

КИЇВСЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ ІМЕНІ ТАРАСА ШЕВЧЕНКА

**Н. І. Задоріжна
О. В. Борисович**

АКТИВНА ЛЕКСИКА У ВЖИТКУ

TARGET VOCABULARY IN USE

Навчальний посібник

2-ге видання перероблене та доповнене

Київ
Видавництво Ліра-К
2022

УДК 811.111'373(075.8)
3-15

*Рекомендовано Вченою радою Інституту філології
(протокол № 2 від 24 вересня 2021 року)*

Рецензенти:

к.філол.н., доц. Нідзельська Ю.М.
к.філол.н., доц. Алексєєва І.О.

Задоріжна Н.І., Борисович О.В.

3-15 Активна лексика у вжитку / Target Vocabulary in Use : навч. посіб. 2-ге вид. перероб і доп. Київ : Видавництво Ліра-К, 2022. 148 с.

ISBN 978-617-520-395-8

Посібник призначений для студентів I-II курсів факультетів іноземних мов, які вивчають англійську мову. У посібнику використані сучасні автентичні тексти, на основі яких розроблена система вправ для розширення словникового запасу та розвитку навичок комунікативної компетенції. Посібник охоплює широке коло тем, може використовуватися як для аудиторної, так і для самостійної роботи. Укладено посібник відповідно до типової програми з курсу практики іноземної мови та з урахуванням Загальноєвропейських рекомендацій з мовної освіти.

УДК 811.111'373(075.8)

ISBN 978-617-520-395-8

© Задоріжна Н.І., Борисович О.В., 2022
© Видавництво Ліра-К, 2022

CONTENTS

Вступ	4
UNIT 1. FAMILIES IN THE 21ST CENTURY	5
UNIT 2. MODERN-DAY PARENTING.....	11
UNIT 3. WHAT IS YOUR PERSONALITY TYPE?	18
UNIT 4. GENERATIONAL DIFFERENCES: FROM BABY BOOMERS TO GENERATION ALPHA.....	26
UNIT 5. CHILDHOOD MEMORIES.....	35
UNIT 6. FOOD: WHY IS BREAKFAST IMPORTANT?.....	42
UNIT 7. HOW TO BEAT PROCRASTINATION	50
UNIT 8. LEARNING TIPS.....	57
UNIT 9. DOWNTIME	63
UNIT 10. SHOPPING TRENDS.....	69
UNIT 11. MEDICAL CARE	76
UNIT 12. HEALTHY LIVING	83
UNIT 13. SELF-CARE	96
UNIT 14. THE PREVENTION SYSTEM	102
UNIT 15. MODERN MEDICAL PRACTICES	112
UNIT 16. GENDER DISCRIMINATION AT WORK	119
UNIT 17. CRISES AND MANIAS: THE CLASSIC STORY OF A DUTCH FINANCIAL BUBBLE	127
UNIT 18. LAW, ORDER AND CRIME PREVENTION.....	128
UNIT 19. PEOPLE IN THE LIMELIGHT:FAME AND NOTORIETY	132
UNIT 20. RECRUITMENT: HIRING FOR THE FUTURE	140
SOURCES	146

ВСТУП

Матеріали навчального посібника тематично пов'язані з розмовними темами, що входять до програми розмовного блоку тем, які вивчаються студентами-бакалаврами першого та другого року навчання.

У посібнику висвітлені такі теми: сімейні та міжособистісні стосунки, здорове харчування, ефективне використання робочого та вільного часу, екологічні схеми транспорту для міста, навчання, сучасні тренди онлайн-торгівлі, дискримінація у сфері зайнятості, насилля на екрані та запобігання злочинності, життя відомих особистостей. Матеріали, включені до посібника, також присвячені розгляду широкого кола проблем, пов'язаних із сучасною медициною та охороною здоров'я: традиційна та альтернативна медицина, актуальні питання збереження та підтримання фізичного та психічного здоров'я тощо.

Метою посібника є розширення словникового запасу студентів із відповідних тем, розвиток усного мовлення та навичок дискутування. Його матеріал спрямований на розвиток та закріплення навичок комунікативної компетенції, необхідних для ефективного володіння англійською мовою.

До посібника включено різні види лексичних вправ, зокрема переклад ключових слів, словосполучень та речень з англійської на українську, підбір синонімів, пояснення ключових виразів англійською мовою з опорою на контекст вживання, робота з ідіоматичними висловами. Посібник також містить вправи на розуміння прочитаних текстів, письмові завдання, аналіз ситуацій, творчі завдання, завдання онлайн для перевірки та закріплення знань.

Запропонований навчальний посібник написаний та апробований на кафедрі англійської філології та міжкультурної комунікації Навчально-наукового інституту філології Київського національного університету імені Тараса Шевченка.

UNIT 1. FAMILIES IN THE 21ST CENTURY

Focus on reading



1. Discuss the questions in pairs.

- What is a nuclear family?
- What factors can influence the structure of the family and in what way?
- What is a modern family?

2. Read the text and complete the exercises that follow.

HOW THE DEFINITION OF AN AMERICAN FAMILY HAS CHANGED

The transformation of the American family deepened over the past decade, as an increasingly diverse array of arrangements replaced the married-with-children paradigm. Marriage is playing a smaller role within families, as more people delay tying the knot, live together without marrying or divorce. Separately, multigenerational households are becoming more prevalent, with more children growing up in homes with multiple generations.

There is an increasing distance from the nuclear-family structure considered traditional for decades. The changes solidify shifts that have been mounting since then, erasing the notion of one dominant family type. In the early 1960s, two-thirds of

children were raised in male-breadwinner, married-couple families. By contrast, today there is no one family-and-work arrangement that encompasses the majority of children, demographers say. “That dominant model declined, but it’s not like it was replaced by one thing,” says Philip Cohen, professor of sociology at the University of Maryland. “It was replaced by a peacock’s tail, a plethora of different arrangements.”

This fragmentation is causing businesses to overhaul their approach. Housing builders are designing homes with more flexibility, to accommodate a greater variety of family arrangements. And consumer-product makers are adjusting package sizes and increasingly reflecting more family types in advertising.

Here are some of the most important changes:

1. *Marriage plays a smaller role*

Fewer children are being raised by married parents. In 2017, one in four parents who lived with a child was unmarried, up from one in 10 in 1968, according to Gretchen Livingston, a former senior researcher with Pew Research Centre. “You’ll see that marriage takes up a smaller slice than it used to: People get married later, they’re more likely to get divorced than in the old days, and they’re more likely to spend some amount of time in cohabitating relationships,” says Dr. Cohen.

The financial crisis stalled—but didn’t reverse—that trend. The percentage of families with children and two parents, either married or unmarried, fell from 87% in 1970 to 70% in 2008, and has plateaued since, according to Census Bureau data.

2. *Multigenerational households rise*

More children are being raised in households with multiple generations under one roof. Twenty percent of the U.S. population lived in multigenerational households in 2016, up from 17% in 2009 and 12% in 1980, according to the Pew Research Centre. (Pew defines the arrangement as a household with two or more adult generations, or including grandparents and grandchildren younger than 25.)

The causes are varied. Increasing ethnic and racial diversity means more families incorporate cultural traditions of multigenerational living. More grandparents serve as primary caretakers of their grandchildren. And an ageing population means more midlife parents are taking in their own parents.

3. *Adult children move back*

Another big factor in multigenerational living: Many young adults returned home—or never left—in the aftermath of the financial crisis. In 2019, 32% of 18- to 34-year-olds are living in a parent’s home, up from 28% in 2007. “That’s millions of people who suddenly lived in the basement with their parents,” says Deutsche Bank Chief Economist Torsten Slok. “Moving out, getting a loan and getting a job has turned out to create a number of complications and have had a significant impact on family arrangements of U.S. households.”

4. *Changing demographic trends*

The demographic trends are already having a major impact on business—from housing to consumer products. In the housing industry, widely varying family types mean homes must offer more flexibility, says KB Home Chief Executive Jeffrey Mezger. KB Home sells made-to-order new-home construction in eight states, allowing buyers to choose how many bedrooms and bathrooms their house will have, and the size of their gathering areas, especially the kitchen, living and eating spaces.

Consumer-product makers are deepening their household research and no longer catering mainly to one dominant family. Advertising is intended to reflect the widening diversity of American families, companies say. “What picture comes to mind when we think of a traditional U.S. household—a mom and a dad and then a boy and a girl, right?” says Kirti Singh, chief analytics and insights officer at Procter & Gamble Co., maker of Pampers diapers, Tide laundry detergent and Pantene shampoo. “That picture is indeed evolving dramatically.”

3. Answer the following questions.

- What have been the key transformations of American families over the past decades?
- Why are there more multigenerational households now?
- Why do young adults tend to return home and live with their parents?
- Why does marriage play a smaller role?
- How do companies react to changes in the family structure?

Vocabulary development

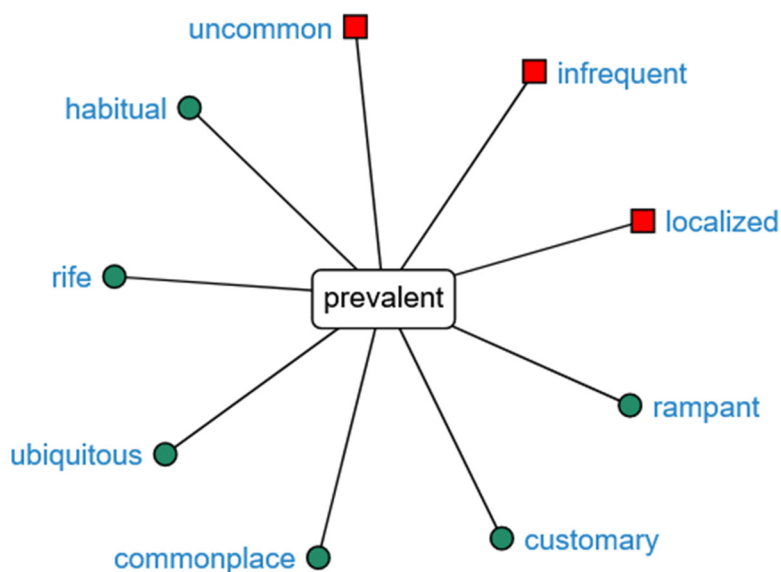
4. Join a word from A with a word in B to make expressions.

A	B
1. to evolve	a. generations
2. housing	b. impact
3. to reverse	c. families
4. married-couple	d. children
5. major	e. array
6. diverse	f. industry
7. to raise	g. diversity
8. dominant	h. dramatically
9. multiple	i. the trend
10. racial	j. family type

5. Match the words and expressions from the text with their synonyms.

1. aftermath	a. to develop
2. to stall	b. to slow down
3. to reverse	c. consequences
4. to solidify	d. to include
5. to encompass	e. to go backwards
6. plethora	f. to strengthen
7. to tie the knot	g. growing
8. mounting	h. common
9. to evolve	i. to get married
10. prevalent	j. excess

6. Study the graphic thesaurus below. Use a dictionary to explain the difference in meaning.



7. Do an [online practice](#).

8. Find English equivalents to the following words and expressions.

виготовлений на замовлення	мати значний вплив на
етнічна різноманітність	проектувати будинки
наслідки фінансової кризи	переглянути свій підхід
за останнє десятиліття	відігравати меншу роль
стерти поняття	поглибити дослідження
старіюче населення	різні покоління під одним дахом
неодружена/неодружений	жити у батьківському домі
відображати зростаючу різноманітність американських сімей	виробники споживчих товарів
змінити парадигму	поширений; (широко) розповсюджений
спадати на думку	брати позику

9. Explain the meaning of the expressions in bold.

- “That dominant model declined, but it’s not like it was replaced by one thing,” says Philip Cohen, professor of sociology at the University of Maryland. “It was **replaced by a peacock’s tail.**”
- The changes solidify **shifts that have been mounting** since then, erasing the notion of one dominant family type.
- You’ll see that marriage **takes up a smaller slice** than it used to.
- Twenty percent of the U.S. population lived in **multigenerational households** in 2016.
- And an ageing population means more midlife parents are **taking in** their own parents.
- Consumer-product makers are deepening their household research and no longer **catering mainly to** one dominant family.
- Housing builders are designing homes with more flexibility, **to accommodate** a greater variety of family arrangements.
- The percentage of families with children and two parents, either married or unmarried, fell from 87% in 1970 to 70% in 2008, and **has plateaued** since, according to **Census** Bureau data.

Writing

10. Write an essay about the model(s) of family in Ukraine (220-250 words).

UNIT 2. MODERN-DAY PARENTING

Focus on reading



1. Discuss the questions in pairs.

- What are the main challenges faced by modern-day parents?
- Is it better for a child to have a stay-at-home parent?
- Should fathers take paternity leave?

2. Read the text and complete the exercises that follow.

PATERNITY LEAVE

Paternity leave, which comes with multiple benefits, is more widely offered than ever before. So, why aren't more men taking it?

In summer 2018, Ricardo Duque was about to begin five months of paternity leave from the architecture firm where he worked in London. But, then, his grandmother in southern Portugal contracted a severe case of pneumonia.

Duque's wife, who is Indian, had just resumed working at Samsung, after seven months of maternity leave. "I'd barely spent any time alone with our daughter," the 42-year-old recalls. "But I had no choice. I took her to Portugal, and spent the next few weeks looking after my tiny baby and my grandma, with very little help from anyone else."

From the moment Duque and his wife discovered they were expecting, he knew that he wanted to take a substantial amount of paternity leave, which his partner endorsed. Despite worrying that he was getting “looks” from colleagues and being “judged by managers” when he informed them of his plan – and even though his leave did not start exactly as envisioned – the experience turned out to be extremely rewarding. “The time we spent together was invaluable and I wouldn’t change it for the world,” he says. “We now have such a special bond.”

The number of countries where paternity leave is enshrined in law has more than doubled to about 90 in the last 20 years; and globally, at least four out of every 10 organisations are thought to provide paid leave above the statutory minimum. Yet, the proportion of men who take more than a few days off work when their child is born is tiny.

Most cite fears of being discriminated against professionally, missing out on pay rises and promotions, being marginalised or even mocked as reasons for not taking time off. Academics consider these concerns to be the effect of deeply ingrained and highly damaging stereotypes around gender – and suggest that changing this will require significant cultural shifts as well as better institutional provision of paid paternity leave.

Internalised stereotypes

Thekla Morgenroth, a research fellow in Social and Organisational Psychology at the University of Exeter, UK, says that gender stereotypes have persisted, even though gender roles at work have changed substantially in the last few decades, with much higher numbers of women entering and staying in the workforce.

“Women are no longer seen as less competent than men, but women continue to be seen as more communal – warm, nurturing and caring – than men and, in turn, as more suitable for roles that require these attributes such as childcare,” they explain. “Men, on the other hand, continue to be seen as more agentic: decisive, assertive, competitive.”

A key factor is that gender stereotypes are not only descriptive but also prescriptive; they signal what women and men should be like – including the idea that men should prioritise work over family.

“Men who do take parental leave can therefore face backlash and be seen as weak, lacking work commitment and so on, which can result in consequences at work such as being demoted or not taken seriously,” they say. “Men are, of course, aware of these potential consequences and this could definitely contribute to them deciding against taking parental leave even if it's offered.”

No role models

Communication is a prime factor that Sarah Forbes, lecturer and academic researcher at Birmingham University Business School, UK, identifies as another invisible barrier to men taking the leave that they are entitled to.

Forbes believes it's important to have visible “fatherhood champions” at companies, across different sections and departments both to inspire fathers to take leave and also improve their knowledge of leave provisions. “Also, if managers are knowledgeable of the organisation's offering around paternity leave and shared parental leave, this will lead to parents being more aware of what their entitlements are.”

Thekla Morgenroth also considers role models to be of paramount importance. “If other men are taking parental leave at a specific company, it shows that taking parental leave is normal and acceptable for men to do,” they explain.

Unspoken norms

Workplace experts are warning that the immense uncertainty created by the Covid-19 pandemic – and specifically anxiety around job security – is only likely to have exacerbated workers' concerns about taking time off.

In one survey of over 500 US fathers, about two-thirds of respondents admitted that there was an unspoken rule that men at their jobs should not take full paternity leave.

In the US, although individual companies offer paternity leave, fathers are not legally entitled to any paid parental leave. In fact, the US is one of only a handful of countries without any mandated paid leave for birthing mothers, too.

Many academics say what's particularly frustrating about the low take-up of paternity leave, whether in the US or elsewhere, is the potential that it has to reduce the gender pay gap. “Gender inequality will continue in the workplace for as long as early-

years parenting is primarily seen as women’s work,” says Emma Banister, professor at the University of Manchester’s Work and Equalities Institute. “The current policy framework doesn’t do enough to challenge this.”

Supporting a more equal society

Emma Banister believes that employers should reduce barriers to taking paternity leave by “normalising employees taking leave during the first year of their child’s birth or adoption”. There are more specific considerations too, she says, like the timing of the leave. Company-subsidised parental leave, if offered, is often restricted to the first few months – when it may suit parents better for the mother to be at home. If employers gave all parents decent pay for a period of time, regardless of when they take it, this would give parents much more flexibility.

Ultimately, it seems, removing the barriers that deter fathers from taking time off begins with adequate provision, well-communicated, which can then start to reduce gender stereotypes and mainstream the practice.

3. Answer the following questions.

- Why did Ricardo Duque go on paternity leave?
- What challenges did Ricardo Duque have to face?
- What stereotypes can prevent men from taking parental leave?
- How can companies encourage more men to take parental leave?

Vocabulary development

4. Join a word from A with a word in B to make expressions.

A

1. exacerbate
2. immense
3. change
4. special
5. pay
6. cultural

B

- a. rise
- b. gender stereotypes
- c. parental leave
- d. concerns
- e. substantially
- f. security

- | | |
|-------------|----------------|
| 7. paid | g. uncertainty |
| 8. job | h. rule |
| 9. reduce | i. shifts |
| 10.unspoken | j. bond |

5. Match the words and expressions from the text with their synonyms.

- | | |
|------------------|---------------------|
| 1. rewarding | a. persevere |
| 2. mock (v.) | b. demean |
| 3. marginalise | c. foresee |
| 4. backlash (n.) | d. main |
| 5. persist | e. make fun of |
| 6. exacerbate | f. aggravate |
| 7. deter | g. vast |
| 8. envision (v.) | h. discourage |
| 9. immense | i. satisfying |
| 10.prime | j. adverse reaction |

6. Complete the sentences with the words in the box.

from against to(x3) in of off for about

1. Employers should reduce barriers _____ taking paternity leave.
2. Removing the barriers that deter fathers _____ taking time off begins with adequate provision.
3. The time we spent together was invaluable and I wouldn't change it _____ the world.
4. In the US, although individual companies offer paternity leave, fathers are not legally entitled _____ any paid parental leave.
5. The number of countries where paternity leave is enshrined _____ law has more than doubled to about 90 in the last 20 years.

6. Ricardo Duque was _____ to begin five months of paternity leave from the architecture firm where he worked in London.
7. This will lead _____ parents being more aware of what their entitlements are.
8. If employers gave all parents decent pay for a period of time, regardless _____ when they take it, this would give parents much more flexibility.
9. This could definitely contribute to them deciding _____ taking parental leave even if it's offered.
10. The proportion of men who take more than a few days _____ work when their child is born is tiny.



7. Do an [online practice](#).

8. Find English equivalents to the following words and expressions

безцінний	лише кілька країн
його відпустка почалася не так, як передбачалося	відпустка по догляду за дитиною для батька
численні переваги	гідна оплата
мати першочергове значення	зменшити гендерні стереотипи
мати особливий зв'язок	прибирати перешкоди
підвищення зарплати	відпустка по догляду за дитиною, оплачувана компанією
культурні зміни	на робочому місці
значно змінилися	глибоко вкорінені стереотипи
отримати нижчу посаду	основний фактор
загострити занепокоєння	за законом має право на

9. Explain the meaning of the expressions in bold.

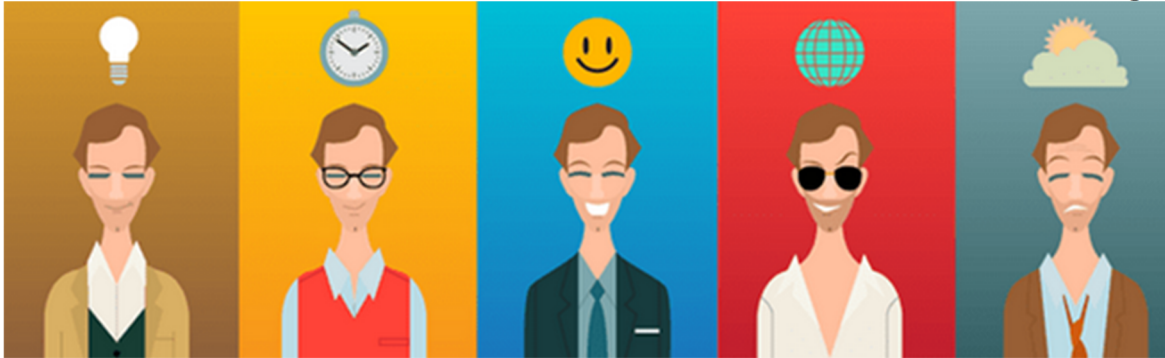
- A key factor is that **gender stereotypes are not only descriptive** but also **prescriptive**; they signal what women and men should be like – including the idea that men should prioritise work over family.
- The US is one of only a handful of countries without any **mandated paid leave** for mothers.
- Most cite fears of being discriminated against professionally, **missing out on pay rises** and promotions, being marginalised or even mocked as reasons for not taking time off.
- The number of countries where paternity leave is **enshrined in law** has more than doubled to about 90 in the last 20 years.
- Removing the barriers that deter fathers from taking time off begins with adequate provision, which can then start to reduce gender stereotypes and **mainstream the practice**.
- Men continue to be seen as more **agentic**: decisive, assertive, competitive.
- It's important to have visible “**fatherhood champions**” at companies, across different sections and departments both to inspire fathers to take leave.

Writing


10. Write an essay ‘Should men take paternity leave?’ (220-250 words).

UNIT 3. WHAT IS YOUR PERSONALITY TYPE?

Focus on reading



1. Discuss the questions in pairs.

- What personality theories do you know?
- To what extent do you think personality tests can predict your personality type?
- Do [the test](#) online.  How accurate was the description of your personality?

2. Read the text and complete the exercises that follow.

Read the key facts about the Big Five personality model:

- The Big Five personality traits are extraversion, agreeableness, openness, conscientiousness, and neuroticism.
- Each trait represents a continuum. Individuals can fall anywhere on the continuum for each trait.
- The Big Five remain relatively stable throughout most of one's lifetime.
- They are influenced significantly by both genes and the environment, with an estimated heritability of 50%.
- They are also known to predict certain important life outcomes such as education and health.

THE BIG FIVE PERSONALITY TRAITS

The Big Five Model, also known as the Five-Factor Model, is the most widely accepted personality theory held by psychologists today. The theory states that personality can be boiled down to five core factors, known by the acronym CANOE or OCEAN:

Conscientiousness

impulsive, disorganized vs. disciplined, careful

Agreeableness

suspicious, uncooperative vs. trusting, helpful

Neuroticism

calm, confident vs. anxious, pessimistic

Openness to Experience

prefers routine, practical vs. imaginative, spontaneous

Extraversion

reserved, thoughtful vs. sociable, fun-loving

Unlike other trait theories that sort individuals into binary categories (i.e. introvert or extrovert), the Big Five Model asserts that each personality trait is a spectrum.

Therefore, individuals are ranked on a scale between the two extreme ends. For instance, when measuring Extraversion, one would not be classified as purely extroverted or introverted, but placed on a scale determining their level of extraversion. By ranking individuals on each of these traits, it is possible to effectively measure individual differences in personality. Each of the Big Five personality traits represents extremely broad categories which cover many personality-related terms. Each trait encompasses a multitude of other facets.

- **Neuroticism or (inversely) Emotional Stability**

Neuroticism is the factor that determines one's level of emotional stability and one's emotional reactions to stimuli. Those who score high on Neuroticism are not strangers to anxiety, anger, or depression, and are likely to experience several of these emotions regularly. In the simplest terms, those who score highly for Neuroticism tend

to be more emotionally reactive, while those who score lower tend to be less emotionally reactive.

Those with high Neuroticism tend to be prone to intense responses to stimuli that other individuals who are not high in Neuroticism wouldn't tend to react to. These outbursts can gradually erode an individual's ability to think logically, make complex decisions with levity, and effectively cope with stress. Individuals with high levels of Neuroticism tend to come off as negative, exacerbating even the slightest of setbacks and having perpetual "bad moods."

