

5 Economic resources

Remove Watermark Now

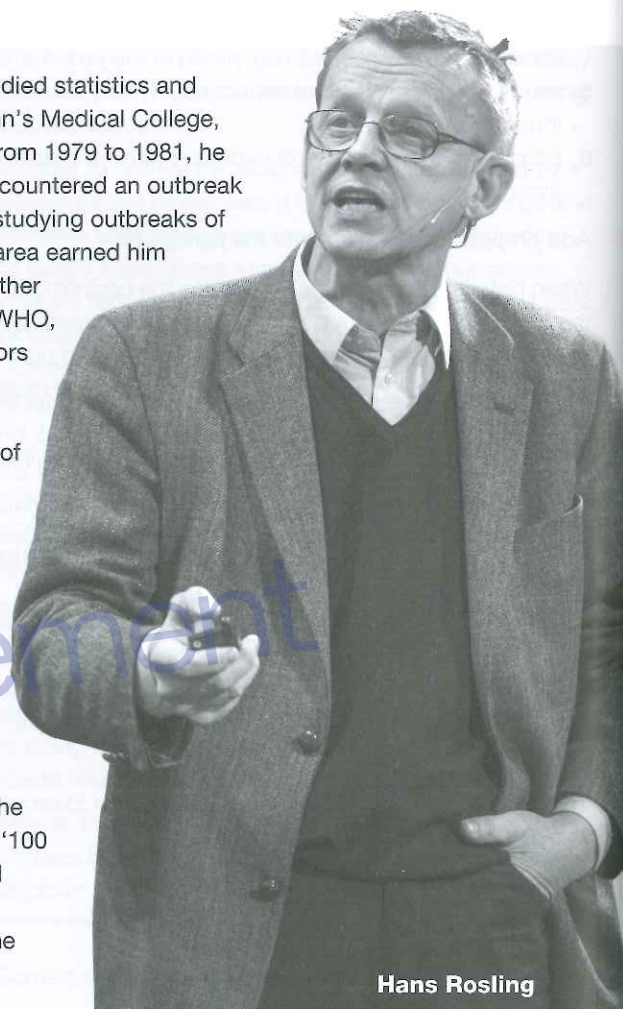
5.1 The magic washing machine

TED TALKS

HANS ROSLING was born in Uppsala, Sweden, in 1948. He studied statistics and medicine at Uppsala University, and then public health at St. John's Medical College, Bangalore, India. He became a licensed physician in 1976 and, from 1979 to 1981, he worked as a Medical Officer in Mozambique. In 1981, Rosling encountered an outbreak of a paralytic disease called konzo. He then spent two decades studying outbreaks of this disease in remote rural areas across Africa. His work in this area earned him an honorary PhD from Uppsala University. Among a number of other roles and achievements, Rosling has been health adviser to the WHO, UNICEF and a number of aid agencies and was one of the initiators of Médecins Sans Frontières in Sweden. He has co-authored a textbook on global health and has presented and appeared in a number of television programmes. Rosling is currently professor of global health at the Karolinska Institute in Stockholm.

Having always had a deep interest in the use of statistics, in 2005 Rosling co-founded the Gapminder Foundation together with his son and daughter-in-law. Gapminder developed the Trendalyzer software that converts statistics into moving, interactive graphics. Rosling's lectures using Gapminder graphics gained a global reputation for their creativity and originality and have won numerous awards. In 2007, Google acquired the Trendalyzer software.

Rosling has received a number of awards, including 'Speaker of the Year' from the Swedish Event Academy, one of *TIME Magazine's* '100 most influential people' and, in 2012, he was named 'International Swede of the Year'. He has also received honorary degrees from universities in Sweden, Norway and the UK and is a member of the Swedish Academy of Sciences.



Hans Rosling

CAREER PATHWAYS

1 Read the text. Are these statements true (T) or false (F)?

- 1 Rosling has qualifications from academic institutions in Sweden, India, Mozambique, Norway and the UK. ☐
- 2 Rosling discovered a new disease called konzo. ☐
- 3 Rosling was one of the founders of the global organization Médecins Sans Frontières. ☐
- 4 Today, Rosling's main field is the presentation and interpretation of statistics. ☐
- 5 Rosling is known for his presentation techniques. ☐

TED PLAYLIST

2 Other TED speakers are interested in topics similar to Hans Rosling's TED Talk. Read the descriptions of four TED Talks at the top of page 45. In your opinion, which is the best title for this playlist, a, b or c?

