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The importance of education

Education: without it hardly anyone could earn a proper living. Education and the knowledge which comes with it enables people to enjoy modern life and to get the best out of it.

Many parents recognize this fact. They demand more and better education for their children. They want their children to cope with the modern world of computers and they want them to get good jobs. By the time their children have left school, they expect them to have acquired many skills.

But as important as education is a balanced relationship between school, work and leisure. People who work hard must also learn to spend their free time in a pleasant way.



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A. Text-based tasks

1. *Finish the following sentences using the information from the text.*

- You can get the best out of your life if ...
- Many parents want ...
- Between school, leisure and work ...

2. *Answer the questions in complete sentences.*

- Why is it important to get a proper education?
- What do parents expect?

B. Use of language

1. *Find the opposite.*

- modern (line 4) b) better (line 5)

2. *Find words or expressions that mean more or less the same.*

- to enjoy (line 3) b) to demand (line 5)

3. *Choose one of the following words and explain it in a complete sentence.*

- to cope with (line 6) b) skills (line 9)

C. Creative writing

What would you like to learn at school that you presently can't learn? Give reasons.

Write about 25 words.

D. Skills and techniques

Translate the text into German.

True learning

Modern society asks schools to teach about our culture, and to acquaint children with the world they live in. Therefore, there has to be cooperation between school, the family and society. However, each learner must be free to choose and make his or her own way.

We shouldn't forget that learning is a continuous process. It does not stop when school is finished. Rather, everybody must be prepared to keep on learning throughout his or her lifetime.

America is everywhere

When you wake up in the morning, the chances are that your radio alarm clock will be playing an American pop song. After putting on your jeans, you might have cornflakes for breakfast.

When you relax after school and put on the television, on the screen will be American films and American politicians on the news programmes. American culture is everywhere. So is the American language. If you think of buying a computer, it is helpful to understand the most basic words. Computer languages often use English expressions for the commands.

It should be easy for you to pick up new English words every day. Just look around you. You will learn new words wherever you go and whatever you do.

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A. Text-based tasks

1. *Finish the following sentences using the information from the text.*

- American pop songs ...
- If you are planning to buy a computer, ...

2. *Answer the questions in complete sentences.*

- What happens when your alarm clock goes off in the morning?
- Why is it easy for you to pick up English words?

3. *Ask questions.*

You want to know more about American products. Ask an expert.
Ask one question. (Example: Fender guitars, Kitchenaid, PC, Jeep ...)

B. Use of language

1. *Find words or expressions that mean more or less the same.*

- to put on (line 4)
- basic (line 6)

2. *Find the opposite.*

- everywhere (line 1)
- buying (line 6)

3. *Choose one of the following words or phrases and explain it in a complete sentence.*

- to relax (line 4)
- to pick up words (line 8)

4. *Vocabulary - Grammar*

Read the text. Complete the sentences with the correct forms of the verbs.

American culture is everywhere.

In the morning you ... American pop songs.

When you get dressed, you ... jeans.

If you watch TV, you ... American politicians on the news.

If you are thinking of ... a computer, it is helpful

to understand English.

If you want to pick up English words, you only ... to the radio.

... English is so easy these days.

a) hear

b) put on

c) see

d) buy

e) have to listen

f) learn

C. Creative writing

Is learning languages important for your future life? Give reasons.

Write about 25 words.

RoboDog

Would you like to have an electronic dog that can chase balls, climb stairs and do all sorts of tricks? You could buy one of the first models from a group of British engineers for £20,000. RoboDog RS-01 looks like a Labrador and comes with a programmable personality as well as e-mail links to the internet.

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At a demonstration, the dog showed that it could copy all the movements of a dog, including the wagging of the tail. It can sit, lie down and walk wherever it is told to go. If no one talks to it, it will go to sleep until it hears a new command.

All this is possible thanks to microprocessors, all sorts of sensors along with a complex software that allows voice recognition. So you can actually train the dog so that it only follows its own master's or mistress' commands.

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It will never pee on the carpet or require expensive vet treatment, but it will never replace the friend children often see in a cuddly dog. It can carry a child of five on its back, but that is not all a child would like to do with a dog. The engineers think, however, that children who have grown up with robot toys could be more likely to accept robots doing all sorts of jobs in their future lives.

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Today RoboDogs are much cheaper and there are many different models. Are you interested in buying an electronic pet? Just check the internet to find out about new models and prices.

A. Text-based tasks

1. Finish the following sentences using the information from the text.

- An electronic dog can do ...
- Microprocessors make it possible that these dogs ...
- For the future life of children ...

2. Answer the questions in complete sentences.

- Why is it possible to train RoboDog?
- What are the advantages of RoboDog compared to a real dog?

