people.

OK, we've just seen that all entrepreneurs have at least two important qualities in common. But now let's take a look at some differences. We'll see that their backgrounds can be very different. First of all, some entrepreneurs are well educated, like Jeff Bezos, who graduated from Princeton University. But others, like Bill Gates, the founder of Microsoft, never even finished college. Next, some entrepreneurs come from rich families, like Frederick Smith, the founder of FedEx. In contrast, other entrepreneurs come from poor families, and many are immigrants or the children of immigrants. A great example is Jerry Yang, one of the men who started Yahoo.com. He was born in Taiwan and came to America as a young boy in the 1970s.

OK, another difference is that although many entrepreneurs start their businesses at a young age, lots of others don't start until age 40 or later. And finally, I think it's important to remind you that entrepreneurs are not always men. A famous woman entrepreneur, for example, is Anita Roddick. She founded The Body Shop. You can find her natural cosmetics shops all over the world. So, to conclude this section, you can see that entrepreneurs come from many different backgrounds.

5 Taking Notes on a Process page 64

I want to move on now and take a look at the entrepreneurial process. There are six basic steps that most entrepreneurs follow when they start their businesses. In the first step, they identify a problem; in other words, they see a need or a problem that no one else sees. Then, in the second step, they think of a solution, what needs to be done to solve the problem or meet the need. I think we've already seen several examples today of people who saw a need or an opportunity and then came up with a creative solution.

Step three is to prepare a business plan. This means looking at things like equipment, location, financing, marketing, and so on. There are thousands of details to think about when you start a new business; as a result, this stage can take months or even years.

The next step, the fourth step, is putting together a team—in other words, hiring the right people to work with the entrepreneur in the new business. After that, the fifth step is something called test marketing. That's test marketing. This involves making and selling a small amount of the product or service just to try it out and see if customers like it. And if they do, then, finally, entrepreneurs go to the sixth step, which is raising capital. Capital is another word for money. The entrepreneur has to raise a lot of money, you know, from the bank, or friends, or family, in order to produce and sell the product or service in large quantities.

I want to say, in conclusion, that entrepreneurs like Jeff Bezos are among the most respected people in the United States. They are cultural heroes, like movie stars or sports heroes. Why? Because, starting with a dream and working very hard, these people created companies that solved serious, important problems. They provided jobs for millions of people, and in general their companies made life easier and more pleasant for all of us. If you ever order a book from Amazon, or use natural make-up from the Body Shop, say thanks to the remarkable people who created these companies.

Part 3 Strategies for Better Listening and Speaking

Using Context Clues page 66

Advertisement 1

Every person has valuable possessions that are difficult or impossible to replace, for example, family photographs, jewelry, a passport, old coins, or insurance policies. You should protect these priceless valuables by putting them in a safe place. Lock up your treasures in International Bank, and you'll never have to worry about losing your valuables again.

Question 1: The speaker is talking about . . .

The International Bank Safe-Deposit Box—safety and protection the easy way!

Advertisement 2

Right now International Bank can lend you money for dozens of projects. For instance, remodeling a kitchen or a bathroom can change an old house into an exciting new one. Thinking about solar heating? Need a new roof? International Bank can help you finance them.

Question 2: The speaker is talking about . . .

For any home improvement loan, talk to International Bank first.

Advertisement 3

With an Insta-Teller Card from International Bank, you're close to your money night or day. The Insta-Tellers operate 24 hours a day, seven days a week, 365 days a year. It's an easy way to get cash, pay your bills, make a deposit, or check your balance even when your bank is closed.

Question 3: The speaker is talking about . . .

Insta-Teller automated teller machines—any transaction, any time.

Advertisement 4

How would you like to earn 4.5 percent interest and still be able to take out money any time you need it? You can do both! Just deposit \$5,000 and keep a minimum average balance of \$500. Come in and ask about our investor's plan.

Question 4: The speaker is talking about . . .
International Bank Investor's Plan—a savings account and more!

3 Distinguishing Between Teens and Tens page 67

1. He paid \$40.10 for the bottle.
2. **Woman:** How much does this dictionary cost?
Man: \$16.99.
3. Most credit card companies charge 18 percent interest per month on your outstanding balance.
4. We drove at a speed of 90 miles per hour.
5. I bought my coat in Paris for 230 Euros.
6. The plane from Buenos Aires carried 260 passengers.
7. My dog weighs 14 and a half kilos.
8. The rent on this apartment is \$2,215 a month.
9. My aunt lives at 1764 Wilson Avenue.
10. International Bank is located at 1890 West Second Street.

Part 4 Real-World Task: Balancing a Checkbook

3 Balancing a Checkbook page 70

George: Let's see here. Check number 200. October 25th. Did you write this check?

Martha: Hmm. \$30.21. Oh, yes. That was last Thursday. ABC Market.

George: OK, so that leaves a balance of \$490.31. Next: number 201. Electric bill. \$57.82. So now we have \$432.49. Next: October 27th. *Time* magazine. I forgot to enter the amount.

Martha: I remember that. It was \$35.00.

George: OK. So that leaves \$397.49. Now what's this \$70?

Martha: That was for your sister's birthday

present.

