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Высшая школа экономики

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Academic Listening

Учебно-методическое пособие

Упражнения по развитию
академических навыков аудирования



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Пособие предназначено для обучения академическим навыкам аудирования и подготовке к сдаче международного экзамена IELTS по аспекту «Академическое аудирование».

Для студентов и преподавателей неязыковых вузов, а также для всех желающих приобрести академические навыки аудирования на английском языке.

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Предисловие

Данное пособие представляет собой сборник упражнений по отработке навыков аудирования на базе современных аудиотекстов The Economist.

Как известно, аудирование является одним из самых сложных видов речевой деятельности. Существуют определенные трудности, присущие этому виду речевой деятельности. Это трудности, обусловленные недостаточной развитостью речевого слуха у студентов, отставанием скорости внутреннего проговаривания от темпа предъявляемой информации, несформированностью механизма вероятностного прогнозирования, небольшим объемом оперативной памяти.

Для преодоления перечисленных трудностей в обучении аудированию в современной методике преподавания иностранных языков выделяется три этапа работы с текстом: предтекстовой (pre-listening), текстовой (while-listening) и послетекстовой (comprehension check).

Наиболее эффективно работа с аудированием проходит при использовании данных этапов работы с текстом. Обучение аудированию, построенное на использовании трех этапов работы над текстом (выделяемых в современной методике преподавания иностранных языков), ведет к более полному пониманию звучащего текста, вызывает интерес у учащихся к аудированию, повышает эффективность аудирования и обеспечивает готовность студентов к продуктивному общению.

Целью данного учебно-методического пособия является отработка академических навыков аудирования на английском языке. Задания на аудирование разработаны в формате IELTS (International English Language Testing System) на базе современных текстов различной тематики: nature

protection, science and technology, space, the world around us, travelling, new ways of working, human nature, Internet.

Тексты предъявляются только один раз. Пособие рассчитано на уровень Upper-Intermediate и выше.

Настоящее пособие предназначено для аудиторных занятий. Количество времени на каждом занятии 15–20 минут в зависимости от уровня языковой подготовки студентов. Пособие может быть использовано для самостоятельной работы по овладению навыками аудирования.

1. More light than heat. Bureaucratic meddling has harmed solar power

Before listening:

1. What kinds of renewable energy do you know?
2. What is “bottleneck”?

While listening: Complete the summary using NO MORE THAN THREE WORDS OR A NUMBER for each answer:

EDF, one of the world’s biggest _____ (1), announced it would invest \$50 m in a firm called Nanosolar, which aims to produce cheap solar panels. Nanosolar believes it can sell panels for just \$1 for each watt of capacity — less than _____ (2) of the best deals currently on offer. Solar power grew steadily cheaper as the time passed. As the technology improved, solar panels became cost-effective, first in isolated places such as _____ (3) and oilrigs, and later on lonely farms and houses far from the grid. But in 2004, everything changed. Prices of fossil fuels began to climb, and worries over global warming and _____ (4) intensified.

The German government, who wanted to give solar power an extra boost, began subsidizing _____ (5) and solar panels in order to speed their adoption. This was supposed to have three benefits: it would _____ (6) of greenhouse gases, produce a fast-growing and lucrative domestic industry, and help to lower _____ (7) of solar panels. But Germany’s subsidy has had the opposite effect. So many firms rushed to install solar panels in such profusion that the world ran short of the type of _____ (8) used to make them. Germany wound up with more solar panels than any other country in the world. The German government

now wants to revise the subsidy — the sort of behavior that tends _____ (9) rather than entice investors. Lots of silicon factories are _____ (10), so an end to the present bottleneck is in sight.

✓ After listening:

1. Where were solar panels used at first?
2. What are the outcomes of Germany’s solar panels subsidy?
3. Do you think a hefty (high) carbon tax is a good idea to boost low-carbon power sources?

2. Remote diagnosis. Satellite data can suggest when and where epidemics strike next

✓ Before listening:

1. Match the following words with their definitions:

1. crunch	a. section of a city, characterized by inferior living conditions
2. succumb	b. analyze a large amount of data
3. precipitation	c. die
4. slums	d. rain, snow, sleet

2. What is the capital of Kenya?

✓ While listening: Complete the summary using NO MORE THAN THREE WORDS OR A NUMBER for each answer:

In December 1997 Kenya saw the biggest recorded _____ (1) of Rift Valley fever in East Africa. In 2007 the outbreak happened again. This time researchers at the Goddard Space Flight Centre in Greenbelt, Maryland, part of NASA, warned Kenyan authorities they had a problem. By the

time the epidemic emerged, the Kenyan _____ (2) had dispatched teams to the area to distribute mosquito nets and urge village leaders to stop people slaughtering and eating animals.

The researchers at Goddard had noticed at the time of the first outbreak that in the months preceding it, _____ (3) in the equatorial part of the Indian Ocean had risen by _____ (4). These higher temperatures brought heavy rains, cloud cover and warmer air to much of the Horn of Africa. Mosquitoes multiplied wildly. In 2007 the researches saw the same thing happening in the ocean, and suspected the same _____ (5) would follow.

Attempts to foresee epidemics such as these have traditionally relied on fieldwork _____ (6). Crunching data from satellites is much less costly. Satellites transmit lots of information on temperatures, precipitation, _____ (7) and even chlorophyll-production of plants. Another study showed that in West Africa malaria tends to spread faster in _____ (8) neighbourhoods than in cities and slums. The reason, revealed by satellite, is that the suburbs have more backyard _____ (9). Satellites can not only count such small bodies of water, they can measure their longevity, salinity and _____ (10) — and how mosquito-friendly they are.

✓ After listening:

1. What parasitic disease does tsetse fly bear? What symptoms does it have?
2. How is Rift Valley fever transmitted?
3. What data can be received using satellites?
4. Do you think space research is necessary?
5. What other functions do satellites perform?



3. Trading licks. Will newspapers grab consumers by the tongue?

Before listening:

1. What advertising media do you know?

While listening: Complete the summary using **NO MORE THAN THREE WORDS OR A NUMBER** for each answer:

First Flavor is a firm that makes _____ (1) that allow consumers to sample the flavours of foods, drinks and other products. The company has already distributed samples that taste like grape juice, acai-berry juice, lime-spiked rum and baking-soda _____ (2) in shops and magazines, and via _____ (3). The company even designed a foul-tasting _____ (4) to distribute to school-children as part of the anti-smoking initiative. Now, in partnership with US Ink, the company has decided to enter the newspaper market.

