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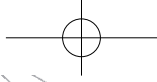
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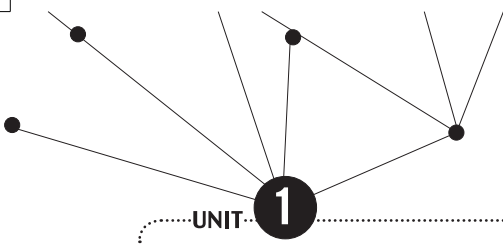
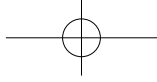
UNIT

1

Men and Women's Prejudices

Unit Overview

- get to know gender issues through reading, listening and viewing
- talk about gender roles and gender equality through guided activities
- learn to reflect on your own learning and comment on that of your peers



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UNIT

1

Lesson 1

Pre-class Activities

Task ① Topic Preview

Read the passage on page 74, and answer the following questions.

Teaching Tips

- ① This task is designed to check students' understanding of the reading material.
- ② Ask students to answer the following questions.

1. Why does the author hold that the statistics in the workforce mislead us to believe that women's status has improved?

Answer: Because women don't share the equal weight in business and social dimensions.

2. How did women win their seats and says at workplaces in the past decades, according to the author?

Answer: By competing with men fiercely at the expense of their own gender identity.

3. What are the suggestions to women provided by the author to change the current situation?

Answer: Women should build self-confidence; on the other hand, they should maintain their own gender identity and diversify their definition of success.

4. According to the author, what is the essential part in the gender equality?

Answer: To change attitudes, especially to cultivate respect for each other.

5. What is the purpose of writing this article?

Answer: The author intends to draw the public's attention to the fact that women still don't weigh much in business and social circles and advocate a change in perception of the opposite sex.

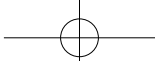
Task ② Audio & Video Studio



Complete the online exercises on iSmart.

Teaching Tips

- ① The online exercises on iSmart are designed to train students to understand the



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Men and Women's Prejudices



general idea or important details of the audio and video clips.

② Ask students to finish them independently before class.

Identifying the Gist

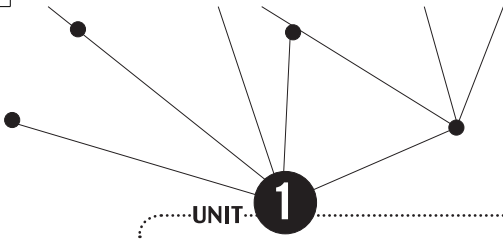
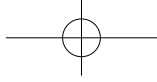
Listen to the audio clip, and choose the right answers to the questions.

1. What is the audio clip mainly about?
 - ☐ A) How to raise the women's sense of happiness.
 - ☒ B) **Reasons for the women's lesser sense of happiness.**
 - ☐ C) The improved women status in the U.S..
2. What accounts for the declining sense of happiness for women?
 - ☒ A) **The discrepancy between women's wants and gains.**
 - ☐ B) Single parenthood or divorce.
 - ☐ C) Family financial problems.

Bridging the Gap

Listen to the audio clip again and fill in the blanks according to what you have heard.

1. The research showed that over the past 35 years women's happiness has declined, both compared to the past and relative to men, even though, by most objective measures, the lives of women in the U.S. have improved in recent decades.
2. They cast doubt on the hypothesis that trends in marriage and divorce, single parenthood or work-family balance are at the root of the happiness declines among women.
3. One theory for the decline in happiness is that expectations for workplace and general advancement were raised too high and women might feel inadequate for not having it all.
4. The researchers acknowledge that is a possibility.
5. But the researchers also add that things could change for the better, as women's expectations move into alignment with their experiences, this decline in happiness may reverse.



UNIT 1

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Script

Why aren't women happier these days? That's the question raised by a thought-provoking study, "The Paradox of Declining Female Happiness" released last month. The research showed that over the past 35 years women's happiness has declined, both compared to the past and relative to men, even though, by most objective measures, the lives of women in the U.S. have improved in recent decades.

The research, by University of Pennsylvania economists Betsey Stevenson and Justin Wolfers, released by the National Bureau of Economic Research, found the decline in happiness to be pervasive among women across a variety of demographic groups. The researchers measured similar declines in happiness among women who were single parents and married parents. They cast doubt on the hypothesis that trends in marriage and divorce, single parenthood or work-family balance are at the root of the happiness declines among women.

One theory for the decline in happiness is that expectations for workplace and general advancement were raised too high by the women's movement and women might feel inadequate for not having it all.

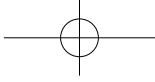
The researchers acknowledge that is a possibility. They think that if the women's movement raised women's expectations faster than society was able to meet them, the women would be more likely be disappointed by their actual life experiences. But the researchers also add that things could change for the better, as women's expectations move into alignment with their experiences, this decline in happiness may reverse.

Checking Your Comprehension

Watch the video clip and decide whether the following statements are true or false.

1. The conventional wisdom holds that, boys are better than girls at mathematics.
2. The lack of women mathematicians, engineers and physicists is cited as proof of a gender difference in math performance.
3. The New Jersey Institute of Technology doesn't offer any kinds of courses to the girls.
4. Ramona thinks it's easy to study math.
5. Hi-tech has enabled some people to become rich.

Key: 1. T 2. T 3. F 4. T 5. T

**Script**

Many teachers and parents have said it; it is sort of a thought ingrained in the American psyche that boys are better than girls at mathematics. But is it true? The lack of women mathematicians, engineers and physicists has often been cited as proof of a difference in the sexes in math performance. But today a team of researchers writing in the journal *Science* says the conventional wisdom is completely wrong.

"Oh, oh, look, look, we can do it."

Fifteen years ago, it was an issue that filled the headlines that by high school, girls were falling 50 points behind boys on the SAT college entrance exam. (It's the coefficient of A) Here's part of a story of ours from 1994.

"For anytime I see math, I just, I try and stay away from it."

But something's changed. This is Ramona; she was a baby when we did that first story. Now she is building robots in a special course of the New Jersey Institute of Technology. And she says she loves the stuff.

"What is it about math that you like?"

"The fact that I understand it so cruising like sometimes I don't have to study to actually get it. It just comes natural to me."

Researchers looked at test scores from more than 7 million kids grades 2 to 11, and whatever differences there used to be, they are now gone.

What's happened? Among other things, hi-tech has turned cool with everyone texting and downloading, and some people getting very rich.

"Plans need a gas called ..."

And teachers have been reaching out aggressively to girls, urging them to get in on the action.

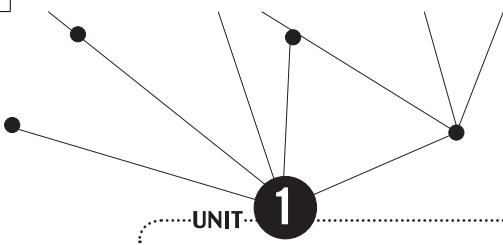
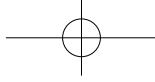
"500 points for you."

"Being interested in science, engineering and technology is not, does not make you a geek, and as a matter of fact, it's the geeks who rule the world."

The result, for the first time girls are taking math as often as boys.

"I feel like I am learning a lot more this year."

We are not born knowing how to do calculus. And when girls take classes at the same rate as boys, we tend to get a narrowing of the gender gap. Most of America's engineers are still men, but that's changing. Half of the kids who go on to get math degrees are now female.



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In-class Activities

Task ① Describing the Picture

Describe the picture first and then discuss how the traditional gender roles are under challenge.

Teaching Tips

- ① This task is designed to prepare students for the topic “Men and Women’s Prejudices”.
- ② Ask students to describe the picture with their peers.
- ③ Here are some questions for students to discuss: *What are the stereotypes of men and women in China? In what way do the people in the picture differ from these stereotypes? What give rise to the change(s)? To what extent do you think it is acceptable in China nowadays?*

Task ② Getting Details

After listening to the online audio lip, complete the oral task by following the steps below.

Teaching Tips

- ① This task is designed to train students to get the gist of the given material.
- ② Answers will vary.

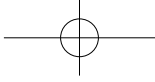
Step 2

Take turns reading your notes to your partner. Work together on the table below.

The Decline in Women’s Happiness

Main Points	Details
Women’s happiness has declined .	Women’s happiness has declined both compared to the past and relative to men even though the lives of women in the U.S. have actually improved.
The decline in happiness was found to be pervasive among women across a variety of demographic groups.	Similar declines in happiness were found among women who were single parents and married parents.

(to be continued)



007

Men and Women's Prejudices

(continued)

Main Points	Details
<u>Expectations</u> for workplace and general advancement were raised too high and women might feel <u>inadequate</u> for not having it all.	Women's expectations were raised <u>faster</u> than the society was able to meet them. Women would be more likely to be <u>disappointed</u> by their actual life experiences.
This decline in happiness may <u>reverse</u> .	Women's expectations will move into <u>alignment</u> with their experiences.

Task ③ Sharing Opinions

After watching the online video clip, complete the oral task by following the steps below.

Teaching Tips

- ① This task is designed to encourage students to express themselves and exchange thoughts and ideas with each other based on the given material.
- ② Answers will vary.

Step 1

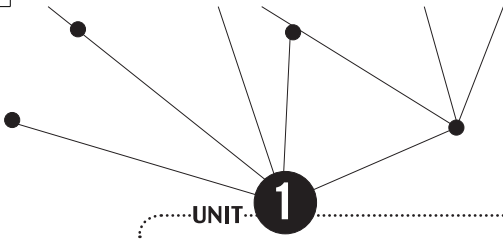
Work in groups and discuss the following questions.

1. Are there any gender differences in some science disciplines?

Yes. According to some physiological studies, girls and boys have a great number of differences in brain structure, owing to which girls are good at imaginal thinking, like language learning, while boys perform better in abstract thinking like mathematics. Consequently, at most colleges of science, boys usually outnumber the girls.

2. Why do men mathematicians, engineers or physicians outnumber their women counterparts?

- 1) There are physiological differences between man and women.
- 2) It is conventionally supposed that women should take care of their family. But the heavy housework and the exhausting children-breeding will drain their energy and consume their time. On the contrary, men can be spared from the burden while getting away from the social criticism. Consequently, many women give up their career in scientific field where a great deal of time and energy is required.



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3. How do people get rid of the stereotype that women are weaker than men?

Without a proper advocacy through social media and a long-term education, the stereotype will not be wiped. And it should be made clear that feminism should be defined as the way to achieve the equality of both men and women, politically and economically.

Task ④ Summarizing

Discuss with your peers and complete the following tips with the information you have learned in the video clip. Then prepare an oral presentation with the help of the tips.

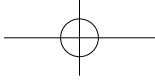
Teaching Tips

- ① This speaking activity is designed to train students to summarize.
- ② Ask students to summarize the video clip.
- ③ Ask students to work in pairs and allow them some time to prepare an oral presentation with the help of the given tips.
- ④ Select some of the pairs to present their summaries.

Summary

Fifteen years ago, the stereotype that girls were simply not hardwired to excel in mathematics was ingrained in people's psyche. But a recent study shows the gender gap in math performance has disappeared. The change may result from the fact that some institutes offer tailored courses to girls and teachers have reached out aggressively to girls, urging them to take math classes. Besides, hi-tech has turned cool, and geeky role models show students that math is the gateway to a future in technology. This message seems to be working. As a result, girls take classes at the same rate as boys nowadays, and we tend to get a narrowing gender gap.

While most of America's engineers are still men, that demographic is shifting. Half of the students who continue on to get math degrees are now female.



Lesson 2

Pre-class Activities

Audio & Video Studio

Complete the online exercises on iSmart.

Teaching Tips

- ① The online exercises on iSmart are designed to train students to understand the general idea or important details of the audio and video clips.
- ② Ask students to finish them independently before class.

Identifying the Gist

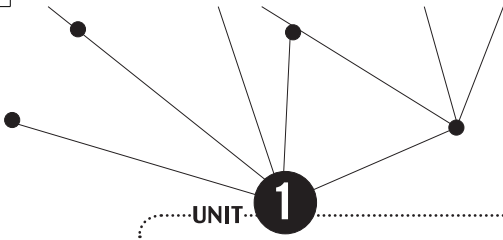
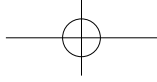
Listen to the audio clip, and choose the right answers to the questions.

1. What is the audio clip mainly about?
☒ A) An insignificant gender difference found by a research.
☐ B) Social reasons for gender bias.
☐ C) The genetic and psychological differences between sexes.
2. Why may women leaders be hindered along their career paths?
☐ A) They are cognitively disadvantaged.
☐ B) They have lower social expectations.
☒ C) They go against their stereotype.

Bridging the Gap

Listen to the audio clip again and fill in the blanks according to what you have heard.

1. According to Psychologist Professor Janet Hyde at the University of Wisconsin, men and women are more alike than different in personality, communication, cognitive ability and leadership than is generally believed.
2. Hyde found evidence that differences between men and women are linked to society's expectation of how they should behave.
3. Besides the social expectations, over-inflating claims of differences between men and women can be damaging.



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4. After examining the gender differences in math performance in high school, Hyde revealed that it could be due to parents having **lower expectations of** their daughters' success in math and thus affecting her self-confidence and performance.

Script

Men and women might be on the same planetary wavelength after all. According to Psychologist Professor Janet Hyde at the University of Wisconsin, men and women are more alike than different in personality, communication, cognitive ability and leadership than is generally believed.

The studies looked at cognitive abilities, such as the ability to do mathematics, verbal and nonverbal communication, aggression, leadership, self-esteem, moral reasoning and motor behavior, such as throwing distance and found large gender differences in throwing distance, and attitudes about casual sex, and a moderate difference in aggression. But for most psychological characteristics, she found no differences between men and women.

Hyde found evidence that differences between men and women are linked to society's expectation of how they should behave. For instance, women smiled more than men when observed but this was not the case when they thought they were not being observed. Hyde says the findings provide strong evidence against the idea that psychological differences between men and women are "large and stable".

Besides the social expectations, over-inflating claims of differences between men and women can be damaging. After examining the gender differences in math performance in high school, Hyde revealed that it could be due to parents having lower expectations of their daughters' success in math and thus affecting her self-confidence and performance.

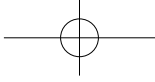
She also found women's success as workplace leaders can also be hindered if they go against the caring and nurturing stereotype.

So it's really amazing how people's perceptions of themselves and their own behaviors are in fact a reflection of assumptions and constructs in society.

Checking Your Comprehension

Watch the video clip and decide whether the following statements are true or false.

1. 25% of marriages will end in divorce.
2. Only men feel uncomfortable with the fact that women earn more than their spouse.
3. Women feel guilty because they think they deprive their spouses of masculinity.



4. Men whose wives out-earn them take on a vast majority of household chores.
5. If a couple goes out to dinner, it is usually the male that pays the check.

Key: 1. F 2. F 3. T 4. F 5. T

Script

Matt Lauer: Dr. Gail Saltz is a psychiatrist and *Today* contributor and *Money* magazine's Jean Chatzky is *Today's* financial editor. Ladies, good morning to both of you.

Both: Good morning, Matt.

Matt Lauer: So you, you look at this statistics, you say, Ok, 25 percent of marriages right now, the woman earn, earns more than the man. Great for women, great strides. But if you also look at the fact that in those marriages the divorce rate is higher than in marriages where the man makes more, you realize you have a problem here.

Jean Chatzky: You absolutely have a problem. It's making people on both sides of the equation uncomfortable, women just as much as men.

Matt Lauer: Men are uncomfortable because cut to the chase, money is power.

Gail Saltz: Money is power and money, and power is masculinity. This has so much to do with what your view of it means to be masculine and feminine. And for both, it's very important for both because if you don't feel like your man is masculine, right? Then what does that say about your femininity?

Matt Lauer: OK, just wait a second, we understand why the men get freaked out. Just, coz' they've been taught to say I am the provider (Right!), I am the protector. But why exactly then are the women also (It's guilt.) uneasy with this guilt?

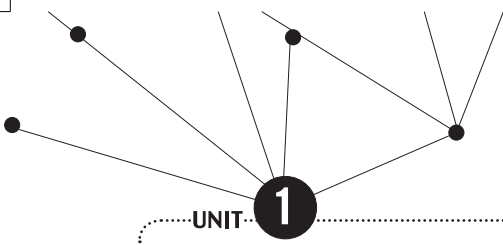
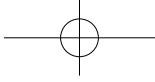
Jean Chatzky: It's guilt, it's guilt for leaving the household, going out, out-earning your spouse, depriving him of that masculinity.

Gail Saltz: I think it's that exactly that. Depriving him of that ... it's, it's imagine if women could get to, what am I really guilty about. They think they are robbing their husband of his masculinity.

Matt Lauer: And at some point, don't they start to question whether their husband's really trying as hard as he should be, and, and is he a slacker in some cases?

Gail Saltz: I think that's defensively somewhat to relieve their guilt. Well maybe he's being a slacker, it's not me robbing him of it. But of course there is a wish to have an equal partner and feel provided for too on the part of the woman.

Matt Lauer: Let me get to some of the tips that you both come up with for how to make this work



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in a, in a relationship. Think outside the box and I think what, what you mean there is redefine what it means to the terms: masculine and feminine.

Gail Saltz: Very much so. It's that and it's also come look for other ways to make each other feel masculine and feminine. So it doesn't have to be only about money, being power. There is time commitment, there is organization, there is nurturing. What else do you provide in ways you can make each other feel those masculine and feminine roles?

Matt Lauer: Contri, contribute something else of value to the relationship.

Gail Saltz: Exactly.

Jean Chatzky: That's right.

Matt Lauer: Don't feel guilty. That's the other one.

Jean Chatzky: Well, and it's what that guilt makes you do, that's the problem. We've seen with women who out-earn their spouses, they come home and they take on a vast majority of the household chores which causes much more stress in the relationship and they hand their paychecks over. There is a new book out that shows women who out-earn their spouses just give the money to the guys and let them manage it. And that's no good for anybody.

Matt Lauer: So that they can have something that makes them feel masculine again. They, they are running the household finance, even if they are not bringing in the, that money.

Jean Chatzky: Right.

Gail Saltz: That's true. And that, and that might not be a bad thing to say, "you could manage" as long as the woman still knows where the money is and she has access to the money.

Matt Lauer: And by the way, you very rarely hear women who make a lot of money talking about the fact they make a lot of money. You hear men talking about that all the time. They avoid the subject, women?

Jean Chatzky: Right! We heard in the tape that women talking about the fact that she actually hides this. This, this couple goes out to dinner. She lets him pay the checks so he feels better.

Gail Saltz: You know, Matt, what matters so much is the roles of your family of origin. So a woman might not feel comfortable talking about the money she's making if her mother never would have done that and that wasn't the dynamic at home.

