

МИНИСТЕРСТВО ОБРАЗОВАНИЯ И НАУКИ РФ

**Национальный исследовательский Нижегородский государственный
университет им. Н.И. Лобачевского**

**ПОГРУЖЕНИЕ В АНГЛИЙСКИЙ С «TED»
DIVE INTO ENGLISH WITH “TED”**

Учебно-методическое пособие

Рекомендовано методической комиссией Института международных отношений и мировой истории для студентов ННГУ, обучающихся по направлениям подготовки 41.03.05 «Международные отношения», 41.03.01 «Зарубежное регионоведение», 41.03.04 «Политология»

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Учебно-методическое пособие представляет собой тематический сборник текстов и упражнений общественно-политической направленности на основе интернет конференций формата TED Talks.

Цель пособия – формирование и развитие навыков в области говорения и аудирования, а именно: развитие речевых навыков подготовленной и спонтанной речи, умений вести беседу и делать развернутые сообщения в рамках предлагаемого тематического материала, развитие навыков аудирования аутентичной речи, а также творческого письма.

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Введение

Настоящее учебно-методическое пособие по английскому языку предназначено для студентов Института международных отношений и мировой истории, обучающихся по направлению подготовки 41.03.05 «Международные отношения», 41.03.01 «Зарубежное регионоведение», 41.03.04 «Политология».

Пособие составлено в соответствии с программой курса английского языка для высшей школы, носит комплексный характер и предлагает систему лексико-грамматических и коммуникативных заданий предназначенных для обучения основным видам речевой деятельности и направленных на совершенствование коммуникативных навыков необходимых для профессионального общения.

Учебно-методическое пособие представляет собой тематический сборник текстов и упражнений общественно-политической направленности на основе интернет конференций формата TED Talks. TED – это всемирная некоммерческая организация, поддерживающая идеи достойные распространения.

Цель пособия – формирование и развитие навыков в области говорения и аудирования, а именно: развитие речевых навыков подготовленной и спонтанной речи, умений вести беседу и делать развернутые сообщения в рамках предлагаемого тематического материала, развитие навыков аудирования аутентичной речи, а также творческого письма.

Актуальность тем предложенных к изучению создает мотивацию, стимулирует активность речевой деятельности, способствует вовлечению студентов в обсуждение проблемных вопросов, соответствующих содержанию каждой темы.

Аутентичные тексты и статьи, предложенные к изучению по средствам использования интернет ресурса www.ted.com, способствуют расширению коммуникативной и профессиональной компетенции.

Лексико-грамматические упражнения нацелены на освоение новой лексики, отработку новых лексических единиц в устной речи, закрепление грамматического материала. Работа с лексикой направлена на развитие умений определять контекстное значение слова и его возможности сочетаемости, подбирать синонимы и перефразировать. Отдельное внимание уделяется развитию навыков монологической речи, навыков ведения дискуссии.

Учебное пособие состоит из 20 текстов в формате TED конференции, каждый из которых рассчитан на 6 часов аудиторной работы и 6 часов самостоятельной работы для студентов очной формы обучения. Каждый модуль содержит базовый текст с упражнениями, дополнительные лексико-грамматические задания, вопросы для обсуждения. Предполагается, что в ходе самостоятельной работы по теме студенты так же используют словари, дополнительную справочную литературу, обращаются к интернет-источникам. По усмотрению преподавателя последовательность и полнота выполнений заданий может быть изменена в соответствии с его методическими установками или конкретными условиями обучения в группе.

В основе методической концепции данного пособия лежит коммуникативный подход к обучению и творческая работа студентов.

TASK 1

English Mania

TED 2009 Jay Walker

http://www.ted.com/talks/jay_walker_on_the_world_s_english_mania

Jay Walker is fascinated by intellectual property in all its forms. His firm, Walker Digital, created Priceline and many other businesses that reframe old problems with new IT. In his private life, he's a bibliophile and collector on an epic scale.

Warm up

1. Comment on the following statement: *A different language is a different vision of life.* (Federico Fellini)
2. What would you do if you wanted to learn another foreign language?
3. What are the reasons for learning English?
4. Which of the following do you consider to be the most useful while studying English? Rank them:
 - songs
 - reading books/magazines
 - watching films
 - travel
 - attending language lessons
 - watching news
 - dictionaries
 - communication with English speakers
5. Make a list of 5 things you have had difficulty with in learning or communicating in English.

I. Read the text below and think of the word which best fits each space. Use only one word in each space:

The English language is a big business: every day more and (0) more people around the world are learning English (1) _____ a foreign language and more and more people (2) _____ making a living from providing English in various forms, including teachers, writers and publishers. (3)_____ Britain, the English language is one of the country's (4) _____ important sources of income.

English is quite unique in the history (5) _____ the world's languages: an amazing one in seven people in the world speak (6)_____, which makes it undoubtedly the first world language in history. (7)_____English, Latin, French and Greek were also

to some extent international languages (8)_____ none of them ever managed to reach either the number of users that English has (9)_____ the incredible range of situations in (10)_____ English is used today. For example, 75% of the world's correspondence and 60% of the world's telephone conversations are carried (11) _____ in English.

Chinese also has a billion speakers, but (12) _____ a Chinese businessman meets a Spanish colleague at a conference, they (13) _____ almost certainly use English as the medium of communication, (14)_____ Chinese or Spanish. English also has become the language of science; two thirds of scientists write (15) _____ research papers in English and the majority of doctors in the world learn English as part of their studies.

II. Read the text below. Complete the text with the correct derivative of the words given in brackets to form a word that fits in the gap:

My attempts to communicate in a foreign language

My attempts to communicate in a foreign language often misfire. I tried to speak Greek while I was on holiday in Mykonos a few years ago but the attempt was completely (1) (SUCCESS) _____. So, there I was in a traditional Greek restaurant, where I tried to order in Greek.

At first, the waiter (2) (TAKE) _____ me for a German and started speaking to me in German. I find it impossible to communicate in German, so I carried on with Greek. The waiter misunderstood and instead of mushrooms, he brought me beetroots, which I hate. I must have looked very unhappy because he started apologizing and then (3) (APPEARANCE) _____ in the kitchen.

This time he came back with a plate of aubergines, which, (4) (FORTUNE) _____, is not one of my favourite dishes either. I ate them anyway and asked for the bill. When the waiter came back with the bill, I told him he had mischarged me – I must have sounded quite (5) (ANGER) _____. But it was a mistake again. I had misread the bill, as the waiter explained later, in excellent English! Luckily for me, English is still a(n) (6) (NATIONAL)_____ language!

Listening comprehension

Watch the TED talk given by Jay Walker and fill in the gaps with the words you hear:

Let's talk about manias. Let's start with Beatle mania: hysterical teenagers, crying, screaming, pandemonium. (1) _____ mania: deafening crowds, all for one idea - get the ball in the net. Okay, (2) _____ mania: there's rapture, there's weeping, there's visions. Manias can be good. Manias can be (3) _____. Or manias can be deadly.

Listen as Chinese students practice their English by screaming it: “I don’t want to let my parents (4) _____. Most importantly I don’t want to let myself down.”

In Latin America, in (5) _____, in Southeast Asia, and most of all in China. If you are a Chinese student you start learning English in the (6) _____ grade, by law. That's why this year China will become the world's largest English-speaking country.

Why English? In a single word: (7) _____: for a better life, a job, to be able to pay for school, or put better food on the table. Imagine a student taking a (8) _____ test for three full days. Her score on this one test literally (9) _____ her future. She studies 12 hours a day for three years to prepare. 25 percent of her grade is based on English. It's called the Gaokao, and 80 million high school Chinese students have already taken this grueling test. The intensity to learn English is almost (10) _____, unless you witness it.

So is English mania good or bad? Is English a tsunami, washing away other languages? Not likely. English is the world's second language. Your (11) _____ language is your life. But with English you can become part of a wider conversation: a global conversation about global problems, like climate change or (12) _____, or hunger or disease.

The world has other (13) _____ languages. Mathematics is the language of science. Music is the language of (14) _____. And now English is becoming the language of (15) _____. Not because America is pushing it, but because the world is pulling it.

So English mania is a turning point. Like the harnessing of electricity in our cities or the fall of the Berlin Wall, English represents hope for a better future - a future where the world has a common language to solve its common problems.

Talking point

1. What makes a good language learner?
2. A successful language learner is generally someone who:
 - is willing to make mistakes
 - wants to get his/her messages across
 - finds as many opportunities to practise as possible
 - doesn't worry about words he/she doesn't understand

Which of the characteristics apply to you?

3. Do you know anyone who is a very successful language learner? What kind of person is he/she?
4. Do the following questionnaire:

Are you prepared to persevere?

