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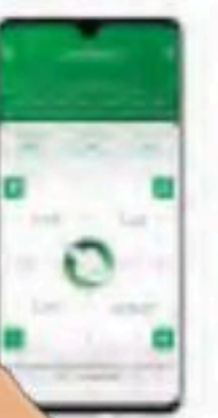
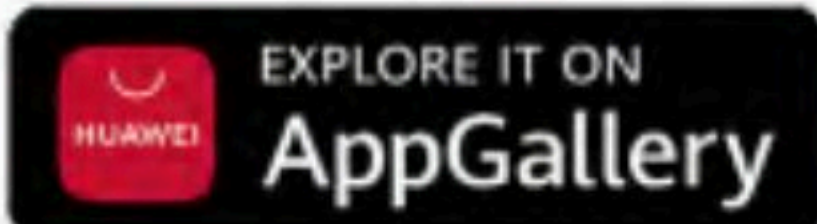
منهجي

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موقع منهجي منصة تعليمية توفر كل ما يحتاجه المعلم
والطالب من حلول الكتب الدراسية وشرح للدروس
بأسلوب مبسط لكافة المراحل التعليمية وتوازيع
المناهج وتحاضير وملخصات ونماذج اختبارات وأوراق
عمل جاهزة للطباعة والتحميل بشكل مجاني

حمل تطبيق منهجي ليصلك كل جديد



MEGA

GOAL 1

MANUEL DOS SANTOS
ELI GHAZEL
DANAE KOZANOGLU



وزارة التعليم

Ministry of Education

2023 - 1445



MegaGoal 1 Student Book

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Scope and Sequence

	Unit Title	Functions	Grammar
	Connect Pages 2–5	Express opinion and preference Agree and disagree Greetings, introductions and farewells Make an appointment	Recycle/use familiar verb forms, prepositions, modifiers
1	Big Changes Pages 6–19	Discuss past world events and present effects Talk about global issues	Simple present Simple present and present progressive Simple past and present perfect Simple past and past progressive Past progressive + when + simple past
2	Careers Pages 20–33	Talk about careers Talk about personal qualities and personality characteristics Talk about how long you've been doing something	Present perfect progressive and present perfect simple Adjective + preposition + gerund Simple present and <i>Wh</i> - questions Relative pronouns
3	What Will Be, Will Be Pages 34–47	Make predictions about the future Express opinions Make and respond to suggestions	Future with <i>will</i> or <i>be going to</i> —affirmative, negative, questions, answers <i>Will</i> versus <i>be going to</i> Future progressive—affirmative, questions, short answers Present progressive for the future <i>Wh</i> - questions and tag questions
4	The Art of Advertising Pages 48–61	Talk about commercials, ads, and product history Describe products Make comparisons	The passive Comparatives and superlatives Similarities and Differences (<i>as</i> + adjective + <i>as</i>) Verbs <i>look, smell, sound, taste</i> with <i>like</i> + noun Imperatives Possessive adjectives and pronouns
EXPANSION Units 1–4 Pages 62–69		Language Review Reading: Eye Make-up in Ancient Egypt Project: Research the history of an item that is used in the Kingdom of Saudi Arabia	
	Reconnect Pages 70–71	Express, confirm opinion/give reasons, agree/disagree Talk about size, quantity, compare	
5	Did You Hurt Yourself? Pages 72–85	Talk about accidents and accident prevention Talk about cause and effect Asking for and giving directions	Reflexive pronouns <i>Because</i> versus <i>so</i> <i>So</i> and <i>neither</i> Prepositions of place Imperatives for directions
6	Take My Advice Pages 86–99	Discuss common problems Ask for and give advice Words connected with medicine	Modal auxiliaries: <i>should, ought to, might, could</i> —questions, affirmative, negative <i>Had better</i> —questions, affirmative, negative Two- and three-word verbs Quantity expressions: <i>much, many, a lot of, lots of, a few, a little</i> Clauses with <i>when</i>
7	You've Got Mail! Pages 100–113	Discuss email and letter format and etiquette Make and accept an apology Wish someone success Make arrangements Accept and refuse invitations	Preposition + gerund <i>Although, even though, in spite of</i> <i>As soon as, when, So...(that)</i> <i>Used to</i> and <i>would</i> <i>There is/are</i> Plurals Definite article: <i>the</i>

Listening	Pronunciation	Reading	Writing
Listen for fact, opinion, and attitude	Rising and falling intonation		
Listen for general understanding about historical events	Stress for important words in sentences	Progress Towards the Future	Write an essay about an important change in your country Interview and write about people who have moved from one country to another (Project)
Listen for specific information from a job interview	/m/, /n/, and /ŋ/	JobPool Résumé	Write a cover letter for a job application Write a résumé (Project)
Listen for specific information from a speech	Words that are not stressed	The Tulsa Time Capsule	Tell a story about hidden treasure Write about what to include in a time capsule about your country (Project)
Listen for specific information from an ad	Linking adjacent sounds	The World of Plastic	Write an essay about the history of a product Write an ad for a product (Project)

Chant Along: I Wonder What They'll Be
Writing: Write about your dreams for the future

Listen for fact, opinion, and attitude			
Listen for specific information from an informational talk	Consonant clusters /f/, /t/, /nt/, /st/, /nd/	Unusual Accidents and Deaths	Write a descriptive account of an accident Write an accident prevention campaign for your country (Project)
Listen for specific information to complete a chart about problems	Stress in two- and three-word verbs	Breaking the Habit — Getting Healthy	Write a letter of advice Write about community resources in your country (Project)
Listen for specific information from messages and conversations	Short vowels /e/, /æ/, /i/	From Smoke Signals to Email: Keeping in Touch	Write an email to a friend Write greeting cards (Project)

Scope and Sequence

	Unit Title	Functions	Grammar
8	Wishful Thinking Pages 114–127	Make wishes Talk about imaginary situations Talk about probability and improbability Talk about predicaments Give advice to solve problems Words connected with money, shopping habits and prices	Conditional sentences with <i>if</i> -clause: imaginary situations Conditional sentences with <i>might</i> and <i>could</i> Verb: <i>Wish</i> Count/noncount nouns Expressions of quantity: <i>some, any, no</i>
EXPANSION Units 5–8 Pages 128–133		Language Review Reading: Play Ball! Writing: Write about sports	
	Update Pages 134–137	Carry out banking transactions Talk about stress	Recycle familiar verb forms, simple present/narrative, connectors and modifiers, passive forms, <i>would</i> , tag questions, comparatives/ too – enough/ <i>would</i> – hypothesis
9	Complaints, Complaints Pages 138–151	Talk about problems and things that need to be done Ask to have something done Talk about common consumer complaints	<i>Needs to be (done)</i> <i>Have/get something (done)</i> Past participles as adjectives Present perfect simple tense: <i>already, yet, just</i> Verb + gerund; verb + infinitive Subject and object pronouns Imperatives and two-word verbs
10	I Wonder What Happened Pages 152–165	Talk about events that happened in the past before others Speculate about facts and events Expressing enthusiasm with intensifiers and adjectives Express necessity and lack of necessity	Past perfect tense <i>Can't, could, couldn't, must, may, or might</i> Independent clauses with: <i>and, but, so</i> and <i>yet</i> The past with dependent time clauses Conditional sentences with present and future forms
11	If It Hadn't Happened Pages 166–179	Talk about discoveries and inventions and how things would have been different without them Talk about missed opportunities and regrets Expressing ability, permission and requests	<i>Should have</i> + past participle Conditional sentences: hypothetical situations in the past <i>If with could and might</i> Present perfect versus simple past Time expressions with: <i>ago, for, since</i> <i>If</i> + past perfect + <i>be able to</i>
12	What They Said Pages 180–193	Report what people said Discuss famous quotes Relate messages Discussing the environment and natural disasters Expressing agreement and disagreement with: <i>so, neither, either, too</i>	Reported speech Reported questions Word changes in reported speech Reporting verbs Negative questions Relative adverb: <i>Where</i>
EXPANSION Units 9–12 Pages 194–199		Language Review Reading: The War of the Worlds Project: Report and review a story	



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Listening	Pronunciation	Reading	Writing
Listen for specific information to complete a chart about wishes	Reductions <i>would you</i> and <i>could you</i> in questions	Money: A Blessing or a Problem?	Write a description of a day in the life of a quiz show winner Research about TV games with large prizes for winners (Project)
Chant Along: If I Were a Millionaire Project: Research a famous person			
Listen for specific information/ draw conclusions Listen and identify language functions in discourse	Recycle and use familiar stress, intonation patterns, identify falling/ rising intonation patterns	Teenage Stress	Write about stress and give advice
Listen for specific information about complaints	Stress in compound nouns	Murphy's Law	Write a letter or email of complaint about a faulty product Do a family survey on complaints about products and prepare a poster presentation with your advice (Project)
Listen for general understanding and speculate causes	Word-ending <i>er</i>	Vision 2030 Kingdom of Saudi Arabia	Write a description of a vessel, voyage, or expedition Collect information and write about a meteor occurrence on Earth and do a poster presentation (Project)
Listen to a radio show for details about regrets	Reductions <i>could have, should have, and would have</i>	Mario's Advice Column	Write a response for an advice column Write the results of a survey about regrets (Project)
Listen for specific information from a speech	Unstressed and stressed <i>that</i>	Quotes, Quotes	Write an email to give information and directions to a place Write about interesting quotations (Project)
Chant Along: Could You Help Me Find the Reason? Writing: Write a letter of apology			



Connect

1 Listen and Discuss

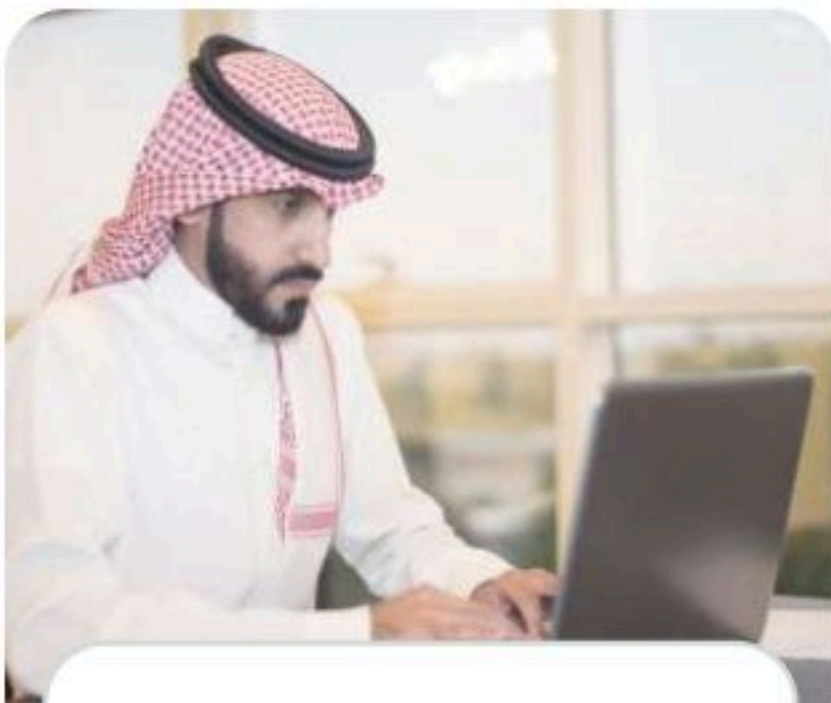
Read the texts below and identify the sentence or words that express a fact or an opinion.



A space probe's lander, touched down on Comet 67P, 510 million km from Earth; an unprecedented achievement in space exploration!



Flying cars used to be a feature of science fiction and comic strips. But recent developments indicate that they are going to become a reality very soon. One of the most successful hybrid flying cars is due to go into production this year.



Lifelong learning is the self-motivated pursuit of knowledge, for personal or professional reasons, throughout life, in a range of situations. It is not confined to the classroom nor restricted by age. Open, online sources have made this type of learning accessible to a greater number of people.



Accidents at home are more common than anywhere else. Falling and tripping accidents cause injuries to thousands of people.



Teenagers who enjoy exercise and form healthy eating habits, stay fit throughout their lives.



Although restricted to sound, radio advertising is an expanding medium that is available on air and online. Radio broadcasts can reach a greater number of people in remote areas and do not require advanced technology.



Should people follow their passion and change careers later in life if they feel unhappy and burnt out? Success stories of entrepreneurs who changed careers over the age of 50 prove that it is never too late to follow a new path.

2 Pair Work

A. Match each text with a topic. Write the topic as a heading above each text.

Space Exploration Careers The Future Advertising
Accidents Keeping Fit Learning

B. Express your opinion on each topic. Use some of these phrases.

Expressing Opinion/ Preference/ Agreeing/ Disagreeing

What do you think of ...? I think it's interesting / an amazing achievement.

I'm not sure but I think ... and ... are more interesting.

What's your opinion about ...? I think it's exciting.

I'm not sure. I guess it's useful / exciting...

Do you find ... interesting? / Don't you think it's ...? No, not really. I think it's boring / pointless / unimportant. I'd rather go for Y or Z

I don't agree. Look at it this way. / I see your point but ...

Yes, you're right. / I certainly agree on this one / I totally agree with you ...



C. Choose the topic you prefer. Give reasons for your choice.

3 Conversation

Listen and practice reading the conversation in pairs.

Ted is at the airport with his brother. He spots his friend Ashraf in the waiting lounge.

- Ted:** Good morning, Ashraf!
Ashraf: Oh, hello Ted. What a surprise! Are you flying with us to Dubai?
Ted: In fact, my brother and I are flying to Denver, to visit our uncle.
Ashraf: You're kidding! My father is attending a conference in Denver! What's it like in Denver?
Ted: It's beautiful if you don't mind cold winters! Anyway, how are you? How is your family?
Ashraf: Very well, thanks. How about you?
Ted: Great! Oh, sorry, you haven't met my brother Jack.
Ashraf: Hello, Jack! Pleased to meet you.
Jack: Hello, Ashraf. I'm really glad to meet you. Ted talks about you all the time.

(Loudspeaker flight call: Saudia flight 380 is now boarding at Gate 9.)

- Ted:** That's our flight! Come on Jack, we need to go. Bye Ashraf. Have a safe flight and a great time in Dubai.
Ashraf: Thanks Ted. Have a pleasant flight. Bye Jack, great to meet you. Please give my regards to your father.



▲ King Khalid International Airport, Riyadh

Greetings / Introductions / Farewells

Good morning / Good afternoon / Good evening / Hello / Hi

How are you? Very well, thank you - How about you? / How are you doing? Great!

This is ... / Let me introduce (name) - Pleased to meet you / I'm really glad to meet you / Glad to meet you / Great to meet you

Have a good / safe / pleasant flight / trip / a great time / See you in ... / See you soon

Give my regards to (your parents / family) / Say 'hello' to ... for me

What a surprise! I didn't expect to run into you here / I don't believe it! / Is this for real?

Your Turn

Role-play a conversation like the one above with a partner.

Decide about the following first:

- where you are, e.g. airport, bus station, train station
- where you are going/your destination
- who is going with you

4 Pronunciation

- A.** Listen. Note the rising ↗ or falling ↘ intonation.

Are you flying to Dubai? ↗
 Ted talks about you all the time. ↘

- B.** Listen. Note the rising ↗ and falling ↘ intonation in expressions of surprise.

Good morning, ↗ Ashraf! ↘

5 Listening

Listen to the conversation and identify the attitude/feeling of:

- the receptionist when she answers the phone
- the caller at the beginning and at the end of the call

How do you know?

Receptionist: Dental Health Center, good morning!

Mrs. Phillips: Good morning. This is Meg Philips. I'd like to make an appointment, please.

Receptionist: Of course Mrs. Phillips. Let me see. The doctor is available on Monday and Wednesday afternoon from 5.00 to 6.00, next week.

Mrs. Phillips: I see. It's rather urgent I'm afraid. Could I see her sooner? I'm in a lot of pain.

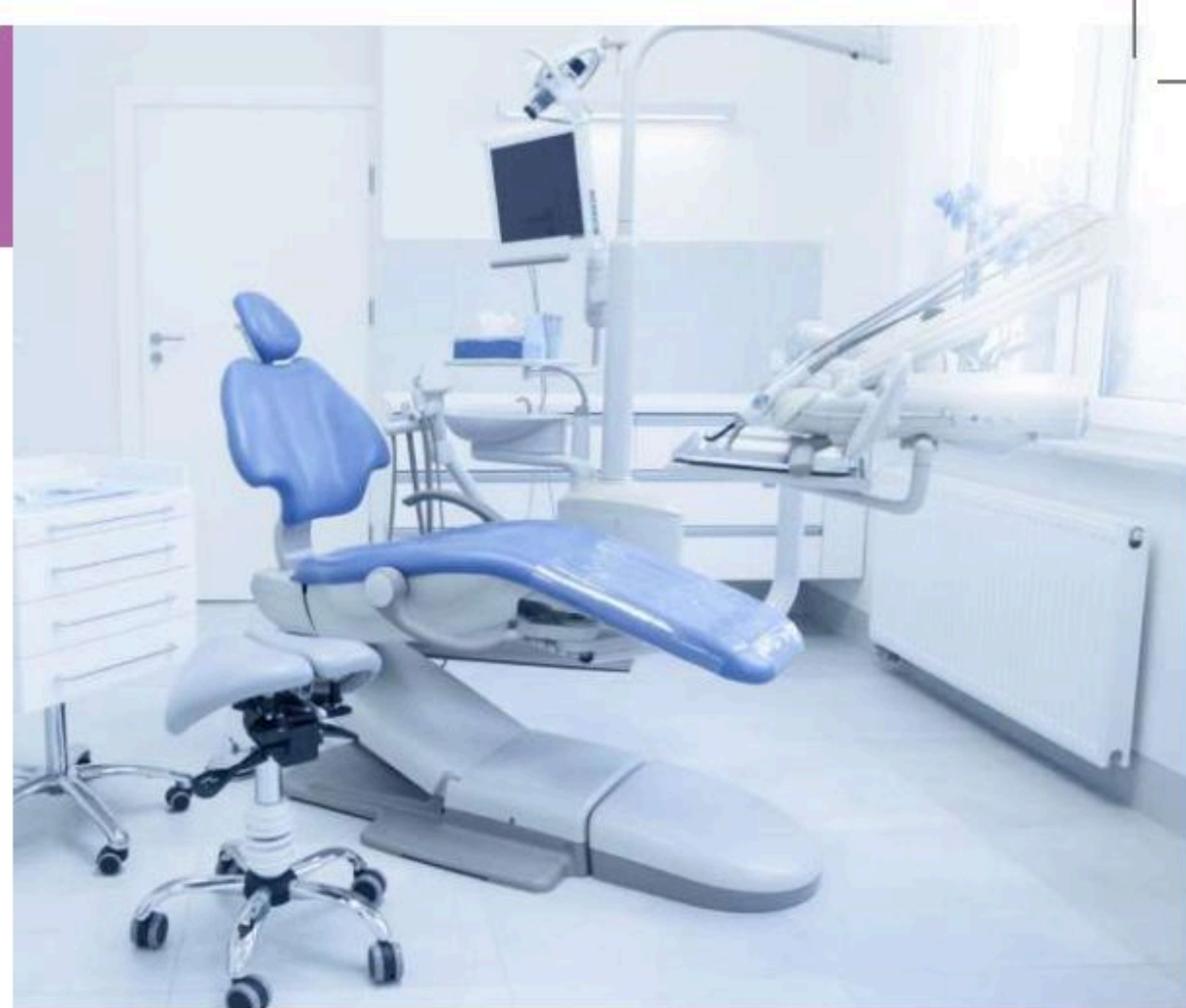
Receptionist: I'm sorry to hear that Mrs. Phillips; I'll see what I can do. I'm afraid she's booked up today and tomorrow. Let me have a word with her and I'll get back to you.

Mrs. Phillips: Thank you. I'll wait.

Receptionist: Hello, Mrs. Phillips... Can you make it this morning, in about an hour? There's been a cancellation.

Mrs. Phillips: Yes, of course. Thank you so much.

Receptionist: You're welcome. We'll be expecting you in an hour.



Making an appointment

I'd like to make an appointment. / Can I make an appointment ...

The doctor / (name) / is available on (day/s) from – to / (time), at (time).

He/She's booked up all week. / I'm afraid he/she is away / not available.

It's (rather) urgent, I'm afraid. / This is an emergency. Could I see him/her right away?

Would it be possible to see him/her sooner?

I'll see what I can do. / I'll check and get back to you.

Can you make it this morning / on Thursday afternoon?

We'll be expecting you in an hour. / See you in an hour. / Thank you for calling.

6 About You

Role-play a conversation like the one above with a partner. Use phrases from the box. Then switch roles.

Decide about the following first:

- who you want to make an appointment with, e.g. doctor, manager, supervisor
- times and days you are/the person is available
- reason for the appointment



7 Pronunciation

A. Listen. Note the rising ↗ or ↘ falling intonation.

Could I see him sooner? ↗
I'll see what I can do. ↘

B. Listen again and find more examples for rising or falling intonation in the conversation.

1 Big Changes

رابط الدرس الرقمي



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1 Listen and Discuss

Read the texts below. Find the sentence that talks about the most important event in each. After you finish reading, write the effect that each important event had.

The world is constantly going through changes. Look at some important events that have changed the world and affected the lives of many people in modern times.

THE UNIFICATION OF THE KINGDOM OF SAUDI ARABIA

King Abdulaziz, a gifted leader, was responsible for the legendary event that marked the beginning of modern Saudi Arabia. In 1902, he regained Riyadh, beat the city garrison, took the Masmak Fortress, and established his headquarters in the city. He expanded Saudi Arabia to include all of the Hijaz, Makkah and Madinah and united all the tribes. On September 23, 1932, the Kingdom of Saudi Arabia was officially established, as an independent country, with Arabic as the national language and the Holy Qur'an as its constitution. King Abdulaziz initiated the building of infrastructure and set Saudi Arabia on the road to modernization.



THE UNITED ARAB EMIRATES - UAE



The federation of the United Arab Emirates, known as UAE, consists of seven sheikhdoms; Abu Dhabi, Ajman, Dubai, Fujairah, Ras Al-Khaimah, Sharjah and Umm Al Quwain. The city of Abu Dhabi in Abu Dhabi is the capital. The UAE was officially established in 1971. It came after the discovery of enormous oil reserves in Abu Dhabi in 1958. The UAE dirham, a single national currency, was launched in 1973. The oil revenues as well as income from other commercial activities have been used to develop a thriving economy and social infrastructure. Abu Dhabi now hosts its own grand prix at Yas Marina Circuit and Dubai is home to the tallest building in the world, the Burj Khalifa.

THE SPACE RACE



The Russians launched the world's first artificial satellite, *Sputnik 1*, on October 4, 1957. Next, *Sputnik 2* went up into space on November 3. The Americans won the race to land on the moon more than ten years later—with *Apollo 11* on July 20, 1969. "This is one small step for a man, one giant leap for mankind," said astronaut Neil Armstrong, the first person to walk on the moon. Prince Sultan bin Salman bin Abdulaziz Al Saud flew on *STS-51G Discovery* in June 1985 as the representative of the Arab Satellite Communications Organization (ARABSAT). He was the youngest person to fly on the Space Shuttle at the age of 28.*

THE COMMUNICATIONS REVOLUTION

The first communications satellite, called *Telstar*, was launched from Cape Canaveral on July 10, 1962. This marked the start of rapid transmission of TV signals over wide areas. What we take for granted today—satellite television, cellular telephones, wireless and high-speed Internet connections, and so forth—were part of science fiction only 40 years ago. Teenagers today are the first real citizens of the digital world. Unlike their parents, they have grown up in a world in which electronic delivery of information and entertainment is natural and more accepted than conventional forms like the newspaper, tape, or film.



Global Issues

Mark the global issues that you think affect us the most. Write a fact for each issue you chose and an effect for that fact.

- | | |
|------------------------|-----------------------|
| ___ global warming | ___ pollution |
| ___ poverty | ___ diseases |
| ___ security | ___ unemployment |
| ___ fresh water | ___ traffic |
| ___ economy | ___ globalization |
| ___ endangered species | ___ natural disasters |
| ___ terrorism | ___ overpopulation |



Quick Check

A. Vocabulary. Find each vocabulary word in the texts on page 6. Read the words that come before and after that vocabulary word and then decide which meaning is best for it.

- | | |
|----------------------------|------------------------------|
| 1. ___ to affect | a. to set up, start |
| 2. ___ to launch | b. to send into space |
| 3. ___ to take for granted | c. to produce a change |
| 4. ___ to establish | d. to accept as part of life |
| 5. ___ to host | e. to provide a place for |

B. Comprehension. Answer *true* or *false*.

1. ___ Sputnik was the name of a Russian space ship.
2. ___ King Abdulaziz set Saudi Arabia on the road to modernization.
3. ___ At present the UAE has 10 member states.
4. ___ The UAE dirham came into use in 1963.
5. ___ Digital forms of information are something of the past.

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2 Pair Work

Find sentences that are facts in the texts you read on page 6. Make questions for those facts. In pairs, ask and answer the questions. See the examples below.

-  When was the Kingdom of Saudi Arabia established?
-  It was officially established on September 23, 1932.
-  What has changed as a result of the discovery of oil reserves in the Emirates?
-  Revenue from the oil reserves has been used to develop a very successful economy and infrastructure.



3 Grammar

Simple Present Tense – Revision of Use

Use the simple present tense for facts, permanent situations, or habits and routines.

Present Progressive – Revision of Use

Use the present progressive for actions and situations that are happening now or are in progress (developing and changing) or for temporary situations.

Simple Present and Present Progressive – Revision of Form

PERMANENT

TEMPORARY

John **lives** in Quebec, but he **is studying** in France this year.

Simple Past and Present Perfect – Revision of Use

Use the simple past to talk about events that began and ended in the past.

Use the present perfect to talk about events that began in the past and continue into the present.

Simple Past and Present Perfect – Revision of Form

The Russians **launched** the first artificial satellite in 1957.

The United States **has launched** many astronauts into space since 1969 and continues to do so.

A. Complete the sentences with the words in parentheses. Use the simple present or the present progressive of the verbs.

1. He _____ with his uncle until he can find his own place. (live)
2. The water _____. Please turn it off. (boil).
3. The scientists _____ the cause of the problem. (not/understand)
4. _____ in your country in winter? (it/snow)
5. The moon _____ around Earth. (go)
6. What _____ of my idea? (you/think)
7. Currently, the number of immigrants in our country _____. (increase)
8. _____ the year the first Grand Prix took place in Dubai. (we/not/remember)
9. Dubai is part of the UAE, but it _____ as many oil reserves as Abu Dhabi. (not/have)
10. Ahmed has a part-time job on Saturdays, but he _____ today. (not/work)



B. Complete the email with the correct forms of the verbs. Use the appropriate tense.

http://Mail.grammar.com

GRMAIL

Compose Mail

Inbox

Starred

Chats

Sent Mail

Drafts

All Mail

Spam (1)

Trash

Contacts

Archive Report spam Delete Move to Labels

Hi Martin,

How's it going? I hope you are well and that you _____ (1. not work) too hard.

University life in Britain _____ (2. be) very different from the way it is in Santo Domingo. Most international students _____ (3. live) in dorms for the first year of study. The dorms are places that _____ (4. help) new students gradually settle into life in the UK and _____ (5. meet) other students like them!

In the second or third year, the university encourages students to find off-campus accommodation. I _____ (6. be) lucky when I first _____ (7. arrive) at the university. I _____ (8. get) a nice, comfortable room. I _____ (9. have) a neighbor from Ghana who is also my friend.

It _____ (10. be) winter here now, and I _____ (11. not see) the sun since I arrived. While you _____ (12. swim) in the warm ocean, I _____ (13. wear) a raincoat. When I _____ (14. apply) for this scholarship, I _____ (15. know) it _____ (16. be) a great opportunity, and I _____ (17. want) the experience of living abroad. I really _____ (18. like) this country, but I _____ (19. miss) you, and sometimes I _____ (20. feel) really homesick.

Write back soon.

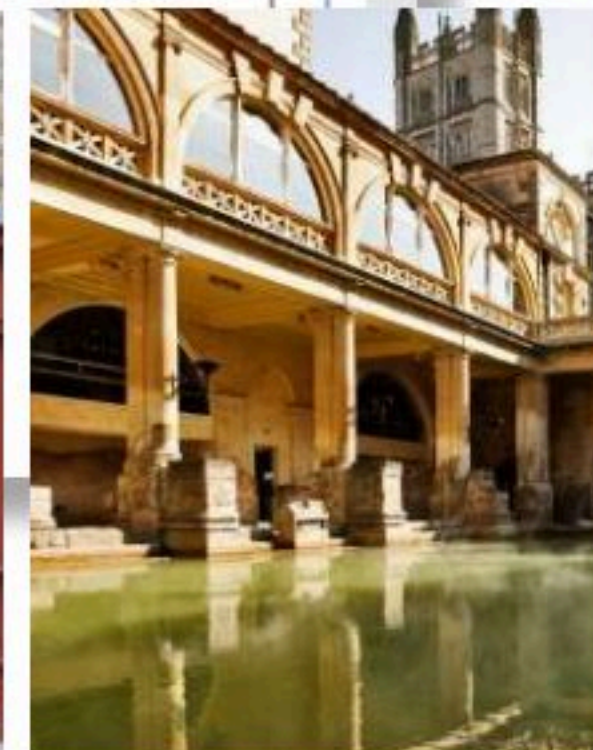
Best regards,
Fernando

C. Ask Fernando, from exercise B, about his life in Britain. Work with a partner. Make up questions and answers.

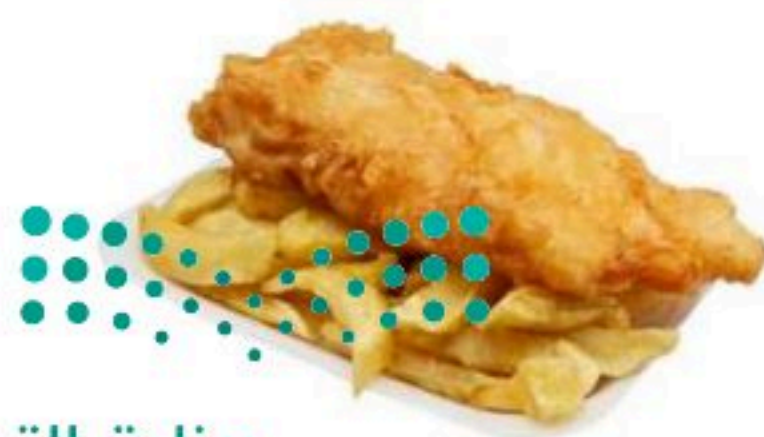
- 💡 **A:** Have you been to Bath?
B: Yes, I have.
A: When were you there?
B: I was there a month ago.
A: Did you see the Roman baths?
B: Yes, I did.



