

УЧЕБНО-МЕТОДИЧЕСКОЕ ПОСОБИЕ

VIDEOS WORTH SHARING

Olga Mishunenkova, Elena Zakharova

Edited by Liubov V. Kulik



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Учебно-методическое пособие предназначено для студентов бакалавриата всех направлений в качестве дополнительного материала к базовой программе по английскому языку и повышения мотивации к его изучению. Пособие содержит подборку наиболее актуальных и интересных видеоматериалов, отражающих современные тенденции в языке, образовании, межкультурной коммуникации, на рынке труда. Видеоматериалы дополняются лексическими заданиями и темами для обсуждения, способствующими развитию коммуникативных навыков, критического мышления, рефлексии. Особый акцент делается на формирование и развитие у студентов навыков ораторского искусства.

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INTRODUCTION: EFFECTIVE PUBLIC SPEAKING

Matt Abrahams: What the Pros Know About Public Speaking

Lead in

1. What are the features of a good speech, lecture or presentation?
2. Why is public speaking an important skill?
3. How good are you at public speaking? What can you do to master public speaking skills?

Complete the text with the phrases from the box.

enhance your reputation	sales pitch	poor impression	new recruits	badly delivered	plenty of situations
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The importance of public speaking

Even if you don't need to make regular presentations in front of a group, there are 1 _____ where good public speaking skills can help you advance your career and create opportunities. For example, you might have to talk about your organization at a conference, make a speech after accepting an award, or teach a group of 2 _____. Speaking to an audience also includes online presentations or talks; for instance, when training a virtual team, or when speaking to a group of customers in an online meeting.

Good public speaking skills are important in other areas of your life, as well. You might be asked to make a speech at a friend's wedding or inspire a group of volunteers at a charity event. In short, being a good public speaker can 3 _____, boost your self-confidence, and open up countless opportunities.

However, while good skills can open doors, poor ones can close them. For example, your boss might decide against promoting you after sitting through a 4 _____ presentation. You might lose a valuable new contract by failing to connect with a prospect during a 5 _____. Or you could make a 6 _____ with your new team, because you trip over your words and don't look people in the eye.

Watch the video and take notes on the points below. Discuss the points.

https://www.youtube.com/watch?v=OFP_YzApTxs&list=PLxq_IxOUlvQAOWMndus4zSk86MkxSNka2&index=37



Matt Abrahams is a passionate, collaborative and innovative educator and coach who teaches Strategic Communication for Stanford University's Graduate School of Business and Presentation Skills for Stanford's Continuing Studies Program. He has published research articles on cognitive planning, persuasion, and interpersonal communication. Matt is also Co-Founder of Bold Echo Communication Solutions. Matt recently published *Speaking Up*

Without Freaking Out, a book written to help the millions of people who suffer from anxiety around speaking in public.

- why confidence is important
- how to manage anxiety
- what we need to focus on
- what communication goal is
- the best structure to avoid rambling
- starts and endings
- non-verbal communication
- making mistakes
- dealing with hecklers
- changing your mindset



TIP: Every talk needs **MAPPING** – a sense of where you're going, where you are, and where you've been.

Follow-up questions

1. What pieces of advice do you find most useful?
2. Is there anything you disagree with?
3. Do you agree that a good presentation should start like a James Bond movie? Why/ Why not?
4. Why is the structure of your speech so important?

**Read the Tongue Twisters in small groups.
Choose one and present it in front of the audience.**

1

How many cookies could a good cook cook if a good cook could cook cookies?
A good cook could cook as much cookies as a good cook who could cook cookies.

2

She sells sea shells at the sea shore, the shells she sells are the sea-shore shells,
I'm sure.

3

Peter Piper picked a peck of pickled peppers.

A peck of pickled peppers Peter Piper picked.
If Peter Piper picked a peck of pickled peppers,
Where's the peck of pickled peppers Peter Piper picked?

4

I wish to wish the wish you wish to wish, but if you wish the wish the witch wishes,
I won't wish the wish you wish to wish.

5

Through three cheese trees three free fleas flew.
While these fleas flew, freezy breeze blew.
Freezy breeze made these three trees freeze.
Freezy trees made these trees' cheese freeze.
That's what made these three free fleas sneeze.

6

Three thin thieves thought a thousand thoughts.
Now if three thin thieves thought a thousand thoughts how many thoughts did
each thief think?

Which tongue twister is the hardest?

In pairs complete the chart with the most important do's and don'ts in terms of giving a public speech.

Do's	Don'ts

Matt Levy: Make Body Language Your Superpower

Lead in

1. What is body language?
2. Why is body language important for effective public speaking?
3. How can we use it properly?

Complete the text with the phrases from the box.

take deep breaths	subtle clues	inner state	engage the audience	feel unnatural	holding notes
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Pay attention to your body language.

If you're unaware of it, your body language will give your audience constant, **1** _____ about your **2** _____. If you're nervous, or if you don't believe in what you're saying, the audience can soon know.

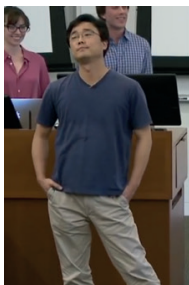
Pay attention to your body language: stand up straight, **3** _____, look people in the eye, and smile. Don't lean on one leg or use gestures that **4** _____. Many people prefer to speak behind a podium when giving presentations. While podiums can be useful for **5** _____, they put a barrier between you and the audience. They can also become a "crutch," giving you a hiding place from the dozens or hundreds of eyes that are on you.

Instead of standing behind a podium, walk around and use gestures to **6** _____. This movement and energy will also come through in your voice, making it more active and passionate.

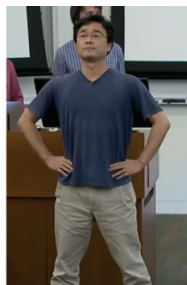
Watch the video and answer the questions

<https://www.youtube.com/watch?v=cFLjudWTuGQ>

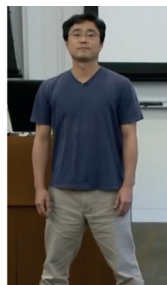
1. Why is body language so important?
2. What are the most important rules in terms of posture (how to stand and where to stand)?
3. Which posture is the best one? Why?



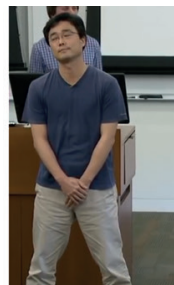
a



b



c



d

4. What are the most important rules in terms of gestures? What are the 3 types of gestures?
5. When should we use the gestures below?

**a****b****c**

6. What's wrong with the gestures below?

**a****b****c**

7. What can you do to engage the audience when giving a speech?

Complete the text with the phrases from the box

cue cards	leading questions	sense of submissiveness	word-for-word	authentic
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Engage with the audience.

When you speak, try to engage your audience. This makes you feel less isolated as a speaker and keeps everyone involved with your message. If appropriate, ask **1** _____ targeted to individuals or groups, and encourage people to participate and ask questions.

Keep in mind that some words reduce your power as a speaker. For instance, think about how these sentences sound: “I just want to add that I think we can meet these goals” or “I just think this plan is a good one.” The words “just” and “I think” limit your authority and conviction. Don’t use them.

A similar word is “actually,” as in, “Actually, I’d like to add that we were under budget last quarter.” When you use “actually,” it conveys a **2** _____ or even surprise. Instead, say what things are. “We were under budget last quarter” is clear and direct.

Also, pay attention to how you’re speaking. If you’re nervous, you might talk quickly. This increases the chances that you’ll trip over your words or say something you don’t mean. Force yourself to slow down by breathing deeply. Don’t be afraid to gather your thoughts; pauses are an important part of conversation, and they make you sound confident, natural, and **3** _____.

Finally, avoid reading **4** _____ from your notes. Instead, make a list of important points on **5** _____, or, as you get better at public speaking, try to memorize what you’re going to say – you can still refer back to your cue cards when you need them.

Danish Dhamani: How I Overcame My Fear of Public Speaking

Lead in

1. Have you ever spoken in public? What challenges did you encounter?
2. What can prevent people from feeling relaxed in front of the audience and deliver a persuasive speech?
3. What can you do to reduce anxiety?

Vocabulary pre-teach

**Complete the sentences with the phrases from the box.
Explain their meaning.**

hire a speech
coach

on the spot

computational
linguistics

empower

4. The relevant scientific results in this case are the outputs of _____, natural language processing and artificial intelligence in general.
5. We _____ our sales staff to make decisions without always having to consult their supervisor.
6. There are a lot of various ways to become an effective public speaker you can either _____ or attend public speaking classes.
7. If you put someone _____, you cause them embarrassment or difficulty by forcing them at that moment to answer a difficult question or make an important decision

Watch the video and answer the questions

<https://youtu.be/80UVjkcXGmA>



Danish Dhamani is the Co-founder of Orai, a public speech coaching app. Cited as the most common phobia amongst humans, Danish struggled with public speaking. His journey as the co-founder of Orai was motivated by his own personal experiences and his drive to improve the quality of life of people across the globe.