Conversely, those who have low levels of Neuroticism tend to be more emotionally stable, less prone to outburst, and are generally considered calmer than those who score highly in Neuroticism. While it's not guaranteed that low-Neuroticism individuals will be positive (Extroversion correlates more directly with positivity), they may find it easy to break free of emotional setbacks that could cast a high-Neuroticism individual into a prolonged bad mood.

- **Extroversion**

You're probably aware of the Introvert-Extrovert binary, and where you fall on the scale. Extroversion is the factor that determines how an individual interacts with the physical, external world.

Extroverts, or those who rank highly on the Extroversion scale, tend to possess a positive, "can-do" spirit. Often brimming with energy, they thrive off social interactions and physical experiences with the world.

Introverts, or those who rank low on the Extroversion scale, tend towards a more laid-back attitude, with little need to be constantly engaged in social interactions. While less positive-minded than Extroverts, it should be noted that Introverts are not universally shy or depressed. Rather, they find social and physical stimulation to be more overwhelming, and prefer solitude, time to process emotions, and fewer but more intimate social connections.

- **Agreeableness**

Agreeableness measures an individual's willingness and ability to engage in social cooperation. While it may sound like Agreeableness is a universally beneficial quality from the outset, it is not always so. While Agreeable individuals tend to be viewed

positively by their peers, they also tend to be racked by indecision when attempting to complete complex or high-stress tasks.

Agreeable individuals understand the value of getting along with others. They tend to hold consideration towards the goals and emotions of others as paramount, oftentimes even above their own interests. Friendly, helpful, and relentlessly optimistic, Agreeable people will appear trustworthy and unflinchingly honest to onlookers.

On the other end of the spectrum, Disagreeable people are those who elevate their own interests above all else. Disagreeable individuals won't usually concern themselves with the wellbeing of others, instead focusing on how to advance their own goals and agendas. They are perceived as unfriendly and uncooperative, looking out for themselves and nobody else. It's not all bad, however, as Disagreeable people's focus on their own ideas and goals makes them ideal in certain fields, such as science, criticism, business, and military life.

- **Conscientiousness**

Conscientiousness measures how and to what extent we are able to control our impulses. Essentially, one's Conscientiousness determines how much success they are likely to experience, and how best to obtain it.

People who rank highly for conscientiousness are more likely to have better control over their impulses. While they may come off as rigid and possibly a bit boring, they excel at pursuing and achieving goals through proper planning and internal motivation. They'll stay away from erratic decisions and will avoid trouble at all costs. Problems for highly Conscientious individuals occur when plans go awry, or when they fail to meet exceedingly high (and usually self-imposed) standards.

Individuals with low Conscientiousness rankings are less able to delay gratification, and hence will be more prone to following their impulses. While this makes for a lot of fun at parties and can be just what is needed in situations when action takes precedent to thought, it also means people with low Conscientiousness will prove difficult to manage and can often find themselves in trouble with authority figures.

- **Openness to Experience**

One's Openness to Experience determines how receptive one is to new ideas and experiences. Those who are considered "open to experience," can generally be described as intellectually and artistically curious with a keen sense of beauty. Those who are Open to Experience excel in creative roles, and can be found in the upper echelons of academia and design teams. However, they tend to avoid positions that mandate adherence to a set of rules and guidelines.

While it's unlikely that one can be entirely closed-minded, those who do not score highly on measures of Openness to Experience may be described as such. They'll likely be fierce opponents to ambiguity and subtlety, especially in conversation, and do not cope well with change. While they may not be the ones lighting the world on fire with new inventions, "Closed" individuals have superior job performance in areas such as sales or police work, where procedure takes precedent over everything else.

Limitations of the Big Five

The Big Five was developed to organize personality traits rather than as a comprehensive theory of personality. Therefore, it is more descriptive than explanatory and does not fully account for differences between individuals.

3. Answer the following questions.

- What traits do you have if you score low/high on the Extraversion scale?
- What factor determines one's level of emotional stability?
- What qualities do people have if they score low/high on the Agreeableness scale?
- What does the Conscientiousness scale measure?
- What does one's Openness to Experience determine?
- How do you rank on each scale?

Vocabulary development

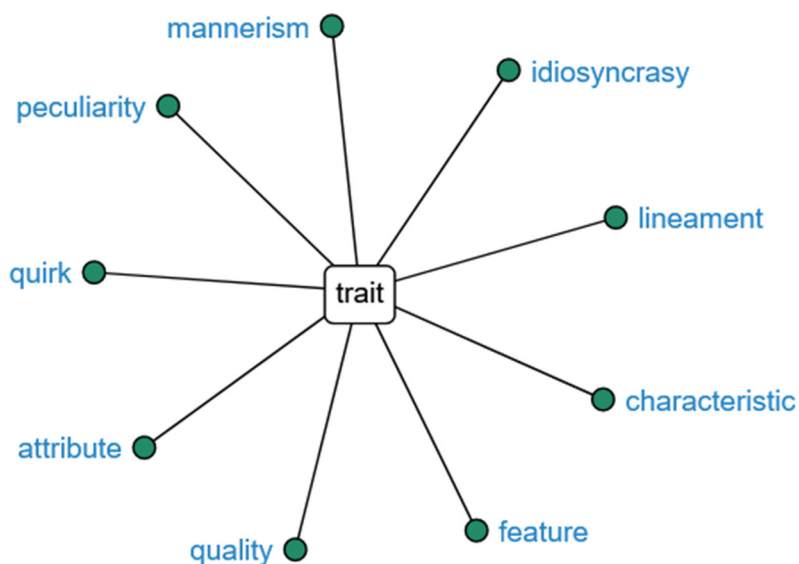
4. Join a word from A with a word in B to make expressions.

A	B
1. job	a. awry
2. proper	b. tasks
3. high-stress	c. factors
4. to process	d. theory
5. social	e. emotions
6. to go	f. opponents
7. comprehensive	g. performance
8. core	h. interactions
9. to pursue	i. planning
10. fierce	j. goals

5. Match the words from the text with their synonyms.

1. overwhelming	a. immense
2. relentless	b. incessant
3. beneficial	c. favourable
4. paramount	d. most important
5. to obtain	e. to get
6. ambiguity	f. uncertainty
7. facet	g. aspect
8. spectrum	h. range
9. erratic	i. unpredictable
10. onlooker	j. bystander

6. Study the synonyms of 'trait'. Use a dictionary to explain the difference in meaning.



7. Do an [online practice](#).



8. Find English equivalents to the following words and expressions.

риси характеру	виконувати складні завдання
бути схильним до	внутрішня мотивація
ефективно справлятися зі стресом	однолітки
наповнений енергією	успішно досягати мети
невдача, спад	будь що уникати проблем
загострювати, посилювати;	легковажність
з самого початку	самотність
допитливий	непохитний; стійкий

не відповідають надзвичайно високим стандартам	оцінити за шкалою
надійний	основні фактори
нерішучість	загальні категорії

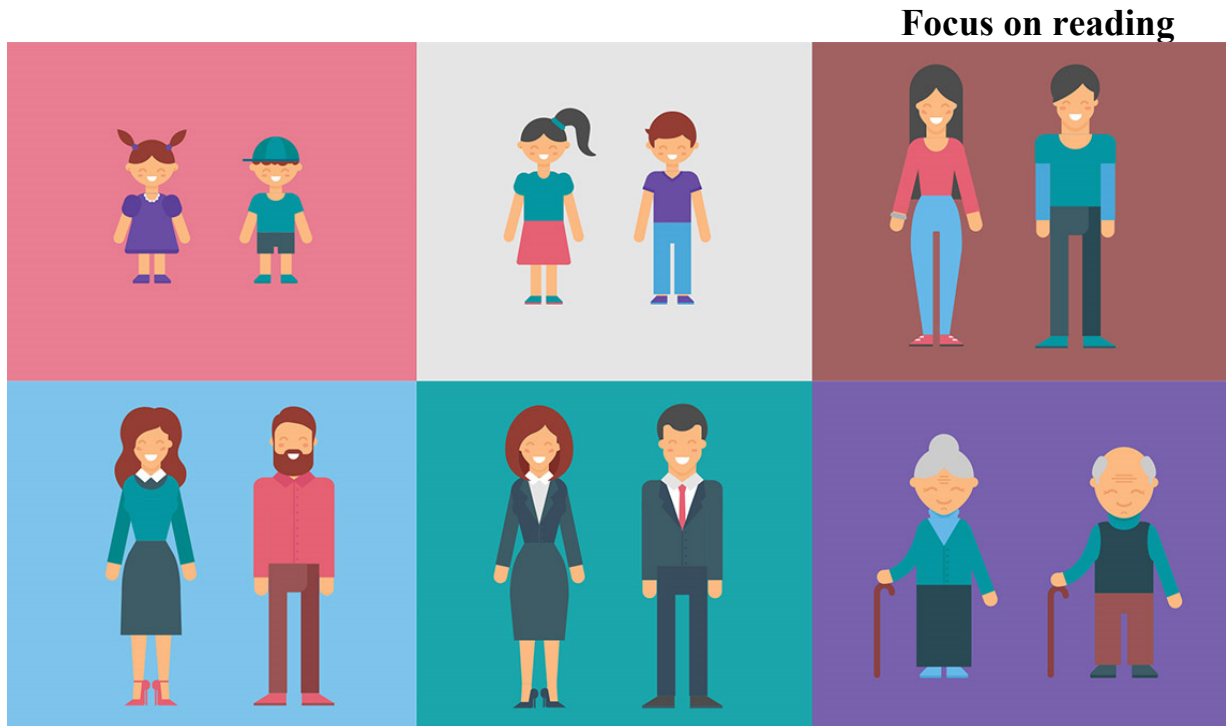
9. Explain the meaning of the expressions in bold.

- The theory states that personality **can be boiled down to** five core factors, known by the **acronym** CANOE or OCEAN.
- These outbursts can gradually **erode** an individual's ability to think logically.
- Often brimming with energy, they **thrive off** social interactions and physical experiences with the world.
- Friendly, helpful, and relentlessly optimistic, Agreeable people will appear trustworthy and **unflinchingly** honest to onlookers.
- On the other end of the spectrum, Disagreeable people are those who **elevate their own interests** above all else.
- They are perceived as unfriendly and uncooperative, **looking out for themselves** and nobody else.
- Individuals with low Conscientiousness rankings are less able to **delay gratification**, and **hence** will be more prone to following their impulses.
- Those who are Open to Experience excel in creative roles, and can be found in the upper echelons of **academia** and design teams.
- However, they tend to avoid positions that mandate **adherence to** a set of rules and guidelines.
- While they may not be the ones **lighting the world on fire** with new inventions, "Closed" individuals have superior job performance in areas such as sales or police work, where procedure **takes precedent** over everything else.

Writing

10. Write a paragraph about your close friend describing his/her personality (80-100 words).

UNIT 4. GENERATIONAL DIFFERENCES: FROM BABY BOOMERS TO GENERATION ALPHA



1. Discuss the questions in pairs.

- Why is it important to understand generational differences?
- What factors can cause conflict between generations?
- How do you get along with people older/younger than you?

2. Read the text and complete the exercises that follow.

BOOMERS, GEN X, GEN Y, GEN Z, AND GEN A EXPLAINED

What separates Generation Y from X? And hey Gen Z and Gen A, welcome to the party! What's the cutoff? How old is each generation? Are they really that different?

It's easy to see why there is so much confusion about generational cohorts. If you've ever felt muddled by this 'alphabet soup' of names — you're not alone.

A common source of confusion when labeling generations is their age. Generational cohorts are defined (loosely) by birth year, not current age. The reason is simple — generations get older in groups. If you think of Millennials as college kids (18 - 22), then not only are you out of date — you're thinking of a stage in life, not a

generation. Millennials are now well out of college, and that life stage is dominated by Gen Z.

The breakdown by age looks like this:

- Baby Boomers: Baby boomers were born between 1946 and 1964. They're currently between 57-75 years old (71.6 million in the U.S.)
- Gen X: Gen X was born between 1965 and 1979/80 and is currently between 41-56 years old (65.2 million people in the U.S.)
- Gen Y: Gen Y, or Millennials, were born between 1981 and 1994/6. They are currently between 25 and 40 years old (72.1 million in the U.S.)
 - Gen Y.1 = 25-29 years old (around 31 million people in the U.S.)
 - Gen Y.2 = 29-39 (around 42 million people in the U.S.)
- Gen Z: Gen Z is the newest generation, born between 1997 and 2012. They are currently between 6 and 24 years old (nearly 68 million in the U.S.)
- Gen A: Generation Alpha starts with children born in 2012 and will continue at least through 2025, maybe later (approximately 48 million people in the U.S.).

The term “Millennial” has become the popular way to reference both segments of Gen Y. Sometimes labeled with the moniker “Zillennials”, those wedged at the tail end of Millennials and the start of Gen Z are sometimes labeled with this moniker — a group made up of people born between 1994 and the year 2000.

Originally, the name Generation Z was a placeholder for the youngest people on the planet — although Generation A has now taken over that distinction. However, in the same way that Gen Y morphed into Millennials, there is certainly a possibility that both Gen Z and Gen A may adopt new names as they leave adolescence and mature into their adult identities. While the label Gen A makes discussion easier, it may not be the last word on this group of humans.

Why are generations named after letters?

It started with Generation X, people born between 1965-1980. The preceding generation was the Baby Boomers, born 1946-1964. Post-World War II, Americans enjoyed newfound prosperity, which resulted in a “baby boom.” The children born as a result were dubbed the Baby Boomers.

But the generation that followed the Boomers didn't have a blatant cultural identifier. In fact, that's the anecdotal origin of the term Gen X — illustrating the undetermined characteristics they would come to be known by. Depending on whom you ask, it was either sociologists, a novelist, or Billy Idol who cemented this phrase in our vocabulary.

From there on it was all down-alphabet. The generation following Gen X naturally became Gen Y, born 1981-1996 (give or take a few years on either end). The term "Millennial" is widely credited to Neil Howe, along with William Strauss. The pair coined the term in 1989 when the impending turn of the millennium began to feature heavily in the cultural consciousness.

Generation Z refers to babies born from the late 90s through today. A flurry of potential labels has also appeared, including Gen Tech, post-Millennials, iGeneration, Gen Y-Fi, and Zoomers.

While some say Generation Alpha is named for the first letter of the Greek alphabet and denotes the first of a series of items or categories, Generation Alpha may also just be an easy way to round the corner into a new alphabet.

Splitting up Gen Y

Not all Millennials are currently in the same stage of life. While all Millennials were born around the turn of the century, some of them are still in early adulthood, wrestling with new careers and settling down, while the older Millennials have a home and are building a family.

The same logic can be applied to any generation that is in this stage of life or younger. As we get older, we tend to homogenize and face similar life issues. The younger we are, the more dramatic each stage of life is. Consider the difference between someone in elementary school and high school. While they might be the same generation, they have very different views and needs. Remember, these arbitrary generational cutoff points are just that. They aren't an exact science and are continually evolving.

What makes each generation different?

Before we dive into each generation, remember that the exact years born are in dispute, because there are no comparably definitive thresholds by which the later

generations (after Boomers) are defined. But this should give you a general range to help identify what generation you belong in.

The other fact to remember is that new technology is typically first adopted by the youngest generation and then is gradually adopted by the older generations. As an example, 96% of Americans have a smartphone, but Gen Z (the youngest generation) is the highest user.

The Baby Boomer Generation

- ***Boomer Birth Years:*** 1946 to 1964
- ***Media Consumption:*** Baby boomers are the biggest consumers of traditional media like television, radio, magazines, and newspaper. Despite being so traditional, 90% of baby boomers have a Facebook account. This generation has begun to adopt more technology in order to stay in touch with family members and reconnect with old friends.
- ***Shaping Events:*** Post-WWII optimism, the cold war, and the hippie movement.
- ***Characteristics:*** committed; self-sufficient; competitive.

Generation X

- ***Gen X Birth Years:*** 1965 to 1979/80
- ***Other Nicknames:*** MTV generation
- ***Media Consumption:*** Gen X still reads newspapers, magazines, listens to the radio, and watches TV (about 165 hours' worth of TV a month). However, they are also digitally savvy and spend roughly 7 hours a week on Facebook (the highest of any generational cohort).
- ***Shaping Events:*** End of the cold war, the rise of personal computing, and feeling lost between the two huge generations.
- ***Characteristics:*** resourceful; logical; good problem-solvers.

Millennials (Gen Y)

- ***Millennial Birth Years:*** 1981 to 1994/6
- ***Other Nicknames:*** Gen Y, Gen Me, Gen We, Echo Boomers

- **Media Consumption:** 95% still watch TV, but Netflix edges out traditional cable as the preferred provider. Cord-cutting in favor of streaming services is the popular choice. This generation is extremely comfortable with mobile devices, but 32% will still use a computer for purchases. They typically have multiple social media accounts.
- **Shaping Events:** The Great Recession, the technological explosion of the internet and social media, and 9/11.
- **Characteristics:** confident; curious; questioning authority.

Gen Z

- **Gen Z Birth Years:** 1997 to 2012
- **Other Nicknames:** Post-millennials
- **Media Consumption:** The average Gen Zer received their first mobile phone at age 10.3 years. Many of them grew up playing with their parents' mobile phones or tablets. They have grown up in a hyper-connected world and the smartphone is their preferred method of communication. On average, they spend 3 hours a day on their mobile device.
- **Shaping Events:** Smartphones, social media, never knowing a country not at war, and seeing the financial struggles of their parents (Gen X).
- **Characteristics:** ambitious; digital-natives; confident.

Generation Alpha

- **Generation Alpha Birth Years:** 2012 to 2025
- **Other Nicknames:** None that have stuck. Often the nickname centers on a defining event or characteristic.
- **Media Consumption:** Alphas are being raised in homes with smart speakers and devices everywhere; technology is built into everyday items. Many of them attended school virtually thanks to the global pandemic and are gravitating toward online learning with programs such as Khan Academy, Prodigy, and IXL. Many have even had a digital presence since before they were born, with their Millennial parents creating social media handles for their infants.

- *Shaping Events*: Global pandemic, social justice movement, Trump-era politics, and Brexit. This generation of children will be shaped in households that move more frequently, change careers more often and increasingly live in urban environments.

The march through the Greek alphabet may continue anyway. In 2024 the last of Generation Alpha will be born, making way for Generation Beta, whose birth years will span from 2025 to 2039. If the nomenclature sticks, then we will afterwards have Generation Gamma and Generation Delta. Those placeholder names stand a good chance of catching on—so long as nothing important and generation-defining happens in the next half century, of course.

3. Answer the following questions.

- Why are generations named after letters?
- What are the main characteristics of baby boomers?
- What are the main characteristics of generation X?
- What are the main characteristics of generation Z?
- Who belongs to the generation Alpha?

Vocabulary development

4. Join a word from A with a word in B to make expressions.

A	B
1. preceding	a. savvy
2. stage	b. generation
3. generational	c. authority
4. questioning	d. environment
5. defining	e. of life
6. digitally	f. presence
7. continually	g. event
8. smart	h. evolving

9. digital

i. cohort

10. urban

j. speaker

5. Match the words and expressions from the text with their synonyms.

1. muddled

a. random

2. moniker

b. inquisitive

3. distinction

c. informal name

4. arbitrary

d. approaching

5. self-sufficient

e. inventive

6. savvy

f. group

7. resourceful

g. shrewd

8. curious

h. confident

9. impending

i. confused

10. cohort

j. characteristic

6. Complete the sentences with the words in the box.

face preferred credited turn edges round flurry savvy span blatant

1. They have grown up in a hyper-connected world and the smartphone is their _____ method of communication.
2. 95% still watch TV, but Netflix _____ out traditional cable as the preferred provider.
3. As we get older, we tend to homogenize and _____ similar life issues.
4. While all Millennials were born around the _____ of the century, some of them are still in early adulthood, while the older Millennials have a home and are building a family.
5. A _____ of potential labels has also appeared, including Gen Tech, post-Millennials, iGeneration, Gen Y-Fi, and Zoomers.

6. The term “Millennial” is widely _____ to Neil Howe, along with William Strauss.
7. But the generation that followed the Boomers didn’t have a _____ cultural identifier.
8. Generation Alpha may also just be an easy way to _____ the corner into a new alphabet.
9. However, they are also digitally _____ and spend roughly 7 hours a week on Facebook.
10. In 2024 the last of Generation Alpha will be born, making way for Generation Beta, whose birth years will _____ from 2025 to 2039.

7. Do an [online practice](#). 

8. Find English equivalents to the following words and expressions

вже давно закінчили коледж	стикаються з подібними життєвими проблемами
група, що складається з людей, які народились між 1994 і 2000	підтримувати зв’язок з членами сім’ї
невизначені характеристики	найбільші споживачі традиційних засобів масової інформації
плюс мінус декілька років	відновити зв’язок зі старими друзями
придумав цей термін	прізвисько
технологія, вбудована в повсякденні предмети	самодостатній
стосується дітей, народжених з кінця 90-х років до сьогодні	підлітковий вік
народилися приблизно на межі століть	походження терміна
постійно розвивається	кращий спосіб спілкування
належати до одного покоління	визначальна подія

9. Explain the meaning of the expressions in bold.

- Originally, the name Generation Z was a placeholder for the youngest people on the planet — although Generation A has now **taken over** that distinction.
- Gen A may adopt new names as they leave **adolescence** and mature into their adult identities.
- The children born as a result **were dubbed** the Baby Boomers.
- The pair **coined the term** in 1989 when the impending turn of the millennium began **to feature heavily** in the cultural consciousness.
- As we get older, **we tend to homogenize** and face similar life issues.
- There are no comparably **definitive thresholds** by which the later generations (after Boomers) are defined.
- Many of them attended school virtually thanks to the global pandemic and **are gravitating toward** online learning with programs such as Khan Academy.
- Those placeholder names **stand a good chance of catching on**—so long as nothing important and generation-defining happens in the next half century.

Writing

10. How is your generation different from older and younger ones? Write an essay (220-250 words).

UNIT 5 CHILDHOOD MEMORIES

Focus on reading



1. Discuss the questions in pairs.

- What is your earliest childhood memory?
- Why might some people's memories be unreliable?
- Have you ever had false memories?

2. Read the text and complete the exercises that follow.

CAN YOU TRUST YOUR EARLIEST CHILDHOOD MEMORIES?

The moments we remember from the first years of our lives are often our most treasured because we have carried them longest. The chances are, they are also completely made up.

I'm prancing around at a party in a garden with incredibly neat flowerbeds on a scorching summer's day, enjoying the attention of my grandmother and of the older children who are wearing puffy pastel dresses. I was around two years old at the time. My recollection of this is fuzzy and indistinct, but nonetheless, it feels authentic and I treasure it as one of my earliest memories.

There's just one problem: I'm not certain it's real. According to my parents, I may have made up many of the details from a photograph of a party at a neighbour's house in the 1980s.

Around four out of every 10 of us have fabricated our first memory, according to researchers. This is thought to be because our brains do not develop the ability to store autobiographical memories at least until we reach two years old.

“While infants can make memories, they are not long-lasting,” says Catherine Loveday, an expert in autobiographical memory at the University of Westminster. The flurry of new cells forming in the brains of young children are thought to disrupt the connections needed to store information long-term. It’s why most of us have few memories of our childhood by the time we are adults. Other studies have shown that a form of “childhood amnesia” seems to kick in once we reach the age of seven years old.

Yet a surprising number of us have some flicker of memory from before that age. A study led by Martin Conway, director of the Centre for Memory and Law at City University of London, examined the first memories of 6,641 people. The scientists found that 2,487 of the memories shared, such as sitting in a pram, were from before the participants had reached the age of two, with 14% of participants claiming to remember an event before their first birthday, and some even before their own birth.

Conway and his team concluded that these memories were unlikely to be of real events because of the age they were captured at. If this is true, it suggests that many of us are carrying around memories from early chapters of our lives which never happened.

The reason may tap into something far deeper in the human condition – we crave a cohesive narrative of our own existence, and will even invent stories to give us a more complete picture.

“People have a life story, particularly as they get older and for some people it needs to stretch back to the very early stage of life,” Conway explains.

The prevailing account of how we come to believe and remember things is based around the concept of source monitoring. “Every time a thought comes to mind we have to make a decision – have we experienced an event, imagined it or have we talked about it with other people,” says Kimberley Wade, a psychologist who researches memory and the law at the University of Warwick. Most of the time we make that decision

correctly and can identify where these mental experiences come from, but sometimes we get it wrong.

Even those of us who should know better can fall into the trap. Wade admits she has spent a lot of time recalling an event that was actually something her brother experienced rather than herself, but despite this, it is rich in detail and provokes emotion. “All of these things make it feel really plausible like a real memory and something I’ve experienced, whereas it’s something I’ve only talked about a lot,” she says.