▲ A traditional British restaurant



▲ Roman baths – Bath



▲ Fish and chips



▲ A game of cricket



▲ Shakespeare's house – Stratford-upon-Avon

1 Big Changes

رابط الدرس الرقمي



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4 Language in Context



Find out the following information about your partner.
Then introduce him/her to the class.

1. Full name
 2. Where he/she lives
 3. Where he/she was born
 4. Where he/she grew up
 5. About his/her family background
 6. About his/her relatives
 7. About his/her interests
 8. How long he/she has been interested in them
- Your idea: _____

5 Listening



Listen to the information about immigrants in the past.
Answer **true** or **false**.

1. _____ Many immigrants came to the United States in the late 1800s and early 1900s.
2. _____ The voyage across the ocean was hard, but most immigrants had comfortable compartments on ships for sleeping and eating.
3. _____ Many of the immigrants were poor.
4. _____ At Ellis Island, the role of officials was to give immigrants information about the United States.
5. _____ People who were sick had to go back to their native countries.
6. _____ Ellis Island became known as "Heartbreak Island" among immigrants.

6 Pronunciation



A. In English, speakers stress, or emphasize, words that they think are important. These are usually content words like nouns, verbs, and adjectives. Listen and note the stress. Then practice.

My **mother** was **born** in **Riyadh**.
Where did you grow **up**?

Mona is **going** to **college** in **Qassim**.
Have you ever **visited** **Europe**?

B. Choose some sentences from the texts you read on page 6. Underline the words that you think are important in each sentence. Practice reading the sentences aloud stressing the words you underlined.

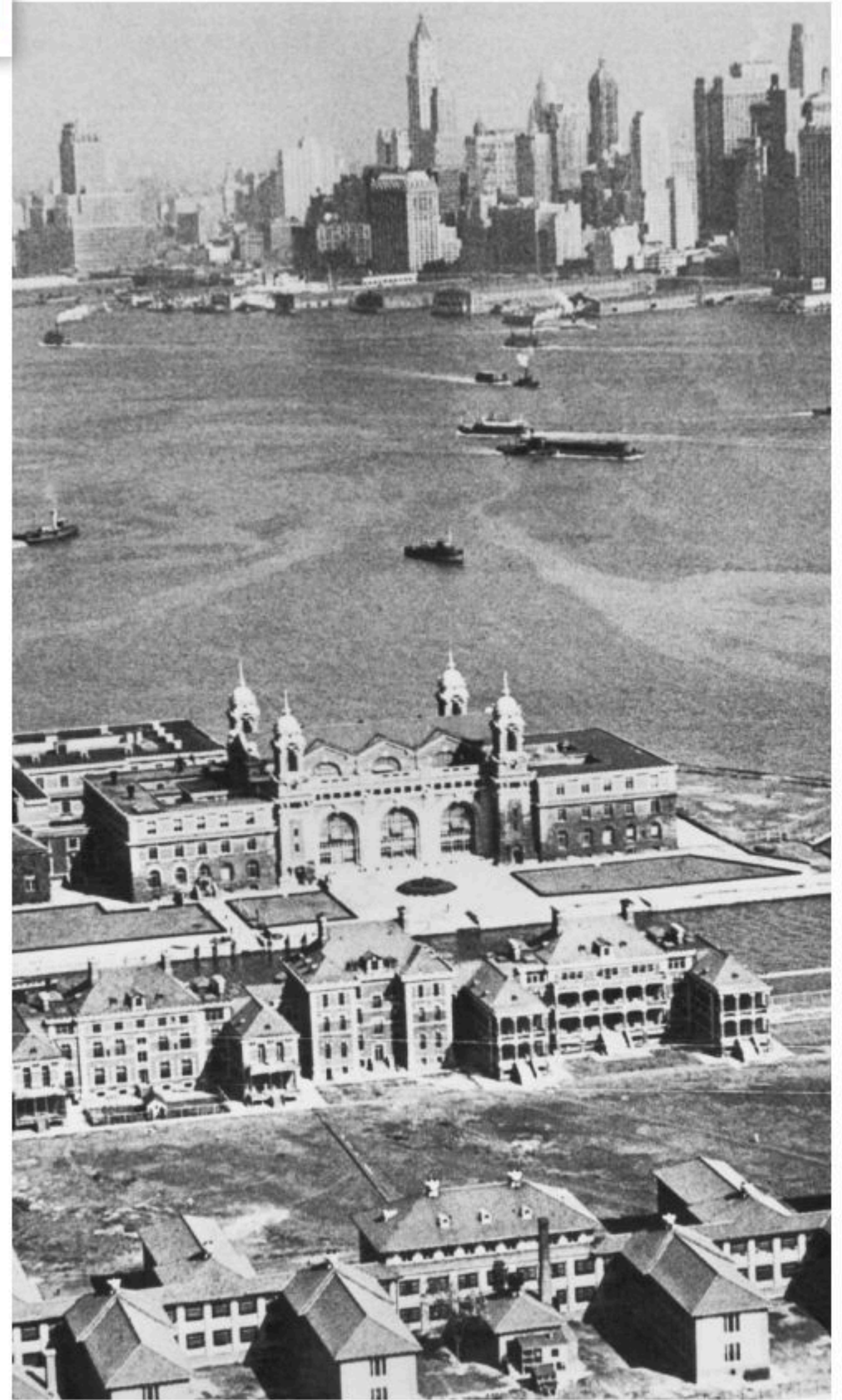
7 About You



In pairs, ask the questions and have your friend answer. You can ask questions about each other or people you know. Then switch roles.

1. Where is your family from?
2. Have members of your family ever emigrated?
Where did they immigrate to?
3. What problems do immigrants to new countries face?

4. Do you have relatives in other cities/countries? Have you ever visited them?
5. Are there many immigrants where you live? Where do they come from?



وزارة التعليم

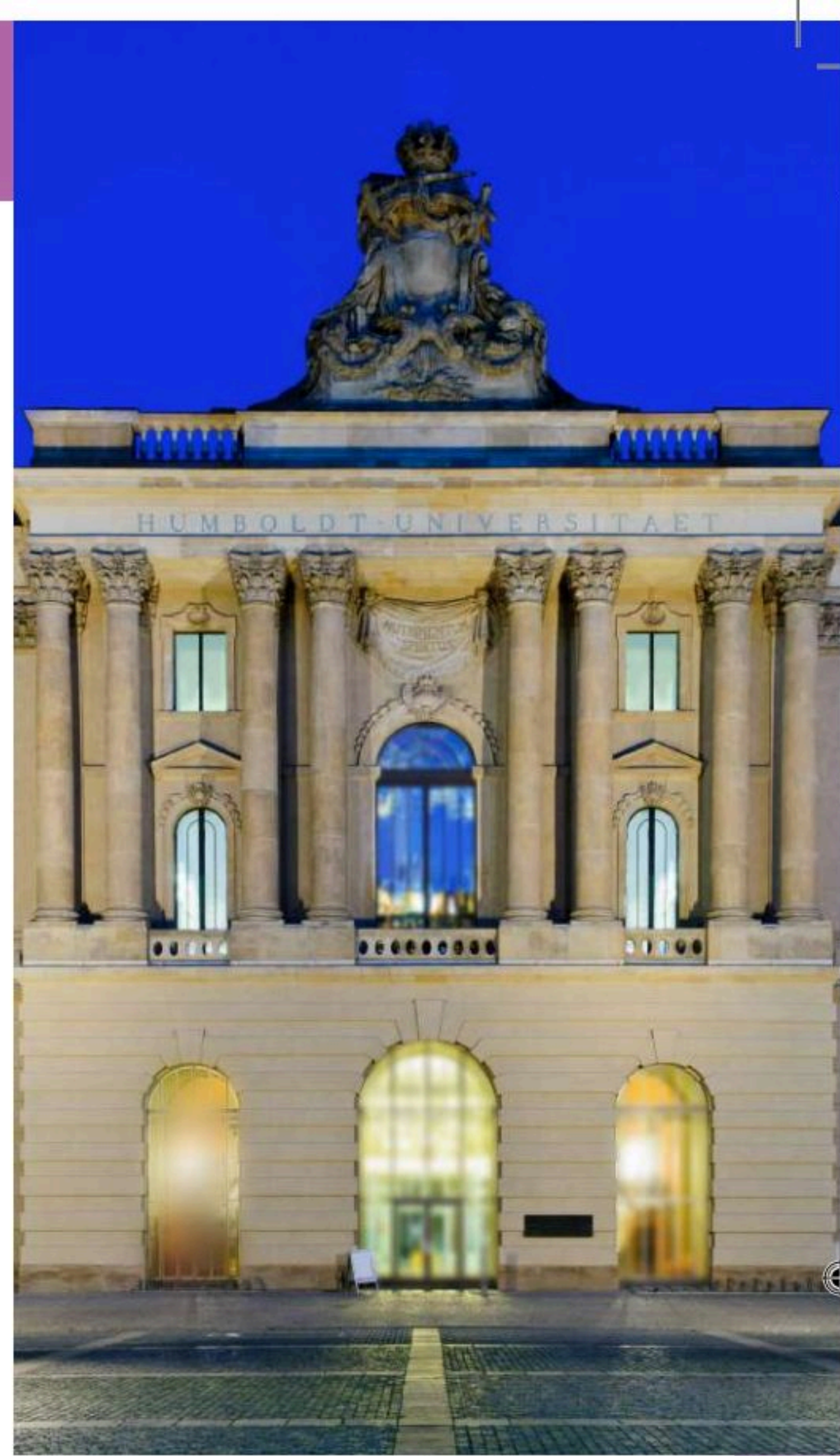
Ministry of Education

2023 10445

8 Conversation

Underline the important words in the conversation. In pairs, read the conversation aloud. Stress the important words including **in fact**, **you see**, **by the way** and **fit in**.

- Saud:** Tell me about yourself.
Hans: I was born here in Berlin, but my family is from Leipzig, in what was East Germany. They moved over to the West soon after the German reunification. How about you?
Saud: I'm from Dubai, but my grandparents were from Germany. **In fact**, they were from Berlin.
Hans: So I guess you still have family here.
Saud: I'm afraid we lost touch with our relatives.
Hans: And how long have you been here?
Saud: I've been here for almost three years. **You see**, I have a German passport because of my grandparents. So I can work legally in this country.
Hans: **By the way**, what do you do?
Saud: I'm a biologist. I do research in a lab for a pharmaceutical company.
Hans: Do you miss Dubai?
Saud: Quite a bit. But I've got a good job. I've made lots of friends. **I fit in** OK... I'm happy here.



▲ Humboldt University in Berlin

Real Talk

In fact, **You see** = expressions used to add information, often surprising information
By the way = expression used to introduce a new topic
fit in = be part of

About the Conversation

In pairs, ask and answer the questions. Then switch roles.

1. Where is Hans' family from?
2. How long has his family been in the western part of Germany?
3. Has Saud kept in touch with his relatives in Berlin?

4. Why is he allowed to work legally in Germany?

5. Is he thinking of going back to his native country in the future?

Your Turn

Role-play a conversation like the one above with a partner. Give information about your family. Include the following:

- place of birth
- where your parents and grandparents are/were from
- if you still have relatives in those places
- what other languages your parents and grandparents speak/spoke
- what your parents/grandparents do/did

1 Big Changes

9 Reading



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Before Reading

Think about Saudi Arabia's progress and growth since its foundation in 1932 until now.

- What are the most significant advances or changes?
- How do you think these will develop or progress in the future?

Progress towards the future

All successful changes start with a vision. Successful visions are based on strong pillars. The first pillar of our vision is our status as the heart of the Arab and Islamic worlds. We recognize that Allah the Almighty has given to our country, a gift more precious than oil. Saudi Arabia is the Land of the Two Holy Mosques, the most sacred sites on earth and the direction of the Kaaba (Qibla) to which more than a billion Muslims turn at prayer. We will expand and further develop our country to ensure that that Muslims from around the world can visit the Holy Sites.

The second pillar of our vision is our determination to become a center for global business. We will develop the economy to encourage investment from other countries and international businesses.

The third pillar is **transforming** our unique geographical location into a global **hub** connecting three continents, Asia, Europe and Africa. We will use our geographical position to improve trade and transport to and from our country.

Although our country is rich in its natural resources, our real wealth lies in the ambition of our people and the potential of our younger generation. They are our nation's pride and the architects of our future. We will support young people in finding jobs and training. Our vision is built around three themes: A **vibrant** society, a **thriving** economy and an **ambitious** nation.

The first theme is vital to achieving the vision. We believe in the importance of a vibrant society. Members of this society

live in accordance with the Islamic principle of moderation, are proud of their national identity and their ancient cultural heritage, enjoy a good life, are protected by caring families and are supported by a social and health care system. The government is committed to supporting families and the education and wellbeing of their children. In the second theme, a thriving economy provides opportunities for all by building an education system that meets the needs of the market. It creates economic opportunities for small **enterprises** as well as large corporations. Therefore, we will develop and **diversify** our economy to create job opportunities.

Our third theme-an ambitious nation-is built on a responsible, **transparent** and high-performing government. We will apply efficiency and responsibility at all levels. We will also prepare the right environment for our citizens, businesses and society to be responsible and take the initiative in facing challenges and seizing opportunities.

We are confident about Saudi Arabia's future. With all the blessings Allah has given us, we cannot help but be optimistic about the decades ahead.

The future of our country is one of huge promise and great potential. Our precious country deserves the best.

Our vision, grounded in our country's strengths, will deliver this stability and create a brighter future for our country and our people.



After Reading

A. Choose the meaning of each word as it is used in the text.

1. transforming
 - a. moving
 - b. changing completely
 - c. making worse
2. hub
 - a. center
 - b. start
 - c. end
3. vibrant
 - a. strong and active
 - b. awake
 - c. quiet
4. thriving
 - a. happy
 - b. prosperous and strong
 - c. poor
5. ambitious
 - a. determined to succeed
 - b. greedy
 - c. glorious
6. enterprises
 - a. ideas
 - b. schools
 - c. businesses
7. diversify
 - a. make more varied
 - b. widen
 - c. improve
8. transparent
 - a. unclear
 - b. unlocked
 - c. open and honest

B. Look back at the ideas you listed before you read the text. Compare your ideas with the aims in the text and share your comparisons with a partner.

C. Look again at the text. List five of the planned developments.

1. _____
2. _____
3. _____
4. _____
5. _____

- In your opinion, which of these is the biggest change? Which is the most important? Why?
- Share your ideas with a partner and support your opinions.

Discussion

- Is change always a good thing? Are there any aspects of Saudi Arabia that you think will (or should) never change? Why?
- Look at the underlined expression. Can you explain what it means?
- How can you 'be responsible and take the initiative' in your school, neighborhood or city to contribute to the Vision 2030?





10 Writing

- A. Read the guidelines and rewrite the sentences using capitals.

Writing Corner

Use capital letters:

1. When you begin a sentence
Many people were shopping at the mall.
2. For the names of people and places, e.g. cities, countries, rivers, lakes, universities, etc.
Jeddah, Oman, the Nile, Como, London University
3. For the days of the week and months of the year
Tuesday, January

1. jack decided to fly to new york next monday.
2. my brother has never been to dubai.
3. riyadh is the capital of saudi arabia.
4. the telephone was invented by graham bell.
5. africa is an amazing continent.
6. we usually go shopping on thursday evening.
7. a lot of people go away in august.
8. lake huron, in north america, is one of the largest lakes I have ever seen.

- B. 1. How do most people communicate nowadays? How do you communicate with your friends and relatives? Discuss and make notes.
2. Read the text and compare with your ideas. Underline new information.

How the Internet has changed the world

It all started in 1969 when a student at the University of Stanford tried to log in to a university computer, from his home in Los Angeles. This gave scientists the idea that people could communicate through computers, instead of posting letters or talking by telephone.

Many scientists researched ways to try and do this. In 1990 Tim Berners-Lee and Robert Dailiau succeeded. They created a system for people to communicate with each other and find out information using computers. In the beginning, they called it the "Worldwide Web". They changed the name to "The Internet" later. The Internet started with a few basic websites and e-mail. At first, it was used mainly by scientists, governments and the military. Now, more than 30 years later, there are more than four and a half billion users of the Internet (about half of the world's population!).

E-mail, instant messaging and online video calls connect people across the globe for business, education and social purposes. Social networks allow people to communicate with large numbers of friends, and upload pictures and videos to share.

Information is accessible to everyone online. All you need to do is 'Google' a few key words and you get numerous sites and documents. We can also now learn via the Internet. People can attend university or courses online and obtain academic and professional qualifications.

- C. Read the text and make notes in the chart about the important facts and the changes the Internet has brought about.

	Major Change in Communication	Major Change in Education	Major Change in Information
Fact that caused or initiated change			
Advantages			
Disadvantages (your view)			
Situation in the past (the way things were)			

- D. Think about an event that has brought about major changes. Make notes in the chart about the event and the impact it has had on your country.



	Impact 1	Impact 2	Impact 3
What was the event?			
When and/or where did it happen?			
Did the event have a positive or negative impact on your country?			

2. Use the information you put in the chart to write a short discursive essay about the event and the impact on your country.

3. Exchange and comment on each other's work. Correct and re-write.



11 Form, Meaning and Function



Simple Past Tense

Affirmative (+)

You	worked	yesterday.
He/She		
We		
They		

Negative (-)

You	didn't work	yesterday.
He/She		
We		
They		

FYI

didn't = did not

Questions (?)

Did	/you/he/she	work	yesterday?
	we/they		

Short Answers (+)

Yes,	/you/he/she	did.
	we/they	

Short Answers (-)

No,	/you/he/she	didn't.
	we/they	

Time Expressions for the Past

Q: What did you do **last night**?

A: I watched a TV documentary about global warming.

Q: Where did you go **yesterday**?

A: We visited the Roman baths.

Q: When did you visit Pakistan?

A: I went to Pakistan **last month**.

A. What can you remember about Hans and Saud on page 11? Use the list below to make true sentences. Use the simple past, present perfect simple, and simple present tense.

! *Hans wasn't born in Leipzig. He was born in Berlin.*

- be from Leipzig?
- be from Dubai
- move to West Germany
- be in Berlin
- be born in Berlin
- be from Germany
- be a biologist
- have a good job
- have lots of friends
- be happy

B. Compare your answers in exercise **A** with your partner. Ask and answer questions. Use the past simple tense.



Did Hans' grandparents stay in Leipzig?

No, they didn't. They moved to West Germany.

Did Saud grow up in Germany?

No, he didn't. He grew up in Dubai.



Past Progressive Tense

Affirmative (+)

I	was	sleeping.
He		
She		
It	were	sleeping.
We		
You		
They		

Negative (-)

I	wasn't	sleeping.
He		
She		
It	weren't	sleeping.
We		
You		
They		

Yes-No Questions (?)

Was	I	sleeping?
	he	
	she	
	it	sleeping?
Were	we	
	you	
	they	

Short Answers (+)

Yes,	I	was.
	he	
	she	
	it	were.
	we	
	you	
	they	

Short Answers (-)

No,	I	wasn't.
	he	
	she	
	it	weren't.
	we	
	you	
	they	

Past Progressive + *When* + Simple Past Tense

Use *when* to indicate that a longer, continuous action is interrupted by a shorter one.

Hans **was walking** to college **when** he **saw** Saud.

Note: We do not usually use the progressive with verbs like the following: *like, love, want, see, smell, taste, hear.*

C. Make sentences using *when*. Follow the example.

💡 The family / eat lunch // a visitor / arrive / at the house.

The family was eating lunch when a visitor arrived at the house.

- The people / sleep // the earthquake / happen.
- Fatima / going home // see / her friend, Nawal.
- Majid / look at / trees // he / see / parrot
- The students / wait for / bus // rain / start



D. Complete the text with the past simple tense or the past progressive tense of the verb in parentheses. Add your own ideas.

When they were young, my grandparents were very poor. There was no work in their country, so they decided to leave. In September 1971, my grandparents (1) **left** their hometown in Greece and (2) _____ (travel) to Athens. There they (3) _____ (board) a train for Germany with 1,500 other passengers. As the long steam train (4) _____ (set off), all the people on the train (5) _____ (cry) a final goodbye to their friends and family, who (6) _____ (stand) on the platform and watching the train depart. They (7) _____ (make) their long journey to Germany and (8) _____ (arrive) in Munich in the early morning hours two days later. When my grandparents (9) _____ (step) off the train, their hopes and expectations (10) _____ (be) bigger than their suitcases...



12 Project

1. Find a person – a relative or a friend who has lived or lives in another country in the Gulf, the Arab world, Europe, or another part of the world.
2. Prepare questions that you would like to ask them in an interview. You can use some of the questions from the conversation on page 11 as examples.
3. Interview the person and write the answers in the chart in note-form. You might have to interview your friend or relative over the phone.

Name of the person you are interviewing	
Your questions	The person's answers
 What do you know about the G20 2020 Summit?	I know that Saudi Arabia hosted and led the event, so you must feel very proud!



13 Self Reflection

Things that I liked about Unit 1:	Things that I didn't like very much:
_____	_____
_____	_____

Things that I found easy in Unit 1:	Things that I found difficult in Unit 1:
_____	_____
_____	_____

Unit 1 Checklist	I can do this very well.	I can do this quite well.	I need to study/ practice more.
discuss past world events and present effects			
talk about global issues			
use the simple present			
use the simple present and the present progressive			
use the simple past and the present perfect			
use the simple past tense			
ask questions and give short answers with 'did'			
use time expressions for the past			
use the past progressive tense			
Past progressive + <i>when</i> + simple past tense			

My five favorite new words from Unit 1:	If you're still not sure about something from Unit 1:
_____	<ul style="list-style-type: none"> • read through the unit again • listen to the audio material • study the grammar and functions from the unit again • ask your teacher for help



2 Careers

رابط الدرس الرقمي



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1 Listen and Discuss

Read the three texts below. Find the sentences that say exactly what each person does in his job.

Dream JOBS

Have you ever wondered how people get really cool jobs? Imagine you've been working at the same job for a long time, and you're getting tired of the daily grind. Maybe you can get inspiration from these lucky people and do something creative and interesting.



CAR SCULPTOR

Working with clay is normally associated with artists, not with the automotive industry. However, some of the world's largest automobile companies have a permanent staff of sculptors to help them make designs for cars and visualize ideas for future products. Salim Saif went to art school and was going to be an artist, but he ended up as a sculptor for General Motors. Salim spends his days using his hands to craft anything from miniature clay models to actual-size car sculptures. He's been working for the company since he left college, and he and his team have helped design the latest models to come off the showroom floor.



FOOD SCIENTIST

When someone says that he is a laboratory scientist, what immediately comes to your mind? You probably think of a white lab coat, sterile surroundings, a microscope, and test tubes. But that is not the case of Matthew Duval. For the last three years, he's been working as a food scientist for the makers of Tasty's ice cream, and he has created several new flavors. He's constantly searching for new combinations of flavors to keep the products fresh and interesting for the company's customers. In his lab, he experiments with different



products and flavors until he gets them just right. And, of course, he always gets to taste the results. One part of Matthew's job involves market research. He's good at presenting his new products to customers and getting their input.

ANIMATION DESIGNER

Animation has been in high demand in advertising, special effects, video games, and films. Animators need to have artistic ability, creativity, storytelling ability, technical skills, scientific and technical knowledge, and the ability to work with others.



Animators need to understand character development and be able to portray character emotions in a convincing way. As computer generated imagery (CGI) technology is used in both live action films and animated movies and interactive games, it has become necessary for designers to have scientific and technical knowledge. Animation projects involve many people who work as a team. Clear and effective communication with team members and clients is crucial.

Qualities Employers Look for When Hiring for Jobs

In groups, discuss the meaning of the qualities. Give examples of actions that demonstrate the qualities. What other qualities would you add?



Top Twelve Qualities

1. Communication skills (Verbal and Written)
2. Honesty/Integrity
3. Teamwork skills
4. Interpersonal skills
5. Strong work ethic
6. Motivation/Initiative
7. Flexibility/Adaptability
8. Analytical skills
9. Computer skills
10. Organizational skills
11. Time management skills
12. Critical thinking and problem solving skills

Quick Check

A. Vocabulary.







1. Which of the qualities do you think the three people you read about need in their jobs?
2. Which of the above do you think are your strongest and your weakest qualities?

B. Comprehension. Answer **true** or **false**.

1. ___ Salim works as a car driver.
2. ___ He's been working for an auto company since he left school.
3. ___ Matthew has created several new flavors of yogurt.
4. ___ Matthew enjoys presenting his new products to customers.
5. ___ Animators usually work alone on their creative projects.

2 Pair Work

Find sentences that are facts about the three jobs you read on page 20. Make questions for those facts. In pairs, ask and answer the questions. See the examples below.

-  How long has Matthew been working as a food scientist?
-  He's been working as a food scientist for three years.
-  What skills do you need to be a car sculptor?
-  You must be creative.
-  What job are you interested in?
-  I'm interested in becoming a child psychologist. I'm good at working with children.



3 Grammar

Present Perfect Tenses: Progressive and Simple

Both tenses are used to talk about a situation that began in the past and continues into the present.

Use the present perfect progressive to talk about an action that is happening now and will probably continue.

Use the present perfect simple to talk about the amount of times/how long something has been done, up to this particular point. The action is not happening at this moment and may not continue.

Present Perfect Progressive

Hanan **has been reading** a book for two hours.

How long **have you been reading** that book?

Saeed **has been playing** football since he was ten.

How long **have you been playing** football?

Present Perfect Simple

She **has read** 30 pages.

How many pages **have you read**?

He **has played** for three different teams.

How many teams **have you played** for?

NOTE: The Present Perfect Progressive often uses *since* and *for* to show a length of time that the action is happening over.

A. Read the three texts about jobs on page 20 and find sentences that are present perfect progressive and present perfect simple. Say which ones happened all the time and which ones happened or changed from time to time.

B. Choose the correct verb form.

1. I (‘ve been looking for / ‘ve looked for) a job for three months, and I still (haven’t found / haven’t been finding) one.
2. My father (has worked / has been working) at many different jobs during his career.
3. Adnan (has written / has been writing) books for years, but he (hasn’t received / hasn’t been receiving) an award yet.
4. How many pages of that book (have you read / have you been reading)?

C. Write answers to the following questions about your study of English.

1. How long have you been studying English?
2. How many English teachers have you had?
3. How many books have you used?
4. How long have you been using this book?

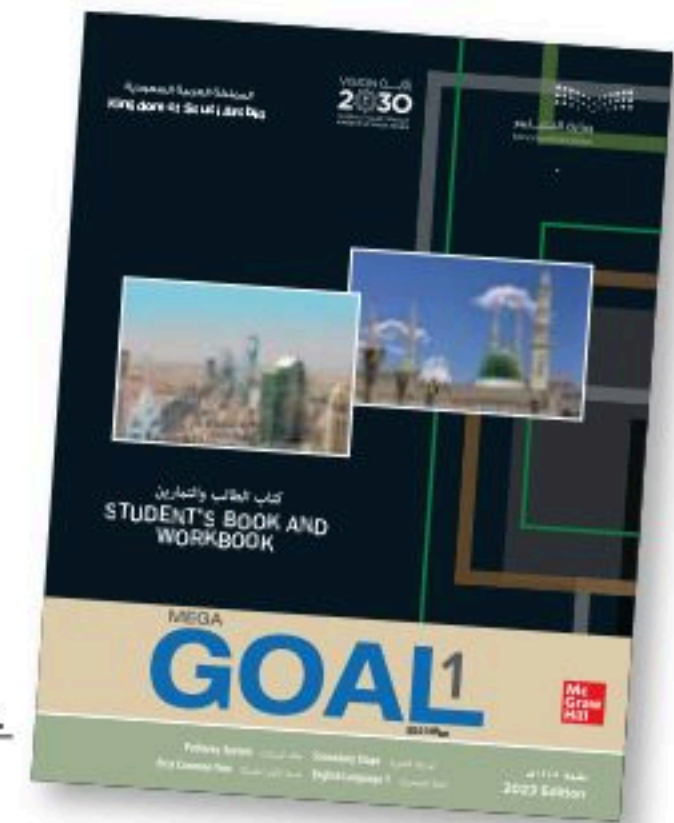
D. Work with a partner. Make sentences. Follow the example.

Hakim / photography studio / one year—taking pictures—photographer

! *Hakim’s been working at a photography studio for a year.*

He’s good at taking pictures, and he’s interested in becoming a photographer.

1. Faiz / restaurant / six months—bake things—chef
2. Refah / nursing home / two years—help old ladies—nurse
3. Yahya / newspaper / a while—interview people—reporter



E. Find out about your classmates' abilities and experiences, and ask how long they've been doing them. Complete the chart.

A: Can you ice-skate?

B: Yes, I can.

A: How long have you been skating?

B: I've been ice-skating since I was five.

A: Do you have a job now?

B: Yes, I do.

A: How long have you been working at it?

B: For about six months.

Activity	Name	Length of Time
Play a sport		
Study languages		
Live in the same house		
Drive a car/Ride a bike		
Work part-time		
Swim		
Your idea: _____		



FYI

To talk about someone's abilities (how well or badly they can do something) and interests, use expressions with **Good at** or **Interested in**.

He's **good at** using computers.

I'm **not very good at** speaking in public.

They're **interested in** working outdoors.

She's **not interested in** working in the computer industry.

F. Ask and answer questions about the picture. It's been raining for ten minutes. What have the people been doing during this time?

A: What has the man at the magazine stand been doing during the rain?

B: He's been reading.

A: How many magazines has he read?

B: He's read several magazines.






4 Language in Context

Prepare a job profile. Write down your qualifications, skills, and personality characteristics. You can use the examples in the chart below or your own ideas. In a group, discuss possible jobs for each student.