George: Oh, yes. OK . . . And here's check 205. When did we pay the dentist?

Martha: The same day I deposited my paycheck. November first.

George: Fine. So after the deposit, the balance was \$1,397.18. And then I made the house payment, check number 206. That's \$412, and the credit card payment—that's \$155, so now our balance is \$830.18.

Martha: You know, George, we should really pay off our credit card balance. The interest is 18 percent a year.

George: You're right. But we can't afford it right now. Look at this car insurance bill! \$305 to Auto Insurance of America. And that's just for four months. And what's this . . . another traffic ticket?

Martha: Last month it was you, this month it was me.

George: Oh, man . . . How much was it this time?

Martha: \$68. OK, so what's the balance now?

George: \$457.18. I guess we're OK for the rest of the month as long as we don't get any more traffic tickets.

Chapter 4 Jobs and Professions

Part 1 Conversation: Finding a Job

3 Comprehension Questions page 77

4 Listening for Stressed Words page 78

Lee: Hey, Jeff, what's going on?

Jeff: Oh, I'm looking at the classified ads. It looks like I have to get a job.

Lee: I thought you had a job, at a computer store or something.

Jeff: Yeah, but that's part-time. I need something full-time.

Lee: Really? But what about school? What about your football team? How can you work full-time?

Jeff: Well, to tell you the truth, I'm probably going to drop out of school for a while. I'm just not in the mood for studying these days. I'd rather spend my time playing with my football team. But my father won't support me if I'm not in school.

Lee: I see . . . Well, what kind of job do you want to get?

Jeff: Well ideally, something involving sports, like in a sports center. But if that's not possible . . . I don't know, but whatever I do, it'll be better than my first job.

Lee: Oh yeah? What was that?

Jeff: Believe it or not, the summer after I finished high school I worked at Burger Ranch.

Lee: You? In a fast-food place? What did you do there?

Jeff: I was a burger flipper. You know, I made hamburgers all day long.

Lee: That sounds like a pretty boring job!

Jeff: It was the worst. And I haven't gone inside a Burger Ranch since I quit that job.

Andrew: Hi, what's so funny?

Jeff: Do you remember my job at the Burger Ranch?

Andrew: Oh yeah. That was pretty awful. But actually, it doesn't sound so bad to me right now.

Lee: Why, Andrew? What's wrong?

Andrew: Oh, I'm just really, really tired. I'm teaching four different classes this term, and two of them are really large. Sometimes I think I've been teaching too long.

Lee: How long have you been teaching?

Andrew: Twelve years. Maybe it's time to try something else.

Lee: Like what?

Andrew: Well, I've always wanted to be a writer. I could work at home . . .

Jeff: Oh, don't listen to him, Lee. He always talks this way when he's had a bad day at school. At least you have a good job, Andrew. Look at me: I'm broke, and Dad won't lend me any more money . . .

Andrew: Oh, stop complaining. If you're so poor, why don't you go back to the Burger Ranch?

Lee: Listen you two, stop arguing. Look at me! I can't work at all because I'm an international student.

Jeff: OK, OK. I'm sorry, Andrew. Tell you what. Let's go out to dinner. I'll pay.

Andrew: But you're broke!

Jeff: All right, you pay!

6 Listening for Reductions page 80

Manager: I'm going to ask you some questions, OK? What kind of jobs have you had?

Applicant: Mostly factory jobs. The last five years I worked in a plastics factory.

Manager: What did you do there?

Applicant: I used to cut sheets of plastic.

Manager: What do you want to do here?

Applicant: I don't know. I'll do anything. I'm good with my hands and I'm a hard worker.

Manager: Why don't you fill out an application in the office. It looks like we're going to have an opening next week. I'll call you.

Applicant: Thanks.

Part 2 Lecture: Changes in the U.S. Job Market

5 Listening and Taking Notes on Causes and Effects page 85

1. Because of technology, we're able to manufacture goods by using machines instead of human workers.
2. As a result, thousands of manufacturing jobs don't exist anymore.
3. We're going to need more medical services because people are living longer and longer.
4. Also, because of developments in medical technology, people with serious illnesses are able to live much longer than they could in the past.
5. The main reason for the huge growth in this category is that women now work.

6 Taking Notes on Statistics page 85

1. According to the United States government, approximately 2.5 million manufacturing jobs have disappeared just since the year 2001.
2. At the same time that the number of manufacturing jobs is decreasing, the number of service jobs is probably going to grow by more than 20 million just in the next ten years!
3. Almost half of the jobs on the list are in the field of health care.
4. According to the United States Department of Labor, the number of health care jobs will increase by almost 3 million in the next ten years.
5. The number of jobs in the computer industry is expected to grow by almost 30 percent in the next ten years.

7 Taking Notes page 86

8 Outlining the Lecture page 86

Part 1

Lecturer: If you'll be graduating from high school or college in the next year or two, then I'm sure you're very concerned about finding a job. There are two questions that young people like you always ask me. First, what are the best jobs going to be? And second, how can I prepare myself to get one of those good jobs? Well in the next few minutes, I want to try to answer these questions for you, and I hope this information will help you make the right choices about your future career.

