

ПРИКАРПАТСЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ  
ІМЕНІ ВАСИЛЯ СТЕФАНІКА  
ФАКУЛЬТЕТ ІНОЗЕМНИХ МОВ  
КАФЕДРА АНГЛІЙСЬКОЇ ФІЛОЛОГІЇ

**TALKING WITH TED**  
**TEACHER'S BOOK**

Івано-Франківськ

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«Talking with TED. Teacher's Book» – допоміжний посібник для викладачів, які використовують «Talking with TED. Student's Book». Посібник містить методичні вказівки для ефективної роботи з матеріалом студентського варіанту, включаючи широкий спектр актуальних тем сучасності. Кожен виступ TED Talks супроводжується завданнями, спрямованими на поглиблення розуміння, використання вокабуляру, розвиток навичок аудіювання та усного мовлення. Переваги посібника включають наявність скриптів до виступів, що полегшує роботу зі студентами, посилання на відео для зручного доступу та ключі до завдань для швидкої перевірки виконання. «Talking with TED. Teacher's Book» є незамінним ресурсом для організації навчального процесу на основі TED Talks, надаючи необхідні інструменти та доступ до матеріалу для успішної роботи зі студентами.

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## МЕТОДИЧНІ РЕКОМЕНДАЦІЇ

Навчально-методичний посібник "Talking with Ted, Teacher's book" є помічником для викладача під час підготовки до занять з використанням навчально-методичного посібника "Talking with Ted, Student's book". Книга для вчителя містить ключі до вправ, варіанти перекладу окремих вправ і важливий елемент - повний скрипт кожного відео. Цей скрипт може бути використаний для художнього аналізу тексту, або як матеріал для читання та перекладу, а також як основа для вправи shadowing. Викладач має можливість самостійно створювати вправи на основі цього скрипта, що розширює можливості використання матеріалу і забезпечує його більш глибоке осмислення студентами.

Посібник містить матеріали для 12 виступів з різних років XXI століття на конференціях TedEx. Ці відео присвячені темам, які доповнюють основний курс з англійської мови, такі як: *consumerism, lifestyle, travelling, climate, health, studying, people and society*.

Більшість доповідачів у відео не є носіями англійської мови, що може робити їх мовлення важким для розуміння, але водночас це стимулює студентів активніше слухати та розвивати свої навички сприйняття на слух. Крім того, це навчає їх працювати з різними акцентами та варіантами вимови, що може бути корисним для майбутньої кар'єри перекладача.

Структура використання відеоресурсів у посібнику передбачає наступні етапи: підготовка до перегляду, перегляд, після перегляду.

Розділ ПЕРЕД ПЕРЕГЛЯДОМ складається з двох завдань: дискусія та робота зі словниковим запасом. Завдання для обговорення містять запитання, які допомагають введенню студентів у тему, розкривають певні аспекти та стимулюють їх розмову на основі власного досвіду з теми. Рекомендується проводити ці завдання у парах або невеликих групах перед переходом до відкритої дискусії.

Завдання з роботи над вокабуляром призначене для активізації пасивного словникового запасу та застосування дедуктивного та індуктивного методів. Ця

активність допомагає студентам освоїти необхідні лексичні одиниці для подальшої роботи з відеоматеріалом. Студентам потрібно знайти пояснення англійських слів чи фраз та запропонувати їх український відповідник. Рекомендується надати студентам час для самостійного виконання цього завдання, а в разі потреби можна користуватися словником.

Секція ЗА ЧАС ПЕРЕГЛЯДУ складається з завдань на правда/неправда, пошук конкретної інформації та заповнення пропусків. Завдання на визначення правильної/неправильної відповіді спрямовані на пошук спільного або відмінного в реченні та у відеоматеріалі. Завдання на пошук конкретної інформації спрямовані на розвиток навичок уміння фокусуватися на важливому та виокремлювати ключову інформацію. Рекомендується виконувати ці завдання під час перегляду відеоматеріалу без додаткових пауз.

Завдання на заповнення пропусків сприяє розвитку та активізації слухових навичок. Студентам пропонується доповнити відсутні частини уривку з відео під час його перегляду. На початковому етапі студентам можуть дати можливість заповнити пропуски самостійно, використовуючи інформацію, яку вони засвоїли під час перегляду відео вперше. Пізніше вони можуть виконувати завдання одночасно з переглядом відео, заповнюючи пропуски на ходу. Рекомендується обмежувати кількість переглядів відео до двох разів.

Після перегляду відео студентам пропонуються наступні завдання: заповнення пропусків словами з наданого переліку, дискусія, переклад уривка відео та написання письмового завдання. Завдання на заповнення пропусків словами та словосполученнями мають на меті закріпити вивчені мовні одиниці активного вокабуляру, отримані з відео. Дискусія включає питання для обговорення як у парах чи невеликих групах, так і усіма студентами разом. Завдання на переклад певного уривка відео та написання письмового завдання (есе) рекомендовано використовувати для самостійної роботи студентів як домашнє завдання.

# HOW TO GAIN CONTROL OF YOUR FREE TIME

by Laura VANDERKAM

The link to the video: <https://www.youtube.com/watch?v=n3kNIFMXslo>

## Script

When people find out I write about time management, they assume two things. One is that I'm always on time, and I'm not. I have four small children, and I would like to blame them for my occasional tardiness, but sometimes it's just not their fault. I was once late to my own speech on time management.

We all had to just take a moment together and savor that irony.

The second thing they assume is that I have lots of tips and tricks for saving bits of time here and there. Sometimes I'll hear from magazines that are doing a story along these lines, generally on how to help their readers find an extra hour in the day. And the idea is that we'll shave bits of time off everyday activities, add it up, and we'll have time for the good stuff. I question the entire premise of this piece, but I'm always interested in hearing what they've come up with before they call me. Some of my favorites: doing errands where you only have to make right- hand turns. Being extremely judicious in microwave usage: it says three to three-and-a- half minutes on the package, we're totally getting in on the bottom side of that. And my personal favorite, which makes sense on some level, is to DVR your favorite shows so you can fast-forward through the commercials. That way, you save eight minutes every half hour, so in the course of two hours of watching TV, you find 32 minutes to exercise. Which is true. You know another way to find 32 minutes to exercise? Don't watch two hours of TV a day, right?

Anyway, the idea is we'll save bits of time here and there, add it up, we will finally get to everything we want to do. But after studying how successful people spend their time and looking at their schedules hour by hour, I think this idea has it completely backward. We don't build the lives we want by saving time. We build the lives we want, and then time saves itself.

Here's what I mean. I recently did a time diary project looking at 1,001 days in the lives of extremely busy women. They had demanding jobs, sometimes their own businesses, kids to care for, maybe parents to care for, community commitments -- busy, busy people. I had them keep track of their time for a week so I could add up how much they worked and slept, and I interviewed them about their strategies, for my book.

One of the women whose time log I studied goes out on a Wednesday night for something. She comes home to find that her water heater has broken, and there is now water all over her basement. If you've ever had anything like this happen to you, you know it is a hugely damaging, frightening, sopping mess. So she's dealing with the immediate aftermath that night, next day she's got plumbers coming in, day after that, professional cleaning crew dealing with the ruined carpet. All this

is being recorded on her time log. Winds up taking seven hours of her week. Seven hours. That's like finding an extra hour in the day.

But I'm sure if you had asked her at the start of the week, "Could you find seven hours to train for a triathlon?" "Could you find seven hours to mentor seven worthy people?" I'm sure she would've said what most of us would've said, which is, "No -- can't you see how busy I am?" Yet when she had to find seven hours because there is water all over her basement, she found seven hours. And what this shows us is that time is highly elastic. We cannot make more time, but time will stretch to accommodate what we choose to put into it.

And so the key to time management is treating our priorities as the equivalent of that broken water heater. To get at this, I like to use language from one of the busiest people I ever interviewed. By busy, I mean she was running a small business with 12 people on the payroll, she had six children in her spare time. I was getting in touch with her to set up an interview on how she "had it all" -- that phrase. I remember it was a Thursday morning, and she was not available to speak with me. Of course, right?

But the reason she was unavailable to speak with me is that she was out for a hike, because it was a beautiful spring morning, and she wanted to go for a hike. So of course this makes me even more intrigued, and when I finally do catch up with her, she

explains it like this. She says, "Listen Laura, everything I do, every minute I spend, is my choice." And rather than say, "I don't have time to do x, y or z," she'd say, "I don't do x, y or z because it's not a priority." "I don't have time," often means "It's not a priority." If you think about it, that's really more accurate language. I could tell you I don't have time to dust my blinds, but that's not true. If you offered to pay me \$100,000 to dust my blinds, I would get to it pretty quickly.

Since that is not going to happen, I can acknowledge this is not a matter of lacking time; it's that I don't want to do it. Using this language reminds us that time is a choice. And granted, there may be horrible consequences for making different choices, I will give you that. But we are smart people, and certainly over the long run, we have the power to fill our lives with the things that deserve to be there.

So how do we do that? How do we treat our priorities as the equivalent of that broken water heater?

Well, first we need to figure out what they are. I want to give you two strategies for thinking about this. The first, on the professional side: I'm sure many people coming up to the end of the year are giving or getting annual performance reviews. You look back over your successes over the year, your "opportunities for growth." And this serves its purpose, but I find it's more effective to do this looking forward. So I want you to pretend it's the end of next year. You're giving yourself a performance review, and it has been an absolutely amazing year for you professionally. What three to five things did you do that made it so amazing? So you can write next year's performance review now.

And you can do this for your personal life, too. I'm sure many of you, like me, come December, get cards that contain these folded up sheets of colored paper, on which is written what is known as the family holiday letter.

Bit of a wretched genre of literature, really, going on about how amazing everyone in the household is, or even more scintillating, how busy everyone in the household is. But these letters serve a purpose, which is that they tell your friends and family what you did in your personal life that mattered to you over the year. So this year's kind of done, but I want you to pretend it's the end of next year, and it has been



an absolutely amazing year for you and the people you care about. What three to five things did you do that made it so amazing? So you can write next year's family holiday letter now. Don't send it.

Please, don't send it. But you can write it. And now, between the performance review and the family holiday letter, we have a list of six to ten goals we can work on in the next year.

And now we need to break these down into doable steps. So maybe you want to write a family history. First, you can read some other family histories, get a sense for the style. Then maybe think about the questions you want to ask your relatives, set up appointments to interview them. Or maybe you want to run a 5K. So you need to find a race and sign up, figure out a training plan, and dig those shoes out of the back of the closet. And then -- this is key -- we treat our priorities as the equivalent of that broken water heater, by putting them into our schedules first. We do this by thinking through our weeks before we are in them.

I find a really good time to do this is Friday afternoons. Friday afternoon is what an economist might call a "low opportunity cost" time. Most of us are not sitting there on Friday afternoons saying, "I am excited to make progress toward my personal and professional priorities right now.»

But we are willing to think about what those should be. So take a little bit of time Friday afternoon, make yourself a three-category priority list: career, relationships, self. Making a three-category list reminds us that there should be something in all three categories. Career, we think about; relationships, self -- not so much. But anyway, just a short list, two to three items in each. Then look out over the whole of the next week, and see where you can plan them in.

Where you plan them in is up to you. I know this is going to be more complicated for some people than others. I mean, some people's lives are just harder than others. It is not going to be easy to find time to take that poetry class if you are caring for multiple children on your own. I get that. And I don't want to minimize anyone's struggle. But I do think that the numbers I am about to tell you are empowering.

There are 168 hours in a week. Twenty-four times seven is 168 hours. That is a lot of time. If you are working a full-time job, so 40 hours a week, sleeping eight hours a night, so 56 hours a week -- that leaves 72 hours for other things. That is a lot of time. You say you're working 50 hours a week, maybe a main job and a side hustle. Well, that leaves 62 hours for other things. You say you're working 60 hours. Well, that leaves 52 hours for other things. You say you're working more than 60 hours. Well, are you sure?

There was once a study comparing people's estimated work weeks with time diaries. They found that people claiming 75-plus-hour work weeks were off by about 25 hours.

You can guess in which direction, right? Anyway, in 168 hours a week, I think we can find time for what matters to you. If you want to spend more time with your kids, you want to study more for a test you're taking, you want to exercise for three hours and volunteer for two, you can. And that's even if you're working way more than full-time hours.

So we have plenty of time, which is great, because guess what? We don't even need that much time to do amazing things. But when most of us have bits of time, what do we do? Pull out the phone, right? Start deleting emails. Otherwise, we're puttering around the house or watching TV.

But small moments can have great power. You can use your bits of time for bits of joy. Maybe it's choosing to read something wonderful on the bus on the way to work. I know when I had a job that required two bus rides and a subway ride every morning, I used to go to the library on weekends to get stuff to read. It made the whole experience almost, almost, enjoyable. Breaks at work can be used for meditating or praying. If family dinner is out because of your crazy work schedule, maybe family breakfast could be a good substitute.

It's about looking at the whole of one's time and seeing where the good stuff can go. I truly believe this. There is time. Even if we are busy, we have time for what matters. And when we focus on what matters, we can build the lives we want in the time we've got.

Thank you.

## ANSWERS

### 2. Match words and phrases on the left with their definitions on the right:

<b>1 L</b>	<b>Time management</b> refers to the way that you organize and plan how long you spend on specific activities.	керуванням часом
<b>2 R</b>	<b>Tardiness</b> – the quality or fact of being late; lateness.	запізнення
<b>3 F</b>	<b>Premise</b> – a statement or idea that you accept as true and use as a base for developing other ideas.	передумова; вище згадане
<b>4 P</b>	<b>Backward</b> – looking or facing in the direction that is behind you.	назад (глянути, повернутись подумки)
<b>5 U</b>	<b>On the payroll</b> – if someone is on the payroll of a company, they are employed by that company.	отримувати зарплату від когось
<b>6 T</b>	<b>Annual performance review</b> – is a report used to promote communication and provide useful feedback about job performance, to facilitate better working relationships, to provide an historical record of performance and to contribute to professional development.	річний огляд результативності
<b>7 A</b>	<b>Wretched</b> – <i>literary</i> extremely bad or unpleasant.	огидний, мерзенний
<b>8 E</b>	The <b>5K run</b> is a long-distance road running competition over a distance of five kilometers.	забіг на 5 кілометрів
<b>9 K</b>	<b>Empower</b> – to give someone more control over their own life or situation.	уможливлювати
<b>10 G</b>	<b>Errand</b> is a short trip that you make to do a job for someone.	доручення, завдання

<b>11 B</b>	<b>Tips and tricks</b> – ways, life hacking way of doing something easier.	поради та хитрощі
<b>12 I</b>	<b>Judicious</b> – having or showing reason and good judgment in making decisions.	розсудливий
<b>13 C</b>	<b>Time log</b> is a chronological set of records, the document of the sequence of employee activities or planned employee activities.	журнал активності
<b>14 H</b>	<b>DVR</b> – Digital Video Recorder.	цифровий відеореєстратор
<b>15 M</b>	<b>Scintillating</b> – sparkling or shining brightly.	мерехтливий
<b>16 Q</b>	<b>Sopping</b> – saturated with liquid; wet through.	наскрізь мокрий
<b>17 D</b>	<b>Priority list</b> – is a list of matters you prefer to do the first.	список проритетів
<b>18 J</b>	<b>Side hustle</b> – any type of employment undertaken in addition to one's full-time job.	додатковий заробіток
<b>19 N</b>	<b>Substitute</b> – a person or thing acting or serving in place of another.	заміна
<b>20 S</b>	A " <b>low opportunity cost</b> " time – not productive time, period of wasting time.	час з низьким вартісним відносним показником
<b>21 O</b>	<b>Demanding jobs</b> – jobs than demand o lot of time, efforts and can lead to emotional exhaustion.	роботи, які потребують значної уваги і зусиль

### 3. Check True or False. Then correct the false statements.

- 1) F – she was even late to her own speech on time management
- 2) F – 1,001
- 3) T
- 4) F – she is very busy

5) T

6) F – she advised not to send the letter

7) T

**4. Think of the facts that the following figures, dates and numbers are related to:**

- ✓ The speaker has **4** children.
- ✓ We can save **8** minutes every half an hour if to DVR our favorite show.
- ✓ **32** – minutes for exercising we can save during 2 hours of watching TV.
- ✓ The speaker was making a dairy project on **1001** days in the lives of extremely busy women.
- ✓ A very busy woman found **7** hours to deal with the consequences of her broken water heater.
- ✓ One of the busiest women was running a small business with **12** people on the payroll.
- ✓ **3** categories priority list: career, relationships, self.
- ✓ There are **168** hours in a week.
- ✓ A full-time job takes **40** hours in a week.

**5. What did she say?**

*Watch the video and complete the commentary.*

And what this shows us is that **time is highly elastic**. We cannot make more time, but time will **stretch to accommodate** what we choose to put into it.

And so the key to **time management** is treating our **priorities** as the equivalent of that broken water heater. To get at this, I like to use language from one of the busiest people I ever interviewed. By busy, I mean she was **running a small business** with 12 people on the payroll, she had six children in her **spare time**. I was getting in touch with her to **set up an interview** on how she "had it all" -- that phrase. I remember it was a Thursday morning, and she was not **available to speak** with me. Of course, right?

But the **reason** she was unavailable to speak with me is that she was out for a hike, because it was a beautiful spring morning, and she wanted to go for **a hike**. So of course this makes me even more **intrigued**, and when I finally do **catch up with her**, she explains it like this. She says, "Listen Laura, everything I do, every minute I spend, is **my choice**." And rather than say, "I don't have time to do x, y or z," she'd say, "I don't do x, y or z because it's not a **priority**." "I don't have time," often means "It's not a priority." If you think about it, that's really more accurate language. I could tell you I don't have time to **dust** my blinds, but that's not true. If you offered to pay me **\$100,000** to dust my blinds, I would get to it pretty quickly.

**6. Use the words in the box to complete sentences. Pay attention to grammar.**

1. My working time is highly ELASTIC, I only do what I want to do, PRIORITIES are always on the first place. I cherish being able to make my own CHOISE and time MANAGEMENT is a great tool to avoid TARDINESS. There are a few secrets in RUNNING a business, but I never share my TIPS AND TRICKS.
2. He SET UP a date with her in a SCINTILLATING place full of light decorations somewhere in in the forest. Unfortunately, she couldn't HIKE in here high hills, so she was not INTRIGUED but full of pain, and her dress was SOPPING wet because of her tears.

**9. Provide an artistic translation of the speech part from Task 5 (in writing).**

Students listen to the part of the speech and present their variants of translation.

І це показує нам, що час є дуже еластичним. Ми не можемо створити більше часу, але час розтягнеться, щоб вмістити те, що ми обираємо вкласти в нього.

Тож ключ до управління часом полягає в тому, щоб розглядати наші пріоритети як рівнозначні тому розбитому бойлеру. Щоб досягти цього, я використовую мову однієї з найбільш зайнятих людей, у яких я коли-небудь брала інтерв'ю. Під зайнятістю я маю на увазі, що вона керувала маленьким бізнесом з

12 людей, яким виплачувала зарплату, і у неї було шість дітей на додачу. Я зв'язалась з нею, щоб запланувати інтерв'ю на тему того, як вона "встигає всі" - оця фраза. Я пам'ятаю, що це було в четвер вранці, і вона не могла поговорити зі мною. Звісно, правда?

Проте причина, з якої вона була недоступна для розмови зі мною, полягала в тому, що вона вирушила в похід, тому що це був чудовий весняний ранок, і вона хотіла піти в похід. Тому звісно це лише підсилює мою цікавість, і коли я, нарешті, доганяю її, вона пояснює це так. Вона каже: "Слухай, Лауро, все, що я роблю, кожен хвилину, я витрачаю на свій вибір". І замість того, щоб сказати: "У мене немає часу на роботу x, y або z", вона б сказала: "Я не роблю x, y або z, тому що це не є моїм пріоритетом." "У мене немає часу" часто означає "Це не є пріоритетом". Якщо подумати про це, то ці слова дійсно точніші. Я можу сказати вам, що у мене немає часу на миття своїх жалюзів, але це не правда. Якщо ви запропонуєте мені \$100 000 за миття моїх жалюзів, я зроблю це досить швидко.

# HOW TO BUY HAPPINESS

by Michael Norton

The link to the video: <https://www.youtube.com/watch?v=PsihkFWDt3Y&t=28s>

## Script

So I want to talk today about money and happiness, which are two things a lot of us spend a lot of our time thinking about, either trying to earn them or trying to increase them. And a lot of us resonate with this phrase, we see it in religions and self-help books: money can't buy happiness. And I want to suggest today that, in fact, that's wrong.

I'm at a business school, so that's what we do. So that's wrong, and in fact, if you think that, you're just not spending it right. So instead of spending it the way you usually spend it, maybe if you spent it differently, that might work a little bit better. Before I tell you the ways you can spend it that will make you happier, let's think about the ways we usually spend it that don't, in fact, make us happier. We had a little natural experiment. So CNN, a little while ago, wrote this interesting article on what happens to people when they win the lottery. It turns out people think when they win the lottery their lives will be amazing. This article's about how their lives get ruined. What happens when people win the lottery is, one, they spend all the money and go into debt; and two, all of their friends and everyone they've ever met find them and bug them for money. It ruins their social relationships, in fact. So they have more debt and worse friendships than they had before they won the lottery.

What was interesting about the article was, people started commenting on the article, readers of the thing. And instead of talking about how it made them realize that money doesn't lead to happiness, everyone started saying, "You know what I'd do if I won the lottery ...?" and fantasizing about what they'd do. Here's just two of the ones



we saw that are interesting to think about. One person wrote, "When I win, I'm going to buy my own little mountain and have a little house on top."

And another person wrote, "I would fill a big bathtub with money and get in the tub while smoking a big fat cigar and sipping a glass of champagne." This is even worse: "... then I'd have a picture taken and dozens of glossies made. Anyone begging for money or trying to extort from me would receive a copy of the picture and nothing else."

And so many of the comments were exactly of this type, where people got money and, in fact, it made them antisocial. So I told you it ruins people's lives and their friends bug them. Also, money often makes us feel very selfish and we do things only for ourselves. We thought maybe the reason money doesn't make us happy is that we're spending it on the wrong things; in particular, we're always spending it on ourselves. And we wondered what would happen if we made people spend more of their money on others. So instead of being antisocial with your money, what if you were more pro-social with it?

We thought, let's make people do it and see what happens. Let's have some people do what they usually do, spend money on themselves, and let's make some people give money away, and measure their happiness and see if, in fact, they get happier. The first way we did this was, one Vancouver morning, we went out on the campus at University of British Columbia, approached people and said, "Do you want to be in an experiment?" They said, "Yes." We asked them how happy they were, and then gave them an envelope. One of the envelopes had things in it that said, "By 5pm today, spend this money on yourself." We gave some examples of what you could spend it on. Other people got a slip of paper that said, "By 5pm today, spend this money on somebody else." Also inside the envelope was money.

And we manipulated how much money we gave them; some people got this slip of paper and five dollars, some got this slip of paper and 20 dollars. We let them go about their day and do whatever they wanted. We found out they did spend it in the way we asked them to. We called them up and asked them, "What did you spend it on?"

How happy do you feel now?" What did they spend it on? These are college undergrads; a lot of what they spent it on for themselves were things like earrings and makeup. One woman said she bought a stuffed animal for her niece. People gave money to homeless people. Huge effect here of Starbucks.

So if you give undergraduates five dollars, it looks like coffee to them, and they run over to Starbucks and spend it as fast as they can. Some people bought coffee for themselves, the way they usually would, but others bought coffee for somebody else. So the very same purchase, just targeted toward yourself or targeted toward somebody else. What did we find when we called at the end of the day? People who spent money on others got happier; people who spent it on themselves, nothing happened. It didn't make them less happy, it just didn't do much for them.

The other thing we saw is the amount of money doesn't matter much. People thought 20 dollars would be way better than five. In fact, it doesn't matter how much money you spent. What really matters is that you spent it on somebody else rather than on yourself. We see this again and again when we give people money to spend on others instead of on themselves. Of course, these are undergraduates in Canada – not the world's most representative population. They're also fairly wealthy and affluent and other sorts of things.

We wanted to see if this holds true everywhere in the world or just among wealthy countries. So we went to Uganda and ran a very similar experiment. Imagine, instead of just people in Canada, we say, "Name the last time you spent money on yourself or others. Describe it. How happy did it make you?" Or in Uganda, "Name the last time you spent money on yourself or others and describe that." Then we asked them how happy they are, again. And what we see is sort of amazing, because there's human universals on what you do with your money, and real cultural differences on what you do as well. So for example, one guy from Uganda says this: "I called a girl I wished to love." They basically went out on a date, and he says at the end that he didn't "achieve" her up till now.

Here's a guy from Canada. Very similar thing. "I took my girlfriend out for dinner. We went to a movie, we left early, and then went back to her room for ... cake," just cake.