- a Celebrating innovation
- b Affordable, practical technology
- c Technology without resources

3 Read the TED playlist again. Find a speaker who ...

- 1 talks about improvising with old technology to make new technological solutions.
- 2 advocates a democratic approach to technological innovation.
- 3 made a technological solution for a domestic problem.
- 4 questions our assumptions about the universal benefits of technology.

4 Read the TED playlist again. Find five compound adjectives.

▶ **Richard Turere: My invention that made peace with the lions**

In the Maasai community where Richard Turere lives with his family, cattle are all-important. But lion attacks were growing more frequent. In this short, inspiring talk, the young inventor shares the solar-powered solution he designed to safely scare the lions away.

▶ **Jon Gosier: The problem with 'trickle-down technomics'**

Hooray for technology! It makes everything better for everyone! Right? Well, no. When a new technology, like ebooks or health trackers, is only available to some people, it has unintended consequences for all of us. Jon Gosier explains how 'the real innovation is in finding ways to include everyone'.

▶ **William Kamkwamba: How I built a windmill**

When he was just 14 years old, Malawian inventor William Kamkwamba built his family an electricity-generating windmill from spare parts, working from rough plans he found in a library book.

▶ **Vinay Venkatraman: Technology crafts for the digitally underserved**

Two thirds of the world may not have access to the latest smartphone, but local electronic shops are adept at fixing older tech using low-cost parts. Vinay Venkatraman explains his work in 'technology crafts', for example, how a mobile phone, a lunchbox and a flashlight can become a digital projector for a village school.

- 5 Which talk would you most like to see? Why? Watch the talk at TED.com.

AUTHENTIC LISTENING SKILLS

Prediction

- 6 1 30 You are going to hear a podcast in which a member of the *Keynote* team talks about Richard Turere's TED Talk, *My invention that made peace with the lions*. Listen to the first part. What did the podcaster notice about the speaker before watching the talk?

LISTENING

- 7 1 31 Listen to the full podcast. Choose the correct words or phrases to make true sentences.

- According to the podcaster, Richard Turere describes how he arrived at an answer to his problem *purely by chance* / *by trying out different solutions*.
- Ruth likes the message of the talk because it's about *not giving up* / *not being satisfied with less*.

- 8 1 31 Listen again. Choose the correct option to complete the sentences. Sometimes both answers are possible.

- At a young age Richard Turere was given the task of managing his father's *farm* / *animals*.
- Ruth can relate to *being given big responsibilities as a child* / *being determined in the face of a challenge*.
- Ruth wonders if Richard is so mature because he wants to *win his family's respect* / *take care of his family*.
- She also wonders if he is so resourceful because *resources are limited* / *his family trained him to be resourceful*.

VOCABULARY IN CONTEXT

- 9 Read the extracts from the podcast. Choose the correct meaning of the words in bold.

- He was then faced with a major issue and **set about** trying to work out a way to resolve it.
 - worked tirelessly ☐
 - decided on positively ☐
 - started determinedly ☐
- What's nice about his talk is how he **takes us through** his process of trial and error.
 - demonstrates to us ☐
 - explains to us ☐
 - doesn't boast to us about ☐
- rather than giving up and **becoming down** about a difficult situation.
 - becoming frustrated ☐
 - becoming depressed ☐
 - feeling overwhelmed ☐
- Was he motivated by not wanting to **let** his father and the rest of his family **down**?
 - disappoint ☐
 - seem superior to ☐
 - do the same job as ☐
- Is that a result of always having only limited resources to **fall back on**?
 - rely on ☐
 - spend money on ☐
 - improvise with ☐

5.2 Energy-hungry world

Remove Watermark Now

GRAMMAR Passive forms

- 1 Read the extracts and decide if the verb in bold would be better in the passive voice. If it would, rewrite the extract.