Personality Characteristics
creative, efficient, friendly, hardworking, intelligent, organized, reliable, sociable

Good At or Interested In

helping people	creating things	working outdoors
working alone	making a lot of money	working with people

	Qualifications <i>degree in journalism</i>	Special Skills <i>good at speaking in public</i>	Personality <i>confident</i>	Possible Job <i>TV reporter</i>
	<i>A TV reporter needs to be confident and has to be comfortable in front of the cameras, and should be interested in following news events.</i>			

5 Listening

Listen to the job interview, and complete the chart.

Candidate	Job Applied For
Name:	Working hours:
Education:	Salary:
Skills:	Job description:
Experience:	

6 Pronunciation

A. Listen. Note the differences in sounds. Then practice.

/m/	/n/	/ŋ/
m otivation	i n spiration	rea ng
m odel	pl n	work ng

He's been **n** working on **m**aking **m**odels.
He's been **n** an **i**nspiration to **m**e.

B. Choose some sentences from the texts you read on page 20. Underline the words that have **m**, **n** and **ing** in each sentence. Practice reading the sentences aloud making the three different sounds.

7 About You

In pairs, ask the questions and have your friend answer. Then switch roles.

1. What do you plan to do when you finish school?
2. Do you have a job? How long have you been working at your present job?
3. What career interests you? Why?
4. Have you ever had a job interview? Talk about it.
5. Have you ever had an internship? Talk about it.
6. Tell your partner about the jobs you've had and the courses you've taken. Say how long you've been doing the jobs or taking the courses.

8 Conversation

Underline the words that have **m**, **n** and **ing** in the conversation and the expressions **day after day**, **day in day out**, **bored to death**, **talked someone out of it** and **luckily**. In pairs, read the conversation aloud. Make sure to produce the three different sounds and the expressions correctly.

- Yousef:** So, Khaled, are you happy with your job at the TV station?
Khaled: Yes, very happy. I enjoy being out there and talking to people. I get a lot of satisfaction out of my job.
Yousef: How long have you been working on TV?
Khaled: I've been a reporter at this station for five years—since my internship. What about you?
Yousef: I've been working at the bank since I left high school. It's the same thing **day after day**, **day in and day out**. I'm **bored to death**. I was hoping to be a watch repairer, you know, but my parents **talked me out of it**. They said it wasn't a serious profession.
Khaled: Well, I was going to be a dentist, but **luckily** I changed my mind. Can you imagine me in a small room, stuck between four walls?
Yousef: That's where I am right now. It's time to move on and find something more challenging. I have a lot of different skills. I'm good at solving problems. I'm organized, reliable, hardworking...What do you think I should do?



Your Ending

What advice do you think Khaled gives Yousef?

- 1 I'm looking for an assistant. Are you interested?
- 2 Why don't you network with friends and find out about available jobs?
- 3 You should look at job sites on the Web.
- 4 Your idea: _____

Real Talk

day after day, day in and day out = following the same pattern
bored to death = very bored
talk someone out of it = to convince to do something different
luckily = used to give an opinion that an event was positive



About the Conversation

Answer **true** or **false**.

1. ___ Khaled has been working on TV for five years.
2. ___ He wanted to be an engineer.
3. ___ Yousef has had several jobs since he left high school.
4. ___ He wanted to be a watch repairer.
5. ___ He's been thinking of getting another job.

Your Turn

Role-play with a partner. Imagine Yousef found another job and has been working there for a year now. Ask what he's been doing and what changes have occurred in his career. Present your interview to the class.



9 Reading

Before Reading

Read the three job opportunities and find the sentences that say what a person should be able to do in each job.

JobPool Search Jobs

Home Profile & Resume ▾ Jobs ▾ Career Tools ▾ Advice ▾

JobPool Has the Job for You

About Us:
JobPool is a privately-owned career network with branches all over the world. Since its foundation in 2000, the company has constantly improved its users' experience with new features and services. JobPool has been growing globally through strategic international expansion. We have helped professionals and companies all over the world to meet each other.

OPENINGS [Internships]

Media Intern: TV and Radio Media International
 Do you want to be part of the fast-paced world of television and meet famous people at the same time? Here's your chance. Our interns research information about hot topics. They need to find information quickly and be able to summarize it in clear language. Our hosts use the information on their programs. Our interns also greet our guests when they arrive in our studios. You need to be fluent in English and be good at using computers. And you must be friendly and outgoing. This is a paid internship for the summer.

Archaeological Interns: Students Learning Overseas
 Here's an opportunity to study history firsthand and to work with noted archaeologists on an exciting dig. We've been uncovering ruins at the famous ancient city of Pompeii for several years. Interns' job is to dig slowly and carefully. They also work to uncover buildings that have been buried for centuries. It is very hard and painstaking work. The reward is a chance to discover something that the volcano Vesuvius buried with its lava two thousand years ago. This is an unpaid three-month internship, but lodging and meals are provided near the site.

Environmental Engineering: Saudi Construction, Riyadh
 Great opportunity for a civil engineering graduate student in the environment field! This project involves the construction of a road and a number of other local projects, such as research centers and new pipelines. The interns work alongside experienced civil engineers and receive training in the different work sectors. You need to be able to read blueprints, have some knowledge of Arabic, and be able to cope with temperatures that average 104°F (40°C). Food and accommodation will be provided.

Send applications to: internships@jpool.com Attach a cover letter and a résumé.

وزارة التعليم
 Ministry of Education
 2023-2024

Résumé

Carl Barthes
543 Limerick Road
Englewood, New Jersey 07632
Telephone: 201-555-7287 • Cell phone: 201-555-7398
email: cbarthes@worldnet.com

Education

- Undergraduate student at Center University, majoring in Media Studies
- Graduate of City High School

Experience

- Host of radio program. Responsibilities include:
Interview people about teen-related issues on the air
Decide on topics and help organize the show
- In charge of school website "School Days"
Have written articles on community issues and on student concerns. Have done interviews and research to get background information.

Honors/Awards

- The school website won an award as one of the most useful to students in the state.
- An article I wrote about jobs for young people has appeared in the local press.

Skills

- Computer expertise in word-processing and graphic programs
- Fluent in Spanish

After Reading

Answer **true** or **false**.

1. ____ JobPool has been growing since the year 2000.
2. ____ The archaeological interns get a good salary.
3. ____ The media intern needs to speak several languages.
4. ____ The candidate for the engineering job must be good at reading blueprints.
5. ____ Carl has experience with word-processing programs.
6. ____ One of Carl's articles has appeared in newspapers all over the country.

Discussion

1. What types of information does Carl include in his résumé? What types of jobs do you think Carl has the qualifications and experience for? Explain.
2. What qualifications do you have that you can include in a résumé? What jobs are you qualified for?
3. In your opinion, what makes a person qualified for a job?



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10 Writing



- A. 1.** Read the three job opportunities again. Write the qualities, qualifications, and experience that a person needs for each job in note-form in the chart below.
2. Which job would you apply for if you had the qualifications? Why?
 3. Which job would you not be interested in? Why not?
 4. Discuss your choices in class. Which is the most popular job? Which is the least popular job?

Job	Qualities (see page 21)	Qualifications (certificates, awards, diplomas, degrees)	Experience
Media Intern			
Archaeological Intern			
Engineering Intern			

- B. 1.** Read the cover letter for a job application on page 29. Collect information about the person and make notes in the chart which follows it.
2. Think about your favorite job in the JobPool. Write information about yourself in the YOU column.
 3. Use your information to write a cover letter applying for the position.

Writing Corner

When you write a cover letter it is important to think about why you are writing it (purpose); who you are addressing (audience); and the information you will put in each paragraph:

- include the name, title, and address of the recipient on the left
- start with a short introduction stating your reasons for writing
- include a section or paragraph about why you are the right person for the job
- finish with a closing statement thanking the recipient

Find the features mentioned above in the letter on page 29 before you write your own cover letter.

Ahmed Alsaaleh
 Human Resources Manager
Zero A Company
 87 Riyadh Road
 Jeddah
 (555) 555-5555
ahmed.alsaaleh@email.com



15 April 2023

Dear Mr. Alsaaleh,

I am writing to apply for the Public Relations position advertised in *PR Journal*. As requested, I am enclosing a completed job application, my certification, my résumé, and three references.

I believe that my experience, education, and training will make me a competitive candidate for this position. The key strengths that I possess for success in this position include:

- I am a dedicated and enthusiastic professional.
- I welcome challenge and strive for continued excellence.
- I am an experienced and effective communicator.
- I have had five successful years in PR in large corporations.

With a Bachelor's Degree in Public Relations and a Master's Degree in Intercultural Communication, I have a full understanding of the factors involved in the successful operation of a multinational organization such as yours.

Thank you for your time and consideration. I look forward to hearing from you.

Sincerely,

Saud Khalid

Applicant	Person who wrote the cover letter	YOU
Qualities (see page 21)		
Qualifications (certificates, awards, diplomas, degrees)		
Experience		



11 Form, Meaning and Function

Simple Present Tense

Use the simple present to talk about things that are true in general or that happen all the time.

Affirmative (+)

I	work	in an office
You	work	in an office
We	work	in an office
They	work	in an office
He	works	
She	works	

Negative (-)

I	don't	work	in an office.
You	don't	work	in an office.
We	don't	work	in an office.
They	don't	work	in an office.
He	doesn't		
She	doesn't		

Time Expressions for the Present

We can use time expressions to talk about routines or habits.

He works at the hospital **from** Sunday **to** Thursday.

He doesn't work **on the weekend**.

He works at the hospital **on weekdays**.

In his free time, he plays football.

Wh- Questions in the Simple Present

Q: Where does he/she work?

Q: Where do you/they work?

Q: What do you do?

A: He/She works in a hospital.

A: I/They work in an office.

A: I'm a salesperson.

Note: *What do you do?* usually means *What's your job?*

Prepositions of Time for the Present

Look at these examples to understand when we use prepositions to talk about time:

at three o'clock, noon/midnight/ midday/ night

in the morning/afternoon/evening

on Thursday, weekdays, Saturday morning, weekends, the weekend



A. Complete the sentences with the simple present tense of an appropriate verb. Write the correct preposition.

1. Ahmed is a teacher. He teaches in a high school. He works on weekdays.

1. What _____ your uncle _____? He's a writer.
He _____ books.

2. Adnan is a bus driver. He _____ a city bus.
He works _____ night.

3. Where _____ Omar and Ali _____? They _____ in a hospital. They are doctors.

4. Hameed is a journalist. He _____ for a newspaper. He _____
weekdays and _____ weekends.

5. Fahd is a pilot. He _____ planes. He likes to play tennis _____ his free time.

Relative Pronouns: *Who, That, Which*

Relative clauses add information about a noun in the main clause.

Use the relative pronoun *who* or *that* for people.

Use the relative pronoun *that* or *which* for things and animals.

The man was talking to the tourists. He was friendly.

The man **who/that** was talking to the tourists was friendly. (relative clause)

The computer company is making a good profit. It is called Easy Surf.

The computer company **that/which** is making a good profit is called Easy Surf.

Past Progressive with *While*

We can use the past progressive with *while* to talk about actions that were happening at the same time:

Mohammed **was working** on the computer **while** his brother **was talking** on the phone.

While you **were working** at the photography studio, I **was studying** graphic design at college.

They **were waiting** for their father at the office **while** their father **was waiting** for them at home.

While she **was talking** with her sister downstairs, her mother **was looking** for her upstairs.

B. Complete the sentences with *who* or *that*.

1. The new driver _____ started work yesterday is very quiet.
2. The products _____ they launched this week are selling well.
3. I'd like to introduce you to the person _____ organized the conference.
4. That isn't the job _____ he applied for.
5. The actor _____ was playing the lead role was very funny.
6. Isn't that the book _____ you were reading last week?

C. Work with a partner. Make sentences to describe the actions in the pictures.

💡 *It was raining while Yahya was washing the car.*

Yahya



1. Faisal



2. Fatima



3. The people



12 Project

1. Find a person – a relative or a friend who has a job that you are interested in.
2. Prepare questions that you would like to ask him/her in an interview.
3. Interview the person and write the answers in note-form. Use the same categories in the chart to organize them: Qualities, Qualifications, Experience, and Skills.
4. Use the same questions as in 2 to interview each other. Answer using your notes about your relative's or friend's job. Write your partner's answers in the chart in note-form.
5. Use your partner's answers to write a résumé using Carl's résumé as a model.



	Your questions	Your partner's answers
Qualities (see page 21)		
Qualifications (certificates, awards, diplomas, degrees)		
Experience		
Skills		



13 Self Reflection

Things that I liked about Unit 2:	Things that I didn't like very much:
_____	_____
_____	_____

Things that I found easy in Unit 2:	Things that I found difficult in Unit 2:
_____	_____
_____	_____

Unit 2 Checklist	I can do this very well.	I can do this quite well.	I need to study/ practice more.
talk about careers			
talk about personal qualities and personality characteristics			
talk about how long I've been doing something			
use the present perfect progressive versus the present perfect simple			
use the construction adjective + preposition + gerund			
use the simple present and ask <i>Wh-</i> questions			
use prepositions of time for the present			
use relative pronouns			
use the past progressive with <i>while</i>			

My five favorite new words from Unit 2:	If you're still not sure about something from Unit 2:
_____	<ul style="list-style-type: none"> • read through the unit again • listen to the audio material • study the grammar and functions from the unit again • ask your teacher for help

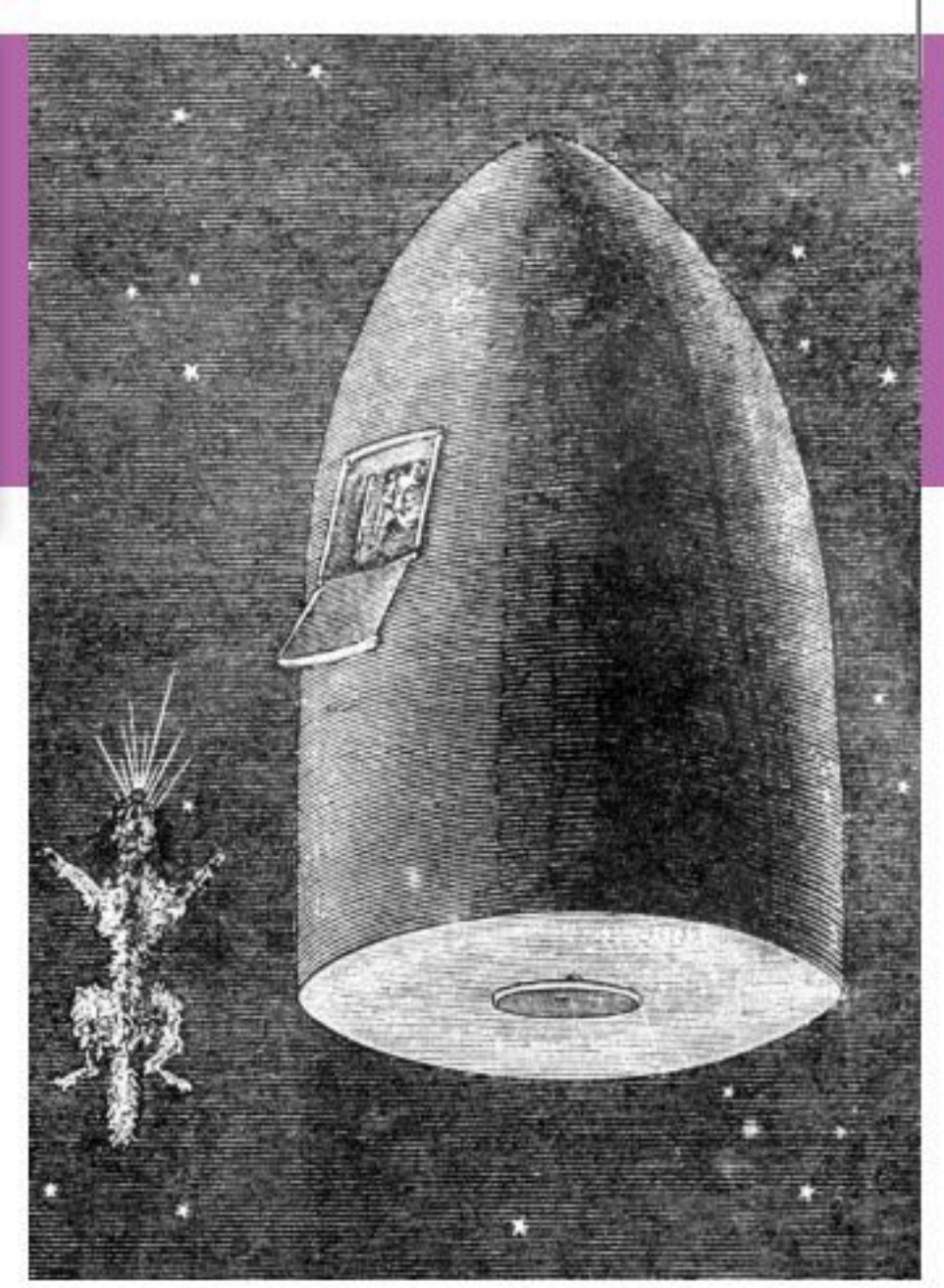


3 What Will Be, Will Be

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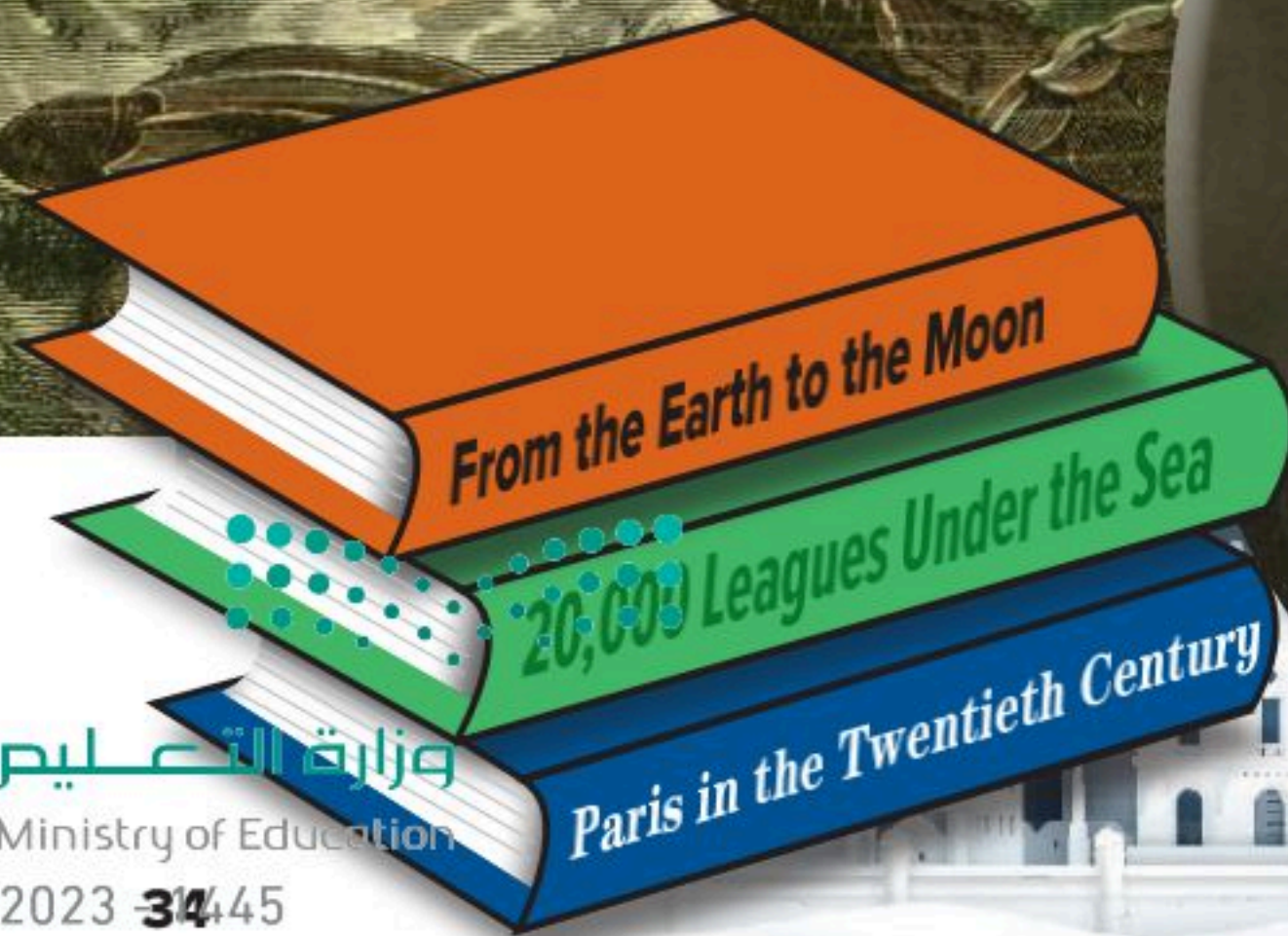
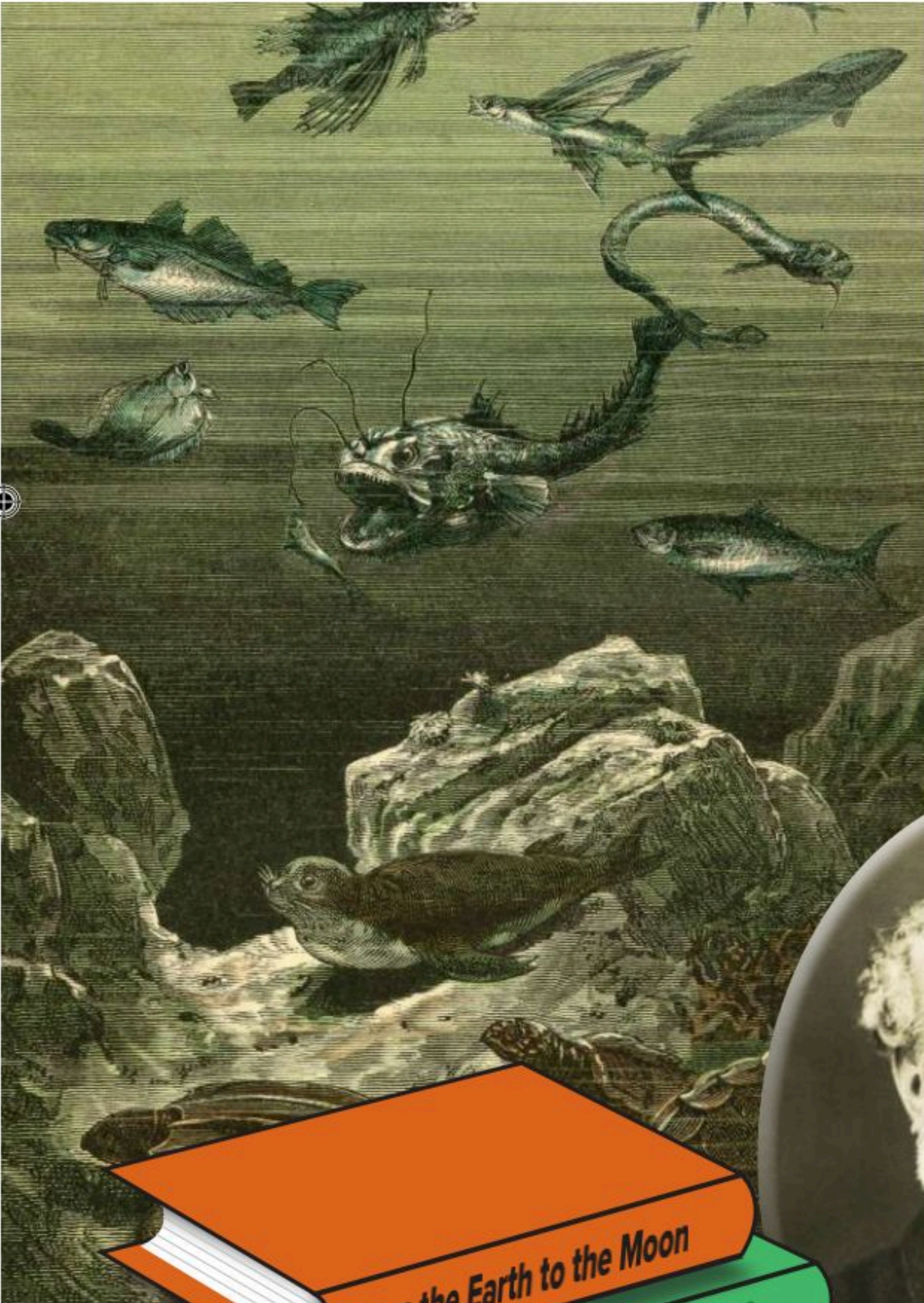
1 Listen and Discuss

1. Read the title. What words does it make you think of?
2. Read the text. Find the sentences that talk about the future and the ones that talk about the past.

A Vision of the Future

The French writer Jules Verne wrote several books in the late 1800s. In them, he wrote about the future. He asked, "What will life be like at the end of the 20th century—one hundred years from now?" In one of his adventure novels (*From the Earth to the Moon*), his characters traveled to the moon in a rocket. In another novel (*20,000 Leagues Under the Sea*), his characters dove through the depths of the ocean in a submarine in the shape of a whale. In a novel titled *Paris in the Twentieth Century*, Verne described a city with skyscrapers of glass and steel, high-speed trains, gas-powered automobiles, and a global communications network. Space rockets and submarines and other things in his novels didn't exist in Verne's time, but many of the inventions that Verne imagined became reality by the end of the 1900s. That's why people call Verne a visionary.

◀ Jules Verne



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Comments Made in the United States in 1955: Right or Wrong Predictions?

Read the predictions below. Find the sentences that talk about the future.

"I seriously doubt that fast food restaurants will ever catch on."

"Have you seen the new cars coming out next year? It won't be long before \$1,500 won't even buy a used car."

"Did you see where some baseball player just signed a contract for \$75,000 a year just to play ball? It wouldn't surprise me if someday they'll be making more than the president."

"Soon all our kitchen appliances will be electric. They are even making electric typewriters now."

"I'll tell you one thing, if things keep going the way they are, it's going to be impossible to buy a week's groceries for \$20."

"If they think I'll pay 50 cents for a haircut, forget it."



FYI

What a dollar bought in 1955 would take about \$9.65 to buy in 2020, because of inflation. The average baseball player makes nearly \$4.5 million a year. Today a haircut for a man costs an average of \$28.

Quick Check ✓

A. Vocabulary. Complete the following with words from the texts.

1. _____ novel
2. _____ restaurant
3. _____ car
4. _____ appliance
5. _____ cut

B. Comprehension. Mark which of these predictions came true.

1. ___ People will drive gas-powered cars.
2. ___ People will live in skyscrapers.
3. ___ People will travel to the center of the earth.
4. ___ Fast food restaurants won't catch on.
5. ___ Sports stars will earn more than the president.

2 Pair Work

Think of one thing we use now. Write down some of its features. Think how each of these features may change in 30 to 40 years. Make predictions of how people will use it in the year 2050.

There won't be any more cars.
People will travel in vehicles that
ride through the air.



3 Grammar

Future with *Will* or *Be Going To*

Use *will* or *be going to* to make predictions about the future.

Affirmative (+)

Computers **will perform** many functions.
People **are going to have** more free time.

Negative (-)

Computers **won't have** feelings.
Machines **aren't going to control** us.

Questions (?)

Will people **eat** artificial food?
Are we **going to travel** to other planets?

Answers (Opinions)

I guess so. I hope not.
I think so. I don't think so.

We also use *will* when we decide to do something at the time we're speaking, such as for offers or promises.

We don't have any milk. I'll **get** some from the store.

Will versus *Be Going To*

Use *be going to* to express a plan that is already made or decided.
Use *will* to express uncertainty, often with *maybe* or *probably*.

What are your vacation plans? I'm **going to spend** a month in Abha.
Maybe I'll **go** to Abha.

Future Progressive

Use the future progressive (*will + be + present participle*) for continuous actions in the future.
Or use *be going to + be + present participle*.

Affirmative (+)

(At) this time tomorrow, I'll **be swimming** in the ocean. OR I'm **going to be swimming**...
A week from today, I'll **be relaxing** on the beach. OR I'm **going to be relaxing**...
By the year 3000, people **will be living** to the age of 120. OR They **are going to be living**...

Questions (?)

Will you **be working** on the weekend?
Are they **going to be taking** the test, too?

Short Answers (+)

Yes, I **will**.
Yes, they **are**.

Short Answers (-)

No, I **won't**.
No, they **aren't**.

A. Complete the predictions about the future with the correct form of the verb.
More than one answer is possible.

- In one hundred years, people _____ on other planets. (live)
- Students _____ with computers instead of books. (study)
- Cars _____ on gasoline. (not run)
- Robots _____ people's lives. (not control)
- Young people _____ only to smartphones. (listen)
- At the age of 50, people _____ young. (be)

B. Work in groups. Answer this question:

Which of the following do you think people will still be using in 50 years?



ballpoint pens



personal computer



DVD player



magazines



cell phone



flat screen TV



microwave oven

C. Work with a partner. Ask and answer: Which of the following do you think will be solved in the next 50 years? Add your own ideas.