Retailers stuff American newspapers with coupons and _____ (5). First Flavor wants to get food and drink companies to attach a sealed pouch, containing _____ (6), to front-page newspaper advertisements for their products. Consumers can take them for _____ (7). However, while magazine advertising is more targeted, newspapers have _____ (8) and the samples may appeal to only a small portion of the readers. Unlike _____ (9), which can be used to create an aura, First Flavor invention can only advertise the product itself. But First Flavor and US Ink believe the collapse in newspaper advertising revenue, as a result of the recession and _____ (10), provides an opportunity for newspapers to offer something the Internet cannot match.



After listening:

1. Do you think edible films are a good idea?
2. What products can be advertised this way?
3. What other innovative means of advertising can you think of?
4. What advertising media most influence your buying behavior?

4. A link between wealth and breeding. The best of all possible worlds?

Before listening:

1. What is an average number of children in a family in the developed world?
2. What are the reasons of falling fertility rates in the developed world?

While listening: Complete the summary using **NO MORE THAN THREE WORDS OR A NUMBER** for each answer:

In most species, improved circumstances are expected to increase reproductive effort, not reduce it, yet country after country has experienced the demographic transition: _____ (1) (defined as a number of children borne by a woman over her lifetime) drops from around eight to near one and a half. The reproductive collapse is particularly worrying because it comes in combination with an increase in _____ (2) which suggests that, by the middle of the century, the populations of the most developed countries will have shrunk and the number of _____ (3) supported by each person of working age will increase significantly. Mikko Myrskylä of the University of Pennsylvania suggests that as development continues, _____ (4) goes into reverse.



He compared the total fertility rate and the human development index of the country. The HDI, a measure used by the United Nations, has three components: life expectancy, _____ (5), and level of education. Its maximum value is one. According to Dr Myrskylä, in many countries with really high levels of development fertility rates are now approaching two children per woman. Dr Myrskylä's data suggest the outcome of development may not be a collapsing population but, rather, _____ (6) population growth.

There are many social explanations of why fertility rates fall as the countries become richer. Birth control, the increasing cost of raising children, the substitution of nationalized _____ (7) for the support of offspring in old age, falling rates of child mortality, etc. Conversely, the introduction of _____ (8) employment policies may contribute to rising fertility rates in developed countries. There is a biological explanation why people want fewer children when they can afford more. There are two ways of reproducing. One way is to produce offspring in large numbers, it is characteristic of species that live in _____ (9), the other way is to have few progeny and dote on them. This way is characteristic of species whose circumstances are predictable. The interpretation of the demographic transition is that abundance enhances the instinct to lavish _____ (10) on a few offspring.

After listening:

1. What do Dr Myrskylä's findings show?

5. The future is another country

Before listening:

1. What are the reasons for studying abroad?



2. What do you need to enroll in a foreign higher education institution?
3. What opportunities does studying abroad give you?
4. What scholarships are available?

While listening: Complete the summary using NO MORE THAN THREE WORDS OR A NUMBER for each answer:

In 2006 nearly _____ (1) students were enrolled in foreign universities, a rise of more than 50 % since 2000. One reason is the growth of _____ (2), ambitious youngsters believe that studying abroad will impress multinational employers. For school-leavers in the developing world, _____ (3) and lack of places at home are stronger factors. China, the biggest «sending» country, with around 200,000 students currently in higher education abroad, has university places for less than _____ (4) of its 100 m college-age youngsters. The general level of China's higher education remains low: a ranking by Shanghai Jiao Tong University puts _____ (5) Chinese institution in the world's top 200 universities; Britain's Times Higher Education magazine puts Peking University _____ (6) and only six Chinese institutions in the top 200.

International education is Australia's third-biggest export after _____ (7) and iron ore. Since 2001 foreign students in Australia have been able to apply _____ (8). According to Australian Educational International, about a third of the country's foreign students are motivated mainly by the hope of gaining it. Ideally, «sending» countries can benefit as much as those who take students. In 1978, Chinese government decided to send 3,000 students to foreign universities each year for training. In fact, only a quarter of the students who left China ever returned. So by 1990 China had

_____ (9). A new policy urged Chinese people living overseas to «serve their nation from abroad» as consultants, investors or _____ (10).

After listening:

1. In what case do students who received higher education abroad return to the motherland?

6. Win-win. Save the world and become a millionaire

Before listening:

1. What do you know about Richard Branson?
2. What businesses are in the Virgin group?

While listening: Complete the summary using NO MORE THAN THREE WORDS OR A NUMBER for each answer:

In 1919, Raymond Orteig, a Frenchman who made his fortune as an American hotelier, offered the _____ (1) prize for the first non-stop transatlantic flight between New York and Paris. The X Prize foundation offers large cash prizes for breakthroughs in _____ (2) and genomics, and plans to offer more in the fields of _____ (3), biology and entrepreneurship. Earlier this year it announced the Progressive Automotive X Prize, which will offer \$10 m to anyone who can design a marketable car (safe, _____ (4), road-friendly) that gets 100 miles per gallon. The foundation is developing a whole series of prizes designed to catalyse clean, renewable and _____ (5) energy. The X Prize Foundation is not alone in seeking to reward _____ (6) for the environment.

In February 2007, Richard Branson, a British aviation tycoon, announced the Virgin Earth Challenge, which

awards \$25 m to anyone who invents a commercially viable way to remove man-made _____ (7) from the atmosphere. Earlier this year, Scotland announced the Saltire prize of \$17.8 m for breakthroughs in _____ (8). Only two months ago the American Department of Energy announced _____ (9) of \$4 m to reduce American dependence on foreign oil and enhance national security. NASA, America's space agency, is running a series of innovation contests, one of which asked competitors to design a new _____ (10).

After listening:

1. What other famous competitions with large cash prizes do you know?
2. Are such prizes necessary?
3. Why do people want to win in competitions with financial rewards?
4. In what spheres of life do we need to establish prizes for breakthroughs?

