BARRON'S The Leader in Test Preparation



ESSENTIAL WORDS FOR THE LEGISTIANS

Dr. Lin Lougheed

- Extensive practice in vocabulary building and correct English usage, with emphasis on 600 words that appear frequently on the IELTS
- Exercises grouped into thematic categories that include nature and the environment, leisure activities and hobbies, the arts and culture, transportation, health, tourism, business, technology, and more

ENCLOSED
AUDIO CD CONTAINS
ALL LISTENING
COMPREHENSION
EXERCISES

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Audioscripts

Haygan) Unit 1: Natural World—Environmental Impacts Track of Logging recor anosos ke Narrator: Listen to a lecture about trees. [Nek44] RINYC Lecturer When you look at a tree, you may notice only the branches and leaves. A closer look shows that there's actually a great deal more going on. Trees provide homes to a large variety of terrestrial animals, from tiny insects to large birds such as owls. Insects live beneath the bark, providing a source of food for many types of birds. Squirrels and birds nest on the branches or in the trunk. Small animals defend themselves by hiding among the leaves. The benefits of trees also extend to aquatic animals. The shade from trees keeps water cool, protecting aquatic animals from the heat of the summer sun. The roots hold on to the soil, which keeps it from being eroded by the rain. This is a protection for aquatic habitats, as it prevents soil from running into the rivers and polluting them. Clearly trees are very important. If forests vanish because of logging or other activities, the impacts on the environment will be great. 2 Doded 3 1Bakuun Unit 1: Natural World—Bird Migration Track Narrator: Listen to a tour guide at a bird sanctuary. RONK 1 senincus sandserner Tour Guide: Welcome to the National Bird Sanctuary. The bird sanctuary provides us with the opportunity to study many aspects of the lives of the migratory birds that pass through here every year. This is a breeding area for many different species, and we'll likely see a number of them on our walk today. On our right, just past the entrance, you'll see a list of all the species that have been observed here. You'll notice several nocturnal species as well as diurnal. They spend the warm months here but leave in the autumn, as they can't endure our cold winters. Okay, take a look at your maps. We're beginning here at the entrance. As we walk through the sanctuary, it's imperative that you not stray off the trail and that you be particularly careful to stay out of the restricted area,

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[XU] [duzre Sane] ong wooput (tro) ane there) Dane By Audioscripts Sebenium на рушерия all along the trail to the left here. The restricted area protects breeding birds from disturbance. All right, then. That trail over to the right leads to the gift shop, but before we head there, let's continue to the end of this trail on the left, to the observation platform. [pause] Here we are. We can look out over the wetlands from here and observe the waterbirds. I'll leave you here to observe as long as you like, and I'll meet you afterward at the gift shop. It's at the end of that trail I pointed out to you earlier. Before I leave you, I'd like to remind you that this bird sanctuary was built entirely by my noch volunteer labor and donations. You can imagine what a feat that nogher was and what it takes to maintain it. Please consider giving a donation before you leave. You'll find a box for that purpose along the trail right before you arrive at the gift shop. CD 1 Unit 1: Natural World—Plant Life in the Taklimakan Concult Track 1 Narrator: Listen to a class discussion about plants in the Taklimakan Desert quekayinl 1 aulda r: We've looked at plant life in various deserts around paryeun 191 the world. Let's talk today about plants in the Taklimakan Desert. Student 1: What I understood from the reading is that there aren't a lot of plants throughout the Taklimakan Desert but that many plants live in the transitional area on the desert fringe. That's exactly correct. Conditions in the desert are extremely harsh, but around the edges, plants have been able to adapt and thrive, and some species are actually quite prolific. Of course, the environment there is still extreme, and the plants have some interesting adaptations. Student 2: There are still a lot of stressors on the desert fringe. The rain there is sparse, right? The desert fringe is very dry and is sub-Professor: ject to extreme temperature swings, and these conditions can cause plants a lot of stress. Student 1: Another stressor is, because of the dry air, there's rapid evaporation, so it's difficult for the plants to hold on to the water they take in. SIMIGONON Student 2: I read that some plants are actually able to determine when they've lost enough moisture and have the ability to close their pores so they don't lose more. (nop33) moncie

