

Unit 1 Culture and identity



Destiny Buck, of the Wanapum tribe of Native Americans, with her horse Daisy

FEATURES

10 How we see other cultures

How we think about cultural groups

12 Culture and colour

Do quizzes about colour

14 A world together

Find out what globalization really means

18 Faces of India

A video about the photographer Steve McCurry

1 Work in pairs. Look at the photo and the caption. Discuss the questions.

- 1 Where's the girl from?
- 2 What's she wearing? Everyday clothes or traditional clothes?
- 3 The photo shows two things that are important in Native American culture. What do you think they are?

2 ▶ **1** Listen to an extract from a TV programme on world cultures. Check your ideas from Exercise 1.

3 ▶ **1** Listen to the extract again. Complete the sentences.

- 1 People from all cultures need a sense of ...
- 2 Many Native American children learn to ride ...
- 3 Wearing the colours of our favourite team says 'We ...'

4 Work in pairs. Do you belong to any of these groups? Tell your partner about them or any other groups you know about.

cultural societies
educational classes
family groups

hobby groups
online communities
sports clubs

1a How we see other cultures

Reading

- 1 Look at the hats. Which part of the world do you think each one comes from?
- 2 Read the article and check your ideas from Exercise 1.
- 3 Read the article again. Find three reasons why we form general opinions of other cultural groups.
- 4 Work in pairs. How do films, news reports and TV shows influence our opinions of other cultural groups?

Grammar present simple and present continuous

▶ PRESENT SIMPLE and PRESENT CONTINUOUS

Present simple

I live in central London.

[...] people put the things they meet in the world into groups.

Present continuous

He's wearing one of those bush hats.

I'm looking out of my window.

For further information and practice, see page 156.

- 5 Look at the grammar box. Which verb form do we use for these things?
 - 1 things which are permanent or generally true
 - 2 things which are temporary or in progress at the time of speaking
- 6 Choose the correct option to complete the sentences.
 - 1 a *I work / I'm working* for a large cultural organization.
b *I work / I'm working* extra hours. It's the busy season at work.
 - 2 a *We live / We're living* with my parents until our flat is ready.
b *We live / We're living* just outside the city.
 - 3 a The kids *are / are being* naughty today. Sorry!
b The kids *are / are being* usually very good.
 - 4 a *She has / She's having* an exam every week.
b *She has / She's having* some problems with her school work.

How we see other cultures

▶ 2

My neighbour recently came back from holiday. I guess he was in Australia – he's wearing one of those bush hats with corks around it everywhere he goes. I'm curious about why we identify places by things like hats. I mean, baseball caps are certainly popular in the United States, but I'm looking out of my window (I live in central London) and nobody is wearing a bowler hat. And you don't see many Mexicans with sombreros or Vietnamese with straw hats in everyday life either.

The question is, why do we think about other national groups in this way? According to psychologists, it's because people put the things they meet in the world into groups. We do this for several reasons. First, it means that our brain doesn't work so hard because it doesn't need to analyse every new individual thing that we meet. Another reason is that when we understand (or think we understand) something, we can make predictions about it – we know what kind of behaviour to expect. Finally, it seems that we all love to feel good about ourselves and the group we belong to. This is easier when we put others into groups too.

So is it a good thing or a bad thing to have these general opinions? Perhaps the first and more important question is to ask ourselves if the things we believe about other groups are actually true. And in the case of hats, I don't think it is!



baseball cap



straw hat



bowler hat



sombrero



bush hat

- 7** Complete the pairs of sentences with the present simple and present continuous forms of the verbs.
- a He _____ (not / feel) relaxed when he's on a plane.

b He _____ (not / feel) very well at the moment.
 - a I _____ (come) from Scotland originally.

b I _____ (come) – wait for me!
 - a I _____ (do) an evening class this year.

b I _____ (do) my homework as soon as I get in from class.
 - a My friend _____ (look) for a new job in a different company.

b My friend _____ (look) tired after she's been to the gym.