Matt Lauer: By the way, this subject gets very complicated when the wife becomes pregnant. And the baby arrives. Now what about the maternity leave? If the wife is the, is the primary breadwinner, how comfortable is she gonna be even considering being a stay-at-home mom?

Jean Chatzky: Right and because you have to run the numbers in advance and you have to really

explore the options. And we are not talking about the good point of this which is that this gives the family overall some additional flexibility (Options.) to figure out who should be working at which point and if your lines of communication are open, then you can really use these to your advantage.

Matt Lauer: But again, more of these marriages end in divorce than traditional types of marriages, so there are clearly some issues to be dealt with. Gail and Jean, thanks very much.

Jean Chatzky: Sure.

In-class Activities

Task ① Brainstorming

Work in pairs and write down as many adjectives describing men and women's characteristics as possible. You can resort to your dictionary if you like. Share with your peers the words and the stories behind these words.

Teaching Tips

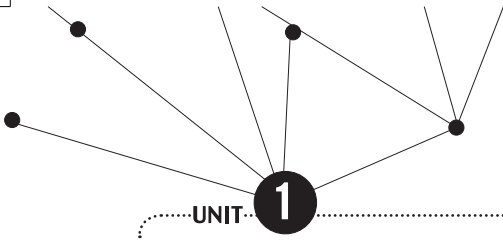
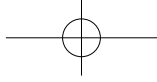
- ① This task is designed to arouse students' interest in this lesson.
- ② Ask students to work in groups and fill in the table.
- ③ Encourage students to find out the etymology of the words in the table. (Right start from the title "Man" and "Woman"!)

Task ② Sharing Opinions

After listening to the online audio clip, complete the oral task by following the steps below.

Teaching Tips

- ① This task is designed to encourage students to express themselves and exchange thoughts and ideas with each other based on the given material.
- ② Answers will vary.



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Step 1

Work in groups and discuss the following questions.

1. What are the relations of social expectations and gender differences?

Hyde found evidence that differences between men and women are linked to society's expectation of how they should behave. For instance, women smiled more than men when observed but this was not the case when they thought they were not being observed.

2. Are there any new examples of people's prejudices against girls compared with boys?

Yes, there are.

Girls cannot play eSports so well as boys.

Boys have great advantages over girls at employment market.

Age is never a problem for boys in all the aspects of social life.

Girls are supposed to take care of the housework.

Many girls who have dreams and ambitions are not welcome in their workplaces.

The prejudice against women is shown in language, like chairman, spokesman, sportsman, man-made, etc.

3. Are there any prejudices against boys compared with girls?

Yes, there are.

Boys cannot take care of people like patients, so it is uncommon for men to work as care workers.

Boys should not be afraid, gentle, weak, timid, hurt, powerless and submissive.

The overstatement of women's rights is also the prejudice against men.

4. What can be done to ease the gender prejudices?

The stereotype about men and women has been rooted deeply in people's mind that men should be masculine and powerful while women should be gentle and sweet. So in order to solve this social problem, the following steps can be taken:

- 1) People should decrease the stereotype about men and women and treat boys and girls equally from childhood.
- 2) Mass media should be careful of the message about gender prejudice.
- 3) Men and women should work together rather than women alone struggling for gender equity.

Task ③ Getting Details

After watching the online video lip, complete the oral task by following the steps below.

Teaching Tips

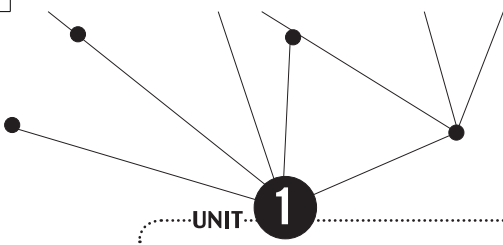
- ① This task is designed to train students to get the gist of the given material.
- ② Answers will vary.

Step 2

Take turns reading your notes to your partner. Work together on the table below.

Women Earning More than Men

Main Points	Details
The problem: women earning more than men making both women and men uncomfortable	<ul style="list-style-type: none"> Men feel uncomfortable since they have been taught to say I am the provider/protector. Women feel guilty for depriving the husband of masculinity. Women may start to question whether her husband is a slacker in some cases.
Some tips to make their relationship work	<ul style="list-style-type: none"> Redefine masculine and feminine. Contribute something else of value to the relationship such as time commitment, organization and nurturing. Don't feel guilty.
The complicated situation when the wife gets pregnant	<ul style="list-style-type: none"> As the primary breadwinner, the wife may not be comfortable considering being a stay-at-home mom. The wife has to run the numbers in advance and have to really explore the options.



UNIT

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Task ④ Summarizing

Discuss with your peers and complete the following tips with the information you have learned in the video clip. Then prepare an oral presentation with the help of the tips.

Teaching Tips

- ① This speaking activity is designed to train students to summarize.
- ② Ask students to summarize the video clip.
- ③ Ask students to work in pairs and allow them some time to prepare an oral presentation with the help of the given tips.
- ④ Select some of the pairs to present their summaries.

Summary

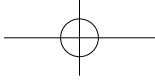
This talk show focuses on the problem in marriages in which women out-earn men. People on both sides of the equation feel uncomfortable with the fact that women earn more than their spouse. For men's part, they feel that they are losing power and have been deprived of masculinity. While for women, they have guilt for leaving home and earning more. To solve this problem, the experts offer three tips. They should first redefine the terms: masculine and feminine. Then don't feel guilty. And then they should co-manage finances, allowing the working women to have access to money. If the couple can keep the lines of communication open, one can use any of the tips to his/her advantage.

Task ⑤ Debating

Debate on the motion **House husband is a progress for society.**

Teaching Tips

- ① This speaking activity is designed to stimulate students to think independently, critically and creatively.
- ② Students need to be informed before class of the motion of the debate, and assigned their roles in the debate, so that they have time to prepare.



•))) Home Listening (((• 017 iSmart

Listen to the audio clip and fill in the blanks with the exact words or sentences. You are expected to do it after class and check the answers on your own.



Teaching Tips

- ① This section is designed to reinforce students' understanding of this topic and give them further practice at listening.
- ② Ask students to finish the Home Listening task after class and check the answers on their own.

Where Have All the Gentlemen Gone?

What factors have contributed to the demise of chivalry?

Men tend to blame the decline on women's tolerance of men's trifling behavior. Females, on the other hand, blame the death of chivalry on the egocentric nature and 1) **laziness** of men. Our society has become increasingly 2) **self-centered** so people no longer abide by old school home training of manners and politeness.

Both genders are correct, but whose actions started the 3) **snowball effect**? It is the classic chicken-or-egg argument.

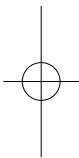
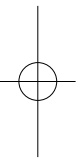
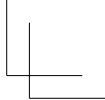
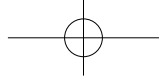
Perhaps with the Women's Rights Movement, women opened the door for men to become lazy with their courteousness. Maybe women started acting more independent so men figured, "Why bother?"

Or, perhaps society in general is in a state of moral 4) **bankruptcy**. Marriages are dissolving at an all time high, people are no longer valuing monogamy. As trust in men 5) **diminishes**, women's attitudes toward men shift and the way we 6) **interact** with them has changed — and not for the positive.

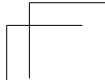
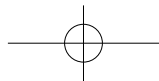
Or, perhaps men are not settling down as often or as quickly, so there is a sense of desperation among the female race. Desperation leads to feeling the need to settle or 7) **compete for** men. Likewise, women have become more tolerant and/or numb to the waywardness of men.

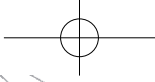
So, which is it? The chicken or the egg? Did men's behaviors and attitudes shift first or did women's? We may never 8) **figure the answer out**.

However, I think that 9) **chivalry is about RESPECT**. Chivalry and respect go hand in hand. Respect and character go hand in hand. And, 10) **character and morality go hand in hand**. If we can work on our morals we will work on our level of respect for each other. It just starts with everyone as individuals.



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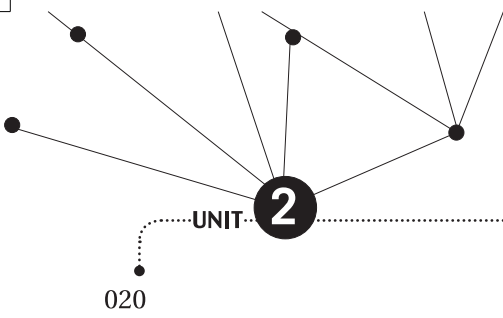
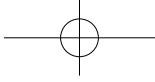
UNIT

2

Technology: A Blessing or a Curse?

Unit Overview

- get to know the pros and cons of biotechnology through reading, listening, and viewing
- talk about the impact of biotechnology on people's life
- learn to reflect on your own learning and comment on that of your peers



Lesson 1

Pre-class Activities

Task ① Topic Preview

Read the passage on page 77 and answer the following questions.

Teaching Tips

- ① This task is designed to check students' understanding of the reading material.
- ② Ask students to answer the following questions.

1. What does the overuse of the Internet lead to?

Answer: An over-exposure to it leads to Internet addiction.

2. What was the life like in the days when there were no computers and no modern means of transport?

Answer: Human life was highly restricted due to the unavailability of technological application.

3. What are the unethical practices bred by the Internet?

Answer: The Internet has bred many unethical practices like hacking, spamming and phishing. Internet crime is on the rise.

4. What tends to be left out with the use of modern means of communication such as online messengers, emails and cell phones?

Answer: The tendency of taking pains to reach the loved ones has vanished.

5. What can we infer from the statement “everything has become so easily available due to the advancing technology that it has lost its value”?

Answer: People tend to cherish things less when they come too easily.

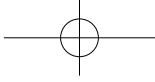
Task ② Audio & Video Studio



Complete the online exercises on iSmart.

Teaching Tips

- ① The online exercises on iSmart are designed to train students to understand the general idea or important details of the audio and video clips.
- ② Ask students to finish them independently before class.



Identifying the Gist

Listen to the audio clip, and choose the right answers to the questions.

1. What is the function of the little robots implanted in our brain according to Dr. Kurzweil?
☒ A) To give us more powerful memories.
☐ B) To make us become healthier than we were.
☐ C) To overtake the power of the human brain.
2. How many times more technical progress will the next half century see according to Dr. Kurzweil's prediction?
☐ A) Twice.
☐ B) Eighteen times.
☒ C) Thirty-two times.

Checking Your Comprehension

Listen to the audio clip again and decide whether the following statements are true or false.

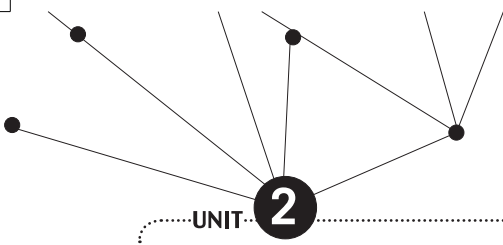
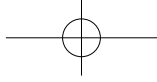
1. A leading US scientist has predicted that computers will be more intelligent than humans by 2029.
2. Dr. Kurzweil is an innovator in various fields of computing.
3. Things we see in science fiction movies will never happen in reality.

Key: 1. F 2. T 3. F

Script

A leading US scientist has predicted that computers will be as intelligent as humans by 2029. Futurologist Dr. Ray Kurzweil told the American Association for the Advancement of Science that in the near future, machine intelligence will overtake the power of the human brain. He said that within two decades computers will be able to think quicker than humans. Dr. Kurzweil painted a picture of us having tiny robots called nanobots implanted in our brain to boost our intelligence and health. He told reporters that these microscopic nanobots would work with our brains to make us think faster and give us more powerful memories. Kurzweil explained that we are already "a human-machine civilization" and that the upcoming technology "will be a further extension of that".

Dr. Kurzweil was one of 18 top intellectuals asked by the US National Academy of Engineering to identify our greatest technological challenges. Other experts included Google founder Larry Page and the human genome pioneer Dr. Craig Venter. Kurzweil has a very impressive background in science and



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innovation. He was an innovator in various fields of computing, including the technology behind CDs. He also pioneered automatic speech recognition by machines. He predicts the pace of new inventions will increase greatly from now, saying: “... the next half century will see 32 times more technical progress than the past half century.” This means scenes from science fiction movies, like *Blade Runner*, *The Terminator* and *I Robot*, will become more and more a part of our everyday lives.

Checking Your Comprehension

Watch the video clip and decide whether the following statements are true or false.

1. The in vitro fertilization allows parents to choose the baby's sex.
2. Pregnant moms disagree to change their baby's genetics to avoid a disease.
3. Genetic modification will bring about potential ethical concerns.
4. Not only the rich people but the poor people will be able to afford the technology of trait selection in 25 years.

Key: 1. T 2. F 3. T 4. F

Script

Imagine being able to override Mother Nature and hand-pick the physical appearance and intellectual traits of your unborn child. Well, thanks to modern science, what may seem far-fetched now could be the norm for parents 25 years down the road.

They are so lovable, so innocent, ten little fingers, ten tiny toes, to every parent's eye, pure perfection. But what if you could tinker with perfection, choose your baby's hair color, eye color, brain power, how athletic they'll be.

“You have specified hazel eyes, dark hair and fair skin ...”

What seems like science fiction in the movie *Gattaca* is already happening. Through in vitro fertilization, parents can actually choose to have a girl or a boy.

“We can already look for the genes that, er, influence all sorts of trivial traits, like our eye color or hair color.”

In 25 years, some geneticists believe, parents will be able to select for genes that help with intelligence, memory, even talents like playing the piano.

“The question is whether or not people want to use the technology for that purpose.”

We posed the question at a gathering of pregnant moms and found a lot of resistance.

“I think once you start choosing, you know, how your baby should look like, and what it should be or what the sex it should be. You take the excitement out of the unexpected ...”

But here is the thing, when we asked the mummies that if it would be okay to change their baby's genetics to avoid a disease, the answers changed.

“I'll say yes. But again I'm being a hypocrite, but I think health is the most important part.”

And that ability for a parent to shape their child's health may be the biggest event 25 years from now. Theoretically science could provide genes to make babies super resistant to diseases. Here's how, a few years back, scientists mapped out the human genome. It's a lot like a giant codebook, a catalogue of the genes in the human body.

“We have all the information, and now everybody is pouring over it with computers and trying to figure out what it all means.”

No reason expect for ethical concerns that genetic modification could change everything.

“Our view of the children, our view of parenthood, our view of our relationships with each other, and therefore our view of what it, what it means to be human. And we don't really want to mess with them, I think, until we are very very convinced that the benefits outweigh the risks.”

And who will get the benefit? In 25 years, many worry only rich Americans will be able to afford genetic tinkering.

“There is going to be a growing gap between the haves and have-nots. And so the children in rich really might be beautiful and the children of the ordinary people won't have access to the same sorts of expensive technologies.”

Will that happen in 25 years? It all depends on how people decide to handle the technology.

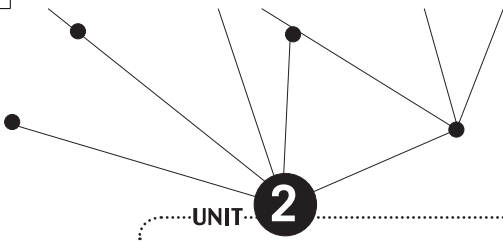
In-class Activities

Task ① Describing the Picture

Describe the picture first and then discuss the impact technology has on our lives.

Teaching Tips

- ① This task is designed to prepare students for the topic “Scientific Attitude”.



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- ② Ask students to describe the picture with their peers.
- ③ Here are some questions for students to discuss: *What do people in the picture have in their hands? What are the scientific approaches? What should we do to be open to new scientific findings?*

Task ② Getting Details

After listening to the online audio clip, complete the oral task by following the steps below.

Teaching Tips

- ① This task is designed to train students to get the gist of the given material.
- ② Answers will vary.

Step ②

Take turns reading your notes to your partner. Work together on the table below.

What Does the Future Hold for AI?

Aspects	Predictions
Computers	be as intelligent as humans by 2029
Machine intelligence	overtake the power of the human brain
Microscopic nanobots	work with our brains to make us think faster and give us more powerful memories
Scenes from science fiction movies	become more and more a part of our everyday lives

Task ③ Sharing Opinions

After watching the online video clip, complete the oral task by following the steps below.

Teaching Tips

- ① This task is designed to encourage students to express themselves and exchange

thoughts and ideas with each other based on the given material.

② Answers will vary.

Step 1

Work in groups and discuss the following questions.

1. What is the current development of in vitro fertilization?

The technology PGD, which was created to screen for disease, enables nearly 100 percent accuracy of IVF gender selection. In addition, according to L.A.'s Fertility Institute, prospective parents can select physical traits, like eye color and hair color.

2. What is the major concern for this issue? What's your take on it?

Example 1: Medical Concerns Arise. Despite nearly 100 percent accuracy of IVF sex selection, this procedure still carries the same risks to women and children as IVF is used for medical reasons. Some people are also concerned that nonmedical use of IVF for sex selection may tie up medical resources and prevent couples with infertility from getting the help they need.

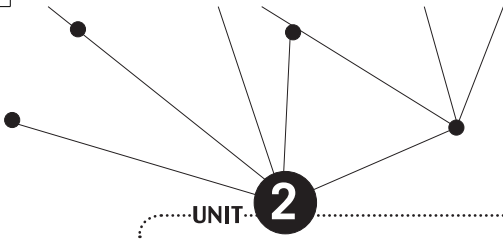
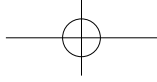
Example 2: Social Concerns Arise. Some see nonmedical IVF sex selection as discriminating against one sex or the other. To avoid discrimination, some clinics limit the use of nonmedical IVF to parents who already have at least one child. In a Johns Hopkins study, 41 percent of clinics took this approach. Extensive use of IVF sex selection could also throw off the natural balance between males and females in society.

Task ④ Summarizing

Discuss with your peers and complete the following tips with the information you have learned in the video clip. Then prepare an oral presentation with the help of the tips.

Teaching Tips

- ① This speaking activity is designed to train students to summarize.
- ② Ask students to summarize the video clip.
- ③ Ask students to work in pairs and allow them some time to prepare an oral presentation with the help of the given tips.
- ④ Select some of the pairs to present their summaries.



UNIT

2

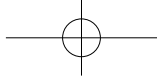
026

Summary

Twenty-five years from now, parents would be able to select physical appearance and intellectual traits of their unborn babies. What happens only in science fiction now will have become reality by then. Through new biotechnology, parents could not only choose the gender of their babies but also the traits such as eye color, hair color, intelligence, memory and even some talents.