316 rougher Professor: Yes, that's one of the interesting desert plant adaptations. Another way plants thrive in the desert is by having large root systems so that they can accumulate water taken from deep in the ground. Inoperbuge Thouch? lu neal Unit 2: Leisure Time—Peripheral Vision in Sports CD 1 Listen to a class discussion about vision and basket-Track Narrator: ball. 3n/au au 1 We've been discussing the way the eye works and the Professor: importance of vision. Let's apply some of this and TOK talk today about how vision affects an athlete's performance. Okay, so when a basketball player, let's (nepolance say is out there on the court, what does he need to pay attention to? ROA Student 1: The player needs to focus on the ball. He needs to always know where the ball is. Rope range (3) Correct. That's important. But that's not all. The Professor: player also has to be aware of what the other players are doing. He has to anticipate their maneuvers so he can be ready to respond. This is where peripheral vision is important. The player may be looking directly at the ball, but he also has to be aware of what's going on near the boundaries of his visual range. He has to be aware of the actions around him. Players look at the ball, but they also scan the whole court, right? DOC That's right. They need to go back and forth between Professor: focusing on one point and scanning the entire game, so they can know what the rest of the players are Canxanyee au 7 doing. Of course, they don't stop to think about it. There isn't time. Good athletes do this unconsciously. CUMYT Student 1: They do it so fast, it's indiscernible to us when we're watching the game. But they don't respond indiscernibly. When you see Professor: player move in to shoot a basket, he's there because he was able to coordinate all the information he took in about the action of the game so he could make his move. TUHDECE MU EM]

AUDIOSCRIPTS ee Ko3 Unit 2: Leisure Time—History of the Circus Flacio Track Narrator: Listen to a tour guide at a circus. Menzelmertely resemblem nepolle3 Tour Guide: Good afternoon and welcome to the tour of the Springfield Cir- TWKMM cus. Today you'll get to see the circus rings up close, visit the places where the performers work and rest, and even meet an Ora Ab animal trainer and some animals. Let's start our tour with a brief history of the Springfield Circus. It was founded a century ago right here in Springfield and has been going ever since. The orig- (1/2) inal owner sold it after twenty-five years, and it's been under ownership of the same company for the past seventy-five years and company Although the owners have changed, the place has not. The Springfield Circus has always put on its performances in this haywe venue. Unlike other circuses, it has never traveled around with tents but has always held its performances in this permanent permanent spot. When the Springfield Circus was first founded, it put on Varge entertainments filled with grandeur for massive audiences. Since then, the show has been reduced in size somewhat with fewer performers and acts. The show always begins with its famous parade of exotic animals. This is followed by dancers on horseback, and then the clowns enter the ring. We may get a chance to meet some of them today. They're always the most general popular part of the show. Okay, let's go out to the rings now, so we can see where the performers work. Hold on to your tickets, as you will need them to be admitted to the show after the tour. YOUR FRONGIONA J GONDYNEIN TRACYNEI Unit 2: Leisure Time—Uses of Leisure Time CD 1 Track Narrator: Listen to a talk about leisure time. TPED WEIDEN KELTED] akodus scarucoskum, spycey Lecturer: There has been a good deal of research on how we use our leisure time. Study after study has shown the importance of using leisure time well. According to research, people who spend their leisure time engaged in passive pastimes such as watching TV actually end up feeling less rejuvenated than people who choose more active leisure-time activities People who report feeling the [113] Exp most satisfaction with how they spend their leisure time engage 3 and their leisure in a range of activities for relaxation, both physical and intellectual. Among the most popular pastimes reported by adults, physical activities include a variety of sports, playing with their children, and gardening. Intellectual activities include reading, playing computer games, doing puzzles, and using the Internet. People who engage in a variety of active pastimes tend to be

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EXENCY E POUSUKM) EMORIMAN **ESSENTIAL WORDS FOR THE IELTS** Juanho healthier, both physically and emotionally. It is obvious that we need to engage in leisure activities that exercise both our minds and bodies to avoid suffering problems such as obesity and depression. ormalime Unit 3: Transportation-First Headlamps CD 1 Track Narrator: Listen to a talk about early train travel. [UHKPYWAY Lem] [guenain] 6×100001 BRE 8 016 WELL 4 DO MELL Lecturer: Train travel became increasingly common in the mid- to latenineteenth century, despite the difficulties involved with this mode of travel. In many ways, trains were more efficient than other available means of transportation, but there were still drawbacks. Travel at night was tricky, for example, because trains lacked effective methods of illumination. Rides on early trains were often rough because of the way the train tracks were 30 mallers became more comfortable. As train travel became more popular, laid, although this improved over time and riding the train the tracks became more crowded, and this was one reason, why trains were frequently vulnerable to delays. Train travel could also be dirty because the smoke from the locomotive could not be kept away from the rest of the train. In the early years of train travel, there were few disasters, so passengers generally felt safe. Trains were the major means of long-distance travel for a long time and had major effects on society and the economy. Clearly, the initial cost of building the railroads was well worth it, despite the drawbacks involved. Thank DOBNE wc56069 B Unit 3: Transportation—Major Subways of Europe CD 1 Track Listen to two students discussing subways. Student 1: We need to organize the information for our report on the history of subways. We agreed that our topic would be the London Underground. Student 2: Yes, it's such an intrinsic part of London. It's famous worldwide. It really is the centerpiece of the city. Student 1: And it's been around for a long time. We should mention that it first began operation in 1863. I think it's important to point out that at that time they used ay steam engines to pull the trains. Student 2: Yes. That's really important information because steam engines were intrinsic to the way the system was built. The tracks couldn't be very deep because the engines had to release steam. Only Soller

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Student 1: Right. The tunnels had to be close to the surface of the ground, and there were vents to release the steam to the streets.