7. A is for earth. The world will soon know more about carbon dioxide

Before listening:

1. What do you know about Virgin group?
2. What is White Knight Two?

While listening: Complete the summary using NO MORE THAN THREE WORDS OR A NUMBER for each answer:

Since the start of the industrial age, the concentration of carbon dioxide in earth's atmosphere has increased by 25 % — from about _____ (1) parts per mil-



lion to 370 parts per million. Unfortunately, essential data on _____ (2) of CO₂ does not yet exist. The processes that regulate the exchange between _____ (3), atmosphere and biosphere are poorly known. Current measurements from _____ (4) suggest that only half of the CO₂ released into the atmosphere has remained there. What is needed is a high-resolution _____ (5) of CO₂. One may now be forthcoming, thanks to a planned new NASA satellite, the Orbiting Carbon Observatory (OCO), scheduled for launch on January, 15, 2009. The OCO's _____ (6) is to map in detail where carbon is being produced and where it is being lost. It will help to document the natural processes and human activities that regulate the abundance and distribution of this important _____ (7). The OCO's data will have to be checked to ensure that they accurately measure what is happening on the ground. Scientists have to make sure that satellites that detect things such as forest, grassland, _____ (8) and CO₂, are really seeing these things.

The satellite measurements are an average in a column of gas. Measurements can be regularly taken on the ground and using _____ (9). The high-altitude aircraft White Knight Two designed to take tourists into space will be carrying a series of experiments into the high atmosphere. It will regularly fly above _____ (10).

After listening:

1. Why do scientists need to know the geographic distribution of CO₂?
2. Do you think governments should finance space programs like OCO?
3. Was OCO successfully launched in 2009?



CAPE CANAVERAL, Fla. — NASA has selected Orbital Sciences Corp. of Dulles, Va., to launch the Orbiting Carbon Observatory-2 (OCO-2) mission. The spacecraft will fly in February 2013. The total cost of the OCO-2 launch services is approximately \$70 million. The OCO-2 spacecraft will replace OCO-1, lost during a launch vehicle failure in 2009.

8. Extending lifespan. Of mice and monkeys. And men?

Before listening:

1. Do you agree that death and taxes are inevitable?

While listening: Complete the summary using NO MORE THAN THREE WORDS OR A NUMBER for each answer:

Restricting the diets of several species of laboratory animals seems to slow down the process of _____ (1). _____ (2), as the dietary method is properly known, was tested by Richard Weindruch and his team at the University of Wisconsin using rhesus monkeys. Meanwhile David Harrison of the Jackson Laboratory in Maine published a report on the _____ (3) effects of a drug called rapamycin.

Dr Weindruch and his team have looked at _____ (4). Half these animals were kept as _____ (5); with no changes in their diet, and the other half experimented upon. 14 out of 38 control animals have died of age-related illnesses such as diabetes, cancer and _____ (6). Only five out of 38 experimented animals so succumbed. Not all of the animals died of _____ (7). Some succumbed to _____ (8), infection and even complications from anaesthesia.



However, semi-starvation is not _____ (9) most people would be willing to undertake to prolong their lives. But they might be willing to take a pill. Dr Harrison and his colleagues gave rapamycin to mice. This substance slows down molecular turnover and as a result slows ageing. The results were impressive. There was a _____ (10) increase in life expectancy for female mice and 28% for males.

After listening:

1. Why have the primates not been the subjects of anti-ageing studies until now?
2. What's the medical use of rapamycin?
3. Do you think it might be possible to prolong life with the help of pills or by caloric restriction?

9. On the mark. Ecological labelling takes off

Before listening:

1. What do you think the acronym MSC stands for?
2. Have you ever heard about MSC-certified fish and seafood?
3. What does "stewardship" mean?
4. What does FSC stand for?
5. What brand names does Unilever own?
6. What are Sainsbury's, Tesco and Wal-Mart?

While listening: Complete the summary using NO MORE THAN THREE WORDS OR A NUMBER for each answer:

Green labels have to do a number of things: achieve _____ (1), represent environmental virtue and attract producers and retailers to use them. Two green labels are particularly _____ (2): the Forest Stewardship Council's «FSC» label and the Marine Stewardship Council's «MSC» label.



The idea of a _____ (3) fish label started in 1997, when Unilever, the world's largest buyer of _____ (4), and the World Wide Fund for Nature formed MSC. Catches of whitefish have been in decline since the mid-1980. Unilever wanted to source all its fish sustainably by the end of 2005. Although the company only reached _____ (5) of its target before selling off most of its _____ (6), the MSC has been doing great. Today there are _____ (7) with an MSC label around the world. Although consumer recognition remains low, many _____ (8) recognize the label. Seven percent of the world's _____ (9) wild-caught fish is now MSC-certified. With new commitments to MSC from Sainsbury's, Tesco and now Wal-Mart (which wants to stock only MSC-certified seafood _____ (10), the incentives for sustainable fishing will only improve.

After listening:

1. What's the difference between MSC-certified seafood and "organic" and "naturally raised" labels?
2. What's the synonym for "incentive"?
3. Do you find MSC and FSC labelling a good idea? Why/why not?
4. Check the site www.msc.org to find out where to buy certified fish in Russia

10. Having a laugh. Why every company needs a fun strategy

Before listening:

1. What advantages can a relaxed, fun working environment have?



2. What is “levity”?
3. What do you know about KPMG company? What other three companies do we call “Big four”?

While listening: Complete the summary using NO MORE THAN THREE WORDS OR A NUMBER for each answer:

«The Levity Effect» by Adrian Gostick and Scott Christopher argues that it is important to have humour in the workplace. One of the book’s _____ (1) ways to have fun at work is watch a sitcom called _____ (2) at the office during lunch for a week. The book advises to start each day smiling in the mirror, to smile at your family, and even _____ (3). According to the authors, fun at work can provide _____ (4), help attract and retain employees, and provide creativity. A fun workplace improves _____ (5), raises the level of employee trust, _____ (6) and increases profits.

One of the top ten fun companies, Google, offers its employees _____ (7), scooters, volleyball courts, a toy dinosaur and yellow brick road. KPMG, an accounting firm, holds online contests for staff, and gives away _____ (8).

