#### TASK 1

## Question 1

*Ben:* Hello Ann, I've just seen the picture you posted online.

**Ann:** Do you like it? I took it this afternoon.

*Ben:* It's ok, I mean, most people post pictures with leaves during the autumn, but ok.

*Ann:* Come on Ben! Lying in the leaves, drinking hot chocolate, that's boring.

**Ben:** Right, and hiking in the rain is exciting...

*Ann:* Well, at least it shows that I've got character.

*Ben:* Hmmm, maybe. I must admit I preferred the picture with the sunflowers. It was sunny and you looked stunning.

**Ann:** What's wrong with the way I look? **Ben:** Well, your face is half covered by your hood and the dirty clothes aren't exactly flattering.

Ann: Oh, don't be such a bore!

#### **Ouestion 2**

*Lisa:* Have either of you thought about what to get John for his birthday?

*James:* Hang on, is it next week? I'd totally forgotten about it!

*Rick:* Yeah, it's on Tuesday. I didn't forget, but I don't have a clue what to get him.

*Lisa:* I was thinking we could get him something music-related. You know, he's always listening to new stuff.

*Rick:* Yeah, but I don't even know what he's into.

Lisa: Why don't we get him an instrument? I bet he'd love to play the guitar!

James: Yes, Lisa, but guitars are a bit expensive, aren't they? How much do you expect us to spend??

Lisa: Hmm, good point.

*Rick:* What about a music t-shirt? You know, something with his favourite band on.

*Lisa:* That sounds like a pretty good idea actually. Let's go with that.

*James*: All we have to do now is find out who his favourite band is.

#### **Question 3**

Anna: Hey, Tim. How's it going? Tim: Hey hey, not, bad. You?

*Anna:* Yeah, same here. Have you got any plans for the weekend?

*Tim:* I've promised to do some shopping with mum on Saturday morning, but

nothing much after that. Why?

*Anna:* Well, I hope it's not too cheeky but I wanted to ask you for a lift?

*Tim:* That shouldn't be a problem. Where do you wanna go?

*Anna:* Do you remember what Mary told us about that animal shelter the other day?

*Tim*: Ahh, yeah, it rings a bell. She mentioned something about helping some volunteers...

*Anna:* Yup, and she asked me to help at the weekend

*Tim:* So what will you be doing?

Anna: Cleaning the cages, feeding and playing with the cats. I thought you might give me a lift and, maybe, give us a hand with some of the work?

*Tim:* I don't know, I mean, it's not that I don't like animals, but that's not really my idea of a fun afternoon. Maybe we should go out and watch a film or something?

*Anna:* How can you be so heartless? *Tim:* But I'm not...

### TASK 2

#### Question 1

**Doctor:** So, Mr Stephenson how do you feel?

*Mr Stephenson:* Much better now, thanks.

**Doctor:** Are you following the diet I prescribed?

*Mr Stephenson:* Yeah... kind of. Not 100%, I eat lots of vegetables though – cabbage, lettuce, spinach, tomatoes of course and, you'll be happy to hear that – I don't drink coffee anymore.

**Doctor:** Good! Have you started eating more fish?

*Mr Stephenson:* Yes, twice a week, as you recommended.

**Doctor:** Nice, and have you given up smoking?

*Mr Stephenson:* Almost, I've cut it down to 2 cigarettes a day.

**Doctor:** Mr Stephenson, we talked about this last time. If you don't quit completely you're putting your health at serious risk.

*Mr Stephenson:* I know, I know. But I've got myself a membership at the gym as well.

*Doctor:* Hmmm. Ok, now let's check your blood pressure...

## Question 2

Zack: I can't believe you agreed to meet with this Andrew guy! You've only known him for a few weeks! I don't trust guys from dating sites.

*Chloe:* Hey, Zack, stop being so uptight! You're not my dad! And he seems like a good guy! He's been so nice and he's really respectful to me ... Anyway, here's the café. Let's see... Which one's him?

*Zack:* Maybe that tall one, with the nice haircut?

*Chloe:* Emm, that hipster-looking guy? No, Andrew said he hates beards.