B. Use of language

1. Find the opposite.

- never (line 12) b) often (line 13)

2. Find words or expressions that mean more or less the same.

- thanks to (line 9) b) sorts (line 15)

3. Choose one of the following words and explain in a complete sentence.

- to train (line 10) b) vet treatment (line 12)

C. Creative writing

What would you buy? A RoboDog or a real dog? Give reasons.

Write about 25 words.

D. Skills and techniques

Translate the text into German.

The RS-01 RoboDog is the world's most powerful robot. Compared to other robotic animals, the *Guardian* newspaper described this new invention as the "Formula 1" of robotic pets. The RoboDog is the size of an adult Labrador and is powerful enough to raise itself from the ground carrying a five-year old child.

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Charlie Brown - dead at the age of 50

After the first Charlie Brown comic appeared on October 2, 1950, Charles Schulz became the world's most successful comic-strip artist. Millions of faithful Charlie Brown readers around the world enjoyed the adventures of Charlie Brown, his dog Snoopy, awful Lucy with her little brother Linus and Charlie's little sister Sally. Everybody sympathizes with Charlie most, as almost everything he does goes wrong. His kite gets caught in a tree, he never manages to kick the football properly, and Lucy, the girl he loves, doesn't seem to notice him or just shouts at him. So Charlie became the patron saint of losers and clumsy guys around the world.

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When Charles Schulz developed colon cancer in 1999 he decided that Charlie Brown cartoons would die with him. So he said goodbye to his fans with the last strips in a Sunday paper on February 13, 2000, stopped drawing and died in the same year. He had never allowed anyone to help him with his cartoons and didn't allow anyone to continue in his place. That is why Charlie Brown, too, died at the age of 50. But in millions of bookcases around the world his adventures will still be alive as long as there are readers who love his adventures.

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The newspapers will probably go on for years reprinting old Charlie Brown strips in order to comfort disappointed fans.

A. Text-based tasks

1. *Decide whether the following statements are right or wrong.*

- Charlie Brown is the world's most famous comic-strip artist.
- Charlie Brown is very successful in everything he does.
- Charlie Brown died together with his creator.

2. *Answer the questions in complete sentences.*

- Why does everybody sympathize with Charlie?
- Why did Charlie *die* together with Charles Schulz?

B. Use of language

1. *Find the opposite.*

- awful (line 5) b) loser (line 9)

2. *Find words or expressions that mean more or less the same.*

- to sympathize with (line 6) b) to continue (line 13)

3. *Choose one of the following words and explain it in a complete sentence.*

- to reprint (line 16) b) disappointed fans (line 17)

C. Creative writing

What would you do or say if someone shouted at you for no reason?

Write about 25 words.

D. Skills and techniques

Translate the text into German.

The first *Peanuts* strip appeared on October 2, 1950. Charlie Brown was one of the original cast members of *Peanuts*. At first he wore a T-shirt without stripes. They were added within the first year of publication in order to add more colour to the strip. Charlie Brown started in an early strip when he was *only four years old*, but he aged over the next two decades.

Boating holidays

Relax on one of Britain's waterways. More and more people think this is the way to spend their holidays: on a boat, cruising the inland waterways with the family.

It can be an ideal break. You have to take it easy. The rivers and canals have a speed limit of five or seven miles an hour, making using a boat much safer than driving a car. The speed limit is necessary as canals are often narrow and the bridges over them low.

If you don't like cooking when on holiday, no problem. Along the canals and river banks there are lots of pubs. You can stop and have a meal and a drink at any one of them.

A. Text-based tasks

1. Finish the following sentences using the information from the text.

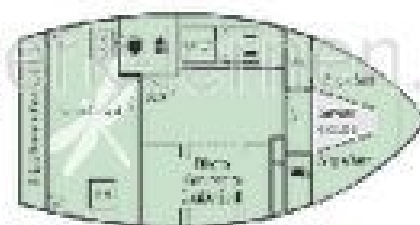
a) A holiday on a boat is ... b) You can't go faster than 7 mph because ...

2. Answer the questions in complete sentences.

a) Where can you cruise with these boats? b) Do you have to walk far to get a meal?

3. Ask questions.

You want to hire a boat. Ask about the price for a week in August, if they hire the boats to people under 21 and if there is a fully equipped kitchen on board. Ask three questions.



B. Use of language

1. Explain one of the following words in a complete sentence.

a) break (line 4) b) speed limit (line 4) c) river banks (line 7)

2. Vocabulary - Grammar

Read the text. Complete the sentences with the correct forms of the words.