- A. If you had to speak in English all the time in class (and never use a word of your own language), how long could you keep it up?
 - B. When you are watching a film in English, do you find it hard to get used to the speed of natural conversation? Is your normal reaction to persevere with it or stop listening and just read the subtitles?
 - C. When you are learning something in English, do you get discouraged if you are making slow progress? Or does it make you more determined to get better at it?
 - D. If you want to improve your pronunciation in English, do you have to practice a lot? Or can you just pick it up by listening to English-speaking people?
 - E. If you were studying in an English-speaking country with a friend, would you speak in your own language? Or would you have a go at speaking to each other in English?
 - F. A friend tells you that listening to English cassettes in your sleep will help you to learn it. Would you say, "That's a load of rubbish"? Or be prepared to give it a try?
5. Comment on the following statements:
- *English is an international language because it is easy to learn.*
 - *English is the only foreign language worth learning.*
 - *Everyone should learn at least one foreign language.*
 - *The world would be a better place if everyone spoke the same language.*

TASK 2

The technology of storytelling

TED 2011 Joe Sabia

http://www.ted.com/talks/joe_sabia_the_technology_of_storytelling

iPad storyteller Joe Sabia introduces us to Lothar Meggendorfer, who created a bold technology for storytelling: the pop-up book. Sabia shows how new technology has always helped us tell our own stories, from the walls of caves to his own onstage iPad

Warm up

1. What stories were you told and read to when you were a child?
2. Which stories do you remember most clearly?
3. Which stories did you enjoy most and why?
4. Who were the main characters of these stories?
5. Were there any stories that frightened you in childhood?

Read the text below. Complete the text with the correct derivative of the words given in brackets to form a word that fits in the gap:

Telling stories

Books tell stories, films tell stories and we tell one another stories. Telling stories (1) **(BE)** _____ important since people first sat around a camp fire. Back then, hundreds of thousands of years ago, people (2) **(TELL)** _____ stories about things they had done earlier that day while hunting. A hunter could make (3) **(HE)** _____ sound very brave in his own story. They also made up mythical stories, (4) **(EXPLAIN)** _____ the world around them and where they came from.

Many of (5) **(THAT)** _____ stories became part of their culture because they were told many times. Long before writing (6) **(APPEAR)** _____, people learnt stories from their parents and passed them on their own (7) **(CHILD)** _____. Stories (8) **(SING)** _____ to babies by their mothers.

This (9) **(CONTINUE)** _____ to be an important form of education in many parts of the world, even today.

Vocabulary

1. venerable = respected because of their great age, experience etc - often used humorously
2. to evolve = develop gradually
3. ubiquitous = seeming to be everywhere - sometimes used humorously
4. to rejoice = to feel and show happiness
5. to broadcast = 1) to send out radio or television programmes; 2) to tell something to a lot of people
6. to depict = to describe something or someone in writing or speech, or to show them in a painting, picture
7. novelty = something new and unusual which attracts people's attention and interest

Listening comprehension

1. Watch the TED talk by Joe Sabia and answer these questions:

1. What did Lothar Meggendorfer do to change a book as a storytelling device?
2. How did the invention of the Internet revolutionize the art of storytelling?
3. How have different devices improved the ways the stories are told?
4. Has the art of storytelling remained unchanged?

2. Watch the TED talk again and fill in the gaps with the words you hear:

Once upon a time in 19th century Germany, there was the book. Now during this time, the book was (1) _____ of storytelling. It was venerable. It was ubiquitous. But it was a little bit (2) _____. Because in its 400 years of existence, storytellers never evolved the book as a storytelling (3) _____.

But then one author arrived, and he changed the game forever. His name was Lothar, Lothar Meggendorfer. Lothar Meggendorfer put his foot down, and he said, "Genug ist genug!" He grabbed his pen, he snatched his scissors. This man refused to fold to the conventions of normalcy and just decided to fold. History would know Lothar Meggendorfer as - who else? - the world's first true inventor of the children's (4) _____ book. For this delight and for this wonder, people rejoiced. They were happy because the story survived, and that the world would keep on spinning.

Lothar Meggendorfer wasn't the first (5) _____ the way a story was told, and he certainly wasn't the last. Whether storytellers realized it or not, they were channeling Meggendorfer's spirit when they moved opera to vaudeville, radio news to (6) _____, film to film in motion to film in sound, color, 3D, on VHS and on (7) _____.

And things got a lot more fun when the Internet came around. Because, not only could people (8) _____ their stories throughout the world, but they could do so using what seemed to be an infinite amount of devices. For example, one company would tell a story of love through its very own search engine.

And after all this, everyone paused; they took a step back. They realized that, in 6,000 years of storytelling, they've gone from depicting hunting on cave walls to depicting Shakespeare on (9) _____ _____. And this was a cause for celebration. The art of storytelling has remained unchanged. And for the most part, the stories are recycled. But the way that humans tell the stories has always evolved with pure, consistent (10) _____.

Talking point

1. What makes a good story?
2. What makes a good storyteller?
3. What is your favourite modern way of storytelling? Express your opinion.
4. Do you prefer reading stories or listening to them?
5. When did you hear a good story last time? What was it about?

TASK 3

The Magic of Truth and Lies (on Ipods)

TED 2011 Marco Tempest

http://www.ted.com/talks/marco_tempest_the_magic_of_truth_and_lies_on_ipods

Using three iPods like magical props, Marco Tempest spins a clever, surprisingly heartfelt meditation on truth and lies, art and emotion.

Warm up

1. Read the statements below and circle YES or NO. Tick the questions which you would like to discuss with your group mates.

Questionnaire **“To lie or not to lie”**

1. I often tell a lie. *YES/NO*
2. I always feel at ease when I have to tell a lie. *YES/NO*
3. I sometimes pretend that I am ill if I don't want to do some work. *YES/NO*
4. When I tell a lie, my facial expression, posture and gestures never change. *YES/NO*
5. Sometimes I tell a lie because of the excitement of taking a risk of being caught. *YES/NO*
6. I don't care if a lie will be discovered. *YES/NO*
7. I often use cribs during tests and exams. *YES/NO*
8. If I have done something wrong, I try to put the blame on other people. *YES/NO*
9. When someone asks me to lend him/her some money, I say that I am hard up for money myself even if it is not so. *YES/NO*
10. I often conceal my problems from my relatives and friends. *YES/NO*

(The more positive answers you have, the more sophisticated liar you are.)

2. Which of the following deception points do you consider to be:
 1. most wide-spread
 2. shameful
 3. justifiable

Deception points

People lie to

- save face
- shift blame
- avoid confrontation
- get their way
- be nice
- make themselves feel better
- flatter

3. When is telling a white lie acceptable?
4. What is more appropriate for you: a white lie or a naked truth?
5. Why is it difficult to be always honest?
6. Honesty is the best policy, isn't it?
7. If you want to talk about someone who is totally dishonest, you could say that "he would sell his own grandmother". There is a recent idiom in British English to describe a person who lies: "He is economical with truth".

Vocabulary

1. Give the definitions of the following words and illustrate their meaning in the sentences of your own:

- a. a white lie =
- b. half-truth =
- c. a blatant lie
- d. perjury =
- e. misinformation =
- f. hoax =
- g. fabrication =
- h. propaganda =
- i. forgery =

2. Study the following lexical units and their definitions, train the use of them in the examples of your own:

1. to put one's cards on the table – to speak honestly about your feelings and intentions
2. to play by the rules – to behave in a fair and honest way with people
3. to spin a yarn – to tell a long improbable story with distorted truths
4. to be as straight as an arrow – to be morally upright and extremely honest
5. to take smn. for a ride – to cheat or deceive smn.
6. to throw dust in eyes – to prevent smn. from seeing the truth by misleading them
7. a consummate liar – smn. who lies artistically and convincingly

8. to dupe – to trick or deceive smn.

Listening comprehension

1. Watch the TED talk given by Marco Tempest and answer the questions below:

1. Why is magic the only honest profession?
2. How often do people lie?
3. Who are more frequent liars: men or women?
4. Why do people deceive?
5. What fundamental life concepts are based on deception?
6. What is a self-deception?

2. Watch the TED talk again and fill in the gaps with the words you hear:

So the type of magic I like, and I'm a magician, is a magic that uses technology to create (1) _____.

One of my favourite magicians is Karl Germain. He had this wonderful (2) _____ where a rosebush would bloom right in front of your eyes. But it was his production of a butterfly that was the most beautiful. When asked about (3) _____, he said this: 'Magic is the only (4) _____ profession. A magician promises (5) _____ you and he does.

Deception, it's a fundamental part of life. Now polls show that (6) _____ tell twice as many lies as women – assuming the women they ask told the truth.

We deceive to gain (7) _____ and to hide our weaknesses. The Chinese general Sun Tzu said that all (8) _____ was based on deception. Oscar Wilde said the same thing of (9) _____. Some people deceive for (10) _____.

Self-deception. That's when we (11) _____ ourselves that a lie is the truth. Sometimes it's hard to tell the two apart.

The brain is very good at (12) _____. Bad (13) _____ are quickly forgotten. Bad experiences quickly disappear. Which is why in this vast and lonely cosmos, we are so wonderfully (14)_____.