- 1 In 1954, the Obninsk Nuclear Power Plant in the USSR was the world's first nuclear power plant to produce electricity for a power grid. It **generated** around five megawatts of power.
- 2 Piezoelectricity is the electrical charge produced in certain materials (such as crystals and ceramics) when someone or something **applies** physical pressure.
- 3 The United States is the world's second largest energy consumer. It **obtains** the majority of this energy (around 68%) from fossil fuels.
- 4 The existence of the greenhouse effect was first proposed in 1824. However, we didn't **use** the term 'greenhouse' in this way until the beginning of the 1900s.
- 2 Rewrite the sentences using the passive. Include the agent if it is needed.
- 1 Nuclear power currently delivers around 12% of the world's electricity demand.
Around 12% of the world's electricity demand is currently delivered by nuclear power.
- 2 World energy consumption is the total energy that humans use. Authorities and agencies usually calculate and measure it per year.
- 3 More than 80 countries are currently using wind power. In 2013, wind generated almost 3% of the world's total electricity.
- 4 Humans have used solar energy since ancient times and today experts predict that, by the middle of the century, solar power could provide a third of all global energy. This would consequently reduce CO₂ emissions to 'very low levels'.
- 5 They expect to complete construction of the new nuclear power plant by 2025. The government insists that the plant will generate enough energy to power six million homes.
- 6 People generally agree that energy independence and security is one of today's key political issues and one which we need to address urgently.
- 3 Complete the news extracts using the passive infinitive or passive -ing form of the verb.
- 1 The forum gave a clear message that the current global guidelines on carbon emissions need _____ (reassess).
- 2 A number of MPs said they were angry _____ (not/inform) of the apparent U-turn before it was announced by the Prime Minister on Monday.
- 3 The majority of local residents are angry at _____ (not/consult) on the matter.
- 4 Thousands of doctors gathered outside parliament yesterday to protest against _____ (force) to work at weekends. A new law is _____ (introduce) which means all junior doctors are likely to have to work at least one weekend per month.
- 5 _____ (find) guilty, Ford will return to court _____ (sentence) on Friday.
- 6 _____ (beat) for the sixth game in a row was enough for chairman Tony Evans and Conway can expect _____ (sack) when the two meet tomorrow.

- 4 Complete the text using the passive form of the verbs in the box.

be	develop	embed	generate (×2)
introduce	place	test	

In 2010, in Toulouse, France, a pilot scheme ¹ was introduced to power street lights using energy ² _____ by the feet of pedestrians passing by. A number of pressure-sensitive modules, ³ _____ with electricity-producing microsensors, ⁴ _____ under sections of pavement in the city centre. The idea of using human footsteps to generate electricity in this way had been around for a long time, but this was the first time that such a scheme was able ⁵ _____ on the street. Until then, the modules were unsuitable for street use as, according to the designers, Dutch company SDC, they needed ⁶ _____ 'virtually jumped on' for enough power to ⁷ _____. However, a model ⁸ _____ on which you could walk normally and still produce enough energy to power nearby lights.

- 5 Rewrite the sentences in two ways using passive structures.

- They offered compensation to everyone.
Everyone was offered compensation.
Compensation was offered to everyone.
- They gave the award to Professor Helen Stephenson for her work on climate change.

- The prosecution lawyer showed the court CCTV footage of the incident.

- I guess someone sent me the email by mistake.

- In total, people gave the charity over a million dollars.

GRAMMAR Nominalization in passive sentences

- 6 Match the words in the box with *make*, *reach* or *give*.

agreement	an allowance	an announcement
an answer	an assessment	an attempt
a complaint	a compromise (×2)	a conclusion
consideration (to)	a decision (×2)	information
an order	preference (to)	priority (to)
progress	thought (to)	


- 1 make an attempt / _____ / _____ / _____

- 2 reach _____ / _____ / _____
- 3 give _____ / _____ / _____

- 7 Rewrite the sentences using nominalization. Use phrases from Exercise 6 with the verb in the correct passive form.

- It looks like they didn't think about the design very much. It doesn't look like much thought was given to the design.
- They didn't allow for any delays in the development process.
No _____
- We have duly considered everything in making this decision.
Due _____
- A number of people complained about the service.
A number of _____
- I'm pleased to say that we have agreed on most aspects of the deal.
I'm pleased to say that _____
- It is clear that we need to prioritize renewable energy sources.
It is clear that _____
- Initial reports suggest that the parties seem to have compromised regarding CO₂ emission quotas.
Initial reports suggest _____
- We progressed significantly regarding trade in ozone-depleting substances.
Significant _____

DICTATION

- 8  1 32 Listen to an extract from a student presentation about biofuels. Complete the text.