Tom cruised too fast, he was fined for ... a) speed

When you go under a bridge, you sometimes have to ... your head. b) low

When the engine breaks down, the boat ... back to the shipyard. c) pull

C. Skills and techniques

1. Pass on the information.

Norfolk Broads Boating Holidays - Freedom Cruisers, Horning, Norfolk Broads

Pure Freedom sleeps up to 4 people. The front cabin features a wash basin with hot and cold running water and low level wardrobe.

The saloon features a dinette for four adults with a twin burner gas hob with an oven underneath. There's a stainless steel sink with hot and cold running water. There are cupboards and shelves available for your provisions and a full length wardrobe for hanging longer clothes.

Shower and WC facilities are available also. White Admiral is a dog-friendly hire boat. Short Breaks welcome. Available all year.

• Hot & Cold water • Shower compartment
• Warm Air Heating • TV

• Large cockpit - great for fishing

Dein Freund überlegt sich, ob das etwas für die nächsten Familienferien wäre. Da seine Englischkenntnisse nicht sehr gut sind, bittet er dich um Hilfe. Beantworte seine Fragen auf Deutsch.

a) Wie viele Leute passen auf das Boot?

b) Kann man auch für weniger als eine Woche mieten?

c) Vermieten die diese Boote auch im Winter?

d) Wie funktioniert die Heizung?

e) Können wir unseren Hund mitnehmen?

Advertising

Statistics prove that American children watch more than 20,000 commercials on television each year. It is not surprising that children who are told by TV what to buy will inform their parents about their wishes. And, of course, these things have to be bought immediately.

Advertisers, of course, know this and are trying to get hold of the parents' money through the children. There are many parents who don't fight against the influence advertising has on their children. 5

On the other hand, there are parents who want their children to realize that they are influenced by modern selling techniques. They want them to understand how successful advertising methods work and how they manipulate people.

A. Text-based tasks

1. *Decide whether the following statements are right or wrong.*

- a) Advertisements on TV make children buy certain things.
- b) Advertisements on TV don't influence children.
- c) Some parents talk to their children about the influence TV has on them.

2. *Answer the questions in complete sentences.*

- a) Which effects do commercials on TV have on children?
- b) Why is it easy for advertisers to get hold of parents' money?

B. Use of language

1. *Find the opposite.*

- a) more (line 2) b) many (line 6)

2. *Find words or expressions that mean more or less the same.*

- a) immediately (line 4) b) to realize (line 8)

3. *Choose one of the following words and explain it in a complete sentence.*

- a) commercials (line 2) b) influenced (line 8)

C. Creative writing

You want to sell your computer (or bicycle, MP3-player, TV-set).

Write an advertisement giving a short description of the article you want to sell.

Write about 25 words.

D. Skills and techniques

Translate the text into German.

The first official television advertisement was broadcast in the United States
at 14:29 on July 1, 1941.

Many television advertisements feature catchy jingles (songs or melodies) or catch-phrases that remain in the minds of television viewers long after the advertising campaign has ended. Advertising agencies often use humour as a tool in their creative marketing campaigns.

Colours help to sell products

In supermarkets you often find different products that do the same thing. What makes people choose one product rather than another? A test was made. Three different boxes were designed: one dark blue in colour, one bright yellow, and the third blue with yellow spots on it. The boxes were filled with washing powder and given to housewives to test. The housewives thought each box had a different powder. In fact only the boxes were different.

After the test, most housewives said that the powder in the blue box left the clothing dirty, whereas the one in the yellow box was believed to be too strong. Only the product in the third box was of satisfactory quality.

A. Text-based tasks

1. *Finish the following sentences using the information from the text.*

- When the test was made there were identical products on sale ...
- Housewives thought ...

2. *Answer the questions in complete sentences.*

- What did the testers want to find out?
- Which box did the housewives think contained the best washing powder?

3. *Ask questions.*

You want to buy a pair of jeans. Ask ...

- ... if they have a fitting room in the store.
- ... for the price of the jeans.

B. Use of language

1. *Explain one of the following words in a complete sentence.*

- to design (line 4)
- washing powder (line 6)
- satisfactory (line 10)

2. *Vocabulary - Grammar*

Read the text. Complete the sentences with the correct form of the words.

Colour ... great in marketing.

a) work

There are lots of theories and opinions about what works ...

b) good

Therefore, there ... several tests.

c) be

Advertising firms often use a ... of colours to sell their products.

d) combine

C. Skills and techniques

Translate the text into German.

Many people think blue lends a feeling of quality and trust. Red makes people want to act - now! Green makes people want to spend money (I'm a little suspicious of this one, but some marketers swear it's true).

Yellow tends to get attention better than any other colour, but is hard on the eyes. Designers use yellow to spice up a headline or product name, but put the rest of the ad or package in warmer colours.

One study showed that the color combination with the most powerful psychological effect was yellow title, white text, on a dark blue background.