Human universal: you spend money on others, you're being nice. Maybe you have something in mind, maybe not. But then we see extraordinary differences. So look at these two. This is a woman from Canada. We say, "Name a time you spent money on somebody else." She says, "I bought a present for my mom. I drove to the mall, bought a present, gave it to my mom." Perfectly nice thing to do. It's good to get gifts for people you know. Compare that to this woman from Uganda: "I was walking and met a longtime friend whose son was sick with malaria. They had no money, they went to a clinic and I gave her this money." This isn't \$10,000, it's the local currency. So it's a very small amount of money, in fact. But enormously different motivations here. This is a real medical need, literally a lifesaving donation. Above, it's just kind of, I bought a gift for my mother.

What we see again, though, is that the specific way you spend on other people isn't nearly as important as the fact that you spend on other people in order to make yourself happy, which is really quite important. So you don't have to do amazing things with your money to make yourself happy. You can do small, trivial things and still get the benefits from doing this. These are only two countries. We wanted to look at every country in the world if we could, to see what the relationship is between money and happiness.

We got data from the Gallup Organization, which you know from all the political polls happening lately. They asked people, "Did you donate money to charity recently?" and, "How happy are you with life in general?" We can see what the relationship is between those two things. Are they positively correlated, giving money makes you happy? Or are they negatively correlated? On this map, green will mean they're positively correlated, red means they're negatively correlated. And you can see the world is crazily green. So in almost every country in the world where we have this data, people who give money to charity are happier people than people who don't give money

to charity. I know you're looking at the red country in the middle. I would be a jerk and not tell you what it is, but it's Central African Republic. You can make up stories. Maybe it's different there for some reason. Just below that to the right is Rwanda, though, which is amazingly green.

So almost everywhere we look, we see that giving money away makes you happier than keeping it for yourself. What about work, which is where we spend the rest of our time, when we're not with the people we know. We decided to infiltrate some companies and do a very similar thing. These are sales teams in Belgium. They work in teams, go out and sell to doctors and try to get them to buy drugs. We can look and see how well they sell things as a function of being a member of a team. We give people on some teams some money "Spend it however you want on yourself," just like we did with the undergrads in Canada. To other teams we say, "Here's 15 euro. Spend it on one of your teammates. Buy them something as a gift and give it to them. Then we can see, we've got teams that spend on themselves and these pro-social teams who we give money to make the team better. The reason I have a ridiculous pinata there is one team pooled their money and bought a pinata, they smashed the pinata, the candy fell out and things like that. A silly, trivial thing to do, but think of the difference on a team that didn't do that at all, that got 15 euro, put it in their pocket, maybe bought themselves a coffee, or teams that had this pro-social experience where they bonded together to buy something and do a group activity. What we see is that the teams that are pro-social sell more stuff than the teams that only got money for themselves.

One way to think of it is: for every 15 euro you give people for themselves, they put it in their pocket and don't do anything different than before. You don't get money from that; you lose money, since it doesn't motivate them to perform better. But when you give them 15 euro to spend on their teammates, they do so much better on their teams that you actually get a huge win on investing this kind of money.

You're probably thinking to yourselves, this is all fine, but there's a context that's incredibly important for public policy, and I can't imagine it would work there. And if

he doesn't show me that it works here, I don't believe anything he said. I know what you're all thinking about are dodge ball teams.

## Answers

### 2. Match words and phrases on the left with their definitions on the right:

<b>1 I</b>	<b>To resonate</b> – evoke images, memories, and emotions.	резонувати, відгукуватися
<b>2 R</b>	<b>Debt</b> – a sum of money that is owed or due.	борг
<b>3 T</b>	<b>Undergrad</b> – students, seniors.	студент випускного курсу
<b>4 M</b>	<b>Target</b> – a person, object, or place selected as the aim of an attack.	ціль
<b>5 F</b>	<b>Affluent</b> – having a great deal of money; wealthy.	багатий
<b>6 A</b>	<b>Trivial things</b> – things of little importance or value.	тривіальні речі
<b>7 S</b>	<b>To correlate</b> – have a mutual relationship or connection, in which one thing affects or depends on another.	корелювати, бути у співвідношенні
<b>8 O</b>	<b>To infiltrate</b> – enter or gain access to (an organization, place, etc.) surreptitiously and gradually, especially in order to acquire secret information.	просочуватися, проникати
<b>9 B</b>	<b>Self-help books</b> – books that instruct its readers on solving personal problems.	книги із самопомоги

<b>10 H</b>	<b>Antisocial</b> – not sociable or wanting the company of others.	асоціальний
<b>11 Q</b>	<b>Natural experiment</b> – is an empirical study in which individuals (or clusters of individuals) are exposed to the experimental and control conditions that are determined by nature or by other factors outside the control of the investigators. The process governing the exposures arguably resembles random assignment.	природний експеримент
<b>12 C</b>	<b>CNN</b> – (Cable News Network) is an American news-based pay television channel.	
<b>13 D</b>	<b>Glossy</b> – a photograph printed on shiny paper.	глянцевий
<b>14 L</b>	<b>To extort</b> – to illegally force someone to give you something, especially money, by threatening them.	вимагати силоміць
<b>15 E</b>	<b>To bug</b> – to annoy someone:	набридати, діставати
<b>16 J</b>	<b>Human universals</b> – is an element, pattern, trait, or institution that is common to all <u>human cultures</u> worldwide.	людські універсалії
<b>17 P</b>	<b>Donation</b> – the act of giving something, especially money, to help a person or an organization.	пожертва
<b>18 N</b>	<b>Poll</b> – the process of finding out what people think about something by asking many people the same question, or the record of the result.	опитування
<b>19 K</b>	<b>Pro-social behaviour</b> – is a <u>social behavior</u> that benefits other people or society as a whole, such as helping, sharing, donating, co-operating, and volunteering.	про-соціальна поведінка

<b>20 G</b>	<b>Dodgeball</b> – is a team sport in which players on two teams try to throw balls and hit opponents, while avoiding being hit themselves. The objective of each team is to eliminate all members of the opposing team by hitting them with thrown balls, catching a ball thrown by an opponent, or inducing an opponent to commit a violation, such as stepping outside the court.	доджбол, вибивайло
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**3. Watch the video, elicit a list of vocabulary from the video related to *money*.**

**Describe episodes when these words were mentioned in the video.**

amount, to earn, to spend, to increase, to win, to get, to give, to purchase, donation.

**4. Name the ways of spending money mentioned in the video.**

Buying coffee in Starbucks, buying presents, donation, going out with a girl, buying cosmetics, buying a piñata.

**5. Decide if each sentence is True or False**

1) T

2) T

3) F people spend money on themselves

4) T

5) F people who spent money on others got happier

6) T

7) F in different ways

8) F people who give money to charity are happier

9) T

## 6. What did he say?

*Watch the video and complete the commentary.*

So I want to talk today about **money and happiness**, which are two things a lot of us spend a lot of our time thinking about, either trying to **earn** them or trying to increase them. And a lot of us **resonate** with this phrase, we see it in religions and **self-help books**: money can't buy happiness. And I want to suggest today that, in fact, that's wrong.

I'm at a business school, so that's what we do. So that's wrong, and in fact, if you think that, you're just **not spending** it right. So instead of spending it the way you usually spend it, maybe if you spent it differently, that might work a little bit better. Before I tell you the **ways** you can spend it that will make you **happier**, let's think about the ways we usually spend it that don't, in fact, make us happier. We had a little **natural experiment**. So CNN, a little while ago, wrote this interesting article on what happens to people when they win the **lottery**. It turns out people think when they win the lottery their lives will be amazing. This article's about how their lives get **ruined**. What happens when people win the lottery is, one, they spend all the money and go into debt; and two, all of their friends and everyone they've ever met find them and **bug** them for money. It ruins their social relationships, in fact. So they have more **debt** and worse friendships than they had before they won the lottery.

What was interesting about the article was, people started commenting on the article, readers of the thing. And instead of talking about how it made them **realize** that money doesn't lead to happiness, everyone started saying, "You know what I'd do if I won the lottery ...?" and fantasizing about what they'd do. Here's just two of the ones we saw that are interesting to think about. One person wrote, "When I win, I'm going to buy my **own little mountain** and have a little house on top."



And another person wrote, "I would fill a big bathtub **with money** and get in the tub while smoking a big fat **cigar** and sipping a glass of **champagne**." This is even worse: "... then I'd have a picture taken and dozens of glossies made. Anyone begging for money or trying to extort from me would receive a copy of the picture and nothing else."

**7. Use the words in the box to complete sentences. Pay attention to grammar.**

### **The Benefits of Self-Help Books**

Are you feeling overwhelmed by **debt** and struggling to find a way out? Do you have trouble staying focused on your goals and hitting your **targets**? If so, you may want to consider picking up a **self-help book**.

Self-help books are often dismissed as **trivial things** filled with **glossy** pages and simplistic advice. But if you give them a chance, you might be surprised by how helpful they can be. Studies have shown that reading self-help books can actually lead to positive changes in your life.

For example, one **natural experiment** found that **undergrad** students who read self-help books on time management were more likely to achieve their goals and improve their grades. Another study found that reading self-help books on financial management helped people get out of **debt** and save more money.

Of course, not all self-help books are created equal. Some may **bug** you with their overly simplistic advice or unrealistic promises. That's why it's important to choose carefully and look for books that **correlate** with your specific needs and goals.

So the next time you're feeling stuck, consider picking up a self-help book. It may just be the antidote to your **antisocial** behavior, and who knows, you might even be inspired to make a **donation** to your favorite charity or participate in a **poll** on your favorite topic.

**8. Provide an artistic translation of the speech part from task 6 (in writing).**

Отже, сьогодні я хочу поговорити про гроші та щастя, це саме ті дві речі на які безліч з нас витрачають багато свого часу, або намагаються їх заробити, або збільшити. І багатьом із нас відгукується цей вислів, який ми зустрічаємо в релігіях та книгах самопомоги: гроші не можуть купити щастя. І сьогодні я хочу показати, що, насправді, це неправда.

Я в бізнес-школі, отже, це те, що ми робимо. Тому це неправда, і насправді, якщо ви так вважаєте, ви просто не витрачаєте їх правильно. Так що, замість того, щоб витратити їх так, як ви зазвичай робите, можливо, якщо б ви витрачали їх по-іншому, це могло б працювати трохи краще. Перш, ніж я розкажу вам, як ви можете витратити їх, щоб бути щасливішими, подумаймо про те, як ми зазвичай їх витрачаємо, що, фактично, не робить нас щасливішими. Ми провели невеликий природний експеримент. Так от, CNN, якийсь час тому, написав цікаву статтю про те, що відбувається з людьми, коли вони виграють у лотерею. Виявляється, люди думають, що коли вони виграють у лотерею, їхнє життя буде дивовижним. Ця стаття про те, як їхнє життя змінюється на гірше. Що відбувається з людьми, коли вони виграють у лотерею, так це те, що, по-перше, вони витрачають всі гроші та потрапляють у борг; і, по-друге, всі їхні друзі та всі, з ким вони коли-небудь зустрічалися, знаходять їх і надокучають з проханнями про гроші. Фактично це руйнує їх соціальні відносини. Так що вони мають більше боргів і гірших друзів, ніж у них були до того, як вони виграли у лотерею.

Що було цікавим у цій статті, так це те, що люди почали коментувати статтю, саме читачі. І замість того, щоб говорити про те, як вони зрозуміли, що гроші не приносять щастя, всі почали говорити: "Знаєте, що я б зробив, якби я виграв у лотерею ...?" і фантазувати про те, що вони зробили б. Ось тільки два з тих, які ми бачили, цікаво поговорити про це. Одна людина написала: "Коли я виграю, я куплю собі власну маленьку гору і матиму маленький будинок на вершині". І інша людина написала: "Я б наповнив велику ванну грошима, увійшов би в ванну, курив би велику товсту сигару та смакував би склянку шампанського". Це ще гірше: "... потім я б сфотографувався і зробив десятки глянцевих копій. Будь-хто,

хто просить гроші або намагається вимагати від мене, отримає копію цієї фотографії і нічого більше".

# **How School Makes Kids Less Intelligent**

**By Eddy Zhong**

The link to the video: <https://www.youtube.com/watch?v=2Yt6raj-S1M>

## **SCRIPT**

I want to share with you a big secret today. And it's not one that a lot of you are going to want to hear. But at the same time it's so important that I have to tell you.

That secret is this: What if I told you that every single day kids go to school, they become less intelligent?

Now, how could that be possible? When kids go to school they learn things, right? And they accumulate more knowledge. So if anything, they should be getting smarter.

How could they possibly be getting less intelligent? What am I talking about? Well, I do hope to illustrate that to you today.

Before I turned 14, I was a kid that did not know what he wanted in life. So usually, when you go up to a 5 or 6 year old and you ask him, "What do you want to be when you grow up?", he'll say, "An astronaut," or "A businessman".

I wanted to be a professional Call of Duty player. And since I had no idea about what I wanted to be when I grew up, I just listened to my parents almost 100% of the time. I trusted that they knew what was best for me. My parents wanted out of me what any typical parent would want out of his child: go to school, keep up your grades, get out and exercise once every few years.

And I was trying to do everything they asked of me, except the problem was I wasn't even that good at school. I was terrible at science, could not write a 5-paragraph essay if my life had depended on it. And to this day I still think I'm the only Asian kid in the world who does not understand math. I really do.

But when I turned 14 that all changed. I was no longer this hot air balloon and floating around in space, I was now like a supersonic jet flying toward my destination at 50,000 miles an hour or however fast those things go.

And this change all started when I received an envelope with the mail. It was an invitation — not to a birthday party, I did not get any of those — not to a playground, but to a business plan competition down in Boston. And I was curious, I was just so curious that I had to go. And the program director explained to us that over five months, we would form a team, develop a business idea, and present this idea to a panel of judges, who would be judging us how good our suits are, and how good our business ideas were.

And a long story short, over that five months I formed a team, developed an idea, and we actually ended up winning that competition and taking home a check. And that one event sparked my interest for going to more and more of these competitions.

And over the next two years of my life, I actually went to dozens and dozens of these competitions, and I was winning almost all of them. And I realized that I liked going to them so much not just because I liked winning them but also because I had an unrealized passion. That was a passion for creating things.

Because the one thing that my team would do differently from our other competitors, every single time, was that while everyone would go up and present their idea and their PowerPoint, we would go to a Home Depot, buy supplies, and actually build the idea we were talking about. And the judges were just so blown away by the fact that a bunch of teenagers could go and create things, can make prototypes, and minimum viable products. We won almost every single competition just because the judges loved that we had gone and executed it.

At one of these competitions I met a short-tempered, middle-aged Polish guy named Frank. If he is here today I'd better run after this. And he came up to us, and he took a look at our prototype, and he said: "I can help you guys turn this into a real company." Think about that. Isn't that cool?

We are 16 years olds, we are going out into the world and creating a real hardware technology startup. At first we were all like, "Time to be Steve Jobs, let's go build Apple, dropping out of school now."

But we quickly realized it's not that easy. So, don't drop out unless you're really sure you have a good idea. But... we realized that the first part to building a great

company is to assemble a great team. And as students, we couldn't go to bars to network, we couldn't go to networking events for adults, so we went to our school and set up this little presentation in our auditorium, in which we would present our idea and hopefully kids would join our team. And we sent out an invitation to our entire school.

And the first thing we noticed is that almost no one showed up. There was almost no interest. And those who did show up spread the rumor around the school and throughout that week, we were actually marked, we were made fun of for our ideas and for being wannabe Mark Zuckerbergs.

And what's funny is, the next week after, we took the exact same presentation, and did it at our elementary school so to kids who were 5 or 6 years younger. And the response was phenomenal. These kids were throwing their lunch money at us asking if they could buy a prototype. They were asking for our pre-money valuation, which I know you guys know from watching Shark Tank, but it was amazing that these kids even knew terms like that existed when they were too young to even probably pronounce some of these words. And that just inspired me so much.

And I think this is what our education system has done. Over just these 5 to 6 years in the education system, these creative children have turned into these teenagers that are unwilling to think outside of the box.

So let's go back to that secret I was talking about. How is it possible that school is making kids less intelligent? The fact is, there is so much more than just one type of intelligence. And while school can make you more academically intelligent, it can teach you physics, algebra, calculus, it is diminishing the children's creative intelligence. It is teaching them to think in a certain way, to go down a certain path in life, it's telling them: go to high school, get a diploma, go to a good college, find a stable job, and if you don't do that, you won't be successful. And if that was true, how am I even standing here today?

How did I, a straight C student, start a technology company at the age of 16? And how is my company, which was featured on a Wall Street Journal last week, doing better than some of the companies started by Harvard and Stanford graduates? It must be something that can't be measured by academic intelligence alone.

So, here is what I believe. Parents, teachers, educators, you have the power to influence and inspire youth. The fact is, there are way too many people out there right now who are obsessed with telling kids to go to college, to find a good job, and to be “successful”. There are not enough who are telling kids to explore more possibilities, to become entrepreneurs.

And if there’s one message that I want parents, kids, and all of you to take away from what I’ve said here today is that you can open your own doors, that you can stray away from this conventional, limited, and narrow path that education sets us upon. You can diverge and create your own future. You can start your own companies and start your own non-profits. You can create, you can innovate.

And if there’s one message, I want you to take away from everything I’ve said, it is this: No one has ever changed the world by doing what the world has told them to do.

Thank you.

## ANSWERS

### 2. Match words and phrases on the left with their definitions on the right:

<b>1 Q</b>	inspire	to encourage someone by making them feel confident and eager to do something	надихати
<b>2 H</b>	obsess	you think or worry about them all the time and you cannot think about anything else; used to show disapproval	заволодівати думками
<b>3 N</b>	conventional	method, product, practice etc has been used for a long time and is considered the usual type	загальноприйнятий, традиційний

<b>4 A</b>	diverge	if similar things developing in different ways and so are no longer similar	відхилятись, бути відмінним
<b>5 P</b>	feature	to include or show something as a special or important part of something, or to be included as an important part	бути цвяхом програми, приділяти особливе місце
<b>6 B</b>	drop out of school	to leave a school or university before your course has finished	покинути навчання
<b>7 K</b>	<b>Intelligent</b>	having or showing intelligence, especially of a high level.	розумний, обізнаний
<b>8 T</b>	<b>Accumulate</b>	gradually gather or acquire (a resulting whole).	накопичувати
<b>9 A</b>	<b>A 5-paragraph essay</b>	Students usually have to write a five paragraph essay, which should be 500 to 800 words long and include an introductory paragraph, three supporting paragraphs and a concluding paragraph.	твір на 5 абзаців
<b>10 M</b>	<b>A supersonic jet</b>	an aircraft able to fly faster than the speed of sound	надзвуковий літак
<b>11 D</b>	<b>A business plan competition</b>	a competition in which teams are challenged to conceive of a new service or product offering, and then create a business plan and concept pitch video aimed at	конкурс бізнес-планів



		convincing potential investors to finance the business.	
<b>12 O</b>	<b>To spark</b>	to make smth start happening.	викликати, стимулювати
<b>13 G</b>	<b>Passion for smth</b>	a very strong liking for something.	пристрасть до
<b>14 S</b>	<b>To be blown away by</b>	feeling very surprised, especially about something you like or admire	вражений
<b>15 E</b>	<b>Prototype</b>	the first form that a new design of a car, machine etc has, or a model of it used to test the design before it is produced	прототип
<b>16 R</b>	<b>Viable</b>	a viable idea, plan, or method can work successfully.	життєздатний
<b>17 J</b>	<b>Startup</b>	a young company founded by one or more entrepreneurs to develop a unique product or service and bring it to market.	стартап
<b>18 F</b>	<b>Pre-money valuation</b>	is best described as how much a startup might be worth before it begins to receive any investments into the company. This valuation doesn't just give investors an idea of the current value of the business, but it also provides the value of each issued share.	оцінка вартості компанії або бізнесу перед отриманням нового раунду інвестицій

<b>19 L</b>	<b>To think outside of the box</b>	to think of new, different, or unusual ways of doing something, especially in business.	нестандартно МИСЛИТИ
<b>20 I</b>	<b>C-student</b>	a student who gets only satisfactory grades (C).	трійочник

**3. Watch the video do the following tasks state if the following sentences are true or false:**

1. T
2. F. He had no idea.
3. T
4. F They wanted him to go to school and keep up his grades.
5. F .He was terrible at science.
6. F. When he turned 14 all changed.
7. F. It was an invitation to a business plan competition.

**4. Elicit a list of the vocabulary related to: *school; business.***

School: grades, intelligent, knowledge, smarter, exercise, students.

Business: startup, business plan, business idea.

**5. Think of the facts that the following figures and numbers are related to: *14; 100%; 14; 2.***

14 – before he turned 14, he didn't know what he wanted in life.

100% – he listened to his parents almost 100% of the time.

14 – everything changed when he turned 14.

2 – he was going to dozens of competition for 2 years.

## 6. What did he say?

*Watch the video and complete the commentary*

Before I turned **14**, I was a kid that did not know what he wanted in life. So usually, when you go up to a 5 or 6 year old and you ask him, “What do you want to be when you grow up?”, he’ll say, “An **astronaut**,” or “A **businessman**”.

I wanted to be a professional Call of Duty player. And since I had no idea about what I wanted to be when I grew up, I just **listened to my parents** almost 100% of the time. I trusted that they knew what was best for me. My parents wanted out of me what any typical parent would want out of his child: go to school, **keep up your grades**, get out and exercise once every few years.

And I was trying to do everything they asked of me, except the problem was I wasn’t even that good at school. I was **terrible at science**, could not write a 5-paragraph essay if my life had depended on it. And to this day I still think I’m the only **Asian kid** in the world who does not understand **math**. I really do.

But when I turned 14 that all changed. I was no longer this hot air balloon and floating around in space, I was now like a **supersonic jet** flying toward my destination at 50,000 miles an hour or however fast those things go.

And this change all started when I received an **envelope** with the mail. It was an invitation — not to a birthday party, I did not get any of those — not to a playground, but to a **business plan competition** down in Boston. And I was curious, I was just so curious that I had to go. And the **program director** explained to us that over five months, we would form a **team**, develop a **business idea**, and present this idea to a panel of judges, who would be judging us how good our suits are, and how good our business ideas were.

And a long story short, over that five months I formed a team, developed an idea, and we actually ended up **winning** that competition and taking home a check. And that one event sparked my interest for **going to more and more** of these competitions.

And over the next two years of my life, I actually went to **dozens and dozens** of these competitions, and I was winning almost all of them. And I realized that I liked going to them so much not just because I liked winning them but also because I had an **unrealized passion**. That was a passion for **creating things**.

**7. Use the words in the box to complete sentences. Pay attention to grammar.**

As a **C-student** in high school, John never felt like he fit into the **conventional** type of a successful student. However, he had a passion for **thinking outside of the box** and creating **prototypes** of new ideas. When he heard about a **business plan competition** in his town, he decided to give it a shot. He started obsessively brainstorming and **accumulating** ideas, spending countless hours working on his project.

Despite his lack of formal education in business, John's **passion** and drive inspired him to **diverge** from the traditional path of completing a degree before starting a **startup**. He decided to **drop out of school** and focus all his energy on his project. After months of hard work, he submitted his proposal to the competition, a **5-paragraph essay** detailing his innovative business idea. To his surprise, John won the competition, and his startup was born.

Now, years later, John's unconventional approach has paid off. His startup has grown significantly, and he's become an **inspiration** to many others who also have a **passion for** something but may not fit into the traditional mold of success. John's success is a testament to the power of following your passions and thinking outside of the box. It shows that with hard work and determination, anyone can turn their ideas into reality and make a significant impact in the world.

**9. Provide an artistic translation of the speech part from task 6 (in writing).**

До того, як мені виповнилося 14 років, я був дитиною, яка не знала, чого хоче від життя. Так що зазвичай, коли ти підходиш до п'яти- або шестирічного і

запитуєш його: "Ким ти хочеш стати, коли виростеш?", він скаже: "Космонавтом" або "Бізнесменом".

Я хотів стати професійним гравцем в Call of Duty. І оскільки я не мав жодної уяви про те, ким я хочу стати, коли виросту, я просто слухав батьків практично весь час. Я вірив, що вони знають, що краще для мене. Мої батьки хотіли від мене того, чого бажає будь-який типовий батько чи мати від своєї дитини: ходи до школи, отримуй хороші оцінки, ходи гуляти та займайся спортом хоча б раз на кілька років.

І я намагався виконувати все, що вони вимагали від мене, за винятком того, що я навіть не був дуже здібний до навчання у школі. Я був жакликий у науці, не міг написати есе на п'ять абзаців, навіть якби моє життя залежало від цього. І досі я думаю, що я єдиний азіатський хлопчик у світі, який не розуміє математику. Дійсно, так думаю.

Але коли мені виповнилося 14 років, все змінилося. Я вже не був повітряною кулею, що літає десь у космосі, я тепер був схожий на надзвуковий літак, який летить до своєї мети зі швидкістю 50 000 миль на годину, чи скільки там ці штуки літають.

І ця зміна почалася, коли я отримав конверт поштою. Це було запрошення – не на вечірку до дня народження, мені таких не надходило – не на майданчик, а на конкурс бізнес-планів у Бостоні. І мені було цікаво, я був такий зацікавлений, що мені довелося піти. Програмний директор пояснив нам, що протягом п'яти місяців ми створимо команду, розробимо ідею бізнесу і представимо цю ідею перед групою суддів, які оцінюватимуть нас за те, наскільки гарні наші костюми та які наші бізнес-ідеї.