Student 2: So we should explain all that and then talk about how the system changed when electric trains were introduced.

Student 1: That made a big difference because the tunnels could be deeper since they didn't have to worry about releasing steam. Mucod

Student 2: And they had developed methods that made it possible to dig deeper tunnels because they used a sort of MUNDI shield to support the tunnel while the workers were digging.

Student 1: Right. The Harlow-Greathead Shield.

Student 2: People were happy with the deeper tunnels because it wasn't necessary to destroy streets and buildings to dig them. Konaso

Unit 3: Transportation—Electric Cars Around the Globe

Narrator: Listen to a tour guide introduce a city tour.

[KOMBIOTA] Tour Guide: Welcome to City Bus Tours. Our tour today will take us not only through the city but also to some of the nearby suburbs as we explore the historical development of the area. Before we begin, let's take a look at this map, which shows the places we'll be visiting today. We'll start here, on the west side of the river which is all urban area. We'll pass by the commuter rail station here right by the river and near the bridge. This is a brand new station since the train system was completed just last year. Commuter traffic was becoming a huge problem in our area, and there's been a marked improvement in the traffic situation since the trains started running After we look at the station, we'll cross this bridge, which spans the Rocky Biver To bridge, which spans the Rocky River. The bridge was built 100 years ago. At that time, we had the city on this side, but it was all rural area on the other side of the bridge. The building of the bridge accelerated development on the east side of the river, and now it's a growing suburban area with a lot of sprawl. On that side of the river, we'll take a look at some historic houses that still exist there and then stop for lunch at Miss Mary's Restaurant.

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Unit 4: Culture—Origins of Writing

Narrator: Listen to a tour guide at a museum.

Tour Guide Welcome to the university's Museum of Ancient Studies. As you may be aware, this museum was created by professors and students as a place to exhibit objects and information about ancient civilizations that they've uncovered in their research. Visiting scholars to the university have also contributed a great deal to the museum, and there's a room created especially for items they've donated. However, that's in Room D (near the end of our tour) so we'll talk more about that later. We'll begin here near the entrance, in Room A. This room is all about agricultural tools. It encompasses tools from several different cultures, and it's interesting to note the similarities and differences among them. You'll also find a few examples of agricultural-related objects in Room C where we have an exhibit of items found in more recent excavations, but most of them are here in this room. Let's move ahead now to Room B. This is my favorite part of the museum. The exhibit you see in here explains the mythology of several ancient civilizations. Some of the old myths are lovely, fascinating. If you're interested in mythology, our gift shop has a number of books for sale on the subject. Okay, let's move now to our right, to Room C. Here's the Recent Excavations Exhibit I mentioned earlier. There are a variety of things in here that've been recently uncovered by scholars connected with the university; tools, cooking implements, clay tablets and tokens, and more.

Just ahead is the Visiting Scholars' Room, and past that's the gift shop, in Room E. There in addition to the books I mentioned you can buy copies of many of the items on exhibit in the museum, so don't forget to spend some time there before you exit. Now, I'd be happy to answer any questions you may have.

Unit 4: Culture—Hula Dancing in Hawaiian Culture

Narrator: Listen to two students planning a hula demonstration.

Student 1: We have to get ready for our hula demonstration for our class. We need to show what we've learned about Hawaiian culture.

Student 2: Let's start with the decorations. I don't think they should be too elaborate, but we want to evoke a feeling of being in Hawaii.

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Student 1: I think floral decorations would work. We can make garlands and leis out of paper flowers. They would be easy to make, and still give the right feeling.

Student 2: That's a good idea. What about our costumes? We need to be careful to avoid stereotypes like grass

Student 1: Since we're going to demonstrate the ancient style of Larpuvanyuak hula, we don't need elaborate costumes. We can make simple costumes that look like tapa bark. 1000

Student 2: Okay, I guess that wouldn't be hard to do. What about garlands of leaves? Aren't they part of the traditional costume?

Student 1: Yeah, they are, but I think the tapa skirts are enough. Otherwise we'll spend all our time making decorations and costumes.

Student 2: I suppose so. No garlands then. But we do need an altar. That's really important because that's part of what we learned about the place of hula dancing in Hawaiian culture.

Student 1: Of course. We'll have to spend some time on creating an altar. But we can't forget to actually practice the dances that we're going to demonstrate.

Student 2: Did we decide to use the graceful movements with all the swaying? PUN Lipeucoyn / Janyen /

Student 1: No, we're demonstrating the ancient style. Remember? We're doing the energetic dances.