It provides a clue as to how these false memories can become lodged in our minds. Other people, even strangers, can re-write our history. Memory researchers have shown it is possible to induce fictional autobiographical memories in volunteers, including accounts of getting lost in a shopping mall and even having tea with a member of the Royal Family.

In some situations, such as after looking at pictures or a video, children are more susceptible to forming false memories than adults. People with certain personality types are also thought to be more prone.

Carrying around false memories from your childhood could be having a far greater impact on you than you may realise too. The events, emotions and experiences we remember from our early years can help to shape who we are as adults, determining our likes, dislikes, fears and even our behaviour.

For those of us hoping to find out if a cherished childhood memory is true or not, the best solution is to search for proof that it really happened – a photograph, childhood video or diary entry. But not all of our parents documented our every step as a child.

“There is no perfect solution to determining if a memory is real or not because people can have extremely compelling detailed memories that are full of emotions and they feel very confident about but be wildly wrong,” says Wade.

There are, however, some rough rules that can help. Memories before the age of three are more than likely to be false. Any that appear very fluid and detailed, as if you were playing back a home video and experiencing a chronological account of a

memory, could well also be made up. It is more likely that fuzzy fragments, or snapshots of moments are real, as long as they are not from too early in your life.

It's natural for there to be gaps and things you can't remember, says Wade. "We shouldn't expect memories to be clear and coherent like a film."

Martin Conway also suggests trying to spot implausible details. One of his earliest memories involves him sitting in a nappy digging dirt out of pavement cracks. He came to the conclusion that this cherished snapshot is fictional because he's wearing Huggies in his recollection. "They weren't invented in the 1950s when I was a child," he says. "So it had to be wrong. If you reflect upon the details in these early memories, you'll often find that they're just not plausible."

And we may not want to rid ourselves of these memories. Our memories, whether fictional or not, can help to bring us closer together. Brock Kirwan, director of the MRI research facility at Brigham Young University in Provo, Utah, explained that the act of reminiscing can act like a social glue, so that "shared experiences could help form the basis for your group identity and solidify group cohesion". A memory of a beloved grandparent or long-gone family pet can bring us happiness, whether it is fictional or not.

"I have one of meeting my grandmother and picking me up and swinging me around," recalls Shaw. "It turns out it's impossible, but for me it's a wonderful memory." Surely a memory like that is worth hanging on to, even if it isn't real.

3. Answer the following questions.

- Why do some people fabricate their first memory?
- What is 'childhood amnesia'?
- Why are childhood memories so important?
- What can induce false memories?
- How can we determine if a memory is real?

Vocabulary development

4. Join a word from A with a word in B to make expressions.

A	B
1. beloved	a. an event
2. cohesive	b. stories
3. spot	c. rules
4. rough	d. the trap
5. wildly	e. memories
6. false	f. narrative
7. invent	g. grandparent
8. recall	h. information
9. fall into	i. wrong
10. store	j. implausible details

5. Match the words and expressions from the text with their synonyms.

1. compelling	a. genuine
2. recollection	b. indistinct
3. cherish	c. fictitious
4. plausible	d. throw into disorder
5. fictional	e. inclined
6. scorching	f. enthralling
7. fuzzy	g. believable
8. disrupt	h. admire
9. authentic	i. blazing
10. prone	j. reminiscence

6. Complete the sentences with the words in the box.

stretch reminiscing disrupt susceptible captured rid lodged cherished induce flurry
--

1. Conway and his team concluded that these memories were unlikely to be of real events because of the age they were _____ at.
2. People have a life story, particularly as they get older and for some people it needs to _____ back to the very early stage of life.
3. Memory researchers have shown it is possible to _____ fictional autobiographical memories in volunteers.
4. In some situations, such as after looking at pictures or a video, children are more _____ to forming false memories than adults.
5. It provides a clue as to how these false memories can become _____ in our minds.
6. Brock Kirwan, director of the MRI research facility at Brigham Young University in Provo, Utah, explained that the act of _____ can act like a social glue.
7. And we may not want to _____ ourselves of these memories.
8. The _____ of new cells forming in the brains of young children are thought to disrupt the connections needed to store information long-term.
9. For those of us hoping to find out if a _____ childhood memory is true or not, the best solution is to search for proof that it really happened – a photograph, childhood video or diary entry.
10. The flurry of new cells forming in the brains of young children are thought to _____ the connections needed to store information long-term.



7. Do an [online practice](#).

8. Find English equivalents to the following words and expressions

дитяча коляска	пригадувати подію
детальні спогади	викликати емоції
нетривалі спогади	потрапити у пастку
зберігати інформацію	дати підказку
спекотний літній день	схильний до
шукати докази	мати набагато більший вплив, ніж ви можете уявити

любий дідусь	формувати неправдиві спогади
видуманий спогад	позбавлятися спогадів
запис у щоденнику	досягти дворічного віку
правильно прийняти рішення	визначати нашу поведінку

9. Explain the meaning of the expressions in bold.

- Shared experiences could help form the basis for your group identity and **solidify group cohesion**.
- Yet a surprising number of us have some **flicker of memory** from before that age.
- The reason may **tap into** something far deeper in the human condition – we crave a cohesive narrative of our own existence, and will even invent stories to give us a more complete picture.
- I’m **prancing around** at a party in a garden with incredibly neat flowerbeds on a scorching summer’s day, enjoying the attention of my grandmother and of the older children who are wearing puffy pastel dresses.
- All of these things make it feel really **plausible** like a real memory and something I’ve experienced.
- Other studies have shown that a form of “childhood amnesia” seems to **kick in** once we reach the age of seven years old.
- The **prevailing** account of how we come to believe and remember things is based around the concept of source monitoring.

Writing

10. Write a story about a specific incident in your childhood (220-250 words).

UNIT 6. FOOD: WHY IS BREAKFAST IMPORTANT?

Focus on reading



1. Discuss in pairs.

- What makes up a healthy diet?
- When do you have your main meal of the day?
- What do you usually have for breakfast?

2. Read the text and complete the exercises that follow.

IS BREAKFAST REALLY THE MOST IMPORTANT MEAL OF THE DAY?

We've all heard that healthier, fitter people don't skip breakfast. But does that mean breakfast makes us healthier and thinner – or is it something else?

Along with old classics like 'carrots give you night vision' and 'Santa doesn't bring toys to misbehaving children', one of the most well-worn phrases in the arsenal of tired parents everywhere is that breakfast is the most important meal of the day. Many of us grow up believing that skipping breakfast is a dietary travesty – even if only two thirds of adults in the UK eat breakfast regularly, according to the Association of UK Dieticians (BDA), and around three-quarters of Americans.

The clue for why breakfast is supposed to be important is in its name: we're advised to eat it to break our overnight fast. "The body uses a lot of energy stores for growth and repair through the night," explains dietician Sarah Elder. "Eating a balanced breakfast helps to up our energy, as well as protein and calcium used throughout the night."

But there's widespread disagreement over whether breakfast should keep its top spot in the hierarchy of meals. As well as the rising popularity of fasting diets, there have been concerns around the sugar content of cereal. So what's the reality? Is breakfast a necessary start to the day... or a marketing ploy by cereal companies?

Weighty decision

The most researched aspect of breakfast (and breakfast-skipping) has been its links to obesity. Scientists have different theories as to why there's a relationship between the two.

In one US study that analysed the health data of 50,000 people over seven years, researchers found that those who made breakfast the largest meal of the day were more likely to have a lower body mass index (BMI) than those who ate a large lunch or dinner. The researchers argued that breakfast helps increase satiety, reduce daily calorie intake, improve the quality of our diet – since breakfast foods are often higher in fibre and nutrients – and improve insulin sensitivity at subsequent meals, which can be a risk for diabetes.

"There are a lot of studies on the relationship between breakfast eating and possible health outcomes, but this may be because those who eat breakfast choose to habitually have health-enhancing behaviours such as not smoking and regular exercise," says Alexandra Johnstone, professor of appetite research at the University of Aberdeen.

A 2016 review of 10 studies looking into the relationship between breakfast and weight management concluded there is "limited evidence" supporting or refuting the argument that breakfast influences weight or food intake, and more evidence is required before breakfast recommendations can be used to help prevent obesity.

Feast or fast?

Fredrik Karpe, professor of metabolic medicine at Oxford Centre for Diabetes, Endocrinology and Metabolism, argues that higher levels of cortisol in the morning are just part of our body's natural rhythm.

Not only that, but breakfast is key to jumpstarting our metabolism, he says. "In order for other tissues to respond well to food intake, you need an initial trigger involving carbs responding to insulin. Breakfast is critical for this to happen," Karpe says.

A randomised control trial published last year involving 18 people with, and 18 people without, diabetes found that skipping breakfast disrupted the circadian rhythms of both groups and led to larger spikes in blood glucose levels after eating. Eating breakfast, the researchers conclude, is essential for keeping our body clock running on time.

Health food

Breakfast has been found to affect more than just weight. Skipping breakfast has been associated with a 27% increased risk of heart disease, a 21% higher risk of type 2 diabetes in men, and a 20% higher risk of type 2 diabetes in women.

Breakfast is also associated with improved brain function, including concentration and language. A review of 54 studies found that eating breakfast can improve memory, though the effects on other brain functions were inconclusive. However, one of the review's researchers, Mary Beth Spitznagel, says there is "reasonable" evidence breakfast does improve concentration – there just needs to be more research.

What's most important, some argue, is what we eat for breakfast. High-protein breakfasts have been found particularly effective in reducing food cravings and consumption later in the day, according to research by the Australian Commonwealth Scientific and Industrial Research Organisation.

Final take

While there's no conclusive evidence on exactly what we should be eating and when, the consensus is that we should listen to our own bodies and eat when we're hungry. "Breakfast is most important for people who are hungry when they wake up," Johnstone says.

In the end, the key may be to be mindful of not over-emphasising any single meal, but rather looking at how we eat all day long.

A balanced breakfast is really helpful, but getting regular meals throughout the day is more important to leave blood sugar stable through day, that helps control weight and hunger levels. Breakfast isn't the only meal we should be getting right.

3. Answer the following questions.

- How many adults in in the UK and the US eat breakfast regularly?
- Why is it important to have breakfast according to dietician Sarah Elder?
- What is the relationship between breakfast eating and health outcomes?
- What negative effect(s) can skipping breakfast have?
- What is the healthiest type of breakfast?
- Why is it important to get regular meals throughout the day?

Vocabulary development

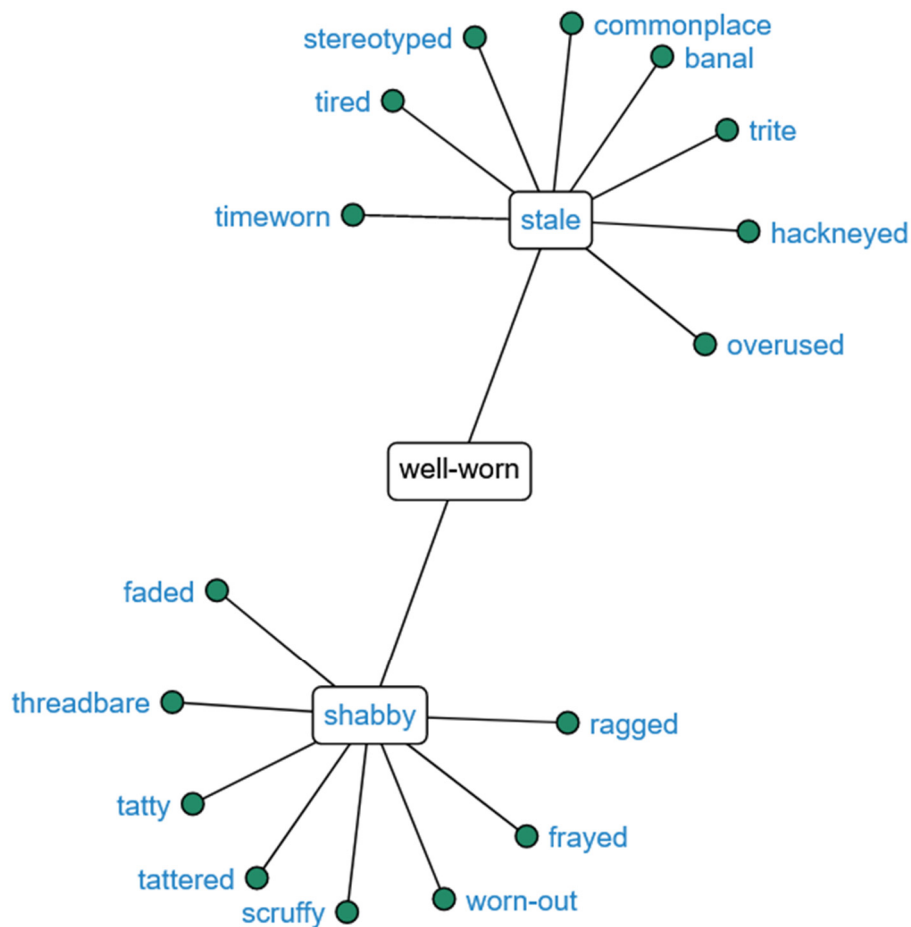
4. Join a word from A with a word in B to make expressions.

A	B
1. calorie	a. phrases
2. to refute	b. ploy
3. well-worn	c. disagreement
4. balanced	d. spot
5. widespread	e. exercise
6. to affect	f. breakfast
7. top	g. obesity
8. marketing	h. weight
9. regular	i. the argument
10.heart	j. intake

5. Match the words and expressions from the text with their synonyms.

- | | |
|------------------|---------------|
| 1. outcome | a. commonly |
| 2. to enhance | b. trick |
| 3. to skip (sth) | c. surge |
| 4. ploy | d. following |
| 5. spike (in) | e. cause |
| 6. subsequent | f. test |
| 7. habitually | g. to improve |
| 8. trigger | h. first |
| 9. trial | i. result |
| 10. initial | j. to miss |

6. Study the graphic thesaurus below. Use a dictionary to explain the difference in meaning.





7. Do an [online practice](#).

8. Find English equivalents to the following words and expressions.

переконливі докази	ієрархія
поживні речовини	вміст цукру
огляд 54 досліджень виявив, що...	з високим вмістом клітковини
використовувати багато запасів енергії	порушувати добові ритми
пластівці	їсти великий обід
біологічний годинник	споживання їжі
діабет	кальцій
протеїн	вуглеводи
дієтолог	запобігти ожирінню
пропускати сніданок	непереконливий

9. Explain the meaning of the words and expressions in bold.

- There are a lot of studies on the relationship between breakfast eating and possible health outcomes, but this may be because those who eat breakfast choose to habitually have **health-enhancing behaviours** such as not smoking and regular exercise.
- But breakfast is key to **jumpstarting** our metabolism.
- Skipping breakfast **disrupted the circadian rhythms**.
- High-protein breakfasts have been found particularly effective in reducing **food cravings** and consumption later in the day.
- While there's no conclusive evidence on exactly what we should be eating and when, the **consensus** is that we should listen to our own bodies and eat when we're hungry.

10. Translate the words and expressions in bold into Ukrainian.

HEALTHY PANCAKES

Preparation time: less than 30 mins

Cooking time: 10 to 30 mins

Serves 4



This meal is low calorie and provides 172kcal, 9.2g protein, 25.4g carbohydrate (of which 7g sugars), 3.9g fat (of which 0.8g **saturates**), 5g fibre and 0.2g salt per portion.

Ingredients

- 125g/4½oz **wholemeal plain flour**
- 1 **free-range egg**
- 300ml/½ pint **skimmed milk**
- 1 tsp olive oil
- low-calorie cooking spray, for greasing
- mixed berries, such as **strawberries, raspberries or blueberries**
- 4 tbsp **low-fat yoghurt**

11. Complete the text with the words from the box.

stand spreads serve underside beat top
turn spray add stir

1. Place the flour into a bowl. **1**_____ the egg, milk and olive oil together in a jug and then slowly add to the flour. Stir the mixture until a smooth batter forms. Leave to **2**_____ for about 20 minutes, then **3**_____ again.
2. **4**_____ a non-stick frying pan with the cooking oil. When the oil is hot, **5**_____ 2 tablespoons of the pancake mixture and shake the pan so that it **6**_____. Cook the pancake for 2 minutes, or until the **7**_____ is lightly browned. **8**_____ over and cook the other side for a further minute.
3. Keep the pancake warm while you cook the rest. The mixture should make eight pancakes in all. Divide the pancakes between four plates, **9**_____ the pancakes with the mixed berries and yoghurt and **10**_____.
4. Tip: Top with mixed berries and yoghurt for a delicious breakfast or just choose your own toppings.

Writing

12. Write the recipe for your favourite dish (80-100 words).

UNIT 7. HOW TO BEAT PROCRASTINATION

Focus on reading



1. Discuss in pairs.

- How good are you at time management?
- What's the best way to manage time effectively?
- How do you deal with procrastination?

2. Read the text and complete the exercises that follow.

WHY PROCRASTINATION IS ABOUT MANAGING EMOTIONS, NOT TIME

Address the real reasons you procrastinate and you're more likely to start achieving your goals.

Like many writers, I'm a supreme expert at procrastination. When I ought to be working on an assignment, with the clock ticking towards my deadline, I'll sit there watching pointless political interviews or boxing highlights on YouTube (cat videos aren't my thing). At its worst I can almost begin to feel a little crazy – you need to be working, I say to myself, so what on Earth are you doing?

According to traditional thinking – still espoused by university counselling centres around the world, such as the University of Manchester in the UK and the University of Rochester in the US – I, along with my fellow procrastinators, have a time management

problem. By this view, I haven't fully appreciated how long my assignment is going to take and I'm not paying enough attention to how much time I'm currently wasting on 'cyberloafing'. With better scheduling and a better grip on time, so the logic goes, I will stop procrastinating and get on with my work.

Increasingly, however, psychologists are realising this is wrong. Experts like Tim Pychyl at Carleton University in Canada and his collaborator Fuschia Sirois at the University of Sheffield in the UK have proposed that procrastination is an issue with managing our emotions, not our time. The task we're putting off is making us feel bad – perhaps it's boring, too difficult or we're worried about failing – and to make ourselves feel better in the moment, we start doing something else, like watching videos.

This fresh perspective on procrastination is beginning to open up exciting new approaches to reducing the habit; it could even help you improve your own approach to work. "Self-change of any of sort is not a simple thing, and it typically follows the old adage of two steps forward and one step back," says Pychyl. "All of this said, I am confident that anyone can learn to stop procrastinating."

Short-term mood lifters

One of the first investigations to inspire the emotional view of procrastination was published in the early 2000s by researchers at Case Western Reserve University in Ohio. They first prompted people to feel bad (by asking them to read sad stories) and showed that this increased their inclination to procrastinate by doing puzzles or playing video games instead of preparing for the intelligence test they knew was coming. Subsequent studies by the same team showed low mood only increases procrastination if enjoyable activities are available as a distraction, and only if people believe they can change their moods. One study used 'mood-freezing candles' to trick some volunteers into thinking their low mood was frozen and, in this case, they didn't bother procrastinating.

The emotional regulation theory of procrastination makes intuitive sense. In my case, it's not that I don't realise how long my assignment will take (I know I need to be working on it right now) or that I haven't scheduled enough time for my YouTube viewing – in fact, I don't really even want to watch those videos, I'm just drawn to them

as a way of avoiding the discomfort of knuckling down to work. In the psychologists' jargon, I'm procrastinating to achieve a short-term positive 'hedonic shift', at the cost of my longer-term goals.

The emotional regulation view of procrastination also helps explain some strange modern phenomena, like the fad for watching online cat videos which have attracted billions of views on YouTube. A survey of thousands of people by Jessica Myrick at the Media School at Indiana University confirmed procrastination as a common motive for viewing the cat videos and that watching them led to a boost in positive mood. It's not that people hadn't adequately scheduled time for watching the videos; often they were only watching the clips to make themselves feel better when they should be doing something else less fun.

Myrick's research also highlighted another emotional aspect to procrastination. Many of those surveyed felt guilty after watching the cat videos. This speaks to how procrastination is a misguided emotional regulation strategy. While it might bring short-term relief, it only stores up problems for later. In my own case, by delaying my work I just end up feeling even more stressed, not to mention the gathering clouds of guilt and frustration.

It's perhaps little wonder that research by Fuschia Sirois has shown chronic procrastination – that is, being inclined to procrastinate on a regular, long-term basis – is associated with a host of adverse mental and physical health consequences, including anxiety and depression, poor health such as colds and flu, and even more serious conditions like cardiovascular disease.

Sirois believes procrastination has these adverse consequences through two routes – first, it's stressful to keep putting off important tasks and failing to fulfil your goals, and second, the procrastination often involves delaying important health behaviours, such as taking up exercise or visiting the doctor. "Over time high stress and poor health behaviours are well known to have a synergistic and cumulative effect on health that can increase risk for a number of serious and chronic health conditions such as heart disease, diabetes, arthritis, and even cancer," she says.

All of this means that overcoming procrastination could have a major positive impact on your life. Sirois says her research suggests that “decreasing a tendency to chronically procrastinate by one point [on a five-point procrastination scale] would also potentially mean that your risk for having poor heart health would reduce by 63%”.

‘Just get started’

On a positive note, if procrastination is an emotional regulation issue, this offers important clues for how to address it most effectively. An approach based on Acceptance and Commitment Therapy or ‘ACT’, an off-shoot of Cognitive Behavioural Therapy, seems especially apt. ACT teaches the benefits of ‘psychological flexibility’ – that is, being able to tolerate uncomfortable thoughts and feelings, staying in the present moment in spite of them, and prioritising choices and actions that help you get closer to what you most value in life.

Relevant here is cutting edge research that’s shown students who procrastinate more tend to score higher on psychological inflexibility. That is, they’re dominated by their psychological reactions, like frustration and worry, at the expense of their life values; high scorers agree with statements like ‘I’m afraid of my feelings’ and ‘My painful experiences and memories make it difficult for me to live a life that I would value’. Those who procrastinate more also score lower on ‘committed action’, which describes how much a person persists with actions and behaviours in pursuit of their goals. Low scorers tend to agree with statements like ‘If I feel distressed or discouraged, I let my commitments slide’.

ACT trains people both to increase their psychological flexibility (for example, through mindfulness) and their committed action (for example, by finding creative ways to pursue goals that serve their values – what matters most to them in life), and preliminary research involving students has been promising, with ACT proving more effective than CBT in one trial over the longer-term.

Of course, most of us probably won’t have the option of signing up to an ACT course any time soon – and in any case we’re bound to keep putting off looking for one – so how can we go about applying these principles today? “When someone finally recognises that

procrastination isn't a time management problem but is instead an emotion regulation problem, then they are ready to embrace my favourite tip," says Pychyl.

The next time you're tempted to procrastinate, "make your focus as simple as 'What's the next action – a simple next step – I would take on this task if I were to get started on it now?'" Doing this, he says, takes your mind off your feelings and onto easily achievable action. "Our research and lived experience show very clearly that once we get started, we're typically able to keep going. Getting started is everything."

3. Answer the following questions.

- What new perspective on procrastination have Tim Pychyl and Fuschia Sirois proposed?
- What is an emotional impact of procrastination?
- Why do we tend to procrastinate according to the researchers at Case Western Reserve University in Ohio?
- What adverse health consequences can procrastination have?
- How can we overcome procrastination?

Vocabulary development

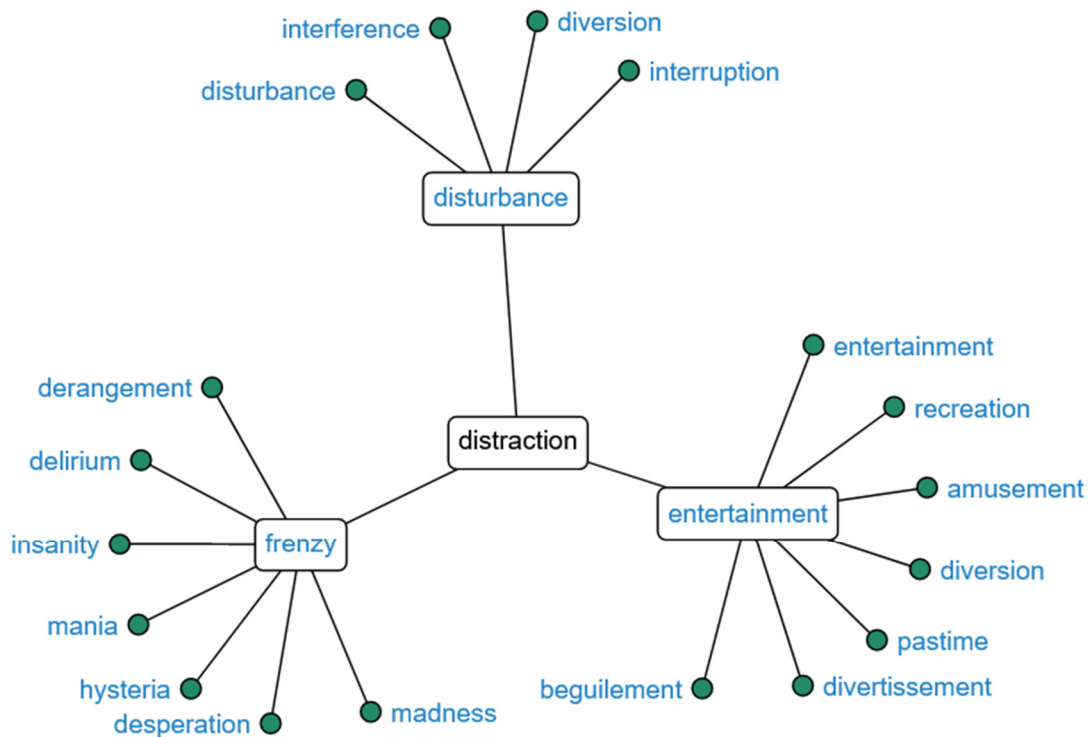
4. Join a word from A with a word in B to make expressions.