The book, however, has a section called «a few red flags», which warns against humour that involves kidding, _____ (9), sarcasm or anger. One should also use _____ (10) to determine if humour is appropriate.

After listening:

1. What advice of the “The Levity Effect” book do you find the most useful?
2. What humour strategies would you like your future company to have?



11. The recession spurs self-service. Help yourself

Before listening:

1. What are the reasons self-service is on the rise nowadays?
2. What are near-field communication chips? Where are they used?
3. What do you think is being introduced to enhance self-service?
 - a. ATMS
 - b. Tellers
 - c. Telephone hotlines
 - d. Websites
 - e. Automated checkouts
 - f. Manned registers

While listening: Complete the summary using NO MORE THAN THREE WORDS OR A NUMBER for each answer:

Companies are now _____ (1) jobs to customers. _____ (2) when a machine answers telephone calls is also developing. Many _____ (3) people like doing things themselves instead of relying on an employee. Self-service can increase _____ (4). (5) _____ of customers choose brands with several forms of self-service, which can be offered online, at _____ (6) and via mobiles. The main reason for introducing self-service is _____ (7). It costs only _____ (8) to deal with a query online instead of answering it via a call centre. Self-service brings in new customers because of its _____ (9). _____ (10) is another example of self-service coming soon.

X 12. Prediction markets. A novel way of generating forecasts has yet to take off

After listening:

1. Do you personally prefer self-service or talking to an employee? Why?
2. In what spheres of life is self-service most convenient for you?

12. Prediction markets. A novel way of generating forecasts has yet to take off

Before listening:

1. What kinds of forecasts do you think are made in prediction markets?

While listening: Complete the notes below. Write NO MORE THAN THREE WORDS for each answer.

Not long ago, prediction markets were viewed as a new way to forecast everything from the completion date of a project to a firm's _____ (1). Prediction markets give people _____ (2) that allow them to buy and sell shares that correspond to a particular forecast. Shares in a forecast that is more likely to occur _____ (3) at a higher price than those that correspond to a less likely outcome. This helps to grasp the tacit _____ (4) that exists in conglomerates.

Koch Industries, an American company, has been running prediction markets for the past nine months. Koch says the results so far have been fairly accurate compared to actual outcomes, but emphasizes that markets are complementary to other _____ (5), not a substitute for them.

The major problem with prediction markets is getting enough people to keep trading after the novelty has

13. Happy birthday, HBS. Harvard Business School at 100: Whither the MBA? **X**

worn off. Many firms offer _____ (6) to the most successful traders. Lloyds TSB, a bank, has a market in which participants identify the best new ideas by trading in a special currency that can be exchanged _____ (7). The bank's head of innovation calls this scheme _____ (8). Another reason prediction markets fail is that employees cannot see how the results are used, so they _____ (9). Senior management are also cautious in relying on predictions made by _____ (10).

After listening:

1. Would you like to work making forecasts in prediction markets? Why/why not?
2. Do you think prediction markets are going to become more popular? Why?

13. Happy birthday, HBS. Harvard Business School at 100: Whither the MBA?

Before listening:

1. What is the synonym for "lucrative"?
2. What does the word "endowment" mean?
3. What is INSEAD? Where is it situated?

While listening: Answer the questions using NO MORE THAN THREE WORDS OR A NUMBER for each answer:

HBS was officially founded in _____ (1). The size of the faculty, staff and the student body of HBS is _____ (2). The signature feature of HBS is _____ (3). HBS's most lucrative product is its _____ (4). The size of HBS's endowment is



_____ (5). In case of MBA program HBS uses the strategy introduced by _____ (6). Their 2-year residential course is targeted at people in _____ (7). To join their MBA programme, you need _____ (8) of working experience. _____ (9) of students in the world graduate with an MBA from HBS every year.

A branch of Insead is situated in _____ (10).

After listening:

1. What institution in Russia is similar to HBS?
2. What do you know about Enron scandal?
3. What are the “Big four” companies?

Read this abstract and answer the questions. What’s the mission of HBS? Should business schools serve society?

HBS was founded with the goal of turning management into a profession, complete with values that included a sense of service to society at large. Rakesh Khurana, an HBS professor, argues that now business schools increasingly teach narrow specialities, and have turned away from their broader sense of mission.

Mr Khurana argues that business schools should rediscover their historic purpose, as expressed in HBS’s stated mission to «educate leaders who make a difference in the world.» Indeed, lately HBS has started to teach more about leadership, ethics and social responsibility, especially since the collapse of Enron. Jeffrey Skilling, the former boss of Enron, is one of HBS’s star alumni.

14. Venture Capital. Is it better to choose the horse or the jockey?

Before listening:

1. Match the words with their definitions:



IPO	“horse”
turnover	not damaged, complete
the business	issuing shares for the first time
the management team	the rate at which employees leave a workforce or are replaced
intact	“jockey”

2. What firms do investors favour?

- a. having brilliant managers
- b. having brilliant business model? The former or the latter?

While listening: Listen to the text and answer the questions using NO MORE THAN THREE WORDS OR A NUMBER for each answer:

Arthur Rock backed _____ (1) company. The new study analyzed _____ (2). Most companies in the study belong to _____ (3) sector of business. The academics studied _____ (4) of company’s activity. _____ (5) companies made acquisitions in areas outside their core activity during this period. The percentage of CEOs remained the same is _____ (6). Only _____ (7) companies strayed from early business plans. _____ (8) of chief executives were replaced by the firms’ owners over the period of research. _____ (9) of senior managers remained the same during this time. Investors backed start-ups in markets of _____ (10) potential.

After listening:

1. How do you understand this quotation: “When a management team with a reputation for brilliance backs a business with a reputation for bad economics,



it is the reputation of the business that remains intact” (Warren Buffett).

15. Branding land. Conservation marketers choose land over beast

1) Before listening:

1. What conservation organizations do you know?
2. What kind of problems do conservation organizations face?
 - a. making a decision where to set up protected areas
 - b. which species to protect: familiar species or small unknown but also rare ones

2) While listening: Complete the summary using NO MORE THAN THREE WORDS OR A NUMBER for each answer:

For years conservation organizations collected money by attracting attention to the extinction of flagship species such as giant pandas, tigers, mountain gorillas, African elephants and _____ (1). But the money raised for tigers can't be spent on something else. That is why other species may die out because they are neither cuddly nor recognizable. _____ (2) is trying to focus attention on EDGE species (evolutionary distinct and globally endangered) species. EDGE species look _____ (3) to the human eye. However, they are often the last representatives of _____ (4) of animals.