Let's start with a little history. In the last 100 years, there's been a big change in the U.S. job market, from a manufacturing economy to a service economy. What does that mean? Well, in a manufacturing economy people make things, like cars or furniture or clothes. In a service economy, people do things. Uh, they cut your hair, they fix your shoes, they sell you a computer. Uh, airline pilots, doctors, restaurant workers—all of these are examples of service workers. OK? So again, my point is that the number of manufacturing jobs has been going down for quite a long time. Now why do you think that is? What's the cause?

Student 1: I think automation, you know, robots, computers . . .

Lecturer: That's one reason, yes. Because of technology, we're able to manufacture goods by using machines instead of human workers. As a result, thousands of manufacturing jobs don't exist anymore. OK, can you think of another reason?

Student 2: Foreign competition. I mean . . . most manufacturing is done outside of the U.S. now, in countries where the labor costs are cheaper.

Lecturer: Yes, that's right. According to the U.S. government, approximately 2.5 million manufacturing jobs have disappeared just since 2001. And that trend is definitely going to continue as we move further into the 21st century.

But now let's talk about service jobs. Here the trend is exactly the opposite. At the same time that the number of manufacturing jobs is decreasing, the number of service jobs is probably going to grow by more than 20 million just in the next ten years! Now, would everybody please look at the handout I gave you, which shows a list of the occupations that will grow the fastest between the years 2002 and 2012. If you study the list carefully, you'll see that most of the jobs on the list are in three categories: health care, computers, and personal care and services. Let me say a few words about each of these categories.

Part 2

First, health care. Almost half of the jobs on the list are in the field of health care. Uh, medical assistants, physician assistants, physical therapy aides, dental hygienists—these are just a few examples. According to the U.S. Department of Labor, the number of health care jobs will increase by almost 3 million in the next ten years. And why is that? Simple. We're going to need more medical services because people are living longer and longer. Also, because of developments in medical technology, people with serious illnesses are able to live much longer than they could in the

past. And many of them need a lot of special care and medical help.

All right, now, getting back to the list, you can see that there will be many new jobs related to computers. We're going to need people who can design and build computers, like engineers, but in addition, there will be lots of jobs for people who manage and operate computers, like database administrators. As you know, computers are used in everything these days from rockets to coffee machines, so it's no surprise that the number of jobs in the computer industry is expected to grow by almost 30 percent in the next ten years.

Now let me explain the third category, personal care services. Some examples of jobs in this group are caterers, home health workers, and day care providers. One reason for the huge growth in this category is that most women now work outside the home. So a lot of the work that women used to do in the home, like cooking and taking care of small children, is now done by service workers.

OK, now, while we're looking at the list, there's one more thing I'd like you to notice. Look at all the jobs that have a salary rank of 1. OK? And what do you notice about the educational requirements for those jobs? That's right. They all require at least a Bachelor of Arts degree.

So in conclusion, let me go back to the two questions I mentioned at the beginning of this talk. First, where will the good jobs be? We've seen today that the areas of greatest growth will be in the fields of computers, healthcare, and personal services. If you still haven't decided which career you want to follow, you should think about getting a job in one of these fields. However, it's important to remember that many service jobs don't pay very well. The best jobs all require a college education. So the answer to the second question—how you can prepare yourself to get a good job—the answer is simple. Go to college and get a degree. That's the bottom line.

Part 3 Strategies for Better Listening and Speaking

Using Context Clues page 91

Conversation 1

Man: May I see your driver's license, please?

Woman: What did I do?

Man: You ran a red light.

Woman: But I'm sure it was yellow.

Question 1: What's the man's job?

Man: Are you trying to argue with a police officer?

Conversation 2

Woman: Is this your first visit?

Man: No, I come in every six months for a check-up.

Woman: Oh, I see. Did you bring your insurance form with you?

Man: Here it is.

Woman: OK. Take a seat, and the dentist will be with you shortly.

Question 2: What is the woman's job?

Man: You're new here, aren't you? What happened to the other receptionist?

Conversation 3

Man: Do you have a reservation?

Woman: Yes, Jackson, party of four.

Man: Inside or out on the patio?

Woman: Outside. And could you bring us some coffee?

Question 3: What's the man's job?

Man: I'm the host. I'll ask the waiter to bring you some coffee right away.

Conversation 4

A: Hi Jim. It's Carl. It looks like I'm going to need your professional services this year.

B: I thought you always did your taxes by yourself.

A: Yeah, but this year things are too complicated. I lost money in the stock market, and then I inherited my uncle's house, remember?

B: Hmm. You need professional help, for sure.

Question 4: What is Jim's job?

B: But you know, it's not a good idea to use your best friend as your accountant. I think you should find someone else.

Conversation 5

Man: May I help you?

Woman: The sleeves on this jacket are too short. How much will it cost for you to make them longer?

Man: Let me look at it . . . I can do it for \$30.

Woman: That much?

Question 5: What's the man's job?

Man: Well, that's what any tailor would charge.

3 Recognizing the Intonation of Tag Questions page 92

1. We're having a staff meeting tomorrow, aren't we?
2. You're the programmer from Turkey, aren't you?
3. This exercise is easy, isn't it?
4. The supervisor is married, isn't she?
5. Smoking is forbidden here, isn't it?
6. That test was really hard, wasn't it?
7. The secretary speaks Arabic, doesn't he?
8. That training video was really boring, wasn't it?
9. The marketing director speaks beautiful Japanese, doesn't she?
10. We need to sign our names on these reports, don't we?