DYNAMIC and STATIVE VERBS

Dynamic verbs

People **put** the things they meet in the world into groups.
Just a moment. **I'm putting** my hat and scarf on.

Stative verbs

We **know** what kind of behaviour to expect.
(not ~~are knowing~~)

For further information and practice, see page 156.

- 8** Look at the grammar box. Choose the correct option to complete the rules.
- Dynamic verbs *are / are not* used in both the continuous and simple form.
 - Stative verbs are not normally used in the *continuous form / simple form*.
- 9** Underline these stative verbs in the article.

believe belong mean need seem
understand wonder

- 10** Add the stative verbs from Exercise 9 to the table. Then add these verbs.

contain hate like love prefer realize
remember sound suppose taste

	Stative verbs
Thoughts and mental processes	know, _____, _____, _____, _____, _____, _____
The senses	hear, _____
Emotions	want, _____, _____, _____, _____
Possession	have, _____, _____

- 11** Choose the correct option to complete the sentences.
- Jake's on the phone. *He tells / He's telling* Pat about his holiday.
 - What *do you think / are you thinking* of my hat?
 - Do you remember / Are you remembering* last summer?
 - I hear / I'm hearing* you have a new job.
 - Maria's at the travel agent's. She *asks / is asking* the dates of the flight.
 - I want / I'm wanting* to pass my exams first time.
 - Sorry, *I don't know / I'm not knowing* the answer.
 - Do you make / Are you making* coffee? Great.

Word focus love

- 12** Work in pairs. Look at this extract from the article. Then look at how *love* is used in the sentences. When could you use each expression?

... *we all love to feel good about ourselves* ...

- I'd love to! Thanks.
 - I love walking in the rain.
 - Lots of love, Jenna
 - We love the summer.
 - Please give Oscar our love.
 - The story of two strangers who fall in love.
 - They are very much in love.
 - I'm loving it.
- 13** Work in pairs. Write two-line exchanges using the expressions in Exercise 12. Then act out your exchanges.

A: *Do you want to come for something to eat after class?*
B: *I'd love to! Thanks.*

Speaking my life

- 14** Work in pairs. Ask and answer questions using these stative verbs. Ask one follow-up question each time.

- remember / first English class?
- clubs / belong to?
- how many languages / know?
- hours sleep a night / need?
- any food / hate?
- prefer / tea or coffee?
- food / love?

A: *Do you remember your first English class?*
B: *No, why? Do you?*

1b Culture and colour

Vocabulary feelings

- 1 Work in pairs. How do you think the people described in the comments feel? Choose from these adjectives.

angry cheerful happy lucky positive sad

- He's feeling a bit blue today.
 - He just saw red!
 - He's in a black mood today.
- 2 Choose the correct option to complete the sentences. Then ask your partner the questions.
- What are two things that make you *happiness / happy*?
 - When did you last have some good *luck / lucky*?
 - Can you tell me if you are *brave / bravery*?
 - What achievements are you *pride / proud* of?
 - Do you think *anger / angry* is a good thing?
 - Do you know who the most *power / powerful* person in the world is?

Listening

- 3 3 Work in pairs. Do the quiz *Colours and their meaning*. Then listen and check your answers.
- 4 3 Listen again and complete the table.

Colour	Place	Meaning
red	Western cultures	1
	Eastern cultures	2
yellow	3	knowledge
	4	
6	Japan	7
		8
blue	9	death
green	10	environmentalism

- 5 Do these colours mean the same in your culture? What's your favourite colour?

Colours and their meaning

- Look at the photo. Where are the women going?
a to a birthday party
b to a wedding
- Does red mean different things in Eastern and Western cultures?
a yes b no
- Where does yellow mean 'knowledge'?
a China b India
- Which colour means 'happiness' in Japan?
a orange b pink
- Do Mexicans wear blue at funerals?
a yes b no
- Who uses green as their symbol?
a environmentalists
b the women's movement

Grammar question forms

QUESTION FORMS: DIRECT QUESTIONS

Subject questions

Which colour **means** happiness in Japan?
Who/What **uses** green as a symbol?