**TIP: It's great to
vary your pacing: SLOW
DOWN – SPEED UP.**

1. How did he feel when he was put on the spot at school? Why?
2. According to the speaker, what are the advantages of overcoming the fear of speaking in public?
3. What ways did he use to improve his public speaking skills? Were they effective? Why? Why not?
4. How did the idea of launching a new app come to his mind? Was it difficult to implement?
5. What advice does he give to the audience at the end of his speech?

Follow-up questions

1. What are other benefits of being a good public speaker not mentioned in the video?
2. Have you ever tried to improve your public speaking skills? What did you do?
3. Would you like to use the app that the speaker introduces? Do you believe that such apps are effective? Why / Why not?
4. Is it possible to overcome our fears in general? What could be the ways to do it?

Read the extract from the speech and fill in the gaps with the phrases from the box.

haunted

outside of
my student
budgetvary my
tone up and
downteachable
skill

got feedback

I thought you are either born a public speaker or you're not. I was wrong. I realized that public speaking is actually a 1 _____. That means that if any one of you here wants to speak powerfully, like any of your famous public speakers, yes you can. We all can.

Now some of these solutions worked for me, others not so much, like hiring a speech coach, that was 2 _____. But online courses, that's where I learned how to 3 _____, how to talk really fast that I could get someone excited, or to slow down to get someone's attention. And I practised. I practised in front of the mirror. At least that's where I had one friend who thought I was good.

As for the public speaking club Toastmasters, that was fantastic. I got to go in front of others, and I 4 _____ on what I did well and what I did badly. So, I did all these things.

And I realized that first, I was trapped in this cold dark hole where the fear of public speaking 5 _____ me. It pulled me down and over here was this promise of sunshine of green pastures, no anxiety but the path from here to here was all over the place. I had to do all these things and I thought to myself there had to be one simpler way.

You have definitely used various apps to improve your public speaking skills, haven't you?

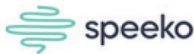
Look for more information about the apps below. Which of them do you consider to be most effective? Give your reasons.



Orai is an AI-powered app for practising your presentations and getting instant feedback on areas of improvement



Ummo- Learning a language is hard, ummo app makes it easier. Whether you are practising for a presentation or interested in improving your everyday communication, use umapp to track your pace, word power, clarity, and more.



Speeko- A.I.-powered coaching for your presentations, meetings, and interviews.



Impromptu Generator- A quick and easy way to practise Impromptu speeches for your upcoming tournaments!



Speechway-3 in 1 Teleprompter

SpeechWay is mobile teleprompter app for video bloggers, live-streamers, tv-presenters and other creatives who make speeches on camera

Training public speaking skills

Comment on the statements below. You may use one of the applications to evaluate your speech.

Try to be persuasive, relaxed, creative but make your speech structured, concise and succinct. Speak off the top of your head. You have no more than 1 minute to speak.

1. Public speaking is not a teachable skill, some people just are born public speakers.
2. There are a lot of apps nowadays, but they are not effective when it comes to teaching public speaking skills.
3. The most effective way of learning public speaking skills is to hire a speech coach. Other ways are just a waste of time.
4. Only a lot of practice will help to overcome the fear of public speaking, theory does not work.

PROJECT: CHOOSING AN EFFECTIVE PUBLIC SPEAKER

Watch the videos. Who performs better? Why?



<https://youtu.be/R4rMyliA268>

Michael Bay

Film Director and Film Producer



<https://youtu.be/bbz2boNSeL0>

Dananjaya Hettiarachchi

World Champion of Public Speaking
2014

- What are the worst mistakes the first speaker makes?
- Is the style of the second speaker appropriate for any situation? Give your reasons.

Work in small groups and find a short video with the most effective public speaker. Pay attention to:

- structure (starts and endings, rambling avoidance)
- pace of speech, pauses, intonation
- confidence level
- non-verbal communication

Show the video in a seminar and justify your choice



UNIT 1: LANGUAGE

Lidia Machova: The Secrets of Learning a New Language

Lead in

1. What are the advantages of learning different languages?
2. Is it easy to learn a new language? Why / Why not?
3. What are the effective ways of learning new languages?

Vocabulary pre-teach

**Complete the sentences with the phrases from the box.
Explain their meaning.**

spaced repetition	ingenious methods	gibberish	shortcuts	method of self-talk	learn in small chunks
----------------------	----------------------	-----------	-----------	------------------------	-----------------------------

1. _____ is a method of reviewing material at systematic intervals that is usually performed with flashcards. As the material is reviewed the intervals become systematically longer.
2. Later when he woke up, he was talking normally and not talking _____.
3. Various _____ have been devised for stirring large quantities in more than one container simultaneously.
4. There are no _____ to learning another language. Even those who are good at learning languages face a lot of difficulties.
5. There are a lot of methods of achieving fluency but the most effective one is a _____.
6. If you _____ every day, you will improve your language knowledge in several months.

Watch the video and answer the questions.

https://www.youtube.com/watch?v=o_XVt5rdpFY



Lidia Machová was the main organizer of the world's biggest polyglot event, the Polyglot Gathering in Bratislava, Slovakia, in 2017 and 2018. She holds a PhD in translation studies and previously worked as a professional conference interpreter. She speaks nine languages. She is a language mentor, teaches people how they can learn any language by themselves.

1. What is Lidia's secret of learning so many languages?
2. What are the different methods that polyglots use to succeed in learning a lot of languages?
3. What do all polyglots have in common?
4. Why, according to the speaker, everyone can become a polyglot?
5. What are the three principles she advises to follow to make learning a lot of languages effective?

Follow-up questions

1. Do you agree that it is possible for everyone to learn a lot of languages? Why / Why not?
2. What methods of studying foreign languages given in the video do you consider to be the most effective?
3. Have you ever used any of them? Why were these methods effective or ineffective for you?

**Read the extract from the speech and fill in the gaps
with the phrases from the box.**

language
mentor

enjoyable
method

language
talent

tracking their
learning

Does that sound like a miracle? Well, I see such miracles every single day. As a **1**_____, I help people learn languages by themselves, and I see this every day. People struggle with language learning for 5, 10, even 20 years, and then they suddenly take their learning into their own hands, start using materials which they enjoy, more effective methods, or they start **2**_____ so that they can appreciate their own progress, and that's when suddenly they magically find the language talent that they were missing all their lives. So if you've also tried to learn a language and you gave up, thinking it's too difficult or you don't have the **3**_____, give it another try. Maybe

you're also just one 4 _____ away from learning that language fluently. Maybe you're just one method away from becoming a polyglot.

Analyzing public speaking skills

Answer the questions below. Give your reasons.

1. Does the speaker deliver a persuasive speech? Why / Why not?
2. Does she make a strong start and conclusion? Give your reasons.
3. Is her performance effective when it comes to body language and other non-verbal means of communication?
4. What pieces of advice would you give to the speaker to make her performance better?

Training public speaking skills

Comment on the following statements.

Try to be persuasive, relaxed, creative but make your speech structured, concise and succinct. Speak off the top of your head. You have 1 minute to speak.

1. Learning foreign languages is always fun.
2. Even those who are not good at learning languages can become a polyglot.
3. There are no unconventional ways of learning foreign languages, only traditional ones.
4. Speaking in public is very easy and it doesn't require a lot of preparation.

Anne Curzan: What Makes a Word “Real”?

Lead in

1. Do you use dictionaries? Are they always a helpful way of getting information about words? Why / Why not?
2. What are the ways for new words to appear?
3. What is slang? Why do people use it?
4. Should slang words appear in dictionaries? Give your reasons.

Vocabulary pre-teach

**Complete the sentences with the phrases from the box.
Explain their meaning.**

unabridged recombobulate goofing around contested usage overlap

1. The Secretariat would make the _____ text of memorandum available to any delegations wishing to consult it.
2. Some aspects of English usage fall into a category known as _____ because sometimes academics and educators are unable to reach a consensus.
3. After Jake broke his mom's lamp, he spent many hours with a hot glue gun to _____ it.
4. The boy spent the whole summer just _____.
5. These meetings may produce better synergy and coordination while minimizing _____ and duplication.

Watch the video and answer the questions

<https://youtu.be/F6NU0DMjv0Y>



Professor Anne Curzan is a Professor in the Department of English at the University of Michigan. She also has a faculty appointment in the School of Education. Professor Curzan's research interests include the history of English, language and gender, corpus linguistics, medieval language and literature, historical sociolinguistics, pedagogy, and lexicography. In addition to her teaching, research, and administrative posts in the English Department, Professor Curzan is co-editor of the *Journal of English*

Linguistics. She and her co-author Lisa Damour also run T.A. training workshops around the country.

1. According to the speaker, are dictionaries written properly and provide up-to-date and relevant information that reflects changes in English?
2. What examples of the words of the year does the speaker give? Which of them do you find the most interesting?
3. What are the examples of the words that according to some articles shouldn't have been included in the dictionary? Why?
4. What does the example of the word "*PERUSE*" illustrate?
5. According to the speaker, what word is "real"?