A	B
1. achievable	a. emotions
2. adverse	b. studies
3. subsequent	c. choices
4. to fulfil	d. health
5. to overcome	e. consequences
6. to prioritise	f. adage
7. to manage	g. procrastination
8. poor	h. action
9. chronic	i. goals
10. old	j. conditions

5. Match the words and expressions from the text with their synonyms.

- | | |
|-----------------|----------------|
| 1. grip | a. misplaced |
| 2. supreme | b. to accept |
| 3. misguided | c. preparatory |
| 4. fad | d. control |
| 5. distressed | e. trend |
| 6. preliminary | f. tendency |
| 7. to embrace | g. leading |
| 8. apt | h. diversion |
| 9. distraction | i. suitable |
| 10. inclination | j. devastated |

6. Study the graphic thesaurus below. Use a dictionary to explain the difference in meaning.



7. Do an [online practice.](#)



8. Find English equivalents to the following words and expressions.

стара приказка	мати накопичувальний ефект
краще планування	мати значний позитивний вплив на ваше життя
підвищити їх схильність прокрастинувати	зменшитися на 63 відсотки
пригнічений настрій	попереднє дослідження
подальші дослідження	передові дослідження
приносити короткострокове полегшення	записатися на курс
накопичувати проблеми	братися за роботу
серцево-судинні захворювання	на довгостроковій основі
не досягати своєї мети	несприятливі наслідки для психічного та фізичного здоров'я
почати робити справи	за рахунок своїх життєвих цінностей

9. Explain the meaning of the words and expressions in bold.

- If I feel distressed or discouraged, I **let my commitments slide**.
- According to traditional thinking – still **espoused** by university counselling centres around the world, such as the University of Manchester in the UK and the University of Rochester in the US – I, along with my fellow procrastinators, have a time management problem.
- I'm not paying enough attention to how much time I'm currently wasting on '**cyberloafing**'.
- It's perhaps little wonder that research by Fuschia Sirois has shown chronic procrastination is associated with a **host** of adverse mental and physical health consequences.
- Sirois believes procrastination has these adverse consequences through two **routes**.

Writing

10. Write your tips for effective time management (100-120 words).

UNIT 8. LEARNING TIPS

Focus on reading



1. Discuss in pairs.

- How do you revise for tests or exams?
- How good are you at multitasking?
- What techniques do you use to help you remember vocabulary?

2. Read the text and complete the exercises that follow.

SIX MYTHS ABOUT HOW WE LEARN

Throughout humanity we have assumed many things to be true, which have in fact turned out to be false. Take learning, for example. Most of us have a good idea how learning happens, right? We have a decent understanding of what learning involves and what works best for us. But what if many of the facts we know about learning are, in fact, wrong? And what if, by understanding better how learning works, we can become better learners? Education writer and speaker David Didau debunks some common myths and misconceptions about learning.

Over the course of history, many things people assumed to be true have turned out to be a bit iffy. The earth is not flat, whales are not big fish and burying a cat at midnight is in fact not the best way of tackling toothache. But of course, in the modern world, our understandings are more dependable and based on evidence. Especially when

it comes to education and the development of learning experiences. Right? Well, let's have a look at a few commonly-understood "facts".

Number One – We learn more effectively if we receive information in our preferred learning style.

In other words, we all have a certain type of input that works best for us. For some people it's visual, for some it's auditory, and for others it's kinaesthetic. In a recent survey, a rather whopping 93% of teachers said that they believe this. The only problem is that it's...wrong. Study after study has shown that there's no benefit at all in presenting information to people in their 'preferred' format.

What does work, is presenting information that's appropriate to the context of what's being taught. If you're learning about maps and borders for example, visual information will be far more effective than a verbal description. And if you want to figure out chord structures, theories probably won't sink in unless you thump away at a piano.

Number Two – Environments that are rich in stimuli improve younger children's brains.

The more stuff young kids have to interact with, the more they're going to learn. This is pretty obvious, but also... wrong. Of course, we need stimuli to learn. But, the more cluttered an environment is, the less likely a child is to be able to concentrate on any one thing. An overload of stimuli – lots of different things competing for attention - actually diminishes learning ability.

Number Three – People learn differently, depending on whether they're left-brain dominant or right-brain dominant.

This is pretty much indisputable. It's a well-known fact that left-brainers are logical and objective, whereas right-brainers are intuitive and subjective. Which would have a huge impact on learning if it wasn't completely wrong.

There's actually no such thing as left-brained people and right-brained people. There are, of course, people who are more intuitive, and people who are more logical, but that's not down to any differences in brain hemispheres. It's just that everyone's

different. The left brain and right brain do perform slightly different processes, but we're all using both sides, all the time.

Number Four – We only use 10% (or 20%) of our brains.

It's not difficult to understand why this would be a popular idea. All those brain cells lying dormant. Imagine what a genius you'd be if one day you could get them all fired up. But sadly there is no evidence for this idea and it can be added to the pile of things that are entirely wrong. It's true that we don't use all the regions of the brain at the same time – but the whole thing does get used. Regularly, in fact.

Number Five – The more we practice multitasking, the better the brain gets at it.

This is something we all know. Nobody can succeed in today's society without being able to juggle a host of simultaneous demands and tasks. One small problem... it's completely wrong.

Why? Because the human brain cannot multitask. If we define multitasking as “carrying out two or more conscious thought processes at the same time, with no loss of speed or accuracy”, then no-one has ever been able to multitask.

When there are two tasks that have to be carried out at the same time, what we can do is task-switch – that means diverting attention from one to the other. But it's not possible to focus on both at the same time. Some people may be better than others at task switching, but nobody's great at it. It always incurs what's called a switching penalty – we get slower, less efficient, and make more mistakes, every time we switch. Doing one thing, finishing it and moving on to the next is always more effective than trying to juggle.

Number Six – Learning can be observed.

Give someone some information. They repeat it back. Bingo! You've just observed them learning. Wrong! When someone repeats something, they're simply mimicking. They're only using their working, and that's not the same thing as learning. True learning is not about the here and now, but about elsewhere and later. Things have only really been learned if they can be remembered in the long term, and transferred to new contexts.

This misunderstanding of what actually constitutes learning is probably the biggest blind spot in modern education. Ascertaining if learning has actually taken place is not easy. The real question should be, will this knowledge make it through to the student's long-term memory?

So a few more facts to fill history's bin, and perhaps some ways to create more effective learning experiences.

3. Answer the following questions.

- How can your learning style affect the way you process information?
- Why does an overload of stimuli reduce learning ability?
- Do people learn differently depending on whether they're left-brain dominant or right-brain dominant?
- Is it true that we only use 10% or 20% of our brains?
- Can we be good at multitasking?
- How can we measure the effectiveness of learning?

Vocabulary development

4. Join a word from A with a word in B to make expressions.

A

1. learning
2. blind
3. to divert
4. simultaneous
5. brain
6. cluttered
7. verbal
8. decent
9. common
10. long-term

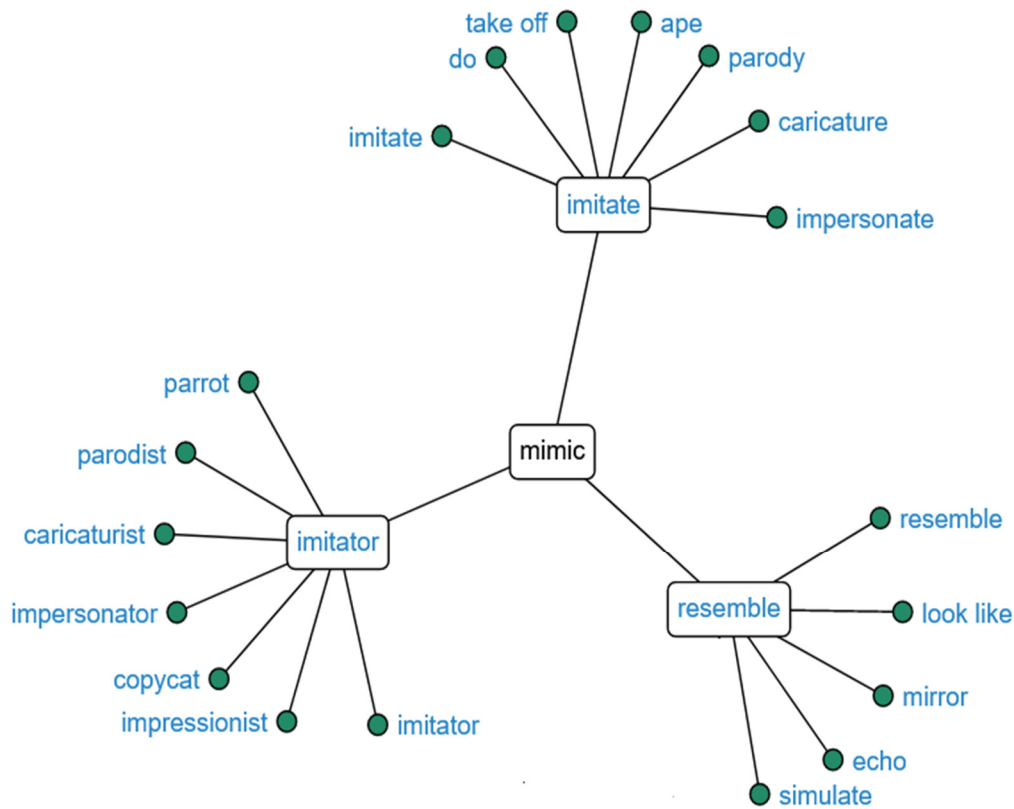
B

- a. tasks
- b. understanding
- c. misconceptions
- d. description
- e. spot
- f. memory
- g. hemispheres
- h. attention
- i. experiences
- j. environment

5. Match the words and expressions from the text with their synonyms.

- | | |
|------------------|------------------|
| 1. to ascertain | a. to disarrange |
| 2. to constitute | b. to copy |
| 3. to incur | c. to confirm |
| 4. penalty | d. excess |
| 5. indisputable | e. punishment |
| 6. dormant | f. undeniable |
| 7. iffy | g. doubtful |
| 8. to mimic | h. to experience |
| 9. overload | i. sleeping |
| 10. to clutter | j. to comprise |

6. Study the graphic thesaurus below. Use a dictionary to explain the difference in meaning.



7. Do an [online practice](#).



8. Find English equivalents to the following words and expressions.

переносити в інший контекст	надовго запам'ятатися
відволікати увагу	зменшує здатність до навчання
переключатися між завданнями	клітини мозку
руйнувати міфи	незаперечний
на основі доказів	коли справа стосується освіти
без втрати точності	доказів цієї ідеї немає
безліч одночасних завдань	захаращене середовище
перейти до наступного завдання	справжнє навчання
слуховий	мати величезний вплив на

9. Complete the sentences with the words from the box.

<p>over impact whopping down input sank</p> <p>host fired juggle tackle</p>

1. She had to repeat her words several times before they finally _____ in.
2. Shall we discuss it _____ lunch?
3. By the end of the meeting the sales team were all _____ up and eager to start selling.
4. Higher mortgage rates have already had a major _____ on spending.
5. The company made a _____ 75 million dollar loss.
6. There's a whole _____ of reasons why he didn't get the job.
7. Many parents find it hard to _____ children and a career.
8. I have no creative _____ to the projects I work on.
9. The government has failed to tackle the problem of youth crime.
10. She claimed her problems were _____ to the media.

Writing

10. Write an essay about the advantages and disadvantages of distant education (220-250 words).

UNIT 9. DOWNTIME

Focus on reading



1. Discuss in pairs.

- How do you usually relax after a hard day at work/university?
- What is the best way to switch off from work?
- Why is it important to set deadlines for yourself?

2. Read the text and complete the exercises that follow.

HOW TO RELAX AND RECHARGE AFTER A STRESSFUL WORKDAY

Rest is more than just not working. The better you are at resting, the more energy and creativity you'll bring into your work. So why is it that so few of us really know how to relax and recharge at the end of the day?

Instead of treating rest with the same discipline as powering through your inbox and to-do list, you're more likely to hit the end of the day and want to just 'tune out' (i.e. Netflix, gaming, etc.). But this kind of passive rest doesn't really help you in the long run.

Proper rest requires a few key elements in order to help you truly recover and recharge. The good news is that learning how to relax isn't hard. All it takes are a few changes to your routines and habits. People who know how to properly relax not only have more energy for all aspects of their lives but are also more creative, feel more balanced and happy at work, and are way less vulnerable to burnout.

How to relax your mind

If you've ever got into bed only to have your mind race with all the unfinished tasks, to-dos, and conflicts at work then you know the importance of relaxing your mind. Yet, it's impossible to simply tell ourselves (or someone else to 'just relax'. Those thoughts you push aside when watching TV or making dinner for your family always seem to pop up as soon as you try to fall asleep.

In fact, there's an evolutionary reason why you can't instantly disconnect from work. Over time, our brains have become incredibly good at two things: latching onto important information (like those tasks that still need to be done tomorrow); being on high alert for new threats in your environment (like the email you might get from your boss during dinner).

While these qualities have their place in the wild, in the working world they create what's known as open loops and anticipatory stress. Open loops are the tasks, responsibilities, and commitments in your head. Anticipatory stress, on the other hand, is the feeling that you constantly need to be ready to respond to a message or jump into work, making it impossible to relax and detach. You anticipate and feel future stress, even if it never materializes. As you can imagine, thinking about unfinished tasks while stressing about potential future ones makes it impossible to relax your racing mind.

While solving anticipatory stress comes down to changing expectations, closing open loops has a more concrete and actionable solution: a master list. David Allen, the author of *Getting Things Done*, describes a master list as a document where you capture every task, email, to-do, and idea. For each item, you'll write down a concrete next step, set a deadline (if appropriate), and categorize them as either working on now, waiting on someone else, or someday.

Closing open loops is an important part of an effective shutdown ritual—a series of actions that signal the shift from work to non-work mode. However, if you want to truly

relax your mind, you'll want to follow the rest of these suggestions from Deep Work author Cal Newport:

- Record your progress. Start by acknowledging what you accomplished—hours worked, tasks completed. Whatever metric you choose.
- Glance at the day (or week) ahead. Look ahead to make sure there aren't any open loops you're forgetting about. This will help you from 'checking in' later on.
- Acknowledge the day is over. Use a ritual to signal the shift to non-work mode. This could mean closing your laptop or saying 'workday over' out loud. A shutdown ritual is especially important when you work from home.

How to relax your body: Use active recovery, breathing techniques, and screen breaks

You've probably heard about the risks of sitting for too long and staring at screens all day. Whether you work from a desk, couch, or the kitchen table, spending all day sitting hunched over a keyboard and staring at a screen is incredibly hard on your body and mind. Sitting for over eight hours (with little to no physical activity) poses the same health risks as obesity and smoking. While extended screentime can lead to what's known as computer vision syndrome with symptoms ranging from blurred vision and neck and shoulder soreness to constant headaches. Part of resting is learning to unwind the screw you've been tightening all day long and letting your body physically relax.

Here are a few strategies you can try:

- Changing how you breathe can bypass the anxieties of your mind and directly relax your body. As UC San Francisco professor Elissa Epel explains: "The rate and depth we breathe at is a huge determinant of our mental state." When you breathe quickly and shallowly—like when you're scrolling through social media, reading emails, or doing something stressful at work—it triggers your fight or flight response. You'll start to feel tense and anxious. Whereas deep, steady breathing triggers the parasympathetic (i.e. 'rest and digest') branch of your nervous system.
- Eye-strain is another common symptom of our screen-filled days. But more than just dry eyes, too much time on a screen can lead to headaches,

tense shoulders and back, and potentially even blurred vision. One simple exercise you can work into your whole day to help with eye-strain is the 20-20-20 technique: Every 20 minutes stare at an object at least 20 feet away from you for at least 20 seconds.

- Finally, a walk outside is also a great way to calm your mind and body after a long day. But it can also help push you further into a state of relaxation. One study found that people who get more fresh air have less mental fatigue and even sleep better at night. If you're having trouble disconnecting from the day or sleeping at night, try a quick walk around the neighbourhood. Just being outside for a few minutes can help.

Committing to your own relaxation is easier when you have something to do. Instead of just creating an arbitrary border between work and non-work time, give yourself something fun to look forward to. Maybe it's a walk with a friend or an online fitness class or playing games online.

3. Answer the following questions.

- Why is it important to relax properly?
- What are the best ways to relax your mind?
- What is a GTD (getting things done) system?
- What is 'anticipatory stress'?
- What are the symptoms of computer vision syndrome?
- How can you relieve digital eye strain?

4. Join a word from A with a word in B to make expressions.

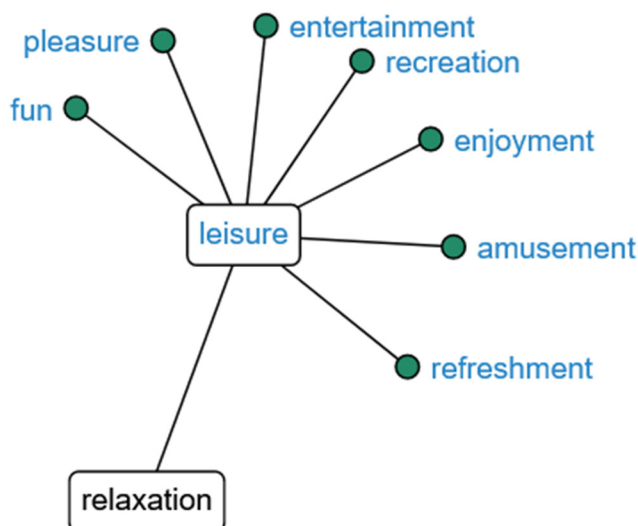
A	B
1. scrolling through	a. stress
2. computer vision	b. solution
3. extended	c. syndrome
4. anticipatory	d. to burnout
5. open	e. to-dos
6. unfinished	f. screen time

- | | |
|----------------|-----------------|
| 7. disconnect | g. a deadline |
| 8. vulnerable | h. loops |
| 9. set | i. social media |
| 10. actionable | j. from work |

5. Match the words and expressions from the text with their synonyms.

- | | |
|--------------------|------------------|
| 1. arbitrary | a. exhaustion |
| 2. vulnerable | b. at some point |
| 3. alert (n.) | c. pain |
| 4. to bypass | d. to loosen |
| 5. blurred | e. at risk |
| 6. fatigue | f. random |
| 7. in the long run | g. to avoid |
| 8. soreness | h. indistinct |
| 9. constant | i. ceaseless |
| 10. to unwind | j. caution |

6. Study the graphic thesaurus below. Use a dictionary to explain the difference in meaning.



7. Do an [online practice](#).



8. Find English equivalents to the following words and expressions.

робочий/неробочий час	працювати вдома
записувати свої досягнення	сидіти, зігнувшись над клавіатурою

встановити кінцевий термін	розслаблений стан
відповідати на повідомлення	напружені плечі і спина
становити ризики для здоров'я	в довгостроковій перспективі
затуманення зору	довільна межа
постійні головні болі	розумова втома
напруга очей	мало або взагалі немає фізичних навантажень
комп'ютерний зоровий синдром	швидка прогулянка біля дому

9. Complete the sentences with the words from the box.

over onto on (2) aside from up into to (2)
--

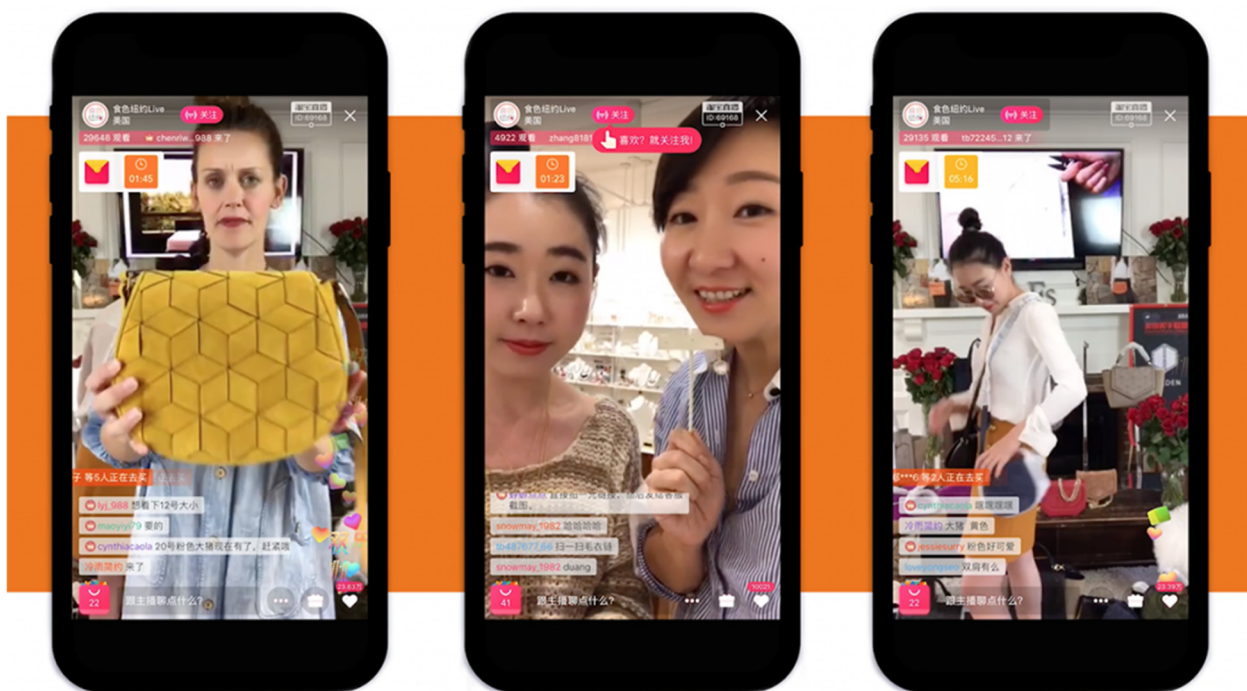
1. Looking at a computer screen all day can be very hard _____ the eyes.
2. Two men sat hunched _____ a small table playing chess.
3. Eventually our choice of hotel will come down _____ how much we can afford.
4. The media latched _____ the rumour and reported it as fact.
5. She pushed _____ her anger, forcing herself to focus on her work.
6. You solved one problem and another would immediately pop _____.
7. The government is trying to bring teachers _____ the debate on education.
8. Meeting them doesn't commit us _____ anything.
9. Modern communications are enabling more people to work _____ home.
10. What are you doing later _____ this evening?

Writing

- 10. Write a blog entry giving tips on how to de-stress and unwind after exams (220-250 words).**

UNIT 10. SHOPPING TRENDS

Focus on reading



1. Discuss in pairs.

- Do you enjoy shopping? Why (not)?
- What things do you usually buy online?
- How can social media influence your purchases?

2. Read the text and complete the exercises that follow.

LIVESTREAM SHOPPING

On a recent weeknight, Jimmy Choo's creative director, Sandra Choi, logged into Zoom to broadcast live to dozens of Bloomingdale's customers. The livestreamed event, organized by the department store, ran for about 45 minutes, during which Choi highlighted some of the biggest trends she's seeing in footwear this spring — chunky, jeweled sandals, and ballet flats with ribbons. She eventually pivoted to discuss inspirations for post-pandemic fashion and gave viewers a first look at Jimmy Choo's upcoming summer collection.

Participants who had signed up in advance received a complimentary cocktail and macarons, sent in the mail ahead of the event, to sip and snack on while watching. The first 50 people who bought a pair of Jimmy Choo shoes during or immediately after the event were told they'd receive a personalized fashion sketch as a token of appreciation. There was a separate gift basket and Bloomingdale's gift card giveaway for everyone who watched the livestream until the end.

