



Right, let's write

What are the latest online trends?

How do you find a partner?

What's your favourite soap?



A What's new?

A1a What are the latest Internet trends? Look at the following possible trends. Work with a partner and decide if the trend is real or not.

- Older people are joining social networking sites like Facebook.
- Young people are not using social networking sites so much.
- The number of people online in the US has increased ten times in the last thirteen years.
- The number of hours that Internet users spend online is not increasing.
- More people are using their mobile phones to go online.

A1b Read the article about Internet trends. With your partner, check your answers from A1a.



The Internet revolution continues

When the first Harris Poll in the US was conducted thirteen years ago, just under eighteen million adults accessed the Internet at work, at home or at the library. Today, there are 184 million Americans who are online. The amount of time spent online is also increasing: in Britain today, the average number of hours spent online in a week is at fourteen this year, compared with nine hours in 2005. People are spending about a third of their free time online.

And what are people doing online these days?

Two to three years ago social networking sites were only really popular with young people, but there has been a big shift recently. Worldwide, twice as many people aged 50 to 64 years are joining online communities like Facebook than young people under eighteen.

Teenagers use sites like Facebook

to share pictures and chat with their school friends, but older people are now using Facebook to find old childhood friends or communicate with family members who live far away.

People are also forming online "clubs", for example, groups on Facebook that share a special interest. There are communities of fans, such as soap opera fans. And some radio and television programmes have Facebook sites: it's like joining a club where you get information about the programme and you can share your opinions and stories with other people.

Another important global trend is that more and more people are now using their mobile phones to access the Internet. In the UK about a quarter of the people with mobile phones are using them to go online. On the other hand, it's estimated that seventeen million people in Britain aged over fifteen are still not using the Internet. And this number is not falling as fast as it was before. A large number of people are deciding that they don't want the Internet, it seems.

A2a Match the sentences with their meanings.

- | | |
|---|---|
| <ol style="list-style-type: none"> 1. People in the UK use their mobile phones to access the Internet. 2. More people in the UK are now using their mobile phones to access the Internet. | <ol style="list-style-type: none"> a. This is a new trend, something that people in the UK have started to do recently. b. This is something that people in the UK often do, something that they have done for some time. |
|---|---|



A2b Complete the following sentences about modern trends with the best form of the verb in brackets.

- More and more people today are using (use) the Internet to watch TV.
- People in Britain today _____ (spend) almost a third of their leisure time online.
- A lot of older people _____ (join) online communities. They _____ (use) the Internet to contact old friends.
- The amount of time that people spend online _____ (increase).
- The number of people in the UK who don't use the Internet _____ (not fall) now as fast as before.

Focus on grammar

Talking about trends

More and more people **are using** their mobile phones to access the Internet.

Companion:
Grammar 2.1.2

Homestudy
H1

A3a With your partner, write two trends that you can see where you live. Use the topics below.

housing | transport | work | leisure | shopping | computers

Examples: More people are now building houses.

People today are spending more and more time on their computers.

A3b Compare your trends with the rest of the class. Do you agree with the others?

B Surfing for a partner

B1a How would you like to meet a new partner? Here's another paragraph from the article in A1b.

Other people are using Facebook to look for a partner. The Internet is becoming the favourite "place" to meet people. People are reading Facebook profiles and looking at the photos

to see if they can find someone attractive. In this way you can find out a lot about somebody before you meet them in person.

B1b Listen to Judy and Matt talking about how they found their partners. Who used "chemistry" and who used "mathematics"? Which do you prefer and why? Compare your ideas with the rest of the class.





B2a

On most dating websites you have to write a personal profile.

The following sentences come from profiles.

Tick what you think the highlighted words mean in these sentences.

1. "I work a lot, but I know how to **balance** well."

☐ a. My hobby is gymnastics and I can balance on one foot very well.

☐ b. I can share my time and energy between work and leisure (hobbies, sport, socializing, etc.)

2. "Knows how to **treat** a lady."

☐ a. He pays for a lady.

☐ b. He knows how to behave with a lady: how to talk to her, make arrangements with her, etc.

3. "What are your greatest **pet hates**?"

☐ a. What animals do you hate most?

☐ b. What special things do you hate? What gets on your nerves?

TIP 1 Look at words in their context.

B2b

Now read the three personal profiles from an American Internet dating site.

Check the words from B2a. Which person has written the best profile: the profile that makes you want to meet the person? Discuss in pairs.



1

I've been in this area for a few years now and I'm always looking to meet new people. I'm a very hard worker and love my job. I work a lot, but I know how to balance well. I enjoy meeting new people and going to new places. I'm very spontaneous and I love the outdoors, watching movies, dancing, and

travelling. A great date can be staying at home with a movie and popcorn, or a night on the town. Every year I try to visit somewhere new on vacation. Asia is now top of the list of the places that I'd like to see next.

Well, that's a little about me. If you're interested, say hello and we'll chat. Talk to you soon!!