Two EDGE species have made global news recently. One of them, the long-eared jerboa is a _____ (5) nocturnal animal that looks like a miniature _____ (6). The other, the Yangtze river dolphin is considered to be in danger of _____ (7).



Some researchers believe we should target the entire areas of land instead of individual species. Conservation International in Arlington, Virginia, has its biodiversity hotspots: the tropical Andes, _____ (8) and Africa's Cape floristic region. Branding flagship areas means the money raised can be used to support a wide range of _____ (9). Conservation International has raised _____ (10) to protect biodiversity hotspots.

3) After listening: Do you think it is better to try conserve well-known species or it is more advisable to conserve the whole areas of land?

16. Every little helps. Green shopping without the hairshirt

Before listening:

1. Do you agree with the quote: “Nobody made a greater mistake than he who did nothing because he could only do a little” (Edmund Burke from Good Energy).
2. What is renewable power? What types of renewable power do you know?
3. What is fair trade?
4. What is an NGO? Give examples of NGOs.

While listening: Complete the summary using NO MORE THAN THREE WORDS OR A NUMBER for each answer:

Good Energy is a British renewable power provider which launched an online shop for energy-saving goods. One can order wind-up radios, energy-efficient _____ (1), wood-fired hot-tubs and the Wattson, a device that monitors

17. *The Conservation Olympics. On being green when the world has the blues*

_____ (2) together with a computer program called _____ (3).

Good energy is one of many _____ (4) selling green goods. Great Green Goods is a blog that features items produced from _____ (5). There are goods for the grungy: carpets made from _____ (6), the chic: sandals made from _____ (7), the nerdy: necklaces made from the keys of _____ (8), etc. Many goods featured on this site are made by women's cooperatives, _____ (9) and _____ (10).

After listening:

1. What green goods mentioned in the piece can you buy online?
2. Which of the goods offered by online stores selling green goods would you personally buy?

17. The Conservation Olympics. On being green when the world has the blues

Before listening:

1. What is an NGO?
2. Who is a stakeholder?

While listening. Complete the summary using NO MORE THAN THREE WORDS OR A NUMBER for each answer:

The answer to many nature protection questions can be found at _____ (1) that takes place every four years. This year _____ (2) attended. There were over _____ (3) official events as well as _____ (4), press conferences and impromptu encounters. There were many businessmen present. Toyota brought _____ (5)

18. *Talk about that. Websites that use the spoken word will empower the illiterate.*

that allowed users to see how _____ (6) their cars were. And there was much talk of the value of forests, fishes and _____ (7) in general.

Unfortunately, conservation doesn't seem to be so important anymore. The movement's climax was _____ (8) of 1992 in Rio-de-Janeiro. That event gave rise to the Convention of Biological Diversity as well as the United Nations Framework Convention on Climate Change and the Kyoto Protocol. Conservationists say climate change is going to lead to faster _____ (9), worse pollution, more extinctions, etc. Payments for ecosystem services, i. e. natural processes useful to man, such as _____ (10) in marshes or the prevention of erosion by forests, used to be another big issue in conservation but are not anymore.

After listening:

1. What do you know about Kyoto Protocol?
2. What should conservationists give priorities to: climate change or biodiversity? Why?

18. Talk about that. Websites that use the spoken word will empower the illiterate.

Before listening:

1. What operations can you perform surfing websites operated by voice only? Give suggestions.

While listening: Complete the summary using NO MORE THAN THREE WORDS OR A NUMBER for each answer:

Guruduth Banavar, the director of IBM's India Research Laboratory and his colleagues have created a system that allows users to build and operate websites _____ (1) only.

X 19. *Testing metal. When thinking globally requires unpleasant action locally*

The “spoken web” will be based on mobile phones. In the developing countries there are some successful banking and _____ (2) that rely on mobile phones. The voice sites are designed for local use: people can find out such things as the next visit of the mobile hospital to their village, _____ (3) in the local market and which wells should be used for irrigation.

The user calls the website, then, with a combination of _____ (4) and key presses he navigates through _____ (5) and listens to subjects of interest. The user can add content to a voice site by _____ (6) that’s available to others. To build a site a user selects _____ (7). A carpenter or autorickshaw can _____ (8), receive and confirm offers of work and undertake basic commercial transactions through the site. Public-service sites might be toll-free and subsidized by _____ (9). Advertising might also provide _____ (10).

After listening:

1. Are voice-sites a good idea? Why/why not?
2. Should such calls be toll-free?

19. Testing metal. When thinking globally requires unpleasant action locally

Before listening:

1. What is smelting of metal?
2. What eco-friendly ways of producing electricity do you know?
3. What is geothermal energy?

2) While listening. Complete the summary using NO MORE THAN THREE WORDS OR A NUMBER for each answer:

20. *Mission: Transmission. Harvesting the breeze is trickier than it sounds* **X**

Last Thursday environmental activists of the organization called _____ (1) did a number of things to attract attention to the aluminium smelting in this country. Power companies build dams and drill wells for geothermal plants to _____ (2) for aluminium smelters. There are now three aluminium smelters in Iceland and a fourth is _____ (3). Iceland is one of the world’s _____ (4) of aluminium despite having a population of no more than _____ (5). Aluminium accounts for _____ (6) of exports of the country.

Iceland is situated on _____ (7). Due to the construction of new smelters electricity consumption has more than _____ (8) in recent years. Some Icelanders believe that the country has _____ (9) to use its abundant clean energy for the benefit of the Earth. Even if we don’t need more aluminium, Iceland could use its green power for other purposes. Now there is talk of _____ (10) in the country.

After listening:

1. Should Iceland sacrifice its own landscape for the good of the planet? What are the pros and cons?

20. Mission: Transmission. Harvesting the breeze is trickier than it sounds

Before listening:

1. What does the acronym “BANANA” stand for?
2. What’s the synonym and antonym for “rural”?

While listening: Complete the summary using NO MORE THAN THREE WORDS OR A NUMBER for each answer:

It is necessary for wind farms to have _____ (1). In

other words, remote generators require infrastructure to get the power to population centres. _____ (2) leads America in wind power, most of which comes from _____ (3) and transmission infrastructure is a priority. In Maine, the best wind is in _____ (4) of the state, far away from Portland, Boston and Providence. Energy transmission is a problem in New York and California as well.