People's opinions vary greatly on whether it is advisable to use trait selection technology. Some think the joy is deprived of not knowing the gender of their baby until it is born if they select the gender of their babies. Others would like to design their babies so that the new-born babies might carry traits that their parents desire. But when it comes to using this technology to help the babies avoid potential diseases, people tend to reach an agreement; that is to say, trait selection is a great technology to help to realize the dream of avoiding diseases.

The trait selection technology might lead to a heated debate as it causes the change of people's view of children, parenthood, relationships with each other, and therefore the view of what it means to be human. But will that really happen in 25 years? What will this biotechnology bring about? Who will have access to such technology? These are some questions, the answers to which are yet to be discovered.



Lesson 2 027

Pre-class Activities

Audio & Video Studio

Complete the online exercises on iSmart.

Teaching Tips

- ① The online exercises on iSmart are designed to train students to understand the general idea or important details of the audio and video clips.
- ② Ask students to finish them independently before class.

Identifying the Gist

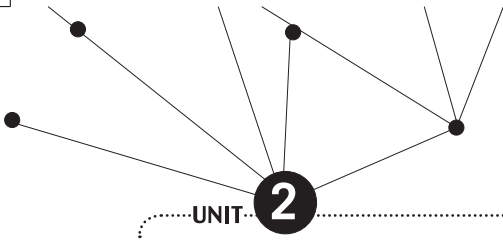
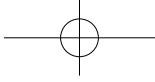
Listen to the audio clip, and choose the right answers to the questions.

1. What is this passage mainly about?
☐ A) Genetic information makes earlier diagnosis of diseases possible.
☐ B) Genetic knowledge will fuel the creation of powerful new medicines.
☒ C) **The contribution and potential problems of genetic information.**
2. How can genetic information be used in an unfair or hurtful way?
☐ A) Developing a particular disease.
☐ B) Avoiding an increased risk.
☒ C) **Denying health insurance.**

Bridging the Gap

Listen to the audio clip again and fill in the blanks according to what you have heard.

1. The scientists who launched the Human Genome Project believed in the power of **genetic information** to transform health care to allow earlier diagnosis of diseases than ever before possible.
2. But it was also clear that genetic information could potentially be used in ways that are **hurtful or unfair**.
3. The goal was to **anticipate problems** that might arise and to prompt solutions.



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4. But will we really want that information? How will it be used? Who will have access to our **genetic information**?
5. The challenge of addressing these issues is not **reserved for scientists**.

Script

The scientists who launched the Human Genome Project believed in the power of genetic information to transform health care to allow earlier diagnosis of diseases than ever before and to fuel the creation of powerful new medicines.

But it was also clear that genetic information could potentially be used in ways that are hurtful or unfair — for example, denying health insurance because of an increased risk for developing a particular disease.

Aware of the danger and hoping to ward it off, the founders of the Human Genome Project created a program to explore the ethical, legal, and social implications of new genetic knowledge. The goal was to anticipate problems that might arise and to prompt solutions.

For example, in the future, doctors will likely be able to give each of us a “genetic report card” that will spell out our risk of developing a variety of different diseases. But will we really want that information? How will it be used? Who will have access to our genetic information? How will it affect our lives, our families, and our communities?

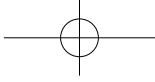
The challenge of addressing these issues is not reserved for scientists. We all have a stake in making sure that everyone will benefit from genetic research and no one is harmed.

Checking Your Comprehension

Watch the video clip and decide whether the following statements are true or false.

1. According to L.A.’s Fertility Institute, the technology of PGD is created for gender selection.
2. Dr. Steinberg predicts that they will determine sex with 100 percent certainty on a baby next year.
3. Most people support the notion of building a better baby for cosmetic reasons.
4. Dr. Caplan does not think that it is a doctor’s obligation to offer trait selection to parents.

Key: 1. F 2. T 3. F 4. T

**Script**

If you could design your baby's features, would you? According to L.A.'s Fertility Institute, prospective parents can select eye color, hair color and more.

The technology is called pre-implantation genetic diagnosis or PGD. It was created to screen for disease, then used for gender selection. Now this clinic plans to allow parents to select physical traits.

Dr. Steinberg: I would predict that by next year, we will have determined sex with 100 percent certainty on a baby, and we will have determined eye color with about an 80 percent accuracy rate.

Dr. Jeffrey Steinberg is a pioneer in in vitro fertilization.

Dr. Steinberg: I think it's very important that we not bury our heads in the sand and pretend these advances are not happening.

Kirsten and Matt Landon used his clinic to select the sex of their daughter. Choosing other genetic traits intrigues them.

Matt Landon: I would have considered trait selection as an option, but not necessarily have gone with it.

A recent U.S. survey suggests most people support the notion of building a better baby when it comes to eliminating serious diseases. But Dr. Steinberg says using technology for cosmetic reasons shouldn't scare people away.

Dr. Steinberg: Of course. Once I've got this science, am I not to provide this to my patients? I'm a physician. I want to provide everything science gives me to my patients.

You've come a long way, baby.

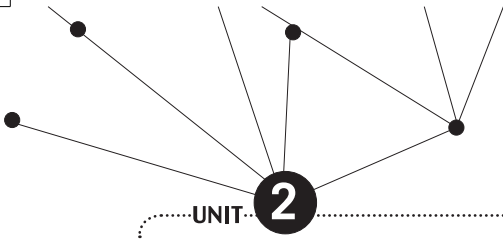
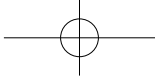
But is that a good thing? Joining us from Philadelphia is Dr. Arthur Caplan, Ph.D, director of the Center for Bioethics at the University of Pennsylvania.

Anchor: Good morning, Dr. Caplan.

Dr. Caplan: Good morning, Maggie.

Anchor: Let me quote Dr. Steinberg. He just said he predicts we will have determined sex with 100 percent accuracy and eye color with 80 percent accuracy in the next year. Does that give you pause at all?

Dr. Caplan: It does. I think he's wrong. I don't think we're going to get to eye color and hair color and freckles for a couple more years. But he's right in principle. We're headed that way. It is going to be possible to pick traits, not because of diseases or avoiding dysfunction, but because somebody has a taste for a particular child or a preference for a particular child.



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Anchor: He says that if it is available, why not offer it to his patients? He says he has the obligation as a doctor to do so. Do you agree with that?

Dr. Caplan: I disagree completely. There are really three things, Maggie, to think about here. One is, when you move away from diseases, who's to say what's the better trait? Is it better to be red-headed than it is to be brown-haired? Is it better to have freckles or not? Those sorts of things, I think, are very subjective and in some ways driven by our culture. Secondly, you're going to have the rich using these technologies, and that's going to advantage them further. It's not going to be something the poor get to do. Lastly, you've got a problem here: Why are doctors in this business at all? He said, the doctor said, 'I have to serve my patients,' but is this just a cash business where you'd say, you know, 'I want a child with short arms. I want a kid with athletic ability'? Okay. Well, we'll do that. Is everything and anything for sale at the fertility clinic?

Anchor: The case of the woman (Nadya Suleman), who had octuplets, has raised so many debates like this. The doctor who implanted six embryos is being criticized. A lot of people say there should be a law prohibiting that. Do you think there should be laws prohibiting this?

Dr. Caplan: It's absolutely. And the time to start this discussion is right now. For example, I don't think you should get any of these traits offered to you without some counseling so you can think about: Is that important to me? Is this really going to make that much difference?

You don't want to settle children with false expectations. The parents pick a kid to be smart. The kid doesn't succeed. Now they are mad because they spent a lot of money to do this. They don't get what they want. We need more oversight of this industry, and I think this is gonna turn out to be one of the biggest issues in the next 10, 15 years — the extent to which we design our babies and who's going to be able to call the shots, if you will, on whether the technology gets used to do [doing] it.

Anchor: We shall see. Dr. Arthur Caplan, thank you for your time this morning.

In-class Activities

Task ① Brainstorming

In this activity, you will consider ethical, economic and social issues involved in supporting or opposing cloning in the following contexts. Write down the number of the application in the chart after deciding on your attitude. Compare your answers with your peers' and clarify your own views on cloning.

Teaching Tips

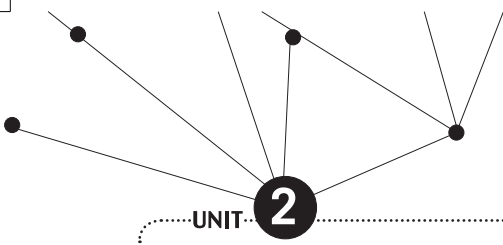
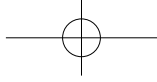
- ① This activity is designed to arouse students' interest in this lesson.
- ② Nominate someone to read out each of the possible applications of cloning technology in the list.
- ③ As each application is read out, students are supposed to put the number of the application to the appropriate place in the chart indicating their attitudes.
- ④ Students should be prepared to explain why they think so. Encourage students to share their opinions and argue with others when disagreements occur.
- ⑤ Collect the charts students filled in and nominate a student to keep a tally (on the board) of the numbers of students approving of each application.

Task ② Getting Details

After listening to the online audio clip, complete the oral task by following the steps below.

Teaching Tips

- ① This task is designed to train students to get the gist of the given material.
- ② Answers will vary.



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Step 2

Take turns reading your notes to your partner. Work together on the table below.

Benefits and Risks of Genetic Research

Benefits	Risks
allow earlier diagnosis of diseases than ever before	could potentially be used in ways that are hurtful or unfair
fuel the creation of powerful new medicines	deny health insurance
...	...

Task 3 Sharing Opinions

After watching the online video clip, complete the oral task by following the steps below.

Teaching Tips

- ① This task is designed to encourage students to express themselves and exchange thoughts and ideas with each other based on the given material.
- ② Answers will vary.

Step 1

Prepare a three-minute impromptu speech on the topic “Technology: A Blessing or a Curse?”. Use the words and expressions you have learned from the video clip.

Tips:

Content, Format/Sample Outline

- I. Introduction: (Purpose, Topic, Main Ideas, Attention Grabber) (Word for word)
- II. Body:
 - A. Main Point #1
 1. Subpoint 1
 - a. Facts

2. Subpoint 2

a. Facts

(Additional subpoints and facts that may be needed)

B. Main Point #2

1. Subpoint 1

a. Facts

2. Subpoint 2

a. Facts

(Additional subpoints and facts that may be needed)

C. (Additional Main Points, Subpoints, and Facts as appropriate)

III. Conclusion: (Restate Purpose, Topic, Main Ideas, and then end convincingly!) (Word for word)

IV. Sources (When necessary): (ALWAYS give credit to your sources.)

Quick Hints

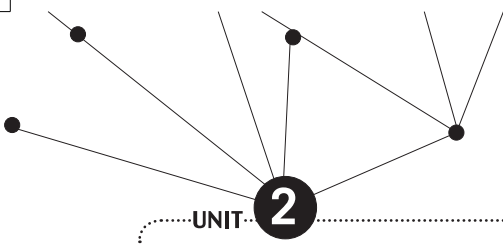
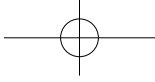
1. While the format of delivery is NOT word for word, the introduction and conclusion will be.
2. You should have NO MORE than 3–5 Main Points.
3. Your “Facts” are pieces of information such as: statistics, quotations, examples, anecdotes, etc.

Task ④ Summarizing

Discuss with your peers and complete the following tips with the information you have learned in the audio and video clips. Then prepare an oral presentation with the help of the tips.

Teaching Tips

- ① This speaking activity is designed to train students to summarize.
- ② Ask students to summarize the audio and video clips.
- ③ Ask students to work in pairs and allow them some time to prepare an oral presentation with the help of the given tips.
- ④ Select some of the pairs to present their summaries.



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Summary

With the development of medical science, scientists are able to have access to genetic information. This information could help people have an earlier diagnosis of potential disease. Some other people are planning to make use of this technology to design babies so that their babies could have desirable traits such as bigger eyes and darker hair. And yet this technology could put people at a disadvantage as genetic information could be used to deny people health insurance if they were found to have a genetically higher risk of developing a certain disease.

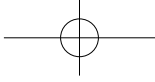
This new technology raises ethical debates as to how people could make good use of genetic information. Should people utilize this technology to design their babies? Who should have access to genetic information? How could the access to genetic information benefit people? These are some questions to which the answers have yet to be discovered.

Task ⑤ Debating

Debate on the motion **Technology is a blessing, not a curse.**

Teaching Tips

- ① This speaking activity is designed to stimulate students to think independently, critically and creatively.
- ② Students need to be informed before class of the motion of the debate, and assigned their roles in the debate, so that they have time to prepare.



•))) Home Listening (((• 035 iSmart

Listen to the audio clip and fill in the blanks with the exact words or sentences. You are expected to do it after class and check the answers on your own.



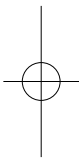
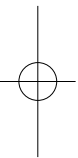
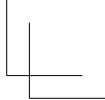
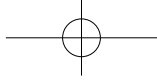
Teaching Tips

- ① This section is designed to reinforce students' understanding of this topic and give them further practice at listening.
- ② Ask students to finish the Home Listening task after class and check the answers on their own.

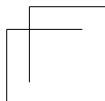
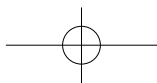
What has science done for you lately? Plenty. If you think science doesn't matter much to you, think again. Science affects us all, every day of the year, from the moment we wake up, all day long, and through the night.

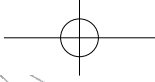
Because of science, we have 1) **complex devices** like cars, X-ray machines, computers, and phones. But the technologies that science has 2) **inspired** include more than just hi-tech machines. The notion of technology includes any sort of 3) **designed innovation**. Whether a flu vaccine, the 4) **antibiotics** that treat your sore throat, the technique and tools to perform open 5) **heart surgery**, or a new system of crop rotation, it's all technology. Even simple things that one might easily 6) **take for granted** are, in fact, science-based technologies: the clean water that comes from your faucet, and the light that you turn off at the end of the day, the plastic that makes up a sandwich bag, — it's all here because of science. To make it clear how deeply science is 7) **interwoven with** our lives, just try imagining a day without scientific progress.

8) **Though the impact of technology on our lives** is often clearly positive (e.g., it's hard to argue with the benefits of being able to effectively mend a broken bone), in some cases the payoffs are 9) **less clear-cut**. It's important to remember that 10) **science builds knowledge about the world**, but that people decide how that knowledge should be used.



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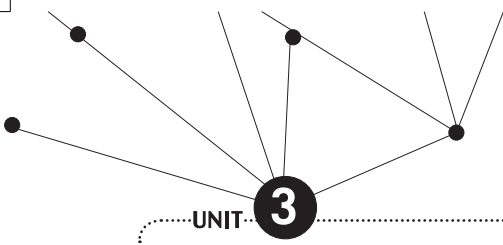
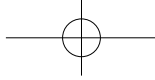
UNIT

3

Ways to Win the Chinese Market

Unit Overview

- get to know the strengths and weaknesses of foreign companies in China through reading, listening and viewing
- talk about ways for those companies to win the Chinese market through guided activities
- learn to reflect on your own learning and comment on that of your peers



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Lesson 1

Pre-class Activities

Task ① Topic Preview

Read the passage on page 80, and answer the following questions.

Teaching Tips

- ① This task is designed to check students' understanding of the reading material.
- ② Ask students to answer the following questions.

1. Why is brevity one of the strengths of Mr. Goodman's book?

Answer: Because most people wanting to learn the ins and outs of doing business in China neither want to nor have the time to read an encyclopedia on the subject.

2. Who would probably benefit most from Mr. Goodman's book?

Answer: People who have never done business in a foreign country before and seek to start one in China.

3. What did Mr. Goodman do while he was a student at BLCU?

Answer: He started his business of a chain of cafés.

4. Does Mr. Goodman's book mention how to deal with interpersonal relationship when doing business in China?

Answer: Yes. He writes on how to avoid offending one's new friends and colleagues, and he also tackles how to break down the basics of "face", "*guanxi*", etc. in China.

5. Did Mr. Goodman's book enjoy great popularity in the U.S.?

Answer: Yes. His book is now part of the MBA curriculum in business schools at several U.S. colleges and universities.

Task ② Audio & Video Studio



Complete the online exercises on iSmart.

Teaching Tips

- ① The online exercises on iSmart are designed to train students to understand the

general idea or important details of the audio and video clips.

② Ask students to finish them independently before class.

Identifying the Gist

Listen to the audio clip, and choose the right answers to the questions.

- Why do more and more Western companies want to do business in China?
 - ☐ A) It is easier to do business in China than in other parts of the world.
 - ☒ B) **China's economy grows very fast and China provides great opportunities.**
 - ☐ C) Chinese people are in great need of electronic goods.
- Which tip is **NOT** given in the audio clip?
 - ☒ A) **To build a relationship after you do business.**
 - ☐ B) To find a reliable Chinese ally to work with you.
 - ☐ C) Never criticize or insult someone in front of others.

Bridging the Gap

Listen to the audio clip again and fill in the blanks according to what you have heard.

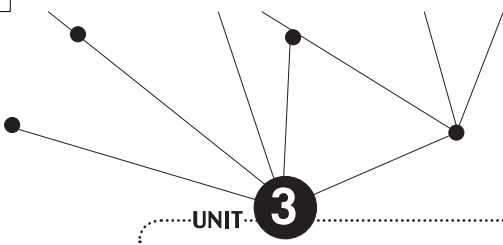
- Today, 80% of the world's **electronic goods** are made in China.
- But how easy is it for a Westerner to do business there? Here are some tips from **the British Embassy** in Beijing.
- On the other hand, if you praise someone by saying good things about him or her, then he or she will **gain face**, but be careful not to do it too much.

Script

China has changed enormously over the last 20 years. Today, 80% of the world's electronic goods are made in China. As a result, more and more Western companies want to do business in China. But how easy is it for a Westerner to do business there? Here are some tips from the British Embassy in Beijing.

Build relationships. In the West, it's usual to do business first, and then see if a relationship is possible. In China, it's the opposite. You need to build a relationship before you can do business. This leads to the idea of "guanxi".

It can also be useful to find a reliable Chinese ally to work with you. He or she will be able to help



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with language or cultural problems and will also be able to understand Chinese body language.

You must remember to respect “face”. “Face” means having high status with your peers. “Face” can be lost, given or earned. Never criticize or insult someone in front of others, as losing face will make it impossible to make a deal. On the other hand, if you praise someone by saying good things about him or her, then he or she will gain face, but be careful not to do it too much.

All these tricks of the trade can help you to play the game and do business successfully in China. Be prepared, and be patient if you want to be a winner in China.

Checking Your Comprehension

Watch the video clip and decide whether the following statements are true or false.