That's 'Clair de Lune'. Its composer called Debussy said that (15) _____ was the greatest deception of all. Art is a deception that creates real emotions – a lie that creates a truth. And when you give yourself over to that deception, it becomes MAGIC.

Talking point

1. Answer the following questions:

1. In this cruel and stressful world is it always important to play by the rules or sometimes possible to dupe and take someone for a ride?
2. Is it easy for you to be always as straight as an arrow and put your cards on the table?
3. Do you agree that those who spin a yarn and throw dust in eyes must be strictly and severely punished?
4. Do you know anyone who is a real consummate liar? Does this ability help this person in life? Would you like to have such an ability? Why?/Why not?

2. Agree or disagree with the following statements. Explain your point of view:

1. You can't lie all the time.
2. There is hardly a person in the world who can say that he or she has never told a lie.
3. Lie is everywhere: on TV, on the radio, in the newspapers, in the street and even at home.
4. Sometimes lying makes things worse, especially after it has been discovered.
5. By a lie, a man annihilates his dignity as a man.

TASK 4

Try Something New For 30 Days

TED 2011 Matt Cutts

http://www.ted.com/talks/matt_cutts_try_something_new_for_30_days.htm

Is there something you've always meant to do, wanted to do, but just ... haven't? Matt Cutts suggests: Try it for 30 days. This short, lighthearted talk offers a neat way to think about setting and achieving goals.

Warm up

1. Is there anything you've always wanted to do, but just haven't done? What is it?
2. Is there anything you are really looking forward to doing over the next few weeks? If so, what?
3. Is there anything you are trying to cut down on at the moment? If so, what and why?
4. Are there any things in everyday life that you find difficult to put up with? If so, what?
5. Is there anyone you really look up to? If so, who and why?

Listening comprehension

1. Watch the TED talk by Matt Cutts and answer these questions:

1. Why did Matt decide to try something new for 30 days?
2. What did Matt first decide to do for 30 days? How did he feel after that?
3. What did he do next?
4. Did Matt try to write a blog or a novel?
5. What did this experiment teach him?

2. Watch the TED talk again and fill in the gaps with the words you hear:

A few years ago, I felt like I was stuck in (1) _____. So I decided to follow in the (2) _____ of the great American philosopher, Morgan Spurlock and try something new for 30 days. Think about something you're always wanted to add to your life and try it for the next 30 days.

There're a few things I learned while doing these 30 day (3) _____. The first was instead of the months flying by, forgotten the time was much more (4) _____. That

was part of a challenge I did to take a picture every day for a month. And I remember exactly where I was and what I was doing that day.

I also noticed that as I started to do more and harder 30 day challenges, my (5) _____ grew. I went from desk-dwelling computer nerd to the kind of guy who bikes to work for fun.

I would never have been that adventurous before I started my 30 day challenges. I also (6) _____ that if you really want something badly enough you can do anything for 30 days. Have you ever wanted to write a novel? Every November, tens of thousands of people try to write their own 50,000 word novel from (7) _____ in 30 days. Now is my book next great American novel? No, I wrote it in a month. It's (8) _____.

There is nothing wrong with big, crazy challenges. In fact, there are a ton of fun. But they're less likely to stick. When I (9) _____ sugar for 30 days, day 31 looked like this. So here's my question to you. "What are you waiting for?"

I guarantee you the next 30 days are going to pass whether you like it or not. So why not think about something you have always wanted to try and (10) _____ for the next 30 days.

Talking point

1. Would you like to try such a 30-day challenge? What would you do?
2. What would you like to add into your life?
3. What things would you subtract from your life and why?
4. What would you do if you felt that you're stuck in a rut?
5. Is your every day memorable? If not, what can you do to change this?
6. How could you develop self-confidence?
7. Have you already figured out that the knowledge of foreign languages is essential?
8. Have you ever done anything from scratch?
9. Is it easy to give up addictive habits?
10. What activity have you always wanted to try and give it a shot?

TASK 5

The art of choosing

TED 2010 Sheena Iyengar

http://www.ted.com/talks/sheena_iyengar_on_the_art_of_choosing

Sheena Iyengar studies how we make choices — and how we feel about the choices we make. At TED Global, she talks about both trivial choices (Coke v. Pepsi) and profound ones, and shares her groundbreaking research that has uncovered some surprising attitudes about our decisions.

Warm up

1. What do you understand by “culture”? What comes into your mind?
2. What do you think are the typical features of your own national culture?
3. What countries have a similar culture to your own?
4. Which factors make your culture different from those of other countries?
5. Does food eaten every day also constitute a part of national culture?
6. Have you ever got a favourite foreign dish?
7. What dishes are usually associated with your national culture?

Read the text below and think of the word which best fits each space. Use only one word in each space:

Someone once said that (1) _____ you are tired of London, you are tired of life. Well, this is a (2) _____ of an exaggeration but London does (3) _____ to be an exciting multicultural city.

I arrived (4) _____ London for the first time two years ago all the way from Tokyo to (5) _____ a Master’s degree in Civil Engineering. It was a bit of a culture shock. The city first appeared to be grey and unwelcoming. Everybody seemed to be busy and (6) _____ the first month, it felt pretty lonely. Meeting new people was quite difficult (7) _____ first but many of the students at university turned (8) _____ to be friendlier (9) _____ I had expected and I ended up moving in with some of them.

The flat I was staying in (10) _____ actually much bigger than my flat in Tokyo. My new flat-mates were (11) _____ different countries and we found it a bit difficult to relate to each other, especially to the British guy, (12) _____ spoke a bit quickly. We were shy about speaking. However, everyone was friendly and rather (13) _____ informal than back home; soon everyone became more relaxed and we got to (14) _____ each other better. Living in London wasn’t quite (15) _____ difficult as it first appeared to be.

Listening comprehension

1. While watching Sheena's talk (3 minutes), answer the following questions:

1. What did Sheena order when she went to a restaurant in Japan for the first time?
2. What was the waiter's response to Sheena's request? Why so?
3. Why did Sheena have to order a cup of coffee instead of green tea?
4. Why did she experience culture shock when the waiter brought her a cup of coffee?
5. What is the fundamental difference in American and Japanese cultures about choice?
6. Do American and Japanese people have different value systems of culture?

2. Watch Sheena's talk (3 minutes) again and fill in the gaps with the words you hear:

Today, I'm going to take you around the world in 18 minutes. My base of operations is in the U.S., but let's start at the other end of the map, in Kyoto, Japan, where I was living with a (1) _____ family while I was doing part of my dissertation research 15 years ago. I knew even then that I would encounter (2) _____ differences and misunderstandings, but they (3) _____ up when I least expected it.

On my first day, I went to a restaurant, and I ordered a cup of green tea with sugar. After a pause, the waiter said, "One does not put sugar in green tea." "I know," I said. "I'm aware of this custom. But I really like my tea sweet." In response, he gave me an even more courteous version of the same (4) _____. "One does not put sugar in green tea." "I understand," I said, "that the Japanese do not put sugar in their green tea, but I'd like to put some sugar in my green tea." Surprised by my (5) _____, the waiter took up the issue with the manager. Pretty soon, a (6) _____ discussion ensued, and finally the manager came over to me and said, "I am very sorry. We do not have sugar."

Well, since I couldn't have my tea the way I wanted it, I ordered a cup of coffee, which the waiter brought over promptly. Resting on the saucer were two packets of sugar.

My (7) _____ to procure myself a cup of sweet, green tea was not due to a simple misunderstanding. This was due to a fundamental difference in our ideas about (8) _____. From my American perspective, when a paying customer makes a reasonable request based on her preferences, she has every right to have that request met. The American way, to quote Burger King, is to "have it your way," because, as Starbucks says, "happiness is in your choices."

But from the Japanese (9) _____, it's their duty to protect those who don't know any better – in this case, the ignorant gaijin - from making the wrong choice. Let's face it: the way I wanted my tea was inappropriate according to cultural standards, and they were doing their best to help me (10) _____ face.

Americans tend to believe that they've reached some sort of pinnacle in the way they practice choice. They think that choice, as seen through the American lens best fulfills an (11) _____ and universal desire for choice in all humans. Unfortunately, these beliefs are based on (12) _____ that don't always hold true in many countries, in many cultures. At times they don't even hold true at America's own borders. As I do so, I hope you'll start thinking about some of your own assumptions and how they were shaped by your backgrounds.

Talking point

1. Have you ever lived in another culture? What have been your experiences with culture differences?
2. Have you ever made any cultural mistakes? What were they?
3. Do you feel lonely and have a sense of loss while living in a different culture?
4. What do you think reverse culture shock might be?
5. When you travel, do you make a point of trying the local specialities?
6. Are you usually fascinated by all the new smells, tastes, sights?
7. The smells of certain foods trigger a strong memory or moment from the past. Are there any food smells that trigger a specific memory or feeling for you? What are they? What do you think of when you smell them?
8. Think about the expression *you are what you eat* and apply it to yourself. Choose one of your favourite foods or food traditions and discuss how it reflects who you are.