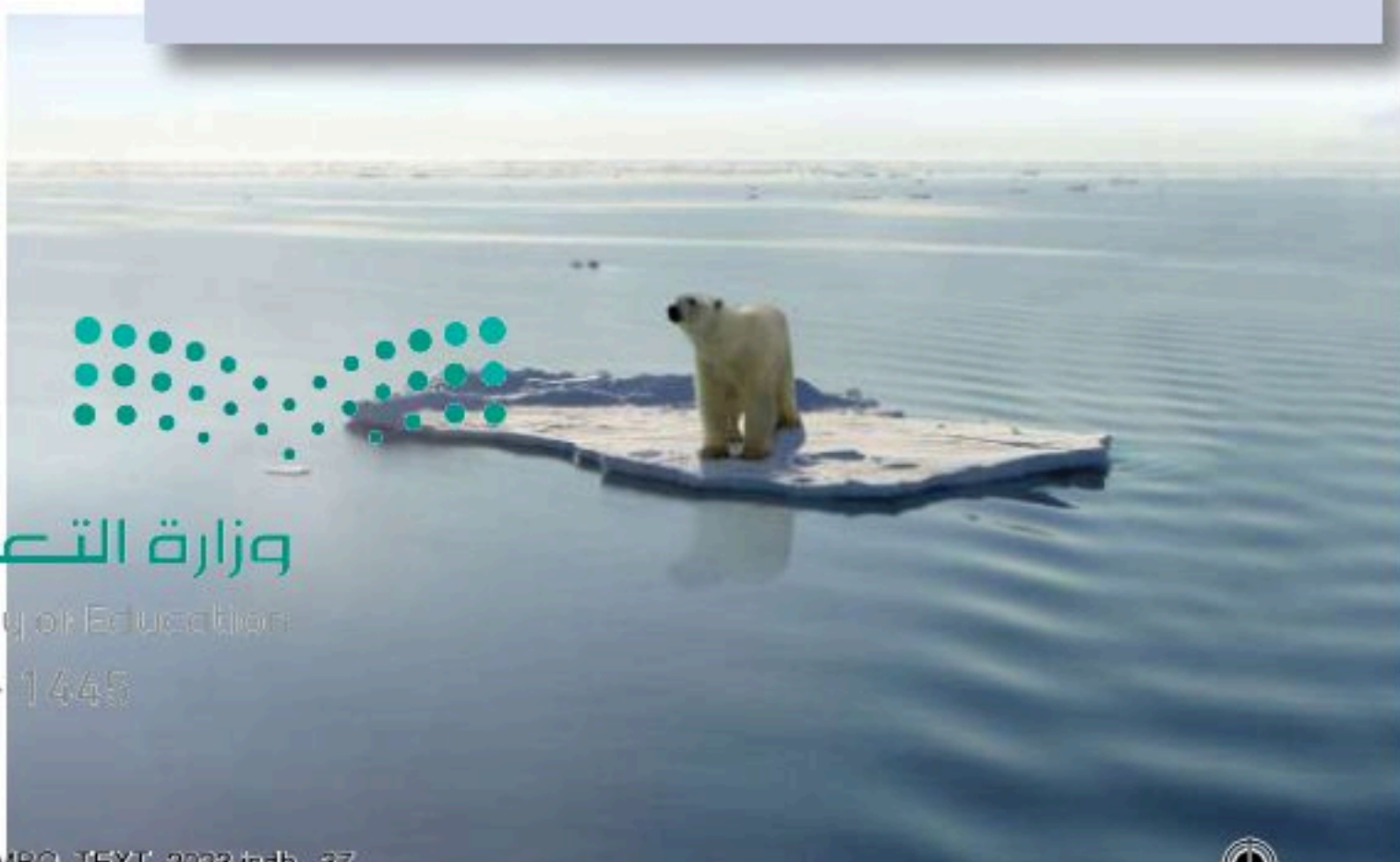
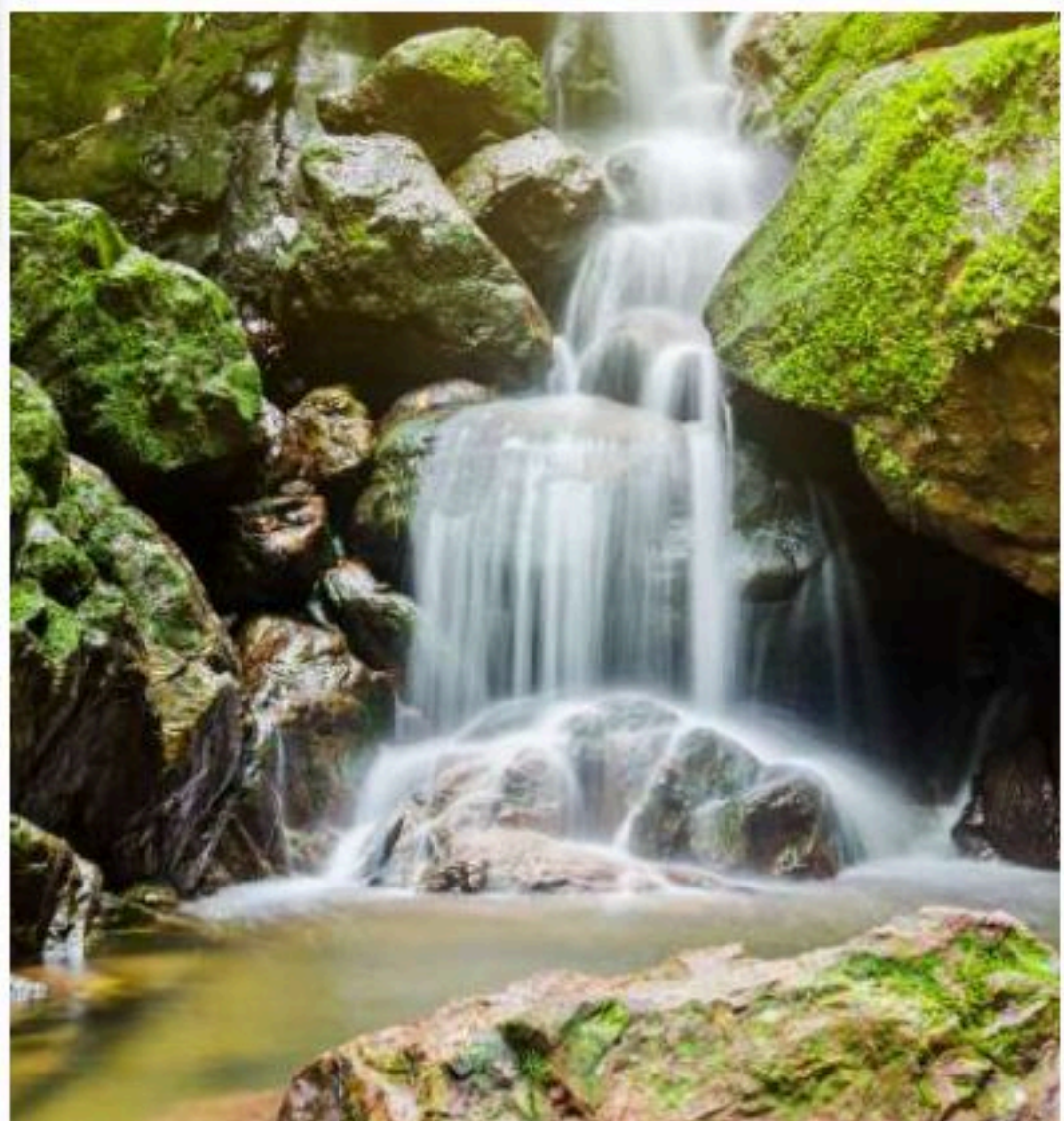
A: Do you think there will be enough food for everyone in the world?

B: I believe there will be.

A: Do you believe there will be peace on Earth?

B: No, I don't. Nations are too selfish.

Researchers will find a cure for cancer.
Global warming will melt the ice at the poles.
People will be preserving the environment.
There won't be any more pollution.
There won't be any more war.
Many plant and animal species won't exist anymore.



3 What Will Be, Will Be


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4 Language in Context

Write down three things you want to change and improve in your life. Compare your ideas with a partner.

-  *I won't use my cell phone so much.*
- I'll start exercising.*
- I'll study more.*

5 Listening

Listen to the principal's speech at graduation, and complete the chart about the students' past and future.

Name	Past	Future
Ibrahim		
Steven		
Saeed		
Jim		



6 Pronunciation

A. Listen. Note the words that are usually not stressed. Then practice.


a	in a century	to	nine-to-five
and	young and old	was	It was common.
can	Cars can fly.	of	cars of the future

B. Read the text about Jules Verne again. Find the sentences that contain **a**, **and**, **can**, **to**, and **of**. Practice reading these sentences without stressing **a**, **and**, **can**, **to**, and **of**.

7 About You

In pairs, ask and answer the questions. Then switch roles.

- Do you believe that people can predict the future? Explain.
- Do you know of any predictions that came true? Explain.
- What changes do you predict for the next 50 years?
- What do you think you'll be doing 20 years from now?

 5. What kind of TV programs will people be watching in 50 years?

- What will schools be like in 20 years?

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8 Conversation

Find and underline some of the words you practiced in the pronunciation section. Practice reading the conversation in pairs.

Reporter: Would you tell us about the new intelligent home of the future?

Engineer: Certainly. The concept of Intelligent Buildings is to monitor and optimize lighting, security, ventilation, heating, audiovisual and entertainment systems, and so on. It's an integrated household system that will make people's lives easier.

Reporter: How will the house actually function?

Engineer: When you arrive at the front door, you won't need a key. The door will open with a touch of your finger. The system will recognize your fingerprint.

Reporter: What happens after I enter the house?

Engineer: The lights will come on if it's night, the climate control will be activated, and surround sound will automatically play your favorite radio station.

Reporter: What special facilities will there be in the kitchen?

Engineer: You'll be able to "call" your refrigerator when you're at the supermarket and find out how much milk there is or how many eggs you have left.

Reporter: That's wonderful. What about the housework? I hate doing that.

Engineer: The house will come equipped with a robot that will do the cleaning, the washing, and the cooking.

Reporter: No kidding? Can I buy the robot without the house?

Real Talk

Certainly = used to say yes

No kidding? = to express surprise, in this case, pleasant surprise

About the Conversation

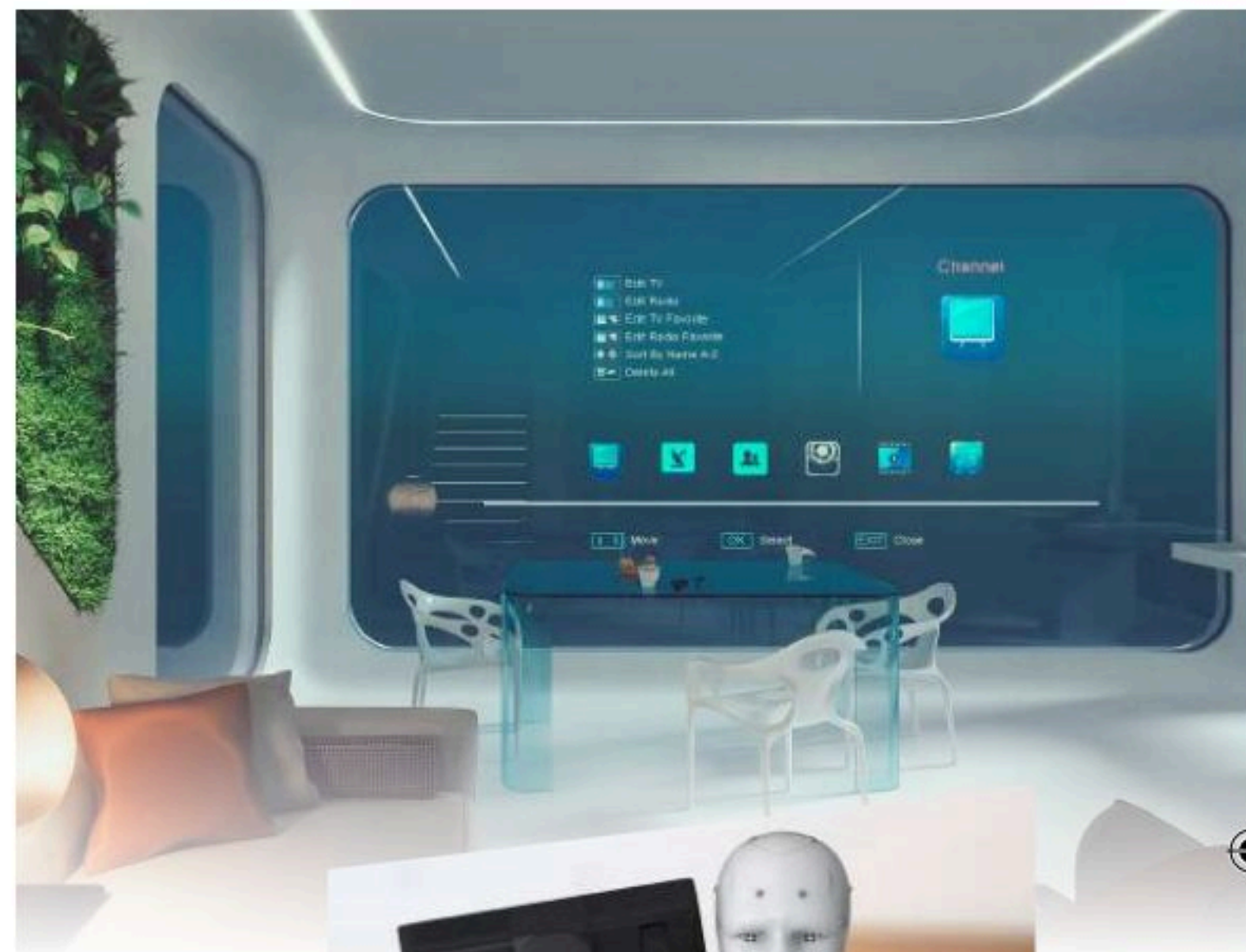
In pairs, ask and answer the questions. Then switch roles.

1. What are some features of the intelligent house?
2. What will happen after a person enters the house?
3. What will you be able to do over the phone?
4. Why is the reporter interested in the robot?

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Your Turn

Draw an intelligent house that you would like to have one day. Write sentences about the intelligent features and how they work.



9 Reading

Before Reading

1. Read the title. What words does it make you think of?
2. Read the text. Match a heading to each paragraph.

a. What the car contained	d. They lived to see it
b. The burial of a car	e. Everyone came to the event
c. 50 years later	

The Tulsa Time Capsule

- 1 A crowd of people gathered outside the courthouse in Tulsa, Oklahoma, in June 1957, to witness the burial of an unusual time capsule: a brand-new gold-and-white Plymouth Belvedere car. The city leaders explained: "In exactly 50 years time, this car will be unearthed to show the world who we were and how we lived in Tulsa in 1957."
- 2 The automobile contained a flag, a city phone directory, an unpaid parking ticket, and the contents of a woman's purse: bobby pins, a ladies' powder compact, a plastic rain cap, several combs, a tube of lipstick, a pack of gum, a wad of tissues, \$2.73 in bills and coins. Five gallons of gas were also included, in case the combustion engine became obsolete by 2007 and no fuel was available.
- 3 The event attracted all sorts of people to Denver Avenue that day in 1957. Some thought that the idea of burying a new car was dumb; others thought it was brilliant. Raffle tickets (for the car) were sold. The person to guess the approximate population of Tulsa in 2007 would win. "I'll never be alive," said Teddy Baxter, aged 6. "Sure you will," answered his brother Henry, who was 19. "I might not be, but you'll be around for sure." Gene McDaniel, who was 20 at the time, thought: "In 2007, I'll be 70—I'll never make it."
- 4 The Plymouth was wrapped in protective material and lowered into a concrete vault, which was supposed to withstand even a nuclear attack. It lay there for 50 years.



On June 13, 2007, the vault was opened, and the car was raised as thousands of people watched. The organizer of the event said: "Ladies and gentlemen, I present you Miss Belvedere." Unfortunately the tomb was unable to protect the car from moisture, and the vintage vehicle was covered in rust. The contents of a "typical" woman's handbag in the glove compartment looked like a lump of rotted leather. The microfilm that recorded the names of the contestants wasn't found. There was a bit of disappointment that the items were not in better condition. However, some items inside the time capsule were in good shape—they included a U.S. flag and some historical documents, such as aerial maps of the city and postcards.

- 5 The good news is that when the Belvedere was unearthed, Teddy and Gene were still alive. They never thought they would be here to see it happen. Someone present said, "It's our King Tut's tomb. It's like a fairy tale."

After Reading

A. Choose the correct meaning of each word.

- | | | | |
|-------------------------------|------------------------|----------------|-------------------------|
| 1. to gather (paragraph 1) | a. to come together | b. to separate | c. to join |
| 2. to witness (paragraph 1) | a. to give evidence | b. to help | c. to see an event |
| 3. bobby pin (paragraph 2) | a. pin worn by boys | b. safety pin | c. hairpin |
| 4. obsolete (paragraph 2) | a. complete | b. outdated | c. high-tech |
| 5. vault (paragraph 4) | a. an electric measure | b. a safe | c. a can |
| 6. to withstand (paragraph 4) | a. to oppose | b. to observe | c. to resist or survive |

B. Answer the questions about the reading.

1. What was the purpose of burying the car for 50 years?
2. Why did the organizers include five gallons of gas for the car?
3. Are any of the items put in the car obsolete today?
4. Who was going to be the winner of the contest?
5. What was the bad news in 2007?

C. Complete the sentences about the reading in your own words.

1. "In 50 years time, when this car is taken out of the vault, people will _____."
2. "If I buy a raffle ticket for the car, I might not _____."
3. "When people open the glove compartment in 2007, they _____."



Discussion

Have you ever read about "hidden treasure"? When was it hidden and what did people find?





10 Writing

A. Answer the questions.

1. Read the title. Who do you think the keeper is?
2. Look at the photos. Where was the treasure hidden?

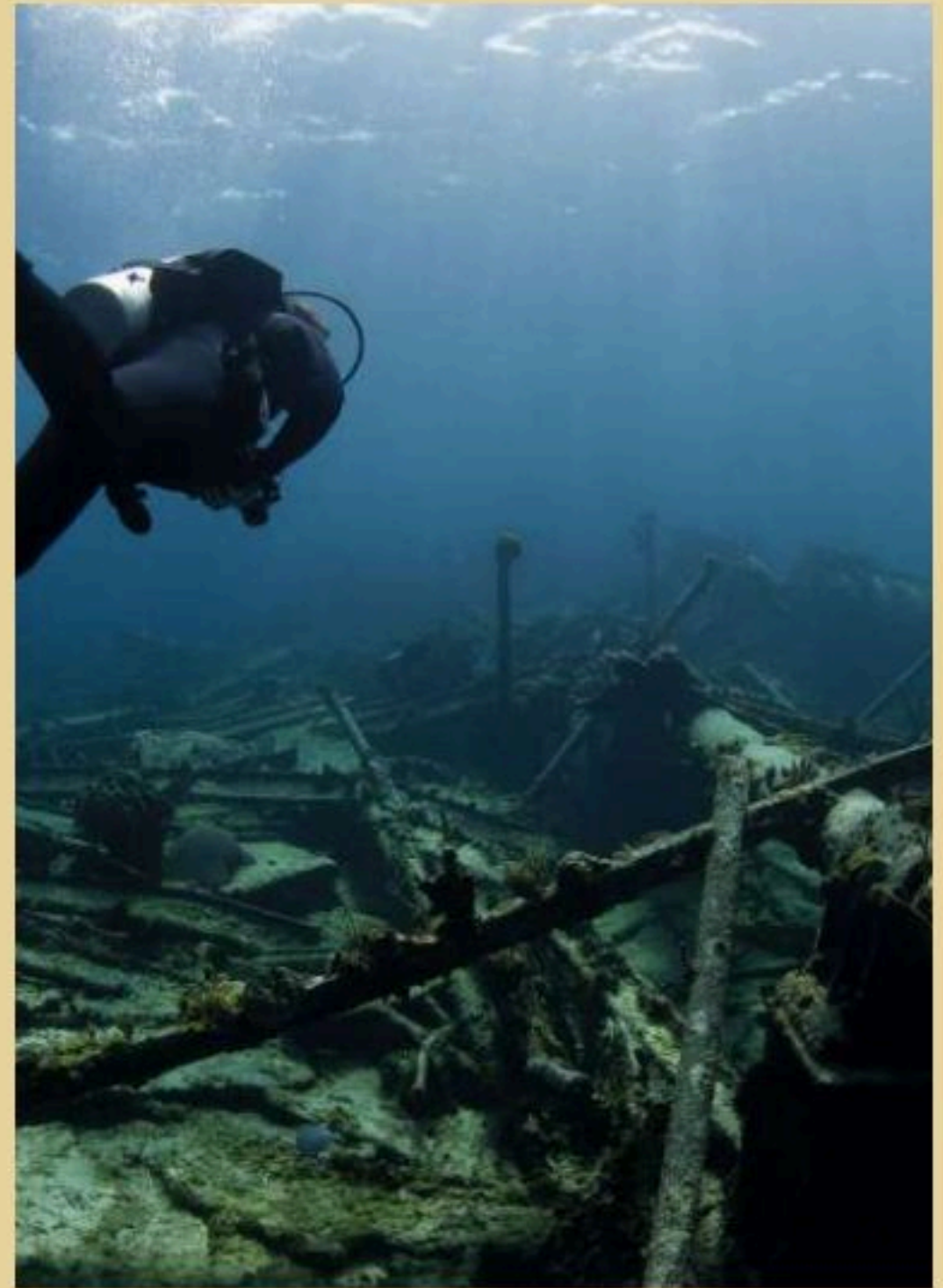
Keeper of hidden treasure

This is not a fairy tale, nor a scary story; it is the story of the discovery of 900-year-old treasure off the Korean shore.

A fisherman caught an octopus that had bits of blue pottery attached to its tentacles. At first, he thought they were shells. He caught more octopus and they all had shards attached to their tentacles. Finally, he brought up an octopus that had a whole plate caught on its tentacles.

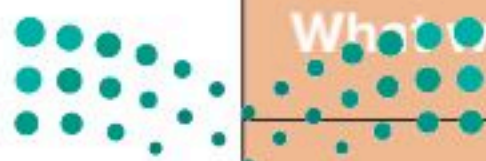
That was when he realized that he had made an important discovery; he had heard about shipwrecks with ancient pottery, in the area. So he contacted the museum as soon as he got back.

An urgent underwater exploration led to the discovery of thirty, perfect examples of 12th century bowls, thanks to the octopus family.



3. Read the story and make notes in the boxes.

Who found the treasure?	
Where did he find it?	
How did he find it?	
What was the treasure?	
What did he do with it?	



B. Think of a story about "hidden treasure" that you have read or heard. Make notes in the chart below and then use your notes to write the story.

The chart consists of six boxes arranged in a flow: 'Why did he hide it?' (top left), 'Who did it?' (top middle), 'Where was it hidden?' (top right), 'What was the treasure?' (middle), 'Who found it?' (bottom middle), and two boxes at the bottom: 'How did he find it?' (bottom left) and 'What did he do with it?' (bottom right). Arrows indicate a sequence from top-left to top-middle to top-right, then down to middle, then down to bottom-middle, and finally down to the two bottom boxes. The background is a colorful illustration of a landscape with a blue river, green hills, brown houses, and a treasure chest filled with gold coins on a sandy bank.

Writing Corner

When you write a story you need to think about:

- Your **audience**. Who is reading or listening to the story?
- The **people (characters)** in the story. Who are they? What do they look like? What kind of person are they?
- The **place** or **places** where events take place. Describe these places.
- The **events (plot)**. What happens in your story? Use past verb forms.
- The **time** things happened. Which year is your story set in? What time of day is it? Which season is it? Use past time.
- The **order of the events**. What happened first, second, third and so on? Use a variety of past tenses to order your events.

• The **beginning** and **end** of the story. How will you begin your story? How will you end your story?

1. What do you think causes a reaction, e.g. surprise, suspense, laughter/humor etc.?

2. What was your reaction to the octopus story?



11 Form, Meaning and Function



Present Simple Tense versus Present Progressive Tense

We use the simple present to talk about habits or routines.

We use the present progressive for actions occurring now or for a temporary situation.

Omar **lives** in Riyadh. He **works** for a big computer company as a computer scientist.

Omar **is working** at the Al Qassim Science Center in Saudi. He **is creating** an exhibit named 'Computers in the Future.'

Present Progressive for the Future

We can also use the present progressive tense to talk about arrangements and scheduled events in the future.

Q: When **are** they **flying** to Dubai?

A: They're **flying** to Dubai tonight.

Q: When **are** the new cars **coming out**?

A: They're **coming out** next year.

Q: When **is** Omar **leaving** for Riyadh?

A: He's **flying** at 9 o'clock in the morning.

Time Expressions for the Future

Q: What are you going to do **tomorrow**?

A: I'm going to visit the museum of Science and Technology.

Q: Will she go on the school trip **next week**?

A: Yes, she will.

Q: Are you sitting examinations **next month**?

A: Yes, I am.

Make and Respond to Suggestions

To make suggestions we can use: *Let's.../ How about ...?/ Why don't we/ you ...?*

Q: **Let's** look for the hidden treasure.

A: **We can't.** We don't have a map.

Q: **How about** making a time capsule for the school project?

A: **Great idea!** Let's do it!

Q: **Why don't we** design a robot to help with the cleaning?

A: Yes, **why not!** That sounds great!

A. Hussein and Ahmed are going on a school trip. They will visit a new Science and Technology museum. Work with a partner. Ask and answer. Use future forms and time expressions.

A: When are they going?

B: They are going tomorrow.

A: What will they see and do at the museum?

B: They are going to see exhibits about robots. They will learn about space travel in the future.

A: What will they take?

B. Hussain and Ahmed are at the museum. They are discussing what to see and do. Make up a dialogue. Use language for making and responding to suggestions.

Hussain: Let's go to the 'Space Show.'

Ahmed: Great idea! Oh wait ... We can't. It's sold out.

How about ...



Information Questions

- Q:** What are you going to do in the summer? **A:** I'll probably travel.
Q: Where will you go? **A:** I'll go to Najran.
Q: How will you get there? **A:** Maybe I'll drive.

Note: We often use *will* with *probably* or *maybe* to express doubt or uncertainty.

Tag Questions

We often use tag questions to check information. We use an auxiliary verb and a subject personal pronoun. With an affirmative sentence, use a negative tag. With a negative sentence, use an affirmative tag.

Affirmative (Negative Tag)

Global warming will melt the ice at the poles, **won't it?**

Most people use their cars to get around the city, **don't they?**

Scientists are close to finding a cure for cancer, **aren't they?**

It usually snows in winter, **doesn't it?**

You are from Riyadh, **aren't you?**

Negative Sentence (Affirmative Tag)

People won't live on other planets in 100 years, **will they?**

They are not going to go on the school science trip, **are they?**

He isn't working at the research center tomorrow, **is he?**

It doesn't usually rain in summer, **does it?**

She isn't from Muscat, **is she?**

- C.** Find out about your classmate's hobbies and interests. Ask and answer questions about their plans for the various times in the box. Use future forms and time expressions.

- A:** What are you going to do on the weekend?
B: I'll visit my cousins. I'll probably go horseback riding on Saturday.
A: That sounds great!
B: What will you do on the weekend?
A: I'll probably go to the new science museum with my brother. I haven't been yet.

in the summer	in the winter	in the spring	in the fall
on the weekend	next week	next year	on Saturday
tomorrow	in the future	this year	soon

- D.** Write down some of your classmate's answers from exercise **C**. Then check the information with them. Use question tags.

- A:** You usually go horseback riding on the weekend, don't you?
B: Yes, I will probably go on Saturday.
B: You are going to go to the new science museum, aren't you?
A: Yes, that's right!





12 Project

1. Think about life in your country and plan a time capsule to be opened in 50 years' time. Work in groups.
2. Use the questions in the planner to help you decide what to put in it. Make notes in the chart.
3. Try to choose things that represent different areas in your country. Think about different kinds of objects.
4. Suggest and discuss different ideas in your groups before you decide. Share the work required to collect information, design the time capsule, and write short texts about what the objects are and why they have been included.
5. Create a poster of your capsule with photos or drawings of the objects. Include brief captions about each object.
6. Present your project in class.



Planning questions	Group's decision
What will you use as a time capsule?	
How will you protect the time capsule?	
Where will you bury the time capsule?	
What will you put in the time capsule?	
Why did you choose the things that you will put in the time capsule?	



13 Self Reflection

Things that I liked about Unit 3:	Things that I didn't like very much:
_____	_____
_____	_____

Things that I found easy in Unit 3:	Things that I found difficult in Unit 3:
_____	_____
_____	_____

Unit 3 Checklist	I can do this very well.	I can do this quite well.	I need to study/ practice more.
make predictions about the future			
express opinions			
use the future with <i>will</i> or <i>be going to</i> in the affirmative and negative and in questions and answers			
use <i>will</i> versus <i>be going to</i>			
use the future progressive in the affirmative and negative and in questions and answers			
use the present progressive for the future			
use time expressions for the future			
make and respond to suggestions			
ask <i>Wh-</i> questions and use tag questions			

My five favorite new words from Unit 3:	If you're still not sure about something from Unit 3:
_____	<ul style="list-style-type: none"> • read through the unit again • listen to the audio material • study the grammar and functions from the unit again • ask your teacher for help



4 The Art of Advertising

رابطه الدرس الرقمي



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1 Listen and Discuss

1. Before you read, look at the pictures, and write as many words as you can about each.
2. Read the texts and see if you can find any of the words that you wrote for each picture.

COMPACT CARS: The Smaller, the Better



The tiny classic is back, measuring 10 feet 11 inches (335 centimeters) long, 5 feet 5 inches (165 centimeters) wide, and 4 feet 11 inches (149 centimeters) tall. The new FIAT 500 is a triumph of Italian design. Every line has been crafted to reflect the legendary original, and buyers will be offered a variety of colors and options to customize their car. The FIAT 500 two-seater was introduced in 1957, and it became an automotive legend. It featured a 13 horsepower engine and had a top speed of about 53 miles (85 kilometers) per hour.

SUITCASE: For the Price of a Car

According to *Forbes* magazine, *Henk* is the most expensive suitcase in the world. The *Henk* “friendly” suitcase was developed by a group of Dutch engineers and designers over a period of ten years. Each suitcase is made individually and is built to the individual customer’s requested specifications. You may prefer to opt for one of the recommended combinations, which have been carefully selected.

FEATURES

Weight:

Lighter than any other bag. It has been designed to feel like you’re pulling no more than 25 grams, even if you’ve packed bricks in the suitcase.

Materials:

It comes in ebony (wood) or Italian leather.

Remote Control:

The control is used to hide the wheels and to activate a locking system.

Wheels:

The wheels are made of titanium, providing the smoothest ride.

Prices:

The price can be as high as a car, ranging from \$20,000 to \$40,000.



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Ministry of Education

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THE FOLD-UP BIKE



It looks like an ordinary bike, but it's portable. This folding bike can easily be transported and stored when it is not in use. It can make your life easier. In contrast to the standard bike, it is much smaller and less bulky, so it can be parked and stored more readily. The fold-up bike is attractive, and it comes in a variety of styles.

About Bicycles







Bicycles were invented in France in the 1790s. The first bikes were made of wood, had a front wheel that didn't move from left to right, and didn't have pedals. In 1817, a steerable front wheel was developed by Baron Karl von Drais in Germany, and in 1839, the first pedals were introduced by Kirkpatrick MacMillan, a blacksmith from Scotland. The first bikes had large front wheels because it was believed that the bigger the front wheel, the faster the bike.