Student 2: Right, of course. With the traditional music, the drums and chants. Okay, let's start practicing. necuo necesal dopaventa

Unit 4: Culture—The Art of Mime Maum

Narrator: Listen to a talk about mime.

[unywn] Speaker:

or language. The mime's skill is the ability to make the audience believe that objects are present when in reality that

Mimes create illusions of everyday activities. For example, a mime may act out climbing the stairs or opening a window, and do it so skillfully that it almost appears that the stairs or window are really there. Mimes use gestures to show the presence of

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objects. For example, a mime may use his hands to outline the shape of a box, then climb inside the imaginary box. In addition to interacting with imaginary objects, mimes may act out stories in which they portray different characters. The stories usually show the characters involved in some sort of conflict, but it's all done in a humorous way meant to make the audience laugh.

CD 1

(x60000pes)W010CSDA Unit 5: Health—Nurse Migration

Narrator: Listen to a talk about training for nurses.

Narrator Speaker: Speaker: Qualified nurses must have several years of specialized training following high school. In the United States, for example, the bulk of nursing schools offer four-year programs. A nurse who graduates from such a program and then passes a licensing test is qualified for a variety of professional-level jobs. Many nurses choose to go on to graduate school and get higher-level degrees, In the United Kingdom, about 25 percent of nurses have graduated from degree programs. The rest generally have studied in two-year programs. This situation will change soon, however, and in the future all nurses in the U.K. will be required to have a degree in order to qualify for professional nursing jobs. Despite the need for nurses everywhere, there is still a decline in applicants for nursing programs. Many nursing schools in the United States have reported a decline of applicants of 5 percent or more over the past decade. This situation stems from a variety of causes. An important one is that more women are interested in professions, such as doctor or lawyer, which in the past were considered to be men's professions. It's been estimated that there will be 114,000 vacant nursing jobs in the United States by the year 2015.

Unit 5: Health—Aerobic Exercise and Brain Health

Listen to a woman talking to a trainer at a fitness Narrator:

center.

XOCHUTAL Hello? Is this the hospital fitness center? Patient:

Yes. I'm Tim Smith, a trainer here. How may I help Trainer:

you?

I'm interested in taking classes. Patient:

Just let me take down your information. May I have Trainer:

vour name?

AUDIOSCRIPTS Yes, it's Amanda Clark, That's Clark, C-l-a-r-k. Patient: R-k. Right. And what kind of classes were you inter-Trainer: ested in? I need to get some exercise. Do you have aerobics Patient: exercise classes? Yes, we do. We have several levels of exercise classes. Trainer: Are you a beginner? Lerung (11078) Yes, I am, for aerobics classes, but I've taken other Patient: classes previously. I took yoga classes last year. So you've taken yoga classes. Very good. And why are you interested in exercise classes with us now? Do 1 aucensun1 you have a referral? pubupar (Yes, I do. My doctor told me to call you. I've been feel-Patient: ing depressed, and she said it would improve my mood. naeshoenne sugo I think we'll be able to help you with that problem. Trainer: Medical research shows a clear link between exercise 00307 FOLLYKO and mood. Also I've been getting a little heavy, and the doctor Patient: thought that regular exercise would help me stave off any big weight gain. The received mesor bysours Trainer: 1 It certainly will. Exercise has many benefits. We also eltannu! work a lot with the elderly here, who may be suffering from dementia or decrease of cognition. But you, of course, are much too young for that! However, we can help you with the issues your doctor wants you ould to work on. gullengua u luno Unit 5: Health-How Drugs Are Studied Karnuu4 Track Listen to two students discussing their research Narrator: assignment. 7 eaun went Kenepyens Student 1: Our lab assignment is due soon. We need to go over the steps to follow for our experiment.

Student 2: The professor gave us an outline. We're investigating [Savybu 9] Trangal heponin Glum the effects of certain substances on a certain type of bacteria, right? So the first thing we have to do is

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[Kapethu] mute pyra Student 1: Right. Okay. Then we'll have to introduce the differ, ent substances to the culture. Student 2: Yeah, and then carefully monitor it at regular intervals. I think every twelve hours would be about right. We should take turns doing that. Student 1. Good idea. Let's leave a notebook in the lab so we can each record what we see. We'll have to ascertain whether there are any changes. Student 2: Yes. It's fairly straightforward, isn't it? At the end we'll get together to write up the report. We'll have to describe the outcome. plyus as Student 1: Okay. I'm ready to get started. apx 20100 waran Unit 6: Tourism—Hiking the Inca Trail Narrator: Listen to a tour guide at an archeological site. chektakane? MICREPYS Hay and good Tour Guide: Good morning and welcome. I'm sure you'll enjoy your visit to this archeological site. One of the greatest mysteries of this site is the question of how it was built. How were the ancient people able to construct such spectacular buildings out of such heavy stones without the help of modern technology? We'll explore this and other mysteries pertaining to their culture during our tour today. Before we begin, let me go over a few restrictions. In order to preserve the site, we ask you to walk only on the network of paths, which is clearly marked. After the tour, you may walk around the site as you please, but remember that you can access the buildings only between ten o'clock and four o'clock. The grounds stay open until six. You can access any building you wish on your own except for the ceremonial area. That building is open only to groups with guides, and we'll be visiting it on our tour today. If you haven't bought your tickets vet, please do so now. They're available over here at the counter fifteen dollars for adults and ten dollars for children After the tour is over, you might want to visit out gift shop, where we have an array of native crafts for sale.