І коротко кажучи, протягом цих п'яти місяців я створив команду, розробив ідею і насправді переміг у тому конкурсі та приніс додому чек. І ця одна подія спровокувала мою зацікавленість у тому, щоб ходити на все більше й більше таких змагань.

І протягом наступних двох років мого життя, я взяв участь у десятках і десятках цих змагань, і я виграв майже всіх з них. І я зрозумів, що мені так

подобалося ходити на них не тільки тому, що мені подобалося перемагати, але також тому, що у мене була нереалізована пристрасть. Це була пристрасть до створення речей.

# **THE SECRETS OF LEARNING A NEW LANGUAGE**

by **Lýdia Machová**

The link to the video: [https://www.youtube.com/watch?v=o\\_XVt5rdpFY&t=3s](https://www.youtube.com/watch?v=o_XVt5rdpFY&t=3s)

## **Script**

I love learning foreign languages. In fact, I love it so much that I like to learn a new language every two years, currently working on my eighth one. When people find that out about me, they always ask me, "How do you do that? What's your secret?" And to be honest, for many years, my answer would be, "I don't know. I simply love learning languages." But people were never happy with that answer. They wanted to know why they are spending years trying to learn even one language, never achieving fluency, and here I come, learning one language after another. They wanted to know the secret of polyglots, people who speak a lot of languages. And that made me wonder, too, how do actually other polyglots do it? What do we have in common? And what is it that enables us to learn languages so much faster than other people? I decided to meet other people like me and find that out.

The best place to meet a lot of polyglots is an event where hundreds of language lovers meet in one place to practice their languages. There are several such polyglot events organized all around the world, and so I decided to go there and ask polyglots about the methods that they use.

And so I met Benny from Ireland, who told me that his method is to start speaking from day one. He learns a few phrases from a travel phrasebook and goes to meet native speakers and starts having conversations with them right away. He doesn't mind making even 200 mistakes a day, because that's how he learns, based on the feedback. And the best thing is, he doesn't even need to travel a lot today, because you can easily have conversations with native speakers from the comfort of your living room, using websites.

I also met Lucas from Brazil who had a really interesting method to learn Russian. He simply added a hundred random Russian speakers on Skype as friends, and then he opened a chat window with one of them and wrote "Hi" in Russian. And the person replied, "Hi, how are you?" Lucas copied this and put it into a text window with another person, and the person replied, "I'm fine, thank you, and how are you?" Lucas copied this back to the first person, and in this way, he had two strangers have a conversation with each other without knowing about it.

And soon he would start typing himself, because he had so many of these conversations that he figured out how the Russian conversation usually starts. What an ingenious method, right?

And then I met polyglots who always start by imitating sounds of the language, and others who always learn the 500 most frequent words of the language, and yet others who always start by reading about the grammar. If I asked a hundred different polyglots, I heard a hundred different approaches to learning languages. Everybody seems to have a unique way they learn a language, and yet we all come to the same result of speaking several languages fluently.

And as I was listening to these polyglots telling me about their methods, it suddenly dawned on me: the one thing we all have in common is that we simply found ways to enjoy the language-learning process. All of these polyglots were talking about language learning as if it was great fun. You should have seen their faces when they were showing me their colorful grammar charts and their carefully handmade flash cards, and their statistics about learning vocabulary using apps, or even how they love to cook based on recipes in a foreign language. All of them use different methods, but they always make sure it's something that they personally enjoy.

I realized that this is actually how I learn languages myself. When I was learning Spanish, I was bored with the text in the textbook. I mean, who wants to read about Jose asking about the directions to the train station. Right? I wanted to read "Harry Potter" instead, because that was my favorite book as a child, and I have read it many times. So I got the Spanish translation of "Harry Potter" and started reading, and sure enough, I didn't understand almost anything at the beginning, but I kept on reading



because I loved the book, and by the end of the book, I was able to follow it almost without any problems. And the same thing happened when I was learning German. I decided to watch "Friends," my favorite sitcom, in German, and again, at the beginning it was all just gibberish. I didn't know where one word finished and another one started, but I kept on watching every day because it's "Friends." I can watch it in any language. I love it so much. And after the second or third season, seriously, the dialogue started to make sense.

I only realized this after meeting other polyglots. We are no geniuses and we have no shortcut to learning languages. We simply found ways how to enjoy the process, how to turn language learning from a boring school subject into a pleasant activity which you don't mind doing every day. If you don't like writing words down on paper, you can always type them in an app. If you don't like listening to boring textbook material, find interesting content on YouTube or in podcasts for any language. If you're a more introverted person and you can't imagine speaking to native speakers right away, you can apply the method of self-talk. You can talk to yourself in the comfort of your room, describing your plans for the weekend, how your day has been, or even take a random picture from your phone and describe the picture to your imaginary friend. This is how polyglots learn languages, and the best news is, it's available to anyone who is willing to take the learning into their own hands.

So meeting other polyglots helped me realize that it is really crucial to find enjoyment in the process of learning languages, but also that joy in itself is not enough. If you want to achieve fluency in a foreign language, you'll also need to apply three more principles.

First of all, you'll need effective methods. If you try to memorize a list of words for a test tomorrow, the words will be stored in your short-term memory and you'll forget them after a few days. If you, however, want to keep words long term, you need to revise them in the course of a few days repeatedly using the so-called space repetition. You can use apps which are based on this system such as Anki or Memrise, or you can write lists of word in a notebook using the Goldlist method, which is also very popular with many polyglots. If you're not sure which methods are effective and

what is available out there, just check out polyglots' YouTube channels and websites and get inspiration from them. If it works for them, it will most probably work for you too.

The third principle to follow is to create a system in your learning. We're all very busy and no one really has time to learn a language today. But we can create that time if we just plan a bit ahead. Can you wake up 15 minutes earlier than you normally do? That would be the perfect time to revise some vocabulary. Can you listen to a podcast on your way to work while driving? Well, that would be great to get some listening experience. There are so many things we can do without even planning that extra time, such as listening to podcasts on our way to work or doing our household chores. The important thing is to create a plan in the learning. "I will practice speaking every Tuesday and Thursday with a friend for 20 minutes. I will listen to a YouTube video while having breakfast." If you create a system in your learning, you don't need to find that extra time, because it will become a part of your everyday life.

And finally, if you want to learn a language fluently, you need also a bit of patience. It's not possible to learn a language within two months, but it's definitely possible to make a visible improvement in two months, if you learn in small chunks every day in a way that you enjoy. And there is nothing that motivates us more than our own success.

I vividly remember the moment when I understood the first joke in German when watching "Friends." I was so happy and motivated that I just kept on watching that day two more episodes, and as I kept watching, I had more and more of those moments of understanding, these little victories, and step by step, I got to a level where I could use the language freely and fluently to express anything. This is a wonderful feeling. I can't get enough of that feeling, and that's why I learn a language every two years.

So this is the whole polyglot secret. Find effective methods which you can use systematically over the period of some time in a way which you enjoy, and this is how polyglots learn languages within months, not years.

Now, some of you may be thinking, "That's all very nice to enjoy language learning, but isn't the real secret that you polyglots are just super talented and most of us aren't?"

Well, there's one thing I haven't told you about Benny and Lucas. Benny had 11 years of Irish Gaelic and five years of German at school. He couldn't speak them at all when graduating. Up to the age of 21, he thought he didn't have the language gene and he could not speak another language. Then he started to look for his way of learning languages, which was speaking to native speakers and getting feedback from them, and today Benny can easily have a conversation in 10 languages. Lucas tried to learn English at school for 10 years. He was one of the worst students in class. His friends even made fun of him and gave him a Russian textbook as a joke because they thought he would never learn that language, or any language. And then Lucas started to experiment with methods, looking for his own way to learn, for example, by having Skype chat conversations with strangers. And after just 10 years, Lucas is able to speak 11 languages fluently.

Does that sound like a miracle? Well, I see such miracles every single day. As a language mentor, I help people learn languages by themselves, and I see this every day. People struggle with language learning for five, 10, even 20 years, and then they suddenly take their learning into their own hands, start using materials which they enjoy, more effective methods, or they start tracking their learning so that they can appreciate their own progress, and that's when suddenly they magically find the language talent that they were missing all their lives.

So if you've also tried to learn a language and you gave up, thinking it's too difficult or you don't have the language talent, give it another try. Maybe you're also just one enjoyable method away from learning that language fluently. Maybe you're just one method away from becoming a polyglot.

Thank you.

## **Answers**

## 2. Match words and phrases on the left with their definitions on the right:

<b>1 i</b>	<b>Fluency</b> – the ability to speak or write a particular foreign language easily and accurately.	плавність мовлення, швидкість+правильність
<b>2 p</b>	<b>Polyglot</b> – a person who knows and is able to use several languages.	поліглот
<b>3 g</b>	<b>A travel phrasebook</b> – a book for people visiting a foreign country, listing useful expressions in the language of the country together with their equivalent in the visitor's own language.	фразовий збірник для подорожей
<b>4 m</b>	<b>Native speaker</b> – someone who speaks that language as their first language rather than having learned it as a foreign language.	носій мови
<b>5 a</b>	<b>Random</b> – made, done, or happening without method or conscious decision.	випадковий
<b>6 q</b>	<b>A chat window</b> – a text window used for conferencing between two or more users.	вікно чату
<b>7 b</b>	<b>Ingenious</b> – (of a person) clever, original, and inventive.	майстерний
<b>8 c</b>	<b>Imitate</b> – (here) copy a person's speech or mannerisms.	копіювати, імітувати
<b>9 o</b>	<b>Dawn on</b> – become evident to the mind; be perceived or understood.	зрозуміти, усвідомити, до мене дійшло
<b>10 k</b>	<b>Flash card</b> – a card containing a small amount of information, held up for pupils to see, as an aid to learning.	картка для миттєвого запам'ятовування
<b>11 d</b>	<b>Gibberish</b> – unintelligible or meaningless speech or writing; nonsense.	тарабарщина
<b>12 n</b>	<b>Self-talk</b> – the act or practice of talking to oneself, either aloud or silently and mentally.	розмова із собою

<b>13 j</b>	<b>Shortcut</b> – (here) a method of achieving something more quickly or more easily than if you use the usual methods.	найпростіший спосіб
<b>14 e</b>	<b>Space repetition</b> – is an evidence-based learning technique that is usually performed with flashcards. The subject of the technique is asked to remember a certain fact with the time intervals increasing each time the fact is presented or said.	інтервальне повторення
<b>15 l</b>	<b>Irish Gaelic</b> – another term for Irish (the language),	ірландська мова
<b>16 f</b>	<b>Miracle</b> – a remarkable event or development that brings very welcome consequences.	чудо
<b>17 h</b>	<b>Language mentor</b> – an experienced person (the mentor) assists another (the student) in developing specific skills and knowledge. The mentor facilitates the student’s language learning path by sharing resources and experience in their field of expertise (e.g. language learning, teaching, etc.). A language mentor provides both professional and personal support and may give advice.	мовний ментор

**3. Say if the statement is true or false according to the video:**

- 1) T
- 2) F he was from Ireland
- 3) T
- 4) F 100 random speakers
- 5) F in Spain
- 6) T
- 7) T

8) F They are not geniuses. They just found their way how to learn and enjoy the process.

**4. Write down four polyglot's secrets mentioned in the video. Can you apply these secrets to your learning?**

Enjoyment

Methods

System

Patience

**5. Match the names of the polyglots with the methods they use:**

**Lucas** – adding random speakers on Skype and having a conversation with them;

**Benny** – to start speaking from day one, to learn a few phrases, to use map and go to meet native speakers to start conversations with them.

**6. What did she say?**

Watch the video and complete the commentary:

The third principle to follow is to **create a system** in your learning. We're all very busy and no one really has time **to learn a language** today. But we can create that time if we just **plan** a bit ahead. Can you wake up **15** minutes earlier than you normally do? That would be the perfect time to **revise some vocabulary**. Can you listen to a **podcast** on your way to work while driving? Well, that would be great to get some **listening experience**. There are so many things we can do without even planning that **extra time**, such as listening to podcasts on our way to work or doing our **household chores**. The important thing is to create a **plan** in the learning. "I will practice speaking every **Tuesday and Thursday** with a friend for 20 minutes. I will listen to a YouTube video **while having breakfast**." If you create a system in your learning, you don't need to find that extra time, because it will become a part of your everyday life.

And finally, if you want to learn a language **fluently**, you need also a bit of **patience**. It's not possible to learn a language within two months, but it's definitely

possible to make a visible **improvement** in two months, if you learn in small chunks every day in a way that you enjoy. And there is nothing that motivates us more than our own **success**.

**7. Use the words in the box to complete sentences. Pay attention to grammar.**

1. I'm shy, at home I speak English **fluently** and without any mistakes, especially when I practice **self-talk** in front of the mirror. But the moment I start talking with real people I mumble, and **gibberish** is the only language I produce.
2. I prefer having a plan than learning words at **random**. I really like the method of **space repetition**; it helps me to recall previously learned word and grammar constructions.
3. There is no special key to making your dream come true. There is no easy way or **shortcut**. Take your time, express some **patience**, wait for the result to come, and **Success** in your sphere will definitely come!
4. While having coffee it **dawned on** me that I have a lot of experience in teaching, I have never realized that! I can work with almost any client, transform lessons according to their needs, **create a system** to make constant progress, make studying funny – I am quite **Ingenious**!

**9. Provide an artistic translation of the speech part from Task 6 (in writing).**

Третім принципом, якого варто дотримуватися, є створення системи у своєму навчанні. Усі ми дуже зайняті, і ніхто справді не має часу вивчати мови сьогодні. Але ми можемо створити цей час, якщо просто трохи заплануємо завчасно. Чи можете ви прокинутися на 15 хвилин раніше, ніж зазвичай? Це був би ідеальний час для повторення деякої лексики. Чи можете ви слухати подкаст у дорозі на роботу, коли ви їдете автомобілем? Це було б чудово, щоб потренувати слухові навички. Є так багато речей, які ми можемо робити навіть без планування додаткового часу, такі як прослуховування подкастів у дорозі на роботу або виконання домашніх справ. Головне – це створити план навчання. "Я

буду практикувати усне мовлення кожного вівторка і четверга з другом протягом 20 хвилин. Я буду слухати відео на YouTube під час сніданку." Якщо ви створите систему у своєму навчанні, вам не потрібно буде знаходити додатковий час, оскільки це стане частиною вашого повсякденного життя.

І нарешті, якщо ви хочете вільно володіти мовою, вам також потрібно трохи терплячості. Неможливо вивчити мову за два місяці, але точно можна досягти помітного прогресу за два місяці, якщо ви навчаєтеся невеликими порціями кожен день так, як вам подобається. І немає нічого, що мотивує нас більше, ніж наш успіх.



# **READING MINDS THROUGH BODY LANGUAGE**

by Lynne FRANKLIN

The link to the video:

[https://www.ted.com/talks/lynne\\_franklin\\_reading\\_minds\\_through\\_body\\_language\\_jan\\_19\\_2017](https://www.ted.com/talks/lynne_franklin_reading_minds_through_body_language_jan_19_2017)

## **Script**

Hi, I'm Lynne Franklin. I have one question for you. How would you like to be a mind reader? (Audience) Yes. Because part of me is thinking, "I bet your mind's thinking, 'That's not going to happen.'" Here's the truth. People's brains process information - they think - in three different ways. And their body language will tell you all day long what their primary style is. You just need to know what to look for and what to do when you see it. And it's not one of those where she's leaning back, her arms are crossed, she's frowning, so she must be unhappy. It's actually understanding how their brains work and then presenting your information in a way that people can see it, hear it, and feel it, and increase the chances that they'll say yes to whatever you're proposing, and also decrease the chances that you'll do something stupid like this. Back in my 20s, before I knew any of this stuff, I had a client who was a corporate controller, and he would sit across from me in meetings, and he was always looking down, with the occasional glance up. And I thought, "Okay, well, he's a numbers guy. He just feels comfortable looking at the numbers." And then as time went on, I thought, "Well, you know, he's just socially inept, and he doesn't know how to give me eye contact." And finally, because I was young and stupid, I thought, "Every time he's looking up, he's looking at my chest, and I'm offended!" And there was one point - I, when in a meeting, went, "Excuse me, I'm up here." Ooh, yeah, talk about judgmental. Here's the scoop. This guy's brain worked in a way that he was never going to give me eye contact. And no matter how many times I modeled the behavior I wanted him to use, all that did was make both of us feel uncomfortable. So, how can you tell? How can you read people's body language to read their minds? We are going to show you right now. And that means I'm going to bring out our first body language model, James. (Applause) Thank

you, James. James represents 75% of the world. You didn't know this about James, but James is a looker. (Laughter) What that means is that James' brain thinks in pictures and images, in pictures and images. And here's how we can tell that James is a looker from his body language. First thing, he stands up tall. He has good posture. Second, he's dressed well because appearance is important to lookers. The next thing you'll notice about James is that he holds a little stress in his shoulders - lift up your shoulders a bit - he holds his stress there. Next thing, you'll notice he has wrinkles in his forehead because James looks up when he remembers something he has seen, and he looks up more often than most of us do. Next thing you'll notice about James is that he has thin lips. Suck them in. And this is a chicken-and-egg thing. We're not quite sure why lookers have thin lips, but most of them do. And the other thing about lookers is they give you lots of eye contact. Look at them, look at them, look at them, all of them, look at all of them. Thanks, James. James: Thank you. (Applause) Lynn Franklin: Okay, now that you know that James is a looker, here are the two things you do to build rapport with him. The first is that you give him lots of eye contact because he literally believes if you do not look at him, you are not paying attention to him and you are ignoring him. The second thing you do with lookers is you give them words that have a visual component to it: "I see what you mean" or, "Look at this" or, "Let's picture working together this way." So, you use the type of language that is going on in James' brain. Those are lookers. Seventy-five percent of people in the world. Our next body language model is Marge, and Marge represents 20% of the people in the world. (Applause) Marge is a listener. What this means is that Marge's brain thinks in words and sounds, in words and sounds. And this is the body language that you will see in a listener. First, Marge - not as well-dressed as James, because appearance is not as important to her. (Laughter) Sorry, Marge. Next, Marge has a tendency to look down and to the left because that's where you look when you're remembering something you have heard. Next thing you'll notice about Marge is that a lot of times, she'll put her head in her hand. It's called "telephone posture." Other thing you'll notice about Marge is that she has a tendency to mumble to herself. Go ahead and mumble. Marge: (Mumbles) (Laughter) LF: And it's not that she's crazy, it's that she thinks in words and

sounds, so she's literally talking to herself. Another thing you'll notice about Marge - yep, she's the "pen clicker" and the "banger of the pen on the table." These are listeners, 20% of the people in the world. Thanks, Marge. Marge: Thank you. (Applause) LF: If you want to appeal to listeners, you do two things. The first thing, you do not give them lots of eye contact. It freaks them out. That's exactly what was going on with that corporate controller. So, what you do is that when they're speaking, you look at them and you look away. And when you're speaking, you look at them and then look away. The second thing you do with listeners is that you use words that are auditory: "That sounds good to me" or, "Let's talk this over." That's the type of language their brain uses, so you're using that to appeal with them. Listeners, 20% of the people in the world. And our final body language model is Marina. And Marina represents five percent of the people in the world. Give her a round of applause. (Applause) Marina is a toucher. Not what you think. (Laughter) What that means is that Marina's brain thinks in feelings and tactilely, in feelings and tactilely. And here's the kind of body language you will see in a toucher. First thing and the biggest tell in touchers is whether or not they've ever met you before in their lives, they are ready to hug you. (Laughs) Second thing you'll notice about touchers is that they are dressed for comfort rather than style. Next thing is that they have full lips. Give them big lips. (Laughter) Same thing - I know, more touchers have full lips. Next thing you'll notice about touchers is that they have a tendency to lean in because they are trying to decrease the amount of physical space between you and them, and build rapport that way. Touchers also have a tendency to reach out and touch your arm when they're in conversation with you. And touchers also have a tendency to look down because that's where you look when you're remembering something you have felt. Thanks, Marina. Marina: Thank you. (Applause) LF: You want to build rapport with touchers - 5% of the people in the world? Here are the two things you do. If you feel comfortable, let them touch you. (Laughter) Appropriately, please. But if you don't feel comfortable, because a lot of us, if you've never met somebody and they're ready to give you a bear hug, the last thing you want to do is go ... because we've all done that, and it does not build rapport. So, if a toucher's coming at you and you don't feel comfortable, stick your hand out. Give

these people a point of contact with you. That's what they're looking for. The second thing you do with touchers is you use language that either has a feeling to it or is tactile. So, "I want to hear how you're feeling about this." "Let's get in touch." "Reach out and tell me what you think." That's the kind of language that appeals to touchers - people who process information in feelings and tactilely. I'll read your mind again, and you're probably thinking, "Which one of these three am I?" Let's figure that out right now. What I want you to do is close your eyes, and remember an important memory. Now, this could be something from your childhood: maybe your 10th birthday party or something that happened to you last week. So, an important memory. Now I want you to pay attention to how you're remembering it. Are you remembering it like a movie or a series of pictures and images? Are you remembering it by hearing what people said or describing what happened? Or are you remembering it by how you felt or how things felt to you? Okay, open up your eyes. How many of you remembered it like a movie? Right, most of you. How many of you were describing it to yourself or remembering what people said? Right, listeners. And finally, how many of you remember how you felt or how things felt to you? Right, now you know who you are. That's the good news. Here's the bad news. You're going to treat everybody else as though they think the same way. And you've already seen how awful that can be when you're working with a corporate controller who has a different way of thinking. Here's my invitation to you. I want you to start paying attention to other people's body language to figure out how they think. Because here's the magic part of it. Once you start presenting your ideas in a way that they get them, they will say yes to you more often. But here's the scoop too. I'm not asking you to become somebody else, because you can't change how your brain works. It's true, you think in all three ways, but just the way you have a dominant hand, you have a dominant style. You can't change that. But what you can do is accommodate your language, both body and verbal, with the people you're with in order to build rapport, which allows you to reach the full spectrum of people that you're hanging out with. And here's the other magic thing. You don't even have to be in somebody's presence to figure out how their brains work. Interested? Right, all you need to do is listen to or look at the words they're using. So, if you're in a phone conversation, listen

for the words. If you're reading an email, look at the words. People who are lookers will use more visual language. People who are listeners will use more auditory words. People who are touchers will use more feeling, kinesthetic words. You don't have to be in that same space to know who they are. So, here's my challenge to you. Go back and read some of the emails that you have sent, and you'll notice, now that you know who you are, the kind of language that you're using, and it'll back that up. It happens with everybody. So, 10 minutes ago, you didn't think you could read people's body language to read their minds. And now you know what to do. So, practice this stuff on the people at home or the people at work, and when you do this, and when you use these tools to build rapport with all kinds of different people, you'll become the most persuasive person in the room. Thank you.

## ANSWERS

### 2. Match words and word combinations with their meaning:

<b>1 I</b>	Mind reader	a person who can supposedly discern what another person is thinking.	той, хто читає думки
<b>2 Q</b>	body language	the conscious and unconscious movements and postures by which attitudes and feelings are communicated	мова тіла
<b>3 S</b>	socially inept	having very little skill or being clumsy	соціально нездатний
<b>4 A</b>	eye contact	the state in which two people are aware of looking directly into one another's eyes.	зоровий контакт
<b>5 O</b>	telephone posture	it means, when a person often put her/his head in hand	стати так, ніби тримаєш телефон коло вуха
<b>6 B</b>	to have a dominant hand	the way, in what you prefer doing something.	мати домінуючу руку
<b>7 L</b>	pen clicker	when someone often click a pen, it is a nervous habit – a form of fidgeting.	той, хто натискає на ручку

<b>8 P</b>	chicken and egg thing	a situation in which it is impossible to say which of two things existed first and which caused the other one.	що було перше? яйце чи курка?
<b>9 T</b>	frown	to make an angry, unhappy, or confused expression, moving your eyebrows together:	хмуритися
<b>10 D</b>	increase	To become bigger in amount, number, or degree	збільшувати
<b>11 E</b>	decrease	to become less or go down to a lower level, or to make something do this	зменшувати
<b>12 R</b>	glance	to quickly look at someone or something	глянути
<b>13 F</b>	offended	angry and upset by someone's behaviour or remarks	ображений
<b>14 C</b>	scoop	an important or exciting news story that is printed in one newspaper or shown on one television station before any of the others know about it	сенсаційна новина
<b>15 G</b>	lift up	to move part of your body up to a higher position	підняти (руку, ногу тощо)
<b>16 K</b>	build rapport with	to set friendly agreement and understanding between people	встановити дружні зв'язки з кимось
<b>17 H</b>	tactilely	relating to your sense of touch	тактильно
<b>18 M</b>	to hug	to put your arms around someone and hold them tightly to show love or friendship	обнімати
<b>19 J</b>	treat sb	to behave towards someone or something in a particular way	відноситися до когось
<b>20 N</b>	lean	to move or bend your body in a particular direction	нахилятися

### 3. Check True or False. Then correct the false statements.

- 1) F – 3 different ways
- 2) F – 75%

- 3) T
- 4) F – because they look up when they remember something they have seen, and they look up more often than most of us do
- 5) T
- 6) F – for listeners
- 7) F – quite the opposite, only 5 %
- 8) T

#### 4. Describe each “body language” model from the video:

**Looker** – James` brain thinks in pictures and images, dressed well, have a good posture, he holds a little stress in his shoulders, he has a wrinkles in his forehead, looks up very often, give a lot of eye contact.