2

100% Italian-American, fun-loving, affectionate young lady who knows what it takes to make a relationship work. Tired of meeting BOYS who tell me what I want to hear, make and break promises, and aren't ready for something serious.

You: Honest, mature gentleman. Emotionally, mentally, financially secure. Knows how to treat a lady, ready for a long-term relationship. Please ... mean what you say and say what you mean. I'm looking to meet someone in this area and see what happens ☺



3

I don't like most guys, but ... I'm not interested in most guys and perhaps that's why those few unique individuals that I do like are really special. Me – restless, analytical, lots of opinions about everything. I'm not shocked by a dirty joke. I'm independent but not a feminist. Sarcasm is a spice of life, so bring

it on. Books and movies that make you think for days about what's right and what's wrong put great flavour into many of my evenings.

What's your story? What are your greatest pet hates and what makes you weak at the knees from happiness?

B2c

We showed these three profiles to Randy Goldbloom, an expert on Internet dating. Listen to what he had to say and take notes. Do you agree with him?

Profile 1 – *5 out of 10, not much fun to read ...*

Profile 2 –

Profile 3 –



B3a In pairs, write a personal profile for an Internet dating site. Use the following guidelines.

- Write about one of you or imagine a person (man or woman).
- Write an interesting first sentence.
- Write something about "yourself".
- Write something about what sort of person "you" are looking for.
- Write an interesting last sentence (for example about what should happen next).
- Give your profile a name.

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TIP 2 Make a plan before you write.

B3b Exchange your profile with another pair. Read the other pair's profile and write some comments. Then give it back with your comments.

- What do you like about the profile?
- Can you understand everything?
- Do you think other people will want to meet this person?
- Does the profile have interesting first and last sentences?
- Is there any other information that you would like to read?

Exploring learning p. 24

TIP 3 Check your writing.

B3c When you get your profile back, you can change it if you like.

C What's your favourite soap?

C1a The word "soap" has two meanings in English. Which meaning is right for the text on the right? Tick.

- ☐ a. (a bar of) soap: something that you use to wash yourself
- ☐ b. a soap (opera): a television drama series about a group of people

C1b What soap operas do you have on TV where you live? Are they popular?

C2a For and against. Divide into two groups.

Group 1: You think that soap operas are good television. Look at some reasons why people like soap operas on page 97.

Group 2: You think that soap operas are bad television. Look at some reasons why people hate soap operas on page 98.

Prepare to talk about soap operas with the other group. Each person in your group should have one argument. Use the ideas from the back of the book or find your own ideas.

C2b Now present your arguments for and against. Each group member presents one argument. Use the phrases in the *Remember* box.



What's Britain's favourite soap?

The oldest soap opera in Britain is *Coronation Street* – the story of the people who live in that street in Manchester. It started in 1960, and there are now five shows of thirty minutes each every week. The other most popular soap in the UK is *EastEnders* which is about the people who live near a square in the East End of London. There are four half-hourly episodes a week.

Soap operas are extremely popular. If you watch a soap, you have to watch every week because the stories never really end and there's always a "cliffhanger" at the end – something exciting or a question that needs to be answered and you have to watch the next show to see what happens next.

CORONATION STREET

Remember

I think that ... because ...
I don't think ... because ...
I agree ...
I disagree ...
I'm sorry, but I disagree ...



D Write your own soap opera

D1a The following ad appeared on a website for soap opera fans. Take part in this interactive experiment. Discuss the question and make your choices with the class. Write the names under the photos.

A WEBSITE FOR SOAP OPERA FANS

Help to create a new interactive soap

Hello, all you soap fans out there! We're a new TV production company and we're developing a new soap, but we need your help. You decide what happens. Every week you can help us write the next episode.

Our soap opera is called *Hope Hospital* and it takes place, of course, in a hospital. Here are the characters and photos of some actors. Who do you want to play which role? Send your suggestions to www.hopehospital.eu.

List of characters

- Amanda Price (40), head doctor
- Stuart Winton (45), doctor
- John Skorsky (36), head nurse
- Dawn Simpson (20), trainee nurse
- Felicity Granger (35), hospital manager

D1b *Hope Hospital* fans get emails regularly. Here's another message. Choose your answers with the class.

Hi, all you *Hope Hospital* fans! We loved all your ideas for the characters. Now we need some ideas for the first episodes. Give us your ideas by filling in the gaps below.

The story so far at *Hope Hospital*

Stuart hates _____ because she got the job as head doctor and he didn't.

Dawn's having a secret love affair with _____.

John's in love with _____ but she doesn't know.

_____ has a secret problem. She left her husband and little daughter more than ten years ago when she got her job at Hope Hospital. Her ex-husband and daughter, Jenny, live in another city. Her job as the head doctor in the hospital has always taken a lot of her time, so her ex-husband brought up the little girl and _____ never sees her.



