

Unit 1

▶ Track 1.01

Presenter: The summer holidays are approaching, and TV ads are coming thick and fast with lots of ideas of how to spend our precious time off – in all sorts of scenic locations! You could say that the pressure's on to step up a gear and plan the perfect holiday! But the problem is that sometimes, when we get to our destination, we don't actually have a very good time. So, how can we make sure we enjoy our holidays more? To give us some tips, we've got Sheila Wright in the studio today. She's the author of a new book, *Fun-tastic holidays!* Welcome to the programme, Sheila.

Sheila: Thanks for inviting me!

▶ Track 1.02

Presenter: So, what's the secret to getting the most out of your holiday?

Sheila: Well, in one sense, holidays are like life in general – it's the attitude we have that's most important.

Presenter: Could you explain that a bit more, please?

Sheila: Sure! For example, when some people go on holiday, they want it to be absolutely perfect. But this creates a lot of stress because you're always asking yourself: *Am I having a good time? Or ... Is everyone else enjoying themselves?* And then, if something goes wrong, even if it's something small – like the shower in your hotel not having hot water – you can get really stressed because it's not how you imagined your perfect holiday to be!

Presenter: Right ... so you're saying that we need to slow down and relax?

Sheila: Absolutely! And another way we can do this is not to have a long list of things to do. You know the type of situation – you're going to spend a weekend in Barcelona, for example, and you write down all the museums you want to visit, the sights you want to see, the tours you want to go on, the souvenirs you want to buy ... And of course, it's impossible to do all of this in just two days!

Presenter: So are you saying that's it's better not to have a plan?

Sheila: Oh no, not at all! In fact, research shows that planning a holiday is one of the most enjoyable parts of the whole process because you get excited about all the great things you're going to do. And you certainly don't want to arrive on the first day without any plan and say: *What are we going to do now?* But you shouldn't go to the other extreme either and feel obliged to do loads of things. It is a holiday, after all!

Presenter: Hah, hah, yes – that's true. It's sometimes easy to forget that. So, any other tips?

Sheila: Oh, yes! This may sound obvious, but you need to make sure before you go that you and the person or people you're with like doing the same things! For example, it's going to be a disaster if one of you likes to get up early and go to museums while the other wants to stay out late partying!

Presenter: Yes, that isn't a good combination! You know, I suppose that the one negative thing about a really good holiday is that, before you know it, it's over!

Sheila: That's true – but then you can start thinking about your next trip!

Presenter: Well, that's all we've got time for ...

▶ Track 1.03

Shop assistant: How can I help you?

Tourist: The scooter I rented doesn't work. It stopped after 100 metres!

Shop assistant: I'm sorry to hear that.

Tourist: Can I have a replacement please?

Shop assistant: I'm sorry, we haven't got any more for hire at the moment.

Tourist: I'm afraid that's just not good enough.

Shop assistant: Please accept my apologies but there's nothing I can do.

Tourist: I don't like your attitude. I'd like a refund.

Shop assistant: I'm afraid I can't give you your money back, but I can give you a credit note.

Tourist: I'd rather have my money back.

Shop assistant: I'm sorry, that's not possible.

Tourist: OK ... I'd like to speak to the manager! Immediately!

Unit 2

▶ Track 2.01

If I asked you which industries are the worst for the environment, what would you say? Coal mining? Oil? Chemical factories? They're all bad, of course, but one industry that receives very little attention is ... the fashion industry.

'How can that be true?' I hear you ask. After all, clothes aren't dirty ... and they look so nice. The fashion industry can't be bad for the environment! But if you think that, I'm sorry to tell you that it's time to face some unpleasant facts!

Take a material like cotton, for example. That's something we've produced for centuries and it's natural, so it must be very ecological, right? Wrong!! There are two big issues with growing cotton. First of all, it's a very thirsty plant. How many litres of water do you think are needed to produce one T-shirt and a pair of jeans? Take a guess ... The answer is 19,000 litres of water. Yes, you heard right – 19,000 litres! And you don't need me to tell you that water is the most precious resource we have on the planet. What's more, a lot of chemicals and pesticides are used to grow cotton. To give you an idea, only 2.4% of the world's cropland is planted with cotton. But 10% of all agricultural chemicals and 25% of all pesticides are used on cotton. Even though these pesticides and chemicals are used on land, they often make their way into a water source, such as a river. And if the water becomes contaminated, many fish and other animals may die and get sick. So ... are you starting to get the picture?!

Another major problem is where clothes are actually made – usually, thousands of miles away from where we live, often in southeast Asia. To get to us, these clothes have to be transported huge distances on very large container ships. And the problem isn't just that these

ships use a lot of fuel – which they do! They also use extremely dirty fuel – 1,000 times dirtier than the diesel which most lorries run on. You can imagine the impact that this is having on the world's oceans and the creatures which live in them.

