

Plan of the book

Unit	Title	Reading texts	Reading skills	Vocabulary	Listening
1	The World of Advertising	1 Advertising and Consumerism 2 You Are What You Buy	Skimming Scanning Identifying topic and main idea Identifying unnecessary information Identifying opinions	Identifying a part of speech: verbs Word parts: <i>ism</i> Example: <i>consumerism</i>	Discussion dictation Listen to readings online
2	Online Advertising: Making Our Lives Better?	1 Advertising Techniques 2 How Advertisers Use the Internet	Skimming Scanning Identifying topic and main idea Identifying unnecessary information Identifying opinions	Word friends (collocations) Word parts: <i>con/com</i> Example: <i>company</i>	Discussion dictation Listen to readings online
3	Going to Extremes	1 Extreme Athletes 2 Extreme Activities, Extreme Risks	Skimming Scanning Identifying topic and main idea Logical reasoning Identifying opinions	Identifying a part of speech: verbs and adverbs Word parts: <i>para</i> Example: <i>parachute</i>	Discussion dictation Listen to readings online
4	Winning at Any Cost	1 How to Do Better 2 Drugs in Sport	Skimming Scanning Identifying topic and main idea Logical reasoning Identifying opinions	Word friends (collocations) Word parts: <i>port</i> Example: <i>export</i>	Discussion dictation Listen to readings online
5	Our Aging Population	1 Time to Relax? 2 Growing Old	Skimming Scanning Identifying topic and main idea Finding supporting ideas Making inferences	Identifying a part of speech: adjectives and nouns Word parts: <i>medi</i> Example: <i>Mediterranean</i>	Discussion dictation Listen to readings online
6	Do You Want to Live Forever?	1 Living Longer 2 Can We Afford to Live Longer?	Skimming Scanning Identifying topic and main idea Finding supporting ideas Identifying opinions	Words in context Word parts: <i>im</i> Example: <i>immortal</i>	Discussion dictation Listen to readings online

		Critical thinking	
Research skills	Writing	Skills	Speaking
Information gathering <ul style="list-style-type: none"> Analyzing advertisements Comparing results <ul style="list-style-type: none"> Comparing and discussing advertisements and their effectiveness 	Keyword sentence writing The most popular and effective advertising techniques Writing a short social media post	Matching statements with the author's opinion Categorizing the effects of advertising: positive or negative	Discussion <ul style="list-style-type: none"> Matching slogans with advertising techniques Greenwashing as an advertising technique Quotable Quotes <ul style="list-style-type: none"> Discussing whether advertising must always tell the truth
Information gathering <ul style="list-style-type: none"> Matching advertisements with advertising technique Comparing results <ul style="list-style-type: none"> Comparing and discussing advertising techniques and their popularity 	Keyword sentence writing Pros and cons of advertising Writing a short social media post	Matching statements with the author's opinion Ranking personal information that students are willing to provide online	Discussion <ul style="list-style-type: none"> Designing an online ad Presenting the ad to the class and agreeing which is most effective Quotable Quotes <ul style="list-style-type: none"> Discussing the power of advertising to influence people
Information gathering <ul style="list-style-type: none"> Ranking how dangerous certain sports are Comparing results <ul style="list-style-type: none"> Comparing and discussing popularity of sports 	Keyword sentence writing Taking up a sport again after a serious accident Writing a short social media post	Matching statements with the author's opinion Finding out and ranking the reasons for people to do sports	Discussion <ul style="list-style-type: none"> Should extreme athletes have to pay their own hospital bills? Quotable Quotes <ul style="list-style-type: none"> Discussing people who live dangerously
Information gathering <ul style="list-style-type: none"> Collecting information on real cases of competition Comparing results <ul style="list-style-type: none"> Comparing and discussing other cases of real-world competition 	Keyword sentence writing Should dangerous or risky activities be a question of personal choice? Writing a short social media post	Matching statements with the author's opinion Ranking activities in which drugs are likely to be used	Discussion <ul style="list-style-type: none"> Where and how people compete in life Quotable Quotes <ul style="list-style-type: none"> Discussing how important winning is
Information gathering <ul style="list-style-type: none"> Comparing the average age of populations in different countries Comparing results <ul style="list-style-type: none"> Comparing ideas for coping with different population ages 	Keyword sentence writing What old people fear most about growing old Writing a short social media post	Matching statements with the author's opinion Ranking fears about old age	Discussion <ul style="list-style-type: none"> Considering questions about society and the elderly Quotable Quotes <ul style="list-style-type: none"> Discussing the best age to be rich and poor
Information gathering <ul style="list-style-type: none"> Ranking time spent on everyday activities in the UK Comparing results <ul style="list-style-type: none"> Comparing and discussing the results with those of students 	Keyword sentence writing Issues and disadvantages of living very long lives Writing a short social media post	Matching statements with the author's opinion Ranking lifestyles that lead to a long life	Discussion <ul style="list-style-type: none"> Planning life after retirement Presenting plans to the class Quotable Quotes <ul style="list-style-type: none"> Discussing the meaning of quality of life