**Zack:** Really? A guy who hates beards? That's even more suspicious... Fine, then maybe he's the one at the corner table?

**Chloe:** I'm not sure... He isn't wearing glasses, and Andrew mentioned being allergic to contact lenses.

Andrew: Hi, Chloe, right?

*Chloe:* Err, yes, that's right. This is my friend Zach.

**Zack:** Hi, nice to meet you. I love your glasses!

Andrew: Errr... Thanks

### Question 3

Ann: Ok, so you want to book Hotel Paradise for 10 nights, breakfast included, from June 11th to June 21st. Is this right?

Tom: Yes, that's all correct.

*Ann:* Ok... just a second... done. Now, we need to choose how you're getting there.

*Tom:* Ok, so my wife and I will be traveling to Bulgaria from Kyiv, what options do we have?

*Ann:* Let me check ... uhum... Ok, so you can go by plane, but it'll be around 5 hours.

*Tom:* Hmmm, that's pretty long, isn't it? *Ann:* Well, you will actually have two flights. One to Istanbul, and then to Varna

*Tom:* Aha, and how much is that?

Ann: Around 350 dollars.

*Tom:* It's a bit pricey too.

*Ann:* Well, you could go by bus, that would take 21 hours, but it costs around 50 dollars.

Tom: But 21 hours...

Ann: Yeah, or, you could also go by car...

*Tom:* Nope, that's not possible, I don't have one. Ok, book those tickets to Istanbul and Varna.

Ann: Sure, just a moment...

## TASK 3

## Question 1

*Anna:* What shall we have for dinner tonight?

*Tom:* How about a takeaway pizza? *Anna:* Anna: We had that yesterday, and

the day before, and...

Tom: Ok, ok, so what do you have in

mind?

Anna: Well, do you fancy cooking

something?

Tom: Well, there is only one dish I've

been able to master.

Anna: Fried eggs?

Tom: Ha-ha, then there are two!

Anna: So?

Tom: Roast chicken!

Anna: Right..., I'll probably go with eggs,

done over-easy.

*Tom:* Oh! Ok, if that's what you want. Pass me that bowl and I'll make a start...

#### Question 2

Man: Have you seen my phone?

*Woman:* Hmm. I think, I saw it on the kitchen worktop this morning.

*Man:* Well, I went to the supermarket after that and took it with me.

*Woman:* You must have left it there then,

*Man:* No, definitely not. I was chatting to

Mike all the way home.

*Woman:* Have you looked everywhere in your room?

*Man:* I think so. Wait a minute... Ahhh, here it is, under the bedside table. I wonder how it fell there, though. *Woman:* Maybe it was the cat again...

## Question 3

*Tim:* So when is Andrew supposed to be arriving?

*Kate:* He said about 6 o'clock. I guess he'll be here soon.

James: There's a lot of people here already. We might miss him if we're not careful. What does he look like?

*Kate:* Errr... I guess he's about average height. With short brown hair. Sort of ... normal looking, I guess.

James: That's not much to go on.

*Kate:* Yeah, sorry. Let me think. He's got glasses too and he'll probably be wearing a brown leather jacket that he always wears.

*James:* What sort of stuff is he into?

*Kate:* Hmm, well I know he likes a lot of sports. I met him at the leisure centre where he went to play squash. He also likes outdoor stuff like skateboarding and BMXing.

*James:* Hold on, is that him over there with the skateboard?

Kate: Yeah, it is! Hey! Andrew!

#### TASK 4

#### Question 1

**Waiter:** Good afternoon! Ready to order, sir?

*Man:* I'm a bit lost. I've never seen so many different types of pasta on one menu! I could do with some help.

*Waiter:* No problem, it can be a bit overwhelming. You see, that's spaghetti with vegetables and mushrooms, no meat, no milk in the sauce – kind of a vegetarian dish.

Man: Right.

*Waiter:* Ok, and this one is the lasagna; it is usually cooked with layers of beef or pork, with béchamel sauce and a lot of parmesan. It is very filling!

*Man:* OK..

*Waiter:* And here we have penne with three types of cheese: parmesan, mozzarella and brie – that's soft French cheese with quite a strong smell and a creamy flavour.