If you like buying clothes, there's never been a better time to be alive! Fast fashion now means that you can find something new in the shops almost every day – or, literally, every day. Great, isn't it? But the problem is that we're buying clothes a lot more frequently than we used to. And we're getting tired of them much more quickly and throwing them away much sooner. Research shows that we actually get rid of over half of our fashion items less than a year after buying them! When you think about it, that's the last thing that should be happening if we really want to protect the environment! So, why not bear that in mind the next time a friend of yours asks you to go clothes shopping? And just say: 'No, thanks!' You never know, you might just discover that you really don't need all those clothes! You'll reduce your carbon footprint and you'll have lots more money to spend on other things, too.

▶ Track 2.02

Robbie: I think we should do more here at college to help the environment. What do you think?

Ellie: I really don't know, Robbie. I'm not sure what would be best. Have you got any ideas?

Robbie: Well, for a start there must be loads of us who get a lift every day or get the bus. How about suggesting that we all walk or cycle one day a week?

Ellie: Good thinking! We could call it 'Walk to College Day'.

Robbie: Exactly! We could also recycle waste food from the canteen every day.

Ellie: I'm not sure that's a good idea. We may need more recycle bins. That might be quite expensive to set up.

Robbie: I don't agree. It could be done cheaply and easily. I can look into that.

Ellie: OK. Maybe we could ask people to recycle their packaging

more at lunch time or ask the canteen to sell sandwiches in paper bags, not plastic bags?

Robbie: You're right. I hadn't thought of that. See? Cheap and easy. Great idea! So, have we agreed on what to do?

Ellie: Perhaps we need to talk to the head teacher and the student council first.

Robbie: That's a good point. Shall I email them now?

Ellie: Go for it!

Unit 3

▶ Track 3.01

Boy: So, what would you like to drink?

Girl: Oh, just a glass of milk, please.

Boy: Are you sure you don't want something a bit healthier? We've got some orange juice in the fridge.

Girl: Why do you think that orange juice is healthier?

Boy: Well, it's obvious, isn't it? I mean it's fruit ... and it's got vitamin C. It's 100% natural. And milk's got a lot of fat.

Girl: I don't know about a lot of fat. It's only got three and a half percent fat – and that's full cream milk. Anyway, you know what's wrong with fruit juice?

Boy: Err ... no. Go on, tell me!

Girl: It's got heaps of sugar in it!

Boy: Oh come on, aren't you exaggerating a bit? I mean, it's not like a fizzy drink, is it?

Girl: Well, in fact it's exactly like a fizzy drink in terms of sugar. Did you know that if you drank a small bottle of natural apple juice, you would be consuming nine teaspoons of sugar? That's more than in a can of cola!

Boy: Wow, I didn't know that. How come you're so informed about all this?

Girl: Oh, I've been doing a school project about diet and health.

Boy: I see. Anyway, sugar isn't so bad really, is it? I mean, it's not good for your teeth, but that's about it, really. And it occurs naturally in lots of foods, doesn't it?

Girl: Well, that's true. All foods that contain carbohydrates have sugar

– such as fruit and vegetables, and grains. And eating whole foods that contain natural sugar is okay because it's only part of what they contain. For example, vegetables and fruit also have high amounts of fibre.

Boy: So fruit juice is OK, then?

Girl: Not really. I said whole foods, not just the liquid part. The thing is, when you eat whole foods, your body digests the sugar in them slowly. But when you drink fruit juice or a fizzy drink, a lot of sugar goes into your digestive system very quickly, and that's not good.

Boy: Really? How so?

Girl: Well, basically because you're stuffing yourself with a lot of calories, but you don't feel full. And if you keep on doing that, you'll put on a lot of weight and that can have loads of really bad effects on your health – heart disease, for example

Boy: I see. So, basically, we need to avoid fruit juice and fizzy drinks – or at least cut back on them.

Girl: That's a start, but it's not enough. The problem is a lot of processed food has added sugar – like flavoured yoghurts, cereals, and biscuits. And sugar is even added to things like soup, bread and some cured meats.

Boy: Wow – that's crazy!

Girl: Yes, it is. And because sugar is present in so much food nowadays, it's very easy to get addicted to it without knowing. And once you're addicted, it's very difficult to give it up.

Boy: So, what can we do about it?

Girl: The best thing to do is to cook everything you eat yourself using raw ingredients. Then you'll know what you're eating!

Boy: But who's got the time to do that? And cooking isn't everyone's cup of tea ...