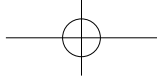
1. *Where East Eats West* is for the person who is on the ground and in the trenches.
2. “*Guanxi*” is really nothing more than your network or your connections.
3. Chinese market is only diversified in terms of its geographic location.
4. Some foreign companies are even venturing into the third tier cities of China.
5. Sam Goodman believes it is critical for foreign entrepreneurs to speak Mandarin if they do business in China.

Key: 1. T 2. T 3. F 4. T 5. F

Script

Sam Goodman: By far, the most common is not doing your homework, which, of course, is the whole reason why I wrote *Where East Eats West*. Because, you know, it's not, because it's not China books out there. But it's not so much that people, everyone can start with millions of dollars or huge corporation behind them. And so what I wanted to do is sort of lay out all the China rookie mistakes that people make. I mean, that's, you know, that was the whole purpose of it all within chapters, you know, under three pages long. You know, really, *Where East Eats West* is for the person who is on the ground and in the trenches, not so much in the boardroom. I mean, specifically, I guess you would say that a lot of the foreigners come here, and they over-mystify concepts like “face” or “*guanxi*”. “*Guanxi*” is really nothing more than your network or your connections.

Pauline Chiou: A lot of people look at China as a huge market. But in your book, you actually say don't look at China as one market. What do you mean by that?



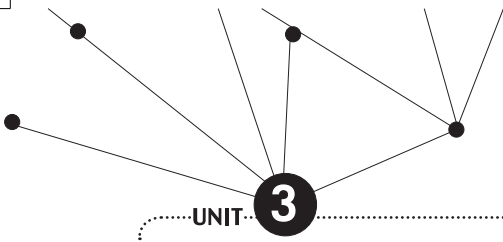
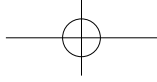
Sam: Well, again, like you said, China is a huge market. Geographically speaking, it's bigger than Europe. So most people would not think of going, this is my Europe strategy, in order to come in, and we're going to just succeed in this way. You got to understand that China, again, as a vast country has its own nuances. So if you are going to be targeting your market in Shanghai, it's going to be very different than if you are going to be in a second or even in a third tier city. And of course, there's gonna to be differences in terms of whether it is in the north or in the south, or in the west, or in the east, or again, in the first tier, second tier cities, which, if you don't know the differences between the first and second tier cities, you need to do some more homework to understand that.

Pauline: Tell us a little bit more about first tier cities and second tier cities. What are they? And what is corporate life like in those different tiers?

Sam: Okay, that's a big question. Let's see. First tier cities would be, I guess, what you used to call the most cosmopolitan, the most advanced if you will, the most international. Beijing, Shanghai, Guangzhou are considered first tier cities. Those are the ones where you'll see the most number of Western brands. And of course, in that sense, if you are a small entrepreneur, that's where you are gonna find the most amount of competition. So if you are doing business from a corporate setting, a lot of the people tend to be in these first tier cities. And of course, now they are expanding into the second tier cities, and some of them are even venturing into the third tier cities. I personally think that the most challenging aspect and therefore the most opportunities are going to be in your second and third tier cities. And you need to understand as a Westerner coming to China, that the way of doing business from a corporate setting in the first tier city is going to be very similar to what you are gonna see on the international stage. But as soon as you step out of the corporate setting and go into a second or third tier city, that's where it becomes much more the wild wild west in the East.

Pauline: And if you are in that wild wild west of the East, how severely disadvantaged are you if you do not speak Mandarin Chinese? You yourself are fluent, so I imagine that's very helpful. But if you are a Westerner wanting to go into that second or third tier city, do you really need to learn Mandarin Chinese?

Sam: Well, I guess the best way I can explain this is when you're thinking of a language, it's really a tool to communicate. And the more tools that you have that you can use in your utility belt, the more chance you have of actually succeeding. Is it critical? That's difficult to say. If you are going to be a CEO coming into a second or third tier city, then I would have to say it's not necessary to have the language. But if you are a small entrepreneur, you are gonna be building everything from the ground up, not having a language is certainly gonna make it a lot more challenging.



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In-class Activities

Task ① Describing the Picture

Describe the picture first and then discuss why Pizza Hut is successful in China.

Teaching Tips

- ① The aim of this task is to prepare the students for the topic “Western Food in China”.
- ② Ask students to describe the picture with their peers.
- ③ Here are some questions for students to discuss: *Do you like Western food? Have you ever been to any foreign restaurants? What makes those restaurants different from their Chinese counterparts?*

Task ② Getting Details

After listening to the online audio clip, complete the oral task by following the steps below.

Teaching Tips

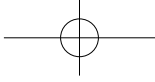
- ① This task is designed to train students to get the gist of the given material.
- ② Answers will vary.

Task ③ Sharing Opinions

After watching the online video clip, complete the oral task by following the steps below.

Teaching Tips

- ① This task is designed to encourage students to express themselves and exchange thoughts and ideas with each other based on the given material.
- ② Answers will vary.

**Step 1**

Work in groups and discuss the following questions.

1. A lot of people look at China as a huge market. Why does Sam Goodman say “don’t look at China as one market”?

China is a vast country. It has its own nuances. For example, there’s going to be differences in terms of whether the market is in the north or in the south, or in the west, or in the east, or whether it’s in the first tier or second tier cities.

2. According to Sam, what are first tier cities and second tier cities in China? What is corporate life like there?

First tier cities would be the most advanced and the most international cities. Beijing, Shanghai, Guangzhou are considered first tier cities. If you are doing business from a corporate setting, a lot of the people tend to be in these first tier cities. And now they are expanding into the second tier cities and even the third tier cities, where there are the most challenges and the most opportunities. The way of doing business from a corporate setting in the first tier city is going to be similar to that on the international stage. But if you go into a second or third tier city, that’s where it becomes much more the wild wild west in the East.

3. How important is Mandarin Chinese for a Westerner who wants to go into the second or third tier city?

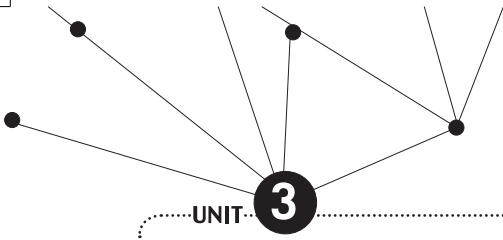
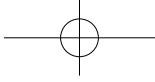
It depends. If you are going to be a CEO coming into a second or third tier city, then it’s not necessary to have the language. But if you are a small entrepreneur who is going to be building everything from the ground up, not having a language is going to make it a lot more challenging.

Task 4 Summarizing

Discuss with your peers and complete the following tips with the information you have learned in the audio and video clips. Then prepare an oral presentation with the help of the tips.

Teaching Tips

- ① This speaking activity is designed to train students to summarize.
- ② Ask students to summarize the audio and video clips.
- ③ Ask students to work in pairs and allow them some time to prepare an oral presentation with the help of the given tips.
- ④ Select some of the pairs to present their summaries.



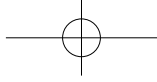
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Summary

With the rapid growth of its economy, China has attracted more and more Western companies. But it is not an easy job for these Westerners to make a big success. The British Embassy in Beijing summarizes a couple of tips, such as to build relationships, to find a reliable Chinese ally, to respect “face”, etc. Sam Goodman, a businessman who once studied in a Chinese university and owned his business in China, also showed his insights on this issue. His book *Where East Eats West* lays out all the common mistakes that people make. Also in the book, he points out that China should not be looked at as one single market. Instead, Sam classifies Chinese cities into three tiers and analyzes their respective threats and opportunities. Meanwhile, Sam stresses the importance of mastering Mandarin Chinese for small entrepreneurs to start their business.



Lesson 2 045

Pre-class Activities

Audio & Video Studio

Complete the online exercises on iSmart.

Teaching Tips

- ① The online exercises on iSmart are designed to train students to understand the general idea or important details of the audio and video clips.
- ② Ask students to finish them independently before class.

Identifying the Gist

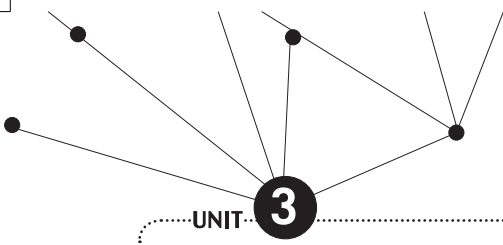
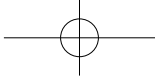
Listen to the audio clip, and choose the right answers to the questions.

1. What is this audio clip mainly about?
☐ A) How fish is packed in different parts of the world.
☒ B) **How Carrefour sells fish in China.**
☐ C) Why frozen fish is important in China.
2. By following which city/cities does Carrefour decide to adopt the fresh-market style?
☐ A) San Francisco.
☐ B) Paris.
☒ C) **Taipei and Kaohsiung.**

Bridging the Gap

Listen to the audio clip again and fill in the blanks according to what you have heard.

1. When I am in San Francisco and I visit a store, the fish is **filleted** and **packed**.
2. When we entered Taiwan, we went to the fresh markets in Taipei and Kaohsiung to see what kind of products they had, how **they were displayed**, and how *customers bought those products*.
3. Now, on the mainland, **the first image** customers get when they enter a Carrefour store is fresh products.
4. When customers are in the fresh area, they recognize the fresh market they're **accustomed to**.



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5. So we changed our product offering and we saw a 30 to 40 percent **increase** in fish sales throughout China.

Script

The Quarterly (magazine): How has Carrefour had to adapt to Chinese tastes?

Jean-Luc Chereau (President of Carrefour China): Take the example of fish. When I am in San Francisco and I visit a store, the fish is filleted and packed; it's dead. When I am in France, the fish is dead but it's whole; it's on ice. I can see its eyes and see if it's fresh or not. Each place has its own way of selling fish.

If you are in China, you have two ways of selling fish. The first is to display live fish. When we entered Taiwan, we went to the fresh markets in Taipei and Kaohsiung to see what kind of products they had, how they were displayed, and how customers bought those products. Carrefour decided to adopt this fresh-market style and to display the same products at lower prices in a better, cleaner environment. And we were very, very successful. Now, on the mainland, the first image customers get when they enter a Carrefour store is fresh products. When customers are in the fresh area, they recognize the fresh market they're accustomed to. And now most of our competitors are following Carrefour in this way.

But there is another method we neglected when we moved away from the coast: frozen fish. Why would frozen fish be important in China? Because the distance between the area where they have fresh fish and the stores in middle and western China is so vast that customers are more confident of frozen fish than of unfrozen dead fish, even if fresh. So we changed our product offering and we saw a 30 to 40 percent increase in fish sales throughout China.

Checking Your Comprehension

Watch the video clip and decide whether the following statements are true or false.

1. A local blogger reported that Starbucks was being disrespectful of the history and culture of China.
2. The coffee that Starbucks buy is significantly higher in price than most people in the coffee business.
3. Starbucks have been in the tea business for over 30 years, but it's more than 1% of the sales.

4. The Starbucks once invested in a magazine and it proved to be a great success.
 5. The Chairman thinks that Starbucks' success has to be earned.

Key: 1. T 2. T 3. F 4. F 5. T

Script

Howard Schultz (Chairman, Starbucks Coffee Company): We were invited to open up a store there, we did very well, and then all of a sudden, it was reported by a local blogger, that perhaps we were being disrespectful of the history and culture of China, and I think for us, as soon as that occurred, you know, we took a step back instead. We don't want to do anything that would dilute the integrity of the heritage and culture of the Chinese people, and if they want us to leave, we'll leave. And I think we did that very respectfully and walked away and I think many other companies probably would've fought it. And but we didn't. And there are a lot of opportunities for us; we don't want to do anything that would be inconsistent with how people would view an outsider.

Anchor: I'd like to open this up now to our audience here, the China Europe International Business School, and our first question today comes from Robert Zhang, Robert.

Robert Zhang: OK, thank you. I'm Robert, CEIBS, fourth year student. I want to ask you a question about the price.

Howard: Price?

Robert Zhang: Yeah, Starbucks products are expensive, but it also means a fashionable experience, right? So can you tell me the reason, can you tell me why people want to keep, want to get a premium?

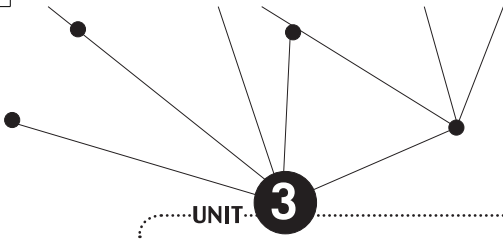
Howard: I wouldn't say Starbucks coffee is expensive. I would say it's a premium product and a premium price, based on what it is we deliver to the consumer. And the price of coffee that we buy is significantly higher in price than most people in the coffee business. And then in terms of what it is we do to deliver on the experience, people really do feel that there's good value for the experience and what happens in the Starbucks store.

Aleksandra Krainski: Hi, I'm Aleksandra Krainski, CEIBS, exchange student from Germany. We know that China is a nation of tea drinkers, how do you make it a nation of coffee drinkers? And have you ever thought of adding a tea chain to your business, Starbucks tea?

Howard: Well, Another good question.

Anchor: They know where they came from.

Howard: I think it's, it's ... I was talking about coming to China, and being respectful of the heritage



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here. Starbucks is not coming to China to displace the love that people have for tea. We were coming to China to create a complementary beverage experience. So, we have been in the tea business for over 30 years, but it's less than 1% of our sales. I don't think that there is a [an], a [an] economic model that I can see for traditional tea store in our future.

Anchor: Let's go to Sher Le. Now, Sher Le.

Sher Le: My question is we've heard of the Cappuccino and other different products you have introduced. I was wondering what products have not [been] needed or any idea that did not work.

Howard: I'll give one idea that was a big failure, and it was my personal idea. A few years back, I had the brilliant idea that we should publish our own magazine. And, you know, on paper it looked like a great opportunity, all the people come in our stores, you see them reading. We sell lots of newspapers in our stores — why don't we just create our own magazine? You know, there's [a] hundred magazines or [a] thousand magazines out there, they're fantastic, not good enough for us. We'll do our own. And we got a great partner, and it was the Time Inc., and we invested millions of dollars, fantastic-looking magazine, great editor, and no one bought it.

And we lost our share. And I have a rack of those magazines, sitting permanently in my own office, to try and remind myself and others, a very important, I think, business lesson. And that is, it's one thing to learn from your mistakes, but sometimes you have to celebrate them. And one thing that I do not want to do at Starbucks is, is [to] have the kind of failure where we start discouraging creativity and entrepreneurship. I'm very fond of encouraging our people to recognize that our success is not an entitlement. It has to be earned. And we have no right to enduring success unless we continue to be relevant and close to the consumer. But, there is a real balance here, the world is changing so quickly, and the consumer has so many choices, that the important thing is not only staying relevant, but the important thing is preserving and enhancing your core businesses, so that it's not diluted by other things that you do. And this is an art, not a science.

In-class Activities

Task ① Brainstorming

Please compare the catering culture, i.e. the culture of food and drink, of China and the U.S.. Share your opinion with your peers.

Teaching Tips

- ① This activity is designed to arouse students' interest in this lesson.
- ② Ask students to work in groups and fill in the table.
- ③ Encourage students to share their opinions and argue with each other when disagreements occur.

Task ② Getting Details

After listening to the online audio clip, complete the oral task by following the steps below.

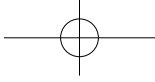
Teaching Tips

- ① This task is designed to train students to get the gist of the given material.
- ② Answers will vary.

Step ①

Work with a partner. You and your partner are supposed to collect facts and opinions separately from the audio clip. The following questions may provide some hints while you collect the information.

1. How is fish sold in stores in San Francisco and France?
2. What did Carrefour do to adopt Chinese fresh-market style?
3. How many percent an increase did Carrefour see in fish sale in China after they offered frozen product?



UNIT 3

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Opinions	Supporting Facts
Each place has its own way of selling fish.	In San Francisco, the fish sold in a store is filleted and packed ; it's dead. In France, the fish is dead but it's whole; it's on ice. In China, you have two ways of selling fish. The first is to display live fish. The second is to display frozen fish.
Frozen fish is important in China.	The distance between the area where they have fresh fish and the stores in middle and western China is vast. Customers are more confident of frozen fish than of unfrozen dead fish, even if fresh.

Task ③ Sharing Opinions

After watching the online video clip, complete the oral task by following the steps below.

Teaching Tips

- ① This task is designed to encourage students to express themselves and exchange thoughts and ideas with each other based on the given material.
- ② Answers will vary.

Step 1

What do you think Starbucks has done right to make their business grow prosperously in China? Discuss in groups and make a list of the facts that you can draw from the video clip or from your own experience.

Starbucks has done the following things right in China to make their business grow prosperously:

- A. They took a step back instead and walked away as soon as a local blogger reported that perhaps they were being disrespectful of the history and culture of China.
- B. They keep high quality of their coffee and their service even if it has pushed up the price of their products.
- C. When Starbucks was coming to China, they didn't aim to displace the love that people have for tea. Instead, they expected to create a complementary beverage experience for Chinese people.
- D. They tried to be relevant and close to the consumer. And they tried to preserve and enhance their core businesses at the same time.

Task ④ Summarizing

Discuss with your peers and try to complete the following tips with the information you have learned in the audio and video clips. And then make an oral presentation with the help of the tips.

Teaching Tips

- ① This speaking activity is designed to train students to summarize.
- ② Ask students to summarize the audio and video clips.
- ③ Ask students to work in pairs and allow them some time to prepare an oral presentation with the help of the given tips.
- ④ Select some of the pairs to present their summaries.

Summary

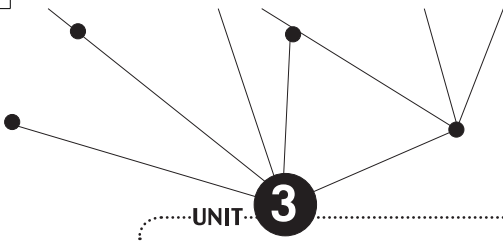
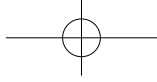
Foreign companies who come to China have tried very hard to adapt to local Chinese markets. They have applied different strategies to gain Chinese consumers. For example, Carrefour adopts two Chinese ways of selling fish: one is to display live fish, the other is to offer frozen fish. Starbucks also carries out comprehensive strategies to make a profit in China. It emphasizes its core business, sticks to its premium quality and price, and at the same time stays consistent with the heritage and culture of China.

Task ⑤ Debating

Debate on the motion **Foreign companies pose a threat to local brands.**

Teaching Tips

- ① This speaking activity is designed to stimulate students to think independently, critically and creatively.
- ② Students need to be informed before class of the motion of the debate, and assigned their roles in the debate, so that they have time to prepare.



052

UNIT

3

Home Listening

Listen to the audio clip and fill in the blanks with the exact words or sentences. You are expected to do it after class and check the answers on your own.