Follow-up questions

1. The speaker comes up with the examples of some "creative" words such as: *LOL, YOLO, multi-slacking, defriend, hAngry, adorkable*
2. What do they mean?
3. Do you know any "creative" words? How often and in what situations do you use them?
4. Should such words be included in the dictionary? Why / Why not?
5. From your point of view, what makes a word "real"?

Analyzing public speaking skills

Answer the questions below. Give your reasons.

1. Does the speaker make a strong start and conclusion?
2. Is the speaker persuasive? Why / Why not?
3. Is her performance effective when it comes to body language and other non-verbal means of communication?

Training public speaking skills

Comment on the statements below

Try to be persuasive, relaxed, creative but make your speech structured, concise and succinct. Speak off the top of your head. You have no more than 1 minute to speak.

1. Dictionaries are human and not timeless and should often be adjusted to keep up with language changes.
2. Using slang is only acceptable when you communicate with close friends in informal situations.
3. I don't use any dictionaries because there are a lot of other sources on the Internet.
4. Slangy words have a negative impact on the language and should be eliminated.

John McWhorter:
Txtng is Killing Language

Have you ever heard about “Urban Dictionary”? Is it a “real dictionary” with “real words”? Why?

Match the slang words and phrases with the definitions.

main character	understood the assignment	cheugy [chew-gee]	drip	CEO of [something]
----------------	---------------------------	-------------------	------	--------------------

1. During previous generations it was slang for “an unattractive, boring, or colorless person.” Nowadays it refers to your look or style, particularly when it’s considered extremely fashionable and attractive (like a newer version of swag).
2. This word used to describe “uncool” things that are either out of style or trying too hard to be in style, is believed to have been coined in 2013. According to New York Times reporter Taylor Lorenz, Californian Gaby Rasson started using *the word* to describe people who unsuccessfully try to be trendy. The term got a great deal of exposure in a viral TikTok video in 2021.
3. This phrase is used to describe someone who is the subject of viral outrage on social media.
4. This slang phrase is used to mean that someone was successful at or totally nailed something they needed to do. Saying this about someone is like giving them a gold star.
5. Being a representative of some activity or thing.

Fill in the gaps with the slang words and phrases from the exercise above.

1. From my earrings to my boots, I’ve got _____.
2. *I checked Twitter to see who the _____ is today.*
3. My mother is so _____: she participates in TikTok trends when they are already weeks old.
4. Miguel slayed at the club last night.”
“Yeah, he definitely _____.”
5. He is the _____ sleeping in late.

Look at the examples of text slang below. Try to guess the meaning.

FINSTA FOMO FWB GOAT ISO IYKYK NP TBH WYD WUF

**Which of them do you think will be included in the official dictionary?
Give you reasoning.**

Team activity

Divide into 2 teams. Each team makes up a list of 10 “creative words”.

In class, present your list to the other team. Guess the meaning of the words. The team which guesses more words wins!

In pairs, make up sentences with the words.



John McWhorter: Txtng is Killing Language

Lead in

1. Do you prefer oral or written communication? What does your choice depend on?
2. What is texting? Why do people use it?
3. What are the advantages and disadvantages of texting?

Vocabulary pre-teach

Complete the sentences with the phrases from the box. Explain their meaning.

scourge	artifice	subtle	hiccups	guffaws	pragmatic	particles
---------	----------	--------	---------	---------	-----------	-----------

1. Her remark sparked _____ around the room.
2. Terrorism is a widespread _____ that threatens world peace and stability.
3. _____ help to structure the communication process and to embed utterances into their communicative context.
4. There will be some _____ in the process of modernizing local government.
5. I could detect _____ variances in fragrance as we strolled through the garden.
6. Amazingly for Hollywood, she seems almost entirely without _____.

Watch the video and answer the questions

<https://youtu.be/UmvOgW6iV2s>



John H McWhorter is an associate professor of English and comparative literature at Columbia University. He earned his B.A. from Rutgers, his M.A. from New York University, and his Ph.D. in linguistics from Stanford. Professor McWhorter has taught the American Studies seminar «Language in America,» a study of American linguistic history that considered Native American languages, immigrant languages, creole languages, and Black English.

1. Why does the speaker call texting *a miraculous thing* while there are a lot of people that consider it a scourge?
2. What differs an oral language from a written one?
3. What examples from history does he come up with to show the changes in the way people speak?

4. What is fingered speech? Why does he call it a natural phenomenon?
5. What do examples of *LOL* and *slash* illustrate?
6. Should we be afraid of this new way of writing? Why / Why not?

Follow-up questions

1. Are written and oral speeches absolutely different things? Why / Why not?
2. Does texting pose a threat to teens' literacy or it is a natural phenomenon? Give your reasons.
3. How do teenagers learn to text? Should texting be taught, for example, at school? Why / Why not?

Read the extract from the speech and fill in the gaps with the phrases from the box.


mundane devices bidialectal cognitively beneficial linguistic repertoire

And so, the way I'm thinking of texting these days is that what we're seeing is a whole new way of writing that young people are developing, which they're using alongside their ordinary writing skills, and that means that they're able to do two things. Increasing evidence is that being bilingual is **1**_____. That's also true of being **2**_____. That's certainly true of being bidialectal in terms of your writing. And so texting actually is evidence of a balancing act that young people are using today, not consciously, of course, but it's an expansion of their **3**_____. It's very simple. If somebody from 1973 looked at what was on a dormitory message board in 1993, the slang would have changed a little bit since the era of "Love Story," but they would understand what was on that message board. Take people from 1993 and they read a very typical text written by a 20-year-old today. Often they would have no idea what half of it meant because a whole new language has developed among our young people doing something as **4**_____ as what it looks like to us when they're batting around on their little **5**_____.

Analyzing public speaking skills

Answer the questions below. Give your reasons.

4. Does the speaker make a strong start and conclusion?
5. Is the speaker persuasive? Why / Why not?
6. Is his performance effective when it comes to body language
7. and other non-verbal means of communication?
8. What can be done to improve the speaker's performance?

 **TIP:** The purpose of your talk is to gift an idea, not to self-promote.

Training public speaking skills**Comment on the statements below**

Try to be persuasive, relaxed, creative but make your speech structured, concise and succinct. Speak off the top of your head. You have no more than 1 minute to speak.

1. Texting is a natural stage of language development.
2. It is crucial to protect languages from texting penetration.
3. Texting will soon be used by all generations, not just teenagers.
4. The reason for teens to text is just to prevent parents from understanding what
5. is written.

Lera Boroditsky: How Language Shapes the Way We Think

Lead in

1. Does our perception of the world depend on the language we speak? Why / Why not?
2. How does the knowledge of different languages influence our mentality?

Vocabulary pre-teach

Complete the sentences with the phrases from the box. Explain their meaning.

bizarre idea	craft new reality	quirks	eyewitness testimony	stepping stone
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1. Although brought to trial he was not convicted after _____ did not stand up to scrutiny.
2. This is the challenge of leadership: to _____ in the company to increase the productivity of the employees.
3. Thy highly-respected author and physicist Paul Davies has even more _____.
4. I hope this job will be a _____ to something better.
5. You have to get used to other people's _____ and foibles.

Watch the video and answer the questions

<https://youtu.be/RKK7wGAYP6k>



Lera Boroditsky is an associate professor of Cognitive Science at UCSD and editor-in-chief of *Frontiers in Cultural Psychology*. She previously served on the faculty at MIT and at Stanford. Her research is on the relationships between mind, world, and language (or how humans get so smart). She has been named one of 25 Visionaries changing the world by the Utne Reader.

1. What research has the speaker started doing?
2. What does the example of the language of Kuuk Thaayorre people illustrate?
3. What example does she come up with to show how differently people think about time?
4. What happens when languages do not have exact number words?

5. How do differences of the color spectrum division and grammatical gender of various languages influence the perception of the world of people who speak them?
6. How does the way people describe events craft the reality?
7. What is the “tragic thing” that the speaker is talking about?

Follow-up questions

1. Why does learning a subsequent language result in some significant changes in people’s mentality?
2. Do polyglots have a more flexible mentality than those who speak just one or two languages? Why / Why not?

**Read the extract from the speech and fill in the gaps
with the phrases from the box.**

biological excuse southwest leg cardinal directions heading direction
--

in Kuuk Thaayorre, they don’t use words like “left” and “right,” and instead, everything is in **1** _____.: north, south, east and west. And when I say everything, I really mean everything. You would say something like, “Oh, there’s an ant on your **2** _____.” Or, “Move your cup to the north-northeast a little bit.” In fact, the way that you say “hello” in Kuuk Thaayorre is you say, “Which way are you going?” And the answer should be, “North-northeast in the far distance. How about you?”