High-tension aerial lines are not _____ (5), nobody wants to live near them. Stephen Conant of the New England Independent Transmission company plans _____ (6) to shuttle energy. Another problem is costs. In rural Kansas a new line can cost as little as _____ (7) per mile. If transmission is put underground through a dense suburban area, it can cost _____ (8) per mile. Transmission infrastructure costs are getting worse with the rising prices of _____ (9), copper and engineering services. All of the above raises the annoying question of who pays. It is _____ (10) who naturally resent extra charges.

After listening:

1. What problems do wind farms encounter?
2. What other kinds of power except wind power do you know?

21. Can green be groovy? The pros and cons of an eco-friendly nightclub

Before listening:

1. What energy-saving technologies can a night-club have?
2. What features can an *eco-friendly* night-club boast?
3. What is fair trade?

4. What is an NGO?

- 2) While listening: Complete the summary using NO MORE THAN THREE WORDS OR A NUMBER for each answer:**

Surya is _____ (1) in London that claims to be “the world’s first ecological club”. Surya is full of _____ (2). It generates all its power on-site through _____ (3). There is a wind turbine and _____ (4). It has a piezo-electric dance floor, which generates power thanks to the motion of the dancers. The club also boasts energy-saving measures and _____ (5). The high-tech windows help _____ (6). The paint is _____ (7). The wine is _____ (8) and the beer is “bio”.

However, Surya is not unique. There is a rival sustainable club in _____ (9). Mr Charalambous, the founder of Surya, calls himself _____ (10).

After listening:

1. What is the speaker’s attitude to the club:
 - a. skeptical
 - b. positive
 - c. indifferent
2. Do you agree that according to Dr Earth “Clubbing is the most energy-consumptive activity on the planet and engages in some shape virtually all the youth of the planet”?
3. What major ecological problems are listed in the piece?

22. Home again. Why videoconferencing won't save the world

Before listening:



1. What habits can we change to save the world from global warming?
2. Why do businessmen prefer to travel long-distances for negotiations? What things are missing if people talk by telephone or use video-conferencing?

While listening: Complete the summary using NO MORE THAN THREE WORDS OR A NUMBER for each answer:

“Telepresence” is an improved form of video-conferencing marketed by _____ (1), Cisco and various other IT firms. Their devices try to overcome the time lags, fuzzy pictures and other technical failings of the previous technology generation. HP’s system, called Halo, consists of one _____ (2), placed opposite three huge plasma screens in a specially designed studio. Callers in other studios appear on the screens _____ (3). All studios are designed with the same _____ (4) and decoration. There are no delays: sound and image _____ (5). Users can make _____ (6) with one another. The technology allows natural conversation, with all the interruptions, _____ (7) and facial expressions.

All of this requires clever gadgetry and _____ (8) and is expensive. HP’s fully-equipped studios cost _____ (9) apiece to install, and more to run. Nonetheless, Halo’s _____ are hard to calculate.

- After listening:**
1. Why won't video conferencing replace business travel? What are the situations when real presence is necessary?



2. What advantages does video conferencing bring together with environmental benefits?

23. Sleeping with the fishes. High time to save the Mediterranean bluefin

- 1) Before listening:**
1. Why should tuna fishing in the Mediterranean be stopped?
- While listening: Complete the summary using NO MORE THAN THREE WORDS OR A NUMBER for each answer:**

Tuna is a pelagic species, i. e. it lives _____ (1). Each year the International Commission for the Conservation of Atlantic Tunas (ICCAT) allocates large bluefin _____ (2). However, they are massively exceeded because there are no effective real-time _____ (3). 61,000 tonnes of tuna were caught in the Mediterranean in 2007 — _____ (4) the legal quota. WWF calls bluefin-fishing in the Mediterranean _____ (5).

Moreover, in the last decade there has been an explosion of “tuna ranching” in many European nations. Tuna became a form of aquaculture. They don't _____ (6), and no fish are added to _____ (7). As aquaculture they can even qualify for _____ (8). The Mediterranean bluefin is on the brink of collapse. At the World Conservation Congress in Barcelona Spain and Japan supported the closure of the Mediterranean tuna fishery until _____ (9). They also backed _____ (10) in the main breeding grounds.

- After listening:**
1. What problems do fish conservationists encounter?

X 24. *Box clever. Some wine can improve if stored in a carton rather than in a bottle*

2. What nations are the most notorious rule-breakers in tuna fishing?
3. Why is so-called “tuna ranching” not the right answer to the tuna collapse?

24. Box clever. Some wine can improve if stored in a carton rather than in a bottle

Before listening:

1. What are cartons made of?

While listening: Complete the summary using NO MORE THAN THREE WORDS OR A NUMBER for each answer:

Nothing can compare with wine in a glass bottle sealed with a cork stopper. But nowadays cheap alternatives to cork have become available and _____ (1) have made transporting glass more expensive, that is why some winemakers have adopted an alternative _____ (2): they put wine in cartons made from layers of polythene, paper and aluminium foil. However, it is not very aesthetic and flavour-destroying oxygen seeps in. High levels of chemicals called alkyl-methoxypyrazines can make wines taste as though the fruit from which they were made was under-ripe or _____ (3). Recent research has shown that the chemicals appear because of Asian lady beetles that eat grapes and can accidentally get mixed into _____ (4). Packaging plays a role in controlling _____ (5) and taste by absorbing some volatile compounds.

The researchers added three types of alkyl-methoxypyrazines to red and white wines, some of which were stored in cartons, and others in bottles to investigate the impact of packaging on the concentration of chemicals in wines. Natural cork, synthetic cork and screw caps were used to

25. *Why does Berkeley have so many Priuses?* **X**

_____ (6). The researchers then monitored _____ (7) in the wines for 18 months. At the end of the study the levels of the different types of alkyl-methoxypyrazines had fallen considerably in the wines stored in cartons. In wines stored in bottles, the levels of chemicals did not fall as much. The results were similar for _____ (8) of grape. Thus cartons could be _____ (9) for storing wines that are inclined to be high in chemicals but will be drunk relatively soon after purchase. For grand wines, however, bottles with natural corks are likely to remain _____ (10).