Writing

They say, “When travelling, eat what and where the locals eat”. Do you follow this advice? Write about a memorable meal that you ate while travelling.

TASK 6

How to Buy Happiness

TED 2011 Michael Norton

http://www.ted.com/talks/michael_norton_how_to_buy_happiness

At TEDxCambridge, Michael Norton shares fascinating research on how money can, indeed buy happiness -- when you don't spend it on yourself. Listen for surprising data on the many ways pro-social spending can benefit you, your work, and (of course) other people.

Warm up

1. Do you think that happiness lies within you? Or does it depend upon other people and external things?
2. Can money buy happiness?
3. Do you need money to be happy?
4. What is the best way of making money?
5. Would you like to work for charity and raise money for it?

Useful 'Money' vocabulary

1. Match the collocation with the correct definition:

Collocations	Definitions
1. to earn	1. to receive money from smn. who has died
2. to raise	2. to buy shares in a company
3. to donate	3. to give smb. money that they must return
4. to save	4. to get money from people for a purpose
5. to lend	5. to give money to an organization
6. to borrow	6. to keep money for future use
7. to invest	7. to give money back to smb. you borrowed from
8. to pay back	8. to have to pay smb. the money they gave you
9. to inherit	9. to get money by working
10. to owe	10. to get money from smb. that you must return

2. Write the opposites:

1. to lend –
2. to spend –
3. to pay back –

3. Write the synonyms:

1. to make –
2. to collect -
3. to put aside –

Listening comprehension

Watch the video, listen to the talk given by Michael Norton, who is a Professor of Business Administration in the Marketing Unit at the Harvard Business School. Choose the right answers:

1. Michael Norton suggests that

1. from the religious perspective, money can't buy happiness
2. there are many ways to increase the amount of money
3. different ways of spending money can make people a bit happier

2. The CNN article is about

1. an amazing post-winning-the-lottery life
2. an antisocial position after coming into money
3. the ways by which money leads to happiness

3. In the experiments people mostly spent money on

1. food and drinks
2. homeless people and animals
3. cosmetics and accessorize
4. all the above

4. The results of the experiment showed that spending money on themselves

1. made people neither happy nor unhappy
2. made people much happier
3. made others around unhappy

5. The same experiment conducted in different parts of the world showed that

1. there are no extraordinary cultural differences
2. people have different motivations spending money on others
3. even by doing trivial things you can get lots of benefits
4. all the above

6. The money-happiness correlation map demonstrates that people feel happier

1. giving money away

2. keeping it for yourself
3. working hard and earning a fortune
4. all the above

7. The experiment with the sales teams was conducted in

1. Rwanda
2. Belgium
3. The Central African Republic

8. The prosocial team invested their money in

1. drugs, cigars, coffee
2. pocket savings
3. candies and other stuff

9. Money spent on others

1. enhanced group activity
2. didn't motivate the team mates to perform better
3. discouraged employees from any work at all

10. No matter how different situations can be, people get a bigger return

1. making life-saving donations
2. giving money to charity
3. spending money on such silly things as intramural sports
4. all the above

Talking point

1. Do poor and rich people have equal opportunities in your country?
2. Do you think that those who live high off the hog deserve their money?
3. What is the minimum someone needs to live on in your country?
4. Are you good at saving money?
5. Are you ready to tighten your belt and live from hand to mouth in order to give all your savings to those who are more in need (such as orphans, beggars, etc)?

TASK 7

3 things I learned while my plane crashed

TED 2011 Ric Elias

http://www.ted.com/talks/ric_elias

Ric Elias had a front-row seat on Flight 1549, the plane that crash-landed in the Hudson River in New York in January 2009. What went through his mind as the doomed plane went down? At TED, he tells his story publicly for the first time. Ric Elias is the CEO of Red Ventures, a marketing services company that grew out of Elias' long experience in business.

Warm up

1. Do you have any regrets about the past? What do you wish you had/hadn't done in the past?
2. Is there anything you should/shouldn't have/could have or might have done, but didn't?
3. Have you ever faced a great challenge? What was it? Did it change your life? How did this experience affect your life?

Listening comprehension

1. Watch the TED talk and answer the following questions:

1. What three things did Ric learn that day?
2. What gifts was he given?
3. What does Ric regret not doing? What does he wish he had done earlier?
4. If the plane hadn't crash-landed, would Ric have reviewed his attitude to life?

2. Watch the TED talk again and fill in the gaps with the words you hear:

... Now I want to share with you three things I learned about myself that day. I learned that it all changes in an (1) _____. We have this bucket (2) _____, we have these things we want to do in life, and I thought about all the people I wanted to reach out to that I didn't, all the fences I wanted to mend, all the experiences I wanted to have and I never did. As I thought about that later on, I came up with a saying, which is, "I collect bad wines." Because if the wine is ready and the person is there, I'm opening it. I no longer want to (3) _____ anything in life. And that urgency, that purpose, has really changed my life.

... I've lived a good life. In my own humanity and (4) _____, I've tried to get better at everything I tried. And I thought about my relationship with my wife, with my friends, with people. And after, as I (5) _____ on that, I decided to eliminate (6) _____ energy from my life. It's not perfect, but it's a lot better. I've not had a fight with my wife in two years. It feels great. I no longer try to be right; I choose to be happy.

... It was very sad. I didn't want to go; I love my life. I only wish I could see my kids grow up. And it made all the sense in the world to me. I realized at that point, by (7) _____ those two dots, that the only thing that matters in my life is being a great (8) _____. Above all, above all, the only goal I have in life is to be a good dad.

Talking point

1. What's on your *bucket list*? Which of these things could you or should you have done earlier?
2. Do you often *postpone* things? Is *procrastination* a positive or negative thing?
3. It is better to follow your guts than carefully reflect on your actions and make conclusions. What's your stand?
4. If you could change anything in your life today, what would/wouldn't you do?

TASK 8

The 100,000-student classroom

TED 2011 Peter Norvig

http://www.ted.com/speakers/peter_norvig.html

In the fall of 2011 Peter Norvig taught a class with Sebastian Thrun on artificial intelligence at Stanford attended by 175 students in situ — and over 100,000 via an interactive webcast. He shares what he learned about teaching to a global classroom. He is a leading American computer scientist, expert on artificial intelligence and the Director of Research at Google Inc.

Warm up

1. Comment on the following statements:
 - *Education is the key to development.*
 - *In this age of information education is the most priceless thing you can possess.*
 - *Nothing beats education. It is better to be clever and poor than rich and stupid.*
 - *Everyone is both a learner and a teacher.*
2. Is teaching a difficult profession? Why / Why not?
3. How has teaching technology changed in the last two decades?
4. What is e-learning? What are its advantages and disadvantages?
5. Have you ever taken any online courses or watched any educational webinars?

Listening comprehension

While watching the video, listen to the talk given by Peter Norvig, who is a leading American computer scientist, expert on artificial intelligence and the Director of Research at Google Inc. Choose the right answers:

1. While teaching a class at Stanford University Peter Norvig realized that

- a) his methods of teaching were old-fashioned.
- b) his students didn't enjoy his class.
- c) he needed a larger audience.

2. The online class Peter Norvig and Sebastian Thrun created

- a) attracted 160,000 students from the USA.
- b) wasn't expensive to attend.
- c) was popular worldwide.

3. During the class the students felt

- a) as if they were relaxing in a bar.
- b) as if something was explained to them by a friend.
- c) as if they were about to understand everything.

4. The typical videos in Peter Norvig and Sebastian Thrun's online class

- a) never exceed six minutes.
- b) are always shorter than two minutes.
- c) are ten minutes long.

5. According to Peter Norvig, students learn best when

- a) they are encouraged to work independently.
- b) they actively participate in synthesizing ideas.
- c) they have to answer quiz questions at the end of a class.

6. The key objective of the online class was

- a) to help students memorize the formulas.
- b) to explain something students didn't understand.
- c) to change students' perception of the world.

7. Peter Norvig and Sebastian Thrun decided that it would motivate the students if

- a) the videos were always available .
- b) the students could watch the videos only during one week.
- c) the students didn't have any homework.

8. Peter Norvig and Sebastian Thrun believe that _____ can be the best teachers.

- a) parents
- b) peers
- c) forums

9. Online forums were encouraged by Peter Norvig and Sebastian Thrun because

- a) they could not have a classroom discussion with so many students.
- b) they wanted to get feedback on their videos.
- c) these forums were self-organised by the students themselves.

10. According to Peter Norvig, the most exciting part of the course was

- a) the data we are gathering.
- b) experimentations.
- c) a new generation of amazing students.

Talking point

1. What makes a good teacher? Rank the points in order of importance:
 - patience
 - strictness
 - kindness
 - a sense of humour
 - a sense of fairness
 - ability to motivate and stimulate students
 - air of authority
 - enthusiasm
 - knowledge of the subject
2. What usually makes a lesson interesting, challenging and memorable?
3. Why do students learn best when they're actively practicing?
4. Peter Norvig said: "We didn't want students to memorize the formulas; we wanted to change the way they looked at the world." What do you think about such a teaching approach?
5. How can teachers disrupt traditional education?
6. Why are motivation and determination crucial in education?
7. If you were a teacher what modern teaching technologies would you use in your work?