As online sales accelerate, retailers are giving livestream shopping a more serious look, along with other innovative tools like shoppable features on social media apps. Some brands have already been successful with these tools in markets such as China, where livestreaming was popularized by Alibaba. But in the U.S., livestreaming remains a risky bet for retailers. Even Amazon, which was an early adopter of the strategy, has yet to draw consistently large crowds to its livestream shopping events.

The hope — especially among high-end retailers like Bloomingdale's — is that Americans are beginning to splurge on pricey clothes, shoes, purses and jewelry to show off as they dress up and leave the house again. The behavior, often referred to as “revenge spending,” has already appeared in China. Livestreaming could be one way for these companies to showcase their merchandise to consumers who are armed with cash and ready to spend.

Shoppable livestreaming appears to be gaining the most momentum, so far, among American beauty brands. Companies from Bobbi Brown to Clinique to L'Oreal have leaned into virtual shoppable events as a way to test products like lip balm and skin creams in front of customers and entice them to buy the products online, on the spot.

Underpinning the interest from retailers is the endorsement of tech giants who have either launched or ramped up livestreaming services. TikTok has hosted shoppable livestream events with Walmart, where users can browse Walmart fashion featured by TikTok creators without having to leave the social media app. And Amazon, the biggest e-commerce player in the U.S., has embraced livestreaming on its site, featuring interactive videos from brands and influencers at nearly all hours of the day.

There are more eyes and ears on retailers' websites than ever before. Even though Americans are likely to spend less time shopping online as they begin to socialize more outside the home, this transition period is an opportunity. Retailers can offer advice on what to wear or how to apply new makeup looks.

A key reason why livestreaming may soon gain momentum, particularly with younger consumers, is because of the friction it can remove in the shopping process. During a livestream, shoppers may be able to ask questions and see various sizes and colors in real time. That means shoppers are more likely to keep what they buy, she said.

Retailers and tech companies have closely watched Amazon's efforts around livestream shopping, which began in earnest about six years ago. Through an app called Amazon Live Creator, Amazon has democratized companies and influencers' ability to host livestreams. With just a few taps, they can go live to Amazon's millions of shoppers, though only a fraction of those shoppers typically tune into a stream. Under each video is a slideshow of products that can be purchased on Amazon. Influencers earn a cut of each sale made by shoppers who click through to products featured on the stream.

On any given day, there are dozens of Amazon Live streams with a mix of programming that can lean more on the casual or educational side. Influencers might go live to "unbox" their latest haul of beauty products or walk viewers through a full-body cardio workout that also highlights recommended bike shorts, dumbbells and yoga mats, all available to buy with just a few clicks.

As Amazon Live has grown, the platform has become a hotspot for high-profile product launches, author Q&As and, occasionally, celebrity guests like pop star Dua Lipa, whose stream last March racked up 1.5 million views within the first 24 hours it was recorded.

"I really believe that livestream shopping is going to be another arm of retail, one that the Western world has not caught on to yet," fashion designer Tommy Hilfiger said recently during a virtual panel at the Global Retailing Ideas Summit.

"We've tested it, we've had success with it, and we're going fully into it, because I really believe that the consumer is always walking around with a mobile device — or

they're shopping," Hilfiger explained. "And if we combine all of that together with livestream shopping, we're able to speak to the consumer, worldwide."

3. Answer the following questions.

- What innovative tools do retailers use to attract customers?
- What is livestream shopping?
- Where can consumers see livestreamed events?
- Why are younger consumers more likely to use livestreaming services?
- What products are usually displayed during livestream events?
- Why do experts think that livestream shopping is going to be a popular type of retail?

Vocabulary development

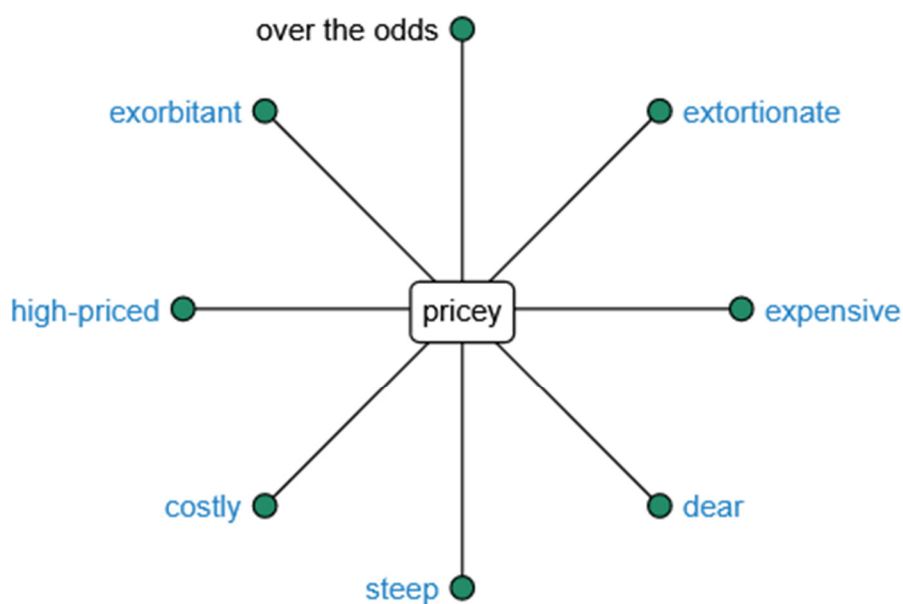
4. Join a word from A with a word in B to make expressions.

A	B
1. innovative	a. appreciation
2. gift	b. event
3. token of	c. bet
4. product	d. reason
5. livestreamed	e. card
6. underpin	f. launches
7. tune into	g. the interest
8. key	h. tools
9. draw	i. a stream
10. risky	j. large crowds

5. Match the words and expressions from the text with their synonyms.

- | | |
|------------------|-------------------|
| 1. pricey | a. to speed up |
| 2. complimentary | b. to splash out |
| 3. merchandise | c. mark |
| 4. token | d. payback |
| 5. to browse | e. to encourage |
| 6. to accelerate | f. free |
| 7. high-end | g. goods |
| 8. to splurge | h. luxurious |
| 9. revenge | i. expensive |
| 10. to entice | j. to look around |

6. Study the graphic thesaurus below. Use a dictionary to explain the difference in meaning.



7. Do an online practice.



8. Find English equivalents to the following words and expressions.

набирає обертів	трансляція набрала 1,5 мільйона переглядів за перші 24 години
вести прямі трансляції	зіркові гості
заробляти частку від продажу	прямий ефір тривав близько 45 хвилин
зайти в зум	витрачати гроші на дорогий одяг
уважно дивитися	лише частина покупців приєднується до трансляції
запропонувати поради щодо того, що носити	перехідний період
продемонструвати свої товари споживачам	купити на місці
розпакувати товари	подарункова картка
підтримувати інтерес	майже будь-якої години дня і ночі

9. Complete the sentences with the words from the box.

<p>rack hotspot tuned earnest ahead upcoming adopters token</p> <p>complimentary entice</p>

1. The cafe, a new city _____, is located in one of the neighborhoods in Manhattan.
2. She listened to them complain about how boring their _____ weekend would be.
3. Our special offers are intended to _____ people to buy.

4. Facebook was one of the earliest _____ of nostalgia-trafficking, with posts celebrating friendship anniversaries and things that happened eight years ago today.
5. Work on the building began, in _____, in late spring.
6. Lower rates mean that firms are more likely to _____ up profits in the coming months.
7. As a _____ of goodwill, I'm going to write another letter.
8. A _____ continental breakfast for hotel guests is served.
9. Twenty eight million viewers _____ into the show.
10. He's giving a series of concerts in London _____ of his international tour.

Writing

- 10. Write a blog entry about the advantages and disadvantages of livestream shopping (150-170 words).**

UNIT 11. MEDICAL CARE

Lead-in



1. Discuss the following quotes by famous doctors of the past.

- Poison is in everything, and no thing is without poison. The dosage makes it either a poison or a remedy.

Paracelsus

- Medicine rests upon four pillars - philosophy, astronomy, alchemy, and ethics.

Paracelsus

- It's more important to know what sort of person has a disease than to know what sort of disease a person has.

Hippocrates

- As to diseases, make a habit of two things — to help, or at least, to do no harm.

Hippocrates

2. Comment on the following idiomatic expressions:

1. Early to bed, early to rise makes a man healthy, wealthy and wise.
2. An apple a day keeps the doctor away.

3. A sound mind in a sound body.
4. Physicians mend or end us.
5. Measure is treasure.

Focus on reading

3. In groups, discuss the questions.

1. What makes people go to psychotherapists?
2. What kind of people go into therapy?
3. What is your attitude to psychotherapy?
4. Would you refer to a psychotherapist in a difficult situation?
5. How do you put up with stressful situations?

4. Read the text about psychotherapy and complete the exercises that follow.

PSYCHOTHERAPY: IS IT A NEW RELIGION?

Psychotherapy has been described as the religion of the 21st century, one that touches millions of lives. There is a soaring number of people hooked on it. But how effective is this therapy? Can treatments like rebirthing or bizarrely-named bioenergetics really improve the quality of life – or are its practitioners just a bunch of quacks?

Once unhappiness was considered part of the human condition. Our forefathers assumed that release from pain, both emotional and physical, would not come until the next life. They used to say that what can't be cured, must be endured. So it was that people endured whatever life threw at them – concentrating on the business of survival instead of reflecting upon and obsessively picking over, their disappointments.

Today our approach is different. We regard it as our right to be happy. If we are not, it is someone else's fault. If we don't find happiness instantly, we go into therapy.

It can be really helpful and supportive but one should be very careful when choosing a counselor.

At any gathering these days, there will always be a substantial percentage of apparently 'normal' people who have undergone or are in the middle of some form of counseling. Lots of people today are falling over each other in the rush to pay strangers to listen while they let it all hang out. There are, undoubtedly, many good therapists whose work *does* produce results - but the fact is that there is a growing number of people setting themselves up in business with no real understanding of human psychology.

Recognizing the phenomenal increase in those going into psychotherapy and other alternative healing therapies, sociologists launched a searching investigation into this new phenomenon, trying to separate the wheat from the chaff. They spoke in depth to practitioners and patients alike. Many leading figures from the world of show business, literature and the arts spoke to them with astonishing candor about their own experiences. Some of them are fairly conventional, others are rather unusual.

One of the most popular and widely-used conventional therapies is transactional analysis, developed in the middle of the 19th century by a Canadian-born psychotherapist Eric Berne. He believed that we live our lives according to scripts which have their basis in childhood. When in difficult or stressful situations, we subconsciously fall back on life script patterns of behavior. Thus, by learning to identify and understand our scripts, we can understand and change our behavior in adult life.

Some of the most popular alternative healing therapies are hypnotherapy, acupuncture, aromatherapy, reflexology, chiropractic, holistic massage, colonic irrigation etc. Hypnotherapy is said to treat phobias and stress but many turn to it to lose weight. Acupuncture is an ancient Oriental system of medicine where the body's meridians are stimulated by using long, fine needles. It is said to help with dietary disorders, stress, muscular tension and tiredness. In aromatherapy highly concentrated essential oils are massaged into the body to treat both physical and mental problems like stress, depression, anger and related symptoms such as headaches and insomnia. Aroma essential oils are often used for enhancing or uplifting moods. Reflexology works on the

principle that the feet mirror the organs of the body. Reflexology relieves tension and can also help release repressed emotions. Chiropractic presupposes manipulation of the spine to treat physical disorders and relieve discomfort usually caused by trapped nerves. Holistic massage is an invigorating deep tissue massage which is said to ease stress and increase self-confidence. Colonic irrigation is gentle sluicing of the bowels to remove toxins.

But psychotherapy or talk therapy enjoys the greatest popularity among prominent and common people. The society is split in the question of psychotherapy. Some are skeptic, distrustful, others pin hopes on counseling hoping to get some relief. In old times and even now religious people find relief in confession in the church. They pour out their heart to the priest and in this way manage to cope with their problems, sticking to religious principles of life.

People should do their best to cope with their problems unaided. Close friends, nears and dears can be supportive and helpful. Sometimes a kind word in a proper time, useful advice can work miracles. People should be considerate and avoid rash actions and chance people who can hardly understand their problems. Of course sometimes it is impossible to do without some kind of therapy. Certain things may be painful and disagreeable but it is important to bring them forth. The experience is also extremely cathartic.

There is no denying the fact that psychotherapy, practiced by properly trained people, can be considered as a powerful remedy for people in stressful situations. Untraditional methods of treatment on the fringe of medicine can be helpful for those responsive to this therapy. In both cases practitioners should treat people in trouble with care and sympathy because the human mind is vulnerable.

5. Answer the following questions.

1. Why is psychotherapy considered as the religion of the 21st century?
2. What is the essence of transactional analysis?
3. What are the most popular alternative healing therapies? Characterize them.

4. Have you ever tried any of alternative healing therapies? Was it effective?

6. Find synonyms to the following words and collocations in the text:

strangely named	ancestors
a group of ill-trained people	relief from pain
practicing physician	soul-searching
obsessed	counselor
increasing number	close people
anchor one's hopes on something	on the spot
relieve stress	high-profile people
be divided	middle-of-the-road people
to remain faithful to smth/sb	without help
cure	sensitive

7. Translate the following sentences into Ukrainian.

1. Багато людей сьогодні змагаються один з одним в гонитві, щоб заплатити малознайомим людям за те, аби останні слухали як вони вільно виражають свої емоції, нічого не приховуючи.
2. Те, що не можна зцілити, потрібно терпіти.
3. Усвідомлюючи феноменальний ріст кількості людей, якій вдаються до психотерапії та інших цілительських терапій, соціологи розпочали дослідження цього нового феномену, намагаючись відділити пшеницю від куколю.
4. Коли ми потрапляємо у складні або стресові ситуації, ми підсвідомо повертаємося до моделей поведінки, закладених у життєвому плані.
5. Аромамасла часто використовуються для покращення або підняття настрою.

6. Рефлексологія полегшує напругу і також може вивільнити подавлені емоції.
7. Деякі речі можуть бути болючими та неприємними, проте важливо випустити їх на поверхню.
8. Нетрадиційні методи лікування, що знаходяться на периферії, можуть допомогти тим, хто піддається такому лікуванню.

8. Find English equivalents to the following words and expressions:

солідний відсоток	промивання кишківника
проходити терапію	сповідь
дивовижна відвертість	творити дива
защемлені нерви	розсудливий
очищуючий	необачні дії

Vocabulary practice

9. **Work in groups. Summarize the text. Discuss the pros and cons of psychotherapy and popular alternative healing therapies. Use relevant words and expressions from the exercises above. Use the expressions from the Useful Language Box to state the topic, to present for and against arguments, to make conclusions and to give the opinion.**

Useful Language

The main idea is	In other words
The subject of the text is	Concerning this question
It is pointed out that	This example clearly shows that
It is obvious that	I am in two minds about it
To begin / start with	In general
It needs to be said that	Generally speaking
It is necessary to note/to add that	The other side of the coin is
From this text we understood that	That is why
The subject of the text touches upon	Speaking personally
The subject / question is related to	In contrast
It is easy to understand that	On balance
It must be stressed that	Hereby
It follows that	To finish
From my point of view	To sum it up
It goes without saying that	(To put it) in a nutshell
It should be taken into account	To cut a long story short
There is no denying the fact that	Finally
It's an open secret that	Lastly
As far as this question is concerned	As a result
On the one hand...on the other hand	Furthermore
I can't agree with it more	What is more
Firstly... secondly	Consequently
To tell the (you) truth	To wind up
Frankly speaking	Therefore/ Hence/ Thus

Writing

10. Write a short article on the effectiveness of psychotherapy for a medical magazine. Dwell on the pros and cons of this kind of treatment.

UNIT 12. HEALTHY LIVING

Focus on reading



1. Read the poem written by Shel Silverstein and learn it by heart. What does little Peggy Ann McKay complain about?

Sick

“I cannot go to school today,”
Said little Peggy Ann McKay.
“I have the measles and the mumps,
A gash, a rash and purple bumps.
My mouth is wet, my throat is dry,
I’m going blind in my right eye.
My tonsils are as big as rocks,
I’ve counted sixteen chicken pox
And there’s one more—that’s seventeen,
And don’t you think my face looks green?
My leg is cut—my eyes are blue—
It might be instamatic flu.
I cough and sneeze and gasp and choke,

I'm sure that my left leg is broke—
 My hip hurts when I move my chin,
 My belly button's caving in,
 My back is wrenched, my ankle's sprained,
 My 'pendix pains each time it rains.
 My nose is cold, my toes are numb.
 I have a sliver in my thumb.
 My neck is stiff, my voice is weak,
 I hardly whisper when I speak.
 My tongue is filling up my mouth,
 I think my hair is falling out.
 My elbow's bent, my spine ain't straight,
 My temperature is one-o-eight.
 My brain is shrunk, I cannot hear,
 There is a hole inside my ear.
 I have a hangnail, and my heart is—what?
 What's that? What's that you say?
 You say today is. . .Saturday?
 G'bye, I'm going out to play!"

2. Match the following words and expressions in English with their Ukrainian equivalents.

- | | |
|------------------|-------------------------|
| 1 gash | a задирка на пальці |
| 2 bump | b пупок |
| 3 tonsils | c провалитися |
| 4 instamatic flu | d заноза |
| 5 belly button | e мигдалеподібні залози |
| 6 to cave in | f гуля |
| 7 wrenched back | g глибока рана, розріз |

8	sliver	h	надірвана спина
9	shrunk brain	i	запалення хитрощів
10	hangnail	j	мозок, що всох

3. Explain the meaning of the following idioms. Use them in the sentences of your own.

Alive and kicking	As pale as a ghost
As fit as a fiddle	As pale as death
At death's door	Back on one's feet
Be on the mend	Bitter pill to swallow
Black-and-blue	Break out in a cold sweat
Catch one's death of cold	Feel on top of the world
A charley horse	Go under the knife
Go viral	Green around the gills
Foot-in-mouth disease	Have one foot in the grave
Just what the doctor ordered	Kink in one's neck
Laughter is the best medicine	Poison pill
Run in the family	Sick as a dog
Sick and tired of	Snake oil
Take your medicine	Get a taste of your own medicine

Focus on reading

4. You are going to read an information leaflet about motion sickness. Before you read, answer the questions.

1. Do you ever get car-sick / bus-sick / air-sick / sea-sick?
2. What are the symptoms of motion sickness?
3. Do you know any feel-better tips to cope with travel sickness?

Motion sickness

How to quell the queasy feeling

Motion sickness is a condition in which a disagreement exists between visually perceived movement and the vestibular system's sense of movement. Depending on the cause, it can also be referred to as seasickness, car sickness, simulation sickness or airsickness. The symptoms of motion sickness are nausea, vomiting, dizziness, sweating, and a sense of feeling unwell.

Motion sickness can affect even **the most seasoned travelers**. Here are some ways **to put the brakes on it before it gets rolling**:

- Sit with your head tilted back. Find a seat where motion is minimal: over the wings in an airplane, amidships in a boat; in the front seat of a car.
- Avoid food odors and smoke.
- Don't read, and avoid looking at moving objects. Instead, look 45 degrees above the horizon or at **a stationary object**.
- Take a motion-sickness drug. It can **banish the wooziness**, given 30 to 60 minutes before **exposure to motion**, by blocking transmissions to the vomiting center. If you are already vomiting, prescription drugs taken by **skin patch** or suppository may be best.
- Another preventive: **Sharpen** your racquet-ball or tennis **skills**. Sports that require hand / eye coordination can help improve your tolerance for movement.

5. **Paraphrase the words given in bold.**

6. **Work in pairs. Make up dialogues between a doctor and a patient. Ask appropriate questions and present the topical information on preventing motion sickness.**

7. **Write a brief summary of the text on travel sickness. Dwell on the main causes and remedies.**

8. Read the following ads. What is the target audience of each ad? What are the peculiarities of these ads? What is advertised?

You eat 21 meals a week. Shouldn't at least 2 of them be good for you?

Talk to any doctor about your diet and they'll give you exactly the same advice. Eat less fat, less salt and less cholesterol. They'll also tell you to eat more fish and seafood. The reason? Fish and seafood give you more of what you need than perhaps any other food. With less salt, fat or cholesterol!

What's more, studies have shown that the omega-3 fatty acids found in fish and seafood may actually play a therapeutic role in reducing risk of heart disease, cholesterol, high blood pressure and even migraine headaches.

Health benefits aside, fish and seafood can make your life easier. It has a delicate flavor of its own that can be enjoyed with nothing more than a touch of lemon and seasoning. Put simply, fish is easy to fix.

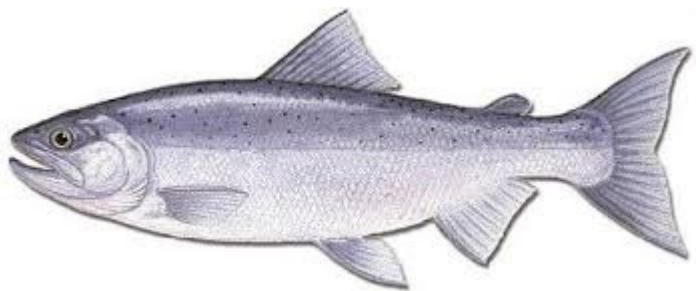
Hungry for more information?

Read how a fish could save your life!

**In THE HEALTH-LOVERS
GUIDE TO SUPER SEAFOOD**

**you'll find more than 250 recipes
that help you:**

- Lower your cholesterol
- Relieve migraines
- Lose weight
- Prevent cancer
- Even reduce your risk of heart disease



Now you can eat hearty – and do your heart a favor – by feasting on any of the 250 delicious, nutritious fish dishes in the healthiest seafood cookbook ever published!

**GET OFF THE DIET
ROLLERCOASTER**

with
NORDITRACK

- **More fun**
- **More effective**
- **More lasting**

Now...lose weight without dieting

**BURNS MORE CALORIES
THAN BIKES AND ROWERS**

-



You diet. You lose. You falter. You gain it back. Discouraged, you begin the cycle over, destined for rapid initial weight loss, followed by a plateau... and the dieting blues.

THE SECRET TO IDEAL WEIGHT

The only way to break this cycle is aerobic exercise, the key to lowering your “set point”. An active body wants to be slimmer. Plus physical activity burns calories while toning and firming.

MORE NORDITRACK BENEFITS

With regular use of NordicTrack, you'll also feel better, have more energy, reduce tension, postpone aging symptoms and help prevent osteoporosis.

Take your first step off the diet rollercoaster!

THE BEST EXERCISE

NordicTrack duplicates the total body action of cross-country skiing, the worlds' best exercise, and uses more muscles than jogging, biking, swimming or running – without

risking joint injury or back problems. NordicTrack is for everyone who wants to reduce weight while increasing fitness.

Weight-loss news **BREAKTHROUGH!**

Dieters...here's the weight-loss news you've been looking for! Now you can get inspiring informative, encouraging weight-loss news in the brand-new LOSE WEIGHT NATURALLY Newsletter! Just look at the kind of articles you'll get...

<ul style="list-style-type: none"> • Walk your weight away • Live it up and lose weight • Five ways to overcome hereditary fatness • And more! <p>The LOSE WEIGHT NATURALLY Newsletter fills you with confidence and valuable weight-loss advice every month.</p>	 <p><i>You'll get safe, healthful weight-loss tips that WORK... "Rich and Thin" recipes that taste rich but keep you thin...</i></p>
--	---

9. Translate the following expressions from the adverts into Ukrainian.

walk your weight away

to overcome hereditary fatness

recipes that taste rich but keep you thin

to falter

live it up

healthful weight-loss tips

to encourage weight loss

to gain weight back

discouraged
toning and firming
omega-3 fatty acids

a plateau
joint injury
to eat hearty

10. Imagine being a radio presenter. Turn the given ads into radio commercials by presenting them orally.

11. Work in groups. Make up some pharmaceutical and medical adverts. Remember that it should contain a catchy slogan and be attention-grabbing.

12. Imagine that you are an expert in medical advertising. Write a healthcare advertisement and present it to the rest of the class.