Teaching Tips

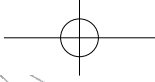
- ① This section is designed to reinforce students' understanding of this topic and give them further practice at listening.
- ② Ask students to finish the Home Listening task after class and check the answers on their own.

It sounds like *Mission: Impossible*: Sell coffee to China's tea drinkers. Starbucks' solution is to select high-profile locations on the 1) **busiest** streets, where stores are sure to seduce the see-and-be-seen set.

As Starbucks 2) **launches** an aggressive expansion in China, a coffee frontier steeped in nearly 5,000 years of tea. The goal: to build hip hang-outs that tap into a new taste for China's 3) **emerging** middle class.

Starbucks China doesn't plan any advertising, 4) **promotions**, or other marketing strategies, aside from sponsoring an on-line coffee club and the occasional office-tower coffee tasting. Instead, the company is counting on selecting such high-visibility, high-traffic café locations that they market themselves. Its main advertising 5) **medium** is the store itself.

Yet Starbucks faces an uphill battle. Local media reported that 70% of people they surveyed would rather not see the chain in Beijing's 6) **Forbidden** City. And even for middle-class Chinese, Starbucks is a 7) **barely** affordable luxury. But Chinese customers have different 8) **priorities** than their American yuppie counterparts. Guys 40 years old are not coffee drinkers, 9) **but if the environment is good and the coffee is not bad**, they'll come back. The store layout, artwork and food options make Starbucks more friendly to Chinese eyes, but coffee remains the core offering and people don't go there for the coffee. They go there to 10) **present themselves as modern Chinese in a public setting**.



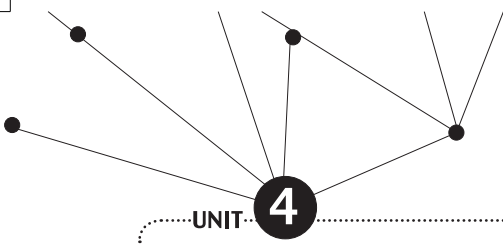
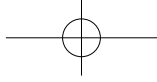
UNIT

4

Facing a Business Crisis

Unit Overview

- get to know business and economic crises through reading, listening and viewing
- talk about how to face crises in real life through guided activities
- learn to reflect on your own learning and comment on that of your peers



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UNIT

4

Lesson 1

Pre-class Activities

Task 1 Topic Preview

Read the passage on page 83, and answer the following questions.

Teaching Tips

- ① This task is designed to check students' understanding of the reading material.
- ② Ask students to answer the following questions.

1. According to the passage, what did Toyota fail to notice as it grew to become the world's largest automaker?

Answer: Toyota failed to adjust its corporate structure to accommodate its altered scale and have overlooked fundamental principles that used to underpin its business.

2. Where does Toyota manufacture its accelerator pedals?

Answer: Toyota accelerator pedals are produced both by Denso of Japan and CTS of Elkhart, Indiana, US.

3. What are the reasons why the two Toyota accelerator suppliers produced accelerator pedals of different quality?

Answer: The Denso and CTS mechanisms use different wiring harnesses. In other words, Toyota neglected to ensure that identical parts from two suppliers were identical.

4. Why do problems in Toyota get lost and solutions get delayed when Toyota is managed in the present way?

Answer: Toyota employs a chimney managerial approach in which complaints from customers in the U.S. would travel first to sales headquarters in Japan, and then to manufacturing for implementation. Only after that would it find its way back to the U.S.

5. According to the passage, what should Toyota do in order to deal with this business crisis?

Answer: It needs to modernize its corporate structure, revisit the basic elements of its product development system, and reconsider the impact of its aggressive cost-cutting.

Task ② Audio & Video Studio



Complete the online exercises on iSmart.

Teaching Tips

- ① The online exercises on iSmart are designed to train students to understand the general idea or important details of the audio and video clips.
- ② Ask students to finish them independently before class.

Identifying the Gist

Listen to the audio clip, and choose the right answers to the questions.

1. What is the audio clip mainly about?
 - ☐ A) Toyota recalls around the world.
 - ☒ B) **Toyota recall hearings in the US Congress.**
 - ☐ C) The development of Toyota Corporation.
2. What might be the cause for the car to accelerate suddenly?
 - ☒ A) **A short circuit.**
 - ☐ B) Floor Mats.
 - ☐ C) Stuck gas pedal.

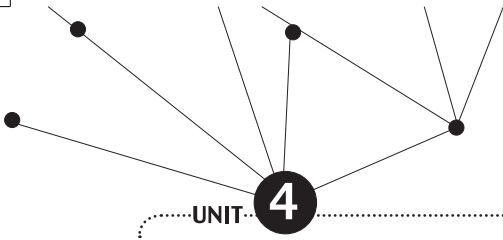
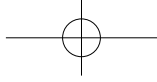
Bridging the Gap

Listen to the audio clip again and fill in the blanks according to what you have heard.

1. US Congress is looking at some of the problems that Toyota's been having with vehicle recalls and examining how the carmaker has **responded to** the situation.
2. An engineering firm that was hired by Toyota to check out the claim found the **same thing**.
3. Akio Toyoda, the president of the entire Toyota corporation, has announced new safety measures that the company plans to take **from here on out**.

Script

[The] US Congress is looking at some of the problems that Toyota's been having with vehicle recalls and examining how the carmaker has responded to the situation. You've heard all about this: millions of vehicles affected by issues with floor mats and gas pedals that might get stuck. [The] US



UNIT 4

056

Congress is holding a few days of hearings to get some information about it. Yesterday, they heard from one expert who said it could be an electrical issue. He says there's a possibility that a short circuit might cause a car to suddenly accelerate. An engineering firm that was hired by Toyota to check out the claim found the same thing. But Toyota's US sales chief, Jim Lentz, says the electrical system isn't the problem.

When asked about how the company handled customer complaints, Lentz said that Toyota focused more on technical issues rather than looking at the possibility of accelerator pedals that get stuck. He called that approach a mistake and apologized for it. In fact, Toyota has repeatedly apologized for the safety issues, and it's working to repair the recalled vehicles. Akio Toyoda, the president of the entire Toyota corporation, has announced new safety measures that the company plans to take from here on out. He's scheduled to appear before Congress today. All of this, as you might imagine, is having an impact on the company's reputation.

Checking Your Comprehension

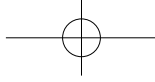
Watch the video clip and decide whether the following statements are true or false.

1. Toyota stocks plunged ending the week down 20 percent.
2. Law makers on Capitol Hill call for congressional hearings because they want to investigate what went wrong with Toyota's accelerator pedals.
3. According to Toyota, the accelerator of problems was made by supplier CTS in Indiana.
4. Toyota's president Akio Toyoda has made lots of public appearance to protect his company's reputation.
5. Toyota is said to report third-quarter earnings next week.

Key: 1. F 2. T 3. T 4. F 5. T

Script

Toyota's executives remained out of sight, as a recall of millions of the company's cars continued to spread around the globe. Toyota stocks plunged ending the week down 12 percent. The automaker's worldwide woes are drawing alarm from Japan's Economy, Trade and Industry Ministry.



The scale of this recall is large, says Masayuki Naoshima, Toyota must deal with this issue properly and act to maintain consumer trust. In the US, lawmakers on Capitol Hill called for congressional hearings to investigate what went wrong with the auto giant's accelerator pedals. And reports to US investigators: cars sped out of control. The driver's reporting the gas pedal's sticking.

Toyota says the problem is with this part of the accelerator made by supplier CTS in Indiana, though CTS says the accelerators were built to Toyota's specifications. As part of Toyota's global expansion plan, the automaker streamlined production, so one part will fit multiple car models around the world.

That cuts costs, says industry analyst Tatsuya Mizuno. But if there is a problem with one part, he says, it will spread to many models and an enormous number of vehicles, and in this case millions of Toyota cars from Europe, the US and China, exponentially damaging the brand. While Toyota has made a number of statements to reassure consumers and indicate it's working on the problem, Toyota's president Akio Toyoda has not made any public appearance to protect his company's reputation. In Japan, where CEO apologies at press conferences are expected, Toyota's boardroom has been remarkably silent to the surprise of industry watchers.

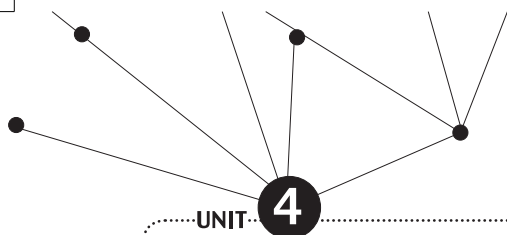
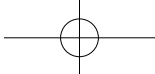
— Yes.

— Do you think that they need to deliver a strong message?

— I think so, I think so, immediately.

Not just overseas consumers, say many on the streets of Tokyo, but for Japan's economy so deeply tied with the high quality of its automobiles.

Toyota is said to report third-quarter earnings next week. While analysts will be watching for the numbers, consumers will be looking for something else — an explanation.



UNIT 4

058

In-class Activities

Task ① Describing the Picture

Describe the picture first and then discuss how people cope with money shortage.

Teaching Tips

- ① This task is designed to prepare students for the topic “The Business Crisis”.
- ② Ask students to describe the picture with their peers.
- ③ Here are some questions for students to discuss: *What do you think might be the reasons for people or businesses feeling a shortage of money? How do they usually cope with it?*

Task ② Getting Details

After listening to the online audio clip, complete the oral task by following the steps below.

Teaching Tips

- ① This task is designed to train students to get the gist of the given material.
- ② Answers will vary.

Task ③ Sharing Opinions

After watching the online video clip, complete the oral task by following the steps below.

Teaching Tips

- ① This task is designed to encourage students to express themselves and exchange thoughts and ideas with each other based on the given material.
- ② Answers will vary.

Step 1

Work in groups and discuss the following questions.

1. Why did law makers on Capitol Hill call for congressional hearings?

They wanted to investigate what went wrong with Toyota's accelerator pedals.

2. What is expected from Toyota CEO at press conferences?

In Japan, Toyota CEO apologies at press conferences are expected, but the automaker's boardroom has been remarkably silent.

3. What is Toyota said to report next week?

Toyota is said to report third-quarter earnings next week.

Task 4 Summarizing

Discuss with your peers and complete the following tips with the information you have learned in the video clip. Then prepare an oral presentation with the help of the tips.

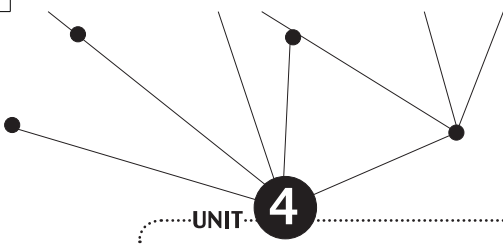
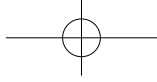
Teaching Tips

- ① This speaking activity is designed to train students to summarize.
- ② Ask students to summarize the video clip.
- ③ Ask students to work in pairs and allow them some time to prepare an oral presentation with the help of the given tips.
- ④ Select some of the pairs to present their summaries.

Summary

A recall of millions of Toyota cars continued to spread around the globe, including Europe, the US and China. Toyota says the problem is with the part of the accelerator made by supplier CTS in Indiana, though CTS says the accelerators were built to Toyota's specifications. The global recall damaged the brand exponentially and Toyota's stocks plunged down drastically. It might have a great impact on Japan's economy which is deeply tied with the high quality of its automobiles.

Although there were statements to reassure consumers and indicate Toyota is working on the problem, the boardroom has been remarkably silent without any apology to the public and made no response to protect the company's reputation.



060

Lesson 2

Pre-class Activities

Audio & Video Studio



Complete the online exercises on iSmart.

Teaching Tips

- ① The online exercises on iSmart are designed to train students to understand the general idea or important details of the audio and video clips.
- ② Ask students to finish them independently before class.

Identifying the Gist

Listen to the audio clip, and choose the right answers to the questions.

1. What is the audio clip mainly about?
 - ☒ A) **Business should be moral.**
 - ☐ B) Business is just business.
 - ☐ C) Business has to follow the rule of making profits.
2. Why is the morality of business important?
 - ☐ A) Morality in the business field is deteriorating day by day.
 - ☐ B) Morality in business can help people making more money.
 - ☒ C) **Business has great power over the well-being of the world.**

Bridging the Gap

Listen to the audio clip again and fill in the blanks according to what you have heard.

1. Certainly the systems we have constructed around business **fuel** this lack of conscience. We actively celebrate the making of money and extravagant consumption.
2. The individual leaders must also be **held accountable**.
3. In part, I believe shareholders are also **to blame**; collectively, their actions fueled by the desire for big returns contributed to the appointment of these so-called leaders.

4. Business is personal because it **directly affects** our lives and our futures. It is also personal because each and every one of us can use it to choose **the sort of world** we want to be part of building.
5. Google's motto — don't **be evil** — is a clear moral stance. It is no longer good enough to say "business is just business". There is a price to be paid for every dollar we make and spend.

Script

The phrase "it's just business" is often used to justify morally questionable behavior. The immense power business exerts over the well-being of this planet makes the issue of morality in business more important than ever.

Outside of the "sanctified" realm of business, where profit rules above all else, most of us are pretty good at knowing good from bad. Strangely though, we have been letting businesses literally get away with murder. When it comes to money and profits, people in general seem quite prepared to throw the accepted norms of social decency out the window.

Certainly the systems we have constructed around business fuel this lack of conscience. We actively celebrate the making of money and extravagant consumption. The individual leaders must also be held accountable. In part, I believe shareholders are also to blame; collectively, their actions fueled by the desire for big returns contributed to the appointment of these so-called leaders.

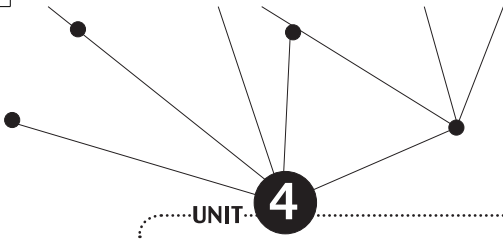
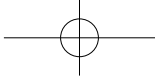
All business decisions have moral implications that must be considered. Business is personal because it directly affects our lives and our futures. It is also personal because each and every one of us can use it to choose the sort of world we want to be part of building. Google's motto — don't be evil — is a clear moral stance. It is no longer good enough to say "business is just business". There is a price to be paid for every dollar we make and spend.

Will your business choose to be good or bad?

Checking Your Comprehension

Watch the video clip and decide whether the following statements are true or false.

1. More than ten million Americans have lost their jobs over the past two years.
2. Little more than a year ago, many of the largest and oldest financial firms in the world teetered on the brink of collapse.



UNIT 4

062

3. This financial crisis pulled the American economy into the second Great Depression.
4. To provide financial institutions in crisis with funds to survive the turmoil was not necessary.
5. The Obama administration has now recovered most of the money the government provided to the banks.

Key: 1. F 2. T 3. F 4. F 5. T

Script

Over the past two years, more than seven million Americans have lost their jobs. Countless businesses have been forced to shut their doors. Few families have escaped the pain of this terrible recession. Rarely does a day go by that I do not hear from folks who are hurt. That is why we have pushed so hard to rebuild this economy.

But even as we work tirelessly to dig our way out of this hole, it is important that we address what led us into such a deep mess in the first place. Much of the turmoil of this recession was caused by the irresponsibility of banks and financial institutions on Wall Street. These financial firms took huge, reckless risks in pursuit of short-term profits and soaring bonuses. They gambled with borrowed money, without enough oversight or regard for the consequences. And when they lost, they lost big. Little more than a year ago, many of the largest and oldest financial firms in the world teetered on the brink of collapse, overwhelmed by the consequences of their irresponsible decisions. This financial crisis nearly pulled the entire economy into a second Great Depression.

As a result, the American people — struggling in their own right — were placed in a deeply unfair and unsatisfying position. Even though these financial firms were largely facing a crisis of their own making, their failure could have led to an even greater calamity for the country as a whole. That is why the previous administration started a program — the Troubled Asset Relief Program, or TARP — to provide these financial institutions with funds to survive the turmoil that they had helped unleash. It was a distasteful but necessary thing to do.

Many originally feared that most of the \$700 billion in TARP money would be lost forever. But when my administration came into office, we put in place rigorous rules for accountability and transparency, which cut the cost of the bailout dramatically. We have now recovered most of the money we provided to the banks. That's good news, but as far as I'm concerned, it's not good enough. We want the taxpayers' money back, all of it and we're going to collect every dime.

In-class Activities

Task ① Brainstorming

Work in pairs and discuss the following questions. Share your opinion with your peers.

Teaching Tips

- ① This task is designed to arouse students' interest in this lesson.
- ② Ask students to work in groups and answer the following questions.
- ③ Encourage students to share their opinions and argue with each other when disagreements occur.

1. Do you always bargain when shopping? Why?

Hint: Shortage of money; mistrust of businessmen; enjoy bargaining; habit.

2. What would you do if you were a billionaire?

Hint: Buying houses, cars, etc.; investment; traveling; education abroad; charity; starting your own business; sharing with family members.

Task ② Getting Details

After listening to the online audio clip, complete the oral task by following the steps below.

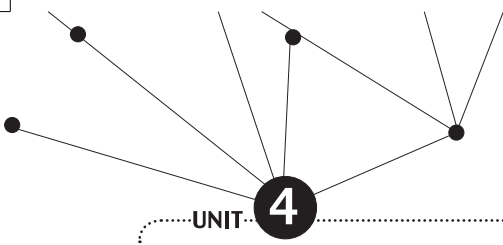
Teaching Tips

- ① This task is designed to train students to get the gist of the given material.
- ② Answers will vary.

Step 1

Work with a partner. You and your partner are supposed to collect facts and opinions separately from the audio clip. The following questions may provide some hints while you collect the information.

1. Who should hold the responsibility for business' lack of conscience?
2. Why is business personal?
3. What is Google's motto?



UNIT 4

064

Opinions	Supporting Facts
The issue of morality in business is more important than ever.	Business exerts immense power over the well-being of this planet. In the realm of business, profit rules above all else. Business directly affects our lives and our futures. There is a price to be paid for every dollar we make and spend.
Outside of the realm of business, most of us are pretty good at knowing good from bad. Strangely though, we have been letting businesses literally get away with murder.	When it comes to money and profits, people in general seem quite prepared to throw the accepted norms of social decency out the window.
Certainly the systems we have constructed around business fuel this lack of conscience.	We actively celebrate the making of money and extravagant consumption. Collectively, shareholders desire big returns.

Task ③ Sharing Opinion

After watching the online video clip, complete the oral task by following the steps below.