It is thought by many of today's leading scientists that biofuel is one solution to our future energy needs. Biofuel involves chemical energy ¹ _____ such as wood, crops, animal and even human waste. The organic matter ² _____ thermally, chemically or biochemically into energy-containing substances which are able to be stored in either solid, liquid or gas form, depending on ³ _____. An example of biochemical conversion is the use of bacteria to break down organic matter, which ⁴ _____. , which in turn can be used as a fuel. Among a number of potential uses as a fuel, hydrogen ⁵ _____ as a means of powering or propelling vehicles and other modes of transport. A number of hydrogen-powered cars ⁶ _____.

5.3 Land or all

Remove Watermark Now

READING

- 1 Look at the title of the article. What do you think is meant by a 'resilient city'?
- 2 Read the article and choose the statement (a–c) that best describes what a resilient city is.
 - a A large city that is completely independent of national government control
 - b A city that coordinates with other cities to find solutions to everyday urban issues
 - c A city that plans its own responses to long-term and short-term urban problems

- 3 Read the article again and answer the questions.

- 1 What is the size of Chennai in India?
- 2 What is the population of Australia?
- 3 How is the identity of individual cities changing?
- 4 What type of extraordinary negative events do cities face?
- 5 What kind of problems do national government initiatives seem less good at tackling?
- 6 What is Bristol's traditional approach to life?
- 7 What was the focus of Bristol's 'resilient cities' first meetings?
- 8 What used to be the focus of such meetings about Bristol's problems?
- 9 What specific issue did the meeting in Bristol highlight?
- 10 What is the main advantage of the resilient city approach?

Resilient cities

Urbanization is the great trend of the late 20th and early 21st centuries. Half the world's population now live in cities and there are already 35 mega-cities in existence (cities with over 10 million inhabitants), the latest to join the list being Chennai in India. Some of these, like Greater Tokyo with 37 million and Shanghai with 25 million, have populations larger than the whole of Australia. While the economic importance of these urban hubs has been discussed for some time, the question of cities' independence and their power to determine other aspects of policy – education, transport, security and environmental protection – has moved up the agenda more slowly. But the more that globalization diminishes the significance of international borders for trade and migration, the stronger the identity of individual cities and the loyalty shown by inhabitants to them become. Ask a Londoner or New Yorker where they come from and they are far more likely to answer London or New York City than the UK or the USA.

Alongside this growth in the importance of cities has come a movement called '100 Resilient Cities', pioneered by the Rockefeller Foundation. 100RC is dedicated to helping cities become more capable of withstanding 'the physical, social and economic challenges that are a growing part of the 21st century.' This means not only preparing them for one-off 'shocks', such as flooding, earthquakes and epidemics, but also bolstering them against daily stresses such as unemployment, urban poverty, crime, road congestion, inefficient public transport and shortages of food or water. Evidence has

shown that inter and intra-city networks set up to tackle the latter type of problem are much more effective at combatting them than national government initiatives.

Bristol in the UK, a city with a history of trying to do things differently, is one of the cities in the 100RC network committed to developing a resilience plan. Early meetings brought together local government representatives from different departments (transport, emergency services, public health, education, social care, etc.) and infrastructure-related businesses (e.g. water companies, road builders) to look more closely at the city's needs and to see how these could be addressed. The delegates were asked to think about worst-case scenarios for their particular area of concern. But, far from creating an atmosphere of doom and gloom, the meetings generated a lot of positivity, because there was a general feeling that they were taking matters into their own hands, rather than just complaining about inadequate national government policies and budgets as they had done previously.

One issue that came to light in Bristol was inequality of life expectancy. Bristol is a wealthy city, but delegates discovered that the poorest in the community were living eight to nine years less than the richest. Righting this injustice of wealth inequality has now become a target for the city's governors as part of their new 'social resilience' plan. This measure illustrates very well the real benefit of resilient city planning: it focusses minds on key issues and then looks at long-term, rather than short-term solutions for them.