So imagine as you’re walking around your day, every person you greet, you have to report your **3** _____. But that would actually get you oriented pretty fast, right? Because you literally couldn’t get past “hello,” if you didn’t know which way you were going. In fact, people who speak languages like this stay oriented really well. They stay oriented better than we used to think humans could. We used to think that humans were worse than other creatures because of some **4** _____.: “Oh, we don’t have magnets in our beaks or in our scales.” No; if your language and your culture trains you to do it, actually, you can do it.

Analyzing public speaking skills

Answer the questions below. Give your reasons.

1. What is the speaker’s goal? Is it to educate, to motivate, to persuade or to entertain?
2. Did the speech open with a story? A joke? A startling statistic? A controversial statement?



**TIP: Pacing punctuated
by stillness can be
powerful.**

3. Was the speech organized logically? Was it easy to follow?
4. Was the conclusion memorable?

Training public speaking skills

Comment on the following statements

Try to be persuasive, relaxed, creative but make your speech structured, concise and succinct. Speak off the top of your head. You have no more than 1 minute to speak.

1. “*To have a second language is to have a second soul*” (Charlemagne, Holy Roman emperor)
2. All people have the same perception of the world regardless of the language they speak.
3. We have a universal language we have a universal mind.
4. Learning more languages changes the mind and crafts new reality.

UNIT 2: CULTURE

Erin Meyer: How to Lead a Successful International Team

Lead in

1. How might people from one culture differ from people from another culture?
2. Why is it important to develop cross-cultural communication skills?
3. How good are your cross-cultural communication skills? Do you know a lot about other cultures?

Complete the sentences with the phrases from the box.

relationships listeners spiral gestures analytical background respect distortion

High Context and low-context cultures

Cultural context is a concept developed by cultural anthropologist Edward T. Hall. In his model, context refers to the stimuli, environment, or ambiance surrounding an event.

Communicators in **low-context cultures** (e.g. North America, Scandinavia, and Germany) depend little on the context of a situation to convey their meaning.

They assume that 1 _____ know very little and must be told practically everything. Low-context cultures tend to be logical, 2 _____, action-oriented, and concerned with the individual. Meaning depends on what is said- the literal content of the message- rather than how it is said. Information has to be explicit and detailed for the message to be conveyed without 3 _____. Conclusions are explicitly stated. Effectively communicating within this culture, therefore, requires messaging that is perceived as objective, professional, and efficient.

In **high-context cultures** (e.g. Japan, China, and Arab countries), the listener is already “contexted” and does not need to be given much 4 _____ information. High-context cultures are more likely to be intuitive, contemplative,

Japanese
Chinese
Indian
Russian
Arab
African
Greek
Latin American
Spanish
Italian
French
Belgian-French
English
Canadian
Australian
US American
Scandinavian
Belgian – Flemish
German
German-Swiss

High context



Low context

and concerned with the collective (“we” rather than “I” is the key to identity). Communicators in high-context cultures pay attention to more than the words spoken – they also pay attention to interpersonal **5** _____, nonverbal expressions, physical settings, and social settings. In high-context cultures, communication cues are transmitted by posture, voice inflection, **6** _____, and facial expression. Establishing relationships is an important part of communicating and interacting. Unlike the linear communication style preferred in low-context cultures, high-context communicators may use **7** _____ logic, circling around a topic indirectly and looking at it from many viewpoints. Communicating with high-context cultures can require you to focus on politeness strategies that demonstrate your **8** _____ for readers and listeners.

Vocabulary pre-teach

Complete the sentences with the phrases from the box.
Explain their meaning.

subtle	rigid rules	cultural relativity	facilitator	defer	pleaded
--------	-------------	---------------------	-------------	-------	---------

1. I see my role as that of a _____, enabling other people to work in the way that suits them best.
2. He _____ with the guards to be allowed to see his daughter.
3. The play’s message is perhaps too _____ to be understood by young children.
4. I have to _____ to my boss on important decisions.
5. _____ is the idea that a person’s beliefs and practices should be understood based on that person’s own culture.
6. Several colleges in our study have _____ about student conduct.

Watch the video and answer the questions

<https://www.youtube.com/watch?v=Q3X7legs3gM>



Erin Meyer is a Professor of Organisational Behaviour at INSEAD, one of the leading international business schools, based just outside Paris. Her work focuses on how the world’s most successful managers navigate the complexities of cultural differences in a global environment. She offers cutting-edge insight and practical strategies to improve the effectiveness of projects that span the globe. She is also author of *The Culture Map* - breaking through the boundaries of successful businesses.

1. What problem did Erin have while giving a presentation for the Japanese?
2. How well did the British, the French and Indians work in a team?
3. Was it difficult for Mexicans to manage the Dutch?
4. Is it easy for the UK and the US to do business with each other? Why or why not?
5. What does the speaker say about decision making in the UK and India?
6. What does the research on fish and an aquarium show?

Follow-up questions

1. Do you agree that it is difficult to work in multinational teams? Why / Why not?
2. Do you agree that adaptability is the key to success in managing international teams? Can you name other important factors?
3. What can you do to develop cross-cultural communication skills?

Analyzing public speaking skills

Answer the questions below. Give your reasons.

1. Is the speaker persuasive? Why / Why not?
2. What is important to focus on when you are giving a speech in the interview format? Does the speaker succeed? Why/Why not?

Training public speaking skills

Comment on the following statements.

Try to be persuasive, relaxed, creative but make your speech structured, concise and succinct. Speak off the top of your head. You have 1 minute to speak.

1. A nation's culture resides in the hearts and in the soul of its people.
2. Cultural diversity brings a collective strength that can benefit all of humanity.
3. Effective communication across cultures is one of the most important skills people need to develop.

Peter Alfandary: The Myth of Globalisation

Lead in

1. What is globalisation? Is it a good thing?
2. How does globalisation affect business culture?

Vocabulary pre-teach

**Complete the sentences with the phrases from the box.
Explain their meaning.**

momentous	value	lingua	cultural	expats	foundation
experience	judgments	franca	variables	(expatriates)	stone

1. People often make _____ about things without considering them carefully.
2. Body language, styles of humor and attitudes toward family, authority figures, religion, gender roles and time are all examples of _____.
3. Freedom of speech is the _____ of democracy.
4. There are many multinational companies and _____ working in the region.
5. Living overseas was _____ for the family.
6. English tends to be the _____ in conversations between educated people not sharing the same language.

Watch the video and answer the questions

<https://www.youtube.com/watch?v=xUYNB4a8d2U>



Peter Alfandary is a French educated, Italian speaking, English lawyer. After 30 years practicing as an international lawyer, Peter decided to turn his lifelong fascination with different cultures into a full-time occupation – training and coaching professionals and senior executives on cross cultural management skills.

1. What is meant by the oxymoron Global Village? Do we live in a global village?
2. “Sunny, do you want to go or don’t you want to go?” Who said that and why?

3. Why may the Japanese and Brits misunderstand each other? What about Italians and Englishmen?
4. What is the attitude to lunches and negotiations in different cultures?
5. Does speaking English mean we all understand each other?
6. What is cultural intelligence? Why is it important?
7. What does Monochronic mean?

Follow-up questions

1. Do you share the speaker's opinion on globalization? Is it a myth? Why / Why not?
2. If someone from a very different culture were to visit your country on business, what advice would you give them?
3. Do you agree that it is important to make cultural intelligence a part of our education system at all levels? Why / Why not?

Complete the sentences with the phrases from the box.

interrupted impact relationships multiple concentrate willingness orderliness

Monochronic versus Polychronic cultures

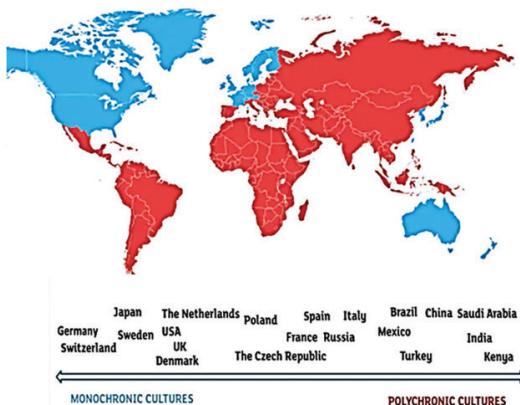
Linear-active (monochronic) and multi-active (polychronic) cultures are diametrically opposed in nearly all that matters – punctuality v unpunctuality, calm v emotion, logic v intuition, facts v feelings, scientific v flexible truth, restrained v unrestrained body language.

Monochronic cultures like to do just one thing at a time. They value a certain **1** _____ and sense of there being an appropriate time and place for everything. They do not value interruptions. They like to **2** _____ on the job at hand and take time commitments very seriously.

Polychronic cultures like to do **3** _____

things at the same time. A manager's office in a polychronic culture typically has an open door, a ringing phone and a meeting all going on at the same time. Though they can be easily distracted they also tend to manage interruptions well with a **4** _____

to change plans often and easily. People are their main



concern and they have a tendency to build lifetime 5 _____. Issues such as promptness are firmly based on the relationship rather than the task and objectives are more like desirable outcomes than must do's.