Quick Check ✓

- A. Vocabulary.** List the words that describe the car, the suitcase, and the bike.
- B. Comprehension.** Answer *true* or *false*.
- _____ The new FIAT 500 is one of the world's most compact cars.
 - _____ The car will be available in only one color.
 - _____ The *Henk* suitcase was designed in Germany.
 - _____ The suitcase can be made of wood.
 - _____ The fold-up bike isn't as bulky as an ordinary bike.
 - _____ The first bikes didn't have any pedals.

2 Pair Work

- A.** Find sentences that are facts about the four products you read about. Make questions for those facts. In pairs ask and answer the questions. See the examples below.
-  What were the first bikes made of?
 -  They were made of wood.
 -  What's special about the new FIAT 500?
 -  Customers can choose a personalized car.
 -  How does the *Henk* compare with other suitcases?
 -  It's much lighter than other brands.
- B.** Choose a product that you like. Why is it special? Write down two reasons. Share them with a partner.



3 Grammar

The Passive

Use the passive to emphasize **what** was done instead of **who** did it.
The passive is formed by combining a form of the verb *to be* with the past participle of the main verb.

- Simple Present:** This car **is made** in Japan.
Simple Past: The suitcase **was developed** in the Netherlands.
Present Perfect: Our products **have been used** by travelers all over the world.
Future: A clean engine **will be produced** in the future.

A phrase with the preposition **by** can follow the passive verb to indicate the doer of the action.

Comparison of Adjectives (comparatives and superlatives)

Use comparative and superlative forms of adjectives when you compare the qualities of two or more people, things, animals, or situations.

Adjective	Comparative Form	Superlative Form
The hydrogen car is clean .	It's cleaner than other models.	It's the cleanest car of all.
The bag is expensive .	It's more expensive than others.	It's the most expensive bag.

Similarities and Differences (*as + adjective + as*)

Use *as ... as* to show two items are the same in some way.

The special suitcase is **as expensive as** a car.


Use *not as ... as* to show that two items are not the same in some way.

The fold-up bicycle is **not as bulky as** a regular bicycle.

More Similarities and Differences (*look, smell, sound, taste ... like + noun*)

The new compact car **looks like** a bug. That **sounds like** a good idea.

A. Change the sentences from the active voice to the passive voice.

-  A company in Japan makes the car. *The car is made by a company in Japan.*
The company has opened a new factory. *A new factory has been opened by the company.*

- Karl Benz made the first car in 1886.
- Companies produce cars in many different countries, nowadays.
- In the future, people will drive smaller cars.
- Cartier makes perfume, watches, and jewelry.
- Francois Coty started the perfume industry in the late 1800s.
- The French have produced famous perfumes for many years.

- In the future, people will buy more hybrid cars.
- In the past, many people used bikes to go to work.





B. Complete the paragraph with the passive form of the verbs in parentheses. Use the correct tense.

Perfumes _____ (1. make) from flowers and many other pleasant-smelling substances. The ancient Egyptians were the first to introduce perfume into their culture, and some special perfumes actually _____ (2. consider) more precious than gold. Perfume _____ (3. use) by the rulers of ancient Egypt in their tombs. For example, when the tomb of Tutankhamen _____ (4. open) in the 1920s, there was still an odor of perfume. In Rome, various scents _____ (5. spray) extravagantly in the famous baths and during banquets. Perfume _____ (6. wear) in Arabia, India, China, and Japan. In fact, perfume has had its popularity since ancient times, and in modern times, it is available to more and more people. The first perfume that _____ (7. name) after a fashion designer was Chanel No. 5, and it _____ (8. package) in a now-famous Art Deco bottle. It _____ (9. launch) in 1923, and so it _____ (10. enjoy) for nearly a century.

C. Complete the ads with the comparative or superlative forms of the adjectives.

The _____
(refreshing) fragrance for
night and day.

SPARKLE TOOTHPASTE

SPARKLE makes your
teeth _____
(clean) and _____
(bright)
than ever.

Homemade Pet Foods

Your parrot or cat will be and look
_____ (healthy) when it eats this food.

FINGER-TIP

FINGER-TIP, the
_____ (reliable)
of all wireless hand-
held devices. It was
designed for mobility
and efficiency.

D. In your opinion, which is the best ad in exercise **C**? Compare your ideas with a partner.

E. Use the correct verb: **look, smell, sound, or taste.**



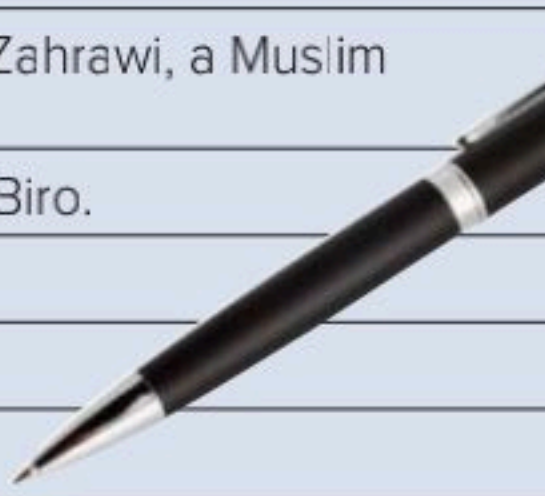
- This new doorbell _____ just like a parrot.
- You _____ like a business man with that new haircut.
- I like this new fragrance. It _____ like roses.
- This restaurant food doesn't _____ like home cooking, but it's OK.
- You _____ just like my father and mother, but thanks for the advice, anyway.
- The twins _____ just like their mother, don't you think?

4 The Art of Advertising



4 Language in Context

How good is your general knowledge? Choose the correct answer. Then check the answers at the bottom of the page. How many points did you get?

1. Ice cream was invented ____		a. Hassan Kamel Al-Sabbah in 1930.
2. The first "camera obscura" was devised ____		b. by Ibn Sina (980-1037), a Muslim philosopher, physician and scientist.
3. Surgical instruments that are still being used were devised ____		c. made in 1440.
4. The original solar cell was invented and tested by ____		d. by the Chinese 4,000 years ago.
5. The law of gravity was discovered ____		e. in the 10th century by Al-Zahrawi, a Muslim surgeon.
6. Radioactivity was discovered ____		f. by a Hungarian, Ladislas Biro.
7. The telephone was invented ____		g. by Ibn Al Haytham.
8. The first printing press was ____		h. by Marie Curie in 1903.
9. The ballpoint pen was made famous ____		i. by Isaac Newton.
10. "The Book of Healing and The Canon of Medicine" was authored ____		j. by Alexander Graham Bell in 1876.

Points 9-10 Excellent, 6-8 Good, 4-5 Not bad, 0-3 Weak



5 Listening

Listen to the ads and match.

- | | |
|-----------------|---|
| 1. ___ Sunray | a. an effective pain killer |
| 2. ___ Sparkle | b. a lotion used to protect your skin |
| 3. ___ NoAche | c. a soap that removes dirt and leaves a nice fragrance |
| 4. ___ Spotless | d. a soft drink that provides a lot of energy |

6 Pronunciation

Read the text about advertising. Find examples of consonant + vowel and consonant + consonant and practice reading them aloud.

Consonant + Vowel
 the bestice cream
 the mostexpensive bag
 It was introduced in 1957.

Consonant + Consonant
 the cleanestteeth
 in contrast to the standard bike
 a specially designed dolphin food

7 About You

In pairs, ask and answer the questions. Then switch roles.

- Are you influenced by advertising? Think of a product that you bought because of an ad. What factors influenced your decision?
- Do you think advertising standards should be stricter?
- What is false advertising? Can you give examples of it?
- To what extent do you think ads influence children and teens, and people in general?
- What items shouldn't be advertised? Why not?

Answers: 1. d, 2. g, 3. e, 4. a, 5. i, 6. h, 7. j, 8. c, 9. f, 10. b

8 Conversation

Find and underline examples of consonant + vowel and consonant + consonant and practice reading the conversation in pairs.

Adnan: Hi, Omar. *What are you up to?*

Omar: I'm turning off my alarm.

Adnan: *What on earth is that?*

Omar: It's the new flying helicopter alarm. It runs on rechargeable batteries! It's the best alarm clock I've ever had.

Adnan: How does it work?

Omar: You see, the top part, in other words the flying part, is placed on a base. The alarm is set and when it goes off the top part flies off the base. It is made to fly in order to make you get up, catch it, and put it back on its base.

Adnan: And why is it here?

Omar: Well, you know how it is when you have a lot to do at work and you also have to attend meetings. I don't have an assistant so if I am working on an important project I forget. The flying alarm can solve the problem. I set it in time for any meeting or conference that I have and I don't have to worry. What do you think?



Your Ending

What do you think Adnan answers?

- 1 What a great idea for heavy sleepers!
- 2 What a crazy idea! If you don't hear it, it goes on flying.
- 3 What does the boss have to say about this?
- 4 Your idea: _____

Real Talk

What are you up to? = What are you doing now?

What on earth...? = expression to show surprise when asking a question

About the Conversation

In your own words, explain how the flying helicopter alarm works.

Your Turn

Describe to your partner some unusual new gadgets you have seen or read about. First complete the organizer with the necessary information. Your partner expresses disbelief using the following expressions:

It is awesome/incredible, I've never seen anything like it and It makes you wonder.

What the gadget is called



What the gadget looks like

How the gadget works



9 Reading

Before Reading

1. What words do you think of when you read the words "credit card"?
2. Read the text and write sentences to show the history of the credit card. Use the timeline below.

The World of Plastic



1 Can you imagine a world without credit cards? Until the 1950s, a world without the use of cash was simply inconceivable. Today an economic universe without plastic would be impractical. Whether it's for business or for leisure, the credit card is used to pay for goods and services from New York to Beijing.

2 It all started in 1949 when Frank McNamara scheduled a business dinner in a New York restaurant. Before he left for the dinner, Frank changed suits. When the waiter presented the check, Frank realized that he had left his wallet in the other suit. The embarrassing situation was solved, but that night Frank asked himself: "Why should people be limited to spending what they are carrying in cash, instead of being able to spend what they can afford?" A year later, Frank returned to the same restaurant in New York. When the check came, Frank handed the waiter a small cardboard card, a Diner's Club Card, and signed for the meal.



This event is known in the credit card industry as the "First Supper." Soon the concept of "charging it" was picked up by merchants as an alternative form of payment to the use of cash. By 1952, the Diner's Club Card was accepted by thousands of businesses across the United States, and it became a status symbol for those who carried it.

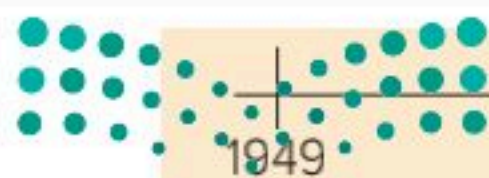
3 The Diner's Club Card soon became a cultural icon. Hollywood cashed in on the "charge-it craze" with

the 1962 movie, *The Man from the Diner's Club*. In it, an employee at Diner's Club issues a credit card to a well-known gangster and has to get it back in order to keep his job. The Ideal Toy Corporation joined in the trend when it created a board game called the *Diner's Club Game*. The idea of the credit card quickly expanded outside the United States. The Diner's Club Card became the first international charge card in 1952 with franchises in Canada, France, and Cuba. In 1955, Western Airlines became the first airline to accept the Diner's Club Card. Ten years later, the card was accepted by every airline in the United States. Diner's Club expanded its services to hotels, car rentals, and other businesses.

4 Other famous international credit cards have been created such as American Express, Visa, and MasterCard. There are hundreds of local bank cards, department store credit cards, supermarket credit cards, and so forth around the world.

5 In 1984, the first card members rewards program was created, aimed mostly at business travelers. It gave valuable benefits and special privileges to loyal users. Now many reward programs offer free airline miles and discounts on hotels and other products.

6 Ever since a businessman forgot his cash in 1949, people have used credit cards. An entirely new business was created that revolutionized the way the world has paid for goods and services ever since.



1949

1950

1952

وزارة التعليم 1949: Frank couldn't pay for dinner because he forgot his wallet.

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After Reading

A. Choose the correct meaning of each word.

- inconceivable (paragraph 1)
 - cannot have children
 - impossible to imagine
 - uncreative
- impractical (paragraph 1)
 - not convenient
 - not usual
 - out of practice
- limited (paragraph 2)
 - small company
 - kept within a boundary
 - disabled
- status symbol (paragraph 2)
 - belonging to the state
 - brand name
 - sign of high social standing
- cash in (paragraph 3)
 - to make money from
 - use a cash machine
 - to invest
- franchise (paragraph 3)
 - a French product
 - a big corporation
 - branch of a company
- revolutionize (paragraph 6)
 - greatly change
 - protest strongly
 - turn back

B. With the help of a dictionary, write down three words that start with the following prefixes, meaning “not”:

in-: _____
im-: _____

C. Answer the questions about the reading.

- How long have credit cards been available?
- Why was Frank McNamara embarrassed?
- What did McNamara think was a silly restriction?
- What phrase was used to describe the use of credit cards, in contrast to the phrase “paying in cash”?
- What shows that the Diner’s Club card was becoming popular?
- What did the credit card represent to people who possessed one?
- How did the use of credit cards expand?

Discussion

What do you think the world would be like without credit cards?



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- C. Choose a product and find out as much as you can about it. Put the information on a timeline. Use the information to write about the product's history.

Year / Date	What happened
<input type="text"/>	
<input type="text"/>	
<input type="text"/>	
<input type="text"/>	

Writing Corner

When you write about a product/invention you need to:

- Look up sources, e.g. the Internet, articles, advertisements, manuals, and **collect data about the product/invention/gadget and its history.**
- Make sure you have the right **information about key people and/or organizations.**
- Select the information that you think will **interest your readers** most.
- Decide on the **key stages you want to focus on.** For example, cars have gone through multiple stages of development but you might choose to focus on 4 or 5 stages that you think affected development greatly.
- Organize **facts/events in chronological order**, that is, in the order they happened.

1. Now look at the text about the cell phone on page 56 and identify:

Facts/events and how they are organized: _____

Stages of development/number of stages: _____

People/organizations involved: _____

2. Is the writer presenting the information in the text to people who are familiar with cell phone? How do you know?



11 Form, Meaning and Function



Demonstrative Pronouns – Revision

Use demonstrative pronouns to point to objects.

	near	far
singular	This	That
plural	These	Those

These are the best headphones on the market. Buy these!



Imperatives – Revision

Use the imperative for commands and instructions. Say please to be polite.

Also use the imperative to give advice.

FYI

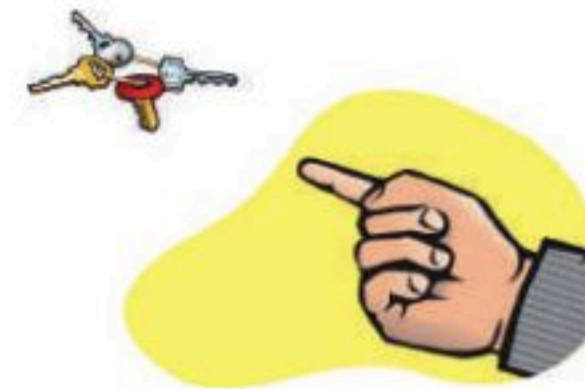
The indefinite articles *a/an* come before singular nouns.
Use *a* before words that begin with a consonant sound.
Use *an* before words that begin with a vowel sound.

A. Work with a partner. Ask and answer about things you can see around you. Use **this/that** or **these/those**.

A: What's this?
B: It's a pencil.



A: What are those?
B: They're keys.



B. Write your own advertising slogans. Turn the sentences into imperatives. Use your own ideas.

1. You should clean your teeth with Sparkle toothpaste. It will make your smile very bright.

Clean your teeth with Sparkle toothpaste for the brightest smile!

2. You must buy the new model of that tablet. It's light and very fast.

3. When you spray this perfume Bliss, you will feel fresh and fragrant.

4. If you want your pet to stay healthy, you should try Pet Foods. Your pet will be happy.



Possessive Adjectives

It's **my**
your
his cell phone.
her
our
their

Possessive Pronouns

It's **mine.**
yours.
his.
hers.
ours.
theirs.

Question Word: *Whose*

Q: **Whose** credit card is this?

A: It's mine. It belongs to me.

Q: **Whose** shopping bags are these?

A: They're hers. They belong to that lady.

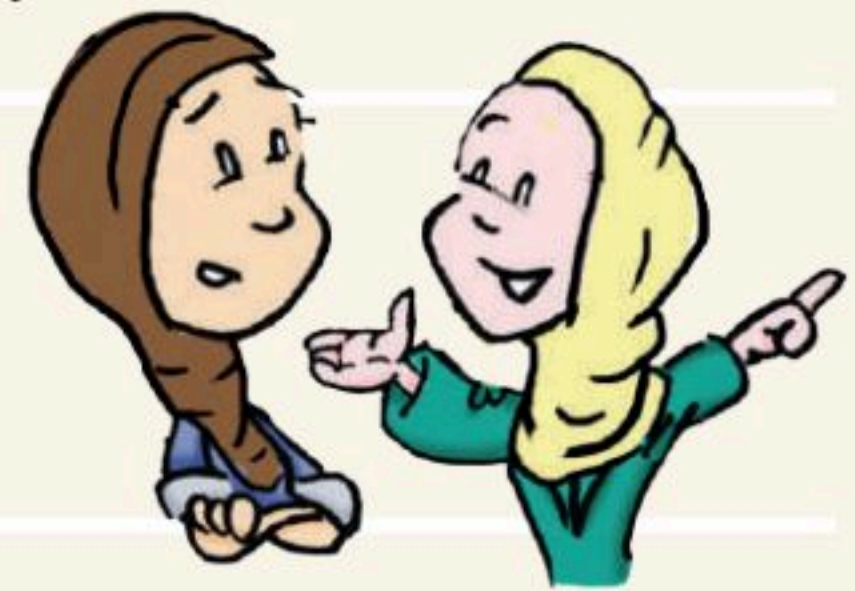
Pronoun: *One/Ones*

Q: Which coat do you like?

A: The green **one**.

Q: Which boots do you prefer?

A: The leather **ones**.



Quantitative: *Too, Enough*

This jacket is **too** small for me, and the shoes are **too** big.

The jacket is **not** big **enough** for me, and the shoes are **not** small **enough**.

C. Complete the conversation. Choose the correct words.

Mom: Which socks are (1. **your / yours**)?

Hameed: The black (2. **one / ones**). The red ones aren't (3. **my / mine**). I think they're Ali's. They're (4. **his / him**) size.

Mom: Is this (5. **your / yours**) hat?

Hammed: No. That's (6. **too / enough**) small for me. (7. **My / Mine**) is the blue one.

Mom: (8. **Whose / Who**) backpack is this?

Hammed: Which (9. **one / ones**)? Let me see ...

Mom: The blue (10. **ones / one**). And this football kit ... (11. **Whose / Who**) does this belong to? It's (12. **too / enough**) clean to be Ali's.

Hammed: That's (13. **mine / my**) football kit. I missed training on Saturday. Have you seen (14. **my / mine**) football boots?

Mom: Perhaps if you tidy up you might be able to find them yourself!



D. Look around your classroom. Work with a partner. Write a conversation similar to the one in exercise **C**. Role-play your conversation for your classmates.

4 The Art of Advertising



12 Project

1. Work in groups. Choose a Saudi product to advertise internationally.
2. Use the organizer to make notes. Then use it to write a description of the product for a website or catalog advertisement. Use other advertisements in the unit as examples.
3. Find photos for your advertisement and present it in class. Choose the best advertisement.
4. Modify your advertisement so it can be used for a television commercial. Film or demonstrate in class.



Slogan



Product you want to advertise



Interesting words about it


How it is better than other products

13 Self Reflection

Things that I liked about Unit 4:	Things that I didn't like very much:
_____	_____
_____	_____

Things that I found easy in Unit 4:	Things that I found difficult in Unit 4:
_____	_____
_____	_____

Unit 4 Checklist	I can do this very well.	I can do this quite well.	I need to study/ practice more.
talk about commercials, ads, and product history			
describe products			
make comparisons			
use the passive			
use comparatives and superlatives			
use <i>as...as</i>			
use the verbs <i>look, smell, sound, and taste</i> with <i>like + noun</i>			
use indefinite articles: <i>a/an</i>			
use possessive adjectives and pronouns			
ask questions with <i>Whose</i>			
use <i>one/ones</i> and <i>too/enough</i>			

My five favorite new words from Unit 4:	If you're still not sure about something from Unit 4:
 _____ _____ _____	<ul style="list-style-type: none"> • read through the unit again • listen to the audio material • study the grammar and functions from the unit again • ask your teacher for help

EXPANSION Units 1-4



1 Language Review



A. Ask questions about the situations. Use the present perfect progressive.

Have you been fighting?



1



2



3



4



5



6

1. _____
2. _____
3. _____

4. _____
5. _____
6. _____

B. Complete the sentences with the words in parentheses. Use the present perfect progressive or the present perfect form of the verb.

1. Someone _____ (steal) my car. I left it parked here, and it's gone.
2. I _____ (live) in this apartment since I moved here two years ago.
3. How long _____ (you/wait) in line?
4. I feel really tired. I _____ (not/sleep) well for several nights.
5. There's a wonderful smell in here. _____ (you/use) my perfume?
6. The friends _____ (paint) the room for two days, but they _____ (only/finish) one wall.

C. Complete the questions.

to a doctor about his/her patients

How many *patients* have you seen/treated today?

1. to a pilot about his career

How long _____ ?

2. to someone who writes books

How many _____ ?

3. to a baker making cakes

How many _____ ?

4. to a football player

How long _____ ?

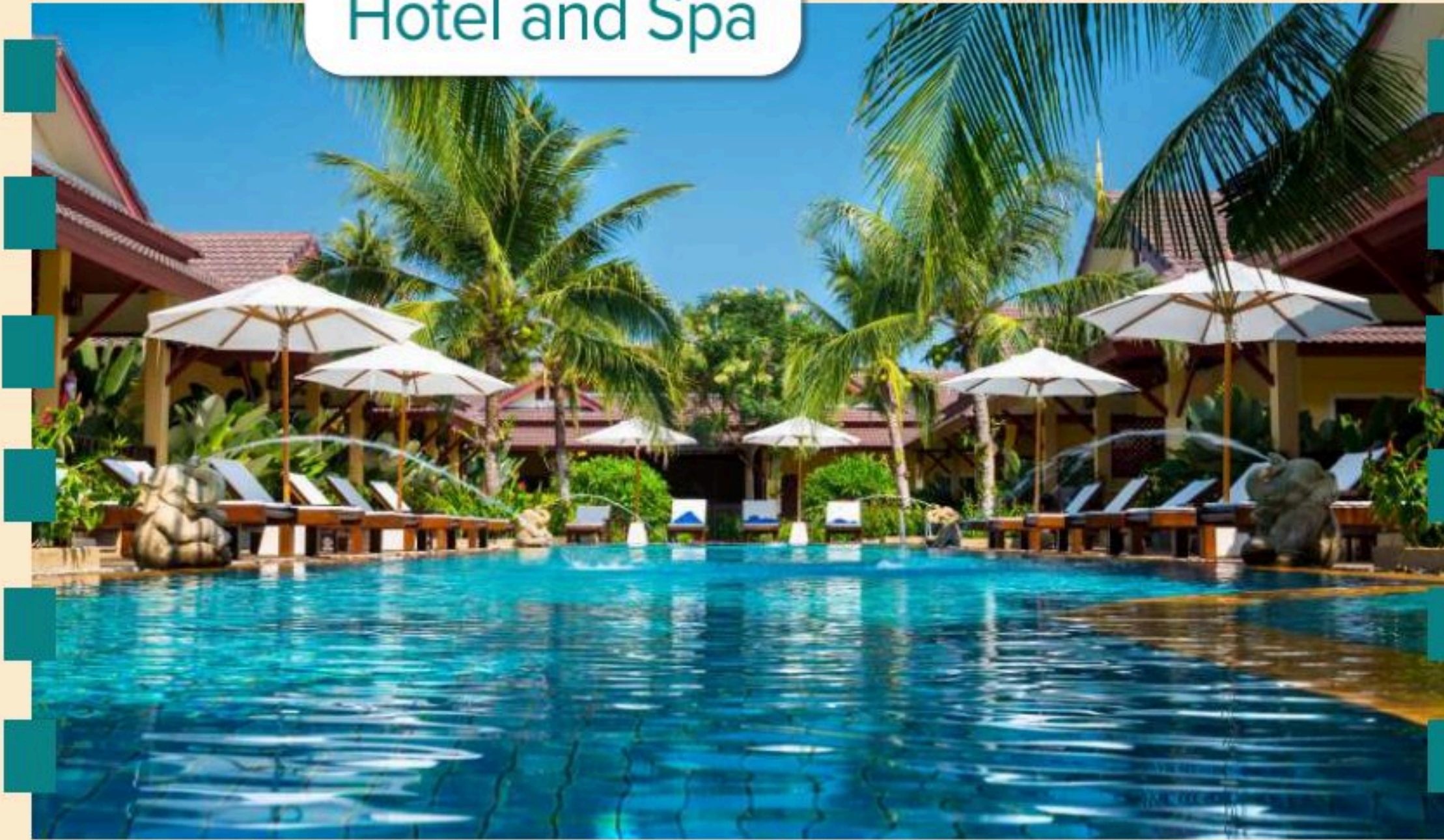
5. to an English student

How long _____ ?

D. Complete the ad using the correct passive form of the verbs in parentheses.

Paradise Resort

Hotel and Spa



This award-winning resort _____ (1. locate) on Paradise Island and _____ (2. build) only recently. Guests _____ (3. offer) a unique setting and a wide choice of rooms that _____ (4. decorate) magnificently. The hotel is on a quiet beach, and it _____ (5. surround) by palm trees. Our staff _____ (6. dedicate) to meeting your every need. Exquisite gourmet dishes _____ (7. prepare) for our guests by our international chefs. Paradise Resort focuses on the exotic. Relaxation and healing techniques from cultures around the globe _____ (8. use) to help guests renew themselves.

Personal Fitness Training

A program to develop your endurance, strength, and flexibility for your mind and body _____ (9. will-design) for you personally by our highly qualified fitness experts.

Nutritional Consultation

In order to benefit from a complete fitness program, a healthy diet _____ (10. will-create) for you by one of our nutritionists. With our program, your concentration _____ (11. will-improve), and your stress _____ (12. will-reduce).

E. Read the texts. Which text most closely represents your point of view?



The computer and the Internet. Good or bad?

Have we become dependent on computers and the Internet?
' Thread Started on Jan 12, 2023, 4:55 PM '

Computers have become an integral part of our lives. They make day to day tasks easier and save time. Does that make us incapable of doing simple tasks without the aid of the computer? Can we still use hard copies of dictionaries or books? Can we write by hand? I think most of us can. Not having to do things in a conventional manner allows more time for thought and creativity.

Re: Computer and the Internet. Good or bad?
' Reply #3 on Jan 13, 2023, 4:01 PM '

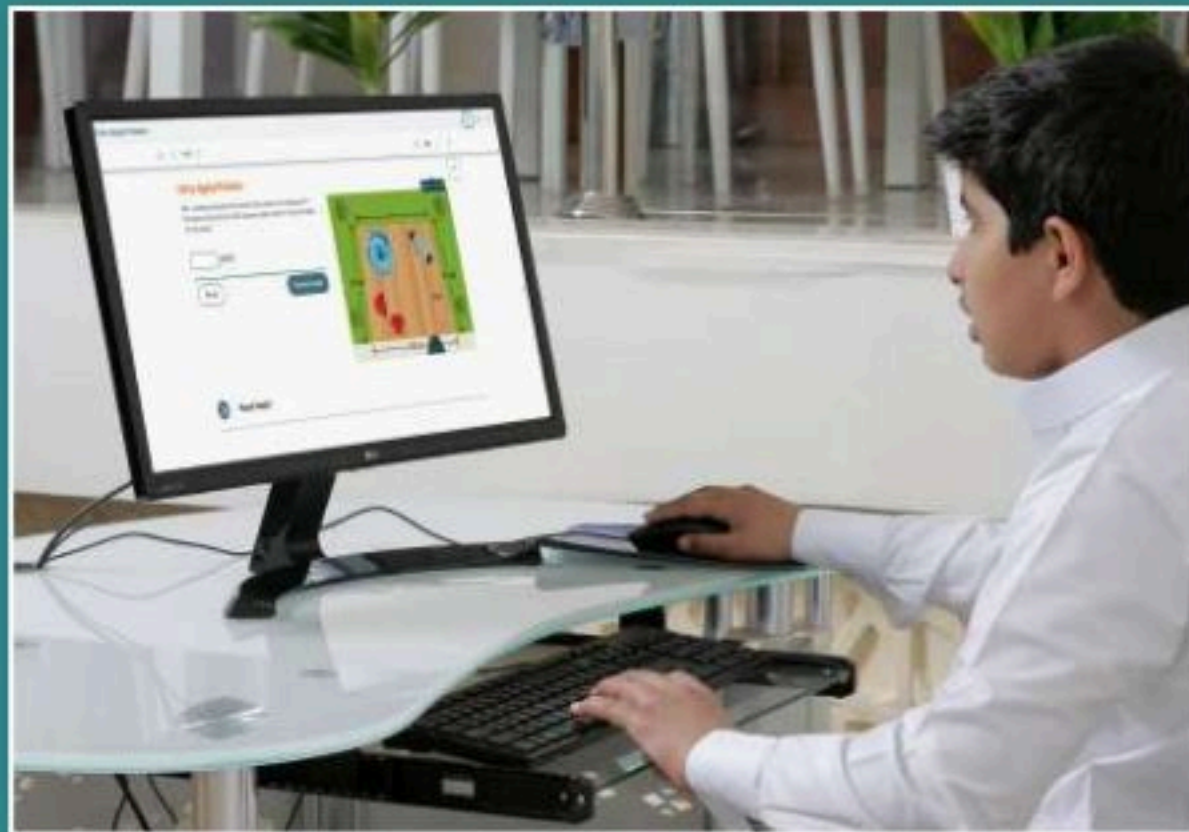
Learning is the big issue here. Does technology foster learning or does it provide ready data that do not promote critical thinking? And what about math? There seem to be more and more young people who are unable to calculate. They are completely dependent on computers.