TASK 9

The 4 commandments of cities

TED2012 Eduardo Paes

http://www.ted.com/talks/eduardo_paes_the_4_commandments_of_cities

Eduardo Paes is the mayor of Rio de Janeiro, a sprawling, complicated, beautiful city of 6.5 million. He shares four big ideas about leading Rio — and all cities — into the future, including bold (and do-able) infrastructure upgrades and how to make a city "smarter."

Warm up

1. Is Rio de Janeiro the capital of Brazil?
2. What does ‘Rio de Janeiro’ mean in Portuguese?
3. What is Rio’s most famous attraction?
4. What is the population of Rio?
5. What world event will Rio be hosting in 2016?
6. Some facts about Rio de Janeiro:
 - Rio has over 46 miles (74km) of bicycle pathways, most stretching alongside the beaches.
 - Rio has the oldest operating electric tramway in the world called the Santa Teresa Tram or bondinho.
 - Rio has 2 subway lines, 32 subway stations, and almost 450 bus lines.

Vocabulary

1. vibrant =
2. to win the (Olympic) bid =
3. high-capacity transportation =
4. the BRT = the Bus Rapid Transit
5. controversial =
6. favelas =
7. inhabitants =
8. a vicious circle =
9. to fight (floods) =
10. in the rush hour =

Listening comprehension

Watch the TED talk by Eduardo Paes and answer these questions:

1. The mayor of Rio compares Rio to a concrete jungle. Why does, in his opinion, any big city have to be environmentally friendly?
2. Cities are packed with people. So why is it a big challenge to move all these people in cities?
3. What is the difference between the subway system and the Bus Rapid Transit in Rio?
4. What is the most controversial commandment Eduardo Paes mentions in his talk and why?
5. How does the mayor of Rio plan to make favelas get socially integrated in the city?
6. How can the use of technological advances improve the city life?
7. Does Eduardo Paes find it challenging to govern the city of Rio?

Talking point

1. What are the duties and responsibilities of a city mayor?
2. What problems do city mayors usually tackle?
3. Is it difficult to run big cities? Why so?
4. What are the typical problems of the city (town) you live in?
5. If you were a mayor of your city (town), what would you do in order to make the city life better?

TASK 10

Building a park in the sky

TED 2011 Robert Hammond

http://www.ted.com/talks/robert_hammond_building_a_park_in_the_sky.html

New York was planning to tear down the High Line, an abandoned elevated railroad in Manhattan, when Robert Hammond and a few friends suggested: Why not make it a park? He shares how it happened in this tale of local cultural activism.

The co-founder of Friends of the High Line, Robert Hammond helped lead the effort to build an elevated park on an abandoned railway line in Manhattan.

Warm up

1. Do you have any idea what urban development is?
2. The cities are becoming overcrowded and what urban problems do people have to deal with?
3. Think about the place you are living now. What suggestions can you make to improve the living conditions there?
4. Some innovative architects are designing new self-sufficient objects in cities to lessen the negative impact on both people and the environment. Are there any buildings/objects like that in your city?

Vocabulary

1. elevated rail line = the rail line which goes above the ground
2. to abandon = to leave
3. to demolish (a building) = to destroy (usually old) > (demolition)
4. to preserve (a building) = to save, to protect
5. a board meeting = a meeting of the council, of the heads of an organization/community
6. inspired by (a view) = excited by
7. to transform (a place) = to change completely
8. to interact (with people) = to communicate, to have connections with

Listening comprehension

1. Watch the video and answer the following questions:

1. What is the High Line like today? What did it use to be in the past?
2. How many people got interested in the project?
3. What inspired Robert to start the project?

4. What makes the High Line so special today?

2. Watch the video again and mark the following statements T (TRUE) or F (FALSE):

- A. The High Line was built on the outskirts of New York and was safe for people.
- B. Robert started this project as a volunteer.
- C. Robert and his friend were inspired by a landscape from the High Line.
- D. So far the project cost \$50 million.
- E. The High Line is covered in advertising billboards.
- F. Robert was frightened that people would dislike his project.
- G. People usually have business lunch in the High Line park.
- H. The project showed how it is possible to change the way people feel in their city.

Talking point

- 1. What is your opinion about this project?
- 2. Would you like to have a similar one in your city?
- 3. Urban sprawl is a worldwide problem. Do you agree that cities should implode (become more compact) in order to conserve land and save energy?

TASK 11

Everyday Leadership

TED 2012 Drew Dudley

http://www.ted.com/talks/drew_dudley_everyday_leadership

Drew Dudley believes leadership is not a characteristic reserved for the extraordinary. He works to help people discover the leader within themselves.

Warm up

Leadership is the art of getting someone else to do something you want done because he wants to do it. (Dwight D. Eisenhower)

1. What person can be called a leader? What qualities does a successful leader need?
2. Look at the following words, which are connected to “leadership”. Give your definitions of them: *ruler, head of state, figurehead, ringleader*.
3. Is “leadership” a natural-born talent or a learned skill?
4. Do you think people can be taught to be good leaders? Why? / Why not?
5. Is it possible to help people discover the leader within themselves? Why? / Why not?
6. How many of you can call yourselves a leader?
7. Can you define the notion of “leadership”?

Vocabulary

1. a line = a queue
2. creepy = making you feel nervous and slightly frightened
3. to turn beet red = to have a red face, especially because you are embarrassed
4. a dude = an American man from a city, who is living in or visiting a farm
5. to howl = to shout
6. to be flattened = to be defeated by someone completely
7. Here’s the kicker. – Вот в чем штука.

Listening comprehension

Listen to the talk given by Drew Dudley, who believes that leadership is not a characteristic reserved for the extraordinary. He works to help people discover the leader within themselves. How does he define the notion of “leadership” in his talk?

While watching the video answer the following questions:

1. What story that had happened four years before was told to Drew by one girl?
2. Why did he call that story a “lollipop moment” of his life?
3. How did Drew Dudley feel after the girl told him the whole story?
4. Drew Dudley recalled the following statement: "Our greatest fear is not that we are inadequate. Our greatest fear is that we are powerful beyond measure. It is our light, and not our darkness, that frightens us." How do you understand it?
5. What was the call of Drew’s talk? Do you share his opinion? Have you ever had any a “lollipop moment” in your life?

Talking point

1. He that would be a leader must also be a bridge. (Welsh proverb).
2. The art of leadership is saying no, not yes. It is very easy to say yes. (Tony Blair)
3. It is better to lead from behind and to put others in front, especially when you celebrate victory when nice things occur. You take the front line when there is danger. Then people will appreciate your leadership. (Nelson Mandela)
4. Go to the people. Learn from them. Live with them. Start with what they know. Build with what they have. The best of leaders when the job is done, when the task is accomplished, the people will say we have done it ourselves. (Lao Tzu)
5. If your actions inspire others to dream more, learn more, do more and become more, you are a leader. (John Quincy Adams)

TASK 12

Success is a continuous journey

TED2009 Richard St. John

http://www.ted.com/talks/richard_st_john_success_is_a_continuous_journey

In his typically candid style, Richard St. John reminds us that success is not a one-way street, but a constant journey. He uses the story of his business' rise and fall to illustrate a valuable lesson — when we stop trying, we fail.

Warm up

I. Discuss the following questions:

1. What do you think success is?
2. Is success a journey or a destination?
3. What are the ways of being successful?
4. Do you think that you are a successful person? Why?/Why not? How would you measure success?
5. What is your formula or recipe for success?
6. It is said: "The two hardest things to handle in life are failure and success." What do you think of this? Why do so many people reach success and then fail?
7. Which of these people would you consider a clear example of a successful individual/business person/political figure? Explain your answers:
Lio Messi, Bill Gates, Madonna, The Pope, President Vladimir Putin, Kate Middleton
8. Which of these terms do you consider most / least important in order to achieve success?
money, wisdom, patience, good connections, luck, hard work, persistence, enthusiasm, sacrifice, goal, creativity, great efforts, cheating, failure, honour, self-belief

II. Read the text below. Complete the text with the correct derivative of the words given in brackets to form a word that fits in the gap:

Albert Einstein once said: "Try not to become a man of success but rather try to become a man of value."

The (1) (SUCCESS) _____ opera singer, Barbara Hendricks is one of those people who have taken this saying to heart. Her (2) (MUSIC) _____ career includes (3) (PERFORM) _____ such as singing at President Mitterand's

memorial service in Notre Dame. However, these (4) (ACHIEVE) _____ are almost overshadowed by her (5) (DETERMINE) _____ to aid casualties of war. Her humanitarian efforts have taken her from the streets of Sarajevo to the war in Rwanda, where she has shown the (6) (ABLE) _____ to be not only (7) (HELP) _____ but also (8) (COMPASSION) _____. In the past, she has also been able to arrange charity events as she has many contacts with (9) (FAME) _____ and (10) (POWER) _____ people. Due to her (11) (COMMIT) and (12) (DEDICATE) she has recently been awarded with the French Legion d'honneur.