Part 4 Real-World Task: A Homemaker's Typical Day

4 Sequencing Events page 95

Do you want to know what I do on a typical day? Well, I'll tell you what I did yesterday as an example. I woke up before my wife and son, and the first thing I did was to come into the kitchen and make the coffee. Then I made my son's lunch, you know, to take to school, and after that I started cooking breakfast. I made eggs, oatmeal, and toast because I always want my family to start the day with a full stomach. Then my wife and son came into the kitchen and sat down to eat. While they were eating, I threw a basket of laundry into the washing machine and then I also sat down to eat.

After breakfast I walked my son to the bus stop, and I waited with him until the bus came. I kissed him good-bye and walked home. As soon as I entered the house, the phone rang. It was my mother-in-law. She wanted to know if my wife was still there, but I told her she had just left. So I talked with her for a few more minutes, about the weather and her garden, and then I got off the phone. After that, uh, let's see, I spent three hours cleaning the house, and after lunch I went shopping for groceries. By then it was three o'clock, and it was already time to pick up my son at the bus stop. I helped him with his homework, and then my wife came home. Normally she gets home at about 6 P.M., but yesterday she was a few minutes early. I was so busy all day that I hadn't had time to water the garden, so I did it while my wife made dinner. Finally, after dinner I washed the dishes while my wife put our son to bed. And then both of us just collapsed in front of the TV.

And that was my day. Nothing glamorous—just really busy!

Chapter 5 Lifestyles Around the World

Part 1 Conversation: A Single Parent

3 Comprehension Questions page 103

5 Listening for Stressed Words (Part II) page 104

Alicia: Who's there?

Sharon: It's Sharon and Joey!

Alicia: Hi! Come on in. What's happening?

Sharon: Can you do me a big favor? I just got a call from the office. They want me to look into a computer problem right away. Would you mind watching Joey until I get back?

Alicia: Sure, no problem. Is he asleep?

Sharon: Yeah, he just fell asleep ten minutes ago. He usually sleeps for a couple of hours at this time of day. But if he wakes up, just give him a bottle.

Mari: Ooh, what a cute baby! He's so little!

Alicia: Mari, this is a neighbor, Sharon, and her son, Joey. Sharon, this is our new roommate, Mari.

Mari: Nice to meet you.

Sharon: You too. Listen, I've got to take off. Thanks so much for helping me out.

Alicia/Mari: Bye!

Mari: Hey I didn't know that you liked looking after babies.

Alicia: Well, Joey is special. I take care of him from time to time when Sharon's busy. And then she does favors for me in return. Like last week she lent me her car.

Mari: And her husband? Is he . . .

Alicia: She's widowed, actually.

Mari: Really?

Alicia: Yes, but I think she's happy ^{اصبح} being a mother.

Nancy: Hi!

Mari/Alicia: Hi.

Nancy: Uh, what were you talking about?

Alicia: That my neighbor, Sharon, is very happy to have a baby.

Nancy: Oh yeah. She and her husband were worried that time was running out. You know, like, what if they never had a baby.

Mari: Maybe I'm old-fashioned, but I could never bring up a baby by myself. I think it would be so difficult . . .

Nancy: Yeah, raising a child is tough. I'm really lucky I met Andrew.

Mari: And, if you have a baby, you'll have Alicia to help you with babysitting. → جلسة اطفال في المنزل

Alicia: We'll see. Speaking of babysitting, I'd better check up on Joey.

4 Listening for Stressed Words (Part I) page 104

1. Come on in.
2. They want me to look into a computer problem right away.
3. If he wakes up, just give him a bottle.
4. Listen, I've got to take off.
5. Thanks so much for helping me out.
6. I take care of him from time to time when Sharon's busy.
7. She and her husband were worried that time was running out.
8. I could never bring up a baby by myself.
9. I'd better check up on Joey.

Part 2 Lecture: Changes in the American Family

3 Taking Notes on Examples page 109

1. Women today are working in professions that were not as open to them 30 or 40 years ago. To give just one example, today more than half the students in American medical schools are women.
2. Most American homes don't have a full-time homemaker anymore. And that creates new problems for families; problems like who takes care of babies and old people; who shops, cooks, and cleans; who volunteers at the children's school; and so on.
3. In some countries, companies are required by law to give new parents a paid vacation when they have a new baby. Canada, for instance, has a law like that, but the United States does not.

4 Taking Notes (Part I) page 110

5 Outlining the Lecture page 110

Have you ever seen the old television show *Father Knows Best*? You probably haven't because it was a popular comedy show in the 1950s—way before you were born. It was about a family: a father, who went to work every day; a mother, who stayed home and took care of the house; and the children—two or three, I can't remember. Anyway, in those days that was considered to be a typical American family.