Interactions between the two types can be problematic. Monochronic businessmen cannot understand why the person they are meeting is always 6 _____ by phone calls and people stopping by. Is it meant to be insulting? When do they get down to business?

Polychronic businessmen cannot understand why tasks are isolated from the organisation as a whole and measured by output in time instead of part of the overall organisational goal. How can you separate work time and personal time? Why would you let something as silly as a schedule negatively 7 _____ on the quality of your relationships?

Analyzing public speaking skills

Answer the questions below. Give your reasons.

1. Does the speaker deliver a persuasive speech? Why / Why not?
2. Does he make a strong start and conclusion?
3. Does the speaker use any visual aids? Is it always necessary to use slides and visual aids to support your speech? Why/Why not?
4. Does the absence of any visual aids prevent him from delivering an effective speech? Why/Why not?

Training public speaking skills

Comment on the following statements.

Try to be persuasive, relaxed, creative but make your speech structured, concise and succinct. Speak off the top of your head. You have 1 minute to speak.

1. Cultural intelligence can and should be taught.
2. What is true is not what I say but what you understand.
3. If you differ from me, my brother, rather than harm me, you enrich me.
4. The last thing the fish notices is the water he is swimming in.

Pellegrino Riccardi: Cross Cultural Communication

Lead in

1. What are the typical features of your own national culture?
2. Are there any aspects of other cultures that you admire? Which ones?
3. What do you know about Scandinavian cultures?

Watch the video and answer the questions

<https://www.youtube.com/watch?v=YMyofREc5Jk>



Pellegrino was born in the UK in an Italian family, and has lived in Norway for the past 21 years. His multicultural background, along with his first-hand cross-cultural work experience over the last three decades has given Pellegrino a solid basis from which to provide his audiences with practical tools and insights into what makes people tick and how to get the best performance out of them.

Pellegrino Riccardi is widely recognised as being one of Scandinavia's top cross-cultural experts.

1. How does the speaker describe a Norwegian?
2. What is the main challenge in working across borders?
3. What are the typical features of Englishmen?
4. Who provides the best airline service? Why?
5. How can you develop cross-cultural communication skills?
6. How does the speaker describe his challenges in Norway?
7. What makes Italians and the French different from Norwegians?

Follow-up questions

1. Do you agree with the speaker that before looking at other cultures we need to take a look at ourselves? Why / Why not?
2. Do cultural differences facilitate communication or create misunderstanding?
3. Will it be easy for you to work with Scandinavians? Why / Why not?

**Read the extract from the speech and fill in the gaps
with the phrases from the box.**

planets	extending	cultures	mindset	create	merge
---------	-----------	----------	---------	--------	-------

I've got three 1 _____ inside me, and they're all very different, they are 2 _____ apart, they really are, in certain aspects. But you know what I try to do on a daily basis, especially with my kids? I try to take the best of all three – take the best of all three and try to 3 _____ them into one new culture where you take the best of all three.

Working across borders isn't about going to cross borders in my mind, it's about 4 _____ your borders and creating new ones around us. And you know what if you can 5 _____ a new culture where you take the best of all three, like I try to do, and it's not easy, guess what? That's when you create what we call a global 6 _____. And I believe this is what makes the world go around.

Analyzing public speaking skills

Answer the questions below. Give your reasons.

1. Does the speaker deliver a persuasive speech? Why / Why not?
2. Does he make a strong start and conclusion?
3. Is his performance effective when it comes to body language and other non-verbal means of communication?
4. Do visual aids complement speech arguments? Why/Why not?



TIP: Flesh out each point with real examples, stories, facts.

Training public speaking skills

Comment on the following statements.

Try to be persuasive, relaxed, creative but make your speech structured, concise and succinct. Speak off the top of your head. You have 1 minute to speak.

1. You have to taste a culture to understand it.
2. Cultural differences create misunderstanding.
3. Male-female conversation is cross-cultural communication.

Chris Smit: Humour and Culture in International Business.

1. How would you describe the Dutch, Americans, Italians? What are the first things that come to your mind?
2. Why can stereotypes negatively affect business communication?
3. Does every nation have its own specific sense of humour? Can you give any examples?
4. What do you see in the picture on the right?



Read the extract from the speech and fill in the gaps with the phrases from the box.

give	uncertainty	hierarchical	egalitarian	give an	build a
credibility	avoidance			update	consensus

1. The military has a _____ rank structure.
2. The actor has said that he will decline offers that are designed purely to _____ to a bad film.
3. _____ indicates to what extent a culture programs its members to feel either uncomfortable or comfortable in unstructured situations.
4. He will _____ on the project at a later stage.
5. They're trying to _____ on the need to improve the city's schools.
6. The party's principles are _____ believing that all members are equally important and should have the same rights

Watch the video and answer the questions

<https://www.youtube.com/watch?v=MB6NXzGKMkg>



Chris Smit was born in Amsterdam on March 3, 1963. He finished school and went to the Free University in Amsterdam to study Industrial and Organisational Psychology. He is an experienced consultant and coach in intercultural business, and has implemented and consulted projects and run many intercultural and communication seminars throughout the world. Chris is known for his dynamic, enthusiastic and participative style as a public speaker, coach and business consultant. In 2008 Chris founded the company Culture Matters.

1. What stereotypes does the speaker mention with regard to the Dutch, Americans, Italians?
2. What does he say about British, Dutch and German sense of humour?

3. Why does the speaker show us a picture of a face?
4. Take notes on cultural differences in:
 - management perception
 - hierarchy
 - uncertainty avoidance
 - project management


Follow-up questions

1. Is there any information that surprises you? Is there anything you disagree with?
2. Do you agree that there is nothing in the world that is culturally neutral? Why / Why not?
3. What should be done to ensure successful collaboration among international team members?
4. “Belgians say that they are ‘born with a brick in their stomach’. What does it mean?

Analyzing public speaking skills

Answer the questions below. Give your reasons.

1. Does the speaker deliver a persuasive speech? Why / Why not?
2. Does he make a strong start and conclusion?
3. Do you like the introduction to the speech? What makes it effective?
4. Do you consider his visual aids appropriate? Why/Why not? Is his performance effective when it comes to body language and other
5. non-verbal means of communication?

 **TIP: Show a compelling slide, video or object. The best opening hook – glorious, impactful or intriguing picture.**

Training public speaking skills

Comment on the following statements.

Try to be persuasive, relaxed, creative but make your speech structured, concise and succinct. Speak off the top of your head. You have 1 minute to speak.

1. Everything that irritates us about others can lead to an understanding of ourselves. (Carl Jung)
2. It would be hard to go the distance in any business without a sense of humor.
3. Cross-cultural communication isn't just for people in management positions.
4. It is wrong to assume that people of the same cultural background will behave similarly.

The meaning of “DUTCH”. Try to guess the meaning of the phrases in bold.

1. He’s talking **double Dutch**.
2. “I’m afraid all my furniture is quite ruined, but the whole house was nearly burnt down, so after all it might have been much worse.” B: “That’s a bit of **Dutch comfort**! But I suppose you’re right to look on the bright side of things.”
3. If that’s his real hair, then **I’m a Dutchman**.
4. **The Dutch disease** in Economics.

PROJECT:

DOING BUSINESS INTERNATIONALLY

Test Your Cultural Intelligence. True or False?

1. In India holy men usually wear white.
2. White flowers in Japan are given at funerals.
3. American businessmen dislike detailed written contracts.
4. Most Scandinavians start their bargaining with what is in their opinion, the fair price.
5. Muslims can eat Kosher meat.
6. Germans like deadlines.
7. Shaking hands with women is acceptable in Indonesia.
8. In Thailand a face is a sign of beauty in a woman pale.
9. Armenians and Georgians belong to the same language family.
10. Spaniards like to maintain eye contact during conversations.
11. Lithuanian and Latvian are Slavic languages.
12. Number 4 is considered lucky in Japan.
13. Eating with left hand is taboo in Saudi Arabia.
14. Arabs expect gifts to be opened in front of the giver.
15. The 'OK' sign is negatively perceived in Latin America.

The Meaning of Hand Gestures around the World

<https://www.youtube.com/watch?v=CLWsey11GSg>

Watch the video. While watching, say where the people are from and guess what the sign means. Were you right?

Work in small groups and choose one of the regions below:

- Asia
- Latin America
- Middle East
- Africa
- Europe

Find information about business etiquette in these regions and make a presentation covering the main aspects.

Make up a small test to check if your audience remembers the information.



UNIT 3: EDUCATION

Sir Ken Robinson: How to Escape Education's Death Valley

Lead in

1. What is the main role of education for you?
2. Is there anything you would like to change about the education system?
What is it?
3. What is the role of a teacher in the modern education process?