Listening comprehension

Watch the TED talk by Richard St. John and answer these questions:

1. Why isn't, in Richard's opinion, success a one-way street?
2. What were Richard's mistakes when he reached success?
3. What did Richard always focus on while doing his business?
4. What happened in Richard's life when he became the president of a successful company?
5. What sides of being successful did he dislike?
6. How did Richard fight his depression?
7. Why did Richard's business drop like a rock one day?
8. How many years did it take him to be back up to success?
9. What eight principles does Richard follow to be successful in business?
10. Why is success "a continuous journey"?

Talking point

1. Why doesn't everybody manage to succeed in life?
2. Is success connected with the amount of money you earn? Why?/Why not?
3. Does the meaning of success vary at different points of life?
4. Can you tell lies, cheat, betray or sacrifice your private life and health for success?
5. Do you think success breeds success?
6. They say: "Success is getting what you want; happiness is wanting what you get." What is the link between happiness and success?
7. Comment on the following statements:
 - *Success is the completion of anything intended.*
 - *Success doesn't happen by accident.*
 - *Action is the foundational key to all success.(P. Picasso)*
 - *Develop success from failures. Discouragement and failure are two of the surest stepping stones to success.(D. Carnegie)*

TASK 13

How to Succeed – Get More Sleep

TED 2010 Arianna Huffington

http://www.ted.com/talks/arianna_huffington_how_to_succeed_get_more_sleep

In this short talk, Arianna Huffington shares a small idea that can awaken much bigger ones: the power of a good night's sleep. Instead of bragging about our sleep deficits, she urges us to shut our eyes and see the big picture: We can sleep our way to increased productivity and happiness — and smarter decision-making.

Warm up

1. Check how much you know about the value of sleep, choose the best answer in the following quiz:

Sleeping Quiz

1. Sleep is important because
 1. It lets your body build energy for the next day
 2. It lets your brain rest
 3. It helps your body grow
 4. All of the above

2. About how many hours of sleep are needed by most people of your age?
 1. 7
 2. 14
 3. 6
 4. 10

3. How often do people have dreams?
 1. Once a week
 2. Only when they are sick
 3. Every night
 4. Never

4. If you don't get enough sleep, you will most likely feel _____
 1. Cheerful
 2. Grumpy
 3. Curious
 4. Full of energy

5. Which of these things does not happen when you sleep?
1. Your muscles relax
 2. Your brain sorts information
 3. Your heartbeat slows
 4. Your lungs stop working

2. Answer the following questions about sleep:

1. As people grow, is there any difference in their sleep patterns? Does a teenager sleep in the same way as a full time university student?
2. Is it good to nap in the middle of the day? How may it affect someone's night sleep?
3. What life circumstances can make a person lose sleep, sleep badly or sleep well?

Useful vocabulary

Match the idioms to their definitions:

1. to recharge one's batteries	1. to read smth in preparation for falling asleep
2. to get some shuteye	2. to go to bed
3. to not sleep a wink	3. to be constantly moving in bed, unable to sleep
4. to hit the hay	4. to regain energy by sleeping or resting
5. to sleep like a log	5. to be extremely tired and nearly too exhausted to stay standing
6. to toss and turn	6. to sleep deeply and soundly
7. to go home and get one's beauty sleep	7. not to sleep at all
8. to read oneself to sleep	8. to sleep for a very long time
9. to sleep around the clock	9. to sleep for a while (informal)
10. to be ready to drop	10. a phrase announcing one's need to depart because it is too late

Listening comprehension

Vocabulary

1. dormant = not active or not growing at the present time but able to be active later
2. virility = the typical male quality of being strong, brave, and full of energy
3. one-upmanship = behavior in which smn. tries to get an advantage by doing, saying, or having better things than smn. else
4. the Lehman Brothers = a global financial services firm that bankrupted in 2008

1. Watch the TED talk given by Arianna Huffington and answer the questions below:

1. Why is getting enough sleep essential?
2. What does sleep-deprivation mean to men?
3. Does a high I.Q. mean that you are a good leader?
4. What does Arianna Huffington urge everyone to do?

2. Watch the TED talk again and fill in the gaps with the words you hear:

My big idea is a very, very small idea that can unlock billions of big ideas that are at the moment dormant inside us. And my little idea that will do that is sleep.

This is a room of type-A women. This is a room of (1) _____ women. And I learned the hard way, the value of sleep. Two-and-a-half years ago, I fainted from (2) _____. I hit my head on my desk. I broke my cheekbone, I got five stitches on my right eye. And I began the journey of rediscovering (3) _____ of sleep. And in the course of that, I studied, I met with medical doctors, scientists, and I'm here to tell you that the way to a more productive, more inspired, more (4) _____ life is getting enough sleep.

And we women are going to lead the way in this new revolution, this new feminist issue. We are literally going to sleep our way to the top literally.

Because unfortunately for men, sleep (5) _____ has become a virility symbol.

There is now a kind of sleep deprivation one-upmanship. Especially here in Washington, if you try to make a breakfast date, and you say, "How about eight o'clock?" they're likely to tell you, "Eight o'clock is too late for me, but that's okay, I can get a game of tennis in and do a few conference calls and meet you at eight."

And they think that means that they are so incredibly (6) _____ and productive, but the truth is they're not, because we, at the moment, have had (7) _____ leaders in business, in finance, in politics, making terrible decisions. So, a high I.Q. does not mean that you're a good leader, because the essence of leadership is being able to see the (8) _____ before it hits the Titanic.[...]

So as we are facing all the multiple crises in our world at the moment, what is good for us on a (9) _____ level, what's going to bring more joy, gratitude, effectiveness in our lives and be the best for our own careers is also what is best for the world. So I urge you to shut your eyes and discover the great ideas that lie inside us, to shut your engines and discover the (10) _____ of sleep.

Talking point

1. Do you agree that sleep deprivation can cause physical and mental problems?
2. Why is sleep deprivation a virility symbol for men? What do they try to demonstrate bragging to have gotten a few-hour sleep the night before?
3. How long does it take you to recharge your batteries after a difficult week?
4. What time do you usually hit the hay?
5. Do you make sure to go home and get your beauty sleep?
6. What do you do to stop tossing and turning in bed?

TASK 14

How to speak so that people want to listen

TED 2013 Julian Treasure

http://www.ted.com/talks/julian_treasure_how_to_speak_so_that_people_want_to_listen

Have you ever felt like you're talking, but nobody is listening? Here's Julian Treasure to help. In this useful talk, the sound expert demonstrates the how-to's of powerful speaking — from some handy vocal exercises to tips on how to speak with empathy. A talk that might help the world sound more beautiful.

Warm up

1. Many people have the experience that when they speak, other people don't listen to them. And why is that?
2. How can we speak powerfully to make people listen to us?
3. What are the main “sins” of speaking? Share your opinion with your group-mates.
4. What is a voice coach? How can he or she improve your voice?
5. Why do people vote for politicians with lower voices?
6. Why is it quite hard to listen to people who speak all on one note?

Vocabulary

1. to speak ill of somebody = to spread gossip about
2. to complain about = to say that you are annoyed, not satisfied, or unhappy about
3. a blame thrower = a person who says it's smb's fault but not his/hers
4. embroidery = exaggeration
5. to demean (language) = to do something that makes people lose respect for someone or something
6. to bombard smb. with smth.= to do something too often or too much, for example criticizing or questioning someone, or giving too much information
7. a cornerstone = central plank, foundation
8. hail = frozen rain drops which fall as hard balls of ice
9. to acclaim = to praise someone or something publicly:
10. simultaneously = at the same time
11. monotonous = boring because of always being the same
12. to startle smb.= to make someone suddenly surprised or slightly shocked

Listening comprehension

Listen to the talk given by Julian Treasure. While watching the video answer the following questions:

1. What seven deadly sins of speaking, that people can fall into, does Julian Treasure highlight in his talk? Which of them, in your opinion, is the worst?
2. What, in Julian's opinion, are four powerful cornerstones of speaking, that people can stand on if they want their speech to be powerful?
3. What does the word "hail" mean in Julian's talk?
4. What tools can increase the power of your speaking? Which of them do you consider to be the most important ones?
5. What vocal warm-up exercises does Julian Treasure show to the audience? Are they useful?

Talking point

1. When did you last have a communication problem? What happened?
2. What makes a good speaker?
3. What speaking techniques do you use in communication?
4. What role do the high or low pitch of the tone and volume of the voice play in communication?
5. Comment on the following statement: "*The most important thing in communication is to hear what isn't being said*". (Peter Drucker, Austrian-US management guru)

TASK 15

Connected, but alone?