Other questions

Where **are they going**?
What **does yellow mean**?

For further information and practice, see page 156.

- 6** Look at the grammar box. Which type of question has the same subject-verb word order as affirmative sentences?
- 7** Look at the quiz in Exercise 3 again. Which questions are object questions? Which are subject questions?
- 8** Write questions for these answers. Begin with the words in brackets.
- Mexicans wear blue at funerals. (who)
Who wears blue at funerals?
 - Yellow means happiness in Egypt. (which colour)
 - Some people wear purple on International Women's Day. (what colour)
 - Picasso painted a white dove as a symbol of peace. (who)
 - Red means anger in many cultures. (what)
 - The United States president lives in the White House. (who)

9 Pronunciation direct questions

- a** ▶ **4** Listen to the questions from Exercise 8. Does the speaker's voice rise at the end of the questions? Or does it rise, then fall?
- b** ▶ **4** Listen again and repeat the questions.

QUESTION FORMS: INDIRECT QUESTIONS

Do you know what **yellow means**?
Can you tell me **who uses green** as a symbol?

For further information and practice, see page 156.

- 10** Look at the grammar box. What is the order of the subject and verb in indirect questions?

- 11** Write indirect questions for these direct questions. Begin with the words in brackets.
- How many hours a week do you study English? (Can you tell me)
Can you tell me how many hours a week you study English?
 - Why are you doing this course? (Can you tell me)
 - When does the course finish? (Do you know)
 - How many languages does the teacher speak? (Do you know)
 - Which other courses are you doing? (Can you tell me)
 - How many students are there in this class? (Do you know)

Speaking my life

- 12** Work in pairs. Ask and answer your questions from Exercise 11.
- 13** Complete these *blue* and *yellow* quiz questions with verbs or question words.
- 14** Work in two pairs within a group of four.
Pair A: Turn to page 153 and follow the instructions.
Pair B: Turn to page 154 and follow the instructions.

- Where the Blue-footed booby live?
- lives in the Blue House in South Korea?
- you know the name of the country where the Blue Nile begins?
- part of the USA is famous for Blues music?



- Where yellow taxi cabs from originally?
- Which fruit the Californian Yellow Fruit Festival celebrate?
- sport gives a yellow jersey to the winner?
- Can you tell me where the house that inspired Van Gogh's 'Yellow House' painting

1c A world together

Reading

- Complete the definition of *globalization*. Use the same word twice.
Globalization is the idea that companies are now working in many different and the culture of different is becoming similar.
- Read the article quickly. Which paragraph(s) talk(s) about business? Which talk(s) about culture?
- Read the article again. Answer the questions.
 - Which two recent experiences demonstrated globalized culture to the author? (paragraph 1)
 - Which four things have increased the connections between countries? (paragraph 2)
 - Which four things do some people think have a negative effect on other cultures? (paragraph 3)
- Work in pairs. Does globalization affect you or someone you know? How?

Wordbuilding adjective + noun collocations

▶ WORDBUILDING adjective + noun collocations

Some adjectives and nouns often go together.
national identity, vegetarian food

For further practice, see Workbook page 11.

- Look at the wordbuilding box. Complete the sentences with these words. Then find the collocations in the article and check your answers.

culture market view identity menu thing

- Television is a good example of **popular**
- Nowadays companies have a **worldwide** of customers.
- My local café has a great **vegetarian**
- I think speaking foreign languages is a **good**
- Drinking tea is part of the English **national**
- I try to have a **positive** of changes in my life.

- Work in pairs. Think of at least one more collocation with each adjective in Exercise 5. Then ask and answer questions with the collocation.

Do you like vegetarian food?

Critical thinking examples

- The author is trying to describe what globalization is. Which two types of globalization does she mention?
- Giving examples is one way of helping to make a point. Underline examples of these things in the article.
 - how popular culture moves from one country to another (paragraph 1)
 - globalization in business (paragraph 2)
 - how 'national cultures are strong' (paragraph 3)
- How did the author's examples help you understand what globalization is?
- Read the pairs of sentences. Underline the example sentences. Then write sentences of your own giving examples.
 - You can eat great international food in my town. There are lots of Thai restaurants in particular.
 - Internet TV gives you access to programmes from different countries. Brazilian soap operas are popular here now.
 - There's lots to do in the evenings in my area. We've got a couple of great theatres.