Girl: That's true. But if you're going to buy processed food, you can at least look at the ingredients on the tin or the packet. And if they include sugar, or corn syrup, or anything ending in -ose, like fructose or glucose, you need to be careful!

Boy: Hmm, you've definitely given me some food for thought!

▶ Track 3.02

Jack: Hi, Emma.

Emma: Hi, Jack! What's up?

Jack: I've got a bit of a problem.

Emma: Really?

Jack: Yes! I've offered to cook a meal for a few friends at uni tomorrow night, but I think one of them's a vegetarian.

Emma: Well, why don't you cook them a vegetarian meal, then?

Jack: Yes, I guess you're right. But vegetarian food is so boring!

Emma: That's a load of rubbish! It can be delicious! How about making them a vegetable paella, for example?

Jack: Good idea! The only thing is, I've never cooked one before!

Emma: Well, I think you should try. It's easy – and cheap!

Jack: Yes, why not? But, you never know, they might not like it ...

Emma: Nonsense! I'm sure they'll love it!

Unit 4

▶ Track 4.01

Boy: Hi, Chloe. It's very late, you know. It's almost midnight! Why are you phoning? Is something wrong?

Girl: I suppose you could say that! Something really weird has just happened and I need to talk to someone!

Boy: OK, calm down. Take a deep breath and tell me all about it.

Girl: Well, I was babysitting for my neighbours this evening. They'd gone out for a meal and I was looking after their two-year-old daughter, Lucy. She was upstairs in bed but the bedroom door was open so I could hear if she started to cry.

Boy: And where were you?

Girl: Oh, I was downstairs in the living room doing some homework. Anyway, after I'd been studying for about half an hour, Lucy started laughing – like she was having a great time.

Boy: So, what did you do?

Girl: Well I thought that probably their dog had gone into the bedroom and was licking her face. It often does

that. Anyway, I was going upstairs to check that everything was OK and, at that precise instant, I heard the sound of a violin playing. And I don't mean a recording of a violin, I mean someone actually playing in the house!

Boy: And where was the sound coming from?

Girl: Lucy's bedroom!

Boy: You're joking!

Girl: I'm not! And then I heard a sound like a violin string breaking. So I ran up the stairs as fast as I could!

Boy: Wow! This is really weird! So, what happened next?

Girl: Well, when I got into the bedroom, Lucy was looking at the ceiling with her eyes wide open. And the dog was in the corner and it was terrified! But that's not all! There was a strange smell – like old clothes which you haven't worn for a long time. And it was very cold, even though the heating was on! But perhaps the strangest thing of all was that the main light in the bedroom was on!

Boy: Why's that so strange?

Girl: It had definitely been off before, and Lucy couldn't have turned it on.

Boy: Why not?

Girl: She's not tall enough to reach the switch.

Boy: This is crazy! So, what happened afterwards? Did you hear the violin again?

Girl: No – thank God! Eventually, Lucy's parents came and I told them all about it.

Boy: And did they believe you?

Girl: Oh, yes – completely! They actually thought that it was quite funny.

Boy: Funny? That's not the word I would've used!

Girl: Well, they just laughed and said, 'That's typical of George!'

Boy: Who's George? The dog?

Girl: No! They told me that a man called George had lived in the house before them, but that he'd died 10 years ago?

Boy: He'd died???

Girl: Yes. But he likes Lucy and he occasionally comes to the house to play the violin for her. He used to

be a professional musician, you see. OK, I've said my piece. What do you think?

Boy: I think you're making it all up!

Girl: Why would I do that? Can't you hear that I'm frightened? Anyway, I can prove all of this!

Boy: How?

Girl: Guess what I'm holding in my hand at the moment!

Boy: I don't know! What?

Girl: A broken violin string. I found it on the floor of Lucy's bedroom! So, are we on the same wavelength now?

Boy: Well, if you want my two cents, I'm sure there's a rational explanation for all of this. I mean, who believes in ghosts these days?

Girl: I do!

▶ Track 4.02

Joanna: Do you remember when we went to Brighton on holiday?

James: Yes. You were about seven and I was five.

Joanna: That's right. It was just before my eighth birthday and we went to see that puppet show at the beach. What was it again?

James: It was Punch and Judy, wasn't it?

Joanna: Yes, that's right! At first, you thought it was great fun.

James: I know.

Joanna: But by the time the puppet of the policeman appeared, you didn't think it was fun, did you?

James: I know. He looked so scary.

Joanna: I'll never forget the expression on your face when you saw him.

James: Don't remind me!

Joanna: Suddenly, you stopped smiling and you started howling!

James: I wasn't the only one. They had to stop the puppet show because of all the crying, would you believe?