Vocabulary pre-teach

**Complete the sentences with the phrases from the box.
Explain their meaning.**

fidgeting	mop up the damage	stifle the ability	conformity	light the spark	STEM disciplines	bemused	facilitate learning
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1. It actually costs an enormous amount to _____ from the school dropout crisis.
2. Excessive _____ is usually caused by fear of disapproval.
3. _____ include science, technology, engineering and mathematics.
4. If you are _____, you are puzzled or confused.
5. Children can't sit still for long without _____ even if they don't have ADHD.
6. Teachers can _____ by making the educational process easier for students.
7. If you can _____ of curiosity in a child, they will learn without any further assistance, very often.
8. Too many restrictions _____ to innovate.

Watch the video and answer the questions.

https://www.ted.com/talks/sir_ken_robinson_how_to_escape_education_s_death_valley?language=en



Sir Ken Robinson was a British author, speaker and international advisor on education in the arts to government, non-profits, education and arts bodies. He was director of the Arts in Schools Project (1985–1989) and Professor of Arts Education at the University of Warwick (1989–2001). In 2003 he was knighted for services to the arts. In 2001 Robinson moved to Los Angeles with his wife and children to serve as Senior

Advisor to the President of the J. Paul Getty Trust.

1. What are the statistics regarding children dropping out of high school in the US? What are the consequences of this situation?
2. What are the 3 principles in which human life flourishes? Take notes on each principle:
 - the 1st principle
 - the 2nd principle
 - the 3rd principle
3. Why does the speaker claim that the current education system de-professionalizes teachers?
4. Why does the speaker compare the learning process with dieting?
5. What shouldn't be the dominant culture of education?
6. What are the features of the Finnish education system?
7. Why should more freedom be given to schools?
8. What are the features of alternative education programs?
9. What should we do to escape education's Death Valley?
10. Complete the quotation:

There are three sorts of people in the world: Those who are _____, people who don't get it, or don't want to do anything about it; there are people who are _____, people who see the need for change and are prepared to listen to it; and there are people who _____, people who make things _____.

Follow-up questions

1. The speaker mentions the "No Child Left Behind" act. What does it mean?
2. Which idea expressed in the speech do you find the most important? Why?
3. Do you agree with the 3 principles in which human life flourishes? What other things can improve our education system?

4. In your opinion, can the Finnish education system be effective all over the world? What are the constraints?

**Read the extract from the speech and fill in the gaps
with the phrases from the box.**

flowers	inevitable	dormant	phenomenon	seeds of possibility	short period	range of opportunities	spring to life	driest place	innovate
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Not far from where I live is a place called Death Valley. Death Valley is the hottest, **1** _____ in America, and nothing grows there. Nothing grows there because it doesn't rain. In the winter of 2004, it rained in Death Valley. Seven inches of rain fell over a very **2** _____. And in the spring of 2005, there was a **3** _____. The whole floor of Death Valley was carpeted in **4** _____ for a while. What it proved is this: that Death Valley isn't dead. It's **5** _____. Right beneath the surface are these **6** waiting for the right conditions to come about, and with organic systems, if the conditions are right, life is **7** _____. It happens all the time. You take an area, a school, a district, you change the conditions, give people a different sense of possibility, a different set of expectations, a broader **8** _____, you cherish and value the relationships between teachers and learners, you offer people the discretion to be creative and to **9** _____ in what they do, and schools that were once bereft **10** _____.

Analyzing public speaking skills

Answer the questions below. Give your reasons.

- Does the speaker deliver a persuasive speech? Why / Why not?
- What makes the speech so memorable?
- Does he make a strong start and conclusion?
- Is his performance effective when it comes to body language and other non-verbal means of communication?



TIP: Give your audience something they can walk away with: insights, actionable info, perspective, context, hope.

Training public speaking skills

Comment on the following statements.

Try to be persuasive, relaxed, creative but make your speech structured, concise and succinct. Speak off the top of your head. You have 1 minute to speak.

1. The purpose of education system is to get people to learn.
2. You can't improve education if you don't pick great people to teach.
3. Investing in professional development is not a cost. It's an investment.
4. The Death Valley isn't dead. It's dormant.

Jose Bowen: A New 3Rs for Education

Lead-in

1. What skills should you acquire and develop at university?
2. Can you describe a good teacher?
3. What do you think about the way you are taught at university? Would you like to change the approach?

Vocabulary pre-teach

**Complete the sentences with the phrases from the box.
Explain their meaning.**

convergence	scarce	abundant	curriculum	be rendered	resilience	major
of science				obsolete		

1. There is _____ evidence that cars have a harmful effect on the environment.
2. The _____ of science and pop-cultural trends gave us camera phones and the “selfie”.
3. At a university or college, if a student is, for example, a geology _____, geology is the main subject they are studying.
4. Jobs are becoming increasingly _____.
5. Some advocates of the reform stressed the desirability of adding new subjects to the _____, including modern sciences.
6. People who remain calm in the face of any disaster have what psychologists call _____.
7. Traditional retailing is in danger as it may _____ by the internet.

Watch the video and answer the questions

https://www.ted.com/talks/jose_bowen_a_new_3rs_for_education



In his over thirty-year career in music, José Bowen has appeared internationally with artists like Stan Getz, Dizzy Gillespie, and Bobby McFerrin, written over one hundred scholarly articles. He began teaching at Stanford University in 1982 before moving on to University of Southampton, Georgetown University, Miami University, and Southern Methodist University -- where he now resides as Dean of the Meadows School of the Arts, and Algur H. Meadows Chair and Professor of Music.

1. Why does the speaker give us an example of a car key?
2. How has knowledge acquisition changed?
3. What does the speaker compare the curriculum with? Why?
4. What are the old 3Rs? What are the new 3 Rs?
5. “The best teacher in the world is the tennis net.” Why?
6. What are the most important conditions for effective learning?
7. Why are thinking, design and integration becoming increasingly important in education?
8. What are the roles of a teacher nowadays?

Follow-up questions

1. Do you comply with all the conditions for learning effectively? What do you need to change?
2. Do you agree that the new 3 Rs are very important nowadays? Why / Why not?
3. In your opinion, what is the main role of a teacher?

Analyzing public speaking skills

Answer the questions below. Give your reasons.

1. Does the speaker make a strong start and conclusion?
2. Is the speaker persuasive? Why / Why not?
3. Are his gestures natural, timely and complementary?
4. Are the visual aids designed effectively?



TIP: But if you do move, move intentionally.

Training public speaking skills

Comment on the statements below

Try to be persuasive, relaxed, creative but make your speech structured, concise and succinct. Speak off the top of your head. You have no more than 1 minute to speak.

1. The best teacher provides instant feedback without judging.
2. Failure is a part of living.
3. Don't pick the fitness coach with the biggest muscles. Pick the one who will make you sweat the most.
4. The main role of a teacher is being a motivator.

Sal Khan: Let's Teach for Mastery — Not Test Scores

Lead in

1. What are your aptitudes? Why is it important to know your aptitudes?
2. Were there any disciplines at school you were bad at? Why?
3. How should student knowledge be assessed?

Vocabulary pre-teach

**Complete the sentences with the phrases from the box.
Explain their meaning.**

hit the wall	calculus class	tap into	have the math gene	equation
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1. We study continually changing values in our _____.
2. I hope she will _____ her potential and creativity to succeed in this project.
3. In the _____ $3x - 3 = 15$, $x = 6$.
4. He thought he didn't _____, but later became one of the brightest students.
5. Our plans for the event _____ when our chief investor suddenly backed out.

Watch the video and answer the questions.

https://www.ted.com/talks/sal_khan_let_s_teach_for_mastery_not_test_scores



In 2004, Sal Khan, a hedge fund analyst, began making math tutorials for his cousins. Twelve years later, Khan Academy has more than 42 million registered users from 190 countries, with tutorials on subjects from basic math through economics, art history, computer science, health, medicine and more.

1. What are the features of a traditional academic model?
2. What are the flaws in this model? What example does the speaker give us?
3. What is mastery learning?
4. Why may the idea of mastery learning seem impractical?
5. What makes it possible to adopt the mastery learning approach today?
6. What are the effects of the Information revolution?

Follow-up questions

1. Do you agree that a traditional academic model is flawed? What can be done to improve it?
2. What do you think about mastery learning? Are there any constraints on this approach?

Read the extract from the speech and fill in the gaps with the phrases from the box.

mindset	outcome	fixed	take agency	variable	realize
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So the idea of mastery learning is to do the exact opposite. Instead of artificially constraining, fixing when and how long you work on something, pretty much ensuring that variable **1** _____, the A, B, C, D, F - do it the other way around. What's **2** _____ is when and how long a student actually has to work on something, and what's **3** _____ is that they actually master the material. And it's important to realize that not only will this make the student learn their exponents better, but it'll reinforce the right **4** _____ muscles. It makes them **5** _____ that if you got 20 percent wrong on something, it doesn't mean that you have a C branded in your DNA somehow. It means that you should just keep working on it. You should have grit; you should have perseverance; you should **6** _____ over your learning.

Analyzing public speaking skills

Answer the questions below. Give your reasoning.