DOMECHO What Is Ecotourism? Unit 6: Tourism-

Narrator: Listen to a customer talking to a tour company agent.

Good afternoon. Excellent Eco Tours. Agent:

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yseawork (Bekenuy LOZNU REQ AUDIOSCRIPTS My alyers Customer: Hello, Yes. I have a vacation coming up, and I haven't taken a pleasure trip in a long time. I'm interested in ecotourism. Can you tell me about any trips you have coming up soon? My vacation is in January. I'd be happy to help you. Let me just take down your Agent: information. What's your name, please? Customer: Bob Henderson. What kind of tour are you interested in? Our most Agent: popular tours are the Wilderness Adventure Tour and the Local Culture Tour. Mesons muchoness Customer: Tell me more about the first one. DUMOYT 3 Dug! That's a nature tour. We take you to a remote area of Agent: 0 the rain forest where you learn all about the local plants and animals. In Manie and Frunk 13 0 croponeers Customer: It sounds interesting, but I'm a little wary of tours that feature wild animals. Don't worry. You'll be in the hands of experts, and Agent: everything will be perfectly safe. Also, there will OVAL COMP always be a barrier between you and the animals. It sounds like an interesting trip. Noughle Customer: Agent: It is. Shall I sign you up for the Wilderness Adventure Tour then? caun MERS January twelfth through the twenty-fifth. Campagne Customer: Agent: That sounds perfect. I have a question about the Customer: accommodations. What are they like? COMODEN WH3 There are two types. You have a choice between a Agent: 90 TO NOW fairly basic hotel or camping at the campground. When rense Oh, I'd definitely prefer the campground. ne sosparuaece Great. I'll put you down for that. Now do you mind if Agent: I ask you something? How did you hear about our company? Did you see our publicity somewhere? [xea] [nain] permanera naone curi Customer: Yes, I saw it in a travel magazine.

ESSENTIAL WORDS FOR THE IELTS [BYDriceHT]		
CD 1	Unit 6: To	ourism—Learning Vacations Berein 137 (3)
Track 19	Narrator:	Listen to a customer talking to a tour company agent.
	Agent:	Good afternoon. Learning Vacations Limited. May I help you?
	St. St. L. St. St.	[clanders]
	Customer:	I'm interested in taking a learning vacation. I understand you organize vacations with painting classes.
	Agent: Molge	We do. We offer learning trips for a broad range of
	BKye,	tastes and interests, and painting trips are among
17	enery.	the most popular. Do you have a particular destination in mind? Brane a May not a company of the most popular.
Tou	enteaun	nne are
To	Customer:	Not really. I'd just like to go someplace pretty with colorful scenery for painting and maybe some nice
1	in we but	ocean breezes. 1944 1100438 546 Keuvol
10	Agent:	Then you would probably be interested in our paint-
1	Canal-	ing trip this summer. You spend two weeks at a
Mores	ind vivaoi	beach resort in Mexico and attend painting classes
1 Co	12011	under the supervision of university art professors.
JI	Customer:	University professors? That's impressive.
	Agent:	Yes. The trip is sponsored by the art department at
		Springfield University. It's part of their summer
	[KY341	school. [Tpun3]
		That sounds great. My other interest is international
	wxna	cuisine. Do you have any cooking trips?
ALC DAY	Agent:	We certainly do. However, Vdon't know whether you'd
	cerain	be interested because almost all our cooking trips take place in a city, not by the ocean. Our clients get
	Carport	to enroll in ongoing cooking classes at the National
	FUNCHY-	Cooking Institute, which sponsors the trips. TCAON (65)
	Customer:	Ann a delimentary of the second of the secon
		one else cook? [43] 1 un primere 1 kporo.
	Agent:	Yes. You learn how to choose ingredients, how to pre-
2 May 25	Enpl 1944	pare them, everything.
4 639	Customer	What are the accommodations like? Would I stay at a
	XDIEN	hotel? matacunent machine
	Agent:	No. For the cooking trip, participants stay at a resi-
(p	ezwenya	dential college that's close to the National Cooking Institute.