Joanna: I know - I was there! In the end, it was all OK, though. Mum took you away and I watched the rest of it on my own. You did ruin my birthday treat though, little brother!

James: I'm sorry!

Unit 5

▶ Track 5.01

You're all leaving school at the end of this year, and you've got some important decisions to make about your future. So I'm going to give you some advice. In the end, it's up to you whether you take it or leave it!

First of all, if you want to maximise your chances in the job market, go to university and get a degree. During the recession which ended in 2015, the rate of unemployment of university graduates was half the rate of those without a degree. And if you're not the type of person who likes to have their nose in a book all the time and university isn't for you, you need to get a professional qualification. So, do a vocational training course for a job that's in demand. Learn to be a plumber, become a fitness trainer ...

Second, if English isn't your mother tongue, make sure you can speak and write it well – before you get your first job. If necessary, go to Britain or Ireland for a year and get a dead-end job working in a hotel or a restaurant ... and learn English! Don't cross your fingers and hope that you'll never need to know English – because for most jobs, you will!

Third, learn some basic IT skills. And I'm not talking about using WhatsApp or Snapchat! Can you do a good presentation in PowerPoint? Do you know how to use Excel? If you don't, do a course or buy a book and learn it.

Fourth, if you go to university, use the long holidays well. And that doesn't mean spending all the time at the beach or going to parties! Get a work placement at a company. Or do something that will show future employers that you've got initiative: take part in volunteer work, or work as a guide in your local town. And try to do something different from what most other university students will do. You'll need to think outside of the box if you want to come up with some original ideas.

When you think about your future career, don't follow your passion! You might like going to the cinema but that's not a good reason to

become a film director or an actor. Unless you're incredibly talented and incredibly lucky, you won't make a living doing that! Think about what many people consider to be boring jobs: like an engineer, computer programmer or doctor ... That's where the career opportunities often lie.

I said that you shouldn't follow your passion, but you must be passionate about doing your job very well. You really need to give it your all. If you're ambitious and want to be successful and earn a high salary, this means forgetting about work-life balance in your twenties. Work has to be your top priority!

You also need to be geographically mobile. This means moving to where the jobs are, which usually involves living in, or near, a big city. So, I'm sorry if you're from a small town, enjoy living there and don't want to leave – because, most probably, you won't find a job there.

Finally, you'll need to have good social skills. This means getting on well with people, being able to work in a team, being a good listener ... At the end of the day, if you haven't got emotional intelligence, people won't want to work with you and you'll never get far professionally.

So, there you have it. I'd like to wish you all the best of luck in the future. But please remember: in the end, we all make our own luck!

▶ Track 5.02

Jack: Hi, Maisie. How was your first term at uni?

Maisie: Hi, Jack. It was OK.

Jack: You don't sound convinced.

Maisie: I'm not! I was so looking forward to the whole experience and it's just not what I'd been led to expect.

Jack: In what way?

Maisie: Well, for a start, my room in the hall of residence is tiny.

Jack: Why didn't you ask for another room or to move to a different hall?

Maisie: I wish I'd thought of that sooner. It's too late to move now.

Jack: That's too bad. What about the course? You must be enjoying that.

Maisie: I had such high hopes for the course. It's what I've always wanted to do, but it's such a lot of work. I mean, how am I supposed to do everything I need to and enjoy student life, as well?

Jack: Oh dear, what a shame! Come on, Maisie, there must have been something you enjoyed about the term.

Maisie: Well, there are some really nice people doing my course and Bristol's a great city!

Unit 6

▶ Track 6.01

Interviewer: Hello, and welcome to *Film World!* We're very pleased to have Jason Loney here in the studio today. Welcome to the programme, Jason.

Jason: Thanks for having me, Karen!

Interviewer: So, your new film *Karate King* is out this week. What can you tell us about it?

Jason: Well, it's about a New York policeman called Matt Mitchell. His brother is killed by the Japanese mafia while he's on holiday in Tokyo. And Matt goes to Tokyo to look for the killers. I can't really tell you much more because I don't want to spoil the film for people who go to see it.

Interviewer: Yes, of course. I've seen an advance showing of the film, and the character you play gets into a lot of spectacular martial arts fights.

Jason: Yes, that's right! I got a lot of bruises doing those and I even broke a finger!

Interviewer: OK – so that probably answers my next question – is it really you in those fights?

Jason: Oh, yes, I always like to do my own action scenes!

Interviewer: I didn't know that you were a martial arts expert!

Jason: I'm not! I trained in mixed martial arts for six months before doing the film – four hours a day, seven days a week!

Interviewer: Wow! Was it tough?