**Listener** – Marg`s brain thinks in words and sounds, she is not well-dressed, she has a tendency to look down, a lot of times she put her head in her hand, often mumble to herself, she is a pen clicker.

**Toucher** – Marina`s brain thinks in feelings and tactilely, she is ready to hug everyone, she is dressed for comfort, she has a tendency to lean in, also touchers have a tendency to reach out and touch your arm when they have a conversation with somebody.

#### 5. What did she say?

*Watch the video and complete the commentary*

How can you read people's body language to **read their minds**? We are going to show you right now. And that means I'm going to bring out our first **body language model**, James. (Applause) Thank you, James. James represents 75% of the world. You didn't know this about James, but James is a looker. (Laughter) What that means is that James' brain thinks in **pictures and images**. And here's how we can tell that James is a looker from his **body language**. First thing, he stands up tall. He has **good posture**. Second, he's dressed well because **appearance is important** to lookers. The next thing you'll notice about James is that he holds a **little stress in his shoulders** - lift up your

shoulders a bit - he holds his stress there. Next thing, you'll notice he has **wrinkles in his forehead** because James looks up when he remembers something he has seen, and he looks up more often than most of us do. Next thing you'll notice about James is that he has **thin lips**. Suck them in. And this is a **chicken-and-egg thing**. We're not quite sure why lookers have thin lips, but most of them do. And the other thing about lookers is they give you lots of **eye contact**.

Okay, now that you know that James is a looker, here are the two things you do to **build rapport with him**. The first is that you give him lots of eye contact because he literally believes if you do not look at him, you are not **paying attention** to him and you are **ignoring** him. The second thing you do with lookers is you give them words that have a **visual component** to it: "I see what you mean" or, "Look at this" or, "Let's **picture working** together this way." So, you use the type of language that is going on in James' brain. Those are lookers. Seventy-five percent of people in the world.

#### 6. Use the words in the box to complete sentences. Pay attention to grammar.

**Body language** and **eye contact** are important factors in **building rapport with others**. By maintaining good **posture** and making **eye contact**, you can show that you are interested and engaged in the conversation. However, **mind readers** might argue that our **body language** and **eye contact** are actually a **chicken and egg thing** - do we exhibit certain **body language** because of our thoughts and feelings, or do our thoughts and feelings change because of our **body language**?

Regardless, it's important to be mindful of how our actions may be perceived by others. **Treating** someone poorly can lead to them feeling **offended**, and that can **decrease** the chances of building a positive relationship. On the other hand, **treating** someone with kindness and respect can **increase** the likelihood of **building rapport** and having a positive experience together.

#### 8. Provide an artistic translation of the speech part from Task 5 (in writing).



Якщо ви хочете розуміти людей через їх мову тіла, вам варто звернути увагу на кілька ключових ознак. Ось що можна помітити у нашої першої моделі, Джеймса. Він представляє 75% населення світу і належить до типу людей, які думають в картинках та зображеннях. Які ж ознаки свідчать про це у його тілі? По-перше, він стоїть прямо, з хорошою поставою. По-друге, він охайно одягнутий, адже зовнішність для таких людей дуже важлива. Наступне, на що варто звернути увагу, це те, що Джеймс трохи напружується у плечах. Тут міститься його стрес. Далі, можна помітити зморшки на його лобі, адже він часто дивиться вгору, коли згадує щось, що бачив раніше. Ще одна риса - це його тонкі губи. Зазвичай люди такого типу мають тонкі губи. І останнє, на що варто звернути увагу - це зоровий контакт. Для таких людей важливий активний зоровий очей.

Тепер, коли ви знаєте, що Джеймс - це тип людини, який думає в картинках, ось дві речі, які допоможуть вам побудувати з ним добрі стосунки. По-перше, дайте йому багато зорового очей, оскільки він дійсно вважає, що якщо ви не дивитесь на нього, ви його ігноруйте. По-друге, використовуйте слова з візуальним компонентом, наприклад: "Я бачу, що ти маєш на увазі" або "Подивись сюди" або "Давай уявимо, як ми можемо працювати разом". Використовуйте мову, яка відповідає типу мислення Джеймса.

# **YOU AREN'T AT THE MERCY OF YOUR EMOTIONS – YOUR BRAIN CREATES THEM**

**by Lisa FELDMAN BARRETT**

The link to the video:

[https://www.ted.com/talks/lisa\\_feldman\\_barrett\\_you\\_aren\\_t\\_at\\_the\\_mercy\\_of\\_your\\_emotions\\_your\\_brain\\_creates\\_them](https://www.ted.com/talks/lisa_feldman_barrett_you_aren_t_at_the_mercy_of_your_emotions_your_brain_creates_them)

## **Script**

My research lab sits about a mile from where several bombs exploded during the Boston Marathon in 2013. The surviving bomber, Dzhokhar Tsarnaev of Chechnya, was tried, convicted and sentenced to death.

Now, when a jury has to make the decision between life in prison and the death penalty, they base their decision largely on whether or not the defendant feels remorseful for his actions. Tsarnaev spoke words of apology, but when jurors looked at his face, all they saw was a stone-faced stare. Now, Tsarnaev is guilty, there's no doubt about that. He murdered and maimed innocent people, and I'm not here to debate that. My heart goes out to all the people who suffered. But as a scientist, I have to tell you that jurors do not and cannot detect remorse or any other emotion in anybody ever. Neither can I, and neither can you, and that's because emotions are not what we think they are. They are not universally expressed and recognized. They are not hardwired brain reactions that are uncontrollable. We have misunderstood the nature of emotion for a very long time, and understanding what emotions really are has important consequences for all of us.

I have studied emotions as a scientist for the past 25 years, and in my lab, we have probed human faces by measuring electrical signals that cause your facial muscles to contract to make facial expressions. We have scrutinized the human body in emotion. We have analyzed hundreds of physiology studies involving thousands of test subjects. We've scanned hundreds of brains, and examined every brain imaging study on emotion that has been published in the past 20 years. And the results of all of this research are overwhelmingly consistent. It may feel to you like your emotions are hardwired and they

just trigger and happen to you, but they don't. You might believe that your brain is prewired with emotion circuits, that you're born with emotion circuits, but you're not. In fact, none of us in this room have emotion circuits in our brain. In fact, no brain on this planet contains emotion circuits.

So what are emotions, really? Well, strap on your seat belt, because ... emotions are guesses. They are guesses that your brain constructs in the moment where billions of brain cells are working together, and you have more control over those guesses than you might imagine that you do.

Now, if that sounds preposterous to you, or, you know, kind of crazy, I'm right there with you, because frankly, if I hadn't seen the evidence for myself, decades of evidence for myself, I am fairly sure that I wouldn't believe it either. But the bottom line is that emotions are not built into your brain at birth. They are just built.

To see what I mean, have a look at this. Right now, your brain is working like crazy. Your neurons are firing like mad trying to make meaning out of this so that you see something other than black and white blobs. Your brain is sifting through a lifetime of experience, making thousands of guesses at the same time, weighing the probabilities, trying to answer the question, "What is this most like?" not "What is it?" but "What is this most like in my past experience?" And this is all happening in the blink of an eye. Now if your brain is still struggling to find a good match and you still see black and white blobs, then you are in a state called "experiential blindness," and I am going to cure you of your blindness. This is my favorite part. Are you ready to be cured?

All right. Here we go.

All right. So now many of you see a snake, and why is that? Because as your brain is sifting through your past experience, there's new knowledge there, the knowledge that came from the photograph. And what's really cool is that that knowledge which you just acquired moments ago is changing how you experience these blobs right now. So your brain is constructing the image of a snake where there is no snake, and this kind of a hallucination is what neuroscientists like me call "predictions." Predictions are basically the way your brain works. It's business as usual for your brain. Predictions are the basis of every experience

that you have. They are the basis of every action that you take. In fact, predictions are what allow you to understand the words that I'm speaking as they come out of my --

Audience: Mouth. Lisa Feldman Barrett: Mouth. Exactly.

Predictions are primal. They help us to make sense of the world in a quick and efficient way. So your brain does not react to the world. Using past experience, your brain predicts and constructs your experience of the world.

The way that we see emotions in others are deeply rooted in predictions. So to us, it feels like we just look at someone's face, and we just read the emotion that's there in their facial expressions the way that we would read words on a page. But actually, under the hood, your brain is predicting. It's using past experience based on similar situations to try to make meaning. This time, you're not making meaning of blobs, you're making meaning of facial movements like the curl of a lip or the raise of an eyebrow. And that stone-faced stare? That might be someone who is a remorseless killer, but a stone-faced stare might also mean that someone is stoically accepting defeat, which is in fact what Chechen culture prescribes for someone in Dzhokhar Tsarnaev's situation.

So the lesson here is that emotions that you seem to detect in other people actually come in part from what's inside your own head. And this is true in the courtroom, but it's also true in the classroom, in the bedroom, and in the boardroom.

And so here's my concern: tech companies which shall remain nameless ... well, maybe not. You know, Google, Facebook --

are spending millions of research dollars to build emotion-detection systems, and they are fundamentally asking the wrong question, because they're trying to detect emotions in the face and the body, but emotions aren't in your face and body. Physical movements have no intrinsic emotional meaning. We have to make them meaningful. A human or something else has to connect them to the context, and that makes them meaningful. That's how we know that a smile might mean sadness and a cry might mean happiness, and a stoic, still face might mean that you are angrily plotting the demise of your enemy. Now, if I haven't already gone out on a limb, I'll just edge out on that limb a little further and tell you that the way that you experience your own emotion is exactly the same process. Your brain is

basically making predictions, guesses, that it's constructing in the moment with billions of neurons working together.

Now your brain does come prewired to make some feelings, simple feelings that come from the physiology of your body. So when you're born, you can make feelings like calmness and agitation, excitement, comfort, discomfort. But these simple feelings are not emotions. They're actually with you every waking moment of your life. They are simple summaries of what's going on inside your body, kind of like a barometer. But they have very little detail, and you need that detail to know what to do next. What do you do about these feelings? And so how does your brain give you that detail? Well, that's what predictions are. Predictions link the sensations in your body that give you these simple feelings with what's going on around you in the world so that you know what to do. And sometimes, those constructions are emotions.

So for example, if you were to walk into a bakery, your brain might predict that you will encounter the delicious aroma of freshly baked chocolate chip cookies. I know my brain would predict the delicious aroma of freshly baked chocolate cookies. And our brains might cause our stomachs to churn a little bit, to prepare for eating those cookies. And if we are correct, if in fact some cookies have just come out of the oven, then our brains will have constructed hunger, and we are prepared to munch down those cookies and digest them in a very efficient way, meaning that we can eat a lot of them, which would be a really good thing.

You guys are not laughing enough. I'm totally serious.

But here's the thing. That churning stomach, if it occurs in a different situation, it can have a completely different meaning. So if your brain were to predict a churning stomach in, say, a hospital room while you're waiting for test results, then your brain will be constructing dread or worry or anxiety, and it might cause you to, maybe, wring your hands or take a deep breath or even cry. Right? Same physical sensation, same churning stomach, different experience.

And so the lesson here is that emotions which seem to happen to you are actually made by you. You are not at the mercy of mythical emotion circuits which are buried deep inside some ancient part of your brain. You have more control over your emotions than you think

you do. I don't mean that you can just snap your fingers and change how you feel the way that you would change your clothes, but your brain is wired so that if you change the ingredients that your brain uses to make emotion, then you can transform your emotional life. So if you change those ingredients today, you're basically teaching your brain how to predict differently tomorrow, and this is what I call being the architect of your experience.

So here's an example. All of us have had a nervous feeling before a test, right? But some people experience crippling anxiety before a test. They have test anxiety. Based on past experiences of taking tests, their brains predict a hammering heartbeat, sweaty hands, so much so that they are unable to actually take the test. They don't perform well, and sometimes they not only fail courses but they actually might fail college. But here's the thing: a hammering heartbeat is not necessarily anxiety. It could be that your body is preparing to do battle and ace that test ... or, you know, give a talk in front of hundreds of people on a stage where you're being filmed.

And research shows that when students learn to make this kind of energized determination instead of anxiety, they perform better on tests. And that determination seeds their brain to predict differently in the future so that they can get their butterflies flying in formation. And if they do that often enough, they not only can pass a test but it will be easier for them to pass their courses, and they might even finish college, which has a huge impact on their future earning potential. So I call this emotional intelligence in action.

Now you can cultivate this emotional intelligence yourself and use it in your everyday life. So just, you know, imagine waking up in the morning. I'm sure you've had this experience. I know I have. You wake up and as you're emerging into consciousness, you feel this horrible dread, you know, this real wretchedness, and immediately, your mind starts to race. You start to think about all the crap that you have to do at work and you have that mountain of email which you will never dig yourself out of ever, the phone calls you have to return, and that important meeting across town, and you're going to have to fight traffic, you'll be late picking your kids up, your dog is sick, and what are you going to make for dinner? Oh my God. What is wrong with your life? What is wrong with my life?

That mind racing is prediction. Your brain is searching to find an explanation for those sensations in your body that you experience as wretchedness, just like you did with the

blobby image. So your brain is trying to explain what caused those sensations so that you know what to do about them. But those sensations might not be an indication that anything is wrong with your life. They might have a purely physical cause. Maybe you're tired. Maybe you didn't sleep enough. Maybe you're hungry. Maybe you're dehydrated. The next time that you feel intense distress, ask yourself: Could this have a purely physical cause? Is it possible that you can transform emotional suffering into just mere physical discomfort?

Now I am not suggesting to you that you can just perform a couple of Jedi mind tricks and talk yourself out of being depressed or anxious or any kind of serious condition. But I am telling you that you have more control over your emotions than you might imagine, and that you have the capacity to turn down the dial on emotional suffering and its consequences for your life by learning how to construct your experiences differently. And all of us can do this and with a little practice, we can get really good at it, like driving. At first, it takes a lot of effort, but eventually it becomes pretty automatic.

Now I don't know about you, but I find this to be a really empowering and inspiring message, and the fact that it's backed up by decades of research makes me also happy as a scientist. But I have to also warn you that it does come with some fine print, because more control also means more responsibility. If you are not at the mercy of mythical emotion circuits which are buried deep inside your brain somewhere and which trigger automatically, then who's responsible, who is responsible when you behave badly? You are. Not because you're culpable for your emotions, but because the actions and the experiences that you make today become your brain's predictions for tomorrow. Sometimes we are responsible for something not because we're to blame but because we're the only ones who can change it.

Now responsibility is a big word. It's so big, in fact, that sometimes people feel the need to resist the scientific evidence that emotions are built and not built in. The idea that we are responsible for our own emotions seems very hard to swallow. But what I'm suggesting to you is you don't have to choke on that idea. You just take a deep breath, maybe get yourself a glass of water if you need to, and embrace it. Embrace that

responsibility, because it is the path to a healthier body, a more just and informed legal system, and a more flexible and potent emotional life.

## ANSWERS

### 2. Match words and phrases on the left with their definitions on the right:

<b>1 R</b>	<b>To be tried</b>	to examine and judge a legal case, or someone who is thought to be guilty of a crime in a court	бути підсудним
<b>2 K</b>	<b>sentence</b>	a punishment that a judge gives to someone who is guilty of a crime	вирок суду
<b>3 O</b>	<b>To convict</b>	to prove or officially announce that someone is guilty of a crime after a trial in a law court	засуджувати (отримувати вирок)
<b>4 A</b>	<b>death penalty</b>	the legal punishment of death	смертна кара
<b>5 M</b>	<b>remorse</b>	a strong feeling of being sorry that you have done something very bad; regret	каятися
<b>6 B</b>	<b>probe</b>	to ask questions in order to find things out, especially things that other people do not want you to know	вивідувати
<b>7 P</b>	<b>scrutinize</b>	to examine someone or something very carefully	ретельно оглядати
<b>8 C</b>	<b>circuit</b>	a path that forms a circle around an area, or a journey along this path	об'їзд, дорожня петля



<b>9 T</b>	<b>guess</b>	an attempt to answer a question or make a judgement when you are not sure whether you will be correct	вгадувати
<b>10 D</b>	<b>preposterous</b>	completely unreasonable or silly; absurd	безглуздий, абсурдний
<b>11 E</b>	<b>experiential blindness</b>	the inability to perceive what you don't already have a concept for	відсутність сприйняття досвіду
<b>12 V</b>	<b>to sift through</b>	to examine information, documents etc carefully in order to find something out or decide what is important and what is not	фільтрувати
<b>13 U</b>	<b>a blob</b>	something that cannot be clearly seen, especially because it is far away	невизначний предмет, який важко роздивитися
<b>14 F</b>	<b>go out on a limb</b>	to take a risk or make a bold statement or decision that is not entirely supported by evidence or popular opinion, and may leave one vulnerable to criticism or failure	ризикнути і влипнути
<b>15 I</b>	<b>sensation</b>	a feeling that is difficult to describe, caused by a particular event, experience, or memory	відчуття
<b>16 G</b>	<b>to churn</b>	feeling of sickness because you are nervous or frightened	кишки крутить від хвилювання
<b>17 S</b>	<b>to be at the mercy</b>	to be completely under the control or power of someone or something else, and to have no choice or ability to resist or change the situation	бути під милістю

<b>18 N</b>	<b>crippling</b>	causing so much damage or harm that something no longer works or is no longer effective	зломаний
<b>19 H</b>	<b>to ace</b>	to do very well in an examination, a piece of written work etc	отримати високий бал
<b>20 J</b>	<b>wretchedness</b>	a state of being extremely unhappy, miserable, or unfortunate	жалюгідність
<b>21 Q</b>	<b>culpable</b>	deserving blame	той, хто заслуговує осудження
<b>22 L</b>	<b>to embrace</b>	to eagerly accept a new idea, opinion, religion etc	приймати, сприймати

### 3. Check True or False. Then correct the false statements.

- 1) True.
- 2) False. Your past experiences create your world perception.
- 3) True.
- 4) True.
- 5) False. We recognize emotions by facial expression, body movements and context, situation.
- 6) True.
- 7) False. People can control their emotions.
- 8) True.

### 4. What did she say?

Watch the video and complete the commentary

Now I am not **suggesting** to you that you can just perform a couple of Jedi mind tricks and talk yourself out of being **depressed** or anxious or any kind of **serious condition**. But I am telling you that you have more **control** over your emotions than you might imagine, and that you have the capacity to turn down the dial on emotional

suffering and its **consequences** for your life by learning how to **construct your experiences** differently. And all of us can do this and with a little practice, we can get really good at it, like driving. At first, it takes **a lot of effort**, but eventually it becomes pretty **automatic**.

Now I don't know about you, but I find this to be a really **empowering and inspiring** message, and the fact that it's backed up by decades of research makes me also happy as a scientist. But I have to also warn you that it does come with some fine print, because more control also means **more responsibility**. If you are not at the mercy of mythical emotion circuits which are buried deep inside your brain somewhere and which **trigger** automatically, then who's responsible, who is responsible when you behave **badly**? You are. Not because you're **culpable** for your emotions, but because the actions and the experiences that you make today become your brain's **predictions for tomorrow**. Sometimes we are responsible for something not because we're to blame but because we're the only ones who can change it.

Now responsibility is a big word. It's so big, in fact, that sometimes people feel the need to resist the scientific evidence that emotions are built and **not built in**. The idea that we are responsible for our own emotions seems very hard to swallow. But what I'm suggesting to you is you don't have to choke on that idea. You just take a deep breath, maybe get yourself a glass of water if you need to, and **embrace** it. Embrace that responsibility, because it is the path to a healthier body, a more just and informed legal system, and a more flexible and potent **emotional life**.

##### **5. Use the words in the box to complete sentences. Pay attention to grammar.**

It was a beautiful day in the city of Concord when a man named Paul was accused of committing a heinous crime. The evidence was stacked against him, and the prosecution was asking for the 1) **death penalty**. Paul insisted on his innocence, so the court appointed a team of investigators to 2) **scrutinize** the evidence and 3) **probe** the case more deeply.

The investigators 4) **sifted through** mountains of evidence, searching for any shred of proof that could prove Paul's innocence. Finally, they found a small 5) **blob**

of evidence that did not match Paul's DNA. This was an important discovery, and it gave Paul the opportunity 6) **to be tried** again.

With his life on the line, Paul decided 7) **to go out on a limb** and plead not guilty. During the trial, he 8) **aced** every question and presented compelling evidence that he was not the culprit. After a lengthy deliberation, the court found him not guilty.

Paul was overcome with 9) **remorse** for what he had gone through, and for the 10) **wretchedness** of being falsely accused. But he also 11) **embraced** the opportunity to start anew, grateful for the second chance he had been given.

Looking back, Paul realized that it was 12) **preposterous** that he had almost been sentenced to death based on incomplete evidence. He knew he had 13) **been at the mercy** of a system that was flawed, but he was grateful that justice had been served in the end.

## 7. Provide an artistic translation of the speech part from Task 4 (in writing).

Я не стверджую, що ви можете просто зробити кілька трюків Джедая і позбавитися тривоги, вийти із депресії або будь-якого серйозного становища. Але я говорю вам, що у вас більше контролю над своїми емоціями, ніж ви можете уявити, і ви здатні зменшити емоційні страждання та їх наслідки для свого життя, навчившись створювати свій досвід по-іншому. І всі ми можемо це зробити, трохи практики і ми станемо справжніми майстрами. Це як з водінням. Спершу це вимагає багато зусиль, але з часом це стає досить автоматичним.

Я не знаю, як ви, але я вважаю, що це повідомлення може нас надихнути, і той факт, що воно підтверджується десятиліттями досліджень, також робить мене щасливою як науковицю. Але я також повинна вас попередити, що є деякі важливі нюанси, оскільки більше контролю також означає більше відповідальності. Якщо ви не залежите від міфічних емоційних центрів, які десь глибоко в мозку і автоматично спрацьовують, то хто ж є відповідальним, коли ви вчиняєте погано? Ви. Не тому, що ви винні у своїх емоціях, але через те, що дії, які ви здійснюєте сьогодні, і досвід, який отримуєте, стають передбаченнями

вашого мозку на завтра. Іноді ми відповідальні за щось не тому, що ми винні, а тому, що ми єдині, хто може це змінити.

Відповідальність – велике слово. Воно настільки велике, що іноді люди відчувають потребу протидіяти науковим доказам того, що емоції створюються, а не є вродженими. Ідея про те, що ми відповідальні за свої власні емоції, здається дуже важкою для сприйняття. Але я вам пропоную не даватися цією ідеєю. Просто вдихніть глибше, можливо, випийте келих води, якщо вам це потрібно, і прийміть її. Прийміть цю відповідальність, оскільки це шлях до здоровішого тіла, більш справедливої та відкритої правової системи і більш гнучкого та ефективнішого емоційного життя.

# **TED TALK HOW PAINTING CAN TRANSFORM COMMUNITIES**

by HAAS&HAHN

The link to the video: <https://www.youtube.com/watch?v=iCXfJVCg1LA>

## **SCRIPT**

Dre Urhahn: This theater is built on Copacabana, which is the most famous beach in the world, but 25 kilometers away from here in the North Zone of Rio lies a community called Vila Cruzeiro, and roughly 60,000 people live there. Now, the people here in Rio mostly know Vila Cruzeiro from the news, and unfortunately, news from Vila Cruzeiro often is not good news. But Vila Cruzeiro is also the place where our story begins.

Jeroen Koolhaas: Ten years ago, we first came to Rio to shoot a documentary about life in the favelas. Now, we learned that favelas are informal communities. They emerged over the years when immigrants from the countryside came to the cities looking for work, like cities within the cities, known for problems like crime, poverty, and the violent drug war between police and the drug gangs. So what struck us was that these were communities that the people who lived there had built with their own hands, without a master plan and like a giant work in progress. Where we're from, in Holland, everything is planned. We even have rules for how to follow the rules. (Laughter)

DU: So the last day of filming, we ended up in Vila Cruzeiro, and we were sitting down and we had a drink, and we were overlooking this hill with all these houses, and most of these houses looked unfinished, and they had walls of bare brick, but we saw some of these houses which were plastered and painted, and suddenly we had this idea: what would it look like if all these houses would be plastered and painted? And then we imagined one big design, one big work of art. Who would expect something like that in a place like this? So we thought, would that even be possible? So first we started to count the houses, but we soon lost count. But somehow the idea stuck.