Re: Computer and the Internet. Good or bad?
' Reply #1 on Jan 12, 2023, 5:21 PM '

I agree that computers and the Internet are valuable tools that provide access to information quickly and efficiently. On the other hand, literacy appears to be affected in more ways than one. People don't bother to learn how to spell correctly or write by hand. They sometimes rely on the computer to correct their grammar and spelling. I know my handwriting has suffered since I started word processing.

Re: Computer and the Internet. Good or bad?
' Reply #4 on Jan 13, 2023, 9:40 PM '

The Internet has contributed greatly to learning, through the wealth of information it can provide, on a wide range of topics. In addition, it has made it possible for people to study through e-learning. In other words, the Internet has brought schools and universities to people, wherever they might be, provided that they are connected.



Re: Computer and the Internet. Good or bad?
' Reply #2 on Jan 12, 2023, 7:43 PM '

Does it matter if we are not all adept at handwriting? At the end of the day, technology is here to stay. If computers can help us write, why should we write by hand? Isn't it better to invest that time on learning?

Re: Computer and the Internet. Good or bad?
' Reply #5 on Jan 16, 2023, 5:12 PM '

Our teacher says that the Internet prevents us from developing our memory, an important aspect of learning. He thinks that easy access to information prevents learning, simply because we do not have to make any effort to memorize. I don't agree. Memorizing facts is not an effective way of learning. There are a lot of people who are unable to do that, yet when you talk to them or let them present a viewpoint or solve a problem, you realize they are highly intelligent and articulate. I am getting confused. Can someone help?

F. Who do you think wrote the texts? Are they older adults, teenagers, or children? How do you know? Find clues in the texts that justify your answer. Fill in the chart.

	Adult/ teenager/ child	Clues in text
Reply #1		
Reply #2		
Reply #3		
Reply #4		
Reply #5		

G. How would you reply? Work with a partner and write a brief reply. Compare your replies in class.

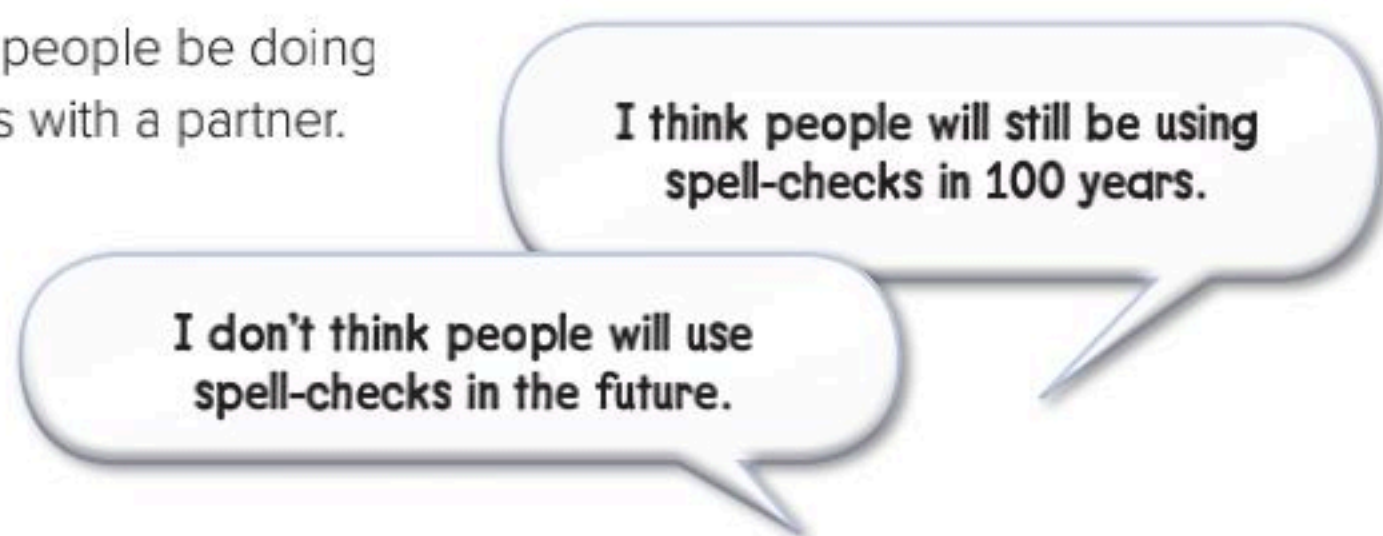
1. Students in my country have been using computers for _____

2. Write notes in the chart about yourself and your partner.

	You	Your partner
use computers		
write by hand		
use spell-check		
learn online		
Your own ideas:		

3. Use your notes in 1 and 2 to write your reply.

H. Which of the things mentioned in the text will people be doing in 100 years/in the future? Compare your ideas with a partner.



2 Reading

Before Reading

1. Look at the photo of ancient Egyptians. What do you notice about their eyes?
2. What did they use for the heavy eye make-up that is so noticeable in the wall painting?
3. What was the purpose of the make-up?



EYE MAKE-UP IN ANCIENT EGYPT



Ancient Egypt's striking eye make-up protected wearers against eye disease, according to French scientists. The make-up was concocted with a mixture of lead and lead salts and it was used to adorn the eyes and ward off evil!

Philippe Walter, who co-headed a team of scientists from the Louvre museum and the CNRS (National Center for Scientific Research, France), pointed out that this observation had been made in the past by ancient Greeks and Romans who believed that the make-up had medicinal properties, but the team wanted to determine the exact composition and how it worked.

Contrary to widely held belief that lead is harmful, the team demonstrated that in very low doses lead does not damage cells. The research was carried out with a tiny electrode, to observe the effect of Egyptian lead chloride on a single cell. It proved that lead produces a molecule that activates the immune system which in turn attacks bacteria in case of an eye infection. So, make-up was used as a disinfectant and more importantly as preventive medication.



After Reading

A. Answer the questions about the reading.

1. What was Egyptian make-up concocted with?
2. What was make-up used for in Ancient Egypt?
3. What did the Greeks and Romans believe?
4. How was the research carried out?
5. What were the findings of the research?
6. According to the text, how long have people been using make-up?

B. Match each word or phrase in the text with the correct definition.

- | | |
|---------------------------|--|
| 1. <u>h</u> immune system | a. attractive in an unusual way that attracts attention |
| 2. _____ disinfectant | b. to make something by mixing things in liquid or powder form, which are not normally combined |
| 3. _____ point out | c. draw attention to a new fact or one that someone had not thought of or noticed, tell someone something they didn't know or had not thought of |
| 4. _____ properties | d. the qualities or characteristics that something, e.g. a substance or object, has |
| 5. _____ effect | e. the way in which an event, action, or person changes/influences someone or something |
| 6. _____ molecule | f. the smallest part of a living thing |
| 7. _____ preventive | g. the smallest unit that a substance can be divided into while maintaining its chemical nature, usually consisting of two or more atoms |
| 8. _____ striking | h. the system that the body uses to protect itself against disease or infection |
| 9. _____ concoct | i. a substance/chemical that destroys bacteria |
| 10. _____ cell | j. intended to stop something from happening, pre-emptive |

Discussion

- Are there people in your country who use make-up for protection or medicinal purposes? What do you know about it?
- What do people use in the desert to protect themselves during sandstorms or under the very hot sun?

3 Project

Research the history of an item that is used in the Kingdom of Saudi Arabia. Report your findings to the class. Use the organizer below to help you. Copy the organizer into your notebook and write your notes in it. Then use it to help you write.

Name an item that is used in the Kingdom of Saudi Arabia:	
When was it first used in the Kingdom of Saudi Arabia?	
Who were the first people to use it?	
Why did people need to use it or to have it?	
How has it changed since it was first used?	
Do you think people will keep on using it after 50 years?	

4 Chant Along 

I Wonder What They'll Be

My children will be grown some day,
And I hope I'll still be here
To see what they will be.
But whatever they may do
They won't be needing me
To take them by the hand.
Hoping they'll be kind
And praying that they'll find
A castle made of stone and not of sand.

Chorus

Will they be just what I want?
Will my dreams come true?
If I could predict
If someone knew—
I may not be there,
And when I am gone,
Life will go on
Without me.

My children will be grown some day,
But I might not be around
To hear what they will say.
I wonder if they'll understand
The things I've wished for them.
When they're on their own,
Will the path I've shown
Help them carry on,
And bring love and light
To their own home?

Chorus

Will they be just what I want?
Will my dreams come true?
If I could predict
If someone knew—
I may not be there,
And when I am gone,
Life will go on
Without me.



Vocabulary

A. Match the words with the meanings as found in the chant.

- | | |
|----------------------|---------------------------|
| 1. ____ grown | a. a way of life |
| 2. ____ come true | b. alone |
| 3. ____ on their own | c. to continue |
| 4. ____ path | d. adults |
| 5. ____ carry on | e. to happen as predicted |

B. What do you think the following expressions mean?

1. To take someone by the hand _____
2. A castle made of sand _____

Comprehension

Answer **true** or **false** about the chant.

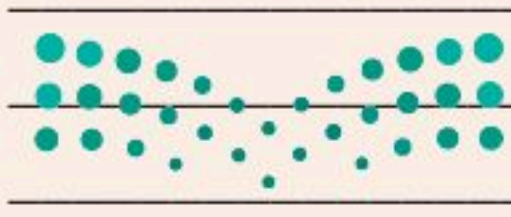
1. ____ The chanter hopes to be alive to see what his children will be.
2. ____ He fears that his children won't know what to do if he dies.
3. ____ The chanter hopes that his dreams for his children will come true.
4. ____ He has wished health, wealth, and happiness for his children.
5. ____ The chanter hopes that his example will help his children through life.

Discussion

1. What dreams do you think your parents have for you?
2. Do you think you'll accomplish them?

5 Writing

Write what you dream of doing after you finish school. Use the organizer below to help you. Copy the organizer into your notebook and write your notes in it. Then use it to help you write.

<p>I finish school in ____ (year)</p> <p>_____</p> <p></p> <p>_____</p>	<p>1. What I will do</p> <p>_____</p> <p>_____</p>	<p>1. Why I will do it</p> <p>_____</p> <p>_____</p>
	<p>2. What I will do</p> <p>_____</p> <p>_____</p>	<p>2. Why I will do it</p> <p>_____</p> <p>_____</p>

Vocabulary

1 Big Changes

VOCABULARY

Nouns

biologist
citizen
currency
exploration
federation
government
infrastructure
reunification
satellite
transmission

Nouns—Global issues

disease
economy
endangered species
fresh water
globalization
global warming
natural disaster
overpopulation
pollution
poverty
security
terrorism
traffic
unemployment

Verbs

affect
establish
initiate
launch
lose touch
obtain

Adjective

accessible
legendary
numerous

EXPRESSIONS

Idiom

take for granted

Real Talk

by the way
fit in
in fact
you see

2 Careers

VOCABULARY

Nouns

animation
animator
computer generated
imagery (CGI)
flavor
microscope
qualification
sculptor
sculpture
showroom
staff
test tube
trend

Nouns—Personal qualities related to jobs

adaptability
analytical skills
flexibility
honesty
initiative
integrity
motivation
teamwork skills
work ethic

Verbs

design
end up
expand
experiment
visualize

Adjectives

challenging
creative
crucial
efficient
hands-on
hardworking
lucky
miniature
permanent
reliable
sociable
stuck

EXPRESSIONS

Real Talk

pored to death
day after day
day in and day out

تكلّم
talk someone out of it

3 What Will Be, Will Be

VOCABULARY

Nouns

appliance shard
character shipwreck
exploration skyscraper
glass steel
haircut submarine
novel tentacle
prediction vision
robot visionary
rocket whale

Verbs

activate
attach
dive
monitor
optimize

Adjectives

gas-powered
high-speed

EXPRESSIONS

Real Talk

certainly
No kidding?

4 The Art of Advertising

VOCABULARY

Nouns

brick
classic
combination
compact car
frame
fuel
legend
option
pedal
provider
triumph

Verbs

conduct
customize
devise
opt

Adjectives

bulky
portable
renewable
smooth
substantial
surgical
wireless

EXPRESSIONS

Real Talk

What are you up to?
What on earth...?

Vocabulary

EXPANSION Units 1–4

VOCABULARY

Nouns

access
cell
composition
disinfectant
immune system
infection
lead
literacy
molecule
property
range

Verbs

attach
carry out
concoct
ward off

Adjectives

adept
articulate
conventional
integral
preventive
striking

5 Did You Hurt Yourself?

VOCABULARY

Nouns

badge
equipment
fog
helmet
injury
intersection
knee pad
ostrich
risk
shock
snowstorm

Verbs

adjust
avoid
crash
encounter
misjudge
obey
occur
pay attention
prevent
release
skid
speed
swerve
tailgate
weave

Verbs for injuries

break
burn
cut
die
fracture
poke
scar
slip
sprain

Adjectives

aggressive
cautious
distracted
drowsy
injured
rude
severe
unconscious

Reflexive pronouns

herself
himself
itself
myself
ourselves
themselves
yourself
yourselves

Conjunctions

because
so

EXPRESSIONS

Real Talk

I guess
look at it this way
lucky day
stuck in



Irregular Verbs

Base Form	Simple Past	Past Participle
be	was/were	been
become	became	become
break	broke	broken
buy	bought	bought
come	came	come
cut	cut	cut
do	did	done
drink	drank	drunk
drive	drove	driven
eat	ate	eaten
fall	fell	fallen
feed	fed	fed
fight	fought	fought
find	found	found
fly	flew	flown
get	got	gotten
give	gave	given
go	went	gone
have	had	had
hear	heard	heard
hold	held	held
hurt	hurt	hurt
know	knew	known
leave	left	left
lend	lent	lent
lose	lost	lost
make	made	made
mean	meant	meant
meet	met	met
pay	paid	paid
put	put	put
read	read	read
ride	rode	ridden
run	ran	run
say	said	said
see	saw	seen
sell	sold	sold
send	sent	sent
sew	sewed	sewn
sing	sang	sung
sit	sat	sat
sleep	slept	slept
speak	spoke	spoken
spend	spent	spent
steal	stole	stolen
swim	swam	swum
take	took	taken
teach	taught	taught
tear	tore	torn
think	thought	thought
throw	threw	thrown
wake (up)	woke (up)	woken (up)
wear	wore	worn
win	won	won
write	wrote	written



MEGAGOAL 1 Audio Track List

CD1

Track	Unit	Student Book Section
2	Connect	1 Listen and Discuss
3	Connect	3 Conversation
4	Connect	4 Pronunciation
5	Connect	5 Listening
6	Connect	7 Pronunciation
7	Unit 1	1 Listen and Discuss
8	Unit 1	2 Pair Work
9	Unit 1	5 Listening
10	Unit 1	6 Pronunciation
11	Unit 1	8 Conversation
12	Unit 1	9 Reading
13	Unit 1	10 Writing
14	Unit 2	1 Listen and Discuss
15	Unit 2	2 Pair Work
16	Unit 2	5 Listening
17	Unit 2	6 Pronunciation
18	Unit 2	8 Conversation
19	Unit 2	9 Reading
20	Unit 2	10 Writing
21	Unit 3	1 Listen and Discuss
22	Unit 3	5 Listening
23	Unit 3	6 Pronunciation
24	Unit 3	8 Conversation
25	Unit 3	9 Reading
26	Unit 3	10 Writing
27	Unit 4	1 Listen and Discuss
28	Unit 4	2 Pair Work
29	Unit 4	5 Listening
30	Unit 4	6 Pronunciation
31	Unit 4	8 Conversation
32	Unit 4	9 Reading
33	Unit 4	10 Writing
34	EXPANSION	2 Reading
35	Units 1–4	4 Chant Along

CD2

Track	Unit	Student Book Section
2	Reconnect	1 Listen and Discuss
3	Unit 5	1 Listen and Discuss
4	Unit 5	2 Pair Work
5	Unit 5	5 Listening
6	Unit 5	6 Pronunciation
7	Unit 5	8 Conversation
8	Unit 5	9 Reading
9	Unit 5	10 Writing
10	Unit 6	1 Listen and Discuss
11	Unit 6	2 Pair Work
12	Unit 6	5 Listening
13	Unit 6	6 Pronunciation
14	Unit 6	8 Conversation
15	Unit 6	9 Reading
16	Unit 6	10 Writing

17	Unit 7	1 Listen and Discuss
18	Unit 7	2 Pair Work
19	Unit 7	5 Listening
20	Unit 7	6 Pronunciation
21	Unit 7	8 Conversation
22	Unit 7	9 Reading
23	Unit 7	10 Writing
24	Unit 8	1 Listen and Discuss
25	Unit 8	2 Pair Work
26	Unit 8	5 Listening
27	Unit 8	6 Pronunciation
28	Unit 8	8 Conversation
29	Unit 8	9 Reading
30	Unit 8	10 Writing
31	EXPANSION	2 Reading
32	Units 5–8	4 Chant Along

CD3

Track	Unit	Student Book Section
2	Update	1 Conversation
3	Update	2 Listening
4	Update	4 Pronunciation
5	Update	5 Reading
6	Unit 9	1 Listen and Discuss
7	Unit 9	2 Pair Work
8	Unit 9	5 Listening
9	Unit 9	6 Pronunciation
10	Unit 9	8 Conversation
11	Unit 9	9 Reading
12	Unit 9	10 Writing
13	Unit 10	1 Listen and Discuss
14	Unit 10	2 Pair Work
15	Unit 10	5 Listening
16	Unit 10	6 Pronunciation
17	Unit 10	8 Conversation
18	Unit 10	9 Reading
19	Unit 10	10 Writing
20	Unit 11	1 Listen and Discuss
21	Unit 11	2 Pair Work
22	Unit 11	5 Listening
23	Unit 11	6 Pronunciation
24	Unit 11	8 Conversation
25	Unit 11	9 Reading
26	Unit 11	10 Writing
27	Unit 12	1 Listen and Discuss
28	Unit 12	2 Pair Work
29	Unit 12	5 Listening
30	Unit 12	6 Pronunciation
31	Unit 12	8 Conversation
32	Unit 12	9 Reading
33	Unit 12	10 Writing
34	EXPANSION	2 Reading
35	Units 9–12	4 Chant Along

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Ministry of Education

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MEGA

GOAL¹

WORKBOOK

MANUEL DOS SANTOS
ELI GHAZEL - DANAE KOZANOGLU



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Ministry of Education

2023 - 1445

**Mc
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MegaGoal 1 Workbook

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1 Big Changes

Term 1

A What global issue is shown in each picture? Use the words in the box.

overpopulation
unemployment

pollution
fresh water

traffic
economy

security
natural disaster

endangered species
global warming



 *unemployment*

1. _____ 2. _____ 3. _____



4. _____ 5. _____ 6. _____



7. _____ 8. _____ 9. _____

1 Big Changes

B Complete the information. Use the present tense.

My name **(1)** (be) _____ Carolina Richter. I **(2)** (live) _____ in the city of Blumenau, Santa Catarina, Brazil. I **(3)** (be) _____ 16 years old. I **(4)** (have) _____ a younger sister and an older brother. They **(5)** (watch) _____ TV every evening with my father. I **(6)** (do) _____ my homework in the same room. There **(7)** (be) _____ a television show on tonight about global warming. I **(8)** (be) _____ interested in global warming. It **(9)** (affect) _____ everyone and everything on Earth.

My science teacher **(10)** (want) _____ everyone to write a report on a global issue. My report **(11)** (be) _____ on the importance of the rain forest in Brazil. People **(12)** (take) _____ these huge forests for granted. Our Brazilian rain forest **(13)** (make) _____ about 20 percent of the Earth's oxygen. But every day people **(14)** (cut down) _____ or **(15)** (burn) _____ our rain forest. This **(16)** (mean) _____ less oxygen in the atmosphere. With less oxygen, there **(17)** (be) _____ more carbon dioxide in the atmosphere. This **(18)** (affect) _____ global warming.

My friends and I **(19)** (talk) _____ about this every day. We **(20)** (want) _____ to stop the destruction of the rain forests in Brazil and reduce global warming. In fact, all my family and friends **(21)** (know) _____ how important this is. But global warming **(22)** (be) _____ not just a Brazilian problem. The whole world **(23)** (need) _____ to help to reduce global warming.



C Answer the questions.

1. Where does Carolina live?

2. Who watches TV every evening?

3. What is Carolina interested in?

4. What do Carolina and her friends talk about every day?

5. Who needs to help reduce global warming?



D Finish the conversation. Use the simple present or present progressive.

Alexa: Hi, Mrs. Lewis. Where **(1)** (be) _____ Grace?

Mrs. Lewis: She **(2)** (be) _____ still upstairs. I **(3)** (think) _____ she **(4)** (finish) _____ her project.

Alexa: What **(5)** (do) _____ you _____?

Mrs. Lewis: I **(6)** (make) _____ a pizza. **(7)** (be) _____ you hungry?

Alexa: Yes, I **(8)** (be) _____. Thanks. Grace and I **(9)** (meet) _____ Mona and Sierra in a little while.

Mrs. Lewis: Really? I **(10)** (negative: know) _____ Sierra. Who **(11)** (be) _____ she?

Alexa: She **(12)** (live) _____ in Madrid. She **(13)** (visit) _____ Mona. She **(14)** (be) _____ her cousin.

Mrs. Lewis: Where **(15)** (go) _____ you _____?

Alexa: There **(16)** (be) _____ a talk on Europe and globalization. Sierra and Mona **(17)** (want) _____ to go to hear it. Then Grace and I **(18)** (want) _____ to take them to an Indian restaurant for dinner.

Mrs. Lewis: I **(19)** (love) _____ Indian food!

Alexa: Why **(20)** (negative: come) _____ you _____ with us to the restaurant?

Mrs. Lewis: That **(21)** (be) _____ a great idea!

Alexa: Awesome! We **(22)** (have) _____ reservations for 9 o'clock.



E Complete a question for each answer.

Q: What is *Grace doing* _____?

A: She's finishing her project.

1. **Q:** Who _____?

A: They're meeting Mona and Sierra.

3. **Q:** Where _____?

A: They want to go to a talk on Europe and globalization.

2. **Q:** Who _____?

A: She is Mona's cousin.

4. **Q:** Where _____ after the talk?

A: They're going to an Indian restaurant.

1 Big Changes

F Complete the sentences. Use the simple past.

Sandra is a biologist.

In 1980, her grandfather _____ *was* _____ a biologist, too.

1. France uses the euro today.

In 1995, France _____ the franc for its currency.

2. Today my parents have three children.

In 2009, they _____ two children.

3. My country launches a lot of satellites each year.

Last year, it _____ 23 satellites.

4. Traffic increases all the time in my city.

It _____ 50 percent last year.

G Complete the sentences. Use the present perfect.

I (need) _____ *have needed* _____ a new pair of shoes for a long time.

1. The city (want) _____ a park on King Abdulaziz Road for years.

2. Overpopulation and pollution (affect) _____ global warming.

3. My family (live) _____ in the same town for fifteen years.

4. We (lose) _____ touch with many of our cousins.

H Complete the paragraph. Use the simple past or the present perfect.

My brother and I **(1)** (go) _____ to the zoo yesterday. We **(2)** (see) _____ a lot of beautiful animals there. Some of the animals **(3)** (be) _____ on the endangered species list for a long time. I **(4)** (love) _____ the giant pandas. They **(5)** (be) _____ beautiful, and they **(6)** (be) _____ hungry, too! One of the pandas **(7)** (sit) _____ under a tree and **(8)** (eat) _____ a lot of leaves. Yesterday I **(9)** (learn) _____ that the giant panda **(10)** (be) _____ on the endangered species list since at least 1980.

I READING

Read about Ellis Island in New York.

Between 1892 and 1954, most people who came to live in the United States passed through Ellis Island. During that time, more than 12 million immigrants had this experience. Sometimes more than 10,000 people would go through Ellis Island in a single day. Most of these newcomers came from Europe and almost all of them came across the Atlantic Ocean by steamship. The trip was very difficult. The food was terrible, the ships were usually crowded and dirty, and the weather was usually bad so a lot of people got sick.

After the immigrants got off the ship at Ellis Island, they first had to pass a medical test. Sometimes they would wait for hours to see a doctor. If they were sick, they were usually sent back home. Over 250,000 people were sent home between the years 1892 and 1954. Some of those refused entry were young children, so one or both parents would have to go back with them. For these people, it meant their dream of living in the United States was over.

Today Ellis Island is a museum. You can see pictures of what the immigrants and the ships looked like. You can also listen to recorded interviews of some of the immigrants as they tell stories about what it was like to come to this country. In spring 2001, *The Statue of Liberty-Ellis Island Foundation* started offering a new service. You can now trace your ancestors' records. Among other things, you can find out the name of the ship they came on, how old they were, and what nationality they were. Of course there is a fee for this service, but for many people it is worth it to find out more about their family members' first days in the New World.



Read the sentences about Ellis Island. Write **T** for **True** or **F** for **False**.

1. _____ Ellis Island is in California.
2. _____ Immigrants came to Ellis Island and then had to pass a medical test.
3. _____ Today Ellis Island is a museum.
4. _____ Ellis Island was used between the years 1892 and 1954.
5. _____ Many people came to Ellis Island from Europe.
6. _____ The ships were clean and didn't have many people on them.
7. _____ The food on the ships was great.
8. _____ For most immigrants, the trip across the Atlantic was difficult.



1 Big Changes

J Hameed just returned to Saudi Arabia from a business trip. How did he answer the immigration officer's questions? Write your ideas.

Q: What is your nationality?

A: *I am Saudi.*

1. **Q:** What city do you live in?

A: _____

2. **Q:** Are you bringing back any fruit or vegetables?

A: _____

3. **Q:** What countries have you visited?

A: _____

4. **Q:** Why have you been out of the country?

A: _____

5. **Q:** How long have you been out of the country?

A: _____



K The introduction of personal computers and computer networks has changed the way people do things at work, at home, and at school. Write sentences about changes at:

Work:	_____ _____ _____
Home:	_____ _____ _____
School:	_____ _____ _____



L Look at the picture. Have you been to this place? If you haven't, imagine that you went there and answer the questions below.



1. When did you go there?

2. How long did you stay there?

3. Where did you go?

4. What did you do?

5. What did you see?

6. What words describe the place?



1 Big Changes

M WRITING

Get a picture of a place you like. Imagine that you went there. Complete the chart below and use it to write about your visit.

QUESTIONS	Your answers
Where did you go?	<hr/> <hr/>
When did you go there?	<hr/> <hr/>
How long did you stay there?	<hr/> <hr/>
What happened there?	<hr/> <hr/>
What did you see there?	<hr/> <hr/>
What did you do there?	<hr/> <hr/>
What words describe the place?	<hr/> <hr/>

Adventure to _____



وزارة التعليم

Ministry of Education

224 Unit 1

2023 - 1445

N Complete the information. Use the simple past.

Yesterday, Saeed **(1)** _____ (not go) out because he **(2)** _____ (want) to write a report about natural disasters. He **(3)** _____ (wait) for his friends to come to discuss some ideas. His friends, Ali and Samir, **(4)** _____ (live) in the same town, but last week there **(5)** _____ (be) an earthquake. It **(6)** _____ (damage) part of the road. This **(7)** _____ (cause) a traffic problem, so the buses **(8)** _____ (not arrive) on time. The boys **(9)** _____ (decide) to ride to Saeed's house on their bicycles instead. Saeed **(10)** _____ (not think) they would come, so he **(11)** _____ (try) to start writing the report. His friends **(12)** _____ (reach) his house at lunch time. They **(13)** _____ (watch) a documentary about natural disasters around the world and then they **(14)** _____ (talk) about their effects. Saeed **(15)** _____ (make) notes of everything they **(16)** _____ (discuss). Last night, Saeed **(17)** _____ (sit) down and **(18)** _____ (complete) his report on his computer. He **(19)** _____ (want) to move to another country because he **(20)** _____ (not want) to live somewhere far away from natural disasters like earthquakes.



O Answer these questions.

? Did Saeed go out yesterday?

No, he didn't. He stayed at home.

1. What did he want to write? _____
2. Where did his friends live? _____
3. What did the earthquake do? _____
4. Did Saeed's friends go to his house by bus? _____
5. Did the boys read books about global warming? _____
6. When did Saeed complete his report? _____
7. Did Saeed want to leave his country? _____



1 Big Changes



P Match the questions and answers.

- | | |
|---|---------------------|
| 1. _____ Were you watching the football match on your smartphone? | a. No they weren't. |
| 2. _____ Was Neil Armstrong traveling in space in June 1963? | b. Yes, it was. |
| 3. _____ Was King Abdulaziz ruling the KSA in 1932? | c. Yes, you were. |
| 4. _____ Were we getting behind schedule with our work? | d. No, he wasn't. |
| 5. _____ Was the Space Shuttle Discovery flying around the Earth in 1985? | e. Yes, he was. |
| 6. _____ Were people using computers in 1900? | f. Yes, I was. |

Q Complete the sentences with the correct simple past or past progressive form of the verb.

The Romans were becoming (become) a powerful nation when they built (build) the Coliseum.

1. Noura _____ (sleep) when the tsunami _____ (flood) the village.
2. We _____ (hear) the news about the Space Shuttle when it _____ (be) launched.
3. The officials _____ (not ration) food when the war first _____ (start).
4. When Edmund Halley _____ (locate) the comet, he _____ (study) the movement of the planets.
5. _____ Al-Battani _____ (travel) in Syria when he _____ (make) his astronomical observations?
6. Sultan bin Salman bin Abdulaziz Al Saud _____ (represent) ARABSAT when he _____ (fly) in Discovery in 1985.

R Make sentences using **when**.

1. Ahmed Zewail / teach in California // win / the Nobel Prize
-

2. they / cross the border from Iraq // the earthquake happen
-

3. the water supply / run out // the rescue team arrive
-

4. Sabah / do medical research // the Internet go down?
-

2 Careers

A Write the word that describes each person.

initiative **teamwork skills** **honesty** **work ethic** **integrity**

1. Faisal works in a clothing store. He helps customers choose clothes, and he answers their questions. Faisal thinks that the store needs to sell hip and cool clothes. He has asked some customers about this, and they are interested in buying that style of clothes. He talked to his manager, and his manager was very happy with Faisal and his idea. In fact, the manager gave Faisal a promotion!

Faisal has _____.

2. Fahd is a doctor and works at a hospital. He has worked there for three years. He has never been late for work. Fahd has always done his job well, and he has never missed a day of work. He loves his job and always helps others. He often stays late to see his patients. Fahd has a strong _____.