After listening:

1. What are the pros and cons of storing wine in cartons?
2. Why does the wine stored in cartons have low levels of alkyl-methoxypyrazines and better flavour?

**25. Why does Berkeley have so many Priuses?
The geography of green consumerism**

Before listening:

1. What can be done to save energy?
2. What is green consumerism? What examples of it can you name?
3. What is a Prius? What other hybrid vehicles do you know?

2) While listening: Complete the summary using NO MORE THAN TWO WORDS OR A NUMBER for each answer:

Buying green is popular now, almost every day a new _____ (1) product appears. This week it's the _____ (2) car-wash, an

X 26. *Conservationists ought to try hashing out which is the least bad bushment*

_____ (3) computer monitor and a biodegradable dish-rack. The question is who is the largest buyer? Although there are tangible financial benefits, very few people install energy-efficient _____ (4) or don't leave the TV on standby.

Matthew Kahn and Ryan Vaughn, the economists of the University of California at Los Angeles, noticed that Berkeley, California, has a lot of Priuses, _____ (5), _____ (6) and public transport. Messrs Kahn and Vaughn built a database of every certified green building. They looked at where _____ (7) were registered and sorted the locations by zip codes. They analyzed such factors as _____ (8), income and _____ (9) to find out in what parts of California people are greener. Green communities attract "green businesses" such as tofu restaurants and _____ (10).

X After listening:

1. How do you understand the saying "to keep up with the Joneses?" Why is it important for some people?

26. In a stew. Conservationists ought to try hashing out which is the least bad bushment

X Before listening:

1. What kinds of *game* (wild animals) do you know?
2. What are the known examples of man hunting species to extermination?
3. What are the examples of predators and prey?

X While listening: Complete the summary using NO MORE THAN THREE WORDS OR A NUMBER for each answer:

It is common in conservation circles to speak of a "bushmeat crisis", in which African, Asian and _____ (1) are push-

27. *Invasion of the holiday-snatchers. Swimming with the jellyfish this summer* **X**

ing some species of game to extinction. In many cases, hunting is a bigger threat to jungle animals than _____ (2). Unsustainable hunting is a problem not just for the animals concerned but for _____ (3) in which they live. If the hunted animals are predators, then their prey might _____ (4), putting a great strain on the smaller animals or plants that feed the prey. Plants can also be affected if the depleted game are pollinators, such as _____ (5), or dispersers of seeds, such as monkeys and birds.

Simply banning the hunting of wild animals and _____ (6) is no use if you do not have the money or _____ (7) to enforce the ban. Furthermore, many people depend on bushmeat for food and commercial hunters for _____ (8). That is why conservationists suggest a different tactic: to allow the hunting of _____ (9). This strategy depends on knowing which species are common and which are rare, how quickly they _____ (10), what their migration patterns are, etc.

X After listening:

1. Why is it difficult to determine the abundance of any living animal?
2. Do you agree with the saying "the best must not be the enemy of the good"? How can one follow this principle in hunting wildlife?
3. What is the synonym for the verb "proliferate"?

27. Invasion of the holiday-snatchers. Swimming with the jellyfish this summer

X Before listening:

1. What do you know about jellyfish?
2. Did you have positive or negative experience of swimming with jellyfish?

While listening: Complete the summary using NO MORE THAN THREE WORDS OR A NUMBER for each answer:

Spectacular blooms of jellyfish have been reported in Japan, Namibia, _____ (1), Venezuela, Peru and Australia. Since 2000, _____ (2) has been suffering from an invasion of monster Australian spotted jellyfish, which are spoiling _____ (3) and upsetting the shrimpers. The expansion of aquaculture means more disasters like last year's destruction of 100,000 _____ (4) in Ireland by jellyfish. The Namibian coast used to be very productive in fish and now it is dominated by jellyfish. The same situation is in the Middle East, South Pacific, the Gulf of Mexico and _____ (5).

Many species of jellyfish spend their early life as a polyp (like an anemone or coral) _____ (6). Overfishing may cause blooms: some fish eat baby jellyfish, and some, like _____ (7), compete with jellyfish for the same zooplankton food. Dumping excess nutrients from chemical fertilizers creates _____ (8), which are hostile to all marine life except certain species of jellyfish. _____ (9) are also favourable to jellyfish. Scientists are developing a process to extract commercially valuable biomaterial from jellyfish to use it in foods and _____ (10).

After listening:

1. Why are jellyfish dangerous?
2. What should be done about jellyfish bloom? What solution seems the best?

28. Let them eat bugs. A new, abundant and environmentally friendly source of protein is creating some buzz

Before listening:

1. In what countries do people eat insects?
2. Why is it good for the environment if people prefer eating insects to meat?

While listening: Complete the summary using NO MORE THAN THREE WORDS OR A NUMBER for each answer:

The World Bank estimates that the soaring cost of food will push _____ (1) into poverty. Scientists at the National Autonomous University of Mexico have an answer: entomophagy, or _____ (2). Bugs provide more _____ (3) than beef or fish. Meat provides under _____ (4) of the energy and one third of _____ (5) humans consume. As _____ (6) become richer, meat's ecological footprint gets bigger. The Food and Agriculture Organization (FAO) at the United Nations predicts that the world's demand for meat will mostly double by _____ (7).

Eating insects could help _____ (8). However, there are some problems. For one thing, _____ (9) vary with the season, and it's hard to control the amount on offer at any given time. Another problem is that persuading westerners to eat insects is going to be tricky. Supplements composed of insect protein could be added to _____ (10) and perhaps to animal feed.

After listening:

1. What is meat's ecological footprint?
2. What are the environmental benefits of eating insects?
3. What are the pros of rearing crickets?