*Man:* Oh, no, I hate smelly cheese... I think I'll have the one with the meat in it.

Waiter: The lasagna, ok then, right.

Anything to drink?

Man: Ginger lemonade, please.

Waiter: Ok, great choice! I'll be back in a

minute with your drink!

### Question 2

Tom: Hey Jasmine, how's life?

*Jasmine:* Hi Tom, not bad I suppose. You?

*Tom:* Fine, thanks. Have you heard the latest news?

Jasmine: What news?

*Tom:* About the new regulations. *Jasmine:* Ugh! What has Mr. Johns

changed now?

**Tom:** A few things. He's said that we're not allowed to use mobile phones in classrooms now.

Jasmine: We had that rule last year. What about school uniforms? Do we need to wear them?

*Tom:* Yes, and if you don't – you can't enter the school building.

Jasmine: Oh, come on, that's crazy. And I'm guessing that we can't wear make up either. Mr Johns wants us all to look the same!

*Tom:* Actually there was nothing mentioned about make up, so you can relax

Jasmine: Well, that's a relief!

## Question 3

*Ann:* Hey, Tim. Long time no see! How's your new apartment?

*Tim:* Oh, hello stranger. It's pretty good.

*Ann:* So when is the house warming party?

*Tim:* Well, how about we get everyone round at the weekend? Are you free?

Ann: Yeah, I think so!

*Tim:* So, this weekend it is! I'll call Steve and Amanda, see if they can come too.

*Ann:* Ok, and could you remind me of the address?

*Tim:* Oh, it's just a 15-minute walk. Look, you can walk out of the university and up Green street.

Ann: All clear so far.

*Tim:* Then you take the second left and you'll get onto Park street, you'll see a cinema on the corner.

*Ann:* Uhhuh, a cinema, so are we nearly there?

*Tim:* Almost, after that you just walk two blocks and my house is on your left, right opposite the gym.

Ann: Ok, I'll call you if I get lost.

Tim: Sure, see you...

#### TASK 5

## Question 1

*Den:* Hey mom, I'm in the shop. What should I get?

*Mom:* Good sweetie, please, get some apples ...

Den: Red or green?Mom: A kilo of red ones.Den: Done, anything else?

*Mom:* Get a bottle of milk, 2 kilos of chicken, a packet of rice, a kilo of

onions...

Den: Okay, milk, chicken, onions.

*Mom:* Rice, and some canned tomatoes. *Den:* Ok, I'll be home in 30 minutes with everything.

Mom: Great, see you then.

## Question 2

Ben: Hello.

*Anna:* Hello Ben, have you packed the suitcase yet?

*Ben:* Oh, hey Anna. No, I'm going to do that this evening. Why?

Anna: Well, I'm not sure what to take.

*Ben:* Relax, Anna. It's only a 3-day trip, not an Arctic expedition! I'm going to take a couple of T-shirts, some shorts and my pills.

**Anna:** But what if it gets cold in the evening?

*Ben:* Well, you could take a hoodie and a tracksuit.

*Anna:* Ok, good idea, I hate cold weather. And I suppose I'll also need some insect repellent, sunscreen, and make up, of course...

**Ben:** Anna, it's a short trip to the mountains, there are no night clubs there. We'll be staying in a tent!

*Anna:* But we'll be taking pictures, right? *Ben:* Just take whatever you need...

### Question 3

Ben: Hello

Tom: Hey Ben, it's me, Tom.

**Ben:** Oh, hey mate. Listen, I'm a bit busy now, I'm entering my info for a contest.

*Tom:* Contest? Are you taking part in something?

**Ben:** Oh, haven't you heard? "Marvel travel" – announced that they'll send 3 lucky winners on a free holiday to Barcelona.

*Tom:* Barcelona? Really? What do you have to do?

**Ben:** Oh, you just need to plan a one-week holiday and send it to the company.

*Tom:* So the whole idea is to plan the trip for yourself.

*Ben:* Right, but there's a limit on the cost of the whole thing and you need to think and choose some landmarks you'd like to visit.

*Tom:* Ok, anything else?

**Ben:** There are fixed dates and the hotel is already booked, so you can't change that

*Tom:* That's good, so you don't need to waste any time on that.