D1c And here's another update from *Hope Hospital*. Discuss it with the class and fill in the gaps.

Hi *Hope* fans everywhere!
Glad you're enjoying the story so far. Next week, we've got a new episode.
A new patient arrives in the hospital. Who is she? Give us your ideas!

The new episode
Jenny, the little girl who is now 18, arrives at the hospital. She has a serious problem with her heart and only Amanda can help her.

How does the story go on?
One day Jenny, the new patient, arrives in the hospital. _____ comes into the room where the patient is lying. She sees the girl and is very shocked to see who it is. The girl is asleep and doesn't see her.

_____ tries to avoid the new patient for several days, but in the end she has to go and see her. The girl knows immediately who she is and gets really furious. They have an argument and shout at each other. They think they are alone, but _____ is listening behind the curtain.

Companion:
Grammar 2.1.3

Focus on grammar

Amanda **comes** into the room where the patient **is lying** on the bed.
They **think** they are alone, but Stuart **is listening** behind the curtain.

Homestudy
H5

D2 Read the most recent email from *Hope Hospital*.
With a partner, write the rest of the story on a piece of paper.

It's up to you to invent the rest of the story. The questions might help you.

- How does Jenny feel about her mother leaving the family for a career?
- Who's going to operate on Jenny and save her life?
- Will the other people in the hospital find out that Jenny is Amanda's daughter?
- Will Amanda give up her job and look after her sick daughter?
- Will Jenny ever forgive her mother?

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TIP 4 Writing can help you learn.

Companion:
Grammar 2.1.1

D3a Exchange your story with another pair.
Read the other pair's story.
Can you understand it? Is it clear?
Do you need any more information?
Give the story back and tell the other pair what you think.

Focus on grammar

The girl **knows** who she is and **gets** furious.
After Amanda **sees** her sick daughter,
she **gives up** her job to take care of her.

D3b Make the last changes to your story.

Homestudy
H6

D3c Either each pair reads their story to the rest of the class or you stick all the stories on the wall and everybody reads them. Which story does the class like best?



Exploring my progress

At the end of this unit I can ...



- | | | | |
|--|--------------------------|--------------------------|--------------|
| ... describe simple trends.
(More people are accessing the Internet. The number is increasing.) | <input type="checkbox"/> | <input type="checkbox"/> | A2b, H1 |
| ... work out new meanings of words from their context. | <input type="checkbox"/> | <input type="checkbox"/> | B2a, C1a, H2 |
| ... write a personal profile (for an Internet dating site) with the help of a plan. | <input type="checkbox"/> | <input type="checkbox"/> | B3a-c |
| ... read a short text to get the general meaning. | <input type="checkbox"/> | <input type="checkbox"/> | C1a, H3 |
| ... give an opinion in a discussion, for example about soap operas.
(I think that soap operas are good television because people enjoy them.) | <input type="checkbox"/> | <input type="checkbox"/> | C2b, H4 |
| ... write a story with the help of guiding questions. | <input type="checkbox"/> | <input type="checkbox"/> | D2 |

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Exploring learning – reading and writing

B2a TIP 1 Look at words in their context

In all the examples in this activity the words have at least two meanings. So we have to guess what the writer wanted to say. In these personal profiles, it's the second answer each time that is the better meaning. It makes more sense in the context. Sometimes you know one meaning of a word but not two. Always look at the context and be prepared for a word to have a new meaning!

B3a TIP 2 Make a plan before you write

Before you write something such as a letter, it's good to have a plan. It makes it easier because you can write one or more sentences for each point on your plan. Think about your readers: what do your readers need to know and what should they feel?

B3b TIP 3 Check your writing

It's always good to check your writing. Firstly, make sure that your message is clear. It's important that your text is clear and good to read. It's good to have questions like the ones here to help you check. It's very good to ask someone else to read your text because it's difficult to check something that you've written yourself. They can tell you if it's clear and interesting.

D2 TIP 4 Writing can help you learn

When you're writing you have more time to think about what you want to say than when you're talking. So it's a good way to practise your English. Don't try to translate everything – that's very difficult. Use the words that you already know as much as possible. You can say a lot with simple words. And if you're writing a story like here, you can keep it very simple!

Why writing is good for you

A lot of people need to write things in English these days: emails, text messages, filling in forms online, etc., but a lot of people also don't like writing. They think that writing is very difficult. Remember that models can help you. Also remember that your writing doesn't always have to be perfect in real life: it just has to be clear. And if you can write simple, clear English, that's great!

Companion → You can find more tips about writing in the section
Your link to the Portfolio – Mehr zu Unit 2.

Learning outside the classroom

When you write, you can take your time: think about what you want to say and check what you write. In this way, it's a very useful way to consolidate your learning. So it's a good idea to write a little bit every week: a blog or diary, emails, little stories or anything you like. If you would like somebody to read it and check if it's clear, give it to somebody in your class, to another person that you know who speaks English, or to your teacher.

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