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7	Robots in the Home	1 Living with Robots 2 A New Member of the Family	Skimming Scanning Identifying topic and main idea Identifying unnecessary information Identifying opinions	Identifying a part of speech: nouns Word parts: <i>uni</i> Example: <i>universal</i>	Discussion dictation Listen to readings online
8	I Lost my Job to a Machine	1 Technology and Society 2 The New Luddites?	Skimming Scanning Identifying topic and main idea Identifying unnecessary information Identifying opinions	Words in context Word parts: <i>auto</i> Example: <i>automobile</i>	Discussion dictation Listen to readings online
9	Animals: Our Research Partners?	1 Animal Testing 2 Is Animal Research Necessary?	Skimming Scanning Identifying topic and main idea Logical reasoning Identifying opinions	Word friends (collocations) Word parts: <i>dis</i> Example: <i>disease</i>	Discussion dictation Listen to readings online
10	Treatment of Animals	1 Standing Up for Animals 2 People for Animal Rights	Skimming Scanning Identifying topic and main idea Logical reasoning Identifying opinions	Words in context Word parts: <i>sub</i> Example: <i>subzero</i>	Discussion dictation Listen to readings online
11	Online (Dis)Information	1 The Shift to Large Language Models 2 Our Smart Best Friends	Skimming Scanning Identifying topic and main idea Finding supporting ideas Identifying opinions	Word friends (collocations) Word parts: <i>sur</i> Example: <i>survey</i>	Discussion dictation Listen to readings online
12	News: Fact or Fake?	1 Online Information: A Brief History 2 Misinformation Highways	Skimming Scanning Identifying topic and main idea Finding supporting ideas Identifying opinions	Words in context Word parts: <i>inter</i> Example: <i>internet</i>	Discussion dictation Listen to readings online

		Critical thinking	
Research skills	Writing	Skills	Speaking
<p>Information gathering</p> <ul style="list-style-type: none"> • Completing an information chart on movies starring robots <p>Comparing results</p> <ul style="list-style-type: none"> • Discussing different functions of robots and which types will exist in the future 	<p>Keyword sentence writing</p> <p>Should robots have rights?</p> <p>Writing a short social media post</p>	<p>Matching statements with the author's opinion</p> <p>Ranking household activities that robots could do</p>	<p>Discussion</p> <ul style="list-style-type: none"> • Designing a new robot in a small group • Presenting the robot to the class <p>Quotable Quotes</p> <ul style="list-style-type: none"> • Discussing whether data on computers is safe
<p>Information gathering</p> <ul style="list-style-type: none"> • Brainstorming areas where robots can replace humans <p>Comparing results</p> <ul style="list-style-type: none"> • Discussing jobs that robots should not do 	<p>Keyword sentence writing</p> <p>Pros and cons of technology and society</p> <p>Writing a short social media post</p>	<p>Matching statements with the author's opinion</p> <p>Ranking likelihood of jobs for robots in the future</p>	<p>Discussion</p> <ul style="list-style-type: none"> • Discussing probable, possible, and impossible technological inventions <p>Quotable Quotes</p> <ul style="list-style-type: none"> • Discussing the role of the teacher and technology in the classroom
<p>Information gathering</p> <ul style="list-style-type: none"> • Completing an information chart on animals and medical research <p>Comparing results</p> <ul style="list-style-type: none"> • Discussing the use of animals to find cures for diseases 	<p>Keyword sentence writing</p> <p>Reacting to opinions on the use of animals in research</p> <p>Writing a short social media post</p>	<p>Matching statements with the author's opinion</p> <p>Ranking which animals should have most rights</p>	<p>Discussion</p> <ul style="list-style-type: none"> • Assessing different arguments for and against animal rights • Deciding as a class who wins the vote <p>Quotable Quotes</p> <ul style="list-style-type: none"> • Discussing whether cosmetics could be tested on prisoners
<p>Information gathering</p> <ul style="list-style-type: none"> • Collecting information on food production in different countries <p>Comparing results</p> <ul style="list-style-type: none"> • Comparing and discussing the results 	<p>Keyword sentence writing</p> <p>Should protesters be allowed to stop a circus performance?</p> <p>Writing a short social media post</p>	<p>Matching statements with the author's opinion</p> <p>Ranking animals from most liked to least liked</p>	<p>Discussion</p> <ul style="list-style-type: none"> • Discussing different opinions on the treatment of animals <p>Quotable Quotes</p> <ul style="list-style-type: none"> • Discussing quotes for and against killing animals
<p>Information gathering</p> <ul style="list-style-type: none"> • Questionnaire on internet media usage by students <p>Comparing results</p> <ul style="list-style-type: none"> • Comparing and discussing popularity of media usage 	<p>Keyword sentence writing</p> <p>Pros and cons of using LLMs to do research on the internet</p> <p>Writing a short social media post</p>	<p>Matching statements with the author's opinion</p> <p>Ranking different news sources</p>	<p>Discussion</p> <ul style="list-style-type: none"> • The right to use information available on the internet • Reporting results of discussions <p>Quotable Quotes</p> <ul style="list-style-type: none"> • Discussing AI and its effect on humanity
<p>Information gathering</p> <ul style="list-style-type: none"> • Matching headlines to category of news story <p>Comparing results</p> <ul style="list-style-type: none"> • Finding out which news stories are most popular 	<p>Keyword sentence writing</p> <p>Very unusual news stories</p> <p>Writing a short social media post</p>	<p>Matching statements with the author's opinion</p> <p>Ranking how probable different news stories are</p>	<p>Discussion</p> <ul style="list-style-type: none"> • Discussing the differences between traditional reporting and citizen journalism • Reporting ideas to the class <p>Quotable Quotes</p> <ul style="list-style-type: none"> • Discussing if the media can control the way people think