que and con Ju341 4 Des Customer: I think either one of those trips would suit my You need to decide soon. You'll have to enroll in the Agent: class of your choice, and then we make the travel arrangements for you. Spening samelles. comatulnue Customer: When would I have to decide? Enrollment for the painting classes ends on June 15 Agent: and for the cooking classes on July 1. Customer: Thanks, I'll let you know soon Unit 7: Business—What Makes a Small Business CD 1 Track Successful? cannelle 20 Listen to two students discussing a small business. ocosenho Student 1: Okay, so our assignment for our business class is to explain the reasons for the success of a particular small business. We agreed to use the Sunshine Bakery for our model, right? Comacobas eanuaux! Student 2: Yes. It's a good example of several of the characteris tics that are typical of successful small businesses. For one thing, it has its own particular niche. Www HUW Student 1: Uh huh, because there are no other bakeries in the Seure neighborhood Student 2: Right. So even though its product isn't unique—it Vannotared just sells normal baked goods there aren't any com-Konky Pent petitors in the area. Zane yening Student 1: Yes, I think that's a vital part of its success. And its product is really good, so it already has a great reputation. Everybody knows about the you can get there. THAVUL OT MA THIS XALD Student 2: So it has lots of customers. I don't remember reading anything about market research that the owners did mama' before opening the business, but I guess it doesn't MMees matter because there are lots of customers now. and unue But the owners did start with a sound business plan. Student 1: ME be wil mean, they projected all their expenses and how long it would take to start earning a profit and all that. newway pagoding

cran new mionion two years. I think that's pretty good. And since they Student 2: Right, and the business became profitable in about were able to keep the business afloat until then.

Student 1: Okay, so let's start writing up these ideas for our report.

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Unit 7: Business—Brand Loyalty

Narrator: Listen to a lecture in a marketing class.

Kacromeps) (nvolaras) Lecturer:

CD 1 Track 21

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We'll talk today about promoting new products. Your main goal in promoting your products is to create brand loyalty, a bond between you and your customers. That way, your customers will keep coming back to you. How do you do this? The main point is to make your customers feel that your brand is somehow special so that they'll feel special when they buy it They want to feel that using products with your brand gives them status. A common method is to get endorsements from famous people. Customers will think, "If I use the same brand as that movie star or athlete or television actor, then I'll be as special as that person." This also gives the idea that your brand is bought by selective people, which makes customers feel very good about buying it themselves. If you can make customers feel passionate about your brand, then they'll always buy it, whether your products are common household staples or expensive luxury items. This is what you want, a brand loyalty that's hard to reverse. The want o Solver Tomamene Goding Exent the gono son the allyabu

Unit 7: Business—Global Outsourcing

Narrator: Listen to a tour guide at a factory.

Tour Guide:

Welcome to the Apex factory tour. Let's begin with a little history of the factory. The Apex Manufacturing Firm has been in existence since 1900, when the company built the first factory right where on this site. It was quite a boon to the local economy since it was the first factory in this region. In fact, Apex was at the epicenter of manufacturing in this region for many, many years. Business was so good that in 1910, the firm's owners decided to Mountal Cultina add a night shift in order to keep the factory operating twentyfour hours a day. As you can imagine, the firm's owners became quite wealthy. The first branch factory was built in 1915. In 1940, the original old factory was completely torn down and

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[OKOHOTNA] gueancus] replaced with a new larger one on the same site. That's the building we're standing in now. Over the years, there have been a number of changes, of course. Then came 1998, which was perhaps the most decisive year for the company. The decision had to be made about outsourcing some of the labor, as many other py companies were doing and are doing The firm's owners ultimately decided not to do so. That decision means that at the MUK3 present time, Apex remains a major employer in this region. Per vee There's a high level of satisfaction among our staff, as shown by the fact that our employee turnover is quite low. Kunt Nepson GRA DODOPOT NOD CONG Surrodo Boaragal Unit 8: Society—Social Networking CD 1 Tampon 13 Track coumas Listen to a class discussion about social networking. 23 Narrator: Let's talk today about the online social networking trend. There's been an explosion of interest in this form of communication. What effects do you think this will have on our lives as the trend unfolds? Student 1: It's clear that the advantages are immense. Think meunymeerra about it. These online social networking sites make it OWOMNE possible to have contact with people all over the mpeched offair sie by dos boznores de world. agree. You can pursue all kinds of opportunities, Student 2: both personal and professional, through social networking. You can make friends, you can find jobs, you can exchange all kinds of information with people everywhere. It really expands your world. Professor: These are important advantages, but do you also see any disadvantages to this phenomenon? What might be some of the negative consequences? Student 1: I see that in one way it expands your world, but in no spendees another way it hurts it. I mean, you might spend so much time with your online friends that you don't pay attention to your local friends and family. It can mean the loss of your local community. DUB QUANTABLE Student 2: There are also dangers with your online community. You can make many acquaintances online, but you don't necessarily know a lot about them. You might not know their true identity. Law Densury 13 Maxoner 80

CD 1 Track 24

Unit 8: Society—Why Are Women Leaving Science Careers? Kappulc

Narrator: Listen to a tour guide at a research lab.