3. Adel works in a bank. Yesterday morning he had a new customer. He lost his wallet at the bank. After lunch, Adel saw the wallet on the floor by his desk. He immediately called him. He returned to the bank, and Adel gave him the wallet. All his money was still in the wallet, and he was very happy. He gave Adel \$20 as a reward. Adel received the reward because of his _____ and _____.

4. Saeed has always liked to work with people. He's a manager in an advertising agency. Saeed is always interested in working with new clients. He is good at getting people to work together. That is an important part of his job. And he has always been successful because of this. Saeed has a lot of success at work because of his _____.



B Read Tom's job application. Answer the questions about him. Use the present perfect progressive.

Job Application Form	
Your Name:	Tom Chen
Address:	810 Piney Lane Paulding, MI 39348
Name of High School:	Robert Morris High School
Important Courses:	Computer Science, 3 years Math, 4 years
Languages:	Spanish, 3 years (reading, writing, speaking) French, 2 years (reading, writing)
Activities:	Basketball team, 4 years
Employer:	Ciao Italian Restaurant
Experience:	Answering phones, serving food
Length of Time at This Job:	2 years

! Can Tom use a computer?

(use) Yes. He's been using a computer for three years.

- Has he ever had a computer science class?
(take) _____
- Does he know more than one language?
(speak) _____
- Can he read French?
(study) _____
- Does he play basketball?
(play) _____
- Has he ever worked in a restaurant?
(work) _____
- Does he know how to answer phones?
(answer) _____

C Now tell us about your skills. Use the present perfect progressive.

- _____
- _____
- _____

D Read what the people **have been doing** and what they **have done**. Complete each story. Use the present perfect progressive or the present perfect. Sometimes either one is correct.

1. I'm a professional football player. I love to play football, and I (do) _____ it since I was a kid. I also like to win. My team (win) _____ 15 games so far this season. We practice a lot, and we (work) _____ all season on our teamwork skills. The team wins a match, not just one person. Our coach (tell) _____ us that a hundred times. It really is important to remember.
2. I'm a nurse. I (work) _____ in the same job since I was 22 years old. I (do) _____ the same thing for ten years. My job is never boring, and I really like to help people get well again. It's great to get a thank you card from a patient. In fact, lots of patients (send) _____ me cards, and I (keep) _____ all of them!
3. I'm a flight attendant, and I love my job. Sometimes we get some noisy people on a flight, and once in a while I have to work with an unpleasant passenger. But I have great communications skills, and passengers usually like me. I (do) _____ this for five years, and I (meet) _____ so many wonderful people. The hours are long, but after I (work) _____ for five days I get two days off. I (travel) _____ to five continents. It's a great job.



E Omar is at a job interview. Mr. Al Zahrani is asking him some questions. Complete the conversation. Use **good at** + gerund or **interested in** + gerund.



Mr. Al Zahrani: What job are you interested in?

Omar: I'm **(1)** (work) _____
for you as an accountant.

Mr. Al Zahrani: How are your computer skills? Have you taken any computer science classes?

Omar: Yes. I got all A's in my computer science classes, and I'm **(2)** (use) _____
computers and different computer programs.

Mr. Al Zahrani: How are your communication skills?

Omar: I'm not very **(3)** (speak) _____ in public, but I am very **(4)** (write) _____ reports and emails.

Mr. Al Zahrani: Why do you want to be an accountant?

Omar: I'm **(5)** (use) _____ my analytical skills.

Mr. Al Zahrani: That's good. Tell me about your analytical skills.

Omar: I'm **(6)** (study) _____ a problem, and I'm **(7)** (find) _____ any mistakes, and then I'm very **(8)** (find) _____ a solution to a problem.

Mr. Al Zahrani: We want employees with a strong work ethic. We are **(9)** (have) _____ employees with lots of honesty and integrity.

Omar: I agree with you. Those are important qualities, and I have a very strong work ethic.

Mr. Al Zahrani: Very good. Thank you, Omar.

Omar: Thank you, Mr. Al Zahrani.

F READING

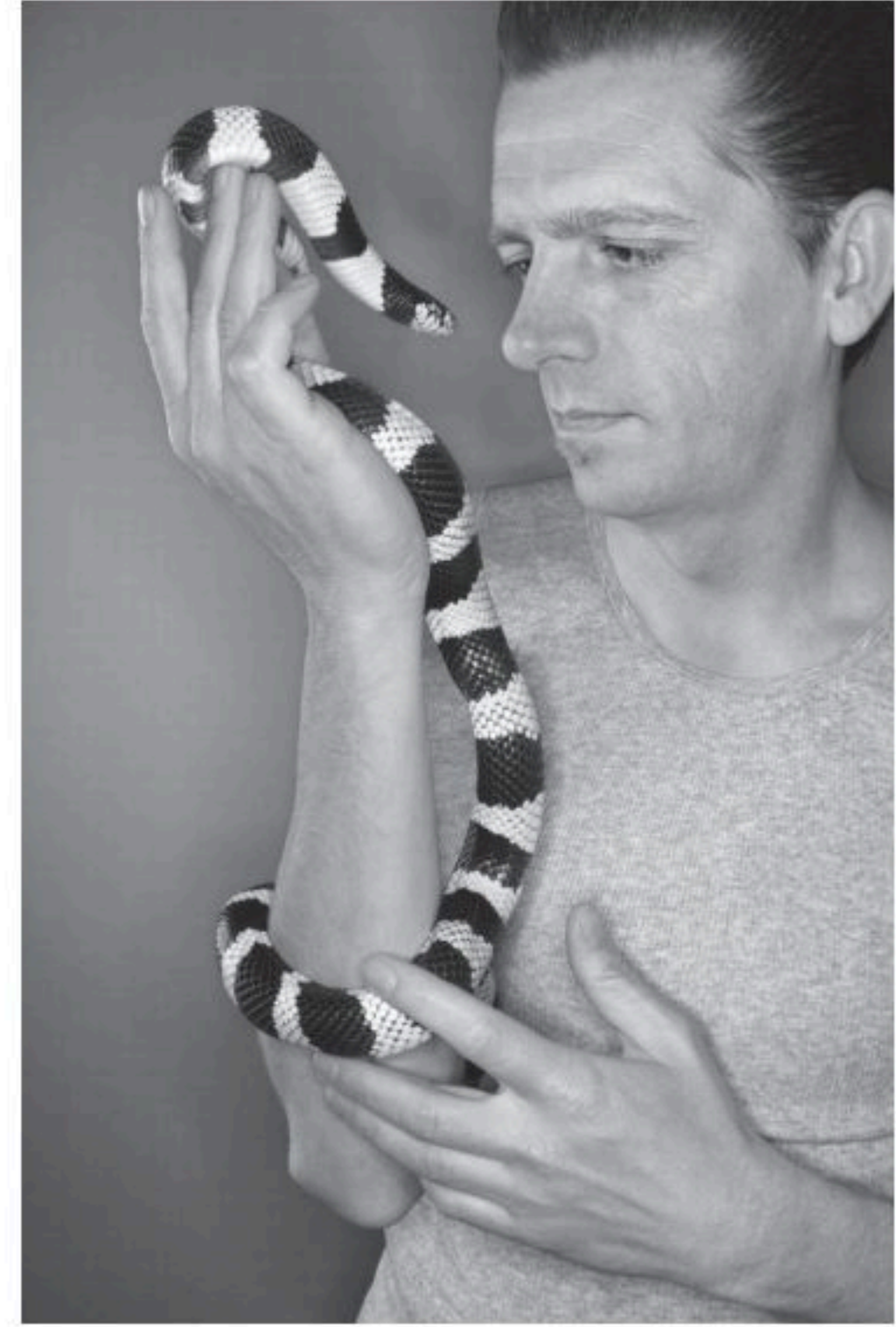
Read the story, and answer the questions.

How many times have you been near a dangerous animal? How close have you been to a poisonous snake? Well Tony Kepler raises killer snakes for a living, and he loves his job. He has been working with them since he was a little boy, and he's not afraid of them at all.

Tony's father has been handling snakes for twenty years, and he has taught his son a lot about them. Now Tony is able to make money from snakes. He collects the venom from rattlesnakes found in the western part of the U.S. Venom is the liquid that comes out of the snake's fangs when it bites. Tony sends the venom to a lab, and the lab makes it into antivenin. When a poisonous snake bites a person, a doctor gives that person antivenin. This antivenin keeps the venom from killing the person. Tony has been earning his living this way for five years.

Tony's father has handled nearly 1,000 snakes in his lifetime. He has taught hundreds of people how to hold snakes. He has also shown them how to feed snakes and how to get venom from them. Not everyone can get used to the idea of picking up a snake. Many people heard scary stories about snakes when they were children and have been afraid of them ever since. Tony has been trying to educate people about the positive things snakes do. For one thing, they help control the rat and mouse population. Snakes are also very clean and quiet, and they rarely disturb humans.

Tony's job is very different from a lot of jobs, but it is a really important one. Without venom collectors, many people would be in real danger and some would die.



1. How long has Tony been working with snakes?

2. How long has Tony's father been handling snakes?

3. How many snakes has Tony's father handled?

4. How long has Tony been earning his living from snakes?

5. Why is Tony so comfortable around snakes?

2 Careers

G Look at the pictures. Write sentences about each person. Use the present perfect simple and the present perfect progressive. Also use **interested in** + gerund and **good at** + gerund.



Hameed

! *Hameed has been working in the company for five years.*

1. _____
2. _____
3. _____



Ali

! *Ali is interested in becoming a surgeon.*

4. _____
5. _____
6. _____

H You have applied for a teaching position. You are preparing for the interview. Write some of the questions that the interviewer might ask you.

1. _____

2. _____

3. _____

4. _____

5. _____



I Look at the two pictures and answer the questions below.



1. What do these people do?

2. What are the different things they need to do every day?

3. Are there any dangers in their jobs? What?

4. What are the good things about having each kind of job?

5. What are some words that describe each kind of job?



J WRITING

Get a picture of a job you like. Imagine that you are applying for this job. Complete the chart below and use it to write a letter of application.

QUESTIONS	Your answers
What is the job?	_____ _____
What are the good things about this job?	_____ _____
What are the things that you need to do every day in this job?	_____ _____
What are some words that describe this job?	_____ _____
Why are you interested in this job?	_____ _____
What qualities do you have that are the right qualities for this job?	_____ _____
How are you preparing for this kind of job?	_____ _____

Dear Sir,



K Complete a question and an answer for each prompt.

- Hashim / do / journalist** *What does Hashim do?* *He's a journalist.*
where / work / newspaper *Where does he work?* *He works for a newspaper.*
- Rana / do / nurse _____
 where / work / hospital _____
 - you / do / chef _____
 where / work / hotel restaurant _____
 - your uncles / do / lawyers _____
 where / work / office _____
 - Aisha's father / do / sales manager _____
 where / work / shopping mall _____
 - Faisal / do / car mechanic _____
 where / work / garage _____



L Complete the conversation. Circle the correct answers.

- Yahya:** Hi. I'm Yahya Abdullah. I'm a photographer. I ¹ (**work** / **works**) for a sports magazine in Riyadh.
- Gregory:** That's a great job. I'm Gregory Hunter.
- Yousef:** What ² (**do you do** / **you are doing**)?
- Gregory:** I'm a football coach. I coach the players in a club here. And my wife is a teacher. She isn't at the school now. ³ (**On** / **In**) weekends, she ⁴ (**doesn't work** / **don't work**). She's at home.
- Yahya:** Do you ⁵ (**have** / **has**) any friends here?
- Gregory:** Yes, ⁶ (**I do** / **I has**). My friends are Ali and Samir. They are standing over there.
- Yahya:** What ⁷ (**they do** / **do they do**)?
- Gregory:** They're football players. They ⁸ (**play** / **playing**) for a team in Jeddah.
- Yahya:** That's interesting. ⁹ (**When** / **What**) do they train?
- Gregory:** They train ¹⁰ (**at** / **on**) weekdays, from seven ¹¹ (**at** / **to**) ten every evening.
- Yahya:** My brother plays football ¹² (**in** / **on**) the evenings, too. He's in a team in Dubai. They're playing ¹³ (**at** / **to**) nine o'clock tonight. Do you want to watch the match?
- Gregory:** Thanks, but no, I ¹⁴ (**don't watch** / **don't**). My plane leaves at ten.

2 Careers

M Complete the sentences with **who** or **which**.

1. What's the name of the girl _____ sits next to Amal in school?
2. This is the stadium _____ our team plays in.
3. That's the new restaurant _____ is really expensive
4. Is that the helpful taxi driver _____ brought us to the hotel yesterday?
5. The web designers _____ made the company website are excellent at their job.
6. A journalist _____ works for a newspaper in Riyadh was at the airport.



N Make sentences using **while**. Use the past progressive.

journalists / wait to ask questions / / team / leave stadium

The journalists were waiting to ask questions while the team was leaving the stadium.

1. some passengers / sleep // pilot / land plane

2. baby / cry // Nawal / talk on the phone

3. it / rain // we / play tennis

4. Faisal / work on the weekends // he / study at university

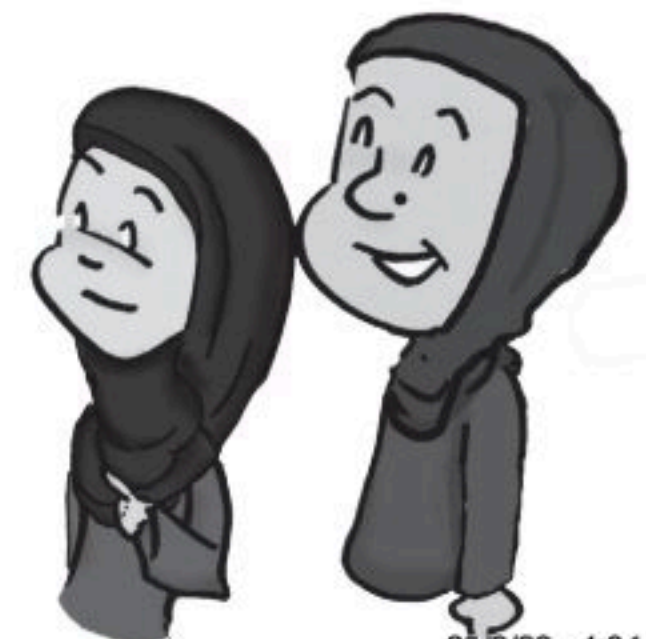
5. I / do my science homework // my sisters / watch a film

6. Dan / organize the conference // you / prepare your speech

O Complete the text. Write one word in each gap.

Last year, Asma **(1)** _____ studying for her medical degree **(2)** _____ she and her sister **(3)** _____ staying with their aunt and uncle in Edinburgh. Her aunt, **(4)** _____ worked in a hospital there, **(5)** _____ helping her with her studies.

Asma applied for a job in a hospital **(6)** _____ is in her town. Now she's a trainee nurse there. She really enjoys helping people **(7)** _____ are sick.



3 What Will Be, Will Be

A Dr. Ali has written a novel about the future. Mr. Saleh is interviewing him for a television show. Complete the conversation with **will** and the words in parentheses. Use **Of course** or **I hope not** where needed.

Mr. Saleh: Your new novel is very interesting. You did a lot of research. **(1)** (tell) _____ you _____ our viewers about life in the future?

Dr. Ali: **(2)** _____. I **(3)** (be) _____ happy to answer your questions.

Mr. Saleh: **(4)** (work) _____ people _____ longer hours in the future than they do now?

Dr. Ali: **(5)** _____! In the future we probably **(6)** (not / work) _____ as much. We **(7)** (have) _____ much more leisure time.

Mr. Saleh: I've heard about smart cars—cars that do all the driving. **(8)** (spend) _____ we _____ a lot of our leisure time going places in these cars?

Dr. Ali: **(9)** _____. We **(10)** (not / need) _____ our smart cars to go places. We **(11)** (live) _____ in smart houses. And thanks to virtual reality we **(12)** (be able to) _____ talk to people anywhere in the world, and it **(13)** (feel) _____ like they're in the room with us.



B Now Mr. Saleh asks Dr. Ali about robots in the future. Complete the interview with **be going to** and the words in parentheses. Use **I think so** or **I don't think so** where needed.

Mr. Saleh: In your novel, your main character is a robot. **(1)** (become) _____ robots _____ part of our lives anytime soon?

Dr. Ali: **(2)** _____. In a few years, stores **(3)** (sell) _____ robots to clean your rugs and cut your grass.

Mr. Saleh: **(4)** (be) _____ robots _____ smart enough to be companions to people?

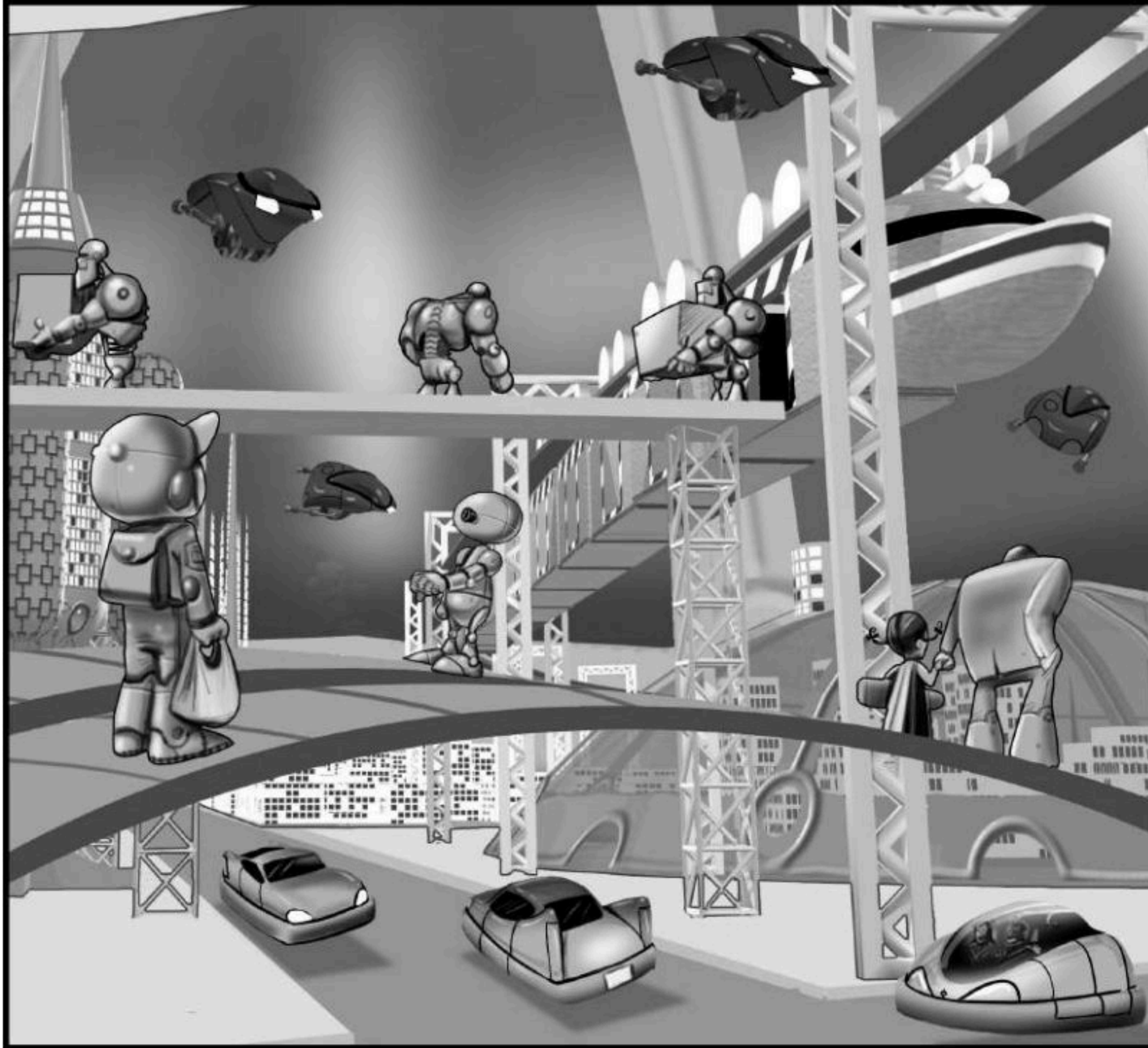
Dr. Ali: Actually, in this century, robots **(5)** (pass) _____ humans in intelligence. And people **(6)** (have) _____ robots as co-workers.

Mr. Saleh: I **(7)** (go) _____ back to school then! If I don't, **(8)** (not / know) _____ what to say to them!



3 What Will Be, Will Be

C Look at the picture. Write six sentences with **will**, **won't**, or **be going to** to make predictions about cities of the future.



! *Cities of the future won't have parks.*

1. _____
2. _____
3. _____
4. _____
5. _____

6. _____

D Read the conversation. Choose **will** or **be going to**. Use **will** for predictions and **going to** for plans. Sometimes either one is correct.

Mr. Huston: Tell me, Adnan, what are your plans for next year, after you graduate.

Adnan: Well, I **(1)** will travel / am going to travel in the summer. Probably, I **(2)** will visit / am going to visit India and China.

Mr. Huston: That's exciting. **(3)** Will you go / Are you going to go with friends?

Adnan: I am not sure. Probably I **(4)** will spend / am going to spend some time traveling. If my friends want to come along, that'll be great!

Mr. Huston: **(5)** Are you going to stay / Will you stay with friends?

Adnan: I hope so.



E Fadwa is writing an email to her friend Nawal, and Nawal sends an email back. Complete their emails using **will** or **be going to**. Use **will** for predictions and **be going to** for plans. Sometimes either one is correct.

Reply Reply to all Forward Delete Print

To: nawal@megagoal.com
Subject: vacation

Hi Nawal,
I have awesome news to tell you. Next week I **(1)** (fly) _____ to Abha. I **(2)** (go) _____ with my family, and we **(3)** (spend) _____ the whole month of June there! Probably it **(4)** (take) _____ 20 hours to travel there. Not fun! Oh, no! I don't have anything to read on the plane. Maybe I **(5)** (buy) _____ a big novel at the airport. Have fun at work next week!
Fadwa

Reply Reply to all Forward Delete Print

To: fadwa@megagoal.com
Subject: Re: vacation

Hi Fadwa,
You are so lucky! I think work **(6)** (be) _____ busy next week and during all of June. Maybe I **(7)** (go) _____ with you to Abha. Have fun!
Nawal

3 What Will Be, Will Be

F What about you? Answer the questions using the future progressive.

1. What will you be doing next week?

2. What will you be doing this summer?

3. What are you going to be doing in five years?

4. What are you going to be doing in 10 years?

G Look at the photos. Answer the questions. Use the future progressive and short answers.



! Is your little brother going to be playing video games with us?

No, he isn't. He's going to be getting a haircut.

1. Will Dana still be reading that novel next week?

2. Will they be seeing any whales on their vacation?

3. Are we going to be diving in a submarine?

4. Are Khaled and his wife going to be taking the high-speed train to Paris?

! 5. Will you be playing video games tomorrow?



H READING

Read the article. Answer the questions.

Looking Ahead

The future is hard to see and plan—even for experts. Read the quotations below:

- “It will be years—not in my [life] time—before a woman will become prime minister [of the United Kingdom].” Baroness Margaret Thatcher said this in 1974, just five years before she became the first female British Prime Minister.
- “There is no reason anyone would want a computer in their home.” Ken Olsen, who started Digital Equipment Corporation, said this in 1977.
- “It will take at least 200 years to put a man on the moon.” Experts at the magazine *Science Digest* wrote this in 1948.

Yet some predictions are amazingly accurate. At about the same time that *Science Digest* made its prediction, British writer Arthur C. Clarke predicted a moon landing and missed the date by just one year. What are some of Clarke’s more recent predictions?

- Space travel will soon become common.
- Within the next 1,000 years, we will be plugged into an Internet that lets us download the libraries of distant planets.

Will these predictions come true? No one knows right now. But there is one thing we can be quite certain about: Science and technology has become more and more important and it will affect our future in very powerful ways.

Will the end result be positive, helping people live longer, happier lives? Or will it be negative, perhaps destroying the environment through pollution and global warming?

The answer will probably depend on how we decide to use science and technology. For this reason, it is important to think carefully about the future. Maybe we can’t predict it accurately, but we need to think about what could happen and how our lives will be in the future.

1. Find one prediction that did not come true.

2. What did Arthur C. Clarke accurately predict?

3. What is another prediction that Clarke has made?

4. What is one thing about the future that we can be sure of?

5. Will science and technology have a positive or negative effect on the future?



3 What Will Be, Will Be

I Predict your best friend's future. Use the words in the box or your own ideas.

move	be	get	fall	find
work	go	have	travel	live

Pat will be a big success. He will finish first in his class in school.
He won't get married until he's 30 years old.
He'll be living in a fabulous apartment in New York City.

1. _____
2. _____
3. _____
4. _____
5. _____

J What are your plans for the weekend? Think about things that you have planned are sure about and some things you are thinking of doing but are not certain. Write about Friday and Saturday.

On Friday, _____

On Saturday, _____



K Look at the two pictures A and B. Answer the questions below.



1. How are these two buildings the same?

2. How are these buildings different?

3. How will the buildings change in 50 years?



3 What Will Be, Will Be

L WRITING

Get a picture of your town or city in Saudi Arabia. Complete the chart below and use it to write what your town or city will be like in the future.

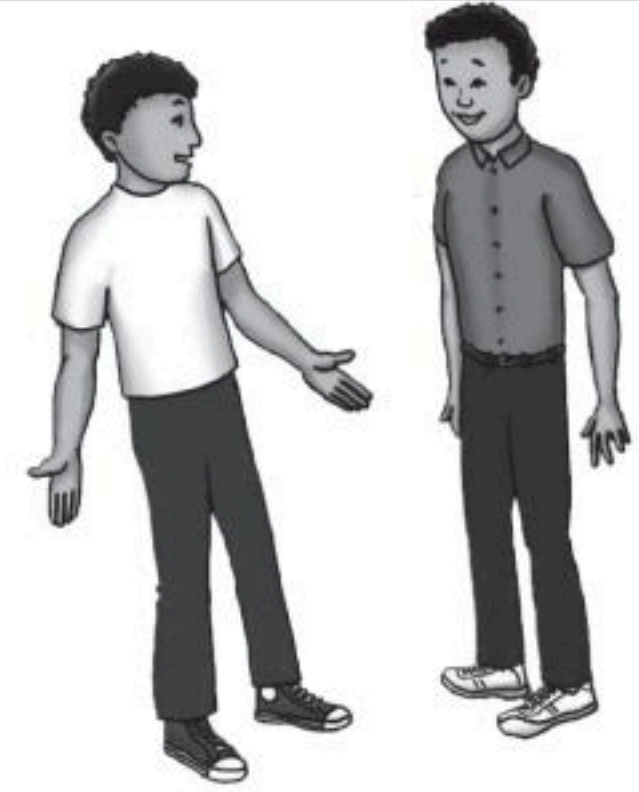
Tasks	Your notes	Your notes on how you think it will change in the future
Write a list of things that you see in the picture	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
Write a list of words that describe what you can see in the picture	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>
Write a list of words to describe what you can see happening in the picture	<hr/> <hr/> <hr/>	<hr/> <hr/> <hr/>

The Future As I See It



M Choose the correct verb for each sentence.

1. _____ to the exhibition with me tomorrow?
 - a. Do you come
 - b. You come
 - c. Are you coming
2. Ned is from New York. He _____ English in Riyadh at the moment.
 - a. teaches
 - b. is teaching
 - c. teach
3. When _____ his new books coming out?
 - a. are
 - b. do
 - c. is
4. Researchers _____ the cause of the illness.
 - a. aren't understanding
 - b. not understand
 - c. don't understand
5. Press this switch. It _____ the robot.
 - a. activate
 - b. is activating
 - c. activates
6. Hussain is a pilot, but he _____ today.
 - a. isn't flying
 - b. flies not
 - c. aren't flying
7. _____ his car to college every day?
 - a. Does Ali drive
 - b. Ali drives
 - c. Is Ali driving
8. Nice car! _____ on clean fuel?
 - a. Does it run
 - b. Runs
 - c. Is it running



N Read the statements and questions. Match the responses.

- | | |
|--|--|
| <ol style="list-style-type: none"> 1. _____ Let's design a class website. 2. _____ What are you going to do tomorrow? 3. _____ Are you going to the school Science Fair next week? 4. _____ How about making a science fiction film? 5. _____ Will your father help us with the school project? 6. _____ Why don't we enter the school technology competition? | <ol style="list-style-type: none"> a. Yes, I am. b. Yes, why not? We might win a prize. c. I'm going to find a technician to repair my computer. d. Great idea! Let's work out the plot. e. Yes, he will. f. We can't. Our Internet connection is not good enough. |
|--|--|



3 What Will Be, Will Be

O Answer the questions. Use **probably** or **maybe** and a future tense

1. What are you going to do on your next vacation?

2. Where will you go?

3. How will you get there?

P Complete the tag questions. Then complete the responses.

A: The oceans won't cover the Earth in 100 years, will they?

B: No, they won't. They will probably cover some islands.

1. **A:** Your parents don't speak English, _____?

B: _____

2. **A:** The school will close for the vacations soon, _____?

B: _____

3. **A:** It doesn't rain often in Saudi Arabia, _____?

B: _____

4. **A:** Your friends are not all scientists, _____?

B: _____

5. **A:** The weather usually gets extremely hot here in the summer, _____?

B: _____

6. **A:** We won't drive the same kind of cars in the future, _____?

B: _____

7. **A:** Your mother isn't from Jeddah, _____?

B: _____

8. **A:** You're going to study in the United States next year, _____?

B: _____



4 The Art of Advertising

A Complete the story. Use the words in the box.

smooth

compact

options

customize

classic

Imad wanted to buy a car. He went for a walk last week, and he saw a small, (1) _____ car that he liked. It was parked on the street. He went to a car dealership to look at new cars. With a new car, you can (2) _____ it to have exactly what you want.

But a new car would be too expensive for Imad. A friend told him to call his neighbor Abdullah. He was trying to sell his old car because he had just bought a new one. Imad went to his neighbor's house and looked at the car.