JK: We had a friend. He ran an NGO in Vila Cruzeiro. His name was Nanko, and he also liked the idea. He said, "You know, everybody here would pretty much love to have

their houses plastered and painted. It's when a house is finished." So he introduced us to the right people, and Vitor and Maurinho became our crew. We picked three houses in the center of the community and we start here. We made a few designs, and everybody liked this design of a boy flying a kite the best. So we started painting, and the first thing we did was to paint everything blue, and we thought that looked already pretty good. But they hated it. The people who lived there really hated it. They said, "What did you do? You painted our house in exactly the same color as the police station." (Laughter) In a favela, that is not a good thing. Also the same color as the prison cell. So we quickly went ahead and we painted the boy, and then we thought we were finished, we were really happy, but still, it wasn't good because the little kids started coming up to us, and they said, "You know, there's a boy flying the kite, but where is his kite?" We said, "Uh, it's art. You know, you have to imagine the kite." (Laughter) And they said, "No, no, no, we want to see the kite." So we quickly installed a kite way up high on the hill, so that you could see the boy flying the kite and you could actually see a kite. So the local news started writing about it, which was great, and then even The Guardian wrote about it: "Notorious slum becomes open-air gallery."

JK: So, encouraged by this success, we went back to Rio for a second project, and we stumbled upon this street. It was covered in concrete to prevent mudslides, and somehow we saw a sort of river in it, and we imagined this river to be a river in Japanese style with koi carp swimming upstream. So we decided to paint that river, and we invited Rob Admiraal, who is a tattoo artist, and he specialized in the Japanese style. So little did we know that we would spend almost an entire year painting that river, together with Geovani and Robinho and Vitor, who lived nearby. And we even moved into the neighborhood when one of the guys that lived on the street, Elias, told us that we could come and live in his house, together with his family, which was fantastic. Unfortunately, during that time, another war broke out between the police and the drug gangs. (Video) (Gunfire) We learned that during those times, people in communities really stick together during these times of hardship, but we also learned a very important element, the importance of barbecues. (Laughter) Because, when you throw a barbecue, it turns you from a guest into a host, so we decided to throw one almost every other week, and we got to know everybody in the neighborhood.

JK: We still had this idea of the hill, though.

DU: Yeah, yeah, we were talking about the scale of this, because this painting was incredibly big, and it was insanely detailed, and this process almost drove us completely insane ourselves. But we figured that maybe, during this process, all the time that we had spent in the neighborhood was maybe actually even more important than the painting itself.

JK: So after all that time, this hill, this idea was still there, and we started to make sketches, models, and we figured something out. We figured that our ideas, our designs had to be a little bit more simple than that last project so that we could paint with more people and cover more houses at the same time. And we had an opportunity to try that out in a community in the central part of Rio, which is called Santa Marta, and we made a design for this place which looked like this, and then we got people to go along with it because turns out that if your idea is ridiculously big, it's easier to get people to go along with this. (Laughter) And the people of Santa Marta got together and in a little over a month they turned that square into this. (Applause) And this image somehow went all over the world.

DU: So then we received an unexpected phone call from the Philadelphia Mural Arts Program, and they had this question if this idea, our approach, if this would actually work in North Philly, which is one of the poorest neighborhoods in the United States. So we immediately said yes. We had no idea how, but it seemed like a very interesting challenge, so we did exactly the same as we did in Rio, and we moved into the neighborhood and started barbecuing. (Laughter) So the project took almost two years to complete, and we made individual designs for every single house on the avenue that we painted, and we made these designs together with the local store owners, the building owners, and a team of about a dozen young men and women. They were hired, and then they were trained as painters, and together they transformed their own neighborhood, the whole street, into a giant patchwork of color. (Applause) And at the end, the city of Philadelphia thanked every single one of them and gave them a merit for their accomplishment

JK: So now we had painted a whole street. How about we do this whole hill now? We started looking for funding, but instead, we just ran into questions, like, how many houses are you going to paint? How many square meters is that? How much paint are you going to



use, and how many people are you going to employ? And we did try for years to write plans for the funding and answer all those questions, but then we thought, in order to answer all those questions, you have to know exactly what you're going to do before you actually get there and start. And maybe it's a mistake to think like that. It would lose some of the magic that we had learned about that if you go somewhere and you spend time there, you can let the project grow organically and have a life of its own.

DU: So what we did is we decided to take this plan and strip it away from all the numbers and all the ideas and presumptions and just go back to the base idea, which was to transform this hill into a giant work of art. And instead of looking for funding, we started a crowdfunding campaign, and in a little over a month, more than 1,500 people put together and donated over 100,000 dollars. So for us, this was an amazing moment, because now — (Applause) — because now we finally had the freedom to use all the lessons that we had learned and create a project that was built the same way that the favela was built, from the ground on up, bottom up, with no master plan.

JK: So we went back, and we employed Angelo, and he's a local artist from Vila Cruzeiro, very talented guy, and he knows almost everybody there, and then we employed Elias, our former landlord who invited us into his house, and he's a master of construction. Together with them, we decided where to start. We picked this spot in Vila Cruzeiro, and houses are being plastered as we speak. And the good thing about them is that they are deciding which houses go next. They're even printing t-shirts, they're putting up banners explaining everything to everybody, and talking to the press. This article about Angelo appeared.

DU: So while this is happening, we are bringing this idea all over the world. So, like the project we did in Philadelphia, we are also invited to do workshops, for instance in Curaçao, and right now we're planning a huge project in Haiti. c

JK: So the favela was not only the place where this idea started: it was also the place that made it possible to work without a master plan, because these communities are informal — this was the inspiration — and in a communal effort, together with the people, you can almost work like in an orchestra, where you can have a hundred instruments playing together to create a symphony.

DU: So we want to thank everybody who wanted to become part of this dream and supported us along the way, and we are looking at continuing.

JK: Yeah. And so one day pretty soon, when the colors start going up on these walls, we hope more people will join us, and join this big dream, and maybe one day, the whole of Vila Cruzeiro will be painted.

## ANSWERS

### 2. Match words and phrases on the left with their definitions on the right:

<b>1 K</b>	<b>Community</b>	a group of people living in the same place or having a particular characteristic in common.	спільнота
<b>2 Q</b>	<b>barbecue</b>	a meal or gathering at which meat, fish, or other food is cooked out of doors on a rack over an open fire or on a special appliance.	зібратись на шашлики
<b>3 G</b>	<b>sketch</b>	a rough or unfinished drawing or painting, often made to assist in making a more finished picture	ескіз
<b>4 L</b>	<b>model</b>	a thing used as an example to follow or imitate	модель
<b>5 B</b>	<b>funding</b>	money provided, especially by an organization or government, for a particular purpose	фінансування
<b>6 N</b>	<b>crowdfunding campaigns</b>	practice of funding a project or venture by raising small amounts of money from a large number of people, typically via the Internet.	кампанія із збору грошей
<b>7 A</b>	<b>communal effort</b>	efforts shared between the people in the community.	громадські зусилля
<b>8 C</b>	<b>roughly</b>	not exactly [= about, approximately]	приблизно, грубо
<b>9 J</b>	<b>favela</b>	a term used in Brazil to describe a type of informal settlement or shantytown that is often characterized by poverty, overcrowding, and	фавелла

		inadequate access to basic services such as clean water, sanitation, and healthcare	
<b>10 E</b>	<b>NGO</b>	non-governmental organization, which is a not-for-profit organization that is typically independent of government control and operates to pursue a particular social or political mission	неурядова організація
<b>11 P</b>	<b>Plastered walls</b>	type of building construction where the interior and/or exterior walls of a house are covered with is a mixture of cement, sand, and water that is applied in a smooth layer over a surface to create a smooth and even finish.	поштукатурені стіни
<b>12 D</b>	<b>notorious</b>	famous or well-known for something bad	скандальний
<b>13 O</b>	<b>stumble upon</b>	to hit your foot against something or put your foot down awkwardly while you are walking or running, so that you almost fall [= trip]	спіткнутися об
<b>14 I</b>	<b>hardship</b>	something that makes your life difficult or unpleasant, especially a lack of money, or the condition of having a difficult life	труднощі
<b>15 M</b>	<b>ridiculous</b>	very silly or unreasonable	безглузде, смішне
<b>16 H</b>	<b>organic</b>	change or development which happens in a natural way, without anyone planning it or forcing it to happen	природній
<b>17 F</b>	<b>presumption</b>	something that you think is true because it is very likely	припущення

### 3. Check True or False. Then correct the false statements.

- 1) Vila Cruzeiro is located in the North Zone of Rio. (True)
- 2) Favelas are planned communities. (False)

- 3) The idea of painting the houses in Vila Cruzeiro came to Dre Urhahn and Jeroen Koolhaas after they filmed a documentary about life in favelas. (True)
- 4) All the houses in Vila Cruzeiro were already plastered and painted when Dre Urhahn and Jeroen Koolhaas arrived. (False)
- 5) The people who lived in Vila Cruzeiro were happy with the blue paint that Dre Urhahn and Jeroen Koolhaas used on the first house they painted. (False)
- 6) The painting project in Vila Cruzeiro was not well-received by the local community. - FALSE
- 7) Dre Urhahn and Jeroen Koolhaas were visiting barbecues to get to know everybody in the neighborhood (False)
- 8) The people in Vila Cruzeiro loved the first design of the boy flying a kite. (True)

**4. Think of the facts that the following figures, dates and numbers are related to:**

25- Vila Cruzeiro lies 25 km away from the center of Rio.

60 000- 60 000 people live in this community.

10- 10 years before their performance on the Ted Talk artists visited Rio for the first time.

3- at first artists painted only 3 houses.

1 500- 1 500 people donated money.

100 000- over 100 00 dollars were donated.

**5. What did they say?**

Watch the video and complete the commentary

Dre Urhahn: This 1) **theater** is built on Copacabana, which is the most famous beach in the world, but 25 kilometers away from here in the North Zone of Rio lies a 2) **community** called Vila Cruzeiro, and 3) **roughly** 60,000 people live there. Now, the people here in Rio mostly know Vila Cruzeiro from the news, and unfortunately, news from Vila

Cruzeiro often is not 4) **good news**. But Vila Cruzeiro is also the place where our story begins.

Jeroen Koolhaas: Ten years ago, we first came to Rio to shoot a 5) **documentary** about life in the favelas. Now, we learned that favelas are 6) **informal communities**. They emerged over the years when immigrants from the countryside came to the cities looking for work, like cities within the cities, known for problems like 7) **crime, poverty**, and the violent drug war between police and the drug gangs. So what struck us was that these were communities that the people who lived there had built 8) **with their own hands**, without a master plan and like a giant work in progress. Where we're from, in Holland, 9) **everything is planned**. We even have rules for how to follow the rules. (Laughter)

DU: So the last day of filming, we ended up in Vila Cruzeiro, and we were sitting down and we had a drink, and we were overlooking this hill with all these houses, and most of these houses looked unfinished, and they had walls of bare brick, but we saw some of these houses which were 10) **plastered and painted**, and suddenly we had this idea: what would it look like if all these houses would be plastered and painted? And then we imagined one big 11) **design**, one big work of art. Who would expect something like that in a place like this? So we thought, would that even be 12) **possible**? So first we started to count the houses, but we soon lost count. But somehow the 13) **idea stuck**.

## 6. Use the words in the box to complete sentences. Pay attention to grammar.

In the bustling city of Rio de Janeiro, a group of artists 1) **stumbled upon** a community of favelas that was 2) **notorious** for its poverty and hardship. Despite the 3) **presumptions** of many that the community was nothing more than a slum, the artists saw potential in the people and the place.

They decided to create a 4) **work of art** that would showcase the community's beauty and strength. They started with 5) **sketches** of the people, the houses, and the streets, and with the help of an NGO, they organized 6) **crowdfunding campaigns** to raise money for the project.

The community was skeptical at first, but the artists' dedication and passion for their work won them over. They worked tirelessly for months, 7) **plastering** the walls with their colorful and intricate designs. And when the work was finally done, they invited the community to a 8) **barbecue** to celebrate.

As they sat around the fire, enjoying the food and each other's company, they realized that something special had happened. The project had brought the 9) **community** together in a way that they had never experienced before. It had been a 10) **rough** journey, with moments of doubt and fear, but the result was beautiful.

### **8. Provide an artistic translation of the speech part from Task 5 (in writing).**

Dre Urhahn: Цей театр збудований на Копакабані, яка є найвідомішою пляжем у світі, але за 25 кілометрів на північний захід відси, в районі Ріо, розташована спільнота, яку звать Віла-Крузейру, і там живе приблизно 60 000 людей. Більшість людей тут, в Ріо, в основному знають Віла-Крузейру з новин, і, на жаль, новини з Віла-Крузейру часто не дуже хороші. Але Віла-Крузейру також є місцем, де починається наша історія.

Jeroen Koolhaas: Десять років тому ми вперше приїхали до Ріо, щоб зняти документальний фільм про життя у фавелах. Ми дізналися, що фавела – це неформальні спільноти. Вони виникали протягом років, коли переселенці з сільської місцевості приїжджали у міста в пошуках роботи. Це як міста всередині міст, відомі проблемами, такими як злочинність, бідність та жорстока війна між поліцією та наркобандами. Нас вразило те, що ці спільноти, були побудовані людьми, які жили там, своїми власними руками, без майстер-плану, і ця велика робота продовжується. Ми з вами з Голландії, і тут все згідно плану. У нас навіть є правила, як слід дотримуватися правил. (Сміх)

DU: Так от, в останній день зйомок ми потрапили в Віла-Крузейру, ми сіли, випили і подивились на цей пагорб з усіма цими будинками. Більшість із них виглядали незакінченими, і вони мали стіни з голої цегли. Ми також побачили деякі поштукатурені і пофарбовані будинки. Раптом у нас виникла ідея: як

виглядало б, якщо всі ці будинки були б поштукатурені і пофарбовані? І тоді ми уявили одне великий дизайн, одне велике творіння мистецтва. Хто б чекав чогось подібного в такому місці? Тож ми подумали, чи це можливо? Спочатку ми почали рахувати будинки, але швидко збилися з ліку. Але якось ця ідея залишилася в нас.

# CHINA IS CHANGING THE FUTURE OF SHOPPING

by Angela WANG

The link to the video:

[https://www.ted.com/talks/angela\\_wang\\_how\\_china\\_is\\_changing\\_the\\_future\\_of\\_shopping#t-212028](https://www.ted.com/talks/angela_wang_how_china_is_changing_the_future_of_shopping#t-212028)

## **Transcript**

This is my nephew, Yuan Yuan. He's five years old, super adorable. I asked him the other day, "What would you like for your birthday this year?" He said, "I want to have a one-way mirror Spider-Man mask." I had absolutely no idea what he was talking about, so I said, "Wow, that's really cool, but how are you going to get it?" He told me, without a blink of his eyes, "I'm going to tell my mom and make a wish before I go to bed. My mom will go to shake her mobile phone. The next morning, the delivery uncle will give it to me when I wake up." I was about to tease him, but suddenly I realized he was simply telling me the truth, the truth of what shopping looks like for this generation.

If you think of it, for a child like Yuan Yuan, shopping is a very different idea compared to what my generation had in mind. Shopping is always done on mobile, and payment is all virtual.

A huge shopping revolution is happening in China right now. Shopping behaviors, and also technology platforms, have evolved differently than elsewhere in the world. For instance, e-commerce in China is soaring. It's been growing at twice the speed of the United States and a lot of the growth is coming from mobile. Every month, 500 million consumers are buying on mobile phones, and to put that into context, that is a total population of the United States, UK and Germany combined. But it is not just about the scale of the e-commerce, it is the speed of adoption and the aggregation of the ecosystems. It took China less than five years to become a country of mobile commerce, and that is largely because of the two technology platforms, Alibaba and Tencent. They own 90 percent of the e-commerce -- pretty much the whole market -- 85 percent of social media, 85 percent of internet payment. And they also own large



volumes of digital content, video, online movie, literature, travel information, gaming. When this huge base of mobile shoppers meets with aggregated ecosystems, chemical reactions happen. Today, China is like a huge laboratory generating all sorts of experiments. You should come to China, because here you will get a glimpse into the future.

One of the trends I have seen concerns the spontaneity of shopping. Five years ago, in a fashion study, we found that on average, a Chinese consumer would be buying five to eight pairs of shoes. This number tripled to reach about 25 pairs of shoes a year. Who would need so many pairs of shoes? So I asked them, "What are the reasons you buy?" They told me a list of inspirations: blogs, celebrity news, fashion information. But really, for many of them, there was no particular reason to buy. They were just browsing on their mobile site and then buying whatever they saw. We have observed the same level of spontaneity in everything, from grocery shopping to buying insurance products. But it is not very difficult to understand if you think about it. A lot of the Chinese consumers are still very new in their middle-class or upper-middle-class lifestyles, with a strong desire to buy everything new, new products, new services. And with this integrated ecosystem, it is so easy for them to buy, one click after another. However, this new shopping behavior is creating a lot of challenges for those once-dominant businesses. The owner of a fashion company told me that he's so frustrated because his customers keep complaining that his products are not new enough. Well, for a fashion company, really bad comment. And he already increased the number of products in each collection. It doesn't seem to work. So I told him there's something more important than that. You've got to give your consumer exactly what they want when they still want it. And he can learn something from the online apparel players in China. These companies, they collect real consumer feedback from mobile sites, from social media, and then their designers will translate this information into product ideas, and then send them to microstudios for production. These microstudios are really key in this overall ecosystem, because they take small orders, 30 garments at a time, and they can also make partially customized pieces. The fact that all these production designs are done locally, the whole process, from transporting to product on shelf or

online sometimes takes only three to four days. That is super fast, and that is highly responsive to what is in and hot on the market. And that is giving enormous headaches to traditional retailers who are only thinking about a

Then there's a consumer's need for ultraconvenience. A couple of months ago, I was shopping with a friend in Tokyo. We were in the store, and there were three to four people standing in front of us at the checkout counter. Pretty normal, right? But both of us dropped our selection and walked away. This is how impatient we have become. Delivering ultraconvenience is not just something nice to have. It is crucial to make sure your consumer actually buys. And in China, we have learned that convenience is really the glue that will make online shopping a behavior and a habit that sticks. It is sometimes more effective than a loyalty program alone. Take Hema. It's a retail grocery concept developed by Alibaba. They deliver a full basket of products from 4,000 SKUs to your doorstep within 30 minutes. What is amazing is that they deliver literally everything: fruits, vegetables, of course. They also deliver live fish and also live Alaska king crab. Like my friend once told me, "It's really my dream coming true. Finally, I can impress my mother-in-law when she comes to visit me for dinner unexpectedly."

Well, companies like Amazon and FreshDirect are also experimenting in the same field. The fact that Hema is part of the Alibaba ecosystem makes it faster and also a bit easier to implement. For an online grocery player, it is very difficult, very costly, to deliver a full basket quickly, but for Hema, it's got a mobile app, it's got mobile payment, and also it's built 20 physical stores in high-density areas in Shanghai. These stores are built to ensure the freshness of the product -- they actually have fish tanks in the store -- and also to give locations that will enable high-speed delivery. I know the question you have on your mind. Are they making money? Yes, they are making money. They are breaking even, and what is also amazing is that the sales revenue per store is three to four times higher than the traditional grocery store, and half of the revenue orders are coming from mobile. This is really proof that a consumer, if you give them ultraconvenience that really works in grocery shopping, they're going to switch their shopping behaviors online, like, in no time.

So ultraconvenience and spontaneity, that's not the full story. The other trend I have seen in China is social shopping. If you think of social shopping elsewhere in the world, it is a linear process. You pick up something on Facebook, watch it, and you switch to Amazon or brand.com to complete the shopping journey. Clean and simple. But in China it is a very different thing. On average, a consumer would spend one hour on their mobile phone shopping. That's three times higher than the United States. Where does the stickiness come from? What are they actually doing on this tiny little screen? So let me take you on a mobile shopping journey that I usually would be experiencing.

11pm, yes, that's usually when I shop. I was having a chat in a WeChat chatroom with my friends. One of them took out a pack of snack and posted the product link in that chatroom. I hate it, because usually I would just click that link and then land on the product page. Lots of information, very colorful, mind-blowing. Watched it and then a shop assistant came online and asked me, "How can I help you tonight?" Of course I bought that pack of snack. What is more beautiful is I know that the next day, around noontime, that pack of snack will be delivered to my office. I can eat it and share it with my colleagues and the cost of delivery, maximum one dollar.

Just when I was about to leave that shopping site, another screen popped up. This time it is the livestreaming of a grassroots celebrity teaching me how to wear a new color of lipstick. I watched for 30 seconds -- very easy to understand -- and also there is a shopping link right next to it, clicked it, bought it in a few seconds.

Back to the chatroom. The gossiping is still going on. Another friend of mine posted the QR code of another pack of snack. Clicked it, bought it. So the whole experience is like you're exploring in an amusement park. It is chaotic, it is fun and it's even a little bit addictive. This is what's happening when you have this integrated ecosystem. Shopping is embedded in social, and social is evolving into a multidimensional experience. The integration of ecosystems reaches a whole new level. So does its dominance in all aspects of our life.

And of course, there are huge commercial opportunities behind it. A Chinese snack company, Three Squirrels, built a half-a-billion-dollar business in just three years

by investing in 300 to 500 shop assistants who are going to be online to provide services 24/7. In the social media environment, they are like your neighborhood friends. Even when you are not buying stuff, they will be happy to just tell you a few jokes and make you happy. In this integrated ecosystem, social media can really redefine the relationship between brand, retailer and consumer.

These are only fragments of the massive changes I have seen in China. In this huge laboratory, a lot of experiments are generated every single day. The ecosystems are reforming, supply chain distribution, marketing, product innovation, everything. Consumers are getting the power to decide what they want to buy, when they want to buy it, how they want to buy it, how they want to social. It is now back to business leaders of the world to really open their eyes, see what's happening in China, think about it and take actions.

Thank you.

Massimo Portincaso: Angela, what you shared with us is truly impressive and almost incredible, but I think many in the audience had the same question that I had, which is: Is this kind of impulsive consumption both economically and environmentally sustainable over the longer term? And what is the total price to be paid for such an automatized and ultraconvenient retail experience?

Angela Wang: Yeah. One thing we have to keep in mind is really, we are at the very beginning of a huge transformation. So with this trading up needs of the consumer, together with the evolution of the ecosystem, there are a lot of opportunities and also challenges. So I've seen some early signs that the ecosystems are shifting their focus to pay attention to solve these challenges. For example, paying more consideration to sustainability alongside just about speed, and also quality over quantity. But there are really no simple answers to these questions. That is exactly why I'm here to tell everyone that we need to watch it, study it, and play a part in this evolution.

## ANSWERS

### 2. Match words and phrases on the left with their definitions on the right:

<b>1 D</b>	<b>E-commerce</b>	refers to the buying and selling of goods or services using the Internet.	інтернет торгівля
<b>2 L</b>	<b>Digital content</b>	online videos, movies, etc.	цифровий контент
<b>3 H</b>	<b>Spontaneity</b>	when we do something without planning.	спонтанність
<b>4 J</b>	<b>Ultra-convenience</b>	extremely or extraordinarily convenient especially: very easy to do, use.	супер зручність
<b>5 A</b>	<b>Revenue</b>	the income that a business has from its normal business activities, usually from the sale of goods and services to customers	дохід
<b>6 M</b>	<b>Social shopping</b>	networked shopping	мережевий шопінг
<b>7 B</b>	<b>A linear process</b>	one in which something changes or progresses straight from one stage to another, and has a starting point and an ending point.	лінійний процес
<b>8 G</b>	<b>Stickiness</b>	anything about a Web site that encourages a visitor to stay longer.	той, на якому залипаємо
<b>9 C</b>	<b>Gossip</b>	when somebody says something about anything, but it is not always the truth	пліткувати
<b>10 K</b>	<b>QR code</b>	a mark, that includes some data and can be recognized by some digital devices	qr-код
<b>11 I</b>	<b>Multidimensional</b>	having or relating to multiple dimensions or aspects	багатовимірний
<b>12 E</b>	<b>Retailer</b>	a person, who buys and then sells products, but more expensive	роздрібний продавець
<b>13 F</b>	<b>Sustainability</b>	focuses on meeting the needs of the present without compromising the ability of future generations to meet their needs	сталість, сталий розвиток

**4. Think of the facts that the following figures, dates and numbers are related to:**

**500,000** – this number illustrates how many consumers are performing on-line purchases on their mobile phone;

**90%** -- commercial technology platforms such as Alibaba and Tencent own 90% of the e-commerce;

**85%** - these platforms own 85% of the social media and the internet payment;

**25** – pairs of shoes an average Chinese buys per year;

- 30 – garments at a time can be produced;
- 20 – physical stores in high-density areas in Shanghai.
- 300 to 500 – shop assistants were hired in Three Squirrels.

**3. Watch the video, state if the following sentences are true or false:**

1. True.
2. False. He wanted a one-way mirror Spider-Man mask.
3. True.
4. True.
5. False. Alibaba and Tencent.
6. True.
7. True.
8. False. We have become more impatient.
9. True.
10. False. We buy them because everything is colorful and mind-blowing.