Speaking my life

- Work in pairs to prepare a survey on how 'international' other students' lives are. Use these ideas. Then work on your own and ask at least two other students your questions.

clothes food movies music sports technology

*Are any of your clothes made in other countries?
Which international foods do you eat/like?*

- Share the results of your survey with the class. Which international items are most common?



A WORLD TOGETHER

BY ERLA ZWINGLE

▶ 5

We are in the middle of worldwide changes in culture. Popular culture is crossing from one country to another in ways we have never seen before. Let me give you some examples. One day, I'm sitting in a coffee shop in London having a cup of Italian espresso served by an Algerian waiter, listening to American music playing in the background. A few days later, I'm walking down a street in Mexico – I'm eating Japanese food and listening to the music of a Filipino band. In Japan, many people love flamenco. Meanwhile, in Europe, Japanese food is the latest in-thing. European girls decorate their hands with henna tattoos. It's the globalization of culture.

This globalization of culture follows on from the globalization of business. Modern industry now has a worldwide market. Businesses make their products in one country and sell them in another. Companies employ people on one continent to answer telephone enquiries from customers on a different continent. It's true that buying and selling goods in different countries is not new. But nowadays, everything happens faster and travels further. In the past, there were camel trains, ships and railways. Then planes, telephones and television brought us closer together. Television had fifty million users after thirteen years,

but the internet had the same number after only five years. Today the internet can connect us all in real time as together we watch the same news story as it happens, anywhere in the world.

How do people feel about globalization? It depends on where they live and how much money they have. Not everyone is happy about globalization. More than a fifth of all the people in the world now speak some English. Some people believe that there is a kind of 'cultural attack' from the English language, social media, and McDonald's and Starbucks. But I have a more positive view. I think that cultures are strong and countries don't need to lose their national identity. In India, there are more than four hundred languages and several different religions – and McDonald's serves mutton instead of beef and offers a vegetarian menu. In Shanghai, the television show *Sesame Street* teaches Chinese values and traditions. As one Chinese teacher said, 'We've got an American box with Chinese content in it.'

But there is one thing that is certain – globalization is here to stay. And if that means we'll understand each other better, that's a good thing.



1d First impressions

Real life opening and closing conversations

‘You never get a second chance to make a good first impression.’

- Dress appropriately. A dark blue suit is great for a business meeting, a red tie or scarf suggests power and energy.
- Be punctual, courteous and positive.
- Make sure you know the other person’s name. Use it!
- Make the other person the focus of your attention. Sound interested! Ask questions!
- Know what you want to say and say it effectively!
- Don’t forget to follow up on your meeting with a phone call or an email.



1 Read the seminar handout. Then work in groups and discuss these questions.

- 1 Do the colours and clothes mean the same thing in your country?
- 2 What does *to be punctual* mean in your country?
- 3 Do you use first names or surnames in your country?
- 4 Which advice is appropriate in your country? Which is not appropriate?

2 ▶ **6** Listen to two conversations at a business skills seminar in the UK. Four participants are role-playing ‘first meetings’. Which advice in the seminar handout do they follow? Tick the points.

3 ▶ **6** Look at the expressions for opening and closing conversations. Listen again and tick the expressions Paola, Colin, Lucy and Yuvraj use. Which pair of participants do you think gave the best performance?

4 Look at the expressions for opening and closing conversations again. Which expressions are the most formal?

▶ OPENING AND CLOSING CONVERSATIONS

Opening a conversation

May I introduce myself?
 Allow me to introduce myself.
 How do you do? My name’s ...
 Hello, how are you. I’m ...
 It’s a pleasure to meet you.
 I’m very pleased to meet you.

Closing a conversation and moving on

Thanks for your time.
 It’s been good talking to you.
 Let me give you my card.
 Let’s stay in touch.
 Why don’t I give you my card?
 How about meeting again?