Focus on vocabulary

13. Study the following verbs to do with health. Translate them into Ukrainian. Use them in the sentences of your own.

to be on sick leave

to be on maternity leave

to have a heart condition

to be immune to

to suffer from

to have a chronic back problem

to be air sick / seasick

to apply mustard plasters

to put in plaster-of-Paris

to breathe in /out

to keep to a diet

to take smb's temperature

to sound one's chest and lungs

to give / get an injection

to be terminally ill

to catch a virus

to sleep deeply

to be pregnant by sb

to choke on smth

to die in childbed

to gargle one's throat

to apply cupping-glasses

to have /run a temperature

to have analyses made up

to feel one's pulse

to keep the temperature down

to test blood pressure

to have a nervous breakdown

to have one's tooth filled

to put smb on the sick list

to contract a disease

to feel seedy

to have complication on smth after a disease
to feel the patient's stomach

14. Study the following words and expressions that refer to common diseases and conditions. Translate them into Ukrainian. Use them in the sentences of your own.

measles

smallpox

scarlet fever

mumps

frostbite

chicken pox

cardiovascular disease

diphtheria

breathlessness

Acquired Immune Deficiency Syndrome (AIDS)

spinal curvature

hiccups

paraplegic/ paralytic

a woman in labour

lesion

clogged nose

bus / coach sickness

constipation

dyslexia

incontinence

peptic ulcer

shortness of breath

bladder

a bad cough

diarrhea

nausea

hypotension / low pressure

a stroke

flu / influenza

catarrh

bronchitis

fracture

obesity

runny nose

hypertension / high blood pressure

pneumonia / inflammation of lungs

malnutrition

miscarriage

hangover

an upset stomach

15. Study the following words and expressions that refer to medical equipment, medication and drugs. In what situations do people use them?

sedative	thermometer
sterile gauze	paracetamol
disposable syringe	cough mixture
valerian drops	lozenge
pain killer	ammonia spirit / liquid ammonia
brilliant green	cotton wool
antiseptic solution	sleeping pills
iodine	local anesthesia

16. Study some other useful words and expressions to do with health. Match them with the correct equivalents in Ukrainian.

- | | |
|--|--|
| 1. substance abuse | a. карантин |
| 2. motion | b. медогляд |
| 3. caregiver | c. пухир (водянистий мозоль) |
| 4. neurosurgeon | d. аналіз крові |
| 5. drugstore / chemist's / apothecary | e. мозоля (на нозі) |
| 6. druggist / chemist | f. фурункул, нарив |
| 7. furuncle/ boil | g. медична довідка |
| 8. corn | h. аптекар |
| 9. blister | i. нейрохірург |
| 10. medicine cabinet (box)/first aid kit | j. доглядальниця за хворим |
| 11. blood test | k. перистальтика |
| 12. check-up | l. аптека |
| 13. medical/doctor's certificate | m. зловживання алкоголем або наркотиками |
| 14. quarantine | n. аптечка |

17. Work in pairs. Make up dialogues about your visit to the doctor using the given words and expressions. Ask your partner about prescriptions and treatment he / she was given.

18. Answer the following questions.

1. What medicine do you take for a headache?
2. Have you ever suffered from bronchitis?
3. What medicine do you use for the flu?
4. What is the difference between vegetarians and vegans?
5. What specialist do we consult when we have bad eyes?
6. When do people need an examination of neurologist?
7. What should be done in case of a skin burn?
8. Have you been on a sick leave this year?
9. What catching diseases do you know?

19. Tell the class when the following measures are necessary: glass-cups, hot water bottle, mustard plaster, plaster of Paris, ointment.

20. Comment of the following types of therapy and explain when it is necessary: music therapy, recreational therapy, electro-convulsive therapy / electro-shock therapy, radiation / X-ray therapy, inhalation therapy, physical therapy/physiotherapy, speech therapy.

21. Paraphrase the following sentences, paying special attention to the words and expressions in bold.

1. The disease can easily be **transmitted to** you.
2. She suffers from **splitting** headaches.
3. If you are running high temperature, you should take in some **antipyretic**.
4. The patient was asked **to strip to the waist** as the doctor wanted to listen to his heart.
5. **The general practitioner** prescribed him some drops **to ease** his ear-ache.

6. If you suffer from a toothache, you need to go to the dentist and **have your tooth filled or extracted**. Modern medical technologies allow extracting teeth painlessly.
7. Bill had a bad fall and his shoulder was **dislocated**.
8. His GP advised him **to keep to his bed** or else he would get complications.
9. Before **taking in any medicine** without prescription you should study the instruction carefully to learn more about indications, dosage and **administration** as well as **contra-indications**.

22. In the following list find words and word collocations with the same meaning. There may be more than one synonym. Translate them into Ukrainian.

- | | | | |
|----|-------------------------|---|--------------------------------|
| 1 | to inoculate | a | the kiss of life |
| 2 | fatal | b | cure |
| 3 | pharmacy | c | oculist |
| 4 | to be in the family way | d | remedy / drug |
| 5 | to lose consciousness | e | deadly/ mortal |
| 6 | beautician | f | ambulant patient |
| 7 | treatment | g | to be pregnant |
| 8 | an out-patient | h | drug store / chemist's |
| 9 | to come along | i | cosmetologist |
| 10 | tuberculosis | g | chicken bumps |
| 11 | runny nose | k | tablets |
| 12 | malady | l | an over-the-counter medicine |
| 13 | not prescribed medicine | m | catarrh |
| 14 | pills | n | consumption |
| 15 | medicine | o | abrasion |
| 16 | ache | p | to faint / to pass out (coll.) |
| 17 | scratch | q | disease/ ill/ affliction |
| 18 | doctor | r | physician |
| 19 | eye doctor | s | to vaccinate |

- 20 artificial respiration t pain
21 chill bumps u to recover

23. Translate the following idiomatic expressions: an eyesore / a pain in the neck, to show/shake a leg, pick someone's brains, to gild the pill.

24. Comment on the following quotes by physicians:

- “There are only two sorts of doctors: those who practice with their brains, and those who practice with their tongues.”

William Osler

- “Let the young know they will never find a more interesting, more instructive book than the patient himself.”

Giorgio Baglivi

- “The aim of medicine is to prevent disease and prolong life; the ideal of medicine is to eliminate the need of a physician.”

William J. Mayo

- “When a doctor does go wrong he is the first of criminals. He has nerve and he has knowledge.”

Arthur Conan Doyle

- “True healthcare reform cannot happen in Washington. It has to happen in our kitchens, in our homes, in our communities. All healthcare is personal.”

Mehmet Oz

Writing

25. Write an essay of about 250 words based on one of the quotations given above.

UNIT 13. SELF-CARE

Focus on reading



1. Read the following text. Who is it aimed at? What is its purpose?

Beating the blues

There is no denying the fact that **life is not a bed of roses** or a **smooth sailing**. There are **ups and downs** in everybody's life because people have to face challenges and cope with difficulties all the time. You can **feel under the weather** because of different reasons. If you are experiencing moodiness, **fatigue**, excessive sleep or mental cloudiness, there are ways to brighten your life:

- Lighten up. Try to expose yourself to as much natural light as possible. Enjoy time outside in sunshine, or take holidays and go to sunny destinations. Even installing brighter light bulbs and painting walls in lighter colours can help.
- Fight off bad moods with good food. Carbohydrates, in moderation, can help **to lift your spirits**. Foods such as breakfast cereal, pasta or potatoes are rich in carbohydrates, but try to avoid mixing them with protein-rich foods, like meat or cheese, which **impede their effect**.
- Analyze your moods. Whenever you **feel down**, stop and work out where your negative thoughts are coming from. Many of us are **prone to** distort situations

and over-react unreasonably. Try to withdraw and look at what it is that is worrying or angering you in a rational way. And don't feel guilty about feeling down – work out why you do instead. Gradually, you should be able to learn to control your thoughts and moods more beneficially.

- Seek professional advice. If you feel severely depressed, talk to your GP. What seems like sad may instead be a different type of clinical depression, an imbalance in the **body's chemistry** or other medical problems.

2. Read the text again, paying special attention to the words and expressions given in bold. Explain their meaning and make up sentences of your own with them.

3. Answer the following questions:

- Have you ever been in the blues? How did you feel? What helped you to brighten up?
- What pieces of advice are there in the text?
- Which ideas from the text do you agree with?
- What sort of people do you think are mostly prone to blues?
- What is the best way to overcome blues?

Focus on reading

4. Read the text below. Paraphrase the words and collocations given in bold and translate those given in italics.

NATURAL TRANQUILIZERS AND HOW TO USE THEM TO GET RID OF STRESS AND DEPRESSION

Stress and depression are often the most painful illnesses of all – and the hardest to **cope with**. They are the most **common mental disorders**.

Stress

A certain amount of pressure can help to give us **drive** and get us moving, but that pressure can become **a strain** and cause mental and physical symptoms.

Stress can be caused by the demands of a young family, work, relationship or money worries, and even noise or neighbor nuisances. When in stress, you may feel **acute anxiety** – rapid breathing, *palpitations*, **dizziness** and tightness in the chest. Long-term stress can cause a range of **ills**, like **soaring blood pressure**, headaches, *rashes*, breathing difficulties, *peptic ulcers* and *irritable bowel syndrome*.

Depression

We all **feel a bit down** occasionally. It may be bills piling up, **rows** with a partner, trouble at work or the death of a loved one. We sigh a lot and maybe cry a lot. But if you *sink to such a low ebb* that you can't function normally any more, your depression has become a real illness. You may feel tired all the time, lose interest in everything, have trouble concentrating and lie awake at nights. Depression often follows sadness or shock, but it can also be **triggered by** hormonal changes (after childbirth or the menopause) or by an illness like flu. Sometimes it may happen for no reason at all.

Let's face it, there are *ups and downs* in the life of each person and you can't avoid stressful situations. Your best defense is to *diffuse the tension* as quickly as possible – not with drugs or **a stiff drink**, but preferably with a natural “tranquilizer” – something that will settle your nerves but won't *dampen your verve or clobber you* with an assortment of unwanted side effects. These are fast and natural tension-relievers **to counter** everyday stress.

Blow up at stress

If you don't want to crack under stress, *try cracking up*: a hearty laugh is universally considered one of the best ways *to puncture stress*. But it's often difficult to force a laugh in a tense moment. But psychologists have come up with a technique that does the trick – any time, any place. The “blow-up method” is a tension diffuser that involves blowing a situation out of proportion – to the point of *ludicrousness*. It can **prompt a laugh** and diffuse **a volatile situation**.

Mellow out with music

Maybe music really can *soothe the savage breast*. The research in this area is very *sketchy*, but several scientists theorize that playing calming music in **operating rooms** may reduce the amount of anesthesia patients need, and that music can help tranquilize people undergoing **dental work**.

Most experts say relaxation music should be slow, quiet and nonvocal, since lyrics may also influence mood negatively. But don't despair if you are bored by Bach. The two most important characteristics of tranquilizing music may be familiarity and preference. Experiment to see what works best for you. Try the following: Sit quietly with your eyes closed and breathe slowly (*inhale for a count of four, exhale for a count of four*) while listening to the music. Imagine the notes flowing over you like a waterfall, **rinsing away** tension and leaving you feeling refreshed.

Walk away from tension

More than a decade ago, a 15-minute walk was found to have a greater calming effect than a tranquilizer. Researchers are now beginning to learn just how far a short walk can distance you from your anxiety. One study reports that subjects felt less tense and more energetic after a 10-minute walk. It was also found that patients who *walked on a treadmill* in a **bare room** reported *roughly* the same tension reduction as those who walked around a scenic landscape. Scientists suspect that chemicals released in the brain during the walk may be responsible.

Another study suggests that it is how you walk, not where, that makes a difference. Sara Snodgrass, Ph.D., professor of psychology at Skidmore College in Saratoga Springs, New York, had a total of 79 students walk for three minutes in three different manners: using their normal *gait*; taking long **strides**, swinging their arms and looking forward; and *shuffling along* with their eyes **downward**. Psychological tests measured the students' own sense of **fatigue** and depression (psychological factors that can be associated with stress). Results revealed that the shufflers' moods were worse than those who walked in their regular stride. The reason is the following: When you swing your arms there is a kind of mechanical action that soothes the muscles in the shoulders, neck and back, which are often tense when we are anxious.

Talk it out

Nervous about giving a speech? Talk about it. Going through a divorce? Share your anxiety. Afraid you are going to lose your job? Tell someone. By voicing your fear, you clarify it for yourself and *gain perspective*. Sometimes, too, a listener (especially one who has experienced the same problem) can dispel the sense of isolation that often **compounds** the emotional stress.

Often what causes stress and tension are the things we keep inside. Identify someone in your life who you can talk to when you are starting to feel anxious. Of course there are times you should **keep your lips zipped**. In such a case **confide** only in someone who has your best interests at heart. Talk to someone who really listens. If you feel too uncomfortable to talk about your problem, write down your feelings in a letter and then throw the letter away.

Soak away anxiety

In days past, hot baths were commonly used to tranquilize *institutionalized mental patients*. Today few would be advised **to hop into** hot water. The most relaxing baths are warm. Hot water shocks the system, causing muscles *to constrict*. Warm water calms you by *increasing circulation* and relaxing muscles. **To enhance** the tranquilizing effect of a warm bath combine it with a form of progressive relaxation.

Shift respiration into auto-relax

When anxiety strikes, **the heart races** and breathing becomes *shallow* and rapid. But, reversing the symptoms of stress – by breathing slowly and deeply – you can calm yourself almost **instantly**. Deep breathing causes your body to release endorphins, which are tranquilizing hormones.

The technique is simple. Slowly breathe in through your nose, comfortably expanding your **abdomen** first and then your *rib cage*. Imagine you are inflating a beach ball in your stomach through your *belly button*. Then slowly release the breath through your nose and silently say, “Relax” or “Let go.” After some time, you will automatically begin breathing slowly and deeply during tense moments.

Use time-tested techniques that will calm you down fast. They will help you **soothe your nerves** and **save your verve**. Take a few minutes a day to relax. Have a cup of

coffee or tea, but it shouldn't be too strong or the caffeine will make you worse. More and more people today prefer decaffeinated coffee for the obvious reasons. Music can be *soothing*, as can a walk or other gentle exercise. Take a warm bath before bed and try simple relaxation techniques like deep breathing or meditation. If these things don't help and you are in a bad state, see a GP – not for tranquillizers, but for **a check-up** and advice.

Also, keep in mind **hands-on** hints to beat depression. The best way to help someone who is depressed is to *provide a sympathetic ear and a shoulder to cry on*. Point out **the good points** in their lives and keep the sufferer busy. A GP may prescribe a short course of anti-depressants and it's also worth contacting a psychiatrist. Psychiatric treatment is particularly important if the sufferer feels desperate or *suicidal*.

5. Answer the following questions.

1. How do you cope with stress and depression?
2. Do you have stage fright? How do you overcome it?
3. What do you do to get rid of butterflies in your stomach?
4. What are the pieces of advice on reducing stress and depression given in the text? Which methods do you find useful?
5. Will you use or try any of these methods in the future?

Writing

6. Think over the methods of getting rid of stress and depression suggested in the article. Write a letter to the editor and share your viewpoint on this issue.

UNIT 14. THE PREVENTION SYSTEM

Focus on reading



1. Comment on the following sayings and say whether you agree with them.

- We are what we eat.
- Eat with pleasure, drink with measure.
- An ounce of prevention is worth a pound of cure.

2. Read the text and complete the exercises that follow.

WATCH WHAT YOU EAT, KID

Deny a child an ice-cream cone? Take away those glazed doughnuts? Or that double cheeseburger, fries and milk shake? It sounds cruel and downright unfair. Everyone knows that adults should watch their diets and cholesterol levels, but is it really necessary for junk-food-loving youngsters to do the same?

Yes, according to numerous reports issued by competent medical organizations worldwide. The medical experts concluded that the best way to avoid heart trouble later in life is to take preventive steps early in childhood. These reports urge that all children above age two follow the same low-cholesterol, low-fat diet that is recommended for adults. Fat should make up no more than 30% of daily calories.

These guidelines have won the endorsement of major health organizations of the world. Despite such consensus, however, some part of the medical community is polarized over the entire issue of cholesterol and children. Some of them adroitly take a

middle ground between activists, who advocate even more radical measures, and conservatives, who contend that any intervention in children is premature.

Critics of the aggressive approach point out that the origins of heart disease are still murky. High cholesterol as a child does not necessarily mean high cholesterol as an adult. A study in the *Journal of the American Medical Association* which tracked more than 2,300 young people for 12 years, reported that 30% of boys and 57% of girls who had high cholesterol readings as children had normal levels after reaching their 20s.

Opponents also contend that the activist strategy can spark enormous anxiety in children and their parents. There is concern too that overzealous parents will put their offspring on overly stringent diets that can deprive them of essential calories and nutrients and stunt their growth. But it's a home truth that youngsters in the U.S., who consume a lot of junk food, have much higher cholesterol levels than do children in countries like Japan and China, where the diet stresses vegetables over meats and dairy products. In those nations heart disease is less common.

No one can deny that most youngsters have deplorable eating habits. Depending on age they get between 10% and 22% of daily calories from snacks and fast foods many of which are notoriously high in fats and cholesterol. It is not necessary to cut out these treats altogether, but simple prudence calls for greater moderation. The main problem is that switching to healthier foods is not easy when parents are often such poor role models. Mom and dad will have to remove those ice-cream cones from their own mouths before they take one out of their child's.

Another reason for tremendous popularity of junk food is a deteriorating economic situation. A lot of people find it difficult to make both ends meet. They pinch and save because of stiff prices for foodstuff. They prepare either simple standing dishes or consume junk food, leaving the rest of their budget for a rainy day or red-letter days. It's an open secret that food must be wholesome and nourishing but many people still prefer tasty junk food refusing to see the danger coming from such food. If people don't change their eating habits and check the disease in the bud, they will be doomed to serious health problems and premature death

3. Answer the following questions.

1. What acute problems are raised in the text?
2. What food is considered to be healthy/ unhealthy?
3. Do you follow a healthy diet or fast?
4. Do you watch your calories?
5. What food do you consume on a regular basis?
6. What do you usually have for the first / the second course of the meal?
7. What is your attitude to junk food?
8. What are the consequences of uncontrollable fast food consumption?

4. Find English equivalents to the following words and expressions.

глазуровані пончики	передчасний
зовсім несправедливо	малозрозумілий
передчасна смерть	відслідкувати
уникати проблем із серцем	показники холестерину
спонукати	викликати сильну тривогу
заручитися підтримкою	занадто старанний
занадто строга дієта	поживні речовини
затримувати ріст	смаколики
передбачливість	витримка
приклад для наслідування	зводити кінці з кінцями
дуже економити	чергова страва
чорний день	святкові дні
ні для кого не секрет	корисна їжа
подавити хворобу у зародку	приречені
спритно	вдаватися до запобіжних заходів

5. Match the words and expressions from the text with their synonyms.

- | | |
|--------------------------|---------------------|
| 1. substantial | a. worsening |
| 2. guidelines | b. split over |
| 3. advocate | c. infamously |
| 4. intervention | d. sit on the fence |
| 5. notoriously | e. terrible |
| 6. deteriorating | f. turn to |
| 7. polarized over | g. stiff prices |
| 8. high prices | h. argue |
| 9. to contend | i. support |
| 10. deplorable | j. principles |
| 11. switch to | k. interference |
| 12. take a middle ground | l. nourishing |

6. Explain the following idiomatic expressions. Do they express the same message?

- Stuff today, starve tomorrow.
- Feast today, fast tomorrow.

7. In small groups discuss the ways of making healthy changes in people's eating habits. Suggest the effective ways of breaking bad eating habits. Present your ideas to the class. Vote on the best.

Writing

8. Write about your eating habits and behaviors and how they influence your health.

9. Read the text and complete the exercises that follow.

HOW TO RAISE DRUG-FREE CHILDREN?



This year at least one million teenagers will take some form of soft or hard drugs. According to the latest statistics more and more schoolchildren admit having taken an illegal drug. For some teenagers, drug-taking is seen as recreational behavior. As the cost of drugs has fallen, children are buying cannabis, or even heroin at school, in clubs, on the street. And they are being exposed to them at a frighteningly early age.

Drug misuse is one of parents' greatest worries. They should think carefully about the needs of their children and take action to support them. Fortunately, for the parents seeking help, information, practical advice and support are available. Here are some warning signs that a teenager may be taking drugs:

- A decline in academic performance;
- A disregard for appearance;
- Sudden and regular mood swings – including unusual aggression or rebellious behavior;
- A change in sleeping or eating habits – unusual lethargy or drowsiness, loss of appetite;

- Change in friends;
- Loss of interest in hobbies and sports;
- Deteriorating relationships with family;
- Lying or secretive behavior;
- Unexpected loss of money or valuables from the home;
- Evidence of drug use: scorched pieces of tinfoil, unusual powders, tablets, capsules;
- Physical changes: unusual stains or marks on the body or clothes; weight loss or fragile appearance; runny nose not due to cold. Sunglasses may hide dilated or constricted pupils.

Experts agree that a parent's loving attention, early on in a child's life, is critical to helping that child stay off drugs in later years. Making children feel loved and included, spending time with them develops a lifelong sense of self-worth. You can't prevent children from being exposed to drugs, any more than you can protect them from the threat of colds. But you can make them strong and build up their resistance.

Children learn mainly by experience. They can slide from fact to fantasy and back again without even realizing it, but what they see is very real to them. Even more important than what parents say is what they do. If children see parents drinking or smoking, they are more likely to follow suit, particularly if they see them using alcohol as a prop.

Children at primary school may encounter solvent abuse. In a group of friends they might be offered glue to sniff – or aerosol spray, lighter fuel, correcting fluid. That is why it is important to teach children to make decisions on their own and to say no to those who are keen to manipulate and exploit them. Parents should arm their children with the truth. Children should be aware of the consequences of the drugs intake and if they sense trouble brewing or catch the faintest whiff of drugs, they should leave the place immediately.

Secondary school is probably the most vulnerable period in a child's life – when peer pressure is very strong. Eager for new experiences and to assert their own emerging identity, young teenagers are curious about everything and willing to try

anything that is fun or makes them look cool. This is a vital time for parents to keep all lines of communication open and keep an eye on their teens because rushing a child into freedom is a recipe for disaster.

Drugs-aware parents should explain to their children that such drugs as marijuana and Ecstasy can do great harm. For example, Ecstasy can block the kidneys' ability to excrete water by triggering the hypothalamus into producing an antidiuretic substance. A person may die from swelling of the brain as the body is unable to get rid of the fluid drunk before.

Keeping the child busy together with direct parental involvement in the life of a child is the most protective factor in increasing the odds that the child will remain drug-free. It is especially important for school leavers. At this stage peer pressure still holds sway. Being accepted by your own inner group is a top priority. And though susceptibility to influence may be less than it was during preceding years, exposure to drugs and alcohol is even greater – especially once a teenager passes his driving test and starts going out more often.

A clear parental anti-drugs line can be a teenager's strongest weapon. Young people need to be reminded that getting involved in a car accident when high on drugs can result in being killed or maiming someone else. Recent figures show a fourfold increase in drug-related fatal car crashes over the past ten years. Smoking cannabis and driving can be like playing Russian roulette. It's a fact that some teenagers who take in drugs while driving will get killed or have their lives permanently wrecked.

But setting the rules for a child is only half of the job. Parents must be prepared to enforce the consequences of breaking them. Parents should be specific, consistent, firm and reasonable. The child should know what the rules are, the reasons for them and what the consequences will be if they are broken. No second chances. Don't relent. Sometimes caving in to a persistent request is the path of least resistance. But if the answer to a request should be no, parents should stick to it. Parents should also listen carefully to their children and read between the lines. In this way parents can learn a lot about what they think about drugs and help them avoid the pitfalls. The work that parents do is critical. And it will pay off.

Thus, it is important for parents to talk to their children and to listen to them, to set standards of right and wrong, to keep in mind that children learn by example, to support and praise them so that they will have a sense of self-worth, to keep them busy. They shouldn't let their silence be acceptance.

10. Answer the questions.

11. What are the root reasons of drug-addiction?
12. How to account for the fact that so many youngsters take in drugs?
13. What should parents do to prevent children from drug-addiction?
14. What are some danger signs to watch out for when it comes to drug abuse?
15. Should soft drugs be legalized?
16. What types of drugs are mentioned in the text?
17. Does all-permissiveness increase the number of people who take in narcotics?
18. What are your views on drugs and children?

3. Translate the following words and expressions from the text.

drowsiness	a vulnerable period
have one's life permanently wrecked	to catch the whiff of drugs
lethargy	to sense trouble brewing
stay off drugs	drugs intake
to be exposed to drugs	to encounter solvent abuse
to build up resistance	to use alcohol as a prop
recreational behavior	a sense of self-worth
to feel included	dilated or constricted pupils
peer pressure	to avoid the pitfalls
to assert identity	to increase the odds
drugs-aware parents	to be high on drugs
to maim	fourfold increase

to read between the lines

the path of least resistance

to relent

to cave in

4. Translate the following sentences into Ukrainian. Explain in what context they were used.

1. It is vital for parents to keep all lines of communication open because rushing a child into freedom is a recipe for disaster.
2. Ecstasy can block the kidneys' ability to excrete water by triggering the hypothalamus into producing an antidiuretic substance.
3. At this stage peer pressure still holds sway.
4. Parents should be specific, consistent, firm and reasonable.
5. The work that parents do is critical and it will pay off.
6. Parents should arm their children with the truth.