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Welcome to the Robertson Research Lab. On our tour today you'll see where researchers work, and you'll learn what scientific research is all about. Today, the Robertson Research Lab is one of The countrible the most important labs devoted to scientific research in the countrible try, but it took a long struggle for the lab to gain the status that it have a grandandenjoys today in the scientific and academic communities. It required an inordinate effort to get the support necessary to build the lab. In fact, it took approximately ten years to collect enough funding to start construction. That would not have been possible without the invaluable help of a number of the construction. the lab. In fact, it took approximately ten years to collect enough secychican บหยลายออลา names are listed here on this wall, Although much of the funding came from the Robertson family, the lab is located here at the university and it's the university that bears the result of the r came from government resources, and, of course, some of it aso maintaining and running the lab. In fact, one purpose of the lab is to give university students experience with research. Professional research scientists at the lab provide guidance to science students as they design and carry out their own research studies.

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CD 1 Track 25

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Listen to two students discussing wheelchair acces-

sibility. 13 KOLLONGLUMN

Student 1: We have to plan our report on wheelchair accessibility in this building. The professor wanted us to see what accommodations are already in place and what changes need to be made.

Student 2: Right. So the first thing we need to do is walk around the building and see what's here.

Student 1: We've already done some of that. I have, anyway. I measured the corridors, and they're wide enough to accommodate wheelchairs.

Student 2: That's good to know because I measured some doors, both exterior and interior, and none of them has the necessary width.

Student 1: Then that's the first recommendation we'll have to make: wider doors.

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Student 2: I think the building's exterior is fine. There's a ramp at the front entrance so wheelchairs can get inside the building easily. ingrum Iguzer 50 Tratel Student 1: That's true, but didn't you notice that there aren't any curb cuts? The curb is too high for a wheelchair to get over. So, there's a parking place for disabled people in front of the building, but they still can't get have a wheelchair over the curb and onto the sidewalk. Student 2: Yeah, I guess that really would be a problem. So we'll have to recommend curb cuts. exemether sopropo Student 1: The building already has an elevator, so wheelchairs can get to all the floors. Student 2: Right, so elevators aren't a problem. What about the light switches? Are they low enough on the walls? Student 1: Yes, I tested some of them by sitting in a chair. They're low enough to reach. Puy Unit 9: Education—Learning Styles Narrator: Listen to a lecture about learning styles. Lecturer: As teachers, when you plan your lessons, you'll need to keep in mind the different learning styles of your students. Remember that visual learners need to see things. Allow them to sit where they can easily see your face as you give the lesson. Remove any penetrative obstructions that might prevent this. Include visual items such as diagrams and pictures in your lesson to address the needs of these students. Auditory learners need to hear things. When they read, they may want to hear the words as well as see them, so allow them to read aloud and to recite information they're MUMATE studying. Don't hinder their learning by requiring them to keep quiet during study time. Kinesthetic learners need to do things. To help these students, include activities that give them opportunities to move around and to manipulate items. While students may have different learning styles, they all have one thing in common: the need for frequent encouragement. Unecieru

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Unit 9: Education—The Homeschool Option

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Narrator: Listen to a parent explain homeschooling requirements in her city.

Speaker:

Welcome to the City Homeschooling Association. Most of you are interested in homeschooling your children, and I know you have Secrotou to many concerns and questions about how to begin. I'll start by explaining to you the legal requirements for homeschoolers in our city, then in the latter part of the program, you'll have a on bederen a bechance to ask questions. There are certain things that are comnocreamed pulsory for homeschoolers in our city. First, to start, you'll need to inform the city that you plan to homeschool your children. Many people think that they'll have to hire professional tutors for a TAK WE HE HYOUTHEIR children, but that isn't required. Nor do you need to have The Paper Curprior teaching experience yourself. You do, however, have to follow low an educational program mandated by the city, which addresses all the same subjects that are taught in the local schools. The city can provide you with textbooks, but, eventhough the vast majority of families choose to use these books, wyle Solbunne they aren't required. You can use any books you want as long as you follow the city's program. Periodic tests usually twice a year are required by the city. You can give them to your children in your home and send them to the Board of Education for scoring. It's easy to do and doesn't cost any money. At the end of the school year, you have to submit a report to the city, which is also simple to do. It's a short report, and the city provides you with Pyrolo de any easy-to-follow guidelines. Homeschooling is no longer considered becoming more widespread. There are a lot of experienced families around who can help you get started.

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Unit 9: Education Educating the Gifted of openhalx

Listen to a class discussion about gifted children.