But today, the American family is very different. First, families are smaller today than before. I mean, people are having fewer children. Second, more and more children are growing up in single-parent families—families with only a mother or only a father. I'm not going to go into the reasons for that here because I want to focus on the third and biggest change in the American family: the role of married mothers and the effects of this new role. Consider these statistics: In the 1950s, only 11 percent of married mothers

worked outside the home. In 2002, about 70 percent of mothers were employed.

Why is that? Well, there are two important reasons. The first one, very simply, is that they need the money. These days the cost of living is so high that most families need two salaries in order to make ends meet.

The other reason why married mothers are working in larger and larger numbers is that they have more opportunities than they did 30 or 40 years ago. There are laws in the United States that give women the same opportunity as men to go to college and get jobs. As a result, women today are working in professions that were not as open to them 30 or 40 years ago. To give just one example, today more than half of the students in American medical schools are women.

So, to summarize so far, we've seen that the American family has changed dramatically since the days of those old television shows. In the typical two-parent family today, both the father and the mother have jobs. This means that most American homes don't have a full-time homemaker anymore. And that creates new problems for families: problems like who takes care of babies and grandparents; who shops, cooks, and cleans; who volunteers at the children's school; and so on.

6 Taking Notes (Part II) page 111

To help families with working parents deal with these new problems, some American businesses have introduced new programs and policies to make it easier to work and raise children at the same time. Let me give you five examples of these policies and programs.

The first policy is paid maternity leave. What we're talking about is a woman taking time off from work when she has a baby. American law requires companies to give a woman up to 12 weeks of leave when she has a baby. But the problem is that the companies aren't required to pay for those 12 weeks. As a result, many women are forced to go back to work much sooner than they want to. Recently some companies, at least the big ones, have started to offer paid maternity leave. But it's still kind of rare. By the way, a small percentage of companies now also offer paternity leave—that means that fathers can take time off for a new baby. I would like to see a

law that requires all companies to give paid leave to both mothers and fathers for a new baby. Canada, for instance, already has a law like that.

OK, moving along, here's another example of a policy that helps working families. As you know, big companies like IBM or General Motors often transfer their employees to other cities, right?

Well, if a company transfers the husband, for instance, this might create a problem for the wife because now she has to find a new job too. So now there are companies that will help the husband or wife of the transferred worker find a new job.

A third policy that many companies now offer is called "flextime." Here's what that means. In the United States, a normal workday is from 9 A.M. until 5 P.M.—eight hours. With flextime, workers can choose the hour that they start work in the morning and can go home after eight hours. So, for instance, a worker who comes in at 7 can leave at 3. Or a worker can come in at 10 and leave at 6. You can imagine how useful this flexibility is for people who have children.

The fourth change I want to describe is telecommuting. Or sometimes we say "teleworking." With telecommuting, people work at home and use the computer or phone to communicate with their workplace. It's estimated that about 15 percent of the U.S. workforce telecommutes now. But the percentage is growing all the time because it saves people time and money. And if parents are allowed to work at home, their children might not have to spend as much time in child care.

And speaking of child care, the fifth program offered by many of the best companies is day care; that is, some companies have day care centers at the office where trained people take care of the employees' children. This means workers come to work with their young children, leave them at the center, and can visit them during lunch or whatever. Then the parents and kids drive home together at the end of the day. With day care at work, parents don't need to worry about their kids because they're right there.

OK, let me review what I've been talking about. I've given you five examples of company policies and programs that make life a little easier for working mothers and fathers. But it's important for me to tell you that only some large companies can afford these kinds of programs.

For most people, trying to work and take care of a family at the same time is still very, very difficult. In my opinion, our government and our society need to do a lot more to help working parents and their children.

Part 3 Strategies for Better Listening and Speaking

Using Context Clues page 115

Conversation 1

Senior Citizen Man: Well, I tell you, things get pretty tough by the end of the month. I don't have any pension—just Social Security—and that's only \$800 a month. Sometimes the check is late, and the rent is due on the first of the month. Do you think the landlord cares?

Question 1: The speaker is . . .

Senior Citizen Man: Sometimes I think no one cares about retired people in this country.

Conversation 2

17-Year-Old Girl: Sometimes I feel like I'm in a prison. "Come home by ten." "Don't go there." "Don't do that." "Turn down the music." They treat me like a baby. They have no respect for my privacy.

Question 2: The speaker is talking about . . .

Girl: My parents forget that I'm 17 years old. I'm not a child anymore.

Conversation 3

Young Man: I lived with my parents until I was 18, then I left home to go to college and lived with roommates in an apartment near the campus. When I graduated, I got a job with an engineering firm and got my own place. But last year I lost my job and ran out of money. So what could I do? I came back home.

Question 3: This person probably lives . . .

Young Man: Boy, it's not easy living with your parents again after all these years.

Conversation 4

Senior Citizen Woman: After I broke my hip, it

was too hard to go on living by myself. So I tried living with my son and his family for a while, but their house is small and noisy, and I want my privacy, too. So I came here. And it really isn't bad. I have my own doctor, good food, and plenty of friends my own age.

Question 4: This woman is living in . . .

Senior Citizen Woman: This retirement home is really the best place for me.

Part 4 Real-World Task: Using Numbers, Percentages, Graphs

2 Completing Line Graphs page 118

Graph number 1

Graph 1 gives statistics on American women in the U.S. labor force. In 1960, 37.8 percent of American women had jobs. By 1980, it had jumped to 51.1 percent. In 1990, it was 57.5 percent. And in 2003, 61 percent of American women were working.