Jason: Yes! I thought I was fit before the training started, but I wasn't fit enough!

Interviewer: And how did you practise the fights in the film?

Jason: Well, it's a bit like dancing. There's a choreography, and first you practise the fights slowly and you gradually get quicker so you can do each fight at normal speed.

Interviewer: That's interesting. Some of the movements in the fights are very quick. Is that the real speed you fought at, or did the director make the fights look quicker when he edited the film?

Jason: No, no ... everything you see is what we did. There are no cutting-edge special effects or anything like that.

Interviewer: That's amazing! Can you tell me why you decided to do this film? I mean, there must be easier ways to prepare for a movie than training incredibly hard for six months.

Jason: I use the same process for all films. First of all I read the script and then I ask myself: Is the story interesting? Is the dialogue good? And then ... do I want to play this character?

Interviewer: So, you don't think about the character first?

Jason: That's right. I mean, if I'm bored to tears by the story, I definitely won't accept the part – even if the character's interesting.

Interviewer: And what attracted you to the story?

Jason: Well, it's really gripping and it keeps you on tenterhooks till the end! And Matt Mitchell is certainly not a run-of-the-mill policeman – in his free time he likes painting and reads philosophy! What's more, you're never really sure why he goes to Japan. Is it really to look for his brother's killers, or is it because he's running away from an unhappy marriage? He's not the kind of person who bares his soul. He's quite mysterious, in fact – and it's great to play someone like that!

Interviewer: I see. So, what did you enjoy most about making the film?

Jason: Well, I think the highlight was actually living in Tokyo for four months. I'd never been to Japan before and it's a fascinating country.

Interviewer: And did you learn much Japanese?

Jason: Not a lot – it's not easy! I think I'm better at learning martial arts than languages!

Interviewer: Well, it's been a pleasure having you here today, Jason! Let's hope the film is a big success at the box office!

Jason: Thanks very much!

▶ Track 6.02

Stella: Hi, Keira. I was wondering if you were free on Saturday night.

Keira: Yes, I think I am. Why?

Stella: I'm going to a karaoke night at Coco's Café with Jack. Do you fancy coming along too?

Keira: Karaoke? No, thanks. That's my worst nightmare.

Stella: Well, we could sing while you just stand next to us!

Keira: No way! I know what you and Jack are like. I'd rather sit at home on my own and listen to my own playlist.

Stella: Oh, come on, Keira! It'll be a laugh and you're not as bad a singer as Jack, honest!

Keira: Sorry, but I've just remembered I'm really busy on Saturday night.

Stella: I don't believe you! OK, OK! Let's do something different if you really hate karaoke!

Keira: Good idea!

Listening Practice

Unit 1

▶ Track 1.04

Host: What's important to you in a holiday? Fun, adventure, relaxation? Or are you one of the increasing number of people looking for a more authentic experience when you go on holiday? If so, maybe a homestay is the holiday for you, where you get the chance to live with and share your life with local people. And that's what we're talking about today with my three guests, homestay tourist, Jess Atkins from the UK, homestay host, Radka Vranova from the Czech Republic, and Ash Sogal, from the travel company StayWithUs. Welcome, everyone.

All: Thanks.

Host: Jess, you've been on a number of homestay holidays, so what's the attraction?

Jess: Well, I spent many years taking traditional holidays, where you stay in international hotels, see all the sights, eat in nice restaurants and so on, and I began to realise that I couldn't tell you anything about the country where I'd just been or the people who lived there. So three years ago, I decided to try something completely different and ended up going on a homestay to a village in Romania for a week.

Host: And how was that?

Jess: It was great. I stayed with a family who owned a farm in a beautiful village there. Each morning we would walk up to the fields to milk the cows. Some days I would help the women make cheese or pick wild herbs; other days I would help the men in the fields, and then in the evening we would sit together and eat, drink, and tell stories. I made some good friends and learned so much about the people, history and culture of Romania. Since then, I've never been on a 'conventional' holiday again.

Host: I can understand why. Radka, what's your experience been as a host?

Radka: Amazing. My whole family has really enjoyed having the tourists here. My kids get a chance to practise English, my husband loves showing our guests the vineyards we own, and everyone in the village feels good that tourists want to spend time here and learn about our culture. In fact, because of the tourists showing interest in it, many young people in the village have become interested in our traditional culture, music and customs again. That's something I wasn't expecting.

Host: That's really interesting. Ash, from your experience, is that kind of thing common?