## TASK 6

## Question 1

*Tom:* Good morning. I'm Tom. I'm here for the interview.

*Interviewer:* Hello, Tom. Nice to meet you. I'm John Key.

Tom: Nice to meet you Mr. Key.

*Interviewer:* So, Tom, please take a seat. Did you find the office ok?

*Tom:* Yeah, no problem. I used to walk my uncle's dog around here a couple of summers ago, so I know the area quite well.

*Interviewer:* Great. So, why do you want to work for Blackfriars bookshop?

Tom: I've always had a passion for books.

*Interviewer:* Ok, and you want to work evening shifts from 4 till 8, right?

*Tom:* Yes, it would be great if I could work part-time. I've got classes at uni in the mornings.

*Interviewer:* Nice, and what are you studying? Literature? We've got a few other literature students working here.

*Tom:* No, no. Computer science. *Interviewer:* Ok, that's nice and...

## **Question 2**

*Tom:* Hello Anna. What's that you are reading?

Anna: Oh, hey, Tom. It's "The Minds of Billy Milligan" by Daniel Keyes. It's fantastic. I haven't been able to put it down since I started reading it last night.

*Tom:* Oh, really? I read his Flowers for Algernon.

*Anna:* Interesting. I've heard of it, but I haven't read it yet.

*Tom:* Some people said it's a bit boring but I actually really liked it.

Anna: It's the one about a boy and a mouse who both became very smart, isn't it?

*Tom:* Yes, yes, I know it sounds a bit silly, but some of the plot is quite serious.

*Anna:* Yeah, I read on some forums that it doesn't have a very happy ending.

*Tom:* No, it doesn't. But the story really makes you think about what happiness is. Ok, I'm not going to say anything else. I don't want to spoil it for you...

## Question 3

**Peter:** ... So, Tom have you decided what you want to be?

*Tom:* No, nothing seems quite right, really.

*Peter:* Why don't you become an engineer like me? We could study for the next 5 years together.

*Tom:* But you know I'm no good with maths.

**Peter:** It's not all maths, and it's not that difficult. I could help you with the difficult parts.

*Tom:* But I am not interested in building things.

Peter: Ok, so what are you interested in?

*Tom:* You know, I've got a few ideas but I'm not sure if I like any of them enough to spend the rest of my life doing them.

**Peter:** Why don't you take a year off to travel and think about what you want to

do?

*Tom:* But I don't want to waste a year.

**Peter:** You could do a volunteering job and add it to your CV later.

*Tom:* Hmm... I'm really not sure.

## TASK 7

#### Question 1

*Ann:* Hey Andy, are we going on that picnic on Saturday?

*Andy:* Yes, why? Has something happened?

Ann: Well, I've just checked the forecast and it says that we'll have a lot of rain here

Andy: Really? It doesn't look like it.

*Ann:* I know, maybe it's wrong, but I suppose it wouldn't be a great idea to get stuck in the forest during a spring thunderstorm.

**Andy:** No, it wouldn't, you're right. Well, does that mean we need to cancel the picnic?

*Ann:* I don't think we should have one on Saturday, but it says that the weather will be much better on Sunday.

*Andy:* Really? Ok, then I'll call everyone, just to check their plans and we can meet at the station at 4, as planned.

*Ann:* Ok, just make sure they know it's Sunday, not Saturday!

Andy: Sure, thanks, Ann.

## Question 2

*Paul:* Dave, let's go to training today. The coach said we should all go.

*Dave:* I'm not sure I can. I just realised we had history homework for next lesson and I totally forgot about it!

*Paul:* No way! You're going to get in trouble with Mr. Smith!

*Dave:* Yeah, I know, but what can I do about it now? The class is straight after training.

*Paul:* Well, you're not copying mine and you shouldn't annoy the coach either! The best thing you can do is to be honest and apologize and promise it'll never happen again.

Dave: Yeah, I suppose you're right.

## Question 3

Anna: Hey Tom, you know what?

*Tom:* Hello, what's up? *Anna:* I'm starting a vlog.

*Tom:* You mean a video blog?