**5. What did she say?**

*Watch the video and complete the following part of the speech.*

A huge **shopping revolution** is happening in China right now. Shopping behaviors, and also **technology platforms**, have evolved differently than elsewhere in the world. For instance, e-commerce in China is soaring. It's been growing at **twice** the speed of the United States and a lot of the growth is coming from **mobile**. Every month, **500 million** consumers are buying on mobile phones, and to put that into context, that is a total population of the **United States, UK and Germany** combined. But it is not just about the scale of the e-commerce, it is the speed of adoption and the aggregation of the ecosystems. It took China less than **five years** to become a country of mobile commerce, and that is largely because of the two **technology platforms**, Alibaba and Tencent. They own **90** percent of the e-commerce -- pretty much the whole market -- **85** percent of social media, **85** percent of internet payment. And they also own large volumes of **digital** content, video, online movie, **literature**, travel information, **gaming**. When this huge base of mobile shoppers meets with aggregated ecosystems, **chemical reactions** happen. Today, China is like a huge laboratory generating all sorts of experiments. You should come to China, because here you will get a **glimpse into the future**.

## 6. Complete the sentences using the words in the box

Visting modern science museums is a **glimpse into the future**: revolutionary inventions, eco-friendly devices, easy-to-use gadgets, and all of this is about **sustainability** – everything is able to continue working without causing damage to the environment.

Many people are against **QR codes** on the wrists instead of traditional IDs, though it sounds quite **revolutionary** – there will be less plastic used for documents.

She never plans anything; her life is a constant **spontaneity**. She never knows what happens with her next. Her family doesn't understand that that is why she is an object of **gossiping** – there is too much mystery about her.

It is thought that a **digital** ID is pretty useful: there is no need to have all the documents on you, all your personal data is stored in one place -- **ultra-convenience** in action!

## 8. Provide an artistic translation of the speech part from Task 5 (in writing).

В Китаї відбувається величезна революція в сфері шопінгу прямо зараз. Поведінка покупців, а також технологічні платформи, розвиваються по-іншому, ніж у будь-якому іншому місці світу. Наприклад, інтернет торгівля в Китаї стрімко розростається. Вона зростає вдвічі швидше, ніж у Сполучених Штатах, і значна частина росту припадає на мобільні телефони. Кожен місяць 500 мільйонів споживачів здійснюють покупки за допомогою мобільних телефонів. Щоб пояснити це, уявіть все населення Сполучених Штатів, Великої Британії та Німеччини разом узяті. Але тут не лише масштаб інтернет торгівлі важливий, але й швидкість її прийняття та агрегація екосистем. Китаю потрібно менше п'яти років, щоб стати країною торгівлі через мобільні телефони, і це в значній мірі завдячує двом технологічним платформам, Alibaba та Tencent. Вони володіють 90 відсотками інтернет торгівлі – практично всім ринком – 85% соціальних мереж, 85 % інтернет-платежів. Вони також володіють величезними обсягами цифрового

контенту, відео, онлайн-фільмами, літературою, інформацією про подорожі, іграми. Коли ця велика база мобільних покупців зустрічається з агрегованими екосистемами, відбуваються хімічні реакції. Сьогодні Китай схожий на великий лабораторний експеримент. Вам варто приїхати до Китаю, бо тут ви зможете зазирнути в майбутнє.



# **WHERE IS HOME?**

by Pico IYER

The link to the video: [https://www.ted.com/talks/pico\\_iyer\\_where\\_is\\_home#t-814123](https://www.ted.com/talks/pico_iyer_where_is_home#t-814123)

## **Transcript**

Where do you come from? It's such a simple question, but these days, of course, simple questions bring ever more complicated answers.

People are always asking me where I come from, and they're expecting me to say India, and they're absolutely right insofar as 100 percent of my blood and ancestry does come from India. Except, I've never lived one day of my life there. I can't speak even one word of its more than 22,000 dialects. So I don't think I've really earned the right to call myself an Indian. And if "Where do you come from?" means "Where were you born and raised and educated?" then I'm entirely of that funny little country known as England, except I left England as soon as I completed my undergraduate education, and all the time I was growing up, I was the only kid in all my classes who didn't begin to look like the classic English heroes represented in our textbooks. And if "Where do you come from?" means "Where do you pay your taxes? Where do you see your doctor and your dentist?" then I'm very much of the United States, and I have been for 48 years now, since I was a really small child. Except, for many of those years, I've had to carry around this funny little pink card with green lines running through my face identifying me as a permanent alien. I do actually feel more alien the longer I live there.

And if "Where do you come from?" means "Which place goes deepest inside you and where do you try to spend most of your time?" then I'm Japanese, because I've been living as much as I can for the last 25 years in Japan. Except, all of those years I've been there on a tourist visa, and I'm fairly sure not many Japanese would want to consider me one of them.

And I say all this just to stress how very old-fashioned and straightforward my background is, because when I go to Hong Kong or Sydney or Vancouver, most of the

kids I meet are much more international and multi-cultured than I am. And they have one home associated with their parents, but another associated with their partners, a third connected maybe with the place where they happen to be, a fourth connected with the place they dream of being, and many more besides. And their whole life will be spent taking pieces of many different places and putting them together into a stained glass whole. Home for them is really a work in progress. It's like a project on which they're constantly adding upgrades and improvements and corrections. And for more and more of us, home has really less to do with a piece of soil than, you could say, with a piece of soul.

If somebody suddenly asks me, "Where's your home?" I think about my sweetheart or my closest friends or the songs that travel with me wherever I happen to be. And I'd always felt this way, but it really came home to me, as it were, some years ago when I was climbing up the stairs in my parents' house in California, and I looked through the living room windows and I saw that we were encircled by 70-foot flames, one of those wildfires that regularly tear through the hills of California and many other such places. And three hours later, that fire had reduced my home and every last thing in it except for me to ash. And when I woke up the next morning, I was sleeping on a friend's floor, the only thing I had in the world was a toothbrush I had just bought from an all-night supermarket. Of course, if anybody asked me then, "Where is your home?" I literally couldn't point to any physical construction. My home would have to be whatever I carried around inside me.

And in so many ways, I think this is a terrific liberation. Because when my grandparents were born, they pretty much had their sense of home, their sense of community, even their sense of enmity, assigned to them at birth, and didn't have much chance of stepping outside of that. And nowadays, at least some of us can choose our sense of home, create our sense of community, fashion our sense of self, and in so doing maybe step a little beyond some of the black and white divisions of our grandparents' age. No coincidence that the president of the strongest nation on Earth is half-Kenyan, partly raised in Indonesia, has a Chinese-Canadian brother-in-law.

The number of people living in countries not their own now comes to 220 million, and that's an almost unimaginable number, but it means that if you took the whole population of Canada and the whole population of Australia and then the whole population of Australia again and the whole population of Canada again and doubled that number, you would still have fewer people than belong to this great floating tribe.

And the number of us who live outside the old nation-state categories is increasing so quickly, by 64 million just in the last 12 years, that soon there will be more of us than there are Americans. Already, we represent the fifth-largest nation on Earth. And in fact, in Canada's largest city, Toronto, the average resident today is what used to be called a foreigner, somebody born in a very different country.

And I've always felt that the beauty of being surrounded by the foreign is that it slaps you awake. You can't take anything for granted. Travel, for me, is a little bit like being in love, because suddenly all your senses are at the setting marked "on." Suddenly you're alert to the secret patterns of the world. The real voyage of discovery, as Marcel Proust famously said, consists not in seeing new sights, but in looking with new eyes. And of course, once you have new eyes, even the old sights, even your home become something different. Many of the people living in countries not their own are refugees who never wanted to leave home and ache to go back home. But for the fortunate among us, I think the age of movement brings exhilarating new possibilities.

Certainly when I'm traveling, especially to the major cities of the world, the typical person I meet today will be, let's say, a half-Korean, half-German young woman living in Paris. And as soon as she meets a half-Thai, half-Canadian young guy from Edinburgh, she recognizes him as kin. She realizes that she probably has much more in common with him than with anybody entirely of Korea or entirely of Germany. So they become friends. They fall in love. They move to New York City.

Or Edinburgh. And the little girl who arises out of their union will of course be not Korean or German or French or Thai or Scotch or Canadian or even American, but a wonderful and constantly evolving mix of all those places. And potentially, everything about the way that young woman dreams about the world, writes about the

world, thinks about the world, could be something different, because it comes out of this almost unprecedented blend of cultures.

Where you come from now is much less important than where you're going. More and more of us are rooted in the future or the present tense as much as in the past. And home, we know, is not just the place where you happen to be born. It's the place where you become yourself.

And yet, there is one great problem with movement, and that is that it's really hard to get your bearings when you're in midair. Some years ago, I noticed that I had accumulated one million miles on United Airlines alone. You all know that crazy system, six days in hell, you get the seventh day free.

And I began to think that really, movement was only as good as the sense of stillness that you could bring to it to put it into perspective.

And eight months after my house burned down, I ran into a friend who taught at a local high school, and he said, "I've got the perfect place for you." "Really?" I said. I'm always a bit skeptical when people say things like that. "No, honestly," he went on, "it's only three hours away by car, and it's not very expensive, and it's probably not like anywhere you've stayed before." "Hmm." I was beginning to get slightly intrigued. "What is it?" "Well —" Here my friend hemmed and hawed — "Well, actually it's a Catholic hermitage." This was the wrong answer. I had spent 15 years in Anglican schools, so I had had enough hymnals and crosses to last me a lifetime. Several lifetimes, actually. But my friend assured me that he wasn't Catholic, nor were most of his students, but he took his classes there every spring. And as he had it, even the most restless, distractible, testosterone-addled 15-year-old Californian boy only had to spend three days in silence and something in him cooled down and cleared out. He found himself. And I thought, "Anything that works for a 15-year-old boy ought to work for me."

So I got in my car, and I drove three hours north along the coast, and the roads grew emptier and narrower, and then I turned onto an even narrower path, barely paved, that snaked for two miles up to the top of a mountain. And when I got out of my car, the air was pulsing. The whole place was absolutely silent, but the silence wasn't an

absence of noise. It was really a presence of a kind of energy or quickening. And at my feet was the great, still blue plate of the Pacific Ocean. All around me were 800 acres of wild dry brush.

And I went down to the room in which I was to be sleeping. Small but eminently comfortable, it had a bed and a rocking chair and a long desk and even longer picture windows looking out on a small, private, walled garden, and then 1,200 feet of golden pampas grass running down to the sea. And I sat down, and I began to write, and write, and write, even though I'd gone there really to get away from my desk. And by the time I got up, four hours had passed. Night had fallen, and I went out under this great overturned saltshaker of stars, and I could see the tail lights of cars disappearing around the headlands 12 miles to the south. And it really seemed like my concerns of the previous day vanishing. And the next day, when I woke up in the absence of telephones and TVs and laptops, the days seemed to stretch for a thousand hours. It was really all the freedom I know when I'm traveling, but it also profoundly felt like coming home. And I'm not a religious person, so I didn't go to the services. I didn't consult the monks for guidance. I just took walks along the monastery road and sent postcards to loved ones. I looked at the clouds, and I did what is hardest of all for me to do usually, which is nothing at all.

And I started to go back to this place, and I noticed that I was doing my most important work there invisibly just by sitting still, and certainly coming to my most critical decisions the way I never could when I was racing from the last email to the next appointment. And I began to think that something in me had really been crying out for stillness, but of course I couldn't hear it because I was running around so much. I was like some crazy guy who puts on a blindfold and then complains that he can't see a thing.

And I thought back to that wonderful phrase I had learned as a boy from Seneca, in which he says, "That man is poor not who has little but who hankers after more." And, of course, I'm not suggesting that anybody here go into a monastery. That's not the point. But I do think it's only by stopping movement that you can see where to go.

And it's only by stepping out of your life and the world that you can see what you most deeply care about and find a home.

And I've noticed so many people now take conscious measures to sit quietly for 30 minutes every morning just collecting themselves in one corner of the room without their devices, or go running every evening, or leave their cell phones behind when they go to have a long conversation with a friend. Movement is a fantastic privilege, and it allows us to do so much that our grandparents could never have dreamed of doing. But movement, ultimately, only has a meaning if you have a home to go back to.

And home, in the end, is of course not just the place where you sleep. It's the place where you stand. Thank you.

## 2. Match words and phrases on the left with their definitions on the right:

<b>1 H</b>	<b>Ancestry</b>	a family, our previous generations, a history of our family	предки
<b>2 L</b>	<b>Straightforward</b>	easy to do, easy to understand	простий
<b>3 E</b>	<b>Multicultural</b>	relating to several cultures	багатокультурний
<b>4 J</b>	<b>Liberation</b>	the act to setting somebody free	звільнення
<b>5 H</b>	<b>Enmity</b>	the state of being opposed to smb/smith	ворожнеча
<b>6 B</b>	<b>Coincidence</b>	something that happened without any causal connections	збіг обставин
<b>7 A</b>	<b>Floating tribe</b>	some nation who has/had their homes floating	племена, які живуть на воді
<b>8 I</b>	<b>A foreigner</b>	a person from abroad	іноземець
<b>9 C</b>	<b>To be alert to</b>	to be open-eyed, watchful	бути насторожі

<b>10 O</b>	<b>Refugees</b>	people who have been forced to leave their country in order to escape a war or some natural disasters	біженці
<b>11 M</b>	<b>Bearings</b>	the way in which you move, stand, or behave, especially when this shows your character	манера поведінки
<b>12 G</b>	<b>A Catholic hermitage</b>	monastery (in this video)	монастир
<b>13 D</b>	<b>Stillness</b>	the absence of movement	нерухомість
<b>14 K</b>	<b>To hanker</b>	to feel a strong desire to do something	палко жадати
<b>15 F</b>	<b>A privilege</b>	a special right, advantage	привілей

**2. Check True or False. Then correct the false statements.**

- 1) False. He can't relate himself to one nationality fully, he is a combination of many nationalities.
- 2) False. He has been living there, but he does not come from Japan.
- 3) True.
- 4) True.
- 5) False. It was a toothbrush.
- 6) True.
- 7) True.
- 8) False. Soon there will be more foreigners than Americans in America.
- 9) False

**4. Think of the facts that the following figures, dates and numbers are related to:**

The speaker's blood is **100%** Indian.

The speaker can't speak 22, 000 dialects in Indian.

The speaker has 48 years spent in the USA.

The speaker has **25** years spent in Japan.

The speaker's parents' house was encircled by **70-foot** flames in California.

**220 mil** people live in countries which are not their native countries (emigrants, refugees etc.).

## 5. What did he say?

Watch the video and complete the commentary

People are always asking me **where I come from**, and they're expecting me to say **India**, and they're absolutely right insofar as 100 percent of my **blood and ancestry** does come from India. Except, I've never lived one day of my life there. I can't speak even one word of its more than **22,000 dialects**. So I don't think I've really earned the right to call myself an Indian. And if "**Where do you come from?**" means "Where were you **born** and **raised** and **educated?**" then I'm entirely of that funny little country known as England, except I left England as soon as I completed my **undergraduate education**, and all the time I was growing up, I was the only **kid** in all my classes who didn't begin to look like the **classic English heroes** represented in our textbooks. And if "Where do you come from?" means "Where do you **pay your taxes?** Where do you **see your doctor** and your **dentist?**" then I'm very much of the United States, and I have been for **48 years** now, since I was a really small child. Except, for many of those years, I've had to **carry around** this funny little pink card with green lines running through my face **identifying me as a permanent alien**. I do actually feel more alien the longer I live there.

## 6. Use the words in the box to complete sentences. Pay attention to grammar.

1. Judging from the way he speaks, he COMES FROM a rich family. This DIALECT is spoken only in rich families in the north.



2. He didn't expect to meet her there, it happened by COINCIDENCE. He noticed her because she was CARRYING AROUND a pink suitcase. Pink always makes him ALERT.
3. PERMANENT make-up will stay with you forever. If you HANKER for it that much, think twice, because any mark on your body may IDENTIFY your personality.
4. Living in a MULTICULTURAL hostel with people from numerous communities makes it easy to feel as a REFUGEE with no home and no native country.
5. Being BORN into a family of a king is a real PREVILEGE: you have little limitations in life and all the doors are open.

**8. Provide an artistic translation of the speech part from Task 5 (in writing).**

Люди постійно запитують мене, звідки я родом, і вони чекають, що я відповім "з Індії", і вони абсолютно праві, оскільки 100 відсотків моєї крові та предків дійсно з Індії. Однак я ніколи не жив жодного дня свого життя там. Я не можу навіть вимовити ні одного слова з більш ніж 22 000 індійських діалектів. Тому я не вважаю, що я дійсно заслужив право називати себе індійцем. І якщо "Звідки ти?" означає "Де ти народився, виріс та отримав освіту?", то я цілковито належу до тієї дивної маленької країни, відомої як Англія. Окрім того, я покинув Англію, як тільки отримав ступінь бакалавра, і все дитинство, я був єдиним дитиною в усіх моїх класах, не схожою на класичних англійських героїв, що зображені у наших підручниках. І якщо "Звідки ти?" означає "Де ти платиш податки? Де ти ходиш до лікаря та до стоматолога?", то я зі Сполучених Штатів, і я був американцем протягом 48 років, з того часу, коли я був дуже маленькою дитиною. Однак, протягом багатьох цих років мені доводилось мати при собі цю дивну рожеву картку з зеленими лініями, які проходять через моє обличчя, і ця картка ідентифікує мене як постійного іноземця. За всі ці роки я справді відчуваю все більш іншопланетянином.

# **THE DISARMING CASE TO ACT RIGHT NOW ON CLIMATE**

## **CHANGE**

**By Greta THUNBERG**

The link to the video: <https://www.youtube.com/watch?v=H2QxFM9y0tY>

### **Script**

When I was about eight years old, I first heard about something called climate change or global warming. Apparently, that was something humans had created by our way of living. I was told to turn off the lights to save energy and to recycle paper to save resources. I remember thinking that it was very strange that humans, who are an animal species among others, could be capable of changing the Earth's climate. Because if we were, and if it was really happening, we wouldn't be talking about anything else. As soon as you'd turn on the TV, everything would be about that. Headlines, radio, newspapers, you would never read or hear about anything else, as if there was a world war going on. But no one ever talked about it. If burning fossil fuels was so bad that it threatened our very existence, how could we just continue like before? Why were there no restrictions? Why wasn't it made illegal? To me, that did not add up. It was too unreal. So when I was 11, I became ill. I fell into depression, I stopped talking, and I stopped eating. In two months, I lost about 10 kilos of weight. Later on, I was diagnosed with Asperger syndrome, OCD and selective mutism. That basically means I only speak when I think it's necessary – now is one of those moments.

For those of us who are on the spectrum, almost everything is black or white. We aren't very good at lying, and we usually don't enjoy participating in this social game that the rest of you seem so fond of.

I think in many ways that we autistic are the normal ones, and the rest of the people are pretty strange, especially when it comes to the sustainability crisis, where everyone keeps saying climate change is an existential threat and the most important

issue of all, and yet they just carry on like before. I don't understand that, because if the emissions have to stop, then we must stop the emissions. To me that is black or white. There are no gray areas when it comes to survival. Either we go on as a civilization or we don't. We have to change.

Rich countries like Sweden need to start reducing emissions by at least 15 percent every year. And that is so that we can stay below a two-degree warming target. Yet, as the IPCC have recently demonstrated, aiming instead for 1.5 degrees Celsius would significantly reduce the climate impacts. But we can only imagine what that means for reducing emissions. You would think the media and every one of our leaders would be talking about nothing else, but they never even mention it. Nor does anyone ever mention the greenhouse gases already locked in the system. Nor that air pollution is hiding a warming so that when we stop burning fossil fuels, we already have an extra level of warming perhaps as high as 0.5 to 1.1 degrees Celsius. Furthermore does hardly anyone speak about the fact that we are in the midst of the sixth mass extinction, with up to 200 species going extinct every single day, that the extinction rate today is between 1,000 and 10,000 times higher than what is seen as normal. Nor does hardly anyone ever speak about the aspect of equity or climate justice, clearly stated everywhere in the Paris Agreement, which is absolutely necessary to make it work on a global scale. That means that rich countries need to get down to zero emissions within 6 to 12 years, with today's emission speed. And that is so that people in poorer countries can have a chance to heighten their standard of living by building some of the infrastructure that we have already built, such as roads, schools, hospitals, clean drinking water, electricity, and so on. Because how can we expect countries like India or Nigeria to care about the climate crisis if we who already have everything don't care even a second about it or our actual commitments to the Paris Agreement?

So, why are we not reducing our emissions? Why are they in fact still increasing? Are we knowingly causing a mass extinction? Are we evil? No, of course not. People keep doing what they do because the vast majority doesn't have a clue about the actual consequences of our everyday life, and they don't know that rapid change is required. We all think we know, and we all think everybody knows, but we don't. Because how

could we? If there really was a crisis, and if this crisis was caused by our emissions, you would at least see some signs. Not just flooded cities, tens of thousands of dead people, and whole nations leveled to piles of torn down buildings. You would see some restrictions. But no. And no one talks about it. There are no emergency meetings, no headlines, no breaking news. No one is acting as if we were in a crisis. Even most climate scientists or green politicians keep on flying around the world, eating meat and dairy. If I live to be 100, I will be alive in the year 2103. When you think about the future today, you don't think beyond the year 2050. By then, I will, in the best case, not even have lived half of my life.

What happens next? The year 2078, I will celebrate my 75th birthday. If I have children or grandchildren, maybe they will spend that day with me. Maybe they will ask me about you, the people who were around, back in 2018. Maybe they will ask why you didn't do anything while there still was time to act. What we do or don't do right now will affect my entire life and the lives of my children and grandchildren. What we do or don't do right now, me and my generation can't undo in the future. So when school started in August of this year, I decided that this was enough. I set myself down on the ground outside the Swedish parliament. I school striked for the climate. Some people say that I should be in school instead. Some people say that I should study to become a climate scientist so that I can "solve the climate crisis." But the climate crisis has already been solved. We already have all the facts and solutions. All we have to do is to wake up and change. And why should I be studying for a future that soon will be no more when no one is doing anything whatsoever to save that future? And what is the point of learning facts in the school system when the most important facts given by the finest science of that same school system clearly means nothing to our politicians and our society. Some people say that Sweden is just a small country, and that it doesn't matter what we do, but I think that if a few children can get headlines all over the world just by not coming to school for a few weeks, imagine what we could all do together if you wanted to.

Now we're almost at the end of my talk, and this is where people usually start talking about hope, solar panels, wind power, circular economy, and so on, but I'm not

going to do that. We've had 30 years of pep-talking and selling positive ideas. And I'm sorry, but it doesn't work. Because if it would have, the emissions would have gone down by now. They haven't. And yes, we do need hope, of course we do. But the one thing we need more than hope is action. Once we start to act, hope is everywhere.

So instead of looking for hope, look for action. Then, and only then, hope will come.

Today, we use 100 million barrels of oil every single day. There are no politics to change that. There are no rules to keep that oil in the ground. So we can't save the world by playing by the rules, because the rules have to be changed.

Everything needs to change – and it has to start today. Thank you.