5 Pronunciation short questions

a ▶ **7** Listen to these exchanges. Notice how the speakers use short questions to show interest.

- 1 C: I mostly work on web adverts.
P: Do you?
- 2 P: I’m in sales.
C: Oh, are you?
- 3 L: Oh yes, my brother goes to *Get fit*.
Y: Does he?
- 4 Y: It’s nearly ready to open, in fact.
L: Is it?

b Work in pairs. Practise the exchanges.

6 Practise the conversations from Exercise 2 with your partner. Look at the audioscript on page 181.

7 Imagine you are a participant at the business skills seminar. Complete the profile information card. Then do the seminar task. Use the expressions for opening and closing conversations to help you.

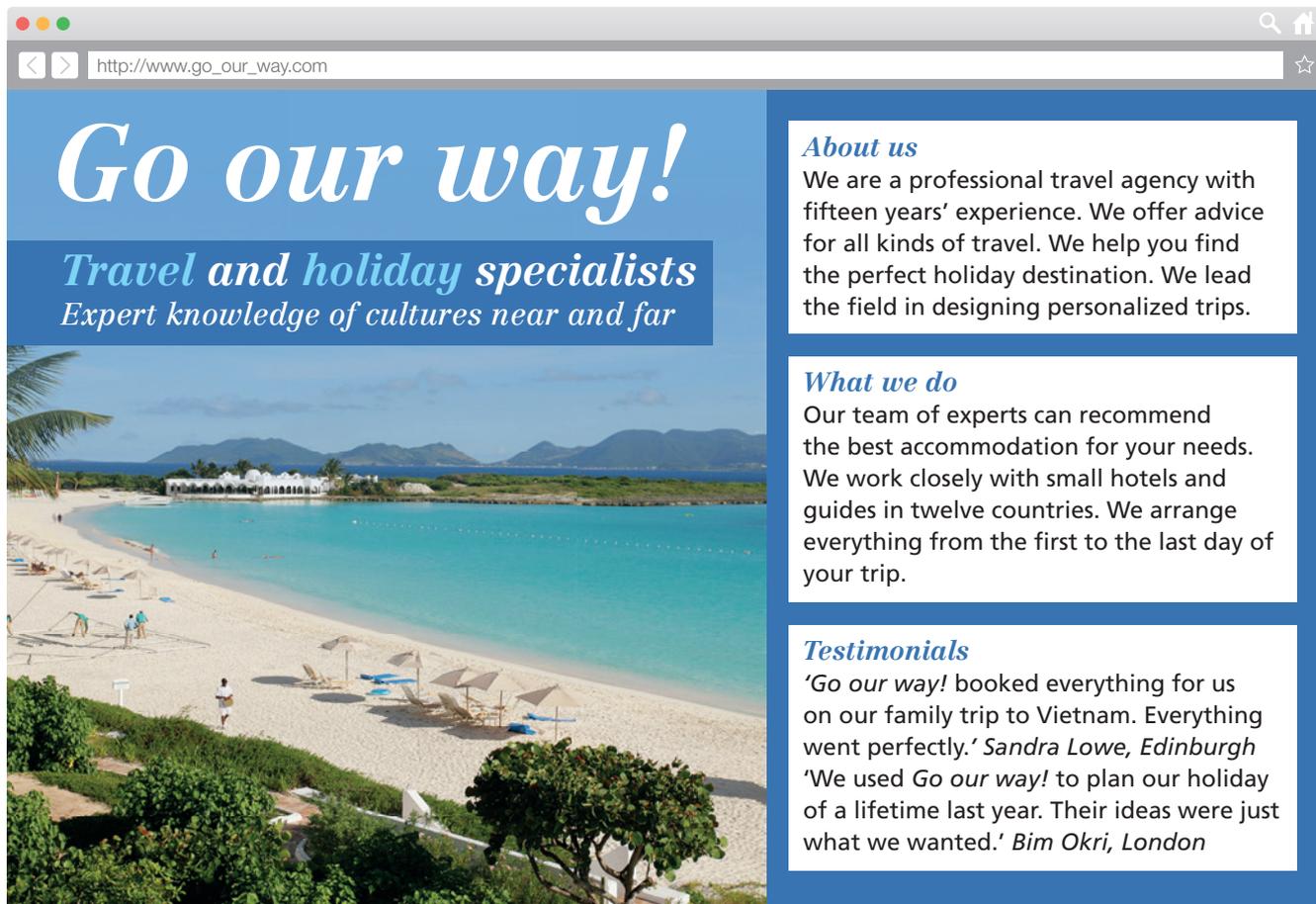
Name
Company
Position
Responsibilities
Current projects you are involved in