4 Complete the definitions of the words from the article.

- hub (paragraph 1)
the _____ of a region or activity
- agenda (paragraph 1)
a list of points to be discussed at a _____
- diminishes (paragraph 1)
makes _____
- one-off (paragraph 2)
happening only _____
- bolstering (paragraph 2)
making them _____
- doom and gloom (paragraph 3)
a general feeling of _____
- came to light (paragraph 4)
became _____

VOCABULARY Economics

5 Complete the headlines. Use the words in the box.

bankrupt	boom	debts	employees
interest	meet	operations	recession
recovery	unemployment		

- Chancellor to cut _____ rates
- Twenty firms a day going _____
- Japan comes out of _____, but growth still disappoints
- One in five unable to make ends _____
- Weak exports stifling economic _____
- _____ rising at fastest rate for a generation
- Most students don't ever pay off _____
- Gaming industry enjoying _____ thanks to new 4D technology
- American firm TRF to expand _____ into Europe
- New government incentives for firms to take on more _____



WORD FOCUS land

6 Complete the sentences. Use the words and phrases in the box.

dry land	landlocked	landmark
landslide	live off the land	plot of land
strip of land	wasteland	

- Bolivia and Paraguay are the only _____ countries in South America. All the others have a coastline.
- The Eiffel Tower is probably the most famous _____ in Paris.
- The first person to row the Pacific Ocean solo was Peter Bird of Britain. Bird set off from San Francisco, California, and reached _____ in Australia 294 days later.
- They've bought a _____ and are going to build a house on it.
- An isthmus is a narrow _____ that connects two larger landmasses, such as the Isthmus of Panama that joins Central and South America.
- Many people are giving up their urban lives to return to nature and _____.
- The area round Chernobyl has been a _____ ever since the nuclear disaster in 1986.
- The main natural causes of a _____ are excessive water caused by prolonged rainfall, vibrations caused by earthquakes, wave or river erosion and volcanic eruptions.

7 Match the words (1-3) with their definitions (a-c).

- landscape
- landmark
- landslide

- an event that marks an important stage in something
- getting many more votes than an opponent in an election
- the features or current conditions of something

8 Complete the sentences with *landscape*, *landmark* or *landslide*.

- The political _____ of Europe has changed enormously in the last 30 years.
- After a _____ ruling by the European Court of Justice, hundreds of thousands of people could now demand to be paid for travelling to and from work.
- The Middle East has a rich and varied cultural _____.
- Ronald Reagan's _____ victory, beating Walter Mondale by 525 to 13 in 1984, is the biggest margin ever in a US presidential election.
- Elvis Presley's first hit single *That's All Right* is a _____ in the history of pop music.

5.4 I can well believe that

Remove Watermark Now

EXPRESSING BELIEF AND DISBELIEF

- 1 1 33 Listen to eight extracts from discussions about the environment. For each, does the second person express belief/agree (✓) or express disbelief/disagree (X)?

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐

- 2 1 33 Complete the responses to the extracts in Exercise 1. Listen again and check your answers.

- 1 I can well b_____ that.
- 2 I'd take that with a p_____ of salt I'd be surprised if that was the _____.
- 3 That doesn't s_____ me at all.
- 4 I very much d_____ that.
- 5 That's just an o_____ wives' tale. I don't think there's any t_____ in that.
- 6 I suspect that's t_____.
- 7 That's a common m_____, actually ...
- 8 Well, that's what they'd have you b_____, isn't it?
- 9 Yeah, I think they've got that _____ on.

- 3 Complete the responses using the words in brackets.

- 1 A: Apparently there's a 50/50 chance an asteroid's going to hit the Earth in 2020.
B: _____ (pinch/salt)
- 2 A: They say that if all the cows in a field are lying down, then it's going to rain.
B: _____ (wives')
- 3 A: They reckon that if you turn your TV off at the mains rather than leaving it on standby, then you can save about £20 a year in electricity.
B: _____ (suspect/true)
- 4 A: Don't goldfish have a memory of just a few seconds?
B: _____ (common/misconception)
- 5 A: They reckon there'll be no petrol or diesel in about five years.
B: _____ (surprised/case)
- 6 A: Last year was the hottest year on record.
B: _____ (well/believe)
_____ (surprise/at all)
- 7 A: I heard the melting icecaps are going to cause huge tsunamis in the next few years.
B: _____ (much/doubt)
I think _____ (nonsense/honest)
- 8 A: I saw this ad that says that turning vegetarian before you're 30 can add on average five years onto your life.
B: _____ (have/believe)
_____ (some/reservations/that)

PRONUNCIATION Silent letters

- 4 1 34 Underline the silent letter in the word in bold. Then listen and check your answers.