5. Express your opinion on the following statements.

- Children learn mainly by experience.
- It is more important what parents say than what they do.
- It is important to teach children to make decisions on their own and to say no to those who are keen to manipulate and exploit them.

6. Find English equivalents to the following words and expressions from the text.

бунтівна поведінка

зниження академічної успішності

ігнорування зовнішнім виглядом

переходити від фактів до фантазії

стосунки, що погіршуються

зміни настрою

приймати міри

шукати допомогу

вживати наркотики

нежить

завдавати великої шкоди

слідувати прикладу

Speaking

- 7. Work in groups. Imagine being representatives of an anti-drug campaign. Use ideas from the text as well as your own ideas to give a talk on drug abuse and its prevention.**

Writing

- 8. Choose one of the topics below to write a paragraph, using the topical vocabulary from the previous exercises.**

- Preventing drug misuse and addiction.
- Teenage substance abuse prevention.
- Drug abuse and mental health.

UNIT 15. MODERN MEDICAL PRACTICES

Focus on reading

1. Read the text and complete the exercises that follow.



How to Leverage Patient Experience Digitization

Even if you are not an expert in the pharmaceutical business, obviously you might already know that it is one of the most actively developing and **profitable** industries in the world economy. According to Evaluate Pharma’s “World Preview 2017, Outlook to 2022”, in the period of 2017 and 2022 global pharmaceutical market will **grow by 6.5% annually** and is **forecasted** to reach tremendous US\$ 1.06 trillion turnovers in 2022. Compared to many other industries, pharma is a surprisingly stable sector showing gradual growth for years and avoiding sudden downfalls or sustained stagnation. What is more impressive, positive dynamics of pharma is observed both in economically successful countries and in the ones struggling for a better place in the sun which is a good sign for investors, indeed. Yet, as long as the pharmaceutical business results are **ascending**, the companies are keen on cutting-edge software development opportunities to secure stable growth and increase profits in the future.

Globally speaking, patient experience¹ is a set of approaches and behavioral patterns by using which the customers communicate with the medicinal services they are provided with. Since digital technologies are becoming more advanced and **distributed** the patients expect to get tighter and more frequent access to healthcare-related

¹ Patient experience encompasses the range of interactions that patients have with the healthcare system, including health plans, care from doctors, physician practices and other healthcare facilities.

processes. These days the customers start perceiving the medical services within the similar scope of convenience and automation as e-commerce or online payment transactions. Thus, consumers become a determinant factor in patient experience digitization.

Focus on Patient Experience

In today's world of dynamic digitization, the pharmaceutical industry and the healthcare services seem to be identified among those segments where consumer takes less initiative compared to other sectors such as, for example, online hotel booking applications. For instance, when you are looking for a **suitable accommodation** for your summer vacation, there is no doubt you will visit plenty of online services, check the location, price, method of payment, other clients' reviews etc. to render a reasonable decision. In other words, you take a lead in the process of interaction with a digital service provided.

Quite the reverse, in the modern pharmaceutical industry the patient experience patterns are more unpowered. The thing is patients often forget what medicinal products they have to take, when and in which dosage. Moreover, they might sometimes forget the details of their health status accompanied with doctor's prescriptions and recommendations. Thus, when it comes to health care services, namely medication administration record, the patients tend to remain unengaged or slightly engaged in the interaction process. In order to help the patients **to adhere to** the treatment plan, the medical service **vendor** has to maintain a sufficient level of an initiative such as the issuance of instructions, reminders, status updates and notifications. All these requirements demonstrate that pharma is characterized by a well-trodden interaction model where the consumers allocate fewer efforts towards healthcare treatment leaving a broad space for the digitized initiative to be applied.

Making allowance for the reactive nature of patients' behavioral patterns observed in the pharmaceutical business, the software vendors explore huge potential of introducing digital innovations to transform the situation. Thanks to a solid expertise collected by software development companies in other industries for years, now the vendors and

investors are **equipped with** the most innovative tools to face the challenge of pharma digital transformation **aspiring for** better communication and user interaction.

Current Status of Pharma and **Software Convergence**

Similar to many other sectors, healthcare businesses have already explored the effectiveness of using Software as a Service **to navigate** and control marketing and sales data. On the other hand, lots of ventures prefer adopting CRM systems **to administrate** patients, treatment courses, prescriptions and so on. The regular CRM systems are capable of collecting patient data and **enhancing** communication between medical companies and their clients.

As for patient experience, the main pharmaceutical companies have already demonstrated successful use of mobile applications **to facilitate** interconnectivity and involvement of patients in healthcare services supplying process. For instance, world-known pharmaceutical giant Pfizer has launched its application Quitter's Circle. This digital solution is aimed at assisting those patients who want to quit smoking by **complexing** customer's responses and reactions to accentuate the problem and to drag the patient into the intensive communication process. This application is nonprofit but still, the company gets deeper insights into customers' preferences when interacting with digital patient experience.

Clinical trials are another field of software adoption in the pharmaceutical industry in order to get an approval from the regulatory authority on medication's efficiency and safety. Typically, clinical trials are characterized by lots of requirements and limitations including precise timing, **reinforced personal data security** and continuous medical monitoring of the health of patients. Since the human factor is the most probable cause for making an error, the specific software will help **to aggregate** clinical trials in-process data, perform swift data analysis and secure confidential pieces of information in the safest way.

In a likely manner, software development can be promotive of pharmaceutical business digitization by observing patients' health status, recording abnormal deviations and systematizing obtained information in well-organized electronic databases. Thus, the doctors and the pharmacists will be able to design individual treatment courses and

to issue necessary prescriptions based on multiple parameters analyzed. Such digital diagnostics enhanced by using the Internet of Things and Machine Learning will increase the productiveness of personnel as well as **mitigate** the risk of **administering** wrong medications caused by a human factor.

Future Outlook

As long as some pharmaceutical businesses are **dragging their heels** in adopting digital solutions, other companies are **in overdrive**. These days we are observing myriads of startups focused on digitization of healthcare and pharmaceutical services by introducing cutting-edge software products to manage patients' in better and faster way. Over the long term, more medical businesses are expected to invest in digital innovations since they ensure disruption of common patient experiences and entering a new phase of interaction between a pharmacist and a patient.

Digital Pharma Perspectives

According to StartUp Health's Year-End Insights Report for 2017, the digital health startups surpassed US\$ 11.5 billion in 2017. **The vast share** of this investment was made by the biggest pharmaceutical market players such as Novartis as well as Merck and Johnson & Johnson. This fact proves the forecast that since pharmaceutical giants place a stake on digitization course represented by specialized software generation, smaller pharma businesses will catch up with the rest.

By acquiring the most promising digital pharma startups or by investing into exclusive specialized software solutions, the pharmaceutical companies perform necessary groundworks for establishing innovative communication channels with the patients for many years ahead. They transform patient experience patterns by **alloying** new business approaches with **comprehensive** digital tools such as Big Data processing, cloud technologies, Machine Learning, chatbots, and virtualization. Indeed, when investing in pharma software, the businesses may count on dramatic profits increase.

Digital Software Forecast

Besides pharmaceutical businesses and patients, software developers and testers play a crucial role in delivering top-notch quality pharma applications. Although coding

pharmaceutical web or mobile applications is a rather **novel** area, the current level of developers' expertise is more than adequate for these tasks. Yet, skeptics signalize the difference between patient data and other types of data being digitized such as online payment transactions and e-commerce records, as the medical records require a higher level of privacy and the damage because of this data leakage may be much worse. Therefore, special attention has to be paid to data security features, for example, by using blockchain technology.

In addition, when talking about software integration in the pharmaceutical business, patient's convenience is a top priority which is why the development of mobile applications for healthcare needs **plays center stage**. Being equipped with the power of Artificial Intelligence, soon we might be observing a dynamic **drift** to mobile platforms in order to deliver exceptional quality of innovative patient experience in the pharma industry.

2. Answer the following questions.

1. Why is pharmaceutical business considered to be one of the most actively developing and profitable industries in the world economy?
2. What digital innovations in the pharma business can be introduced to improve an interaction between patients and doctors?
3. Is a mobile application a good way to improve healthcare services supplying process?
4. What advantages are there in terms of clinical trials software development?
5. What pharma industry innovations in patient experience are to be observed in the near future?

3. Paraphrase the words and expressions from the text given in bold.

4. Find the correct equivalents of the following the words and expressions.

- | | |
|------------------------------------|---|
| 1. pharma | a. to take smth into account |
| 2. to secure stable growth | b. to make a wise/sensible decision |
| 3. quite the reverse | c. to play the first fiddle |
| 4. cutting-edge | d. to be extremely interested in smth |
| 5. to be keen on smth | e. provide constant growth |
| 6. sustained stagnation | f. pharmaceutical industry |
| 7. groundwork | g. perspective |
| 8. to render a reasonable decision | h. first-class |
| 9. to take a lead | i. long-lasting crisis/recession/downfall |
| 10. unpowered | j. novel/innovative |
| 11. to make allowance for smth | k. on the contrary |
| 12. outlook | l. basis |
| 13. top-notch | m. passive |

5. Find the correct equivalents of the following the words and expressions in Ukrainian.

- | | |
|-------------------------------------|-----------------------------------|
| 1. health plan | a. використати з користю для себе |
| 2. medicinal services | b. анонс |
| 3. medication administration record | c. медичні послуги |
| 4 .physician | d. обсяг |
| 5.to leverage | e. перевищувати |
| 6. preview | f. визначальний фактор |
| 7. turnover | g. в довгостроковому періоді |
| 8. a well-trodden model | h. план медичного страхування |

9.downfall	i. картка медичних призначень
10.a determinant factor	j. випуск інструкцій
11.issuance of instructions	k. загальновідома модель
12. expertise	l. експертний потенціал
13. clinical trials	m. клінічні випробування
14.in-process data	n. дані в процесі обробки
15.over the long term	o. руйнування
16.disruption	p. фармацевт
17.pharmacist	q. результати дослідження в кінці року
18.year-end insights	r. лікар/терапевт/ цілитель
19.to surpass	s. товарообіг
20.scope	t. спад

6. Write a paragraph on one of the given topics.

- The impact of digitization on patient experience.
- The benefits of healthcare industry digitization.
- The pros and cons of mobilizing the patient experience through digitization.

UNIT 16. GENDER DISCRIMINATION AT WORK

Focus on reading



1. Read the text and complete the exercises that follow.

SEXISM AND THE CITY

London's old boy financial district wakes up to the new world

When Linda Davies began her investment banking career, ‘big bang’ financial reforms were about to remake London's stuffy City. Women and ‘barrow boys’ - young, working-class traders, hungry for the massive bonuses common in the field - were breaking into a clubby old-school network that had reigned for centuries. The barrow boys were accepted, recalls Davies. The women were not. For six months after she started, an older member of the firm refused to acknowledge her, claiming that female executives were ‘unnatural’. Younger colleagues would grope her. On the trading floor, fellow dealers once trussed her up in Scotch tape when she was trying to complete a deal on the phone.

Back then, women didn't dream of complaining. ‘The perception was that, as a female, you were jolly lucky to have a job in the golden streets of the City’, explains Davies. That may finally be changing. Over the past few years two high-profile cases have underscored the City's worst excesses and the sense that Britain’s courts, as well as

its high-flying female executives, are no longer willing to tolerate gender discrimination. In June, Julie Bower, a beverage industry analyst was awarded \$2.13 million in compensation from the investment bank Schroders for unfair dismissal and sex discrimination. An unemployment tribunal ruled that the \$38,000 bonus she was awarded was ‘insultingly low’ and part of a concerted campaign to oust her. Schroders says it did not want to waste time and resources on a drawn-out appeal. The same month Louise Barton, one of the City's top media analysts, lodged a suit against investee, her former employer, alleging that less experienced colleagues were paid substantially more than she was. Investee denies the charge and attributes Barton's stunted salary to a withdrawn personality and an uncooperative attitude.

The two cases have brought home the persistence of old-school attitudes in the City - glimpses of which have come out in recent suits involving Japanese and German firms, as well as British ones. In a trial last year, trader Isabelle Terrillon alleged that pornographic magazines had been passed around in meetings at her firm, Nomura International, and when a client complained of a backache, a colleague suggested she strip off and give him a massage. Nomura settled her claim of unfair dismissal for \$106,000. Kay Swinburne, one of the City's top investment bankers, was awarded \$760,000 two years ago after being forced to quit her job with Deutsche Bank when she complained about escort girls being hired for company parties and after being accused by her boss of sleeping with a client. Such cases have shaken the City, forcing companies to reassess not just their policies for promoting and paying women but their entire ethos. ‘Employers that are bitten by claims start taking their responsibilities more seriously’, says employment lawyer James Davies. ‘Once they get a claim, you can bet they will do anything to make sure it doesn't happen again.’

Firms are also starting to wake up to the fact that boorishness may cost them not just money but employees. American firms, which began to face serious sexual harassment suits, are well aware of the damage such trials can inflict, so they generally have clear anti-discrimination policies. They also pay better. Women at British banks are still paid 24 percent less on average than their male counterparts; in the United States, the discrepancy has been lowered to 14 percent. In America, women fill roughly half the management jobs

in finance; in England, they number just over 30 percent. The existence of more transparent criteria for awarding bonuses and promotions at US firms makes their London offices particularly attractive to British women, who want to be reassured that the City's spoils will be fairly distributed, says Glenda Stone, CEO of Aurora, a consultancy and headhunting service.

The British government is currently pushing for clearer guidelines to be enforced in all UK companies, not least because it's vital for a firm defending a claim of harassment to be able to document how decisions are made. Finding in favor of another female employee Julie Bower, the court cited Schroders' 'wholly opaque' bonus system in explanation. What remains harder to change, both on Wall Street and in the City, is the discrimination perpetrated by the industry's long-hours culture, which allows managers to justify penalizing women who become pregnant or ask for a flexible work arrangements. Bower's boss, trying to get rid of her, referred to her as an employee who 'had been in pain and was pregnant'. That's the kind of attitude the courts alone may not be able to fix.

Hopefully the situation is changing for the better. The attitude to female executive officers is changing today. Many highly qualified women embrace high posts. They are pace-setters for the staff. Sober-minded employers come to understand that professionalism, experience come first. Thus, we may say with some reservation that target-oriented highly-placed women are iconic figures, role models for young people who want to climb their personal Everest in business, management and other spheres of activity. To move with the time we must acknowledge this fact and reassess women's contribution into business, economy and culture.

2. Answer the following questions.

1. What is implied by the phrase that «'barrow boys' were breaking into the clubby old-school network»?
2. What makes chief executive officers think that women ill-fit the positions in the City?

3. When did high-flying female executives become aware of the shouty injustice and were unwilling to tolerate gender discrimination?
4. Is it fair that experienced, outstanding female employees should be paid less than their male colleagues?
5. Wouldn't it be proper if mass media gave more space and prominence to ongoing trials dealing with unfair dismissal of competent women embracing high posts?
6. Don't you think that the dirty tricks employed by bosses to penalize women should be put an end to?
7. Unfair dismissal of outstanding employees costs employers a pretty penny, as it leaves a dent in the institutions' finances. Is it the only reason why employers began to take their responsibilities more seriously?
8. Is the problem of gender discrimination a hot issue in Ukraine?

3. Translate the following words and expressions into Ukrainian.

the Old Boy financial district	'barrow boys'
a stuffy City	a clubby old-school network
to grope	the trading floor
to truss smb up in Scotch tape	to complete a deal
high-flying female executives	beverage industry
unfair dismissal	a drawn-out appeal
to settle one's claim	to reassess ethos
to be bitten by claims	boorishness
to inflict damage	discrepancy
spoil	a consultancy
to find in favour of smth	opaque bonus system
to perpetrate	to penalize
to embrace a high post	a pace-setter
to say with reservation	highly-placed women

4. Translate the following sentences into Ukrainian.

1. Over the past few years two high-profile cases have underscored the City's worst excesses.
2. An unemployment tribunal ruled that the 38,000 bonus she was awarded was 'insultingly low' and part of a concerted campaign to oust her.
3. Louise Barton lodged a suit against investee, alleging that less experienced colleagues were paid substantially more than she was.
4. Investee denies the charge and attributes Barton's stunted salary to a withdrawn personality and an uncooperative attitude.
5. These cases have brought home the persistence of old-school attitudes in the City, the glimpses of which have come out in recent suits.
6. In America, women feel roughly half the management jobs in finance; in England, they number over 30 percent.
7. The British government is currently pushing for clearer guidelines to be enforced in all UK companies, not least because it's vital for a firm defending a claim of harassment to be able to document how decisions are made.
8. Sober-minded employees come to understand that professionalism, experience come first.

Writing

5. **Write a short article on the topic of sex discrimination based on your own experience. Comment on any problems you experienced, describing the circumstances and explaining why it happened.**

UNIT 17. CRISES AND MANIAS: THE CLASSIC STORY OF A DUTCH FINANCIAL BUBBLE

Focus on reading



Tulipomania – one of the weirdest strains of moral epidemic

1. Read the text and complete the exercises that follow.

The tulip was introduced from Constantinople to Western Europe, and particularly to Holland, in the middle of the 16th century. It became increasingly popular among the rich in 1643 and it was deemed a proof of bad taste for any man of fortune to be without a collection of them.

By then, the middle classes had decided that they too could not be seen without tulips, and paid increasingly outrageous prices for them. At a time when you could pick up a suit of clothes for 80 florins, people invested 100,000 florins buying 40 roots. Tulips became so valuable that they had to be sold by the *perit*², a small weight less than a grain.

² Foreign coin of gold or silver

Some tulips were more valuable than others, but none was as prized as the *Semper Augustus*. In early 1636, there were only two of these in Holland: one went for 12 acres of land; the other for 4,600 florins, a new carriage, two grey horses and a complete set of harness.

Newcomers to Holland sometimes paid for their ignorance of the mania. A sailor, arriving at a wealthy merchant's house, was offered a fine red herring for his breakfast. He was partial to onions and seeing a bulb very like an onion on a counter, he slipped it into his pocket and headed off to the quay to eat his breakfast. He was found, quietly sitting on a coil of rope, finishing off his 3.000-florin *Semper Augustus*.

Up to that moment, the tulip market still had a semblance of order. However extraordinary prices had become, it was driven by the pursuit of a relatively rare commodity. In 1636 tulip exchanges were set up in the stock markets of several Dutch cities, and the speculators moved in in earnest. Stockjobbers, always on the alert for a new speculation, dealt largely in tulips, making use of all the means to cause fluctuations in prices.

By judicious trading as prices ebbed and flowed many people grew rich. A golden bait hung temptingly out before the people, and one after the other they rushed to the tulip-marts, like flies to honey. Everyone imagined that the passion for tulips would last forever; the riches of Europe would be concentrated on the shores of the Zuyder Zee, and poverty would be banished from the favoured clime of Holland. Everyone, even chimney-sweeps and old-clothes women dabbled in tulips. People sold their houses at ruinously low prices to buy tulips. Lawyers, 'tulip notaries' appeared to make their bit from the trade.

The rich, for their part, were no longer inclined to put such valuable commodities in their garden, preferring to join in the trade, and it was not long before some of them realized that the market had lost all logic. They started to sell and panic soon spread through the market. Buyers who had agreed to pay so many florins when tulips were delivered in six weeks' time, refused to pay because the price had fallen in the meantime. As sellers demanded the full amount and buyers refused to pay, defaulters were announced by the hundred. Substantial merchants were reduced almost to beggary

and many representatives of a noble line saw the fortunes of their houses ruined beyond redemption.

There was an attempt to bring some order to the market as it crashed around the tulips holders' ears. They lobbied the government which told them to agree on a plan between themselves. Eventually, after much bickering, it was agreed that all contracts made at the height of the mania before November 1636, would be declared null and void, and that those made after that date should be nullified by the purchaser paying 10 percent to the vendor.

This displeased both sides, and the tulipomania collapsed in disorder. Those who were unlucky enough to have had stores of tulips on hand at the time of the sudden reaction were left to bear their ruin as philosophically as they could. Those who had made profits were allowed to keep them; but the commerce of the country suffered a severe shock from which it took many years to recover.

2. Answer the following questions.

1. Why is tulipomania considered one of the weirdest strains of moral epidemic?
2. What was the outcome of the mania?
3. Can tulipomania be called a speculative bubble?
4. Does the tulip still remain a popular symbol of the Netherlands?

3. Translate the following words and expressions into Ukrainian.

an outrageous price	to pick up a suit
root	a set of harness
a red herring	a semblance of order
to move in earnest	stock market
a bait	the riches of Europe
to banish poverty	to declare null and void
to bicker	to collapse in disorder
to nullify	to announce defaulters by the hundred

4. Translate the following sentences into Ukrainian.

1. Tulipomania – one of the weirdest strains of moral epidemic.
2. It was deemed a proof of bad taste for any man of fortune to be without a collection of them.
3. A sailor was partial to onions and seeing a bulb very like an onion on a counter, he slipped it into his pocket and headed off to the quay to eat his breakfast.
4. However extraordinary prices had become, it was driven by the pursuit of a relatively rare commodity.
5. Stockjobbers, always on the alert for a new speculation, dealt largely in tulips, making use of all the means to cause fluctuations in prices.
6. By judicious trading as prices ebbed and flowed many people grew rich.
7. Even chimney-sweeps and old-clothes women dabbled in tulips.
8. Substantial merchants were reduced almost to beggary and many representatives of a noble line saw the fortunes of their houses ruined beyond redemption.

Writing

5. Write a paragraph on the following issues:

- Background and history of Tulipomania
- The tulip – the most coveted and beautiful commodity of the mid-16th century Holland.
- Tulip mania – a speculative bubble and a widespread obsession in the mid-16th century Holland.

UNIT 18. LAW, ORDER AND CRIME PREVENTION

Focus on reading



1. The article you are going to read tackles the problem of screen violence and the way it affects people. Before you read discuss the following questions:

- 1) Who is a TV-addict or a couch potato?
- 2) Do you watch TV programs discriminately or indiscriminately?
- 3) What kind of feature films do you prefer? Are newsreels/documentaries your cup of tea?
- 4) Are you keen on entertaining or educational programs, featuring thought-provoking information?

Nearly everybody has a TV set in their lounge, and most people go to the cinema rather often. Sooner or later, they will watch a violent film with swear words and incredible special effects. An American film critic Michael Medved believes that there is a direct link between violent films and crime. He argues that certain films have been a major contributing factor to the violence that exists in our society. Medved believes that these films have a damaging effect upon the young or the weaker-minded and that many crimes are due to people copying what they see on TV or at the cinema. In Hollywood he has caused a massive swing back to family entertainment. Moreover, censoring of violent films, or those that contain too many unnecessary swear words took place.

Shortly after the book *Hollywood versus America* was published, its author Michael Medved received a letter which went a long way towards vindicating his theory. The book in question is considered to be the explosive bestseller that shows how and why the entertainment

industry has broken faith with its audience. Medved's correspondent was a retired head psychiatrist at a large hospital for the criminally insane.

After a professional lifetime analyzing the motives and influences on the perpetrators of violent crime, the doctor had come to the conclusion that film and television violence did indeed have a pernicious effect on society. He said that the explosion in violent crime over the past 20 years has been unprecedented, even though in the same period poverty has reduced, as has racism. The only explanation can be the popular culture.

Scores of social scientists have done studies attempting to prove what any parent struggling to control what their child sees on television instinctively knows: that there is a direct link between screen violence and foul language and behavior. But proving it in a strictly scientific sense is virtually impossible, making it easy for film-makers and actors to shrug off the responsibility for violence which others – like Medved – see as a direct result of a diet of blood-spattered films.

Film-makers defend their products by asserting that criminals who cite their movies as inspiration for their wrongdoing are simply looking for excuses. Michael Winner, for instance, points out that a rapist who claimed to have committed a sexual assault after watching his film *Death Wish* turned out to have eight previous convictions. Medved, however, insists that violence on the cinema screen and on television is a major contributor – if not *the* major contributor- to the youthful violence, crime and mayhem on the streets in America.

After the recent atrocities committed by young children, many families are beginning to worry about the influence of TV and cinema violence on younger or more vulnerable minds. Hollywood wreaks its havoc, he says, by corroding the institutions that hold society together: the family, religion and even the military. Medved's evidence all comes from the and other countries. He quotes Daniel Linz, psychology professor at the University of California, who has spent many years investigating the connection between film and violence: 'The consensus among social scientists is that very definitely there's a causal connection between exposure to violence in the media and violent behavior.'