Ash: Yes, it is. And it's great to hear. The reason I started StayWithUs was after my experience of living in a village in India. Tourists would often drive through the village to visit a temple, but they never stopped or spoke to the local people, they just wanted to take photos. And

unsurprisingly, the locals felt like they were just a photo opportunity. They were very upset and angry and it caused a lot of problems. So, I invited some tourists to come to a village festival where they would eat with the local people. The difference was amazing. Well, you can't take photos when you're eating. But you can talk. And listen. And I realised there and then that this had to be the future of tourism. And StayWithUs grew out of that.

Host: I can see both Jess and Radka nodding their heads to that. So, let's open up the discussion to our callers. Feel free to ask questions to any of our guests or just share your experiences of homestay tourism ...

Unit 2 Track 2.03

Host: It's rare these days to hear politicians, scientists and writers talk optimistically about the future. Whether it's climate change, nuclear war, water shortages or global terrorism, the future doesn't look very positive. But not everyone sees the future so negatively, and in the studio today are two scientists who both believe that new technologies have the potential to change the world. Welcome, Professor Marcus Aldridge and Professor Susan Pullman.

Profs: Hello.

Both: Hello.
Hello, thank you.

Host: You both work in the field of nanotechnology. Professor Pullman, what is it and how can it help life on Earth?

Susan: Simply put, nanotechnology is technology that works on a very small scale, actually on the scale of atoms, molecules and cells. One example of this is tiny robots, or nanobots as we call them. Nanobots can manipulate and change things inside molecules. So for example, in medicine, one possibility for the future is using nanotechnology to develop tiny robots to deliver drugs to certain cells in the body or repair damaged cells.

Host: That sounds like the stuff of science fiction!

Susan: Well, very soon it will be science fact. Additionally, in

the environment, we could use nanotechnology to clean up pollution in say, rivers or oceans, and in technology to reduce the size and weight of computers while hugely increasing their power. But this is just the beginning. The potential is huge.

Host: It all sounds amazing. Professor Aldridge, you believe that nanotechnology could go even further than that.

Marcus: That's right. I believe it will be possible for humans to produce almost anything they want with something called a nanofactory.

Host: Really? And what exactly is a nanofactory?

Marcus: It's a machine similar to a 3-D printer. But it is programmed to put atoms together in whichever way we choose. Now, just to be clear, an atom is the smallest unit of matter, or thing, and everything in the universe, from you to a chocolate bar, is made up of atoms. And I believe that sooner or later, we will have the technology to build and program these nanofactories to put atoms together in order to build whatever we want.

Host: So you mean these factories could make anything and everything?

Marcus: Exactly. You wouldn't need money to buy things, because the nanofactory can be programmed to create anything you need, from a roast dinner to a house.

Host: This all sounds incredible.

Marcus: You may think so, but this is science, not science fiction. We just need to develop the technology to do this.

Susan: And what is really interesting about this is the potential it has for humanity. Imagine if everyone could produce whatever they wanted at almost no cost, there would be no need for countries to fight over natural resources like oil or water, there would be no need for nations to exist, and people would be free.

Marcus: It's astonishing, isn't it? And this technology may be only 30–40 years away.

Host: It really is a fascinating subject, but unfortunately, time is running out and ...

Marcus: But time is infinite and the possibilities endless ...

Host: I mean time today in the studio is running out! So, thank you both for joining us. You've given us a huge amount to think about.

Unit 3 Track 3.03

Host: These days, more people in the western world are becoming vegetarian, where they eat no meat or fish, or vegan where they eat no animal products at all. But some people are going even further and are choosing to eat a diet that mainly consists of raw fruit. They call themselves fruitarians. But why? And is it healthy? Is it even safe? I'm joined in the studio today by nutritionist Glenda Freeman, and fruitarian and blogger Danny Dooley. First of all, Danny, why are you a fruitarian?

Danny: I think the best way to answer that question is for you to try the fruitarian diet.

Host: Perhaps, but I think the best way to answer that question is for you to tell us the answer.

Danny: OK. The thing is, fruit is the original food. It's natural, it doesn't need to be cooked or changed. It is delicious and healthy as it is. And it's high in vitamins and antioxidants, which are really good for you.

Host: So, tell us what you eat. What have you had today?

Danny: Today I've had fresh lemon juice, a melon, five avocados, about half a kilo of grapes, six kiwis, loads of bananas, some peaches, a few carrots and about a kilo of tomatoes. Look, here's a photo of my breakfast that I posted on Instagram this morning. Beautiful, isn't it?

Host: It does look tasty, but that sounds like a huge amount of fruit.

Danny: Yes, but eating raw is the best thing you can do. It gives you so much energy and it makes you more creative.

Host: And you really just eat fruit? Doesn't that get boring?

Danny: No, not just fruit, but 75% of my diet is raw fruit. I also eat vegetables, nuts and seeds. It's really important to eat nuts and seeds to get your protein and fat.