*Anna:* Yup, my own channel on YouTube. *Tom:* And what exactly are you going to vlog about? Make-up? Nail-polish?

*Anna:* Ha, ha, very funny, Tom. Yes, there will probably be something to do with make up and doing your hair nicely, but I want to concentrate on important social issues.

*Tom:* And they would be...?

*Anna:* All the problems and issues that students face in college.

*Tom:* I don't know, I'd vlog about something that people can relate to and something that would be useful, like cooking a tasty lunch in 15 minutes.

*Anna:* Lunch in 15 minutes? How could you do that?

*Tom:* Well, you'll probably find out if I decide to have a vlog))

#### TASK 8

#### **Question 1**

**Ben:** Hey, Tom, Why are you so sweaty? **Tom:** Well, I had my first training session for the cricket team today.

*Ben:* I've only read about it in some old books. Is it some kind of a team game?

*Tom:* Yeah, it's pretty cool, actually. Players are split into 2 teams – 11 players on each.

Ben: Like in a game of football?

*Tom:* Right, but there is also an extra player called the 'twelfth man' who comes on to play if one of the main players gets injured.

**Ben:** Well. It sounds a lot like football to me

*Tom:* Not quite, Ben. Unlike with football there are restrictions on what roles the 'twelfth player' can perform in the game. He can't captain or bowl, or...

*Ben:* Ok, ok, that's enough cricket talk for today. We'd better make a start on our Maths homework.

**Tom:** Ok, fair enough. But you should definitely come to one of our training sessions one day.

## Question 2

*John:* Hey, Ben. What are you up to? *Ben:* Oh, hey. I'm just filling in a survey for a friend. She needs it for her school project.

*John:* Ahhh, cool. I could answer some questions if that would help?

*Ben:* That would be great. *John:* Ok, let's get started!

**Ben:** Good, so, how much time do you spend online every day?

John: 3 to 4 hours maybe.

*Ben:* Really? Ok, ok. And what about texting and posting stuff online all day long at school? The teacher is always

telling you to put your phone away!

*John:* Hmm, right, I guess it is more like 7 hours then.

**Ben:** Uh huh, that sounds about right to me. Next question, how often do you look beyond the first few results when searching for information online?

### Question 3

*Josh:* Hello

Kevin: Hello Josh! How are things?

*Josh:* Oh hi, Kevin. It's going okay, thanks. You?

*Kevin:* Fine, thanks. Hey, listen, do you fancy going out for a game of snooker tonight?

Josh: I'd love to, but I really can't.

Kevin: You've got plans?

*Josh:* Kinda, I have that really important meeting on Monday.

*Kevin:* But the office is closed tonight

*Josh:* I know, but I have to prepare my presentation.

*Kevin:* I see. Well, do you need any help? *Josh:* Thanks, but it's something I need to do on my own...

## TASK 9

Breakfast causes more mixed feelings than perhaps any other meal. There are some people that hate it, then there are others that start the day with a huge meal fit for a king. One of the many fascinating cultural differences between countries is their approach to what studies show is the most important meal of the day.

So what is a typical Brazilian breakfast like? As a general rule, breakfast in Brazil begins anywhere between 6:30 and 8am, depending on the hours of school or work. Although Brazilians generally don't view one meal as more important than the other, breakfast is more rushed and simple than lunch, which is far more social, more diverse and lasts for about an hour. The brunch concept hasn't caught on in Brazil and a 'let's do brunch tomorrow' invitation will be met with questioning looks.

Breakfast during the weekdays is substantial yet quick, just enough to get through the morning at work. At the weekend, the food choices are likely to be the same yet eaten with more leisure and later in the morning. The most common breakfast item is French bread, one or two of which will be eaten toasted with butter.

Papaya is the fruit most associated with

the breakfast table, although this may change depending on the season and states. It is also common to eat cake at breakfast, yet these cakes are usually orange or corn cakes that are made with little sugar.

Coffee is the most important drink at breakfast. It is either served black with a splash of milk, or as média, which is half coffee, half heated-up milk. It's rare that Brazilians drink coffee unsweetened and usually add a couple of spoons of sugar or sweeteners to the drink. For those who don't like coffee, it's normal to drink milk mixed with chocolate powder which is common for both adults and children. The concept of tea and milk is considered odd in Brazil, so don't expect to see an English breakfast tea at the breakfast table!