## ANSWERS

### 1. Explain the meaning of the following items and use them in answering the questions:

<b>1</b>	Restrictions	<b>L</b>	something that limits someone's actions or movement, or limits the amount, size, etc., of something.	обмеження
<b>2</b>	selective mutism	<b>S</b>	is an anxiety disorder in which a person who is normally capable of speech cannot speak in specific situations or to specific people.	вибіркова німота
<b>3</b>	obsessive– compulsive disorder (OCD)	<b>F</b>	is a mental disorder in which a person feels the need to perform certain routines repeatedly (called "compulsions"), or has certain thoughts repeatedly (called "obsessions"). The person is unable to control either the thoughts or	обсесивно- компульсивний розлад

			activities for more than a short period of time.	
<b>4</b>	existential threat	<b>M</b>	is a threat that lies forehead.	загроза існуванню
<b>5</b>	sustainability crisis	<b>J</b>	are resistant problems, the collective effect of environmental changes.	криза сталого розвитку
<b>6</b>	Intergovernmental Panel on Climate Change (IPCC)	<b>C</b>	is an intergovernmental body of the United Nations that is dedicated to providing the world with objective, scientific information relevant to understanding the scientific basis of the risk of human-induced climate change, its natural, political, and economic impacts and risks, and possible response options.	міжурядова панель з питань зміни клімату
<b>7</b>	Green politics	<b>O</b>	or ecopolitics, is a political ideology that aims to foster an ecologically sustainable society rooted in environmentalism, nonviolence, social justice and grassroots democracy.	екополітика
<b>8</b>	pep-talking	<b>T</b>	a short speech intended to encourage someone to make more effort or to think more positively.	мотиваційна бесіда
<b>9</b>	global warming	<b>A</b>	a general increase in world temperatures caused by increased amounts of carbon dioxide around the Earth.	глобальне потепління

<b>10</b>	recycle	<b>G</b>	to put used objects or materials through a special process so that they can be used again.	переробляти
<b>11</b>	gass emissions	<b>Q</b>	a gas or other substance that is sent into the air.	викиди газу
<b>12</b>	extinction	<b>D</b>	when a particular type of animal or plant stops existing.	вимирання
<b>13</b>	the Paris Agreement	<b>B</b>	is an agreement within the United Nations Framework Convention on Climate Change (UNFCCC), dealing with greenhouse-gas-emissions mitigation, adaptation, and finance, signed in 2016. The Paris Agreement sets out a global framework to avoid dangerous climate change by limiting global warming to well below 2°C and pursuing efforts to limit it to 1.5°C. It also aims to strengthen countries' ability to deal with the impacts of climate change and support them in their efforts. The Paris Agreement is the first-ever universal, legally binding global climate change agreement, adopted at the Paris climate conference (COP21) in December 2015. The EU and its Member States are among the close to 190 Parties to the Paris Agreement. The EU formally	Паризька угода

			ratified the agreement on 5 October 2016, thus enabling its entry into force on 4 November 2016. For the agreement to enter into force, at least 55 countries representing at least 55% of global emissions had to deposit their instruments of ratification.	
<b>14</b>	equity or climate justice	<b>R</b>	is a term used to frame global warming as an ethical and political issue, rather than one that is purely environmental or physical in nature. This is done by relating the effects of climate change to concepts of justice, particularly environmental justice and social justice and by examining issues such as equality, human rights, collective rights, and the historical responsibilities for climate change. An important concern related to climate justice is that those who are least responsible for climate change suffer its gravest consequences.	кліматична рівність
<b>15</b>	solar panels	<b>H</b>	a piece of equipment, usually kept on a roof, that collects and uses the sun's energy to heat water or make electricity.	сонячні панелі



<b>16</b>	wind power	<b>N</b>	is the use of wind to provide the mechanical power through wind turbines to turn electric generators and traditionally to do other work, like milling or pumping. Wind power is a sustainable and renewable energy, and has a much smaller impact on the environment compared to burning fossil fuels.	сила вітру
<b>17</b>	circular economy	<b>E</b>	an economic system of closed loops in which raw materials, components and products lose their value as little as possible, renewable energy sources are used and systems thinking is at the core.	економіка закритого типу
<b>18</b>	significantly	<b>P</b>	used to say that something is very important:	значуще
<b>19</b>	barrel	<b>I</b>	a large curved container with a flat top and bottom, made of wood or metal, and used for storing beer, wine etc	бочка
<b>20</b>	headline	<b>K</b>	the title of a newspaper report, which is printed in large letters above the report	заголовок

**4. Watch the video and say if the following statement are true or false:**

- 1) T
- 2) F – it is legal
- 3) F – the reason was her emotions to global warming

- 4) F – for Greta’s mind there is only black or white, if we want changes we should act immediately
- 5) T
- 6) T
- 7) F – they don’t
- 8) F – she isn’t at school

**5. Think of the facts that the following figures, dates and numbers are related to:**

**8** – when Greta was about 8 she first heard about something called climate change or global warming

**11** – When Greta Thunberg was 11, she became ill.

**15%** – rich countries like Sweden need to start reducing emissions by at least 15 percent every year.

**0.5 to 1.1** – we already have an extra level of warming perhaps as high as 0.5 to 1.1 degrees Celsius.

**200** species are going extinct every single day.

**6 to 12** – rich countries need to get down to zero emissions within 6 to 12 years, with today's emission speed.

**2078** – in 2078 Greta will celebrate her 75th birthday.

**30** – We've had 30 years of pep-talking and selling positive ideas. 100 million - we use 100 million barrels of oil every single day.

**6. What did she say?**

Watch the video and complete the commentary

When I was about eight years old, I first heard about something called **climate change** or **global warming**. Apparently, that was something humans had created by our way of living. I was told to **turn off** the lights to save energy and to **recycle** paper to save resources. I remember thinking that it was very strange that humans, who are

an animal species among others, could be capable of changing the Earth's **climate**. Because if we were, and if it was really happening, we wouldn't be talking about anything else. As soon as you'd turn on the TV, everything would be about that. **Headlines**, radio, newspapers, you would never read or hear about anything else, as if there was a **world war** going on. But no one ever talked about it. If burning fossil fuels was so bad that it threatened our very **existence**, how could we just continue like before? Why were there no **restrictions**? Why wasn't it made illegal? To me, that did not add up. It was too unreal. So when I was 11, I became ill. I fell into **depression**, I stopped talking, and I stopped eating. In two months, I lost about 10 kilos of weight. Later on, I was **diagnosed** with Asperger syndrome, OCD and selective mutism. That basically means I only **speak** when I think it's **necessary** – now is one of those moments.

For those of us who are on the spectrum, almost everything is **black or white**. We aren't very good at lying, and we usually don't enjoy participating in this **social game** that the rest of you seem so fond of.

I think in many ways that we **autistic** are the normal ones, and the rest of the people are pretty strange, especially when it comes to the **sustainability crisis**, where everyone keeps saying climate change is an existential threat and the most important **issue** of all, and yet they just carry on like before. I don't understand that, because if the emissions have to stop, then we must stop the emissions. To me that is black or white. There are no **gray areas** when it comes to survival. Either we go on as a civilization or we don't. We have to **change**.

## 7. Use the words in the box to complete sentences. Pay attention to grammar.

The **sustainability** crisis is an **existential** threat to the planet, and **global warming** is one of the most significant challenges we face. To tackle these issues, we need to take bold actions to reduce our carbon footprint, including **recycling** more and adopting **circular economy** principles. However, many individuals face **restrictions** when trying to make these changes. For example, some people with **selective mutism** may find it challenging to engage in **pep-talking** or advocate for sustainability. It's

crucial to recognize these limitations and find ways to support everyone in taking action to protect the environment.

Despite the obstacles, it's essential to continue spreading awareness about the **sustainability crisis** and the urgent need to address it. **Headlines** and news stories can play a vital role in highlighting the gravity of the situation and encouraging individuals and organizations to take action. Together, we can work towards a more sustainable future and prevent the **extinction** of countless species on our planet. It's up to all of us to make **significant** changes, no matter how small they may seem, to help protect the planet for future generations.

#### **8. Provide an artistic translation of the speech part from Task 6 (in writing).**

Коли мені було близько восьми років, я вперше почула про щось, що називалося зміною клімату чи глобальним потеплінням. Вочевидь, це щось, що люди раніше створили своїм способом життя. Мені казали вимикати світло, щоб заощадити енергію, і переробляти папір, щоб заощадити ресурси. Я пам'ятаю, як мені здалося дуже дивно, що люди, які є одним з видів тварин, можуть змінювати клімат Землі. Адже якщо ми змогли це робити, і якщо це дійсно відбувається, то ми б не говорили про нічого інше. Тільки б ми ввімкнули телевізор, то все було б лише про глобальне потепління. Заголовки, радіо, газети – ми б не читали і не чули нічого іншого, наче триває світова війна. Але про це ніхто ніколи не говорив. Якщо спалювання кам'яного вугілля настільки погано, що загрожує нашому існуванню, то чому ми продовжуємо, як раніше? Чому немає жорстких обмежень? Чому це не є незаконним? Мені це не вкладалось в голову. Це було занадто неймовірно. Тож коли мені було 11 років, я захворіла. Я впала у депресію, перестала говорити і їсти. За два місяці я втратила приблизно 10 кілограмів. Пізніше мені поставили діагноз: синдром Аспергера, ОКР і вибіркова німота. По суті я говорю тільки тоді, коли вважаю це необхідним – зараз один із таких моментів.

Для нас, хто має спектр аутизму, майже все чорно або біле. Ми не дуже добре вміємо брехати, і ми, як правило, не любимо брати участь у цій соціальній грі,

яку інші так люблять. Я думаю, що в багатьох відношеннях ми, аутистичні люди, є нормальними, а решта людей досить дивні, особливо коли мова йде про кризу сталого розвитку, де всі постійно говорять, що зміна клімату –а це загроза існуванню і найважливіша проблема всіх, і все ж вони просто продовжують, як раніше. Я не розумію цього, тому що, якщо викиди повинні припинитися, то ми повинні припинити викиди. Для мене це або чорне, або біле. Немає жодних сірих зон, коли мова йде про виживання. Або ми продовжуємо як цивілізація, або ні. Ми повинні змінитися.

# WHY WE CAN'T STOP EATING UNHEALTHY FOOD

by Laura SHMIDT

The link to the video: <https://www.tedmed.com/talks/show?id=529952>

## Script

So when you get up in the morning, you probably feel pretty free to choose what you're going to do.

My guess is the first thing you do is reach for one of these: my cell phone. It gives me continuous access to an online all-you-can-eat buffet. I can enter a virtual gambling casino, get hooked on a little app or a game, a shop till I drop.

I've got to be honest with you, I am one I cannot not look at this thing when it pings with a new text message.

And I am one of the 78% of Americans who can't get up out of bed in the morning without checking this thing first. Sometimes I don't even notice I'm reaching for it. I just do it.

And here's a product you probably don't have in your pocket. This is powdered alcohol. I'm not kidding, pow-alcohol. It's going to be out on the market this year.

So I could just carry around this convenient little package and mix myself up a cocktail whenever wherever I want. Maybe I should add it to my morning coffee at work, it might jazz things up a bit.

**So here's my point.** At no time in human history has our species been so bombarded by stuff designed to get us hooked. Companies compete on the very basis of creating ever more habit-forming products. And it's no different with our food.

Food corporations hire scientists to engineer the most irresistible habit forming foods. Sugar is currently their go-to ingredient.

These guys have flipped the script on us. They are using the very brain imaging technologies that we use to try to find cures for addiction. Only they put people in the

MRI machine and feed them Doritos chips to figure out ways to tweak the recipe to make it even more habit forming than it already is.

So here's my question to you:

When you live in a world that is surrounding you on a 24/7 basis with food products scientifically engineered to be habit forming, do you really have freedom of choice?

Now, most addictive substances are actually quite safe in their natural form. Heroin comes from poppy seeds, cocaine from the coca plant, alcohol from fruits and grains.

For centuries, farmers high up in the Andes Mountains have chewed coca leaves. It's a tradition. It's a mild stimulant, like drinking a cup of coffee. It helps them work longer hours and cope with the high altitudes.

Probably the worst thing that can happen to you after a lifetime of chewing coca leaves is maybe you'll get bad teeth.

Things do get really bad when we industrialize the coca production process. When we learned how to refine the coca plant down into its most concentrated form, a little rock of white powder. That's when the humble coca leaf becomes the lethally addictive drug we know as crack.

Now, what's interesting is that up until the 20th century, cocaine was actually an innocent, domesticated white powder, just like sugar is today. People put it in everything. You could go to your drugstore and buy it in a soothing tonic. People put it in cough syrup and gave it to their kids.

*Coca-Cola* is one of the most successful products in modern history. It was formulated in the 1880s, and the company's founders were so proud of their special recipe that they vowed never to change it.

But at one time in history, the **Coca-Cola Corporation** was forced to change its recipe. That was in 1903 when the political current, the tide was shifting away from cocaine, eventually to make it an illegal drug.

That's when Coca-Cola took the cocaine out of the Coke. Of course, they just replaced it with a different addictive substance, namely caffeine.

So here you have it, a concentrated dose of sugar combined with a concentrated dose of caffeine: double the pleasure, double the chances we'll get hooked.

The fact is, as long as food corporations aren't breaking narcotics laws, they can do pretty much whatever they want to formulate their products to make them even more habit forming.

My work takes me into San Francisco's Tenderloin district. Every big city has a place like this, right? It's a few square blocks of extreme poverty and urban blight.

There's a liquor store on every corner. Usually with a bunch of drug dealers hanging out in front. We have a name for places like this. We call them alcohol and drug saturated environments.

Now, the Tenderloin has a program called **Safe Passage**. Volunteers go to the school bus and pick up children to safely walk them to their homes. They have to travel circuitous routes through the city streets to avoid all the drug dealers and liquor stores. It's like living in an obstacle course.

When it comes to food, to process food and sugar, we're all living in an obstacle course. Our own tenderloin. It's on every corner, in every store, in every workplace.

74% of the foods in your grocery store have sugar added to them. Stuff that doesn't even taste sweet.

So, why do I care about this so much?

It's actually not the rising rates of obesity worldwide that keeps me up at night. It's two other very disturbing trends.

And the first is the appearance of adult diseases in children. Type 2 diabetes is linked to heavy sugar consumption and especially sugary drinks. It's called adult onset diabetes because in my parents' generation we only saw it in adults.

Today, one out of four American teenagers is pre-diabetic or diabetic.

Next is the appearance of whole new diseases that seem to come out of nowhere. The diagnosis, non-alcoholic fatty liver disease didn't even exist until 1980. Again, a condition linked to heavy sugar consumption and poor diet.

By 2020, in five years, it's going to be the leading cause of liver transplantation. This is the global warming of human health. These trends are warning signs like



melting icebergs and rising sea levels. They're telling us that there's something very wrong with our food environment. Our food supply is making some of us very sick.

Here's the good news. There is some good news. The solutions to this situation are easily within our reach.

Now, everybody always says educate the public in healthy choices. But we know that doesn't work. If it worked, then why would 48% of Americans still be drinking a sugary drink or more a day?

The fact is, I could say until I'm blue in the face, don't drink that stuff, it's unhealthy. You already know that.

But when you live in a sugar saturated environment, more often than not, you'll probably just reach for what's been put in front of you. And if it's a concentrated source of pleasure, a product carefully engineered with white powders to get you hooked, that puts a huge burden on you all the time to say no. And many of us don't.

*So what do we do about this problem? How do we fix it?*

The solutions are actually remarkably simple. And here's how it works.

Food companies have gotten very good at seducing us towards their products in ways that we barely even notice. All of the most effective public health strategies just do the opposite. They gently nudge us away from the unhealthy stuff.

It's simple, we just flip the script back. So, for example, soda companies, they intentionally keep their prices down so that we'll buy more. If we put a tax on the soda that raises the price a little and gently nudges us away.

If food corporations are barraging our children with advertisements for Cap'n Crunch and Cocoa Puffs, we can just take those ads off the air.

If they pay grocery stores to put candy at eye level for our little children, we can put it a little higher on the shelf.

And if they pay famous sports figures to promote Gatorade, we can pay them to say I drink water.

Small changes can add up to big shifts in the environment. We know this from decades of research on addictive substances.

I understand we really would all like to believe that we're in charge, that we have complete freedom over what we eat.

But how free can we be living in a saturated environment, one that continuously surrounds us with food products carefully engineered to get us hooked and keep us coming back for more.

Those kids in the Tenderloin, they apparently live in what's called a food desert. They don't even have access to a grocery store.

What's a grocery store when it's stuffed with junk food? 74% of it loaded with added sugar. All the health experts will tell you, shop around the perimeter of this grocery store. That way you can steer your way around all the junk that's in the middle.

But how different is that from a strategy that steers children around drug dealers in the Tenderloin?

We can do so much better than this. We don't have to live in an environment that is rigged to get us fat and then blames us for the health consequences and the medical bills. We don't have to sit by and watch our children suffer from diseases of adulthood.

We can re-rig this environment to make it safe.

**It's not about personal choice anymore. It's about our public choice.**

## ANSWERS

<b>1</b>	Palcohol	<b>K</b>	powdered alcohol	порошковий алкоголь
<b>2</b>	to be bombarded	<b>Y</b>	to attack, whether physically (with something like missiles) or metaphorically (with something like questions)	атакований
<b>3</b>	to be\to get hooked	<b>P</b>	to have addiction to smth	бути на гачку
<b>4</b>	go-to ingredient	<b>F</b>	ingredient that you can always use in the type of food you are preparing	інгредієнт, який людина часто використовує у своїх кулінарних стравах.
<b>5</b>	stimulant	<b>T</b>	a substance that raises levels of physiological or	подразник

			nervous activity in the body	
<b>6</b>	irresistible	<b>A</b>	too powerful or convincing to be resisted	перед яким не можливо встояти
<b>7</b>	habit-forming products	<b>J</b>	products which we consume every day	продукти, які сприяють формуванню звички у споживачів,
<b>8</b>	the brain imaging technologies	<b>V</b>	is the using of various techniques to either directly or indirectly image the structure, function, or pharmacology of the nervous system. It is a relatively new discipline within medicine, neuroscience, and psychology	технології зображення мозку для досліджень
<b>9</b>	obstacle course	<b>L</b>	a series of difficulties that have to be negotiated in order to achieve a particular aim	низка перешкод
<b>10</b>	drug-saturated environments	<b>B</b>	environment with a lot of things we get hooked from	середовища, насичені наркотиками
<b>11</b>	global warming of human health	<b>X</b>	the negative impact that climate change can have on human health; climate change can also have indirect effects on human health, such as through food and water insecurity, displacement from natural disasters, and increased mental health problems associated with these events	«глобальне потепління» для здоров'я людини
<b>12</b>	all-you-can-eat buffet	<b>Q</b>	used to describe a meal at a restaurant where people can serve themselves as much food as they want	формат ресторану або кафе, де клієнт може вживати їжу у необмеженій кількості за фіксовану ціну
<b>13</b>	shop till I drop	<b>R</b>	to do a large amount of shopping	купувати безперервно, поки не втомишся або не здригнешся

14	jazz up	C	to make something more attractive or exciting	прикрашати, оживляти або робити щось більш привабливим або ексцентричним
15	to flip	M	to move something with a quick sudden movement so that it is in a different position	обертати
16	humble	G	not considering yourself or your ideas to be as important as other people's	скромний
17	crack	D	a potent hard crystalline form of cocaine broken into small pieces and inhaled or smoked	крек (наркотик)
18	blight	W	something that makes people unhappy or that spoils their lives or the environment they live in	шкідлива або руйнівна сила або явище, що призводить до занепаду, збитку або спустошення
19	obesity	N	when someone is very fat in a way that is unhealthy	ожиріння
20	non-alcoholic fatty liver disease	U	the term for a range of conditions caused by a build-up of fat in the liver. It's usually seen in people who are overweight or obese	стеатоз печінки (жирна печінка)
21	until I'm blue in the face	E	you are wasting your efforts because you will get no results	доки я не втомлюся або доки не набридне
22	To seduce	I	to make someone want to do something by making it seem very attractive or interesting to them	спокушати
23	To nudge	S	to move something or someone a short distance by gently pushing	злегка підштовхнути
24	to barrage	H	a lot of criticism, questions, complaints etc that are said at the same time, or very quickly one after another	інтенсивний або неперервний потік чогось, такого як вогонь, слова або інформація
25	to rig	O	to dishonestly arrange the result of some action;	досягати шляхом обману

			unfairly agree with each other to do something harmful for others secretly	
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### 7. Check True or False. Then correct the false statements.

1. True
2. True
3. True
4. True
5. False. The video actually states that the rising rates of obesity worldwide are not what keeps the author up at night, but rather two other disturbing trends.
6. False. Non-alcoholic fatty liver disease is a condition that didn't exist until 1980 and is linked to heavy sugar consumption and poor diet, as mentioned in the text.
7. True
8. False. The public health strategies discussed in the text aim to gently nudge people away from unhealthy products, rather than encouraging their consumption.

### 8. What did she say?

*Watch the video and complete the commentary*

So when you get up in the morning, you probably feel pretty free to choose what you're going to do.

My guess is the first thing you do is reach for one of these: **my cell phone**. It gives me continuous access to an online **all-you-can-eat buffet**. I can enter a virtual gambling casino, get hooked on a little app or a game, a **shop till I drop**.

I've got to be honest with you, I am one I cannot not look at this thing when it pings with a new text message.

And I am one of the **78%** of Americans who can't get up out of bed in the morning without checking this thing first. Sometimes I don't even notice I'm reaching for it. I just do it.

And here's a product you probably don't have in your pocket. This is **powdered alcohol**. I'm not kidding, pow-alcohol. It's going to be out **on the market** this year.

So I could just carry around this convenient little package and mix myself up a **cocktail** whenever wherever I want. Maybe I should add it to my morning coffee at work, it might jazz things up a bit.

**So here's my point.** At no time in human history has our species been so **bombarded by stuff** designed to get us hooked. Companies compete on the very basis of creating ever more **habit-forming products**. And it's no different with our food.

Food corporations hire **scientists** to engineer the most **irresistible** habit forming foods. Sugar is currently their go-to ingredient.

These guys have flipped the script on us. They are using the very brain imaging technologies that we use to try to find cures for **addiction**. Only they put people in the MRI machine and feed them Doritos chips to figure out ways to tweak the recipe to make it even more habit forming than it already is.

So here's my question to you:

When you live in a world that is surrounding you on a **24/7 basis** with food products scientifically engineered to be habit forming, do you really have **freedom of choice**?

##### **5. Use the words in the box to complete sentences. Pay attention to grammar.**

### **The Impact of Habit-Forming Products on Our Lives**

In our fast-paced world, there is no shortage of **habit-forming products** that can grab our attention and influence our choices. These products act as **stimulants**, captivating us with their **irresistible** allure. They become a priority for many individuals, shaping their daily routines and habits.

The rise of habit-forming products has led to the development of advanced **brain imaging technologies**. Scientists use these tools to understand how our brains respond

to such **stimuli**. These insights help us comprehend the impact of these products on our neural pathways.

We live in **drug-saturated environments**, where temptations are everywhere. From the **all-you-can-eat buffet** that lures us with its limitless options to the shopping sprees that make us want **to shop till we drop**, we are constantly bombarded with stimuli that aim to keep us hooked. Breaking free from their grip can feel like an uphill battle.

Sometimes, we try to resist these products until we're **blue in the face**, but they are often designed to **barrage** our senses and **rig** our brain's reward systems. However, it's crucial to recognize that we have the power to regain control over our lives.

Setting priorities and being mindful of the impact of these products is key. We can make informed choices, establish healthier habits, and seek support when needed. By developing strategies to navigate these **addictive** environments, we can live fulfilling lives while maintaining a healthy balance.

In conclusion, **habit-forming products** have a significant impact on our lives. Their stimulant qualities make them **irresistible**, and they can become a top priority for many. In **drug-saturated environments**, they barrage us with temptations. Nevertheless, by understanding the power they hold over us and making conscious choices, we can regain control and shape our lives according to our own priorities.

#### **8. Provide an artistic translation of the speech part from Task 4 (in writing).**

Отже, коли ви прокидаєтеся вранці, ви, ймовірно, думаете, що ви вільні вибирати, що будете робити. Моє припущення – перша річ, до якої тягнеться ваша рука, -- це мій мобільний телефон. Він дає мені постійний доступ до своєрідного онлайн шведського столу, з якого я можу їсти скільки захочу. Я можу зайти в віртуальне ігрове казино, зависнути на якійсь програмі чи грі, або закупитися доки мені не стане зле. Мені потрібно бути чесною з вами, я не можу не дивитися на телефон, коли він подає сповіщення про нове текстове повідомлення. І я є однією із 78% американців, які не можуть піднятися з ліжка

вранці, не перевіривши спершу телефон. Іноді я навіть не помічаю, що моя рука тягнеться до телефону. Я просто роблю це.

І ось продукт, якого, ймовірно, у вас немає в кишені. Це порошковий алкоголь. Я не жартую, порошковий алкоголь. Він буде на ринку цього року. Тому я можу просто носити з собою цей зручний пакетик і змішувати собі коктейль, коли захочу, де захочу. Можливо, мені варто додати його до своєї ранкової кави на роботі. Це може трохи скрасити мій день.

Отже, моя думка така. Ніколи в історії людства наш вид не був під такою нещадною атакою речей, призначеними, для розвитку залежності. Компанії конкурують щодо створення продуктів, які б ще більше впливали на наші звички. І з їжею так само. Корпорації виробництва їжі наймають вчених для розробки продуктів, перед якими не можливо встояти і які викликають залежність. Цукор зараз є їхнім улюбленим інгредієнтом. Ці хлопці перевернули нас догори дригом. Вони використовують ті ж технології зображення мозку, які ми використовуємо, в пошуках ліків від залежності. Тільки вони кладуть людей в магнітно-резонансний томограф та годують їх чіпсами Doritos, щоб знайти способи поліпшення рецептури, щоб поглиби залежність ще більше.

Отже, ось моє питання до вас: чи дійсно у вас є свобода вибору, коли ви живете в світі, який оточує вас 24/7 продуктами харчування, науково розробленими для того, щоб вони ставали згубною звичкою?



# **YOUR BODY LANGUAGE MAY SHAPE WHO YOU ARE**

by Amy CUDDY

The link to the video: <https://www.youtube.com/watch?v=Ks-Mh1QhMc&t=935s>

## **Script**

So I want to start by offering you a free no-tech life hack, and all it requires of you is this: that you change your posture for two minutes. But before I give it away, I want to ask you to right now do a little audit of your body and what you're doing with your body. So how many of you are sort of making yourselves smaller? Maybe you're hunching, crossing your legs, maybe wrapping your ankles. Sometimes we hold onto our arms like this. Sometimes we spread out. (Laughter) I see you. So I want you to pay attention to what you're doing right now. We're going to come back to that in a few minutes, and I'm hoping that if you learn to tweak this a little bit, it could significantly change the way your life unfolds.

So, we're really fascinated with body language, and we're particularly interested in other people's body language. You know, we're interested in, like, you know — (Laughter) — an awkward interaction, or a smile, or a contemptuous glance, or maybe a very awkward wink, or maybe even something like a handshake.