Host: I'd like to bring in Glenda here, our nutritionist. What do you think of Danny's diet?

Glenda: Danny is a healthy-looking young man and as he has said, eating fresh fruit is certainly good for you and something that I recommend to everyone. But I wouldn't recommend Danny's diet. There are a number of important vitamins and minerals that he won't be getting from his fruit diet, including vitamins B12 and D, and calcium. But my main concern about this diet is the amount of sugar it contains. As we all know, fruit contains a lot of sugar and eating a diet high in sugar can increase the chances of getting diabetes, not to mention cause tooth decay.

Danny: I completely disagree. We have huge problems with obesity in society, because of the amount of junk food we eat. It's much healthier to eat a natural diet.

Glenda: And I'm sorry to say that your diet isn't very natural. Before we had modern methods of farming and transport, humans would only eat fresh fruit for the few months of the year when it was in season. So I don't think there is anything natural about eating 5 kg of fruit every day of your life.

Host: So, what would you recommend, Glenda?

Glenda: I would recommend a balanced diet, which includes plenty of fresh fruit and fresh vegetables, but also lots of nuts, seeds, some carbohydrates, and fish if you want.

Host: Thanks, Glenda. Let's take some calls. Feel free to phone, text or email your questions to Danny and Glenda.

Unit 4 Track 4.03

Carrie: Stories are what make us human. Ever since humans could speak, we have been telling stories to each other, to entertain, to teach us right from wrong, to warn us about dangers, and sometimes to give us something to believe in. But recently stories have started to be used for another purpose. To sell us things. But when did it all start?

Mike: Once upon a time, there was the TV advertisement break. You could turn to another channel or

pop to the kitchen to make a cup of tea, but you couldn't just skip it and everyone accepted that that was the way things were. Huge amounts of money were spent on TV advertising, and it became something of an art form, as well as being a very successful way to sell products.

Carrie: But then, the Internet changed everything. Now, people didn't need to sit through a two-minute ad break. On sites like YouTube, you could skip the ad after just five seconds, remove them with adblocking software, or even better, pay for a service in order not to see any advertisements at all.

Mike: So, advertisers soon realised that adverts could no longer get in the way of what people wanted to see. They had to become *what* people wanted to see. And the best way to do this was to involve people. And how do you best engage someone?

Carrie: You tell them a story that makes them feel something. And so stories began to be used to help people to believe in a brand. Because with a good story, consumers would see the brand as part of the wider culture, and therefore (and this seems to be the most important word these days) more authentic.

Mike: Exactly. And one of the most popular types of story advertisers use today is the origin story. Nowadays, whether it's a coffee company, a fashion brand, or even a bank, every brand needs to tell the story of where they come from. But why?

Carrie: Origin stories help audiences connect with companies. They help the companies stand out. Potential customers see that the company isn't just a brand. It's someone's dream. After all, people buy from people. A great example of this is the British drinks company, Innocent drinks. Their story started at a music festival in 1999 with a group of friends selling fruit smoothies. They put up a sign asking 'Do you think we should leave our jobs to make smoothies?' and they had one rubbish bin with a big 'Yes' on it, one with a big 'No'. People voted with their empty bottles. At the end of the festival, the yes bin was full, and so they started Innocent drinks. And even

though the brand is now part owned by Coca-Cola, their story is still very important in defining how people see them.

Mike: What's great about that story is that so many young people can relate to it and will care about it. And the more people care about it, the more likely they are to choose your brand.

Carrie: Advertisers understand this very well. But the idea is certainly not a new one. In fact, it was the ancient Greek philosopher Aristotle who said 'when people consume a good story they stop judging the realism of the story and trust the story'.

Mike: And as every company and politician knows, once you've got the trust of the people, the battle is almost won.

Unit 5 Track 5.03

Carl: It seems everywhere I go these days I hear people talking about cryptocurrency. Considering the price of bitcoin, the original cryptocurrency, rose faster and higher than any other investment in history and then crashed, it's no surprise. So I'm joined today by economist, Anna Sokolova to talk about economic bubbles and what we can learn from them.

Anna: Good morning. So, first of all I'd like to tell you a story. It's about one of the most famous economic bubbles in history, which involved tulips.

Carl: Tulips? Those colourful flowers from the Netherlands?

Anna: Exactly. At the start of the seventeenth century, tulips were just beginning to become popular in the Netherlands. And a small community of growers were doing their best to grow ever more colourful varieties. To begin with, they would trade the bulbs, the round parts of the plant that grow underground, with each other. And soon, the prices of some of the rarer bulbs started going up as growers competed with each other.

Carl: Nothing unusual about that.