1. Does the speaker make a strong start and conclusion?
2. Is the speaking pace varied? Is it slow enough to be understandable?
3. Does the speaker articulate clearly?
4. Is his performance effective when it comes to body language and other non-verbal means of communication?

 **TIP: It's great to vary your pacing: SLOW DOWN – SPEED UP.**

Training public speaking skills

Comment on the following statements.

Try to be persuasive, relaxed, creative but make your speech structured, concise and succinct. Speak off the top of your head. You have 1 minute to speak.

1. "Every student can learn, just not on the same day, or the same way." – George Evans

2. “The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.” —Alvin Toffler
3. “Any fool can know. The point is to understand.” —Albert Einstein
4. “You don’t learn to walk by following rules. You learn by doing, and by falling over.” —Richard Branson

David Epstein: Generalist vs. Specialist. Which Is Better?

Lead-in

1. Did you attend any extracurricular classes in your childhood? Which ones?
2. Why are extracurricular activities important?
3. Are specialists or generalists needed in the 21st century?

Vocabulary pre-teach

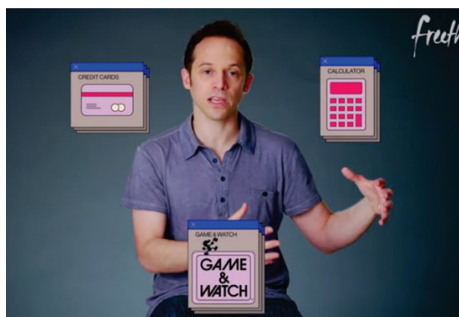
**Complete the sentences with the phrases from the box.
Explain their meaning.**

disseminate information	milieu	obscured	commencement speech	child prodigy	domain
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1. They stayed, safe and happy, within their own social_____.
2. A _____, he made his first professional tour as a pianist at the age of six.
3. The smog was so thick yesterday that tall buildings were_____.
4. These sites are all examples of how the internet has become a two-way road, with users eager to _____ as well as seek it.
5. Currency trading is usually the _____ of big banks.
6. A _____ is typically given by a notable figure in the community.

Watch the video and answer the questions

<https://www.youtube.com/watch?v=ER2R-F68L0c>



David Epstein is the author of the #1 New York Times best seller *Range: Why Generalists Triumph in a Specialized World*, and of the bestseller *The Sports Gene*. He has master's degrees in environmental science and journalism and has worked as an investigative reporter for ProPublica and a senior writer for Sports Illustrated. He lives in Washington, DC.

1. How do modern parents tend to develop their children?
2. What types of learning environments exist? What are the differences between them?
3. Are specialists or generalists needed in the 21st century? Why?

4. What is “lateral thinking with withered technology”?
5. Why should we think short-term?

Follow-up questions

1. In your opinion, why is David’s book entitled “Range”?
2. Is lateral thinking important in any profession? Are there any spheres in which it is not important?
3. Do you agree that we should think short-term? Why / Why not?

Training public speaking skills

Comment on the statements below

Try to be persuasive, relaxed, creative but make your speech structured, concise and succinct. Speak off the top of your head. You have no more than 1 minute to speak.

1. People in leadership roles should be generalists.
2. Replacing a generalist can be easier than finding a new specialist, since their skills aren’t as unique.
3. Depth of knowledge is more important than breadth.
4. Generalists and specialists are both necessary to meet organizational goals.

UNIT 4: EMPLOYMENT

David Lee: Why Jobs of the Future Won't Feel Like Work

Lead in

1. What is technological unemployment?
2. What jobs are going to disappear in the not-too-distant future? Why?
3. What should be done to avoid negative implications of technological unemployment in the future?

Vocabulary pre-teach

**Complete the sentences with the phrases from the box.
Explain their meaning.**

repetitive work	blue- collar jobs	government- funded income	extinctions of jobs	human- centered jobs	single- task robots
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1. Women working in packhouses and the cut flower industry often contract upper limb disorders through _____ and poor workstations.
2. Very few IT companies nowadays make investments into _____.
3. _____ typically refer to types of work that involve manual labor or skilled labor.
4. We should pay more attention to technological unemployment and focus on the creation of _____ to avoid an increasing number of the unemployed.
5. Unemployed Cook Islanders tend to migrate to New Zealand where they have free access to work and _____ support.
6. Now because of the rapid development of the automobile industry more and more experts are concerned about _____ in this sphere.

Watch the video and answer the questions

https://www.ted.com/talks/david_lee_why_jobs_of_the_future_won_t_feel_like_work?utm_campaign=tedsread&utm_medium=referral&utm_source=tedcomshare



David Lee is the Vice President of Innovation and the Strategic Enterprise Fund for UPS. In that role, he develops programs that make it easier for smart, creative people to get together and explore ideas. It's clear that great ideas can come from anywhere. His responsibility to help people turn their ideas into tangible, pragmatic solutions.

1. According to the speaker, what is the main threat of technological revolution?
2. Are only blue-collar jobs at risk? Why / Why not?
3. Have we ever experienced mass job extinctions before? What happened?
4. What could be the ways to prevent jobless future?
5. What kind of contest did they design and what were the results?

Follow-up questions

1. Do you agree that technological unemployment will pose a serious threat to many people in the future? Why / Why not?
2. What should people and especially young people do not to find themselves unemployed?
3. What are the most effective ways of dealing with technological unemployment?

Read the extract from the speech and fill in the gaps with the phrases from the box.

empowerment	technology	prototyping	day-to-day	primary
problem	people	contest	job titles	limiter

A few years ago, I was working at a large bank that was trying to bring more innovation into its company culture. So, my team and I designed a **1** _____ that invited anyone to build anything that they wanted. We were actually trying to figure out whether or not the **2** _____ to innovation was a lack of ideas or a lack of talent, and it turns out it was neither one. It was an **3** _____. And the results of the program were amazing. We started by inviting people to reenvision what it is they could bring to a team. This contest was not only a chance to build anything that you wanted but also be anything that you wanted. And when people were no longer limited by their **4** _____, they felt

free to bring all kinds of different skills and talents to the problems that they were trying to solve. We saw 5 _____ being designers, marketing people being architects, and even finance people showing off their ability to write jokes.

Analyzing public speaking skills

Answer the questions below. Give your reasons.

1. Does the speaker make a strong start?
2. Does he deliver a persuasive speech?
3. Does he make a strong conclusion?
4. Is his performance effective when it comes to body language and other non-verbal means of communication?

Training public speaking skills

Comment on the statement below.

Try to be persuasive, relaxed, creative but make your speech structured, concise and succinct. Speak off the top of your head. You have 1 minute to speak.

1. Repetitive work doesn't have any advantages.
2. It is not difficult to choose a job because if the pay is good the job is good.
3. Technological unemployment is just a myth. We have experienced similar things and nothing bad happened.
4. The only way to deal with technological unemployment is to retrain and upskill employees.

Tony Beshara: The 10 Principles of Loving Your Career and Your Job

Lead in

1. How do you imagine your future career?
2. What would you like to do if money was no object?
3. Is it important to love your job? Why / Why not?

Vocabulary pre-teach

**Complete the sentences with the phrases from the box.
Explain their meaning.**

calling	fatigue	lousy	novice	experience setbacks	autodidactic
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1. Maybe teaching is not his _____.
2. When relations _____ and hardships, we have to cope stoically and remain confident of victory.
3. When it comes to skiing technique, I am stubbornly _____. I took only one lesson as a beginner.
4. She was suffering from _____.
5. I've never driven a car before - I'm a complete _____.
6. I like the job, but the pay is _____.

Watch the video and take notes on the points below. Discuss the points.

https://youtu.be/h4finCC_HKs



Tony Beshara is one of the most successful placement and recruitment professionals in the United States. Co-author of 100,000 Successful Hires: The Art, Science and Luck of Effective Hiring, Tony is the owner and president of Babich & Associates, a firm that was established in 1952 and is the oldest placement and recruitment service in Texas. He received his Ph.D. in Higher Education from St. Louis University in 1973.

- aptitude
- deliberate practice
- love and passion
- paranoia, courage and grit

- system of rituals and routine
- the 10 000 hours principle
- failures and setbacks
- finding a mentor and becoming a mentor
- humility and gratitude
- internal growth

Follow-up questions

1. Will the principles mentioned in the video help you to be happy at work?
Give your reasons.
2. Which principles do you consider to be the most ineffective? Why?
3. What other principles might be added to the list given by the speaker?

What makes an ideal job and can motivate employees to work hard?

Choose 5 factors that you consider to be the most important. Give your reasons.

- Decent salary
- Flexible working hours
- Remote work
- Good opportunities for promotion
- Personal learning and growth
- Perks
- Committed and supportive colleagues
- Important job title
- Challenging job
- Working for a successful company
- More empowerment and autonomy
- Threat of redundancy
- Opportunity to have secondments abroad



Come up with some other factors that can contribute to your job satisfaction.

Describe your ideal job.