Narrator: Here they are arriving at Number 10. This lucky policeman gets to shake hands with the President of the United States. Here comes the Prime Minister -- No.

Amy Cuddy: So a handshake, or the lack of a handshake, can have us talking for weeks and weeks and weeks. Even the BBC and The New York Times. So obviously when we think about nonverbal behavior, or body language -- but we call it nonverbals as social scientists -- it's language, so we think about communication. When we think

about communication, we think about interactions. So what is your body language communicating to me? What's mine communicating to you?

And there's a lot of reason to believe that this is a valid way to look at this. So social scientists have spent a lot of time looking at the effects of our body language, or other people's body language, on judgments. And we make sweeping judgments and inferences from body language. And those judgments can predict really meaningful life outcomes like who we hire or promote, who we ask out on a date. For example, Nalini Ambady, a researcher at Tufts University, shows that when people watch 30-second soundless clips of real physician-patient interactions, their judgments of the physician's niceness predict whether or not that physician will be sued. So it doesn't have to do so much with whether or not that physician was incompetent, but do we like that person and how they interacted? Even more dramatic, Alex Todorov at Princeton has shown us that judgments of political candidates' faces in just one second predict 70 percent of U.S. Senate and gubernatorial race outcomes, and even, let's go digital, emoticons used well in online negotiations can lead you to claim more value from that negotiation. If you use them poorly, bad idea. Right?

So when we think of nonverbals, we think of how we judge others, how they judge us and what the outcomes are. We tend to forget, though, the other audience that's influenced by our nonverbals, and that's ourselves. We are also influenced by our nonverbals, our thoughts and our feelings and our physiology.

So what nonverbals am I talking about? I'm a social psychologist. I study prejudice, and I teach at a competitive business school, so it was inevitable that I would become interested in power dynamics. I became especially interested in nonverbal expressions of power and dominance.

And what are nonverbal expressions of power and dominance? Well, this is what they are. So in the animal kingdom, they are about expanding. So you make yourself big, you stretch out, you take up space, you're basically opening up. It's about opening up. And this is true across the animal kingdom. It's not just limited to primates. And humans do the same thing. (Laughter) So they do this both when they have power sort

of chronically, and also when they're feeling powerful in the moment. And this one is especially interesting because it really shows us how universal and old these expressions of power are. This expression, which is known as pride, Jessica Tracy has studied. She shows that people who are born with sight and people who are congenitally blind do this when they win at a physical competition. So when they cross the finish line and they've won, it doesn't matter if they've never seen anyone do it. They do this. So the arms up in the V, the chin is slightly lifted.

What do we do when we feel powerless? We do exactly the opposite. We close up. We wrap ourselves up. We make ourselves small. We don't want to bump into the person next to us. So again, both animals and humans do the same thing. And this is what happens when you put together high and low power. So what we tend to do when it comes to power is that we complement the other's nonverbals. So if someone is being really powerful with us, we tend to make ourselves smaller. We don't mirror them. We do the opposite of them.

So I'm watching this behavior in the classroom, and what do I notice? I notice that MBA students really exhibit the full range of power nonverbals. So you have people who are like caricatures of alphas, really coming into the room, they get right into the middle of the room before class even starts, like they really want to occupy space. When they sit down, they're sort of spread out. They raise their hands like this. You have other people who are virtually collapsing when they come in. As soon they come in, you see it. You see it on their faces and their bodies, and they sit in their chair and they make themselves tiny, and they go like this when they raise their hand.

I notice a couple of things about this. One, you're not going to be surprised. It seems to be related to gender. So women are much more likely to do this kind of thing than men. Women feel chronically less powerful than men, so this is not surprising.

But the other thing I noticed is that it also seemed to be related to the extent to which the students were participating, and how well they were participating. And this is really important in the MBA classroom, because participation counts for half the grade.

So business schools have been struggling with this gender grade gap. You get these equally qualified women and men coming in and then you get these differences in grades, and it seems to be partly attributable to participation. So I started to wonder, you know, okay, so you have these people coming in like this, and they're participating. Is it possible that we could get people to fake it and would it lead them to participate more?

So my main collaborator Dana Carney, who's at Berkeley, and I really wanted to know, can you fake it till you make it? Like, can you do this just for a little while and actually experience a behavioral outcome that makes you seem more powerful? So we know that our nonverbals govern how other people think and feel about us. There's a lot of evidence. But our question really was, do our nonverbals govern how we think and feel about ourselves?

There's some evidence that they do. So, for example, we smile when we feel happy, but also, when we're forced to smile by holding a pen in our teeth like this, it makes us feel happy. So it goes both ways. When it comes to power, it also goes both ways. So when you feel powerful, you're more likely to do this, but it's also possible that when you pretend to be powerful, you are more likely to actually feel powerful.

So the second question really was, you know, so we know that our minds change our bodies, but is it also true that our bodies change our minds? And when I say minds, in the case of the powerful, what am I talking about? So I'm talking about thoughts and feelings and the sort of physiological things that make up our thoughts and feelings, and in my case, that's hormones. I look at hormones. So what do the minds of the powerful versus the powerless look like? So powerful people tend to be, not surprisingly, more assertive and more confident, more optimistic. They actually feel they're going to win even at games of chance. They also tend to be able to think more abstractly. So there are a lot of differences. They take more risks. There are a lot of differences between powerful and powerless people. Physiologically, there also are differences on two key hormones: testosterone, which is the dominance hormone, and cortisol, which is the stress hormone.

So what we find is that high-power alpha males in primate hierarchies have high testosterone and low cortisol, and powerful and effective leaders also have high testosterone and low cortisol. So what does that mean? When you think about power, people tended to think only about testosterone, because that was about dominance. But really, power is also about how you react to stress. So do you want the high-power leader that's dominant, high on testosterone, but really stress reactive? Probably not, right? You want the person who's powerful and assertive and dominant, but not very stress reactive, the person who's laid back.

So we know that in primate hierarchies, if an alpha needs to take over, if an individual needs to take over an alpha role sort of suddenly, within a few days, that individual's testosterone has gone up significantly and his cortisol has dropped significantly. So we have this evidence, both that the body can shape the mind, at least at the facial level, and also that role changes can shape the mind. So what happens, okay, you take a role change, what happens if you do that at a really minimal level, like this tiny manipulation, this tiny intervention? "For two minutes," you say, "I want you to stand like this, and it's going to make you feel more powerful."

So this is what we did. We decided to bring people into the lab and run a little experiment, and these people adopted, for two minutes, either high-power poses or low-power poses, and I'm just going to show you five of the poses, although they took on only two. So here's one. A couple more. This one has been dubbed the "Wonder Woman" by the media. Here are a couple more. So you can be standing or you can be sitting. And here are the low-power poses. So you're folding up, you're making yourself small. This one is very low-power. When you're touching your neck, you're really protecting yourself.

So this is what happens. They come in, they spit into a vial, for two minutes, we say, "You need to do this or this." They don't look at pictures of the poses. We don't want to prime them with a concept of power. We want them to be feeling power. So two minutes they do this. We then ask them, "How powerful do you feel?" on a series

of items, and then we give them an opportunity to gamble, and then we take another saliva sample. That's it. That's the whole experiment.

So this is what we find. Risk tolerance, which is the gambling, we find that when you are in the high-power pose condition, 86 percent of you will gamble. When you're in the low-power pose condition, only 60 percent, and that's a whopping significant difference.

Here's what we find on testosterone. From their baseline when they come in, high-power people experience about a 20-percent increase, and low-power people experience about a 10-percent decrease. So again, two minutes, and you get these changes. Here's what you get on cortisol. High-power people experience about a 25-percent decrease, and the low-power people experience about a 15-percent increase. So two minutes lead to these hormonal changes that configure your brain to basically be either assertive, confident and comfortable, or really stress-reactive, and feeling sort of shut down. And we've all had the feeling, right? So it seems that our nonverbals do govern how we think and feel about ourselves, so it's not just others, but it's also ourselves. Also, our bodies change our minds.

But the next question, of course, is, can power posing for a few minutes really change your life in meaningful ways? This is in the lab, it's this little task, it's just a couple of minutes. Where can you actually apply this? Which we cared about, of course. And so we think where you want to use this is evaluative situations, like social threat situations. Where are you being evaluated, either by your friends? For teenagers, it's at the lunchroom table. For some people it's speaking at a school board meeting. It might be giving a pitch or giving a talk like this or doing a job interview. We decided that the one that most people could relate to because most people had been through, was the job interview.

So we published these findings, and the media are all over it, and they say, Okay, so this is what you do when you go in for the job interview, right?

You know, so we were of course horrified, and said, Oh my God, no, that's not what we meant at all. For numerous reasons, no, don't do that. Again, this is not about

you talking to other people. It's you talking to yourself. What do you do before you go into a job interview? You do this. You're sitting down. You're looking at your iPhone - - or your Android, not trying to leave anyone out. You're looking at your notes, you're hunching up, making yourself small, when really what you should be doing maybe is this, like, in the bathroom, right? Do that. Find two minutes. So that's what we want to test. Okay? So we bring people into a lab, and they do either high- or low-power poses again, they go through a very stressful job interview. It's five minutes long. They are being recorded. They're being judged also, and the judges are trained to give no nonverbal feedback, so they look like this. Imagine this is the person interviewing you. So for five minutes, nothing, and this is worse than being heckled. People hate this. It's what Marianne LaFrance calls "standing in social quicksand." So this really spikes your cortisol. So this is the job interview we put them through, because we really wanted to see what happened. We then have these coders look at these tapes, four of them. They're blind to the hypothesis. They're blind to the conditions. They have no idea who's been posing in what pose, and they end up looking at these sets of tapes, and they say, "We want to hire these people," all the high-power posers. "We don't want to hire these people. We also evaluate these people much more positively overall." But what's driving it? It's not about the content of the speech. It's about the presence that they're bringing to the speech. Because we rate them on all these variables related to competence, like, how well-structured is the speech? How good is it? What are their qualifications? No effect on those things. This is what's affected. These kinds of things. People are bringing their true selves, basically. They're bringing themselves. They bring their ideas, but as themselves, with no, you know, residue over them. So this is what's driving the effect, or mediating the effect.

So when I tell people about this, that our bodies change our minds and our minds can change our behavior, and our behavior can change our outcomes, they say to me, "It feels fake." Right? So I said, fake it till you make it. It's not me. I don't want to get there and then still feel like a fraud. I don't want to feel like an impostor. I don't want to get there only to feel like I'm not supposed to be here. And that really resonated

with me, because I want to tell you a little story about being an impostor and feeling like I'm not supposed to be here.

When I was 19, I was in a really bad car accident. I was thrown out of a car, rolled several times. I was thrown from the car. And I woke up in a head injury rehab ward, and I had been withdrawn from college, and I learned that my IQ had dropped by two standard deviations, which was very traumatic. I knew my IQ because I had identified with being smart, and I had been called gifted as a child. So I'm taken out of college, I keep trying to go back. They say, "You're not going to finish college. Just, you know, there are other things for you to do, but that's not going to work out for you."

So I really struggled with this, and I have to say, having your identity taken from you, your core identity, and for me it was being smart, having that taken from you, there's nothing that leaves you feeling more powerless than that. So I felt entirely powerless. I worked and worked, and I got lucky, and worked, and got lucky, and worked.

Eventually I graduated from college. It took me four years longer than my peers, and I convinced someone, my angel advisor, Susan Fiske, to take me on, and so I ended up at Princeton, and I was like, I am not supposed to be here. I am an impostor. And the night before my first-year talk, and the first-year talk at Princeton is a 20-minute talk to 20 people. That's it. I was so afraid of being found out the next day that I called her and said, "I'm quitting." She was like, "You are not quitting, because I took a gamble on you, and you're staying. You're going to stay, and this is what you're going to do. You are going to fake it. You're going to do every talk that you ever get asked to do. You're just going to do it and do it and do it, even if you're terrified and just paralyzed and having an out-of-body experience, until you have this moment where you say, 'Oh my gosh, I'm doing it. Like, I have become this. I am actually doing this.'" So that's what I did. Five years in grad school, a few years, you know, I'm at Northwestern, I moved to Harvard, I'm at Harvard, I'm not really thinking about it anymore, but for a long time I had been thinking, "Not supposed to be here."



So at the end of my first year at Harvard, a student who had not talked in class the entire semester, who I had said, "Look, you've gotta participate or else you're going to fail," came into my office. I really didn't know her at all. She came in totally defeated, and she said, "I'm not supposed to be here." And that was the moment for me. Because two things happened. One was that I realized, oh my gosh, I don't feel like that anymore. I don't feel that anymore, but she does, and I get that feeling. And the second was, she is supposed to be here! Like, she can fake it, she can become it.

So I was like, "Yes, you are! You are supposed to be here! And tomorrow you're going to fake it, you're going to make yourself powerful, and, you know --

And you're going to go into the classroom, and you are going to give the best comment ever." You know? And she gave the best comment ever, and people turned around and were like, oh my God, I didn't even notice her sitting there. (Laughter)

She comes back to me months later, and I realized that she had not just faked it till she made it, she had actually faked it till she became it. So she had changed. And so I want to say to you, don't fake it till you make it. Fake it till you become it. Do it enough until you actually become it and internalize.

The last thing I'm going to leave you with is this. Tiny tweaks can lead to big changes. So, this is two minutes. Two minutes, two minutes, two minutes. Before you go into the next stressful evaluative situation, for two minutes, try doing this, in the elevator, in a bathroom stall, at your desk behind closed doors. That's what you want to do. Configure your brain to cope the best in that situation. Get your testosterone up. Get your cortisol down. Don't leave that situation feeling like, oh, I didn't show them who I am. Leave that situation feeling like, I really feel like I got to say who I am and show who I am.

So I want to ask you first, you know, both to try power posing, and also I want to ask you to share the science, because this is simple. I don't have ego involved in this. (Laughter) Give it away. Share it with people, because the people who can use it the most are the ones with no resources and no technology and no status and no

power. Give it to them because they can do it in private. They need their bodies, privacy and two minutes, and it can significantly change the outcomes of their life.

Thank you.

**9. Match words and phrases on the left with their definitions on the right:**

<b>1</b>	to tweak	<b>M</b>	to change smth slightly	змінювати або вдосконалювати щось невеликими коригуваннями або модифікаціями
<b>2</b>	awkward interaction	<b>W</b>	communication which cause difficulties	дивна взаємодія (незручна, неприємна)
<b>3</b>	valid	<b>P</b>	based on good reasons or facts that are true	обґрунтований
<b>4</b>	inferences	<b>S</b>	conclusion	висновки або припущення, які робляться на основі даних, фактів або спостережень
<b>5</b>	judgment	<b>N</b>	an opinion that you form, especially after thinking carefully about something	судження
<b>6</b>	prejudice	<b>D</b>	preconceived opinion that is not based on reason or actual experience	упередження
<b>7</b>	MBA students	<b>O</b>	Master of Business Administration	студенти, які навчаються на програмах магістерського рівня з управління бізнесом
<b>8</b>	struggle	<b>H</b>	to be in danger or to have difficulties	боротися, долати перешкоди
<b>9</b>	govern	<b>V</b>	conduct the policy, actions, and affairs of (a state, organization, or people) with authority	управляти, керувати
<b>10</b>	assertive	<b>A</b>	having or showing a confident and forceful personality	асертивний, стверджувальний

<b>11</b>	laid back	<b>F</b>	relaxed and easy-going	спокійний, розслаблений або невимушений у своєму ставленні, поведінці або стилі життя
<b>12</b>	high-power poses or low-power poses	<b>C</b>	posture that mentally associate with being powerful, posture that mantally associated with being powerless	пози, які асоціюються зі владою, впевненістю та доміантністю; пози, що асоціюються зі слабкістю, пасивністю або піддаванням
<b>13</b>	spit into a vial	<b>U</b>	to force out the contents of the mouth into small bottle	плюнути у пробірку для аналізу
<b>14</b>	gamble	<b>K</b>	take risky action in the hope of a desired result	ризикувати
<b>15</b>	give a pitch	<b>L</b>	say or do something in support of someone or something	презентація або аргумент, зазвичай призначений для переконання аудиторії чи зацікавленої сторони у якійсь ідеї, продукті, послuzі або проекті
<b>16</b>	hunch up	<b>T</b>	to raise up or lift up some body part	зігнутися в три погібелі
<b>17</b>	heckle	<b>B</b>	interrupt with aggressive comments or abuse	процес вираження неприязні чи протесту, зазвичай голосно або з глузливими коментарями, під час виступу, вистави, промови тощо
<b>18</b>	internalize	<b>E</b>	make (attitudes or behaviour) part of one's nature by learning or unconscious assimilation	усвідомити, внутрішньо засвоїти
<b>19</b>	Hierarchy	<b>R</b>	a system in which people or things are arranged according to their importance	ієрархія
<b>20</b>	to cope	<b>J</b>	if a system or machine copes with a particular type or amount of work, it does it	справлятися із чимось

21	fake it till you make it	G	a popular idiomatic expression that suggests acting as if you possess confidence, knowledge, or skill, even if you do not feel entirely confident or proficient in a particular situation	приймати вигляд або поведінку, яка відображає впевненість або компетентність у ситуації, навіть якщо ви насправді не впевнені в собі або не впевнені, що знаєте, що робите
22	rehab ward	I	a specialized unit within a hospital or healthcare facility that focuses on providing rehabilitation services to patients recovering from various medical conditions, injuries, surgeries, or illnesses	відділення реабілітації в лікарні
23	to spike	Q	if the number or rate of something spikes, it increases quickly and by a large amount	різко зростати в значеннях

**3. Think of the facts that the following figures, dates and numbers are related to:**

20 – a percentage which indicates the increase in testosterone level of high-power people

10 – low-power people experience about a 10-percent decrease in testosterone level

19 – bad car accident;

86 – a percentage of people who would gamble if they are in the high-power position

30 – people watch 30-second soundless clips of real physician-patient interactions to judge physician's niceness

**4. Check True or False. Then correct the false statements.**

1. True
2. True
3. True
4. True
5. False. Alpha individuals in primate hierarchies experience an increase in testosterone and a decrease in cortisol when taking over an alpha role suddenly.
6. False. The experiment involved participants adopting high-power or low-power poses for two minutes, without looking at pictures of the poses.
7. False. Risk tolerance was found to be higher in the high-power pose condition compared to the low-power pose condition.
8. False. The experiment measured changes in both cortisol and testosterone levels.

### 5. What did she say?

Watch the video and complete the commentary

So I want to start by offering you a free no-tech **life hack**, and all it requires of you is this: that you change your **posture** for two minutes. But before I give it away, I want to ask you to right now do a little audit of **your body** and what you're doing with your body. So how many of you are sort of making yourselves **smaller**? Maybe you're **hunching**, crossing your legs, maybe wrapping your ankles. Sometimes we hold onto our arms like this. Sometimes we **spread out**. (Laughter) I see you. So I want you to pay attention to what you're doing right now. We're going to come back to that in a few minutes, and I'm hoping that if you learn to **tweak** this a little bit, it could significantly change the way your life unfolds.

So, we're really fascinated with body language, and we're particularly interested in other people's **body language**. You know, we're interested in, like, you know — (Laughter) — an awkward interaction, or a smile, or a contemptuous **glance**, or maybe a very awkward wink, or maybe even something like a handshake.

Narrator: Here they are arriving at Number 10. This lucky policeman gets to shake hands with the **President of the United States**. Here comes the Prime Minister -- No.

Amy Cuddy: So a handshake, or the lack of a handshake, can have us talking for weeks and weeks and weeks. Even the BBC and **The New York Times**. So obviously when we think about nonverbal behavior, or body language -- but we call it **nonverbals** as social scientists -- it's language, so we think about communication. When we think about communication, we think about interactions. So what is your body language communicating to me? What's mine communicating to you?

And there's a lot of reason to believe that this is a valid way to look at this. So **social scientists** have spent a lot of time looking at the effects of our body language, or other people's body language, on **judgments**. And we make sweeping judgments and inferences from body language. And those judgments can predict really meaningful life outcomes like who we **hire or promote**, who we ask out on a **date**. For example, Nalini Ambady, a researcher at Tufts University, shows that when people watch 30-second **soundless** clips of real physician-patient interactions, their judgments of the physician's niceness predict whether or not that physician will be **sued**. So it doesn't have to do so much with whether or not that physician was **incompetent**, but do we like that person and how they interacted? Even more dramatic, Alex Todorov at Princeton has shown us that judgments of political candidates' **faces** in just one second predict 70 percent of U.S. Senate and gubernatorial race outcomes, and even, let's go digital, **emoticons** used well in online negotiations can lead you to claim more value from that negotiation. If you use them poorly, **bad idea**. Right?

## 6. Use the words in the box to complete sentences. Pay attention to grammar.

In social situations, we often face tricky moments that require some adjustments to handle smoothly. Whether it's an uncomfortable chat at a gathering or a critical glance from someone, knowing how to **tweak** our behavior can be important.

Staying **laid back** can be helpful in such situations. Instead of letting **awkward interactions** overwhelm us, we can take a deep breath, relax our shoulders, and act casually. Sometimes, it's about **faking it till you make it** - pretending until we make it.

Imagine being in a **rehab ward**, surrounded by people dealing with different challenges. It might feel natural to **hunch up** and withdraw, but we can **cope** better by reaching out, offering support, and making connections.

Of course, there are times when coping feels like a **struggle**. Overcoming obstacles and setbacks can be tough. But it's important to remember that each setback is an opportunity to become stronger and more resilient.

Sometimes, unexpected challenges can **spike** our stress levels. Whether it's a sudden change of plans or a difficult conversation, we might feel tempted to **heckle** or react negatively. However, taking a moment to breathe and reassess the situation can help us respond more positively.

Ultimately, navigating life's twists and turns requires resilience, adaptability, and self-awareness. By adjusting our approach, staying laid back, and being willing to act confidently even when uncertain, we can overcome awkward interactions and critical looks, coming out stronger on the other side.

## **8. Provide an artistic translation of the speech part from Task 5 (in writing).**

Отже, почну з того, що запропоную вам безкоштовний "лайфхак" без використання технологій, і все, що потрібно від вас – це змінити свою поставу на дві хвилини. Але перед тим, як розкрити цей "лайфхак", я хочу попросити вас зробити маленьку перевірку свого тіла та того, що ви робите з ним прямо зараз. Так скільки з вас трохи зменшують себе? Можливо, ви пригинаєте спину, перехрещуєте ноги, можливо, обгортаєте їх. Іноді ми тримаємося за руки саме так. Іноді ми тримає руки розпростертими. (Сміх) Я бачу вас. Тож я хочу, щоб ви звернули увагу на те, що ви робите зараз. Ми повернемося до цього через кілька

хвилин. І я сподіваюся, що якщо ви навчитесь хоч трохи змінювати це, то зможете значно змінити своє життя.

Таким чином, ми дійсно зачаровані мовою тіла, і ми особливо зацікавлені мовою тіла інших людей. Ви знаєте, ми цікавимося чимось на зразок незграбною розмовою, чи посмішкою, чи зневажливим поглядом, чи може дуже незграбним підморгуванням, чи може навіть чимсь таким, як рукостискання.

Оповідач: Ось тут вони прибули до десятого будинку. Цьому полісмену пощастило і він тисне руку президентові Сполучених Штатів. Ось і прем'єр міністр. – Але ні.

Тож рукостискання, або відсутність рукостискання, може змусити нас говорити протягом кількох тижнів, навіть BBC та The New York Times. Тож очевидно, коли ми думаємо про невербальну поведінку, або мову тіла - але ми називаємо це "невербалами" як вчені соціологи – це все ж мова, і тому ми говоримо про комунікацію. Коли ми думаємо про комунікацію, ми думаємо про взаємодії. Тож що ваша мова тіла комунікує мені? Що моя комунікує вам?

І є багато причин вважати, що це правильний підхід. Тож вчені соціологи витратили багато часу на вивчення впливу на судження нашої мови тіла, або мови тіла інших людей. І ми робимо обширні судження та припущення опираючись на мову тіла. І ці судження можуть вказати на дійсно значущі результати нашого життя, такі як, кого ми наймаємо або підвищуємо, кого ми запрошуємо на побачення. Наприклад, дослідниця з Тафтського університету Наліні Амбаді показує, що коли люди дивляться 30-секундні беззвучні відеокліпи реальної взаємодії лікаря та пацієнта, їх судження про гарну поведінку лікаря передбачає, чи на цього лікаря подадуть до суду. І справа не у тому, чи цей лікар був некомпетентний, але чи подобається нам ця людина і як вона поводитись? Навіть більш шокуюче дослідження Алекса Тодорова із Принстону показало нам, що судження про обличчя політичних кандидатів зроблені за одну секунду можуть передбачити 70 відсотків результатів виборів до Сенату США та губернаторських виборів. І навіть, давайте звернемось до цифрового світу. Емотікони, використані добре у онлайн-переговорах, можуть



дати вам можливість вимагати більше від цих перемовин. Якщо ви використовуєте їх недоречно, то погана ідея. Правда?