- 1 Many students take years to pay off their **debts**.
- 2 Can I have a **receipt**, please?
- 3 I **doubt** they'll reach an agreement today.
- 4 He was a **colonel** in the army.
- 5 Can I have an **aisle** seat, please?
- 6 We need a more **subtle** approach.
- 7 Can you pass me the **scissors**?
- 8 Would you like a **biscuit**?
- 9 My sister's an **architect**.
- 10 He was found **guilty** of all charges.

WRITING SKILL Using passive reporting verbs

- 5 Underline five examples of passive reporting structures in the text. Write them in the table.

<u>It + passive reporting verb + that clause</u>	<u>Subject + passive reporting verb + to</u>
1 _____	3 _____
2 _____	4 _____
	5 _____

Deforestation, the clearing of wooded or forested areas for human gain, is believed to have begun around half a million years ago. It is thought to have started with the simple cutting down of a few trees, but was soon followed by the use of fire to clear larger areas of land. Today, about 30% of the world's land remains covered with woodland or forests, with tropical rainforests accounting for about 7%, but at the current rate of destruction, it is predicted that the rainforests of the world could be completely destroyed in less than 100 years. Forests are cut down for many reasons, but the biggest driver of deforestation is agriculture, with forested areas being cleared to provide land for planting crops or grazing livestock. Logging operations are thought to be the second biggest cause of deforestation, with urban sprawl being another. The most dramatic impact of deforestation is habitat loss. 70% of Earth's land animals and plants live in forests and it is estimated that around 50% of all land-dwelling species live in tropical forests.

6 Rewrite the conversation extracts in two different ways using the two passive reporting structures. Use the verb in bold.

1 Experts **believe** that global carbon emissions are decreasing.

It is believed that global carbon emissions are decreasing.

Global carbon emissions are believed to be decreasing.

2 They **think** that ten thousand people took part in the anti-fracking demonstration.

3 Everyone **expects** the minister to resign within the next 24 hours.

4 The authorities **fear** that thousands have been left homeless after the hurricane.

5 They **say** that a picture is worth a thousand words.

6 Unnamed sources have **alleged** that bribes had been offered.

7 Complete the news extracts with passive reporting structures using the verbs in brackets.

1 Big freeze continues

As the freezing temperatures continue, _____ (recommend) homeowners keep their central heating on during the night. The current cold snap _____ (think/be) the longest period of sub-zero temperatures for over 40 years.

2 Thousands homeless

The damage caused by yesterday's explosion at the Bilsborough power plant _____ (believe/be) much worse than expected. _____ (now/fear) over 30 nearby buildings, including several homes, have been totally or partially destroyed.

3 Tennis in crisis

The tennis world is in crisis after _____ (report) that at least five major tournaments in the last year have been fixed. _____ (claim) a number of as yet unnamed players were paid tens of thousands of dollars to deliberately lose games. The ITF _____ (expect/release) a statement tomorrow.

4 Lion escapes

A lion has escaped from Belmont Zoo. The animal _____ (say/be) highly dangerous and people have been warned to be vigilant. The lion _____ (think/escape) while it was being moved to a temporary enclosure.

8 Expand the notes and write the paragraph from a news article. Use passive reporting structures for the verbs in bold.

estimated / global energy consumption / increase by around 50% by 2050.

thought / half / growth / come from China and India. Moment / China and India consume about 21% / world energy / but / **expected** / 31% / middle of the century. Also / **calculated** / China / use around 60% more energy than the US by 2050.

Fossil fuels will still be the dominant energy source and will account for around 70% of world energy use in 2050.

Over the same period / **predicted** / renewable energy / increase globally / about 3% per year.

Despite this / energy-related carbon-dioxide emissions / **expected** / continue / rise / and / 30–40% higher in 2050 than at present.