First Impressions Task: You are at a networking event. Introduce yourself to as many people as you can and arrange to follow up useful contacts. You only have two minutes with each person.

networking (n) /'netwɜ:kɪŋ/
 making useful business contacts

8 Work in pairs. Compare the information you found out about different people in Exercise 7.

1e About us



About us
We are a professional travel agency with fifteen years' experience. We offer advice for all kinds of travel. We help you find the perfect holiday destination. We lead the field in designing personalized trips.

What we do
Our team of experts can recommend the best accommodation for your needs. We work closely with small hotels and guides in twelve countries. We arrange everything from the first to the last day of your trip.

Testimonials
'Go our way!' booked everything for us on our family trip to Vietnam. Everything went perfectly.' *Sandra Lowe, Edinburgh*
'We used Go our way! to plan our holiday of a lifetime last year. Their ideas were just what we wanted.' *Bim Okri, London*

Writing a business profile

1 Read the information about *Go our way!* Who (a–d) do you think would be interested in their services?

- families with young children
- groups of friends
- business travellers
- independent travellers

2 Writing skill criteria for writing

a Read the information again. Choose the correct option.

- text type: *website / letter*
- style: *neutral / formal / informal*
- reader: *current customers / possible customers*
- purpose: *to promote the company / to advertise a product*
- structure: *a sequenced text / separate sections of text*

b Which features of the text helped you decide your answers to Exercise 2a?

3 Underline these things in the text.

- travel vocabulary
- verbs that describe what the company does

4 Complete the sentences with some of the verbs you underlined in Exercise 3.

- Our telecommunications company can _____ of all your communication needs.
- Let our market researchers _____ the best strategy for your business.
- As a fast food company, we _____ the way in healthy food choices.
- Our personal banking advisors _____ you save money.

5 Work in groups. Imagine you run a small business together. Decide on your company name, field of work and some current projects.

6 Work on your own. Write a profile to promote your business. Use the *Go our way!* profile and the categories in Exercise 2 to help you.

7 Work in your groups again. Read your profiles and choose the one which best promotes your company. Think about the following points.

- accuracy** Spelling mistakes do not look professional!
- clarity** Does the reader understand exactly what your business does?

1f Faces of India



A shepherd in Rajasthan, India



Before you watch

- 1 Look at the photo and the caption. Describe the man's appearance. What does his expression tell you about him?

2 Key vocabulary

- a Read the sentences. The words in bold are used in the video. Guess the meaning of the words.

- The **shepherd** has two dogs to help him move the sheep.
- I think the eyes are often a person's most interesting **feature**.
- It takes days to get to Rajasthan as it's quite **remote**.
- The local people dress in a very **particular** way.
- My friend always **amuses** me with his funny stories.

- b Match the words in bold in Exercise 2a with these definitions.

- part of the face
- far from other places, difficult to get to
- special, individual or different from others
- the job of looking after sheep
- to make someone laugh or to entertain someone

While you watch

- 3  1.1 Watch the first part of the video (0.00–0.28). Complete the information about Steve McCurry.

Steve McCurry is a ¹ His first job was working on a ² His ambition was to travel and see the ³ He's worked at National Geographic for about ⁴ years.

- 4  1.1 Watch the rest of the video and look closely at the people you see. Then work in pairs and describe the person you remember best from the video.