Anna: No, but then something happened. Wealthy Dutch citizens with money to spend started buying these bulbs. But not because they wanted to grow tulips, just because

they thought they could profit from them.

Carl: I see. And did they?

Anna: Well, the early investors certainly did. Because as more and more people invested, the prices went up, and very quickly tulip bulbs were being sold for a lot more than the actual flower was worth when it grew. Soon, tulips were being talked about everywhere. And eventually, single tulip bulbs were being sold for the same price as a house.

Carl: The same price as a house? That's crazy. So when did the bubble burst?

Anna: Well, there's something called *the greater fool theory*. Which means the price of something is determined not by what it's worth, but by the belief that someone else, the greater fool, is prepared to pay an even higher price. And when there are no greater fools left, it's all over. And that's what happened. People just stopped buying. And with demand falling, and supply increasing as people panicked and sold, the price crashed and a lot of people, rich and poor, lost everything.

Carl: That's terrible. So, what can we learn from this?

Anna: Well, it shows us that there are five stages in a classic bubble, which are as relevant today as they were over 300 years ago, because even if technology changes, human psychology doesn't. Stage 1: displacement. A new technology or situation occurs that gets investors excited. It could be tulips, it could be bitcoin. 2. Boom. Prices slowly rise at first but soon increase quickly as more people invest. At this time, media attention gets more people interested, they see others getting rich and don't want to miss out, pushing the prices higher.

Carl: Like FOMO? *Fear of missing out?*

Anna: Exactly. Then we reach Stage 3, euphoria. Prices skyrocket, and valuations move further away from the true value. Stage 4: profit. This is the time to get out, and that's what the smart investors do, because the price is probably close to its peak. Unfortunately, most people don't sell before Stage 5, panic. The prices start falling, more people are selling,

supply overtakes demand, the price crashes, and the bubble bursts.

Carl: Well, I think we've all learned a lot. Thanks for joining us today, Anna. Now, let me go and check the price of bitcoin again.

Unit 6



Nick: Recently, some of the most exciting things in broadcasting have been happening in radio. To discuss this, I'm joined today by podcast producer Laura Simpson and technology writer Greig Jones. Greig, what's happened?

Greig: For many years, radio was either music or talk. Independent stations mainly did music radio while talk radio, in the UK, was mostly done by the BBC. But then in the early 2000s new technologies came along and changed all that.

Nick: Which technologies are you talking about?

Greig: Well, mainly web 2.0, the second generation of the World Wide Web, in which content could, for the first time, be generated and shared by users. Then there were the new devices: the iPod, which arrived in 2001, and a few years later, smartphones. Suddenly, there was a new way for audiences to listen. No longer did you have to timetable what you listened to, because you could access it anytime, anywhere. And so, we saw the birth of the podcast.

Nick: I've only just started listening to podcasts, but it's just amazing how many fascinating shows there are. Laura, you've been producing podcasts since the mid-2000s.

Laura: Yes, that's right. And for me, it wasn't just the technology for listening to radio that changed, it was also the technology for producing radio. When I started in radio, it cost a lot of money to produce a programme because the equipment needed was very expensive. But as computers became more powerful, all we needed to produce high-quality radio was a good microphone and a laptop.

Nick: And how did that change things for you?

Laura: It gave me so much more freedom to choose what to make

and to experiment with ideas, and it meant that almost anyone with a good idea could make a radio programme and upload it to the Internet.

Greig: And slowly, more and more people began listening, which made advertisers more interested. And soon the money followed.

Laura: And what was particularly interesting to advertisers was that a lot of these shows had growing audiences of loyal listeners, who were young, educated, and had money to spend.

Nick: Let's talk more about how people listen to podcasts.

Greig: I write about this in my book *Once upon a time, you listened to the radio on ... a radio*. And you were limited to what stations you could receive. But now, almost all of us have radios on our smartphones, and you can listen to an unlimited number of stations, shows and podcasts from around the world. And because you can listen to the radio while doing other things, such as driving or walking to work or school, there is now a huge demand for it.

Laura: Which has meant the format of the programmes has also changed. Because you download or stream a podcast, you can stop it and start it as you wish. So podcasts have become longer and more in depth. The last podcast I produced was over three hours. And that's not unusual. I mean, what better way to spend a long and boring car journey or train ride than by listening to a fascinating podcast about the history of video games, human psychology, or the everyday stories of people living in a small town in the USA.

Nick: Exactly. I'll often listen for hours when I'm on the road.

Laura: Podcasts are amazing, they are fun, and they are a great way to learn about and connect with people from all over the world.

Greig: They are about us, they tell our stories and they are a record of our lives.

Nick: Greig and Laura, thanks very much.