Graph number 2

Graph 2 shows the divorce rate in the United States. In 1960, the divorce rate was just 2.2 per 1,000 people. In 1970, it rose to 3.5, and in 1980 it jumped to 5.2. However, it declined in 1990 to 4.7, and in 2003 declined even more, to 3.8 per 1,000 people.

Graph number 3

Graph 3 presents information on people over age 65 who lived alone from 1970 to 2000. You need to make two sets of points here. Use an O for men and an X for women.

In 1970, 35.9 percent of elderly women lived alone, compared to 10.8 percent of elderly men. In 1980, the percentage was 31.9 for women and 8.1 for men. In 1990, 51.8 percent of women lived alone, compared to 21.5 percent for men. And finally, in 2000, 40 percent of women and 17 percent of men were living by themselves.

Chapter 6 Global Connections

Part 1 Conversation: Using Technology to Stay in Touch

3 Comprehension Questions page 128

4 Listening for Stressed Words page 128

Jeff: Come in!

Sakamoto: Am I interrupting?

Jeff: It's OK, I was just catching up on my blog.

Sakamoto: Oh yeah? What's it about?

Jeff: Mostly it's about football. Like, here's a comment from Hasan talking about, let's see . . . football in Istanbul.

Sakamoto: In Turkey? Turkish football?

Jeff: Sure. And here's one from my friend Hiroshi, a student in Tokyo.

Sakamoto: Hmm. Maybe I should start a blog about learning English.

Jeff: Well, it's a great way to meet new people, that's for sure. And all you need is an Internet connection.

Sakamoto: Well, speaking of the Internet, I wanted to ask your advice about something.

Jeff: OK. What's up?

Sakamoto: Well, I just got my cell phone bill for last month, and it was \$160!

Jeff: Ouch.

Sakamoto: Yeah, I can't believe it. Cell phone calls are so expensive here.

Jeff: Are they cheaper in Japan?

Sakamoto: Much cheaper. And we use our cell phones for email, too. A lot of people don't even own a computer.

Jeff: It's amazing what you can do with cell phones these days. Talk, take pictures, send email . . .

Sakamoto: Yeah. But anyway Jeff, I need to find a cheaper way to stay in touch with my parents and my friends in Japan. And I heard there's a way you can call overseas for free

using your computer. Do you know anything about that?

Jeff: Of course, it's a technology called Voice over Internet. I use it all the time.

Sakamoto: How does it work?

Jeff: Well, you need a computer with a sound card, if you've got that.

Sakamoto: Yeah, I do . . .

Jeff: And you also need a microphone and a headset.

Sakamoto: Hmm. I don't have those.

Jeff: No sweat, you can buy them at any electronics store.

Sakamoto: OK. What else?

Jeff: Well, then you'll need to download the software, which is free, and then if the person you're calling installs the same software, there's no cost for calling.

Sakamoto: But what if they don't? Can I call from my computer to someone's phone?

Jeff: Yes. There's a charge for that, but it's a lot cheaper than using your cell phone, believe me.

Sakamoto: Could you show me how it works on your computer?

Jeff: Right now?

Sakamoto: No, it's nighttime in Japan now. Can we do it in about three hours?

Jeff: No problem. I'll be here.

Sakamoto: Great. See you later.

6 Identifying Intonation Patterns page 130

1. Are you working on the computer right now?
2. Can you help me?
3. Where do you want me to put this paper?
4. Could you please repeat that?
5. What kind of computer do you have?
6. Did you check your email today?

Part 2 Lecture: Customs Around the World

3 Taking Notes on Similarities and Differences page 135

1. Maybe you've noticed that many Americans use people's first names very freely, even if they've just met someone. Some people even call their bosses by their first names. In contrast, people in most other cultures are more formal.
2. In Egypt you should leave some food on your plate at the end of a meal. However, Bolivians expect visitors to eat everything on their plates.
3. Bolivians expect visitors to eat everything on their plates, and Americans also think that a clean plate means you were satisfied with the food.
4. Many Japanese people bow when they greet each other, while people from Thailand prefer to hold their hands in a prayer position.
5. In the United States, greetings often involve some sort of touching, such as a handshake, a hug, or a kiss if the people know each other very well. And most Western countries are similar to the United States in this way.

4 Taking Notes (Part I) page 135

5 Outlining the Lecture page 136

Lecturer: Good afternoon, class. I want to start today by telling you a little story. Once there was a young woman from Mexico named Consuela who came to New York to work. And she got a job at a factory owned by a man from Taiwan. One day, when Consuela came to work, her Taiwanese boss handed her a red envelope. She looked inside and saw \$50. And what do you think she did? She became very upset and threw the envelope back at him! Of course her boss was totally shocked. Can you guess why? Well, he had given her the red envelope and the money because it was the Chinese New Year. And on the Chinese New Year it's traditional to give money to young, single people for good

luck. But Consuela didn't know about this Chinese custom. She was very insulted and refused to take the money.

Now, what does this story show us? What's the point? Yes?