Teaching Tips

- ① This task is designed to encourage students to express themselves and exchange thoughts and ideas with each other based on the given material.
- ② Answers will vary.

Step 1

How do you think the United States can tackle the economic crisis and prevent it from happening again? Discuss in groups and make a list of the measures that you can infer from the video clip or from your own thinking.

The measures that the United States can take to tackle the economic crisis and prevent it from happening again are as follows:

- A. To provide the banks and the financial institutions with funds to survive the turmoil of the recession.
- B. To try to prevent banks and financial institutions on Wall Street from making irresponsible decisions, pushing them away from taking huge, reckless risks in pursuit of short-term profits and soaring bonuses.

Task ④ Summarizing

Discuss with your peers and complete the following tips with the information you have learned in the video clip. Then prepare an oral presentation with the help of the tips.

Teaching Tips

- ① This speaking activity is designed to train students to summarize.
- ② Ask students to summarize the video clip.
- ③ Ask students to work in pairs and allow them some time to prepare an oral presentation with the help of the given tips.
- ④ Select some of the pairs to present their summaries.

Summary

Over the past two years, the American economy has undergone a great crisis which was started by the financial sector. The turmoil was largely caused by the irresponsibility of banks and financial institutions on Wall Street. It nearly pulled the entire American economy into a second Great Depression.

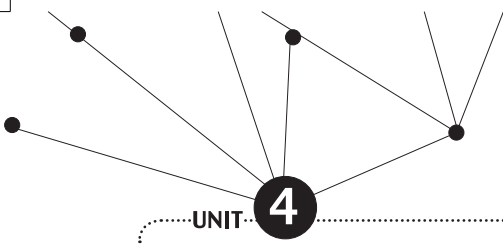
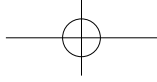
In order to avoid greater calamity for the country as a whole, the previous administration started a bailout program to provide the financial institutions with funds of \$700 billion to help them survive the crisis. When the current administration came into office, they put in place strict rules to ensure the proper usage of the funds, which cut the costs dramatically. Now most of the money the government provided to the banks has been returned. The Obama administration is still going to collect every cent of taxpayers' money.

Task ⑤ Debating

Debate on the motion **Honesty is necessary for business success.**

Teaching Tips

- ① This speaking activity is designed to stimulate students to think independently, critically and creatively.
- ② Students need to be informed before class of the motion of the debate, and assigned their roles in the debate, so that they have time to prepare.



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UNIT

4

Home Listening

Listen to the audio clip and fill in the blanks with the exact words or sentences. You are expected to do it after class and check the answers on your own.



Teaching Tips

- ① This section is designed to reinforce students' understanding of this topic and give them further practice at listening.
- ② Ask students to finish the Home Listening task after class and check the answers on their own.

A Business Creed

To respect my work, my 1) **associates** and myself. To be honest and fair with them as I expect them to be honest and fair with me. To be a man whose word carries 2) **weight**. To be a booster, not a knocker; a pusher, not a kicker; a motor, not a clog.

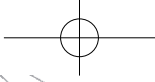
To base my expectations of reward on a solid foundation of service 3) **rendered**; to be willing to pay the price of success in honest effort. To look upon my work as opportunity, to be seized with joy and made the most of, and not as painful 4) **drudgery** to be reluctantly endured.

To remember that success lies within myself: in my own brain, my own ambition, my own courage and determination. To expect difficulties and force my way through them; to turn hard experiences into 5) **capital** for future struggles.

To interest my heart and soul in my work, and 6) **aspire** to the highest efficiency in the achievement of results. To be patiently receptive of just criticism and profit from its teaching. To treat equals and superiors with respect, and subordinates with kindly encouragement.

To make a study of my business duties; to know my work from the ground up. To mix brains with my efforts and use system and method in all I 7) **undertake**. To find time to do everything needful by never letting time find me or my subordinates doing nothing. To hoard days as a 8) **miser** does dollars; to make every hour bring me dividends in specific results accomplished. To steer clear of dissipation and regard my health of body and peace of mind 9) **as my most precious stock in trade**.

Finally, to take a good grip on the joy of life; to play the game like a gentleman; 10) **to fight against nothing so hard as my own weakness**, and endeavor to grow in business capacity, and as a man, with the passage of every day of time.



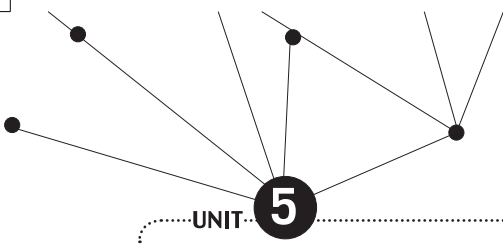
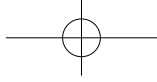
UNIT

5

Psychological Health

Unit Overview

- get to know ways to deal with stress that comes from stressful situations, different life periods and difficult people through reading, listening and viewing
- talk about the impact of stress on your physical and mental health, and the ways to deal with stress through guided activities
- learn to reflect on your own learning and comment on that of your peers



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UNIT

5

Lesson 1

Pre-class Activities

Task 1 Topic Preview

Read the passage on page 87, and answer the following questions.

Teaching Tips

- ① This task is designed to check students' understanding of the reading material.
- ② Ask students to answer the following questions.

1. How differently did the remaining Bell Labs executives perform according to the study conducted by Dr. Salvatore Maddi and his team?

Answer: One group of them developed severe performance problems and health issues over the next few years; the other group remained healthy, enthusiastic and performed well at work.

2. What does the case of Smitha, the airhostess, tell us?

Answer: It is possible to learn the positive attitudes of dealing with stress.

3. What did the study conducted by Drs. Dachar Keltner and LeeAnne Harker reveal?

Answer: A happy disposition is one of the better predictors of health.

4. Why did the author say "In our busy world, we need to make time and demonstrate love and affection to our children"?

Answer: Studies show that children need this to grow happily and healthily.

5. What did the studies conducted by Dr. James Pennebaker reveal?

Answer: People who are able to express their feelings and emotions explicitly tend to enjoy better health and greater success in life.

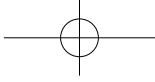
Task 2 Audio & Video Studio



Complete the online exercises on iSmart.

Teaching Tips

- ① The online exercises on iSmart are designed to train students to understand the general idea or important details of the audio and video clips.
- ② Ask students to finish them independently before class.



Identifying the Gist

Listen to the audio clip, and choose the right answers to the questions.

1. What's the topic of this audio clip?
 - ☐ A) Symptoms of heart disease.
 - ☒ B) **A new report from Dr. Davidson.**
 - ☐ C) Dr. Davidson and her report.
2. Which is **NOT** true about happiness?
 - ☒ A) **It may lead to a higher risk of heart attack.**
 - ☐ B) Happiness is contagious.
 - ☐ C) Happiness can keep you healthy.

Bridging the Gap

Listen to the audio clip again and fill in the blanks according to what you have heard.

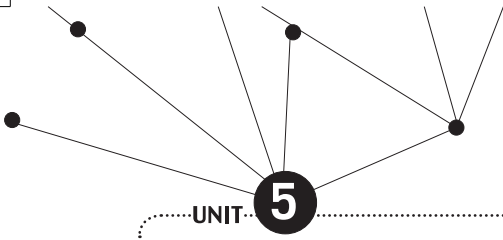
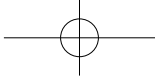
1. New York researcher Dr. Karina Davidson certainly thinks so.
2. Dr. Davidson is a lead researcher in a 10-year study of more than 1,700 healthy men and women.
3. The study revealed that people who are happy and content with their lives are 22% less likely than unhappy people to have a heart attack or suffer from symptoms of heart disease.

Script

It is said that happiness is contagious. The supporting evidence is everywhere: from the streets of Rio during Carnival to more obscure celebrations elsewhere in the world. But long-term happiness may also be healthy. New York researcher Dr. Karina Davidson certainly thinks so.

Dr. Davidson is a lead researcher in a 10-year study of more than 1,700 healthy men and women. The study revealed that people who are happy and content with their lives are 22% less likely than unhappy people to have a heart attack or suffer from symptoms of heart disease.

Maintaining happy is surely protective of your mental health and this observational study is one of the first studies to show it may also protect your physical health. It is the first to show an independent relationship between positive emotions and coronary heart disease. But Dr. Davidson stresses that more work and clinical trials are needed before any treatment recommendations can be made. She says, though, that the study is the first step in providing doctors better insight about how



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to interact with their patients. The study may eventually shift healthcare providers to thinking about how they can help patients make sure that the things that make them happy stay in their routine.

Heart disease is the leading killer of men and women in most industrialized countries. Dr. Davidson says she hopes her report will shine a light on a new approach for prevention.

Checking Your Comprehension

Watch the video clip and decide whether the following statements are true or false.

1. Stress makes people nervous, so all stress is not helpful at all.
2. In some stressful situations, people can even focus on their heart beating fast.
3. When you have long term stress, you should treat yourself like you are sick.
4. Relaxation and adequate sleep do good for health but do little to relieve one's pressure and stress.
5. Amy admits she is stressed at the end of the show.

Key: 1. F 2. T 3. T 4. F 5. F

Script

Hostess: Welcome back to *Today's Woman*, and a lesson in how to stress less. Feeling overwhelmed? That's no surprise when you've got bills to pay and mouths to feed, let alone one hundred other little things on your to-do list.

Host, Jason Breezley: But not all stress is bad stress. Amy Brightfield, the health editor for *Woman's Day* magazine is here to explain.

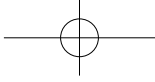
Hostess: We should point out Amy's a little stressed because she's all gaga over this one.

Amy Brightfield: I ... I ... Yes, yes, it's a ... stress is a physical response you have to a stressful situation. That can be good stress. This is good stress. (Is there good stress?) I want to be stressed about being on with Jason Breezley ...

Jason Breezley: And how would you relieve that stress? You would take some deep breaths?

Amy Brightfield: Take some deep breaths and 'cause that actually counteracts the physical response, and laugh like we're doing. Laughing actually physically counteracts the response you're having.

Hostess and Jason Breezley: Laughter ... How that dare?



Hostess: But there are some situations, though, that are really stressful. For instance, you have to give a presentation to your boss, you have to, you wanna walk in and ask for a raise, you wanna ... those kind of things are tough. How do you manage that sort of work stress?

Amy Brightfield: Well, actually, that's when stress can help you because, they call it EU-stress actually, which is good stress. It means eustress and it actually helps you focus. So you would have adrenalin going, and it actually can help you focus better when you're gonna make that presentation. So that's the situation when you just, you take some deep breaths. And before you go in, maybe even focus on your heart beating fast or even imagine the butterflies like, flying like in formation before you go in and make the presentation.

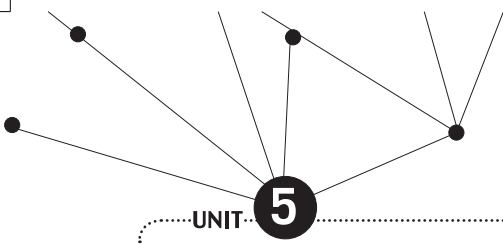
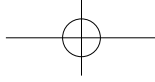
Hostess: You know what is funny? I'm the least stressed when I feel almost apathetic. Like it's almost like when you are so ... 'cause once when I was looking for a job, one point I got rejected so many times, I didn't care. And then the last guy hired me, because, you know, when you're kind of over it, (You're just yourself) I think once you're no longer in knots. (right, right) Is stress sometimes cumulative? Like, let's say, Jason has a stressful day today, which ... (the other two laughing) and then tomorrow, does it b ... lead into tomorrow, or does it sort of go away?

Amy Brightfield: It is. It is. It is kind of like when you have long term stress, you should act like you have a cold, you should treat yourself like you are sick. Because it is cumulative. Because it's a physical response. It taxes your body, so you have to take relaxation seriously, you have to make sure you get enough sleep. So it definitely is cumulative. That's why a lot of people, they want to sleep in on the weekends or on Friday nights. I know my husband is always just beat on Friday night, because it's out of the stress and going and going and going has caught up with him. And finally you've taken a moment to stop and you realize the effect that it's having on you physically.

Hostess: 'cause ... and you know also stress can make you physically ill, 'cause I have friends, I mean, who, you, they always have colds and are always sick, and that's a direct ... that can be a direct result of stress.

Amy Brightfield: Yeah, I mean when you're stressed, your body is pumping out more chemicals and hormones like cortisol and so everything all your body's resources are being taken to focus on dealing with the stress instead of fighting off the cold, and [it] also makes you achy, like if you notice, when you get stressed, your shoulders are like this, so like a good tip is to sort of straighten up, drop the shoulders, breathe and make sure your posture's really good.

Hostess: If you are in traffic and you are really stressed 'cause you are supposed to be somewhere, and you scream. Pretend. Ok, or you just yell. Does that relieve any stress?



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Amy Brightfield: It does. Well, it's like laughing. It's something physical that sort of like breaks up the hormones that are going through your body.

Hostess: Are you stressed, Amy, now?

Amy Brightfield: No. I feel ok. I'm breathing, I'm sitting up straight. I'm laughing.

Hostess: Amy, thank you.

Jason Breezley: Amy, come over here and give me a hug.

Hostess: Give him a hug. Oh. Isn't that the cutest thing ever?

Amy Brightfield: Oh my gosh.

Hostess: She is all red. Now look at her, she is red. Her neck is red. Her neck is all red ...

In-class Activities

Task ① Describing the Picture

Describe the pictures first and then discuss the stressful situations in modern life.

Teaching Tips

- ① This task is designed to prepare students for the topic "Stressful Situations".
- ② Ask students to describe the pictures with their peers.
- ③ Here are some questions for students to discuss: *How do the people in the pictures look? What may have caused them to look that way? Have you experienced such state of mind?*

Task ② Sharing Opinions

After listening to the online audio clip, complete the oral task by following the steps below.

Teaching Tips

- ① This task is designed to encourage students to express themselves and exchange thoughts and ideas with each other based on the given material.
- ② Answers will vary.

Step 1

Work in groups and discuss the following questions.

1. According to Dr. Davidson's study, what would affect our physical and mental health?

Maintaining happy is protective of our mental and physical health.

2. What's the evidence that supports her study?

According to a 10-year study of more than 1,700 healthy men and women, people who are happy and content with their lives are 22% less likely than unhappy people to have a heart attack or suffer from symptoms of heart disease.

Task 3 Getting Details

After watching the online video clip, complete the oral task by following the steps below.

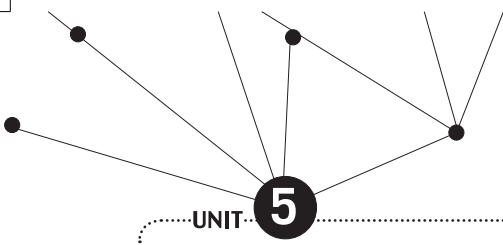
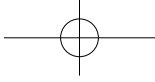
Teaching Tips

- ① This task is designed to train students to get the gist of the given material.
- ② Answers will vary.

Step 2

Take turns reading your notes to your partner. Work together on the table below.

How to Stress Less	
Main Points	Details
Methods to relieve stress	<ul style="list-style-type: none"> • <u>take some deep breaths</u> • laugh
Examples of EU-stress	<ul style="list-style-type: none"> • <u>give a presentation</u> • talk with your boss about a raise
The good thing about EU-stress	<ul style="list-style-type: none"> • help you <u>focus</u>
How to deal with long-term stress	<ul style="list-style-type: none"> • act like <u>you have a cold</u> • treat yourself like <u>you are sick</u> • take <u>relaxation seriously</u> • get enough sleep • Like laughing, <u>yelling/screaming</u> can relieve your stress when you are in traffic and feel really stressed.



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Task ④ Summarizing

Discuss with your peers and complete the following tips with the information you have learned in the audio and video clips. Then prepare an oral presentation with the help of the tips.

Teaching Tips

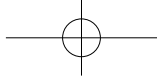
- ① This speaking activity is designed to train students to summarize.
- ② Ask students to summarize the audio and video clips.
- ③ Ask students to work in pairs and allow them some time to prepare an oral presentation with the help of the given tips.
- ④ Select some of the pairs to present their summaries.

Summary

There is one more reason to remain happy: A 10-year observational study shows it may also protect people's physical health. Modern life can always be very overwhelming, but not all stress is bad stress. There can be good stress which is called EU-stress which helps people to focus.

To deal with some stressful situations, taking deep breaths, laughing, even yelling or screaming helps to relieve some stress because these responses physically counteract the stress by breaking up the hormone. Focusing on the heart beating fast or even imagining butterflies flying in formation also helps to relieve the stress. It is also very important to keep a good posture in a stressful situation.

Stress is cumulative and long-term stress would make people physically ill, so people experiencing long-term stress should take relaxation seriously and make sure they get enough sleep.



Lesson 2 075

Pre-class Activities

Audio & Video Studio

Complete the online exercises on iSmart.

Teaching Tips

- ① The online exercises on iSmart are designed to train students to understand the general idea or important details of the audio and video clips.
- ② Ask students to finish them independently before class.

Identifying the Gist

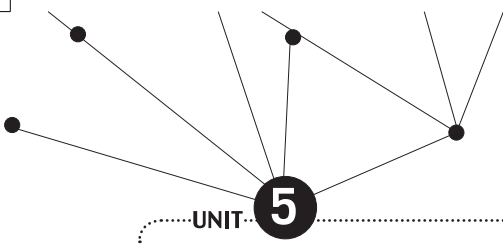
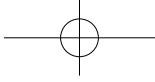
Listen to the audio clip, and choose the right answers to the questions.

1. Which of the following sentences can serve as the summary of the clip?
 - ☐ A) Everyone knows someone who is difficult to be around.
 - ☐ B) Some people could have a personality disorder.
 - ☒ C) **There are simple ways to deal with some behaviors.**
2. How many kinds of people have been talked about?
 - ☒ A) **Three.**
 - ☐ B) Four.
 - ☐ C) Five.

Bridging the Gap

Listen to the audio clip again and fill in the blanks according to what you have heard.

1. A person with a paranoid personality is someone who is very much **preoccupied** with the loyalty of other people.
2. The solution: stick to conversation topics that are safe and not too personal, avoid any signs of **criticisms** or **attack** and refrain from using language that is patronizing.
3. A narcissistic person really believes that she is better than you **essentially** and that “Because I’m another person, I’m better than you, I’m entitled to expect you to do



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things for me, I'm entitled to be focused **exclusively** on my own needs and kind of disregard yours."

4. So how do you deal with those ego maniacs? Don't **be defensive with** this person. It could trigger a fight and try to make yourself an important part of his or her world in order to keep up the relationship.
5. People with obsessive compulsive disorder can make others jumpy. Try **acknowledging** their hard work with compliments. Compromise with them when possible and also **avoid** conflict.