George Comstock, professor of communications at Syracuse University in New York, reviewed 190 studies carried out over 30 years, attempting to gauge the effect of screen violence. He found a very solid relationship between viewing anti-social portrayals or violent episodes and behaving anti-socially.

Medved is not calling for stifling anyone's creativity, but his concern is with gratuitous violence. He suggests that we need more alternatives to the standard, harsh, dark, despairing and violent fare. The film critic believes that the entertainment industry relies on four big lies: that it has no impact on people; that it only reflects what's going on in society; that it gives the public what they want; and that if you don't want to watch TV, you can always turn it off. For Medved, this is far from the truth.

He argues that films are like advertisements, that not everyone buys the products yet they become status symbols in the eyes of the public. Films redefine normal behavior, what is considered hip, exciting, glamorous, what is accepted. We mustn't forget that TV is the most powerful medium and that practically everyone has a set at home. Tragedies like Hamlet are full of dead bodies and dastardly actions, but they are no match against the incredibly realistic effects of TV and cinema.

In Britain, those responsible for overseeing film output have become increasingly alarmed by the rise in teenage crime. James Ferman, director of the British Board of Film Classification, is particularly worried about children's access to violent or explicit adult videos. He said that the board plans to launch a campaign warning parents of the dangers and feels that adult videos should be clearly labeled with a warning about their contents. Ferman wants to see the whole system tightened up and believes that children shouldn't have easy access to things and that there should not be any videos in the shops which are not classified.

His words will come as some relief to worried parents, who feel that major institutions are failing them in the task of bringing up their children. The film industry, too, is trying to squirm out of responsibility. Children should be brought up with positive values. We form those values through stories. These stories should tell us what kind of people we are as human beings.

TV and cinema violence desensitizes us. When we see an image of blood-splattered bodies on the news, are we shocked or do we feel nothing? Something should be done about what children watch on TV and at the cinema or else it will be too late and we will face terrible consequences.

2. Translate the following sentences into Ukrainian.

1. Film-makers defend their products by asserting that criminals who cite their movies as inspiration for their wrongdoing are simply looking for excuses.
2. Hollywood wreaks its havoc by corroding the institutions that hold society together.
3. We need more alternatives to the standard, harsh, despairing and violent fare.
4. Tragedies like Hamlet are full of dead bodies and dastardly actions, but they are no match against the incredibly realistic effects of TV and cinema.
5. TV and cinema violence desensitizes us.

3. **Give a synonym to the following words and expressions:** lounge, swear words, a damaging effect, to break faith with the audience, insane, perpetrators of violent crime, virtually impossible, atrocity, to gauge the effect of screen violence, hip, film output.

4. **Translate the following words and expressions into Ukrainian:** the weaker-minded, to vindicate a theory, an explosive bestseller, scores of social scientists, to shrug off the responsibility for violence, blood-spattered films, convictions, the major contributor, mayhem, to stifle creativity, gratuitous violence, status symbol, explicit video, to squirm out of responsibility.

5. Discuss the following and write an article on one of the issues:

- 1) Television violence does not directly influence members of the public to commit crimes.
- 2) Screen violence is harmful to young viewers.
- 3) Gratuitous violence should be censored.

UNIT 19. PEOPLE IN THE LIMELIGHT: FAME AND NOTORIETY

Focus on reading



The Price of Fame

1. Read the article and complete the exercises that follow.

The story of Anoja Dias, a former 'It girl', is a compelling tale of a suburban girl from Hampshire, the daughter of a structural engineer whose fierce ambition led her to reinvent herself in spectacular fashion. Her elaborate hoax included pretending she had been to top girls' school Roedean and then Oxford University, and that she was the daughter of a foreign ambassador. Those caught in her web of lies included some high-profile people and 'It girls'. Five years after being exposed as a fraud, Anoja tells for the first time why she did it.

How did it start? Well, when I was 21 I had a burning ambition to be *somebody*. I thought about becoming an actress but figured it might be too unpredictable. My next best career option was to be a TV presenter. So that's what I set out to be, whatever it took.

I was already working as a lowly newsroom assistant at Oxford radio station Fox FM, so I applied for a place on a TV company's training scheme. I had to take a screen

test in front of the cameras, and I heard the head of TV tell a colleague he'd never seen anyone so natural on TV. So I got the position, right? Wrong. It went to a girl whose father, I later learnt, played golf with one of the executives. I was shattered and furious. It was a hard lesson in how you could get what you wanted not through talent but who you knew – and I never forgot that.

Already feeling I didn't have the 'right background, I joined BBC' Breakfast News as an assistant producer, and found it stuffed with ex-public school/Oxbridge types. They introduced me to the Eurotrash crowd who partied at posh clubs. It didn't escape my notice that almost every glamorous, confident woman in that set was so-and-so's daughter, from a wealthy family, with finishing school polish and a title to her name. They made me feel uneducated, unsophisticated and inferior. I worried that if they found out about my background, they'd think I was beneath them and wouldn't want anything to do with me.

So I reinvented myself. Instead of having a father who was a structural engineer and emigrating from Sri Lanka when I was three, I became the daughter of a Sri Lankan ambassador to the United Nations who'd travelled the world. My local comprehensive became top girls' school Roedean, which meant my family was rich. And Manchester University became Merton College, Oxford. (I'd visited Merton, so it was easy for me casually to drop in facts such as that it had the best college food in the university.) It also helped that I dressed well. I'd always taken pride in my appearance, and although most of my clothes were High Street, everyone assumed they were designer. I created the illusion of an expensively fragrant, exotic, Armani-clad woman.

I wore my new identity for two years and for a long time it worked spectacularly well. To persuade diplomats to appear on Breakfast News, I told them that one day they might want a favor from my father. Soon rumors began circulating around the BBC newsroom that I was a maharajah's daughter.

Now I was at the center of London society. Most nights found me drinking champagne at a cool new bar, or having dinner at a fashionable restaurant. Thursday nights found me at Tramp, dancing until the early hours with some lord or other. At weekends I went riding at

friends' country houses; in winter skiing in St Moritz. I had series of rich boyfriends, who all thought they'd scored a wealthy, well-connected girl.

I networked madly, and with my new background it paid off. After 18 months at the BBC, I moved to Central TV as its Asian reporter. Next came a three-month scholarship with U.S. news channel CNN, working for the current affairs show *Week in Review*. Returning to London, I worked for the *Sunday Times*, where a colleague described me as 'a frangipani among thistles'. He, and others, were taken in by the very thing they later condemned.

Part of me was having a great time. It was exciting, fun and I was mixing with people in power. It made me feel important. Finally, I was *someone*. But it wasn't *me* who had arrived: it was a completely different person – and not a very nice one either. I was an arch bragger constantly name-dropping. My opinion of a person was formed purely by their value to me, not their personality. In the set almost every man was looking for a woman with money and influence and vice versa. I wasn't different. But I lived in fear that I'd be found out for the middle class girl I really was. Despite a good memory, I couldn't always remember what lines I'd spun. Once a Swiss banker friend invited me to a dinner party and one of the other guests was a former Roedean girl. She asked me which house I had been in. Obviously, I didn't know what to say, so I smiled and made up something. She said nothing but I knew she'd sussed me and I escaped as fast as I could. The next day she telephoned my friend to tip him off. When he questioned me later, I coolly replied: 'Someone is lying. You have to decide who.' At Central TV, suspicious colleagues who'd been to Oxford checked with Merton and found no record of me. In hindsight, quite a few people had known I was fibbing and never confronted me. But they trashed me when my story hit the papers.

My unmasking came at a time when having an Asian babe on your arm was a greater trophy than a Rolex watch. Sunita R. an Anglo-Indian woman, had just finished boasting about her affair with Sir Terence C. and the press were keen to write a piece about the exotic allure that draws powerful man to Asian women. A Fleet Street hack called me saying he'd heard from his gossip column friends that my father was an ambassador and I was well-connected. He mentioned the Marquess of Cholmondeley. I

told him that although I was thinking of writing a piece about that Marquess, I'd never met him.

The following Sunday - I remember the day vividly - I was at my parents' house at Hampshire. They were gardening and I was in the kitchen when I opened the Sunday Express to read that another Asian babe had emerged with an even more eligible companion than Sir Terence.

The 33-year-old Marquess of Cholmondeley, worth a cool £159 million, had drifted from the model and pop star Lisa B. to Anoja Dias, daughter of the Sri Lankan ambassador to the United Nations.

By the time I'd read the article my heart was racing. While the information about the Marquess hadn't come from me, the details of my background most definitely had. I knew I was in big trouble - but like a child, I hoped that if I didn't mention the story to anyone, it would go away. It didn't, of course. The next day there was a follow-up in the gossip column of the Daily Mail, was a real Sri Lankan ambassador to the United Nations asking Nigel Dempster: 'Who is this girl?' Worse still, the Marquess's lawyers issued a statement saying that he was not associated with Miss Dias, whether romantically or otherwise.

Immediately, Fleet Street jumped. Like a cat that had got the cream, they knew they had a scoop and I became a Grade-A media target. Back home in London, I was door-stepped by the very same photographers with whom I'd once partied. Journalists discovered my father's true profession, and that neither Roedean nor Oxford had any record of me. They also checked all my places of employment, searching for anecdotes, talking to colleagues for more dirt. The stories got increasingly vitriolic with references to my family having a 'corner shop', even comparisons between myself and Pamella B., the Asian escort girl who had had an affair with former Sunday Times editor.

My contacts dropped me like a hot potato, cancelling meetings and refusing to return my calls. As for my jet-set Eurotrash friends, they didn't pick up the phone either. But I wasn't the only one who suffered. My parents, deeply embarrassed, were ostracised by the Sri Lankan community. I'd ruined my life and theirs. Being quiet, peaceful people, they found it incredibly hard to deal with my actions and the constant

Press intrusion. What I'd done was unforgivable. My father, a calm controlled man, didn't say much to me: he couldn't even bear to look at me. His silence was awful. My mother's reaction was completely different. An emotional woman, she showed her frustration by yelling at me. She said I'd brought disgrace to the family.

I felt alone and isolated. I cried myself to sleep every night and would sometimes wake in a hot sweat I got acne for the first time. When the frenzy of exposure had died down, I couldn't get work as a journalist in Britain. For seven months I struggled, surviving on the odd bit of freelance PR. I desperately needed to get away, so I applied for a presenting job at the Singapore Broadcasting Corporation. TV was flourishing in the Far East and they needed Asian presenters with British or American accents. I got the job and flew out at once. For the first time in years, I was happy - living as the real me. But I hadn't escaped. Someone in London sent all the Press clippings about me to the chief executive of the SBC, and after just one month I was sacked. For the next few months I freelanced, but in the end, unable to support myself, I was forced back to London.

So why did I do it? Because I thought that to be somebody, I had to be someone else. I didn't think anyone would appreciate me, let alone love me, if I wasn't. An only child, I was lucky to have parents who gave me a good education and a comfortable lifestyle with horses and fantastic holidays. While I was spoilt with material things, my parents weren't so generous with their emotions. Desperate to be the centre of attention, I did whatever it took to be liked. I wanted my parents to say: 'We're proud of you.' I thought that if I made it, they would. In the end, though, I brought them only shame.

Now, five years on, I've rebuilt my life. The relationship with my parents is slowly improving and I know who my real friends are. In retrospect, I'm relieved my bubble burst. Once you've fibbed, you're trapped. You can never turn back or be at peace with yourself, you have to go on with the lie. But while there is no excuse for what I did, I'm still baffled at the reaction. I didn't tell the truth, but what I did wasn't the worst thing in the world I didn't kill anyone. I didn't have an affair with a married MP. The only person who got hurt was me. And I was crucified.

I've been trying hard to put it all behind me. Writing this story has been difficult because it brought back horrible memories, but I also felt I was writing about someone else. I'm a different person now. Today, I have a strong contacts book of journalists and PRs, but it's been hard going and I've had find courage from deep inside. Like any other freelance writer, I've had to go out there and get my own stories, but I've also had to prove my integrity.

Thankfull, not everyone was like the vindictive person who sent my cuttings to Singapore. By the time I returned to Britain, those who hadn't forgotten were prepared to give me another go, and I went for it. As well as writing for several national newspapers and magazines, I've just finished a stint producing a new programme for the BBC. And I still want to be a presenter. At last I'm on the right track - this time on my own merit. Finally, it feels good to be me.

2. Answer the following questions.

1. Do you sympathize with Anoja or blame her?
2. Can Anoja's behavior be classed as crime?
3. Is it possible to get a job in TV if the person has all the makings of a TV presenter in our country?
4. Is nepotism widespread in Ukraine?

3. Use the following words and expressions to sum Anoja and her behavior up:

blatant lies, shrewd calculation, to curry favour with people, a party animal, to spin stories out of thin air, to cultivate people, a misfit, upper and lower drawers of society, back biting, to gain notoriety.

4. Translate the following words and expressions into Ukrainian.

an elaborate hoax	to be shattered
to be exposed as a fraud	to feel unsophisticated and inferior
It-girl	to be beneath smb
a structural engineer	to bring disgrace to the family

a comprehensive school	Armani-clad woman
to network	a frangipani among thistles
to condemn	to spin lines
to make up smth	to suss smb
to tip smb off	allure
a hack	an eligible companion
to door-step	vitriolic stories
to be ostracized by smb	the frenzy of exposure
a vindictive person	to be crucified

5. Translate the following sentences into Ukrainian.

- The story of Anoja is a compelling tale of a suburban girl whose fierce ambition led her to reinvent herself in a spectacular fashion.
- Already feeling I didn't have the 'right' background, she joined BBC and found it stuffed with Oxbridge types.
- It didn't escape her notice that every glamorous woman in that set was so-and-so's daughter with finishing school polish and a title to her name.
- Soon rumors began circulating that she was a maharajah's daughter.
- She was an arch bragger constantly name-dropping.
- Suspicious colleagues checked with Merton and found no record of Anoja.
- In hindsight, quite a few people had known she was fibbing and never confronted her but they trashed her when the story hit the papers.
- The 33-year-old Marquess, worth a cool 159 million, had drifted from the model Lisa B. to Anoja Dias.
- Journalists knew they had a scoop and she became a Grade-A media target.
- Once you've fibbed, you're trapped.
- I am on the right track – this time on my own merit.

6. Provide synonyms to the following: to reinvent oneself, a burning ambition, to set out to be a presenter, a lowly assistant, jet-set Eurotrash friends, to score a girl, to be taken in by smb, to be baffled at smth, to prove one's honesty, press clippings.

7. Write a paragraph on one of the following topics.

- Honesty is the best policy.
- Actions speak louder than words.
- The truth will out.
- The book sells when it smells.
- A friend in need is a friend indeed: can you tell a true friendship from a false one?

UNIT 20. RECRUITMENT: HIRING FOR THE FUTURE

Focus on reading



1. Read the article and complete the exercises that follow.

Falling in love with your job

Everyone benefits when employees become fully engaged with their company. Staff get job satisfaction and bosses see business boom. But like any relationship, the one you have with your job has its ups and downs. Interesting conversations, meals out and shared interests with loved ones build commitment and genuine pleasure in one another's company. When things are good you feel engaged with them and would do anything to make them happy. And then there are the times when you want to tear their hair out.

It is not that different in the workplace. Employee engagement is the term which defines the quality and strength of the relationship between an employee and their organization. If there is strong leadership, opportunities for personal development, good management, decent pay and benefits, a reasonable work/life balance, fun activities which help build close-knit teams and staff believing the firm to be ethical, levels of engagement will be high. An engaged employee is someone who cares about the business. They will not only do their job efficiently but will “go the extra mile” and use their own initiative to innovate and generate success. So levels of engagement can seriously affect a company.

In The 100 Best Companies to Work For lists, engagement is measured using eight questions from the employee survey. Analysis of the data shows that in the

top 10 medium-sized and small companies 95.8% of employees are engaged. This is compared with 81.8% in companies that didn't make the lists. Clearly the best employers are doing something the rest are not.

Within the top 10, 91.3% of employees feel proud to work for their organization and 92.4% would strongly recommend it to others. A “strongly engaged” employee will do everything in their power to help their organization. A strongly “disengaged employee” has serious relationship problems with their organization. They will have no interest in their work and may even sabotage the potential success of a business. In their heads they are already looking for a new partner. In the survey 96.8% of the strongly disengaged say they would leave tomorrow if they had another job.

It's no surprise that Tower Homes — this year's number one small company — doesn't have this problem. It has the highest engagement score with 100% of its employees engaged and 90.8% of them strongly engaged. It is a remarkable achievement for the company and highlights the excellent relationships they have created and sustained. Chief executive Steve Walker knows how important this is to his organization. “I'm evangelical about employee engagement. If you don't get everybody pointing in the same direction, you won't be a great company.” Walker has his own way of expressing different levels of engagement. “Companies can have fantastic people (As), quite good people (Bs) and rubbish people (Cs). Your As are all stars, Bs could be As but need quite a lot of training and motivating and Cs are the people who are never going to buy in, they will always do nine-to-five and will have the wrong attitude. They can be malevolent or completely useless and have to go.

Statistical analysis of the employee survey shows that engagement is the most important factor which influences job performance. Being excited about where your organization is going, believing the leader is doing a great job and getting a buzz from your team are among the most highly correlated questions. “Fair deal”, which measures pay and benefits, had the lowest correlation with engagement of all the factors. You can't fool people into being engaged, it has to come from

inside them, that is exactly why it is such a good measure of a company. Money is not always the way to employees' hearts.

Contrary to popular belief, staff motivation and loyalty to a company are not necessarily linked to the size of an employee's pay packet, and Best Companies survey bears this out. As many indicated, a sustained programme of training and career development for people at all levels of an organization, along with a communications strategy that helps them feel part of a company's goals, can be just as effective as high salaries and bonus schemes.

It really pays to treat people well. The results show that good employees want not just good pay, but to be valued, developed and working for a company that makes a positive contribution to the communities. The survey results demonstrate that a responsible business that values its workforce is a successful business. With a tight labour market and a high demand for talent and skill, companies need to find new ways of attracting the best employees. Those in the Best 100 understand the staff aren't like plant and machinery. These assets put their coats on and go home every evening — and can leave if a better job offer comes along.

The survey revealed that respondents working for the best performing companies are enjoying a new level of engagement. Good employers value feedback and are consulting with staff much more than in previous years. More and more firms recognize that engaging with staff improves their ability to recruit and retain quality people.

It goes without saying that companies should focus their attention on inspiring their workforce through ongoing inspirational leadership programs. Inspirational leaders inspire their staff and inspired staff tend to be more innovative, coming up with new ideas that impact on the organization as a whole. And businesses that develop new products and services or improve business practices are almost twice as likely to increase financial turnover than those that don't.

It is also important that workers have the right to be informed and consulted about what happens in the firm and contentious issues can be better nipped in the bud. Evidence from the survey shows the best companies understand that

employees value being informed and consulted on matters which affect them at work. Companies that actively engage with their employees offer real opportunity for greater partnership and understanding in the workplace and that can only be a win-win situation. These regulations are designed to create more effective workplaces, enabling success and helping respond to the challenges of globalization. Involving and consulting with staff on a regular basis is of benefit. The most frequently cited benefits by employers were: an improved work environment; boosted motivation and morale; and improved communications with the company.

Every business can build more effective workplaces by adopting good practices and engaging the commitment of its employees. These are firms where staff are valued and involved, where management and staff work to reach common goals, where everyone has the opportunity to learn new skills and make the most of the ones they have got, and where there is a real sense of shared responsibility for the success of business. Such firms are a benchmark for others to work towards achieving not only a happy workplace, but a thoroughly productive one.

2. **Give synonyms or paraphrase the following words and expressions:** to boom, commitment, rubbish people, to fool people into being engaged into smth, to bear smth out, a sustained programme, to retain quality people, a benchmark.
3. **Translate the following into Ukrainian:** ups and downs, a decent pay, a reasonable work/life balance, close-knit teams, malevolent, to get a buzz from smb, to make the lists, a tight labour market, financial turnover, a win-win situation, boosted motivation and morale.
4. **Translate the following sentences into Ukrainian:**
 1. I'm evangelical about employee engagement.

2. These assets put their coats on and go home every evening — and can leave if a better job offer comes along.
3. If you don't get everybody pointing in the same direction, you won't be a great company.
4. Your As are all stars, Bs could be As but need quite a lot of training and motivating and Cs are the people who are never going to buy in, they will always do nine-to-five and will have the wrong attitude.
5. It is also important that workers have the right to be informed and consulted about what happens in the firm and contentious issues can be better nipped in the bud.

5. Comment on the following statements:

- Employee engagement is of great importance for a company.
- Money is not always the way to employees' hearts.
- It really pays to treat people well.
- Familiarity breeds contempt.

6. Put the following in the order of importance relevant for you. Write a paragraph to justify your vision.

influence	freedom	aim
relationship	mastery	curiosity
acceptance	status	order

7. Translate the following words and expressions into Ukrainian and use them your own sentences.

to feel lukewarm about smth	a rewarding and fulfilling job
to show zeal, if not talent	salary expectations
to have incentives to perform better	perks and remuneration
to keep the atmosphere electrified	a feel-good factor
to give a severe reprimand	take-home pay

to feel inhibited	net income
to give a willing ear to smth	a moot question
to exact discipline	demotion / promotion
to underperform	a step up /a step down
to catapult smb to higher position	a cracking job
to lose one's zest for work	to have one's hands full
to be on the blacklist	lacklustre performance
to fall from grace	to assume responsibility
to put heart and soul into one's work	to embrace a post
to commensurate with the volume of work	a token of respect

8. **Explain the meaning of the following:** workaholic reserved, idler, benevolent and malevolent employees, troubleshooter, assertive / non-assertive type, phobic, pushy, withdrawn, a very private person, suave, the main spring of the company, a high-climber.

SOURCES

1. How the definition of an American family has changed // URL: <https://www.wsj.com/articles/how-the-definition-of-an-american-family-has-changed-11576418401>
2. Paternity Leave // URL: <https://www.bbc.com/worklife/article/20210712-paternity-leave-the-hidden-barriers-keeping-men-at-work>
3. Boomers, gen X, gen Y, gen Z, and gen A explained // URL: <https://www.kasasa.com/articles/generations/gen-x-gen-y-gen-z>
4. Annabelle G.Y. Lim. The Big Five Personality Traits // URL: <https://www.simplypsychology.org/big-five-personality.html>
5. The big five personality test <https://www.truity.com/test/big-five-personality-test>
6. Thesaurus URL: <https://www.freethesaurus.com/encompass>
7. Why procrastination is about managing emotions, not time // URL: <https://www.bbc.com/worklife/article/20200121-why-procrastination-is-about-managing-emotions-not-time>
8. Is breakfast really the most important meal of the day? // URL: <https://www.bbc.com/future/article/20181126-is-breakfast-good-for-your-health>
9. Griffiths S. Can you trust your earliest childhood memories? // URL: <https://www.bbc.com/future/article/20190516-why-you-cannot-trust-your-earliest-childhood-memories>
10. Six myths about how we learn // URL: <https://www.bbc.co.uk/bitesize/articles/zqvxsjsg>
11. How to relax and recharge after a stressful workday // URL: <https://blog.rescuetime.com/how-to-relax/>
12. Livestream Shopping // URL: <https://www.cnn.com/2021/05/03/retailers-from-bloomingdales-to-petco-test-livestreaming-to-win-sales.html>
13. <https://medical-dictionary.thefreedictionary.com/>
14. <https://poets.org/poem/sick>
15. <https://www.brainyquote.com/topics/physician-quotes>
16. <https://www.health.harvard.edu/a-through-c>
17. <https://www.medicinenet.com/medterms-medical-dictionary/article.htm>
18. <https://www.merriam-webster.com/medical>
19. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1422579/>
20. www.dailymail.co.uk
21. www.goodreads.com
22. www.holisticprimarycare.net
23. www.huspi.com
24. www.prevention.com
25. www.readersdigest.ca
26. www.wikipedia.com

Навчальне видання

Задоріжна Н.І., Борисович О.В.

АКТИВНА ЛЕКСИКА У ВЖИТКУ

TARGET VOCABULARY IN USE

Навчальний посібник

2-ге видання перероблене та доповнене

Керівник видавничого проекту *Зарицький В.І.*
Комп'ютерний дизайн *Щербина О. П.*
Авторська редакція

Підписано до друку 11.11.2022. Формат 70x100^{1/16}
Папір офсетний. Гарнітура Times New Roman.
Умов. друк. арк. 12,02. Обл.-вид. арк. 7,27.
Тираж 300 прим.

Виготовлювач: «Видавництво Ліра-К»
Свідоцтво № 3981, серія ДК.
03142, м. Київ, вул. В. Стуса, 22/1
тел./факс (044) 247-93-37; (050) 462-95-48
Сайт: lira-k.com.ua, редакція: zv_lira@ukr.net