Read the text and fill in the gaps with the phrases from the box

degrade	job	sacrificing	demotivating	pursuing	overarching
your	satisfaction	quality		passion	purpose
performance					

Why is Finding Meaningful Work Important?

Confucius said, “choose a job that you love, and you will never have to work a day in your life.” That’s why I _____ is important in a career. When a

job you pursued for months requires you to travel long distances and work long hours, then the job may not be for you.

Ultimately, your job should excite you and motivate you to show up each day. No task should be mundane, unsatisfying, or repetitive; if it is, it should be a step to achieving a greater **2** _____, like a goal or promotion.

Being trapped in less meaningful work can stress and depress you; it can even **3** _____ and productivity. Making an effort but not getting the results or rewards can be **4** _____. Eventually, you may become convinced that no matter what you do, you won't be rewarded.

At the University of Warwick, economists studied the relationship between **5** _____ and productivity. It was revealed that happy employees are 12% more productive, whereas dissatisfied workers were 10% less productive.

This study emphasises that when leading companies like Google invest in their employees' happiness. Workers are motivated to use their time effectively and work at a pace without **6** _____.

Analyzing public speaking skills

Answer the questions below. Give your reasons.

1. Does he deliver a persuasive speech?
2. Is his performance effective when it comes to body language and other non-verbal means of communication?
3. What pieces of advice would you give to the speaker to make his performance better?

Training public speaking skills

Comment on the statement below.

Try to be persuasive, relaxed, creative but make your speech structured, concise and succinct. Speak off the top of your head. You have 1 minute to speak.

1. The key to having good career prospects is just deliberate practice.
2. Nowadays people change their jobs very often just because they don't know their aptitude.
3. My ideal job can be low-paid because for me passion and purpose mean more than just money.
4. Finding your calling requires a lot of time and effort and some people never succeed.

Sarah Ellis and Helen Tupper: The Best Career Path Isn't Always a Straight Line

Lead in

1. Are career ladders and jobs for life a thing of the past? Why / Why not?
2. Why for some people being promoted is not important?
3. Why do people tend to change their jobs quite often now?
4. How do you imagine your future career?

Vocabulary pre-teach

Complete the sentences with the phrases from the box. Explain their meaning.

squiggly careers	redundant concepts	increase resilience	abandoned ambitions	constrain careers
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1. Today we are living in the world of _____, where moving frequently and fluidly between roles, industries, locations and even careers is becoming a new normal.
2. Sometimes when people rediscover their _____ and are no longer afraid of realizing them, they become much happier and productive.
3. There is unlikely to be a pension or a retirement age in 2050. These will be _____.
4. Nowadays nothing can _____ because there are a lot of job opportunities and people can change the areas of work and realize their potential.
5. The report also showed how social protection has helped to stabilize aggregate demand in times of crisis and _____ against economic shocks.

Watch the video and answer the questions

<https://youtu.be/1ALfKWG2nmw>



Sarah Ellis and Helen Tupper are the co-founders of Amazing If, an award-winning career development company with a mission to make work better for everyone. They are co-authors of *The Squiggly Career* and hosts of the popular UK careers podcast «Squiggly Careers.» Ellis is an alumnus of Harvard, London and Warwick Business Schools (MBA), a qualified professional coach and a mental health first aider. Tupper is an alumnus of

Henley (MBA), Cranfield and Nottingham Business School and a qualified coach.

1. Why did the speakers decide to switch from a conventional career ladder to “a squiggly career”?
2. What do they mean by saying: “A squiggly career is both full of uncertainty and full of possibility”?
3. How did people respond when the speakers started sharing the idea of squiggly careers?
4. What are the disadvantages of a conventional career path?
5. What are the advantages of a squiggly career?
6. What was Helen impressed with when she was working for the Microsoft Corporation?

Follow-up questions

Would you like to become “an advocate for squiggly careers”? Why / Why not?
Why might some people prefer to stick to the conventional career ladder?
Do you believe that the future belongs to squiggly careers? Give your reasons.

Read the extract from the speech and fill in the gaps with the phrases from the box.

uncomfortable question aspirations legacy unfairness underestimated

When we started to share the idea of squiggly careers with people, we were surprised by how much it stuck. It seemed to give people something that perhaps they didn't even know that they needed, a way of describing both their experiences and their 1 _____. Someone even told us that they took our book, which has a big squiggle on the front of it, into a job interview, as a way of describing their career so far. But we 2 _____ one big problem: the 3 _____ of the ladder is all around us. It's in the companies that we work in and the conversations that we have. It sounds like being asked in a job interview, “Where do you see yourself in five years' time?” It's the 4 _____ of how we reward and motivate people who do a great job but don't want to be promoted. And it's the 5 _____ of our learning being unlocked by the level that we reach in an organization.

Analyzing public speaking skills

Answer the questions below. Give your reasons.

1. Was a hook used effectively to draw the audience into the speech? Or did the speakers open with a dry “*It's great to be here today.*”
2. Was the speech organized logically? Was it easy to follow?
3. Was the conclusion memorable?
4. What makes this speech outstanding?

Training public speaking skills**Comment on the statement below.**

Try to be persuasive, relaxed, creative but make your speech structured, concise and succinct. Speak off the top of your head. You have 1 minute to speak.

1. The older generation is certain to vote for a conventional career path.
2. Changing a lot of jobs is the mark of an inexperienced and unproductive employee.
3. Squiggly careers are appropriate only for flexible and ambitious people.
4. People are reluctant to change their jobs if they are loyal and committed to the company they work for.

Martin Ford: How We'll Earn Money in a Future without Jobs

Lead in

1. What challenges might people face when it comes to being employed in the future?
2. Why are so many experts concerned about the future of the labor market?
3. How will people be able to earn their living if the jobs are few?

Vocabulary pre-teach

**Complete the sentences with the phrases from the box.
Explain their meaning.**

devastate the industry	perverse incentives	feasible	plug-and-play solution	vibrant economy
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1. We encountered a lot of difficulties with sales and decided to turn to another intermediary. It wasn't a _____, but it helped us a lot.
2. Our challenge is to rebuild that _____ because now we experience a significant decrease in demand.
3. She questioned whether it was _____ to stimulate investment in these regions.
4. We have failed to attract investment and it will _____.
5. It was stated that the _____ over the environment, such as agricultural subsidies, must be avoided.

Watch the video and answer the questions

<https://youtu.be/swB7Ivct8d8>



Martin Ford was one of the first analysts to write compellingly about the future of work and economies in the face of the growing automation of everything. He's the author of two books: *Rise of the Robots: Technology and the Threat of a Jobless Future* (winner of the 2015 Financial Times/McKinsey Business Book of the Year Award) and *The Lights in the Tunnel: Automation, Accelerating Technology and the Economy of the Future*, and he's

the founder of a Silicon Valley-based software development firm. He has written about future technology and its implications for the New York Times, Fortune, Forbes, The Atlantic, The Washington Post, Harvard Business Review and The Financial Times.

1. What differs the current technological revolution from industrial automation when it comes to the situation on the labor market?
2. What are the three fundamental things the speaker draws our attention to?
3. What does the example with Go players illustrate?
4. What solution does the speaker come up with to deal with unemployment and underemployment in the future?
5. What are the advantages of incorporating incentives into a basic income? What example does he give to illustrate the point?

Follow-up questions

1. What are the main threats that the current technological revolution can bring to us?
2. What are the ways to reduce the negative impact of the technological advances on the labor market?
3. What do you think about the amount of the basic income? How should it be paid?
4. Will the basic income help to stimulate consumption and speed up the economy? Why / Why not?

Read the extract from the speech and fill in the gaps with the phrases from the box.

guaranteed income	utopian framework	terrific vision	income distribution	decouple incomes
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So, the question arises: What exactly could we do about this? And I think you can view this through a very **1** _____. You can imagine a future where we all have to work less, we have more time for leisure, more time to spend with our families, more time to do things that we find genuinely rewarding and so forth. And I think that's a **2** _____. That's something that we should absolutely strive to move toward. But at the same time, I think we have to be realistic, and we have to realize that we're very likely to face a significant **3** _____ problem. A lot of people are likely to be left behind. And I think that in order to solve that problem, we're ultimately going to have to find a way to **4** _____ from traditional work. And the best, more straightforward way I know to do that is some kind of a **5** _____ or universal basic income.

Analyzing public speaking skills

Answer the questions below. Give your reasons.

1. Does the speaker deliver a persuasive speech? Why / Why not?
2. Does he make a strong start and conclusion?

3. Is his performance effective when it comes to body language and other non-verbal means of communication?

Training public speaking skills

Comment on the following statements.

Try to be persuasive, relaxed, creative but make your speech structured, concise and succinct. Speak off the top of your head. You have 1 minute to speak.

1. Technological unemployment is a myth because a lot of new jobs will undoubtedly appear.
2. Machines will never replace people because of their inability to think creatively.
3. The amount of pay should always compensate for the time and efforts spent.
4. Paying a basic income will result in a more equal income distribution.

CREDITS

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