TED 2012 Sherry Turkle

http://www.ted.com/talks/sherry_turkle_alone_together

As we expect more from technology, do we expect less from each other? Sherry Turkle studies how our devices and online personas are redefining human connection and communication — and asks us to think deeply about the new kinds of connection we want to have.

Sherry Turkle - Cultural analyst who studies how technology is shaping our modern relationships: with others, with ourselves, with it.

Warm up

1. How do you keep in touch with friends, relatives, acquaintances, etc.?
2. How often do you use these ways of communicating and for what situations?
 - face-to-face conversations
 - talking on the phone
 - handwritten letters
 - texts and emails
 - Twitter, Facebook and other social-networking sites
3. Do you think it is necessary to see someone regularly, face-to-face in order to communicate with them?
4. Comment on the following statement: *“Language is a social art.”*

Vocabulary (Part I)

1. to embody = to include
2. to be about to = to be on the point of
3. to unplug = to disconnect a piece of electrical equipment
4. a cellphone = a cellular telephone (Amer. English) = mobile phone (Brit. English)
5. plugged in (lives) = be connected to a piece of electrical equipment
6. odd = strange, different from what is normal or expected, especially in a way that you cannot understand
7. to complain about = to say that you are annoyed, not satisfied, or unhappy about something or someone
8. to relate to smb. = to feel that you understand someone's problem, situation
9. get used to = to get adjusted/accustomed to

10. to lament to smb. = 1) to express feelings of great sadness about something; 2) to express annoyance or disappointment about something
11. an adolescent = a teenager
12. wistfully = thinking sadly about something you would like to have but cannot have, especially something that you used to have in the past
13. messy = complicated and unpleasant
14. demanding = expecting a lot of attention or needing a lot of ability, effort, skill
15. a bedrock = the basic ideas, features, or facts on which something is based

Listening comprehension (Part I)

Watch the TED talk (the first 9 minutes) given by Sherry Turkle and answer these questions:

1. When did Sherry give first TED Talk and what was it devoted to?
2. What has Sherry been studying for the past 15 years?
3. How do different digital gadgets, in Sherry's opinion, change people's lives and personalities?
4. Why do modern people want to be connected to all the different places they want to be?
5. What does Sherry call *the Goldilocks effect*?
6. Why do people prefer to have virtual conversations rather than have real conversations today?
7. Why is real communication considered to be the bedrock of human development?

Vocabulary (Part II)

1. appealing (to) = attractive or interesting
2. to empathize with smb. = to be able to understand someone else's feelings, problems etc, especially because you have had similar experiences
3. wrenching (moment) = sad, hurting
4. vulnerable = be easily harmed or hurt
5. anxious = worried about something
6. to fidget = to keep moving your hands or feet, especially because you are bored or nervous
7. solitude = loneliness when you are alone, especially when this is what you enjoy
8. to be smitten with (technology) = to be suddenly affected by
9. to stumble = to stop or make a mistake when you are speaking
10. to redefine = to describe something correctly and thoroughly again

Listening comprehension (Part II)

While listening to the TED talk (the rest 11 minutes) given by Sherry Turkle mark the statements below T (=True) or F (=False):

1. The feeling that no one is listening to us is very important in our relationships with technology and makes us want to spend time with machines, in other words, automatic listeners.
2. Sociable robots are designed to be companions to the elderly, children, etc., because they can empathize with people.
3. People design technologies that will give them the illusion of companionship without the demands of friendship.
4. The mobile phones are changing our minds and hearts because they offer people four gratifying fantasies.
5. Being alone feels like a problem that needs to be solved and people try to solve it by real communication.
6. People get from connection to isolation.
7. It's time people reconsidered their attitude to digital devices and turned away from them.
8. People should create sacred spaces at home and work and reclaim them for real conversations.
9. Technology redefines human connection but it also gives people the opportunity to affirm their values and their direction.
10. People are drawn to virtual reality, to the idea that robots will someday be their true companions.

Talking point

1. What Sherry's ideas, that are expressed in her TED talk, do you share and which of them don't you agree with?
2. Do you think people are becoming more or less isolated because of digital technology?
3. How has digital technology shaped our relationships?
4. What effect do you think social networking sites have on relationships?
5. Why do we call mobile phones the Fourth Screen or the Seventh of the Mass Media?
6. Mobile phones mean that people are always contactable. Is this a good thing?
7. Can you live without your mobile phone? Why? / Why not?

TASK 16

Why thinking you're ugly is bad for you

TED 2014: Meaghan Ramsey

http://www.ted.com/talks/meaghan_ramsey_why_thinking_you_re_ugly_is_bad_for_you

About 10,000 people a month Google the phrase, “Am I ugly?” Meaghan Ramsey of the Dove Self-Esteem Project has a feeling that many of them are young girls. In a deeply unsettling talk, she walks us through the surprising impacts of low body and image confidence—from lower grade point averages to greater risk-taking with drugs and alcohol. And then shares the key things all of us can do to disrupt this reality.

Warm up

1. How do you make your initial judgements of people before they speak?
2. Do you agree with the statement that *Good clothes open all doors*?
3. *It is only shallow people who do not judge by appearances. The true mystery of the world is the visible, not the invisible.* (Oscar Wilde)
Express your opinion on the statement.
4. Is physical attractiveness easier to identify and more important in women or men?
5. Do most people overestimate or underestimate their own beauty?
6. What influence does someone’s physical appearance have on their personality?
And vice versa?
7. Is beauty only a physical quality?

Vocabulary

1. feedback =
2. privacy =
3. authentic =
4. size zero model
5. catwalk =
6. trends like thinspiration, thighgap, bikinibrige and proana
7. image-obsessed culture =
8. at the expense of =
9. to withdraw from =
10. low body confidence =

11. self-esteem =
12. crash dieting =
13. cosmetic surgery =
14. overweight=
15. teasing =
16. bullying=
17. grassroots =

Listening comprehension

Watch the TED talk given by Meaghan Ramsey and answer these questions:

1. Why do teenagers attach great importance to their appearance?
2. What makes teenage girls take a video of themselves and post them to YouTube on the Net?
3. Why don't teenagers have any privacy today?
4. What consequences can it lead to if there is no separation between online and offline life?
5. What role models dominate our catwalks today? What are the current female trends in popular culture?
6. What does an image-obsessed culture make teens spend more time on?
7. Why do about 30% of teen girls withdraw from classroom activities?
8. How does low body confidence undermine academic achievement and damage health of teens?
9. What 3 key ways does the speaker offer in order to overcome an obsession with a perfect body?
10. What 6 areas should body-confidence education be influenced by?
11. They say: "Don't judge a book by its cover". Why is it bad to judge a person by appearance?
12. Do you agree with Meaghan Ramsey that we should build self-esteem in school curriculums?
13. In your opinion, how can we disrupt this reality?

Talking point

1. *Beauty is in the eye of the beholder.* Do you think this proverb is true or are there certain norms of beauty
2. Aristotle said that *beauty was a greater recommendation than any letter of introduction.* Which of the following do you agree with
If you are good-looking you are more likely to:
 - a. have a pleasant personality and have more friends;
 - b. be treated more leniently if you are in the wrong;
 - c. get a job with higher status;
 - d. find a partner and get married;
 - e. be generally happier.
3. Comment: *Rarely do great beauty and great virtue dwell together* (Plutarch 1304-1347).

TASK 17

Build a tower, build a team

TED 2010 Tom Wujec

http://www.ted.com/talks/tom_wujec_build_a_tower.html

Tom Wujec presents some surprisingly deep research into the "marshmallow problem" -- a simple team-building exercise. Who can build the tallest tower with these ingredients? And why does a surprising group always beat the average?

Tom Wujec studies how we share and absorb information. He's an innovative practitioner of business visualization -- using design and technology to help groups solve problems and understand ideas. He is a Fellow at Autodesk.

Warm up

1. What teams have you been in, e.g. playing sports, at school?
2. Was it a successful team? Why / Why not?
3. What do you think makes an effective team? What sort of people do you need?
4. Look at the adjectives: *ambitious, authoritative, conscientious, creative, diplomatic, energetic, knowledgeable, objective, practical, resourceful*. Which do you think are the most important qualities for people in a team?

Listening comprehension

All these statements have mistakes. While listening to the talk, correct them:

1. Teams of four have to build the tallest free-standing structure out of 20 sticks of wood, one yard of tape, one yard of string and a marshmallow. The marshmallow has to be on top.
2. This exercise reveals very deep lessons about the nature of friendship.
3. People usually spend little time planning, organizing, sketching and laying out spaghetti. They start building the structure but, most of the time, it buckles or collapses.
4. The teams of recent graduates of business school produce the best structures and the teams of recent graduates of kindergarten produce lame structures.
5. Business students are not trained to find the single right plan and they don't execute on it.
6. What business students do differently is that they start with the marshmallow, and they build successive prototypes, always keeping the marshmallow on top, so they have multiple times to fix it. This type of collaboration is the essence of the iterative process.