Abdullah showed him the ad that he had written. It listed all the (3) _____ that came with the car. It was not as small as a compact car, but it was not too big. His neighbor said that the car was called a (4) _____ and that it would never go out of style. The interior was clean and simple. And it would provide a very (5) _____ ride.

Imad thought it was a great deal. He paid for the car and Abdullah gave him the keys. It was a great day for Imad!



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4 The Art of Advertising

- B** Complete the paragraphs with the verbs in parentheses. Use the correct form of the passive (simple present, simple past, present perfect, or future).

Before the 20th century, advertising was not very important, since most things **(1)** (make) _____ at home or **(2)** (buy) _____ from small, local stores. But by 1900, many things **(3)** (produce) _____ in factories and **(4)** (sell) _____ to people who lived far from the factories. Through advertising, people **(5)** (tell) _____ about these products.

Advertising has become an art and a science. Today a lot of money **(6)** (spend) _____ on research for advertising.

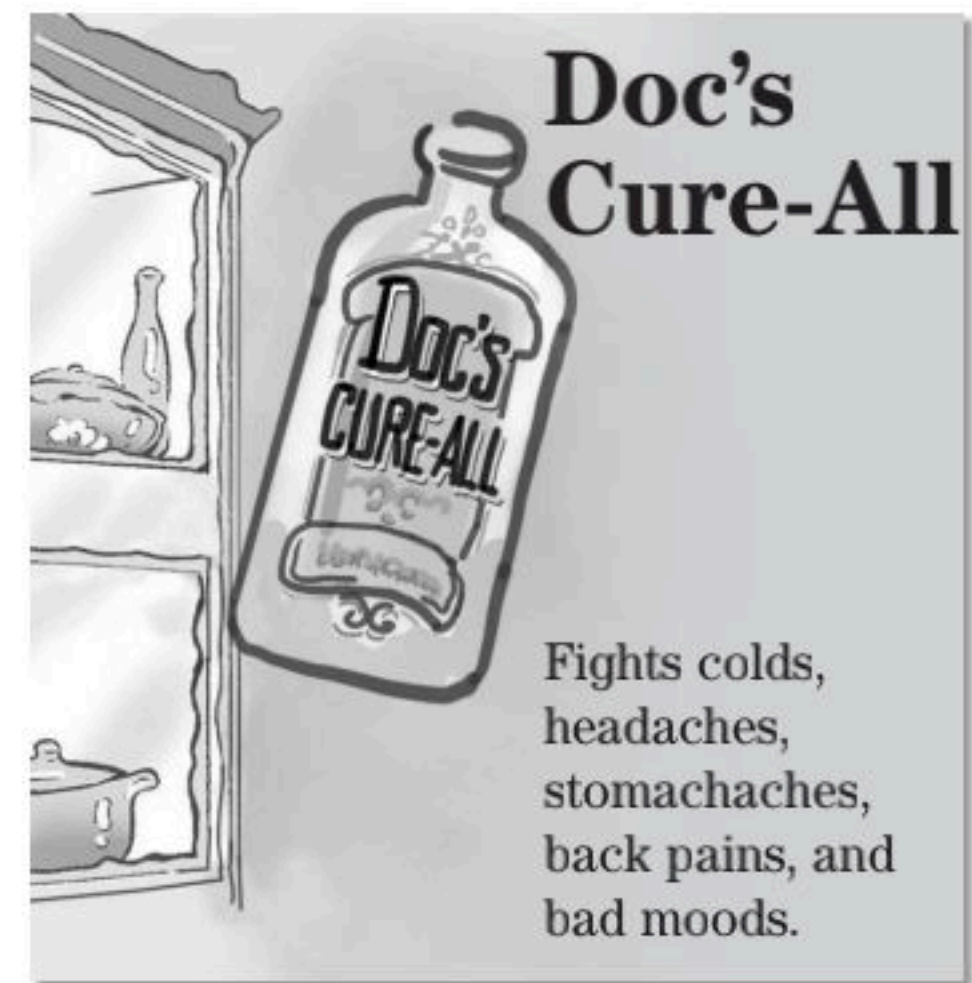
Before a company launches its ads, the ads **(7)** (show) _____ to many people. If people don't like the ad, it **(8)** (not / launch) _____.

For some time now, many questions **(9)** (ask) _____ about the effects of advertising. **(10)** (affect) _____ people's attitudes and values _____ by advertising, and if so, how?

In the future, even more time and money **(11)** (spend) _____ on advertising. Even more questions about the effects of advertising **(12)** (ask) _____, and it will be important to find some answers.

DRINK
FIZZ

...And add some sparkle to your life.



- C** Read the descriptions of people and objects that are in the *Guinness World Records*. Write a headline for each description. Use the superlative form of the adjective.

! The heaviest beef burger **A beef burger weighing 2.5 tons was made at the Outagamie County Fair in Seymour, Wisconsin, on August 5, 1989.**

- _____ Octavio Guillen and Adriana Martinez had a very long marriage. They were married for 67 years!
- _____ Robert Wadlow, who died in 1940, was 2.71 meters tall.
- _____ *Titanic* (1997) was an expensive movie to make. Different problems made it more expensive than any other movie.
- _____ How valuable can a slice of cake be? Very valuable! In 1998, a slice of cake left over from the wedding of the Duke of Windsor and Wallis Simpson more than 60 years before was sold for \$29,900!

* Source: *Guinness World Records 2000: Millennium Edition* (Bantam, 2000)

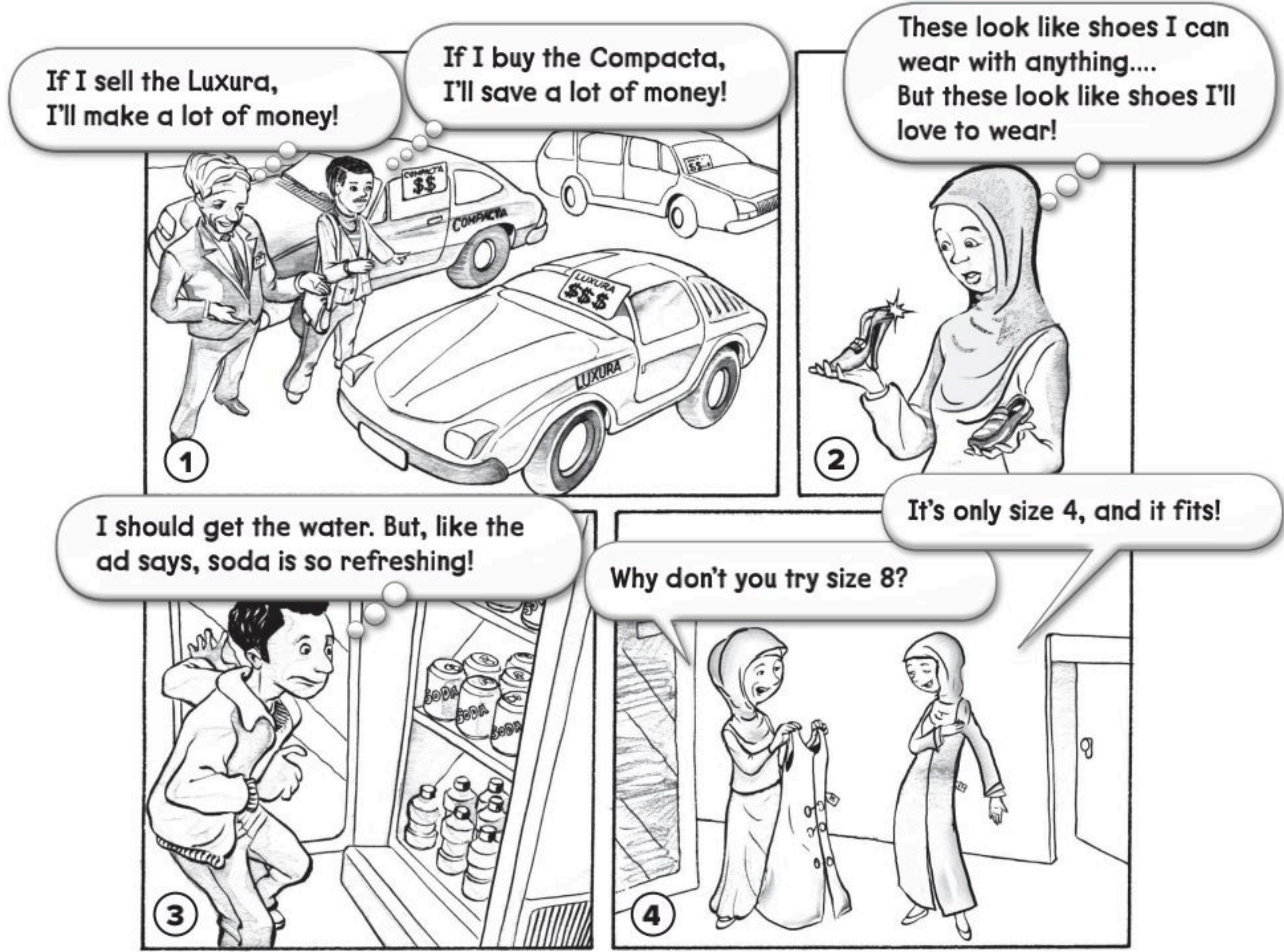


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D Complete the descriptions. Use the comparative form of the adjectives in the box.

cheap	expensive	healthy	large
refreshing	small	special	comfortable



1. He wants to sell him the car that's _____, but he wants to buy the car that's _____.
2. The shoes with the low heels are _____ than the shoes with the high heels, but the shoes with the high heels are _____.
3. Mohammed knows that water is _____ than soda, but he thinks that soda is _____ than water.
4. Maha likes the dress in the _____ size, but her mother wants her to try the dress in the _____ size.

4 The Art of Advertising

E Write descriptions for the photos. Use **as...as** and the adjectives in parentheses.

The black cat is _____ as big as _____ the brown cat. (big)



1. The mountains are _____
the beach. (not / warm)



2. The compact car is _____
the sports car. (not / expensive)



3. Apple juice is _____
orange juice. (healthy).



4. Sometimes Thai food is _____
Mexican food. (hot)

F Complete the advertising slogans. Use the correct verb: **look**, **smell**, **sound**, or **taste**.

- _____ like a rose with our new Spring Flower perfume.
- Eat at Antonio's Italian Restaurant. Our food is cooked in a restaurant, but it _____ like it is cooked at home!
- Are you learning English? Listen to our English-language CDs, and soon you will _____ like a native speaker.

4. _____ like a professional. Wear a Valenziani suit.

G READING

Read the article. Answer the questions.

The Psychology of Advertising

Instead of making claims about products, advertisements today often try to give people reasons to buy the products. This is where psychology—the study of how people think and behave—comes in.

Psychology is important to the way ads look. Advertisers use stories (e.g., the woman who made her family happy by buying the right soup, the man who was well-rested for his meeting after flying on the right airline) because people like to put themselves in stories. They use pictures more than words because we fantasize and daydream in pictures.

Psychology is important to the stories that ads tell. According to psychologists, people in our society have certain needs. Ads try to show people that they can meet these needs by buying products. Here are some of these needs and ads that appeal to them:

Friendship. We like to be part of a group of friends. Ads show us that if we drink a certain juice, we will belong to a group of friends who drink it too.

Success. A car goes up a driveway to an obviously expensive house. The person driving this car has had a lot of success in life. If we buy the car, we will too.

Escape. Sometimes our lives seem boring and we'd like to escape for a while. Car ads that show people driving a car to the top of a mountain do this. So do the McDonald's ads that tell us that we "deserve a break today."

Psychology even helps advertisers know who to advertise to. For example, children today have more and more influence on buying decisions. One mother says that her 6-year-old son kept asking her to buy a certain vacuum cleaner. He had seen the vacuum cleaner advertised during a children's TV show.

1. What are two things advertisers use in their ads?

2. Generally, what do ads try to show people?

3. What are three of the needs that ads appeal to?

4. How are companies today getting children to influence their parents on what to buy?



4 The Art of Advertising

H Use the correct form of the verbs in brackets.

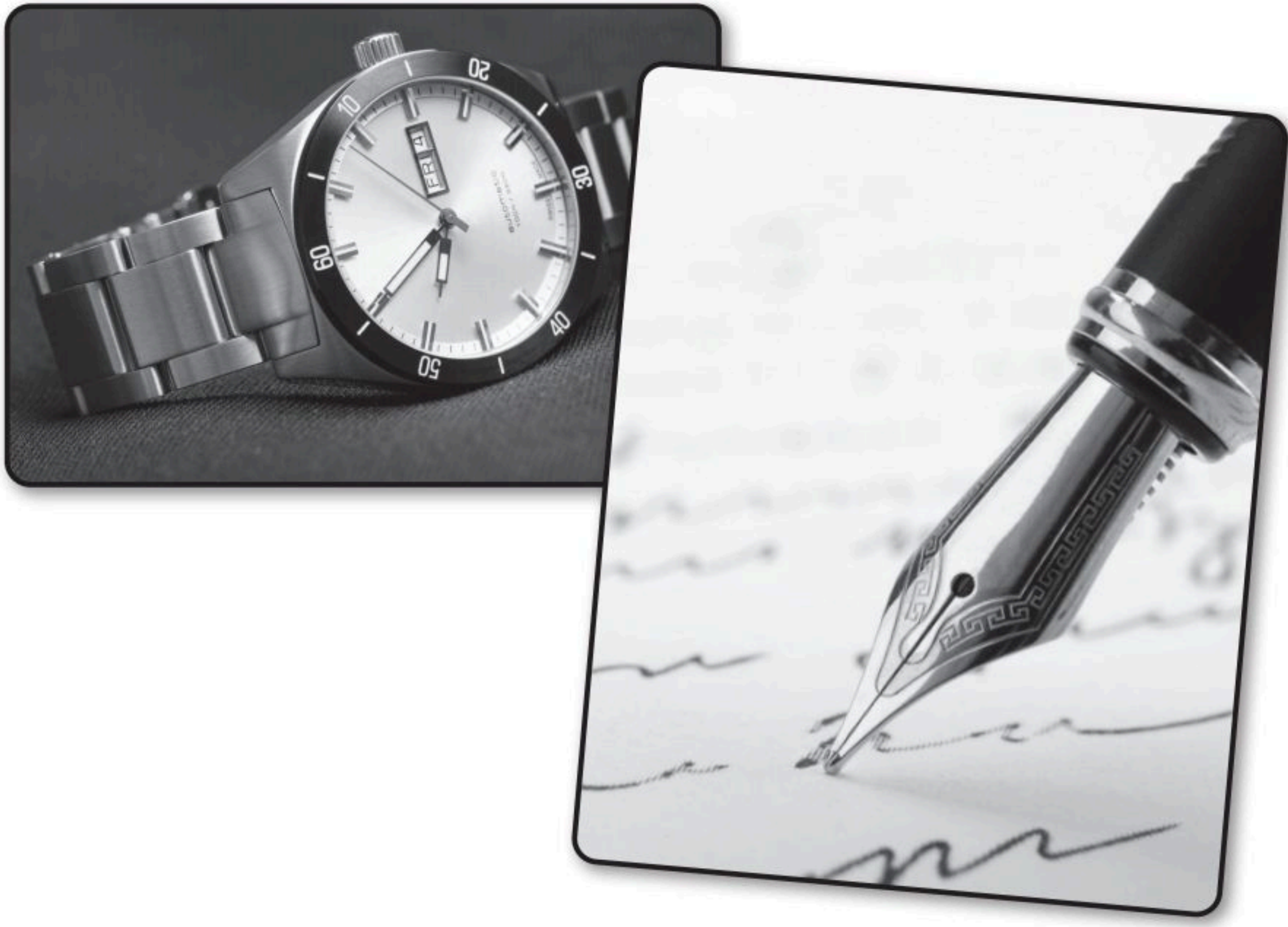
1. The electric iron (invent) _____ in 1882 by Henry W. Seeley in New York. His iron was heavy and took a long time to warm up. Other electric irons (also/ invent) _____, including one from France, but it used a dangerous heating method.
2. The safety pin (invent) _____ and (patent) _____ by Walter Hunt. It (make) _____ by twisting a length of wire. The right to the patent (sell) _____ for \$400.
3. In ancient Egypt, the papyrus plant (process) _____ and (use) _____ as paper. It (make) _____ from thin sheets of papyrus that (soak) _____ in water, pressed together and then dried.
4. Smart classrooms (equip) _____ with interactive boards, a computer console, digital projector, sound system, and video system. In many countries, a number of classrooms and seminar rooms (updated) _____ in this manner. State of the art technology (install) _____ and teachers (train) _____ to use it, replacing traditional boards and pen and paper materials.

I Which products or brand names do you associate with these slogans?

1. Think fast.	
2. Think crunchy.	
3. Style outside. Power inside.	
4. We sell more cars than any other maker.	
5. There is no comparison.	
7. Time is nothing.	
8. Live your life.	
9. Smooth and reliable.	



J Look at the two ads for a watch and a pen. Answer the questions below.



1. What are four words that can describe each item?

watch _____

pen _____

2. Name two places where you can use each item.

watch _____

pen _____

3. How is a person likely to feel if he has each item?

watch _____

pen _____



4 The Art of Advertising

K WRITING

You are going to launch a new soda for young people. Think about a catchy name. Think about features of the product and words that would make it appealing in an advertisement. List words that can be associated with: *success*, *escape*, and *friendship* in the boxes.

The amazing new soda:

Success

Escape

Friendship

Now use some of the words to write an advertisement for the new soda.

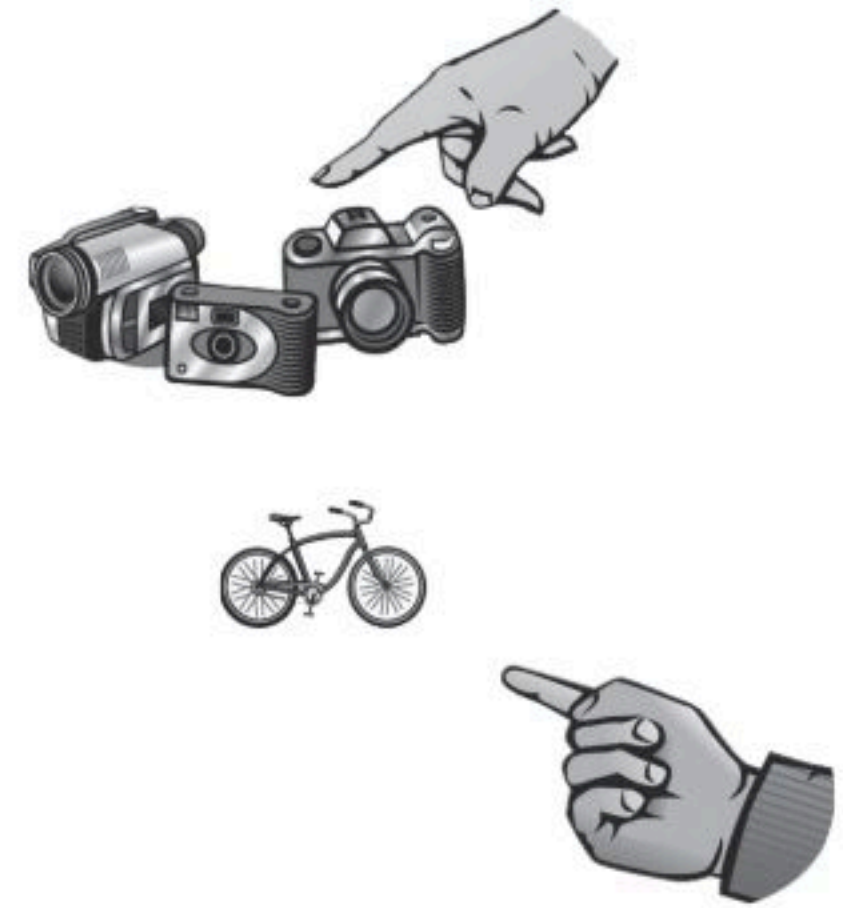
Psychology in Advertising with: The Amazing New Soda _____



L Circle the right word.

Look at (those / these) cameras. They're the best on the market.

- (That / Those)** tablet is very light, and **(this / these)** laptops are heavy.
- (These / That)** is **(a / an)** old-fashioned bicycle.
- (This / These)** is Hashim. He's **(a / an)** engineer.
- (This / These)** are my car keys, and **(that / those)** are my house keys.
- (A / An)** famous artist painted **(that / those)** painting.
- Look at **(that / those)** cars! They're **(an / -)** American cars.



M Ask and answer about items in the shop. Use **this/these** or **that/those**.

calculator What's that? OR What's this? It's a calculator.

- sculptures

- airplane

- electric car

- smartphones

- computer users' magazine

N Write advertising slogans for the items in **M**. Turn the sentences into imperatives. Use your own ideas.

You must buy one to make your math homework easier.
Buy a Sun-Power calculator, and make math simple!

- You should visit the museum to admire their beauty.

- If you want to travel first class, you must book your seat early.

- You should take it for a test drive. You'll feel its power.

- Everyone needs them to get in touch quickly wherever you are.

- This will help you keep up to date with the latest advice for computer users.



4 The Art of Advertising

O Complete the conversations with the correct possessive pronouns.

1. **A:** Whose trousers are these? Are they _____, Ali?

B: Yes, they're _____.

2. **A:** Don't buy that dress, Sabah! It isn't _____ color.

B: Oh, yes it is. It's _____ favorite.

3. **A:** Is that Mom's wallet?

B: No, that isn't _____. Mom's wallet is in _____ coat pocket.

4. **A:** Is this _____ family's house, Mr. Morris?

B: Yes, it's _____. My wife and I bought it last year.



P Circle the correct word.

Omar: ¹(Who's / Whose) blue bicycle is this? Is it ²(yours / your), Greg?

Greg: No, it isn't ³(my / mine). It's ⁴(too / enough) small for me. It belongs to ⁵(my / mine) younger brother.

Omar: So ⁶(who / which) bike is yours?

Greg: That big black ⁷(one / ones) near the wall.

Omar: Hey! That looks sporty ⁸(too / enough) to be a racing bike.

Greg: Yes, it is. When I lived in the US, my friends rode ⁹(their / theirs) bikes in races.

Omar: Great! Why didn't you race, too?

Greg: I didn't have a fast bike like ¹⁰(their / theirs), but my uncle won a race on ¹¹(his / hers).

Omar: Perhaps you'll win a race one day if you train hard ¹²(too / enough).



EXPANSION Units 1–4

A Complete the sentences. Use the words in the box.

natural disaster	motivation	traffic	rockets	microscope
satellites	global warming	qualifications	steel	

- Hotter summers are an effect of _____.
- _____ in Los Angeles is a big problem because there are so many cars.
- Rakan has a real _____ to work. He wants to buy a car.
- A lot of _____ is used in the construction of tall buildings.
- A hurricane is a _____ that affects cities near the ocean.
- A biologist uses a _____ to see very small things.
- Yahya's _____ for the job include accounting and language skills.
- Scientists launch _____ to send _____ into space.

B Put each word in the correct group. Then add one or two more words to each group.

satellite	pollution	flexibility	rocket
adaptability	poverty	microscope	honesty
submarine	integrity	disease	overpopulation

Global Issues	Personal Qualities	Scientific Tools
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____



EXPANSION Units 1-4

C Faisal is talking to his friend Ali about a job. Ali works in a doctor's office. Complete the conversation. Use the present progressive.

Ali: Where **(1)** (live) _____ you _____ now?

Faisal: I **(2)** (live) _____ in Al Ulayya. My address is 18 Al Al Khawarizmi Street, Al Ulayya, Al Riyadh.

Ali: What courses **(3)** (take) _____ you _____ right now?

Faisal: I **(4)** (take) _____ computer science, math, English, Arabic, geography, and PE.

Ali: **(5)** (work) _____ you _____?

Faisal: No. I **(6)** (negative: work) _____, yet. But I **(7)** (look) _____ for a job.

Ali: Dr. Ibrahim **(8)** (look) _____ for someone to work in this office. Can you use a computer?

Faisal: Yes, I can.

Ali: Can you bring a copy of your résumé?

Faisal: I **(9)** (go) _____ home right now. I can bring it back this afternoon.

Ali: Great! I'll see you this afternoon.

D Majid and Ali are shopping at the mall. Complete their conversation. Use the present perfect or the present perfect progressive.

Majid: How long **(1)** (work) _____ you _____ at the restaurant?

Ali: I **(2)** (work) _____ there for three months.

Majid: How do you like it?

Ali: The job is fun. I **(3)** (meet) _____ a lot of people. But I **(4)** (negative: make) _____ a lot of money!

Majid: Are you still thinking of buying a new computer?

Ali: Yes. But I still don't have enough money.

Majid: How long **(5)** (save) _____ you _____ your money?

Ali: I **(6)** (save) _____ since September.

Majid: **(7)** (try) _____ you _____ to work a lot of hours?

Ali: Yes! That's why I **(8)** (be) _____ so tired! I **(9)** (go) _____ to school, then to work, then home. That's all I **(10)** (do) _____ for the past three months!

Majid: Well, at least you **(11)** (negative: spend) _____ any money!

EXPANSION Units 1-4

E Complete the conversation. Use **will** to make predictions and **be going to** to describe a plan.

Adel: What do you think your little brother **(1)** (do) _____ when he grows up?

Hussain: I think he **(2)** (be) _____ a writer.

Adel: Why?

Hussain: He is always writing stories in English, and he probably hopes that someone **(3)** (publish) _____ them. I **(4)** (give) _____ him computer lessons next year.

Adel: **(5)** (buy) _____ you _____ him a computer?

Hussain: No. My parents **(6)** (get) _____ him one at the end of the school year.

Adel: Do you think he **(7)** (be) _____ a good writer?

Hussain: I hope so. He **(8)** (take) _____ lessons from the best teacher I know! Wait... Let me show you one of his stories. It's here in my phone somewhere.



EXPANSION Units 1-4



F Use the words in parentheses to write sentences to describe continuous actions in the future.

1. (my brother / will / attend)

This time next year, _____ college.

2. (you / will / attend)

_____ college then, too?

3. (I / going to be / work)

No. _____ to save money for college.

4. (you / going to be / live)

_____ at home?

5. (I / will / save)

Yes. I _____ even more money that way.

6. (you / not going to be / work)

Well, I hope _____ too hard.

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EXPANSION Units 1-4

G Change these sentences from active to passive. Use **by** only if it is given.

1. Scientists have discovered cures for many diseases.

2. They will probably find many more cures.

3. Most young people in Brazil play football.

_____ by _____

4. His letter surprised me.

_____ by _____

5. I will mail the package this afternoon.

6. My sister has washed all the windows.

H Complete the conversation with the correct regular form, comparative form, or superlative form of the adjective in parentheses.

Faris: Have you seen Khalid since school started back? He has the (1) (cool) _____ bag I've ever seen.

Nasser: Oh really? Is it (2) (small) _____ than the one he used to have? His bag was huge. Don't you remember?

Faris: Well, it's (3) (compact) _____ and a lot (4) (light) _____. It's really great! And do you know what is even (5) (unbelievable) _____?

Nasser: What?

Faris: He has a smartphone and a new laptop!

Nasser: That's (6) (amazing) _____! He never had a laptop before.

Faris: And he has designed a science program. Can you believe it?

Nasser: Now this sounds even (7) (unbelievable) _____!
I never knew he could do that.

Faris: Well, it looks as if Khalid has (8) (good) _____ computer skills than we thought!



EXPANSION Units 1–4

I Look at the photo of Laura and Edson. Make four predictions about each of them. What will they do next week? What will they do this summer? What are they going to study at college? What jobs are they going to have after college?

Laura

1. _____
2. _____
3. _____
4. _____




Edson

1. _____
2. _____
3. _____
4. _____



J Sometimes personal dreams come true, and sometimes they don't. It's interesting to see what can happen. Interview your mother or father or another relative. Take notes in a chart.

 <u>my mother's</u> personal dream	What happened?	What's next?
1. <i>go to college</i>	<i>She went to college in Jeddah. She got a degree in biology.</i>	<i>She wants her children to finish college. She wants them to study in the United States for one year.</i>
2.		
3.		
4.		



EXPANSION Units 1-4

K Look at the two pictures A and B. Answer the questions below.



1. List two things that each person does.

2. List the qualities that each person must have.

3. Write what they needed to study in order to do the job.



EXPANSION Units 1-4

L WRITING

Find a picture of a job that you would like to do in the future. Complete the chart below and use it to write an essay on your dream job.

My Dream Job

What I need to be able to do

What my qualifications should be

What I should study at school and university

My Dream Job



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Writing Checklists

1 A short account

I can ...	Great! 	Good! 	OK! 	Needs work 
answer questions				
take notes when I think about things				
use capitals correctly				
organize events clearly				
use tenses correctly				
make clear and interesting statements				
use words to describe				
use appropriate language/style				
use a range of vocabulary				

2 A cover letter

I can ...	Great! 	Good! 	OK! 	Needs work 
take notes when I think about things				
use capitals correctly				
address a cover letter				
write an introductory paragraph				
write about my strengths				
make clear and effective statements				
edit and correct my mistakes				
write a closing statement/paragraph				
use appropriate language/style				

3 A short description

I can ...	Great! 	Good! 	OK! 	Needs work 
take notes when I think or imagine things				
focus on my audience				
describe places well				
organize and order events/facts				
make clear and effective statements				
use tenses correctly				
use a range of vocabulary				
refer to people and places effectively				
use appropriate language/style				

4 A description of a product

I can ...	Great! 	Good! 	OK! 	Needs work 
take notes and use them to write				
use capitals correctly				
interest my audience/readers				
write about/refer to key features or characteristics of the product				
organize and order events well				
use information selectively				
edit and correct my mistakes				
present a product in an interesting way				
use appropriate language/style				

Writing Checklists

EXPANSION Units 1–4

A short essay about plans and dreams

I can ...	Great! 	Good! 	OK! 	Needs work 
take notes when I think or imagine things				
focus on my audience				
describe pictures in my mind				
describe/present future plans				
describe feelings				
organize and order ideas/plans				
make clear and effective statements				
use tenses correctly				
use a range of vocabulary				
create effects (e.g. humor, suspense)				
use appropriate language/style				

5 An account of an accident

I can ...	Great! 	Good! 	OK! 	Needs work 
take notes when I think about things				
select important facts or details				
write about feelings				
form and write clear sentences				
connect events, reasons, and causes well				
edit and correct my mistakes				
describe scenes in an imaginative manner				
use appropriate language/style				





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