Student: It shows that an action can have totally opposite meanings in different cultures.

Like in this case, the boss thought he was being generous, but Consuela was insulted.

Lecturer: Exactly. Every culture has its own rules for appropriate and inappropriate behavior. And serious misunderstandings, like the one with Consuela and her boss, can occur if we don't know other people's cultural "rules." Um, to illustrate this point, I'd like to offer some examples from four areas. First, the way people greet each other in different cultures. OK... Second, the way they use names and titles. Third, the way people eat. And finally, the way they exchange gifts. All right?

So let's start with greeting customs—I mean, how people behave when they say hello. First of all, I'm sure you know that in the United States, greetings often involve some sort of touching, such as a handshake, a hug, or a kiss if the people know each other very well. And most Western countries are similar to the United States in this way. Also, did you know that people from France kiss almost everyone on the cheek, even strangers? On the other hand, people from most Asian countries don't usually feel as comfortable touching in public. I mean, it's normal for businessmen to shake hands; that's true. But many traditional Japanese prefer a bow, while people from Thailand, for example, normally hold their hands together in a kind of prayer position, like this, you see. So imagine what would happen if an American was invited to someone's home in Japan or Thailand and he or she tried to hug the host! It would be very embarrassing, right? And yet that behavior would be perfectly acceptable in the United States or Latin America.

OK, now, another behavior that differs from culture to culture is the use of names. Maybe you've noticed that many Americans use people's first names very freely, even if they've just met someone. Some people even call their bosses by their first names.

In contrast, people in most other cultures are more formal and prefer to use family

names to address people, like "Mr. Martinez" or "Ms. Schultz." In some countries, like Korea for example, it's polite to use a person's title or position with their family name. So you'd say, for example, Teacher Park or Manager Kim.

rules for social behavior. We should never assume that our way of doing things is the only way or the best way. Learning about other people's customs is part of being good international citizens.

6 Taking Notes (Part II) page 137

Now moving on, the third area I want to look at is eating customs. I don't mean the foods that people like to eat in different countries but rather some of the behaviors that are connected with eating. Um, one of these is the use of utensils. You probably know that people in many Asian cultures use chopsticks while in the West they usually use forks, knives, and spoons. Or for example, in parts of India, and in traditional Arab families, too, it's customary to eat with your fingers or to use a piece of bread to scoop up food. Another example is that in some cultures eating everything on your plate is impolite. In Egypt, for example, you should leave some food in your dish at the end of the meal in order to show that your hosts were generous and gave you more than enough to eat. However, people from Bolivia, in South America, expect visitors to eat everything on their plates, and Americans also think a clean plate means you were satisfied with the food.

Finally, the last area of behavior that I want to mention today is gift giving. The rules of gift giving can be very complicated, and it can be embarrassing if you don't know them. For example, in the United States, if you're invited to someone's home for dinner, you can bring flowers or a small gift from your country, but Americans generally don't give gifts in business situations. On the other hand, the Japanese, like many other people in Asia, give gifts often, especially if they want to thank someone like a teacher or a doctor for their kindness. In Japan, the tradition of gift giving is very ancient, and there are detailed rules for everything from the color of the wrapping paper to the time of the gift presentation. Another interesting fact about gift giving is that many cultures have strict rules about gifts you should not give. For example, never give yellow flowers to people from Iran, or they'll think you hate them!

So to conclude, I hope all these examples will help you to understand my main point today, which is that each culture has its own unique

Part 3 Strategies for Better Listening and Speaking

Using Context Clues page 141

Conversation 1

Harold O'Connor, a professor of English at an American university, invites his students to his home at the end of the semester. He asks them to come at 4 P.M. for coffee and cake. At 3:45 the doorbell rings. He opens the door and is surprised to see several of his Korean students standing there. He feels embarrassed.

Question 1: Why did the students arrive at 3:45?

Conversation 2

The feet are the lowest part of the body. For that reason, many people from the Middle East believe it is rude to point your feet at someone or to show them the bottoms of your shoes. Some people also think it is impolite to step over someone, for example, at a theater or sports event.

Question 2: Which of the following is probably a good idea if you are a visitor in a Middle Eastern home?

Conversation 3

Americans smile mainly to show friendliness or happiness. In Japan, people smile when they are sad, happy, apologetic, angry, or confused. In traditional Korean culture, smiling meant that a person was foolish or thoughtless. On the island of Puerto Rico, a smile can have many positive meanings, including "please," "thank-you," and "you're welcome."

Question 3: What can we conclude from these examples?

Conversation 4

In the United States, you can sometimes see old shoes attached to a newly married couple's car. What's the origin of this custom? Some people believe that old shoes can help a couple to have many children. Some people even put old shoes in trees that don't give enough fruit!

Question 4: What is this passage mainly about?

Conversation 5

A bribe is an amount of money that someone offers a public official, such as a police officer, to get some kind of special favor or treatment. In some countries, bribes are a normal part of doing business. However, in the United States, bribery is illegal.

Question 5: What could happen if you try to bribe a police officer in the United States?

Part 4 Real-World Task: A Trivia Quiz

2 Taking a Trivia Quiz page 145

Kevin: Hey, Joyce, what are you doing?