Script

Everyone knows someone who is difficult to be around. It is very difficult to put up with them. The bad news is often times you are forced to interact with these people on a daily basis and they could have a personality disorder, but the good news is there are simple ways you can learn to deal with their behaviors.

A person with a paranoid personality is someone who is very much preoccupied with the loyalty of other people. It is a person who constantly scans the environment and other people looking for possible indications or signs of some sort of deception.

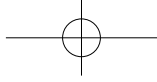
The solution: stick to conversation topics that are safe and not too personal, avoid any signs of criticisms or attack and refrain from using language that is patronizing.

A narcissistic person really believes that she is better than you essentially and that "Because I'm another person, I'm better than you, I'm entitled to expect you to do things for me, I'm entitled to be focused exclusively on my own needs and kind of disregard yours."

So how do you deal with those people? Don't be defensive with this person. It could trigger a fight and try to make yourself an important part of his or her world in order to keep up the relationship.

People with obsessive compulsive disorder can make others jumpy. Try acknowledging their hard work with compliments. Compromise with them when possible and also avoid conflict.

We all have a little bit of these personalities in ourselves so treat others as you would like to be treated.



Checking Your Comprehension

Watch the video clip and decide whether the following statements are true or false.

1. At different stages of life, people are dealing with similar kinds of stresses.
2. Working hard and raising children or getting pregnant are the triggers of depression in the 30s.
3. Chicken, turkey, salmon, nuts and sugar are all foods that can elevate people's mood.
4. The 30s are called the Sandwich Generation.
5. Besides their kids and parents, the 40s should also pay attention to their spouse.

Key: 1. F 2. T 3. F 4. F 5. T

Script

Al: This morning in *Today's Health*: beating back the blues. Life is of course filled with ups and downs, but before you let a bad mood turn you stressed and depressed, there're some things you can do every day to be happy at any age. Doctor Roshini Raj is the medical editor of *Health* magazine and is a *Today* contributor. Doctor Raj, good to see you again.

Doctor Raj: Nice to see you, Al.

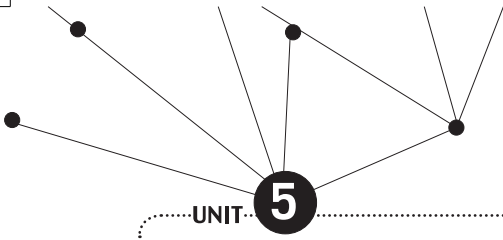
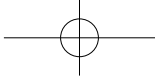
Al: So, wh ... Now, is it ... are there actually different things that trigger off the blues and depression depending on your age?

Doctor Raj: Sure, because at different ages, we are going through different stages of our life, we're dealing with different stresses and there're different ways you can combat it at every age.

Al: Ok. So let's start with the 30s. Wha ... Wha ... Wha ... What are the triggers that get us going and, and, and what can you do to combat that?

Doctor Raj: Well, that's a time of intense stress, because a lot of people are really gearing up their careers, so they're working very hard, you know, women are often raising young children at this time or getting pregnant, and these can be very stressful times. So it can be very overwhelming but there are definitely some things you can do and the first thing to look at is actually your diet. There are actually some foods that have some feel-good chemicals. Tryptophan is one that can boost serotonin in your brain and really raise your mood. So chicken, turkey, salmon, nuts, oh, one portion every day would be a great way to elevate your mood.

Al: Kinda like clean proteins.



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Doctor Raj: Exactly.

Al: Now, are there any foods you should avoid that may trigger problems?

Doctor Raj: Well, actually, sugars are things you may wanna avoid because it does give you that rush but pretty soon afterwards you get a low blood sugar crash, and that can really depress your mood.

Al: Wha ... What ... What are some of the stresses of building your career and raising a family?

Doctor Raj: So, we all are, you know, undergoing a lot of stress, men and women in their thirties, but one thing you really have to learn to do is say “no”. You know you can’t always please everyone. As women ...

Al: That’s my ... That’s my ... my default: no, no.

Doctor Raj: Exactly, oh, really? Because for most women, their default is yes. We are trained to sort of be pleasing, and you have to choose what you’re gonna do. A good rule of thumb is if you actually look forward to it, say yes, but if you’re kind of dragging it, that’s the time to say no, and delegate. You’re not the only person who can do everything. Women, mothers especially think, “I’m the only one who can pick out my kid’s dress.” You know what? Your husband can do it. It might not be the perfect dress, but it is a dress.

Al: But as long as you’re clothed, that’s all that matters.

Doctor Raj: Exactly.

Al: All right, let’s move into the 40s. Now, what are some of the issues we’re gonna be facing?

Doctor Raj: Well, in the 40s again, you are dealing with a lot of problems with stress and, you know, your hormones are raging again. You wanna really exercise, you know, at least 20 minutes three times a week, it is very good for your sleep.

Al: Doing cardio.

Doctor Raj: Cardio exercise, exactly. It is good for sleep problems, because that can also lead to depression as well.

Al: And when we hit our 40s, there’re a lot of women and men, but women too, are not only caring for their kids who are moving into their preteens but they’re caring for aging parents.

Doctor Raj: Right. So we call this the sandwich generation. Because you’re caring for your parents who may not be able to take care of themselves and you’re also dealing with your children. It is very important during this time to take some time to yourself. Some alone time. Even if it means getting up half an hour earlier, taking an extra long shower, going for a walk, it can really help you regroup and recenter yourself.

Al: When you're in your 40s and, you know, you've got issues not only with your kids, you've got your parents, but you also have your spouse. Er, what are some of the issues you can deal with there?

Doctor Raj: Well, I think it's very important to focus on your relationship. It's very easy at this point, you're sort of getting into a rut, you do the same old routine. Make a date night, do some extra activities with your spouse and prioritize them, because if you don't take care of that relationship, it's not gonna just thrive on its own.

In-class Activities

Task ① Brainstorming

You may have read or learned from your observation of people around you that adults are dealing with tons of stress in their career life and in their family life. List as many such stressful situations as possible.

Teaching Tips

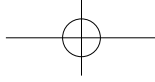
- ① This task is designed to arouse students' interest in this lesson.
- ② Ask students to work in groups and fill in the table.
- ③ Encourage students to share their opinions and argue with each other when disagreements occur.

Task ② Sharing Opinions

After listening to the online audio clip, complete the oral task by following the steps below.

Teaching Tips

- ① This task is designed to encourage students to express themselves and exchange thoughts and ideas with each other based on the given material.
- ② Answers will vary.



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Step 1

Write down the ways you can use to deal with these people who are talked about in the audio clip, and your own ways to interact with them.

Personality Disorders	Methods	Your Ways
Paranoid personality	1. stick to <u>conversation topics that are safe and not too personal</u> 2. avoid <u>any signs of criticisms or attack</u> 3. refrain from using language that is patronizing	
Narcissism	1. Don't <u>be defensive with this person</u> . 2. try to <u>make yourself an important part of his or her world in order to keep up the relationship</u>	
<u>Obsessive compulsive disorder</u>	1. <u>Try acknowledging their hard work with compliment.</u> 2. <u>compromise with them when possible</u> 3. avoid conflict	

Task ③ Getting Details

After watching the online video clip, complete the oral task by following the steps below.

Teaching Tips

- ① This task is designed to train students to get the gist of the given material.
- ② Answers will vary.

Step 1

Complete the following table concerning the ways to deal with stresses and be happy at different ages.

Ages	Stresses	Ways to Combat Stresses
<u>30s</u>	1. gearing up careers 2. <u>raising young children</u> or getting pregnant 3. never say "no"	<ul style="list-style-type: none">• eat one portion of <u>chicken, turkey, salmon, nuts</u> every day• avoid <u>sugar</u>• try to ask some else to help you

(to be continued)

(continued)

Ages	Stresses	Ways to Combat Stresses
40s	<ol style="list-style-type: none"> 1. sleep problem 2. the sandwich generation: women and men not only caring for <u>kids</u> who are moving into their preteens but they're caring for <u>aging parents</u> 3. your spouse 	<ul style="list-style-type: none"> • do <u>cardio</u> exercise, at least <u>20 minutes three times a week</u> • <u>take some time to yourself</u> like getting up half an hour earlier, taking <u>an extra long shower</u> or going <u>for a walk</u>. • focus on <u>your relationship</u> such as making a <u>date night</u>, <u>do some extra activities</u> with your spouse and <u>prioritize</u> them

Task ④ Summarizing

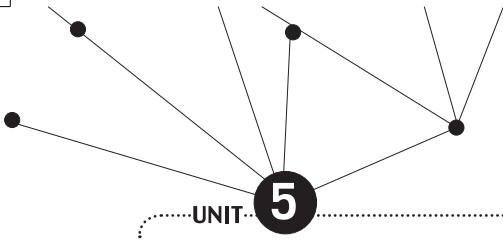
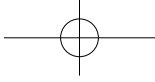
Discuss with your peers and complete the following tips with the information you have learned in the video clip. Then prepare an oral presentation with the help of the tips.

Teaching Tips

- ① This speaking activity is designed to train students to summarize.
- ② Ask students to summarize the video clip.
- ③ Ask students to work in pairs and allow them some time to prepare an oral presentation with the help of the given tips.
- ④ Select some of the pairs to present their summaries.

Summary

At different ages, people are facing different life situations that can trigger off the blues. However, there are ways to combat the stresses and be happy at any age. People in their 30s are experiencing a very stressful time because they have to work very hard and raise young children or get pregnant. To combat the possible blues, Dr. Roshini suggests that they should watch their diet, do exercise and learn to say no. People in the 40s are called sandwich generation because they not only have to care for their kids but take care of aging parents. Besides, they also have to deal with the relationship with their spouse. Dr. Roshini suggests that they should do some extra activities with their spouse and prioritize them, do cardio exercise and take some alone time.



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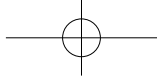
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Task ⑤ Debating

Debate on the motion The best way to cheer yourself up is to try to cheer somebody else up — Mark Twain.

Teaching Tips

- ① This speaking activity is designed to stimulate students to think independently, critically and creatively.
- ② Students need to be informed before class of the motion of the debate, and assigned their roles in the debate, so that they have time to prepare.



•))) Home Listening (((• 083 iSmart

Listen to the audio clip and fill in the blanks with the exact words or sentences. You are expected to do it after class and check the answers on your own.



Teaching Tips

- ① This section is designed to reinforce students' understanding of this topic and give them further practice at listening.
- ② Ask students to finish the Home Listening task after class and check the answers on their own.

It's common sense that if you are extremely unhappy in your job, and you come home and dump on your spouse about it every day, it could start to wear on the relationship.

So is the opposite true, then? 1) **If you're happy in your job**, can your marriage actually improve? According to long-term research conducted by The Love Doctor Terri Orbuch, the answer is "yes".

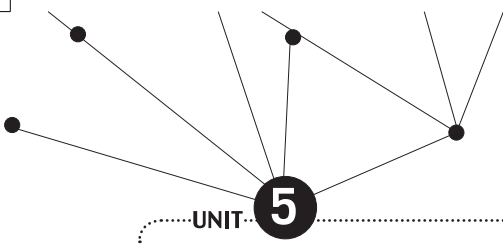
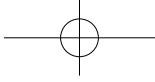
Orbuch, who is the author of *5 Simple Steps to Take Your Marriage from Good to Great*, has been following and observing hundreds of married couples for nearly a quarter of a century in order to find out what makes marriages happy, strong and long-lasting. She has found that there is a definite positive spillover 2) **from work to marriage**.

Here are her four suggestions on putting this into practice:

Suggestion 1: 3) **Seek support and help** from your spouse. If you're having a problem at work, solicit advice from your spouse. Research shows that the need for assistance is one of the three basic needs of all people in relationships (intimacy and reassurance of one's value are the other two). Seeking solutions to work-related problems together strengthens the marital bond and feeling that "we're in this together". Moreover, because your spouse knows you so well, he or she is likely to come up with valuable insights and feedback.

Suggestion 2: 4) **Grow in your job**. A recent large-scale study in *Harvard Business Review* found that the No. 1 factor 5) **that keeps employees happy** and motivated in their jobs is "making progress". Workers who are fulfilled and stimulated during the workday tend to be happier individuals, and much of that happiness gets transferred to their spouse at the end of the day.

Suggestion 3: 6) **Practice behaviors that relieve stress**. Numerous studies have documented a link between workplace stress and poor health. The two most common workplace stressors are 7) **feeling as if you haven't been heard or supported**, and 8) **negative interpersonal work relationships**.



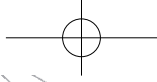
UNIT

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Find ways to express your needs, ask for assistance and manage conflicts at your job. Good health is sexy and attractive to a spouse, and so is an upbeat attitude.

Suggestion 4: 9) **Share your work life**. Orbuch's study found that the happiest marriages are ones in which partners feel their spouse regularly discloses information about his or her life, even details from work that might be deemed "boring". The bonus: 10) **Work life becomes interwoven with home life**, promoting a satisfying feeling of work-life balance, which makes you happier overall.



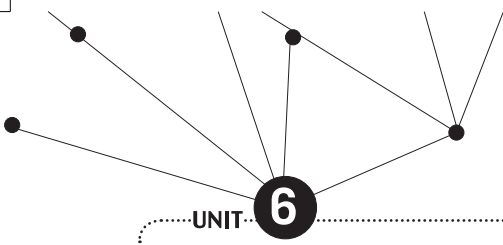
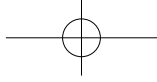
UNIT

6

Coping with the Climate Crisis

Unit Overview

- get to know the global climate crisis and how to cope with it through reading, listening and viewing
- talk about the impact of the global climate crisis on your daily life through guided activities
- learn to reflect on your own learning and comment on that of your peers



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Lesson 1

Pre-class Activities

Task ① Topic Preview

Read the passage on page 90, and answer the following questions.

Teaching Tips

- ① This task is designed to check students' understanding of the reading material.
- ② Ask students to answer the following questions.

1. Where did the UN summit on climate change take place?

Answer: Copenhagen.

2. Why is the global pressure on freshwater resources increasing?

Answer: Because changes in global population and income levels have led to an increase in demand for water intensive products and the world's apparent warming climate has caused fresh water reserves to fall across the globe.

3. What is a water footprint?

Answer: A water footprint is an indicator of water use that looks at both direct and indirect water use of a consumer or producer.

4. What put additional stress on the provision of clean water from dwindling reserves?

Answer: It is undoubted that increasing population, industry, economic growth and urbanization put additional stress on the provision of clean water from dwindling reserves.

5. What does the IPCC predict?

Answer: It predicts that by the year 2050 around 60 percent of the world's population will experience severe water shortages, with 33 percent thought to be already under water stress.

Task ② Audio & Video Studio



Complete the online exercises on iSmart.

Teaching Tips

- ① The online exercises on iSmart are designed to train students to understand the general

idea or important details of the audio and video clips.

② Ask students to finish them independently before class.

Identifying the Gist

Listen to the audio clip, and choose the right answers to the questions.

- What have people done to increase water supply in Orange County?
 - ☐ A) They have found a new source of water.
 - ☒ B) **They have built a new water purification plant.**
 - ☐ C) They have imported water from abroad.
- Where does the new water come from?
 - ☐ A) It comes from sea water.
 - ☐ B) It comes from rain water.
 - ☒ C) **It comes from recycled water.**

Bridging the Gap

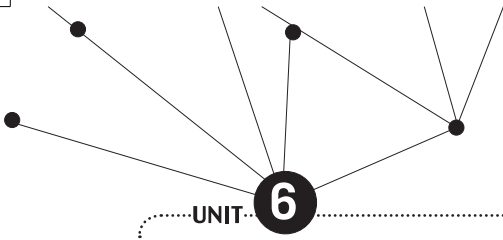
Listen to the audio clip again and fill in the blanks according to what you have heard.

- With **low reservoirs** and dry forecasts ahead, many California cities are being forced to consider new options for providing drinking water.
- In Orange County, they're trying to find a way to increase the water supply and they're **resorting to** what one might consider desperate measures.
- We return the water to nature. We put the water back in the ground and we let Mother Nature take over from us. I think it's **a viable solution** everywhere in the world.
- I'm all for recycled water, but don't put it in our reservoirs or our drinking fountains. You know, why **take the chance**?

Script

With low reservoirs and dry forecasts ahead, many California cities are being forced to consider new options for providing drinking water.

In Orange County, they're trying to find a way to increase the water supply and they're resorting to what one might consider desperate measures. They've spent almost half a billion dollars on their



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new water purification plant.

And where does that water come from? Reporter Dan Konecky of KCRW says, “This is not a new source of water. This water has already been through the pipes — your pipes, my pipes. It’s traveled down the drain, and now it’s back again.”

Mr. Mike Wehner is Assistant General Manager of Orange County Water District. He says, “We return the water to nature. We put the water back in the ground and we let Mother Nature take over from us. I think it’s a viable solution everywhere in the world. People don’t have any objection to sending astronauts up into space and having them live for weeks at a time recycling their own waste water. When we get down here on the ground, we can apply the same kinds of technologies.”

Ms. Muriel Watson, a retired school teacher says, “I’m all for recycled water, but don’t put it in our reservoirs or our drinking fountains. You know, why take the chance?”

Other California cities are also looking into the idea, though they are wary of the public reacting just like Watson.

Checking Your Comprehension

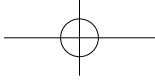
Watch the video clip and decide whether the following statements are true or false.

1. Any new source of water is warmly welcome in Orange County.
2. Now, the drinking water of Orange County is started out as sewer water.
3. The plant runs sewage that would have been discharged to the sea, through a 2-step purification process.
4. One environmental group has conservations about what they call the limits of such tests.
5. But many say the benefits just may be equal with the creepiness.

Key: 1. T 2. T 3. F 4. F 5. F

Script

Reporter: Clean, clear water, it is in short supply here in Orange County, so any new source, like this one, is warmly welcome. That is, if you can get past where this water comes from. That’s right, what’s now destined to become Orange County’s drinking water, started out as sewer water, brown wastewater from toilets, dishwashers, bathtubs, you name it.



Phil Anthony: We've explained from the beginning, this is actually sewer water, that's been treated by the sanitation district, and then purified even more by us, till it's really uh, almost distilled water.

Reporter: To do that, Orange County launched a first of its kind facility, a nearly half billion dollar reclamation plant that can turn 70 million gallons of treated sewage into drinking water every day.

Phil Anthony: It's gonna become a model for the entire world. Uh, Singapore has already built a smaller version of our exact plant, and there are several others around the United States, that are, that are being planned.

Reporter: The plant runs sewage that would have been discharged to the sea through a three-step purification process. First, it heads through micro-filters to sift out solid matter.