Je Kemunue Mul Professor: I asked you to read an article about recognizing gifted students in the classroom. So, tell me. How can a

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teacher recognize gifted children?

MARMIN Student 1: One thing gifted children do is read. They usually read books for older children, or sometimes books for

Yes, that's an important sign. Profoundly gifted chil-Professor: dren, especially, may be seen reading adult books at

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a very early age. What else?

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AUDIOSCRIPTS examine neaxedy degetyelites [Bapoayes] somme or depaneros Student 2: When it comes to problem solving, gifted children use sophisticated approaches, unlike their peers. 14403 Student 1: Not all the signs of giftedness are positive. Gifted children might be bored in the classroom and behave cryzato badly. They often need help with discipline. east cess That's exactly right, and one reason why it's so Professor: important to recognize these children and place them in the proper environment and give them the support they need. harrenames Student 2: One way to support them is to give them constructive activities that are interesting to them. If they don't have activities that satisfy their inquisitiveness. and creativity, that's when discipline can become a lum for these children. They need more than just pocco alloobard of study that matches their abilities. mosperem COULUTUE COUNTRE Unit 10: Inventions--The Development of the Lightbulb CD 1 Track Narrator: Listen to a talk about producing and marketing 29 inventions. cultures Lecturer: When you have an invention that you think you can sell, you have to protect it. You must get a patent so that there will be no No purpus infringement on your rights to produce and sell the device you've invented. The first thing you must do is find out if anyone else name has a patent on a similar type of invention. This is called a patent Hamman search. Often, people hire specialized lawyers to do this for them. y Callo Vours then you can be no patents on inventions for them. the Patent Office. Generally you'll have to pay a fee when you This is critical Inventors tend to be acliffed in the application. Next, you can start looking for investors. This is critical, Inventors tend to be solitary people and don't 30 July give much thought to finding financial backers to help them. However, if you want to successfully market your invention, eller you'll need people to provide money to start production and politor begin marketing. You'll need to think like an entrepreneur. Inspiration is not enough. Hard work and money are important ingredients for success. Un 40 - 90000000 880×40 Beneue He X8arit

The Invention of Variable-Pitch



Unit 10: Inventions—The Invention of Variable-Pitch
Propellers [Repudence] Iny

Narrator: Listen to two students discussing a flight demonstration.

Student 1: That was a fascinating flight we saw. Now we have to write up the report for the school newspaper.

Student 2: Okay. Well, we should start with the name of the designer of the plane.

Student 1: Right. I'll just write that down. The designer was Steve Wilson, and the pilot's name was Joe Applewood. What about the names of the passengers? Did you get those?

Student 2: No, but there were two of them, we can just put that.

We don't need their names.

Student 1: We should say something about the design of the plane, like the size of the propeller. How big was it?

Student 2: I'm not sure. It was big, but I couldn't say the exact size.

Student 1: Well, we should say something about it. What about the speed of rotation? How fast did that propeller move?

Student 2: I don't know. If we'd had a chance to confer with the pilot, we could've found out. But he left too quickly.

Student 1: Okay, so we can't include that information. We'll have to write more about the flight. It was a really prolonged flight.

Student 2: Yeah, he was cruising up there for at least thirty minutes, a lot longer than I expected. So write that down. And what a flexible machine. It handled the turns really well.

Student 1: Yeah, especially considering the weather conditions.

It was so windy and cloudy, there must have been some turbulence.

Student 2: There probably was. We'll put that in the report, too.

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AUDIOSCRIPTS [unbenye3] Francis Unit 10: Inventions—The Transatlantic Cable CD 1 Track Narrator: Listen to a tour guide at a museum. Tokeboro Tpelis [pany Welcome to the City Museum of Invention. We'll begin our tour with a brief overview of the history of the museum. This museum first opened its doors in 1985, the result of years of effort by the mayor and others in our city. In 1975, the city's mayor first got the idea to start a museum about inventions. After he got several experts interested, he set out to rally the necessary funds. In 1976, several events were held to raise the requisite amount of money to begin construction of a building to house the museum. They had almost raised enough money when there was an unexpected setback. A family that had provided the the needed funds inexplicably withdrew their offer. It was toward the end of 1977 that/this large city the end of 1977 that this large gift was lost. Although there was 2070 an inquiry, it was never made clear (why the funds were with-funds were with-funds) Plans for the museum were put aside for five or six years.

But a group of interested people and the first of six years. 1982 they had rallied enough monetary support to go ahead with the plans. That year, construction on the building began. In just under three years, the museum was completed, the result of the perseverance of a number of dedicated people. The museum con-Com al ho tiques to be a popular part of our city's culture. Although everything in the museum follows the theme of inventions, the variety Tanexnmxamm [Kanya] of the exhibits will appeal to visitors of disparate interests. Our most popular exhibit, which is all about cable TV, was first opened in 1998. [eum] [paloy3]