So, all coffee lovers, make sure you book a ticket for the next plane to São Paulo and enjoy a visit to this wonderful country...

## TASK 10

*Presenter:* Please, welcome THE WORLD'S MOST FAMOUS primatologist Jane Goodall! It's lovely to have you here, Jane! You travel 300 days a year. That's an incredible schedule.

Jane: It's actually stupid.

Presenter: So why do you do it?

Jane: When you are my age, there's less time left.

**Presenter:** That sense of urgency aside, how do you stay motivated?

Jane: Every day I see children. I think about how we've harmed the Earth since I was their age. When I began to work, the forest stretched right across Africa. Now it covers fragmented patches. And it's the same all over the world.

Presenter: Don't you get depressed?

Jane: Of course, but that means I have to fight even harder. You can't do anything alone, so it's about finding people who understand that money is not everything. I agree that we need money to live but things go wrong when we live just for money.

**Presenter:** Working with youth is a major focus for you. Why?

Jane: We could give away everything to save a forest or a species, but if the next generation isn't going to look after it, there's no point. And unfortunately, the next generation in the Western world is living in an increasingly virtual world.

**Presenter:** Have any children of this incoming generation inspired you?

Jane: Many of them are amazing. I've

seen children who visited a patch of land in Texas and removed the exotic plants, replaced them with local species and gradually restored the area to prairie status, with bees, birds and butterflies. I've seen kids clean up a stream – not just by picking up rubbish, but by going upstream, finding out what was polluting the water and learning how to write letters to the polluters and to legislators.

**Presenter:** You have a lot of empathy – for people and animals. You were one of the first to talk about the personalities and feelings that animals have.

Jane: I grew up knowing that. When I got to the University of Cambridge in 1962 I was told I was doing it all wrong. I gave the chimps names, not numbers. And I shouldn't have talked about personalities, emotions, or minds that could solve problems in chimps; but they claimed that those qualities were unique to human beings. But I had this teacher in childhood who taught me that for all their scientific know-how, the professors were wrong – and that was my dog!

**Presenter:** How is the 82-year-old you different from that young woman 56 years ago, at the beginning of your career?

*Jane:* Hopefully I'm a little bit wiser and have used my experience.

**Presenter:** What's surprised you most about the way the world has...

## TASK 11

Presenter: Hello everyone and welcome to our weekly show. Today we have a very special guest... please welcome LifeBook project manager - Tom Harnett. Tom will explain why he's got the most interesting and inspiring job in the world.

*Tom:* Oh, hello! Well, I am lucky to help people all over the world write their autobiographies - giving their family a precious, timeless legacy. My job is one of the most interesting and I do it because I was inspired by my grandfather Len.

**Presenter:** Can you tell us what kind of person your grandfather was?

Tom: That's not an easy question. Len was born in London's East End. He served with the British Navy in Gibraltar during the Second World War, monitoring radar and radio for any sign of German submarines. During his post-war career he worked in a bank in Truro, which is now a shoe shop. When he retired, he would often drive with my grandmother Peggy to any given

village or town on the map to look around.

*Presenter:* Were the two of you close?

*Tom:* I would say so. However, when we played Battleships together, he always won, claiming every time that it was because he'd had Navy training and I hadn't. These are the details I remember.

Presenter: Impressive.

*Tom:* However, I often think what my grandfather would have written in his memoirs. My family would have had his experiences and perhaps his advice.

**Presenter:** Ok, so what makes a Life Story?

**Tom:** At LifeBook my role as project manager is to make the voice of your story unique.

**Presenter:** What do you concentrate on, while guiding a client?

*Tom:* Working with the many authors at LifeBook who share their stories in an autobiography, I always look for the smallest details that they could include. How you felt when your first child was born, or perhaps the feeling when you hit 100mph in your mother's car (sorry, Mum), are the details your loved ones may never have known before. If there's one thing my job has taught me, it's that no matter how you lived your life, you have a story to share and an audience who will be captivated when they read it—simply because it's your story and it's you who's telling it.