Joyce: I was just reading the paper. Oh, here's another one of those trivia quizzes that you love to take, Kevin.

Kevin: What's it about?

Joyce: The title is "Global Connections." It's about transportation and communication around the world. Want to try it?

Kevin: Sure.

Joyce: OK, first question. Which country has the largest number of time zones: The United States, Canada, Russia, or China?

Kevin: That's easy. Russia.

Joyce: Right. OK, second question: which country is the most popular tourist destination in the world? Is it France, the United States, Italy, or China?

Kevin: France.

Joyce: Right again. Go Kevin! OK, next. Oh, the third one's hard: This region has 12.5 percent of the world's population and 29 percent of the world's Internet users. Is it North America,

Europe, Latin America, or the Middle East?

Kevin: Hmm. Let me think. OK, I guess the Middle East.

Joyce: Wrong. It's Europe.

Kevin: OK, keep going.

Joyce: All right, number 4. Looks like another computer question. Which of the following countries has the largest actual number of Internet users? And the choices are China, the U.S., Russia, or Canada.

Kevin: Well, not Canada. Canada has a small population, compared to its size. I'll say . . . the United States.

Joyce: Right. Good job.

Kevin: Thanks. I hope the next question is easier.

Joyce: Let's see. Number 5. How many hours does it take to fly from New York to Cairo: 5 hours, 8 hours, 11 hours, or 15 hours?

Kevin: Wow. I have no idea. I think it's about six hours to London, so it's more than that. How about . . . 8 hours?

Joyce: No. Eleven.

Kevin: OK, what's next?

Joyce: Which of the following countries has the largest number of daily newspapers: Mexico, Russia, England, or Greece?

Kevin: I'm sure it's England.

Joyce: Wrong! It's Mexico!

Kevin: No kidding! I wonder why . . . OK, next.

Joyce: Number 7 . . . The most frequently used language on the Internet is English. Which language is second: German, Spanish, Japanese, or Chinese?

Kevin: Wow. That's a tricky question. I am going to say . . . Chinese.

Joyce: Yeah.

Kevin: Actually I wasn't sure if it was Chinese or Japanese.

Joyce: Well, you got it right. Do you want to keep going?

Kevin: Yeah, one more. Then we can eat.

Joyce: OK, question 8. Which city has the longest subway system? Moscow, New York, Tokyo, or London?

Kevin: London. For sure.

Joyce: You're right.

Kevin: Yeah, I studied in London last summer and I took the underground everywhere. So what's my score?

Joyce: Five right and three wrong. Not too bad.

Kevin: Yeah, but not great, either! All right. Let's eat. I'm starving!

Chapter 7 Language and Communication

Part 1 Conversation: What Do People Really Mean?

3 Comprehension Questions page 152

4 Listening for Stressed Words page 152

Mari: Yolanda! Hi!

Yolanda: Hi, Mari, how are you?

Mari: Fine, thanks. Um, is anyone sitting here?

Yolanda: No, have a seat.

Mari: Thanks. So how have you been?

Yolanda: Oh, you know, busy. I've got school, and work, and I'm getting ready for my brother's wedding next month.

Mari: Oh, yeah.

Yolanda: Anyway, it's going to be a huge wedding and . . .

Mari: Oh, excuse me, uh . . . Nancy! Over here!

Nancy: Hi!

Mari: Nancy, this is Yolanda. She works in the library. Yolanda, this is my housemate, Nancy. She teaches English here.

Nancy: Nice to meet you, Yolanda.

Yolanda: You too. Well, listen, actually, I've got to go. I have to be at work in ten minutes. I'll see you soon, Mari. We'll go to a movie or something.

Mari: Sure. How about Thursday night?

Yolanda: Uh, I have to check my calendar. I'll call you, OK?

Mari: OK, see you.

Mari: I don't understand Americans.

Nancy: Huh?

Mari: Did you hear what she said? "I'll call you, we'll go to a movie." But every time I try to pick a specific day or time, she says she's busy, she has to check her calendar. And then she doesn't call.

Nancy: Mm hmm . . .

Mari: Why do Americans say things they don't mean? They act so nice, like they always say, "How are you," but then they keep on walking and don't even wait for your answer. They're so . . . how do you say it . . . two-faced?

Nancy: I know it seems that way sometimes, Mari. But it's not true. It's just that for Americans, friendliness and friendship aren't always the same thing.

Mari: What do you mean?

Nancy: Well, as you know, Americans can be very open and friendly. Like, they invite you to sit down, they ask you questions, they tell you all about their families. So naturally you think they're trying to make friends with you. But actually, friendship, real friendship, doesn't happen so quickly.

Mari: So, when people say "How are you," they're just being polite? They don't really care?

Nancy: Not exactly. The thing you have to understand is that "How are you" isn't a real question. It's more like a greeting, a way of saying hello.

Mari: Aha, I get it! And "Have a nice day" is just a friendly way to say good-bye?

Nancy: Exactly. Now you're catching on.

Mari: But I'm still in the dark about Yolanda. Does she want to be my friend or not?

Nancy: It's hard to say. Maybe she's just too busy these days. I guess you'll just have to be patient.

Mari: Hmm. That's good advice, I guess. Thanks.