YOUR IDEA

- 1 Read about three changes in people's lives. Match them with the summaries (a–c)



- 1 **Pablo:** It might seem unbelievable nowadays, but we didn't have a dishwasher at home up until last year. My partner and I had an unwritten rule – we took turns cooking meals, and whoever didn't do the cooking would do the washing up. And it worked quite well and I thought that washing the dishes, pots and pans was actually quite therapeutic. But one morning, my other half came home and said five words: 'I've just bought a dishwasher.' It was only when we had the thing installed that I realized just how much time I spent doing the dishes. We've both got so much spare time now that we've been able to do those things we always wanted to: I learned how to knit, which I've wanted to do ever since I was younger, but just never had the time before. ☐
- 2 **Valérie:** I always used to take public transport to get around. I'm a teacher and travelling to work I often thought that getting stuck in traffic jams was such a waste of time – I couldn't understand why anyone would want to put themselves in that position. That's why I was apprehensive when I was given driving lessons as a birthday present. It was difficult to get over, but now I can't imagine not driving. I love my car – I also realized that it meant I could leave my school job and set myself up as a private language teacher. Being able to drive to clients meant that I could set up a teaching company and work for myself. ☐
- 3 **Chao-Xing:** Coming from China, it can be strange when you first travel abroad. Coming from a place where you can generally understand what people are talking about wherever you are, to somewhere like Europe, where there are so many different languages, has been a challenge. Not only that, but the traditions are completely distinct from my own. I don't regret it, however. Since I moved to Madrid, I've learned Spanish and have even taken up flamenco classes. It hasn't all been plain sailing – there was some confusion about my name, because it sounds a bit like a word they use in Spanish to say 'bye!' ☐

- a The change in my life allowed me to gain new skills, even though there were problems to begin with.
- b I have a lot more freedom because of this change in my life – I was even able to start my own business.
- c Making this change saves me so much time that I'm able to pursue new hobbies.

- 2 Write notes about changes you have made in your life, or the things you would like to change. Think of several ideas so you can choose the best one.
- 3 Choose one thing from your list. Answer these questions about it.
 - 1 What is your change and what area of your life does it relate to?
 - 2 How does/would this change affect your life?
 - 3 What could you or people in your family do as a result of making this change?
- 4 Practise your presentation out loud. Focus on the structure of your presentation and the journey you take your audience on. You could do this by ...
 - establishing your idea right at the beginning and then unpacking it step by step.
 - creating the need for an answer to a question or problem and then lead the listener to the answer nearer the end of the presentation.
 - presenting certain benefits of your idea and revealing further or greater benefits later in the presentation.

ORGANIZING YOUR PRESENTATION

- 5 Match the five steps of a presentation with examples of useful language (a–e).
 - 1 Greet the audience and introduce yourself ☐
 - 2 Outline your change and what area of your life it relates to ☐
 - 3 Describe how this change has affected or would affect your life ☐
 - 4 Add a final point about your change ☐
 - 5 Thank the audience and finish the presentation ☐
 - a We bought a bigger car and this has made it much easier for us to travel around.
 - b A big thank you for listening to me today. Are there any questions?
 - c Not only has it helped us with this, but my husband is now also able to act as a driver for the fans of the local football team.
 - d Making this change has meant that we are able to take a lot more of our children's things when we go on holiday.
 - e Welcome everyone. My name is Alice. In this talk I will tell you about a change I made.

6 Read the useful language on the left and make notes for your presentation.

<p>1 Greet the audience and introduce yourself</p> <p>Hello ...</p> <p>Today I would like ...</p> <p>In this talk ...</p>	
<p>2 Outline your change and what area of your life it relates to</p> <p>The change ... which ...</p> <p>I/We ... and this ...</p>	
<p>3 Describe how this change has affected or would affect your life</p> <p>This has meant ...</p> <p>Now I/we can ...</p> <p>This would mean ...</p> <p>Then I/we could ...</p> <p>As a result ...</p>	
<p>4 Add a final point about your change</p> <p>Not only ...</p> <p>What is more ...</p>	
<p>5 Thank the audience and finish the presentation</p> <p>Finally, I'd like to thank you all ...</p> <p>Are there ... ?</p> <p>Do you have ... ?</p>	

7 Film yourself giving your presentation or practise in front of a mirror. Give yourself marks out of ten for ...

- structuring your talk and taking the audience on a journey. ☐ /10
- following the tips in Exercise 4. ☐ /10
- following the five steps in Exercise 6. ☐ /10
- using correct grammar. ☐ /10