**Presenter:** Many thanks, Tom. Now, you all have an opportunity to...

## TASK 12

On 25 December 2015, I woke up, got dressed and left my apartment to go to my job as an English teacher in Ishiyama, a small town in central Japan. It seemed the same as most other mornings – Christmas isn't as important an event here and a lot of the country still goes to work or school. Later that day at work, after my colleagues and I had exchanged presents and cards, we sat down to a decades-old Christmas tradition in Japan – a magnificent feast provided by KFC.

KFC at Christmas may seem like a somewhat odd, if not completely unattractive, option to some Westerners, but in Japan it's a cultural institution up there with Super Mario and heated toilet seats. It's also big business – an estimated 3.6 million families visit the KFC chain every December to enjoy its delights. Daily sales for Japan KFC

can increase to 10 times the usual sales volume around this time. Special Christmas meal packages – much like the ones I enjoyed at work – account for as much as a third of the annual sales in Japan for the franchise.

Long queues outside restaurants are a regular sight and demand is such that it's sometimes necessary to order weeks in advance. The story of how KFC effectively hijacked Christmas in Japan goes back to the 1970s and the work of one man, Takeshi Okawara.

Educated at Harvard University, Okawara was the manager of the first-ever KFC restaurant in Japan. One fateful day in 1970, he overheard foreign customers in his store, talking about how much they missed being able to eat turkey during the festive season. That night, as legend has it, he woke up and wrote down an idea which came to him in a dream: selling a "party barrel" at Christmastime.

As Okawara saw it, if customers couldn't enjoy turkey at Christmastime, fried chicken was the next best thing. He began marketing his party barrel – a red-and-white bucket filled with goods – and the scheme was such a success that it went national four years later. It even had its own name – Kurisumasu ni wa Kentakkii, or Kentucky for Christmas. A tradition was born, and Okawara's marketing genius saw him become president of KFC Japan in 1984.

#### **TASK 13**

It's 6pm. You've just left work starving after a hard day, and now you have a tiring evening of going to the gym, meeting friends and feeding the cat ahead of you. Instead of running to a chain café to buy an overpriced coffee and snack, wouldn't it be amazing if you could both save money and do your bit for the environment by ordering a sandwich that would otherwise be thrown away by a restaurant via an app?

YumNow aims to give you exactly that option. Launched in June 2018, this app gives restaurants a chance to sell the extra quantity of meals at flexible, reduced prices and allows them to plan demand for food ahead of time thanks to a pre-ordering function.

Roughly £13 billion worth of edible food is wasted every year in the UK. That's 7.3 million tonnes, which is more than 100kg per person, or the equivalent of 3.476 London Eyes. Thirty percent of that waste comes from retailers and restaurants, and can be avoided if restaurants distribute their resources

more efficiently.

YumNow is aiming to resolve the problem of restaurants having fixed menus, prices and delivery options. By listing extra food they have on the app at a price lower than it's normally sold for, the restaurants are selling products that would otherwise be thrown away and are able to positively react to short term changes in demand for food. If the weather is bad, for instance, and fewer people are out buying sandwiches than normal, the excess food could be listed and ordered by customers hungry for a deal.

"It's all about visibility and flexibility," YumNow founder Hendrik Buechner tells Culture Trip.

The 24-year-old founded the app after feeling guilty about his own food waste. "I took a gap year after my degree in economics at the University of Bristol to travel around South East Asia and America. I was on a tight budget and I couldn't afford to eat out at expensive places, so I bought a lot of my food in supermarkets to save cash and would often have leftovers. You can't take a full Tupperware on a cross-country bus trip, and I often ended up throwing the food away or just leaving it at the hostel. That's where the idea of the app started, with my desire to repurpose food for other people.

## TASK 14

The robot revolution will create millions more jobs than it destroys, reports the World Economic Forum. During the next four years, machines will take 75 million jobs globally while creating 133 million new ones.

New jobs are likely to appear in data analysis, social media and software development, as well as positions in sales and marketing which need "human skills" that machines cannot replace. However, many jobs will disappear including roles in administrative, factory and financial work.