- 5  1.1 Watch the whole video again. Match the beginnings of the sentences (1–6) with the endings (a–f).

- Rajasthan is home to
 - Rajasthan is
 - The people of Rajasthan are
 - Some nomads have the job of
 - Steve McCurry is
 - Steve McCurry is interested in
- a shy person.
 - gentle and hospitable.
 - meeting people.
 - some nomadic shepherds.
 - strange and wonderful.
 - amusing people.

- 6  1.1 Can you remember what Steve McCurry says about photographing faces? Do you agree? Choose the correct option or watch the last section of the video (2.29 to the end) again.

It's *the eyes / strange features / the whole face* that tells the story.

After you watch

7 Vocabulary in context

- a  1.2 Watch the clips from the video. Choose the correct meaning of the words and phrases.

- b Answer the questions in your own words. Then work in pairs and compare your answers.

- Can you think of two places where you feel at home?
- What do you think is a good way to make a living?
- Have you been anywhere that felt like another planet?
- Have you seen anything or done anything which you could describe as 'kind of strange'?
- What activities do people do which involve getting warmed up before they start?

- 8 Work in groups. Steve McCurry's photos in the video focus on the people and especially their faces to 'tell the story' of Rajasthan. Choose a place or a group of people you know. Plan a photoshoot of ten photos to tell the 'story'. Use these ideas to help you.

- What are the most important features of the group?
- Is appearance or activity more important?
- Do you need to include the place or just the people?

fortune teller (n) /'fɔ:tju:n ,telə/ someone who predicts a person's future

hospitable (adj) /hɒs'pɪtəbl/ friendly to visitors

nomad (n) /'nəʊməd/ someone who moves from one place to another to live

snake charmer (n) /'sneɪk ,tʃɑ:mə/ someone who performs with snakes

UNIT 1 REVIEW AND MEMORY BOOSTER



Grammar

1 Complete the interview with a prize-winning travel writer from London at the prize-giving event.

1 Q: What (this prize / mean) to you?

A: Actually, I (feel) very proud of myself. I never (expect) to win prizes.

2 Q: When you sit down to write, how (you / decide) what to write about?

A: I (not / know), really. Sometimes my readers (send) me ideas.

3 Q: (which places / interest) you?

A: Oh, everywhere. Every culture (have) something special about it.

4 Q: (you / work) on anything at the moment?

A: I (do) some research for a new book and I also (want) to finish some magazine articles.

5 Q: (you / can / tell) me what the book's about?

A: At the moment, I (think) about either Brazil or Vietnam. I love both places.

2 Are the sentences about Zoe true (T) or false (F)?

- 1 She's surprised to win prizes for her books.
- 2 She usually writes about what her readers want.
- 3 She's writing some articles on Peru and Vietnam.

3 **>> MB** Work in pairs. Say which tense is used in each gap in Exercise 1 and explain why.

4 **>> MB** Work in pairs. Each person choose one dynamic and one stative verb from Exercise 1. Ask and answer questions using each verb.

I CAN

ask and answer questions about things which are always and generally true, and routines (present simple)

ask and answer questions about things happening now (present continuous)

talk about possessions and states: thoughts and mental processes, etc. (stative verbs)

use different question forms: direct and indirect questions

Vocabulary

5 Write the noun forms of these adjectives.

angry brave cheerful happy lucky
powerful proud sad

6 **>> MB** Work in pairs. Look at the adjectives in Exercise 5. How often do you feel like this? What kinds of situations make you feel this way?

I CAN

talk about feelings and personal states

Real life

7 Look at the expressions (1–6). Do we use them to open (O) or close (C) conversations?

- 1 Hello, how are you? I'm ...
- 2 How about meeting again?
- 3 How do you do? My name's ...
- 4 Let me give you my card.
- 5 Let's stay in touch.
- 6 May I introduce myself?

8 Work in small groups. You are at an event for the travel industry. Act out conversations with different partners using a suitable expression to begin and end the conversation.

I CAN

introduce myself in formal and informal situations

open and close a conversation

ask for and give personal information