7. CEOs build the tallest and most stable structures.
8. If you don't put an executive administrator on the team, the teams get significantly better.
9. Specialized skills and monitoring skills are the combination that leads to strong success of a team.
10. The team leader provides a shared experience, a common language, a common stance to build the right prototype.

Talking point

1. How do most people begin doing the task they are given?
2. Why do people jockey for power in a team?
3. What type of collaboration is the most effective in a team? Why so?
4. Who should manage the process of work in a team?
5. Why are incentives important for team work?

TASK 18

And now, the real news

TED2010 Kirk Citron

http://www.ted.com/talks/kirk_citron_and_now_the_real_news.html

How many of today's headlines will matter in 100 years? 1000? Kirk Citron's "Long News" project collects stories that not only matter today, but will resonate for decades -- even centuries -- to come. At TED2010, he highlights recent headlines with the potential to shape our future.

Kirk Citron began his career as a fast-rising advertising executive, but now writes and provides media consultation for select non-profits.

Warm up

1. Do you find out the news mainly from the Internet, TV, or the press? Which do you prefer, and why?
2. Are there different styles of TV news programme? For example, for younger or older viewers? Quick headline news or more analytical in-depth news? Which style do you prefer? Why?
3. Which of the current news is likely to shape our future? Why?
4. In your opinion, what modern developments might have long-lasting consequences on our future life?

Vocabulary

Before watching the talk, match the phrases with the synonyms:

- | | |
|-----------------------------|---|
| 1. We are drowning in news. | a) to become not so important, minor; to fail |
| 2. in the long run | b) to move cautiously |
| 3. to fall by the wayside | c) to die of hunger |
| 4. to crawl | d) eventually, finally |
| 5. to starve | e) to move forward |
| 6. to push back the limits | f) to be overwhelmed by |

Listening comprehension

While watching the talk, mark the statements below T (=True) or F (=False):

- A. Unfortunately, most breaking news stories are quite likely to shape our future.
- B. Economic crisis will no longer surprise or shock anyone.

- C. Scientific news is bound to appear in top headlines.
- D. Try as hard as it may, China will not manage to replace US as the most powerful economy.
- E. Resources found on Mars will probably be the top news in the future.

Talking point

1. Do you agree that news stories mentioned by the speaker will really matter in the long run?
2. What scientific developments might fall by the wayside, in your opinion?
3. Do you think that humanity can push back the limits of resources forever?

TASK 19

Teach every child about food

TED 2010 Jamie Oliver

http://www.ted.com/talks/jamie_oliver

Sharing powerful stories from his anti-obesity project in Huntington, West Virginia — and a shocking image of the sugar we eat — TED Prize winner Jamie Oliver makes the case for an all-out assault on our ignorance of food.

In the past decade, the shaggy-haired "Naked Chef" of late-'90s BBC2 has built a worldwide media conglomerate of TV shows, books, cookware and magazines, all based on a formula of simple, unpretentious food that invites everyone to get busy in the kitchen. And as much as his cooking is generous, so is his business model - his Fifteen Foundation, for instance, trains young chefs from challenged backgrounds to run four of his restaurants.

Warm up

1. *We are what we eat.* – Do you agree? Express your opinion on this statement.
2. What should people eat to be healthy?
3. What are the most common eating habits in Russia? Do Russian people eat in a healthy way?
4. Are you aware of what food is healthy and what is not?
5. Do you eat a lot of sugar or fast food and drink a lot of fizzy drinks?
6. Why is fast food so popular today? How often do you have take-away food or go to fast food restaurants?
7. What is obesity?

Vocabulary

1. lifespan = the typical length of time that any particular organism can be expected to live
2. obese / obesity = extremely overweight
3. to be bullied = teased, intimidated
4. to take over = to assume control of something
5. processed food = modified through manufacture such as refinement or food processing
6. food additives = any non-food substance added to food in order to improve its flavour, appearance or shelf life

7. low-fat food = not having a high number of calories from fat or great amount of fats, having lower calories, dietetic
8. to pass on food culture = to convey, communicate
9. to arm smb. with = to supply smb. with
10. to slag smb. off = to talk insultingly to or about someone or something
11. duck and dive (col.) = one's ingenuity to deal with or evade a situation
12. veggies = vegetables
13. crockery = plates, dishes and other eating and serving tableware
14. to endorse = to support, to back, to give one's approval especially officially
15. to flavour = to add smth. in order to have a specific taste
16. tangible (change) = real, palpable
17. seasonal meals = of or reliant on a period of the year
18. a purveyor = someone who supplies what is needed, especially food
19. the movers and shakers = the people with power and influence
20. to inspire = to encourage
21. to fight obesity = to combat, eliminate

Listening comprehension

Part I

Watch the TED talk (11 minutes) given by Jamie Oliver and answer these questions:

1. Where does Jamie Oliver come from?
2. Why do American children have the destiny of a shorter lifespan than their own parents today?
3. How much does the problem of obesity and diet-related disease cost Americans a year?
4. How long has Jamie been trying to promote a food revolution in America?
5. What tragic stories were told by Jamie Oliver about teenagers and their relatives from the state of West Virginia?
6. What is the landscape of "food triangle"?
7. How has most of the food changed in America in the last 30 years?
8. Why is the home the biggest problem of modern food culture?
9. What role does school play in the development of food culture lifestyle and diet?
10. What consequences does it lead to if there are no food-knowledgeable people at school? How does the American government endorse fast food at school from a state level?

Part II

Watch the continuation of the TED talk (11-21 minutes) given by Jamie Oliver and answer these questions:

11. Do the kids in the video know anything about where food comes from?
12. Why isn't modern-day milk good enough for children?
13. What shocking statistics does Jamie Oliver give if a child eats eight tablespoons of sugar a day?
14. Is obesity preventable?
15. The big food brands need to put food education at the heart of their businesses. Why is it easier said than done?
16. Why is it important to teach schoolchildren the basics of cooking?
17. Why does the home need to start passing on cooking and inspire families to cook again?
18. What is Huntington's Kitchen?
19. What would Jamie Oliver do if he had a magic wand?
20. Why is it vital to create change in food culture on both the individual and governmental level?

Talking point

1. Can you say that Oliver's TED talk empower people to fight obesity?
2. Do you agree that the power of food has a primal place in our homes that binds us to the best bits of life?
3. If you had to inspire people to really get on this change of food culture how would you bring attention to the changes that people need to make in their lifestyles and diet?
4. Why is it high time to make a food revolution?

TASK 20

Art made of storms

TED 2011 Nathalie Miebach

http://www.ted.com/talks/nathalie_miebach

Artist Nathalie Miebach takes weather data from massive storms and turns it into complex sculptures that embody the forces of nature and time. These sculptures then become musical scores for a string quartet to play.

Warm up

1. What forms of art do you like?
2. What sort of art don't you like?
3. Which of the following do you consider to be art? Explain your reasons:
 - graffiti
 - a tattoo
 - a pile of bricks in an exhibition
 - a comic book
 - a painting of a bowl of fruit
 - an advertisement for a product
 - a firework display
 - a photograph
4. Describe a work of art you really like. Say why you like it, and say something about the artist.

Vocabulary

1. bead = one of a set of small, usually round, pieces of glass, wood, plastic etc, that you can put on a string and wear as jewellery
2. inherently = naturally
3. buoy = an object that floats on the sea, a lake etc. to mark a safe or dangerous area
4. to compile = to make a book, list, record etc, using different pieces of information, music etc.
5. to assign (values) to = to give a particular value, etc. to something
6. reed = a type of tall plant like grass that grows in wet places (тростник)
7. to reveal = to make known something that was previously secret or unknown
8. grid = a metal frame with bars across it (решетка)
9. blueprint = plan, pattern, design (проект)

10.to embed = to put something firmly and deeply into something else

Listening comprehension

You are going to watch Nathalie Miebach speaking on the extraordinary work she does. Mark the statements below T (=True), F (=False) or NI (= No information):

1. The music at the beginning of the video came to Nathalie's mind during Hurricane Noel in 2007.
2. Nathalie Miebach made weather not only visible, but also tactile and audible
3. Nathalie Miebach uses both high-tech and low-tech devices to extract information from a specific environment.
4. The data Nathalie extracts usually fully coincides with that she finds on the Internet.
5. Collecting data does not take Nathalie a lot of time.
6. Compiling the data collected is the part of the process Nathalie enjoys most.
7. Nathalie asserts that it is not her who controls the form but the numbers.
8. Nathalie admits that translating information by means of musical scores is a less reliable way of doing it.
9. Nathalie's sculptures belong equally to the world of science, music and art.
10. Nathalie is a person who prefers alternative ways of doing things.

Talking point

1. What is art for? Rank the following purposes 1-7 in order of importance, then discuss your ranking with a partner:
 - to make people think and stimulate debate
 - to be beautiful and attractive to look at
 - to entertain and make people laugh
 - to show the skill of the artist
 - to cause a positive or negative emotional reaction in the viewer
 - to reflect life
 - to make money
2. Comment on the following statement: *Modern art is only understood by the artist and a few critics.*