The report also predicts that robots will be doing up to 52 percent of jobs by 2025, compared to 29 percent now, as improvements in algorithms and technology cause a huge change across industries.

One of the biggest challenges of the so-called "Fourth Industrial Revolution" of automation will be retraining current human workers, states the Future of Jobs 2018 report. The report said that employers now are being too "narrow" in retraining their workers by only focusing on "highly-skilled, highly-valued"

employees.

Klaus Schwab, who is the founder and executive chairman of the World Economic Forum, said: "In order to truly be able to formulate a winning strategy for the Fourth Industrial Revolution, businesses will need to recognize human capital investment as an asset."

"When we start using new technology it helps business growth, the creation of new jobs and the number of existing job vacancies grows too. But this is only possible if we can make the most of the talents of motivated staff who are ready to take advantage of the new opportunities to retrain."

John Kirven, a senior consultant at Canon, said: "This report brings some positivity to the Artificial Intelligence conversation. Too often, talk about smart technology in business focuses on the potential issues and problems — such as the fear of machines taking jobs away from human workers — instead of the more likely reality."

#### **TASK 15**

In Japan, surgical masks have quickly become a multi-million dollar industry. The general public may have started out wearing these face coverings for health reasons, but the masks now have a number of uses, the least of which is to stop the spread of germs.

Many people think the Japanese wear surgical masks because they're sick, but the number one reason for wearing them is actually due to allergies. Face masks marketed specifically for those suffering from allergies first appeared on the market in 2003. Unlike before, these masks were cheap, easy to use and could only be used once and then thrown away. The new masks were made from unwoven material, which the company said created a barrier to help block out pollen and other allergy triggers, making your hay fever much more bearable.

As the mask became a common thing in Japan, people began to use them for more than just cold and allergy season, however. Masks with fun pictures or brand logos turned them into a fashion accessory, and not always for show. Wearing a mask has the practical use of keeping your face warm in the colder months. And no matter what the season, they can also be used as a quick coverup when you don't feel like showing the world your no-makeup face.

For others, they offer anonymity and a break from social interaction. By wearing

a mask, you not only make yourself more difficult to come up to, but you no longer have to put effort into the interactions. With a mask you do not have to react with a smile, frown or laugh, because no one can see it. But although it's possible that some people wear surgical masks to avoid talking to others from time to time, it's the exception and not the rule.

And, of course, people do continue to use the masks for health reasons as well. Sales jump during cold and flu periods. In highly populated cities where people spend hours each day on public transport and in the office, masks offer a bit of protection from the spread of airborne illness.

#### **TASK 16**

What do you do when your home country experiences a jellyfish invasion? A new zealand chef is using his culinary skills to serve an unusual menu. Jacob brown is the award-winning chef who also cares about the environment. Since opening the popular restaurant with wife sarah bullock, he has earned a reputation for changing kiwi preferences to quite unusual foods—like grilled kangaroo burgers, elk heart, or sea urchin ice cream.

A couple of years ago, brown decided to add jellyfish to his highly-experimental menu. The move was partly inspired by the growing numbers of jellyfish at new zealand's shores – a phenomenon explained by warmer sea temperatures and a decline in traditional predators like tuna – and also because of the growing public demand for more protein options.

Brown recently told the guardian that he at present sells some 150 jellyfish meals per week, using the marine species together with popular food items like pork and chicken, as well as including it in omelettes.

"I use it as a secondary seafood to go with other seafoods. The human race is overfishing our oceans and we have a huge amount of jellyfish and i think we should be eating them rather than just eating the premium fish which are endangered, such as tuna."

The problem is that brown is not allowed to sell local jellyfish at his restaurant – instead, he has to import it from south korea. Rules imposed by new zealand's ministry of primary industries means that, while it's perfectly legal for someone to use local species for personal meals, companies

aren't allowed to do the same.

Despite these barriers, brown hopes that the growing popularity for the seafood will change this as well as what people think about eating different marine species.

"I think it's crazy and small-minded that we are happy to eat a cow that is in some respects quite a dirty animal, but we have this really clean protein that just flows through the ocean like a seaplant. To me it makes more sense to be eating jellyfish than farm animals."