Michael Marcus: Any solid particle, larger than, 1/300th the size of a human hair would remain on the outside.

Reporter: Then it runs through another filter to remove any viruses or pharmaceuticals, and finally, the water gets a purging bake in high intensity light, breaking down anything, that's left. The result?

Reporter: "Yeah, how does it taste?"

Interviewee 1: "Tastes like distilled water."

Reporter: "How long ago was that sewage?"

Interviewee 1: "Probably about two days ago."

Reporter: Soon water officials won't be the only ones tasting it, this water will now mix with groundwater, and should run out of Orange County taps, in as little as six months. The water must meet safety standards. One environmental group has reservations about what they call the limits of such tests.

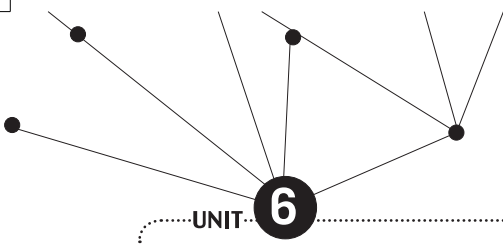
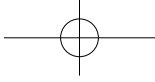
Renee Sharp: Brings up concerns of, what we're looking for, what we're not looking for, what we don't know.

Reporter: While there is no doubt Southern California needs more water, some say this is a little hard to swallow.

Interviewee 2: Even though, I know that they've uh, filtered it three times, it's just, just kind of creepy.

Reporter: But many say the benefits just may outweigh the creepiness.

Interviewee 3: I think it's about time we recycled everything.



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Reporter: That's due in part to a massive campaign, touting the benefits of less discharge to the sea, and more water for a thirsty Orange County.

In-class Activities

Task ① Describing the Picture

Describe the pictures first and then discuss the reasons for what is happening in the pictures.

Teaching Tips

- ① This task is designed to prepare students for the topic “Global Water Shortage”.
- ② Ask students to describe the pictures with their peers.
- ③ Here are some questions for students to discuss: *What do the two pictures convey? What can you infer from them? What can human beings do to cope with water shortage?*

Task ② Sharing Opinions

After listening to the online audio clip, complete the oral task by following the steps below.

Teaching Tips

- ① This task is designed to encourage students to express themselves and exchange thoughts and ideas with each other based on the given material.
- ② Answers will vary.

Step 1

Summarize the news in the following report.

New Water Purification Plant

Purpose:

increase the water supply

Expenditure:

half a billion dollars

Source of water:

is not a new source of water

has already been through the pipes

has traveled down the drain

now is back again

Operating principle:

return the water to nature: put the water back in the ground and let Mother Nature take over from us

Specialists' opinion:

use some technologies which have been used on astronauts by recycling their own waste water, so people are supposed to support this solution

The public's opinion:

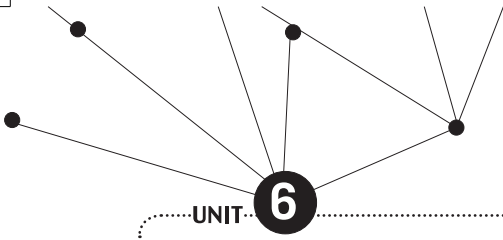
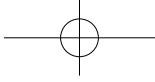
unsupportive: don't put recycled water in reservoirs or drinking fountains

Task ③ Getting Details

After watching the online video clip, complete the oral task by following the steps below.

Teaching Tips

- ① This task is designed to train students to get the gist of the given material.
- ② Answers will vary.



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Step 1

Fill in the following flow chart about water purification process.

Purification Process

head through micro-filters to sift out solid matter (any solid particle larger than 1/300th the size of a human hair)



run through another filter to remove any viruses or pharmaceuticals



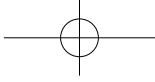
get a purging bake in high intensity light in order to break down anything that's left

Task 4 Summarizing

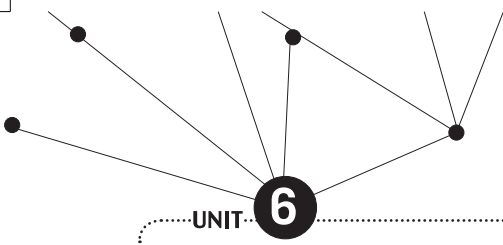
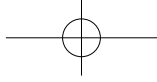
Discuss with your peers and complete the following tips with the information you have learned in the audio and video clips. Then prepare an oral presentation with the help of the tips.

Teaching Tips

- 1 This speaking activity is designed to train students to summarize.
- 2 Ask students to summarize the audio and video clips.
- 3 Ask students to work in pairs and allow them some time to prepare an oral presentation with the help of the given tips.
- 4 Select some of the pairs to present their summaries.

**Summary**

With limited fresh water resources, many California cities are being forced to consider new options for providing drinking water. One typical example is Orange County in Southern California, in which the local government has built a new water purification plant that can turn 70 million gallons of treated sewage into drinking water every day. By recycling sewage from the drain, Orange county has found a new way to increase its water supply. This new water supply is warmly welcomed though it is still hard for some people to accept it as drinking water. Outside Orange County, other Californian cities are also looking into the idea. And several other plants of this type are being planned around the United States. It's going to be a model for the whole world.



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Lesson 2

Pre-class Activities

Audio & Video Studio



Complete the online exercises on iSmart.

Teaching Tips

- 1 The online exercises on iSmart are designed to train students to understand the general idea or important details of the audio and video clips.
- 2 Ask students to finish them independently before class.

Identifying the Gist

Listen to the audio clip, and choose the right answers to the questions.

1. What is the audio clip mainly about?
 - ☐ A) The Alliance for Climate Protection.
 - ☒ B) **The unification of two organizations.**
 - ☐ C) The Climate Project.
2. What is the purpose of this unification?
 - ☐ A) To educate people.
 - ☐ B) To solve the climate crisis.
 - ☒ C) **To strengthen the existing campaigns and initiatives.**

Bridging the Gap

Listen to the audio clip again and fill in the blanks according to what you have heard.

1. The unified organization will now encompass: **official branches** in eight countries; more than 200 staff working in 30 offices across the United States; more than 3,000 volunteers trained in 55 countries who have **raised awareness of** more than seven million people.
2. We are pleased to be joining forces at this **critical** time in our movement to solve the climate crisis.

3. Since 2006, The Climate Project has built an effective **grassroots** movement of climate change educators around the world.
4. We look forward to **consolidating** our efforts and strengthening the common platform.
5. Both organizations were founded in 2006 and share the common goal of **educating people** about the urgency and solvability of the climate crisis.

Script

Signaling the historic opportunity to heal the planet, two organizations, the Alliance for Climate Protection and The Climate Project, announced today that they are officially uniting their programs and activities under the Alliance for Climate Protection, which will strengthen their existing campaigns and initiatives. The unified organization will now encompass: official branches in eight countries; more than 200 staff working in 30 offices across the United States; more than 3,000 volunteers trained in 55 countries who have raised awareness of more than seven million people worldwide.

Maggie L. Fox, President and CEO of the Alliance for Climate Protection, said “We are pleased to be joining forces at this critical time in our movement to solve the climate crisis.”

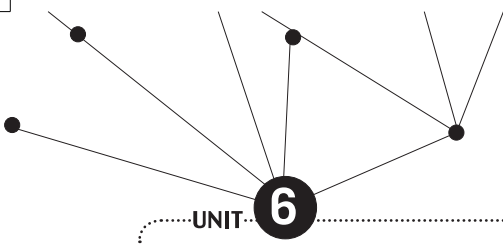
Jenny Clad, Executive Director of The Climate Project, added, “Since 2006, The Climate Project has built an effective grassroots movement of climate change educators around the world. We have more than 3,000 volunteers across our eight international branches — all working to raise awareness and to engage people in their communities about the issue of climate change. We look forward to consolidating our efforts and strengthening the common platform.”

Both organizations were founded in 2006 and share the common goal of educating people about the urgency and solvability of the climate crisis. The united organization will operate with its headquarters in Washington, D.C. The Climate Project, as a department of the united organization, will continue its tradition of grassroots organizing on a global scale with operations based in Nashville, Tennessee.

Checking Your Comprehension

Watch the video clip and decide whether the following statements are true or false.

1. Less people believe humans are responsible for at least some of our climate change in CNN's research.



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2. The north polar ice cap is melting and 54% of it is gone.
3. According to the book *Our Choice*, we have to overcome change in the way we think, the cost of carbon and the political obstacles.
4. Investing in green infrastructure is a good way to create millions of new jobs and stimulate the economy.
5. China has overtaken the United States in wind power and solar power.

Key: 1. T 2. F 3. T 4. T 5. F

Script

KIRAN CHETRY, CNN ANCHOR: There were still people like Senator Inhofe who's going to this Copenhagen summit who says that it's the greatest hoax ever perpetrated. When we talk about public opinion, it's dropped a little bit in terms of whether or not global warming is caused by humans. In fact, we asked it last year. 54 percent believed it. We asked it just last week and only 45 percent believe it.

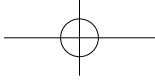
Is it frustrating for you to think that perhaps less people believe humans are responsible for at least some of our climate change?

AL GORE: Well, again, if you put it in a longer context, 10, 12 years ago when the last of these big meetings took place, virtually no heads of state went out there. There was still a raging debate on points that have long since been settled. Now more than 70 heads of state are going to be in Copenhagen. They're close to getting a final agreement. It will probably be finalized next year after the political agreement that's expected next week.

But to the first part of your question, there's an air of unreality about the discussion of arcane points from e-mails from long ago. The north polar ice cap is melting before our very eyes. It's been the size of the continental United States for most of the last three million years, and now suddenly 40 percent of it is gone and the rest of it is expected to disappear within with 5, 10, 15 years.

All the mountain glaciers all over the world are melting, many of them at a greatly accelerated rate, threatening drinking water supplies. We've had these record storms, record droughts, floods, giant fires, unprecedented all over the world. The evergreen trees of the American west are dying by the millions because the warming trend is making them vulnerable to pests that they could resist in the colder weather in which they evolved. Climate refugee flows are beginning and could reach the hundreds of millions, destabilizing political systems around the world. Sea levels are rising.

These changes are now beginning to unfold right in front of our eyes. The fact that they're distributed globally causes this problem to masquerade as an abstraction. It's not an abstraction for



those who are being affected, nor would it be for our children and others who will be affected unless we take action now.

CHETRY: And it's interesting that you say it's not an abstraction. In your book, *Our Choice*, you also talk about what needs to be done. And moving forward, you say that you have to overcome change in the way we think, the cost of carbon and the political obstacles.

GORE: Yeah.

CHETRY: Right now, one of the political obstacles in the way is this economy. A lot of people are out of work. A lot of people are saying we can't afford to do anything right now. What do you say to that?

GORE: Well, there's been an interesting consensus building around the world that actually one of the best ways to create millions of good new jobs and stimulate the economy is by investing in green infrastructure. When the world went into this global synchronized recession from which we're now thankfully beginning to emerge, interest rates were so low that economic policymakers couldn't use that tool so stimulus spending was the instrument of choice all around the world. And infrastructure spending was the favored option.

Many countries devoted even far, even larger percentages of that stimulus to building green infrastructure. They see these industries as the key industries of the 21st century.

China will overtake the United States in wind next year, soon thereafter in solar. They're building the largest smart grid or super grid in the world. We have an opportunity to take these new jobs that are going to be created and plant them in local communities here in the United States and create millions of them. They can't be outsourced.

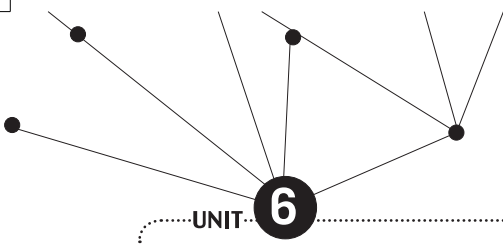
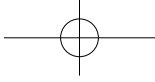
In-class Activities

Task ① Brainstorming

Work in pairs and answer the following questions.

Teaching Tips

- ① This task is designed to arouse students' interest in solutions to the global climate crisis.
- ② Ask students to work in groups and answer the following questions.



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③ Encourage students to share their opinions and argue with each other when disagreements occur.

1. Can you list the changes caused by the climate crisis?

Answer: The earth is getting warmer; glaciers are melting faster than before; the sea levels are rising; there are many natural disasters such as earthquakes, storms, droughts, floods, etc.

2. What led to the climate crisis? What are the possible solutions to it?

Answer: Industrialization and urbanization are likely to be the cause. Humans depend too much on fossil fuels and have emitted too much CO₂ into the atmosphere and made the earth warmer. To develop alternative energy, e.g. wind power and solar power, may be the best way to solve the climate crisis.

Task ② Getting Details

After listening to the online audio clip, complete the oral task by following the steps below.

Teaching Tips

- ① This task is designed to train students to get the gist of the given material.
- ② Answers will vary.

Step ①

Answer the question: what do these numbers refer to?

eight countries	200 staff	30 offices	3,000 volunteers
55 countries	eight international branches	seven million	2006

For example:

eight countries: The unified organization will encompass official branches in eight countries.

Answers:

1. The unified organization will now encompass: official branches in **eight countries**; more than **200 staff** working in **30 offices** across the United States; more than **3,000 volunteers** trained in **55 countries** who have raised awareness of more than **seven million** people worldwide.

- The Climate Project has more than **3,000 volunteers** across **eight international branches**.
- Since **2006**, The Climate Project has built an effective grassroots movement of climate change educators around the world. Both organizations were founded in **2006** and share the common goal of educating people about the urgency and solvability of the climate crisis.

Task ③ Sharing Opinions

After watching the online video clip, complete the oral task by following the steps below.

Teaching Tips

- This task is designed to encourage students to express themselves and exchange thoughts and ideas with each other based on the given material.
- Answers will vary.

Step ①

Use the words in the following box to describe what happens after the climate gets warmer. Compare your answers with your peers'.

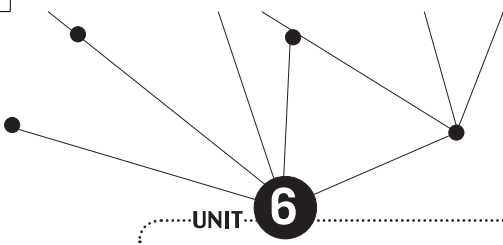
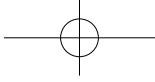
the north polar ice cap	mountain glaciers	storms	droughts
floods	giant fires	evergreen trees	pests
climate refugee flows	political systems	sea levels	

For example:

The north polar ice cap is melting before our eyes.

Answers:

- The north polar ice cap** is melting before our very eyes.
- All the **mountain glaciers** all over the world are melting.
- We've had these record **storms**, record **droughts**, **floods**, **giant fires**, unprecedented all over the world.
- The **evergreen trees** of the American west are dying by the millions because the warming trend is making them vulnerable to **pests** that they could resist in the colder weather in which they evolved.
- Climate refugee flows** are beginning and could reach the hundreds of millions, destabilizing **political systems** around the world.
- Sea levels** are rising.



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Task ④ Summarizing

Discuss with your peers and complete the following tips with the information you have learned in the audio and video clips. Then prepare an oral presentation with the help of the tips.

Teaching Tips

- ① This speaking activity is designed to train students to summarize.
- ② Ask students to summarize the audio and video clips.
- ③ Ask students to work in pairs and allow them some time to prepare an oral presentation with the help of the given tips.
- ④ Select some of the pairs to present their summaries.

Summary

In the audio clip, two organizations, the Alliance for Climate Protection and The Climate Project, which were founded in 2006 and share the same goal, are unified under the Alliance for Climate Project in order to strengthen their existing campaigns and initiatives. Both leaders warmly welcome the unification.

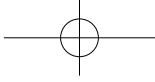
The video clip is an interview of Al Gore. In the interview, Gore insists that the so-called e-mail hoax is unreal. Then, he lists the global problems caused by climate change. Finally, he puts forward some solutions to the problems.

Task ⑤ Debating

Debate on the motion **Human beings should be responsible for climate change.**

Teaching Tips

- ① This speaking activity is designed to stimulate students to think independently, critically and creatively.
- ② Students need to be informed before class of the motion of the debate, and assigned their roles in the debate, so that they have time to prepare.



•))) Home Listening (((• 101 iSmart

Listen to the audio clip and fill in the blanks with the exact words or sentences. You are expected to do it after class and check the answers on your own.

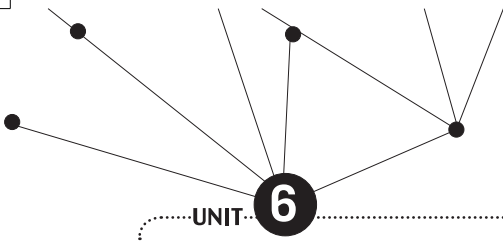
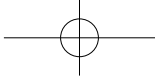


Teaching Tips

- ① This section is designed to reinforce students' understanding of this topic and give them further practice at listening.
- ② Ask students to finish the Home Listening task after class and check the answers on their own.

Want to help stop global warming? Here are some simple things you can do, plus the amount of carbon dioxide you'll save.

- Change a light. 1) **Replacing** one regular light bulb with a compact fluorescent (发荧光的) light bulb will save 150 pounds of carbon dioxide a year.
- Drive less. Walk, bike, 2) **carpool** or take mass transit more often. You'll save one pound of carbon dioxide for every mile you don't drive!
- Recycle more. You can save 2,400 pounds of carbon dioxide per year by recycling just half of your 3) **household** waste.
- Check your tires. Keeping your tires inflated (充气的) properly can improve 4) **gas mileage** by more than 3%. Every gallon of gasoline saved keeps 20 pounds of carbon dioxide out of the atmosphere!
- Use less hot water. It takes a lot of energy to heat water. Use less hot water by installing a 5) **low-flow** showerhead and washing your clothes in cold or warm water.
- Avoid products with a lot of 6) **packaging**. You can save 1,200 pounds of carbon dioxide if you cut down your garbage by 10%.
- Adjust your thermostat (温度调节器). The simple adjustment of moving your thermostat down just two degrees in winter and up two degrees in summer could save you about 2,000 pounds of carbon dioxide a year.
- Plant a tree. A single tree will 7) **absorb** one ton of carbon dioxide over its lifetime.
- Turn off electronic devices. Simply turning off your television, DVD player, 8) **stereo** and computer when you're not using them will save you thousands of pounds of carbon dioxide a year.



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- Try Meatless Mondays. 9) **Skipping meat one day per week** would help save over 35,000 gallons of water.
- Unplug. 10) **Unplugging hair dryers, phone chargers, toaster ovens and power cords when not in use** can save up to 20% on home energy use.