Contents

	Reading tasks			
	Title	Task type	Topic areas	p.
1	Media influence on teenage behaviour	Multiple matching	Advertising / Brands / Marketing	6
2	Driving egos and buying through "branding"	Multiple choice	Advertising / Brands / Marketing	8
3	Facebook banned from gathering WhatsApp users' data in Germany	True / false	Spreading knowledge / Digital world / Media / Modern Technology	10
4	How much do you value your personal data?	Multiple matching	Spreading knowledge / Digital world / Media / Modern Technology	12
5	How can you create a business plan that engages your staff?	Short answers	Business life / Entrepreneurship	14
6	Companies would benefit from helping introverts to thrive	True / false	Business life / Entrepreneurship	16
7	Do you need an office for your business?	Multiple choice	A working life / Job interview / Employability	18
8	Stop worrying about grammar schools, teacher recruitment is the real problem	Multiple matching	A working life / Job interview / Employability	21
9	The Happiness Industry – why capitalism has turned us into narcissists	True / false	Social issues / Society / Leisure	23
10	Should happiness be part of the school curriculum?	Short answers	Social issues / Society / Leisure	25
11	Find it, fix it: Problem solving like a boss	Multiple matching	Problem solving / Global issues / Environmental issues	27
12	Four outlandish ideas to fix London's cycling problem	Multiple choice	Problem solving / Global issues / Environmental issues	29
13	Study abroad: the career benefits	True / false	Cultural awareness / Professionalism abroad	32
14	Cultural differences when working abroad	Short answers	Cultural awareness / Professionalism abroad	34
15	The truth about lying	Multiple choice	Personal issues	36
16	The truth is, lying can be a kindness	Multiple matching	Personal issues	39

П	Listening tasks			
	Title	Task type	Topic areas	p.
1	Bill Gates' speech at Harvard	Short	Advertising / Brands / Marketing	41
2	The average stamp of Niles	answer	Advantary / Davada / Madvatica	40
2	The success story of <i>Nike</i>	Multiple matching	Advertising / Brands / Marketing	42
3	Tech predictions	Multiple	Spreading knowledge / Digital world /	43
		choice	Media / Modern Technology	
4	Firms are selling and sharing online	Short	Spreading knowledge / Digital world /	44
	info	answers	Media / Modern Technology	
5	How to know if your business idea will	Multiple	Business life / Entrepreneurship	45
	make money	choice		
6	Timbaland's reflection on his music	Short	Business life / Entrepreneurship	46
	career	answers		
7	Yay, it's time for my performance	Multiple	A working life / Job interview /	47
	report	matching	Employability	
8	On your mark, give birth, go back to	Multiple	A working life / Job interview /	48
	work	matching	Employability	
9	Less stuff, more happiness	Short	Social issues / Society / Leisure	49
		answers		

10	The pursuit of positivity in the	Multiple	Social issues / Society / Leisure	50
	workplace	matching		
11	Tough truths about plastic pollution	Short	Problem solving / Global issues /	51
		answers	Environmental issues	
12	The secret to effective nonviolent	Multiple	Problem solving / Global issues /	52
	resistance	choice	Environmental issues	
13	For more tolerance, we need more	Multiple	Cultural awareness / Professionals	53
	tourism?	matching	abroad	
14	A woman named Fortunata doesn't see	Short	Cultural awareness / Professionals	54
	good fortune ahead in Zimbabwe	answers	abroad	
15	Learning the hard truth about lying	Multiple	Personal issues	55
		choice		
16	Call for action from a survivor of	Short	Personal issues	56
	trafficking	answers		

Ш	Writing tasks		
	Text type	Topic areas	p.
1	Writing an article	Advertising / Brands / Marketing	57
2	Writing a report	Advertising / Brands / Marketing	58
3	Writing a blog comment	Spreading knowledge / Digital world / Media / Modern Technology	59
4	Writing a leaflet	Spreading knowledge / Digital world / Media / Modern Technology	60
5	Writing an e-mail	Business life / Entrepreneurship	61
6	Writing a report	Business life / Entrepreneurship	62
7	Writing an e-mail	A working life / Job interview / Employability	63
8	Writing a blog comment	A working life / Job interview / Employability	64
9	Writing an article	Social issues / Society / Leisure	65
10	Writing a leaflet	Social issues / Society / Leisure	66
11	Writing a report	Problem solving / Global issues / Environmental issues	67
12	Writing a blog comment	Problem solving / Global issues / Environmental issues	68
13	Writing an article	Cultural awareness / Professionals abroad	69
14	Writing an e-mail	Cultural awareness / Professionals abroad	70
15	Writing a leaflet	Personal issues	71
16	Writing a blog comment	Work life / Personal issues	72

IV	Speaking tasks	
	Topic areas	p.
1	Advertising / Brands / Marketing	73
2	Spreading knowledge / Digital world / Media / Modern Technology	75
3	Business life / Entrepreneurship	77
4	A working life / Job interview / Employability	79
5	Social issues / Society / Leisure	81
6	Problem solving / Global issues / Environmental issues	82
7	Cultural awareness / Professionals abroad	84
8	Personal issues	86

Appendix	p.
Listening text transcripts	88
Key	106
Credits	109