29. Sharing the same dream. Paying for the Caribbean diversity

Before listening:

1. What species do we call endemic?

While listening: Complete the summary using NO MORE THAN THREE WORDS OR A NUMBER for each answer:

The Caribbean is one of the world's hotspots in biodiversity, with around _____ (1) found nowhere else in the world. In most places, _____ (2) tends to drive extinctions. In the Caribbean biodiversity is threatened most by _____ (3) ruining the native vegetation and eating local animals. Rats, cats, dogs, goats, _____ (4), monkeys and even trout are a serious threat to native fauna. Anguilla is struggling with an invasion of _____ (5). Eradicating invasive species is _____ (6), difficult and sometimes impossible. The small Indian mongoose was imported to Jamaica in _____ (7) to keep rats out of sugar-cane fields. This mongoose was later linked to the extinction of five endemic species. Protecting the biodiversity of islands, either by _____ (8) invasive species or preventing _____ (9) is an expensive business. But it is worth doing. Visitors, developers and residents should pay some kind of explicit _____ (10).

After listening:

1. Why should invasive species be eradicated on the islands?
2. Do you agree that tourists should pay environmental charges when they visit islands?
3. What is the purpose of environmental charges?
4. How much do you pay to enter a national park on the Galapagos islands?

30. Mild and bitter. Depression may be linked to how willing someone is to give up his goals

Before listening:

1. What are the symptoms of depression?

While listening: Complete the summary using NO MORE THAN THREE WORDS OR A NUMBER for each answer:

Randolph Nesse, a psychologist and researcher at the University of Michigan, compares the relationship between mild and clinical depression to the one between normal and _____ (1) pain. He sees both pain and low mood as _____ (2). Dr Nesse argues that as pain stops you doing damaging _____ (3) things, so low mood stops you doing damaging mental things: in particular pursuing _____ (4) goals. Pursuing these goals is a waste of energy and _____ (5).

Carsten Wrosh from Concordia University in Montreal and Gregory Miller of the University of British Columbia studied depression in _____ (6). They measured the "goal adjustment capacities" of 97 girls aged 15–19 during _____ (7). Their conclusion was that those who suffered from mild depression could disengage more easily from unattainable goals. Mild depression symptoms can therefore be seen as a natural part of _____ (8) in young adulthood. These symptoms set in when a goal is identified as unreachable and lead to a decline in _____ (9). Dr Nesse believes that persistence is a reason for the exceptional level of clinical depression in America — the country that has the highest _____ (10) in the world.

After listening:

1. Do you agree that persistence in reaching goals can have a negative impact on health?

31. Slippery when wet. Kenya plants sugarcane; America uproots it

Before listening:

1. What can Florida and Kenya have in common?



- While listening: Complete the summary using NO MORE THAN THREE WORDS OR A NUMBER for each answer:**

The governor of Florida announced the purchase of almost _____ (1) of land in the middle of the Everglades from a sugar producer. The government of Kenya said it plans to do the opposite: 80 square miles of the Tana river delta will be given to a private company that will grow sugarcane to be turned into _____ (2). The Tana delta is a mix of savannah, mangrove swamps, _____ (3). Like the Everglades, this wetland area has unique wildlife: there are lions, hippos, _____ (4), primates, rare sharks and _____ (5), as well as thousands of farmers and fishermen.

Since 1900, the world has lost about half of its wetlands. Wetlands are rich in biodiversity, they also play vital roles in _____ (6), water storage or water filtration. The wetlands that Florida plans to preserve will not only provide a natural buffer against _____ (7), they will also help provide fresh water. The Mumias Sugar company in Kenya says _____ (8) will be limited and income will reach 1.25 m over 20 years. But two environmental NGOs estimate revenue from fishing, farming and tourism will provide _____ (9) over the same period. They worry about pollution and heavy drainage of the delta. US Sugar's activity in the Everglades shows that planting sugar in wetlands causes huge fresh-water loss. _____ (10) may have a wide impact on everything from wildlife to fisheries.

- After listening:**
1. What should the Kenyan government do in the face of fierce opposition from wildlife NGOs? Which of the three options given in the piece seems the best?



2. What are the advantages and disadvantages of developing the Tana river delta in Kenya?

32. The problem with breathing. The unintended consequences of zeal

- Before listening:**
1. What factors are enhancing global warming?
- While listening: Complete the summary using NO MORE THAN THREE WORDS OR A NUMBER for each answer:**

A report from the Food and Agriculture Organisation (FAO), a branch of _____ (1), states that livestock emit more _____ (2) than planes, trains or automobiles. Send a Cow, _____ (3) that donates cattle to poor African families, had to put out a press release denying that its activity was causing climate change. Send a Cow's cattle seem to be helping to _____ (4) because their owners are trained to feed them a less gas-inducing diet. _____ (5) that form part of this diet come from trees planted specially for the purpose — 100 of them for each cow. So unlike the ranchers of Brazil, who _____ (6) to allow cattle to graze, Send a Cow's herders are helping to trap carbon.

Agribusinesses in poor countries are facing a bigger hurdle than Send a Cow, since it is hard to argue that flying _____ (7) from Africa to Europe does not add to the world's stock of greenhouse gases. Almost all human activity entails some _____ (8). One might argue that Send a Cow should simply encourage _____ (9). But Send a Cow recognizes that there are worthy causes beyond slowing climate change, such as _____ (10).

✓ After listening:

1. Do you agree that Send a Cow should stop sending cows to poor African families and encourage the planting of trees instead?
2. What can we do to decrease greenhouse emissions?
3. Do you agree that each country should be allocated emissions-rights according to the size of their population?

KEYS:**1. More light than heat. Key:****✓ Before:**

1. solar, wind, geothermal, tidal
2. hold up

✓ While:

- (1) energy firms
- (2) one-third
- (3) weather stations
- (4) security of supply
- (5) wind turbines
- (6) reduce emissions
- (7) unit costs
- (8) silicon
- (9) to alarm
- (10) under construction

✓ After:

1. in isolated places such as weather stations and oil-rigs, later on lonely farms and houses far from the grid.

2. so many firms rushed to install solar panels that the world ran out of the type of silicon used to make them. The price of silicon and solar panels rose.

2. Remote diagnosis. Key:**✓ Before:**

1. 1) b
2) c
3) d
4) a
2. The capital of Kenya is Nairobi.

✓ While:

- (1) outbreak
- (2) health ministry
- (3) surface temperatures
- (4) half a degree
- (5) consequence
- (6) on the ground
- (7) vegetation cover
- (8) suburban
- (9) ponds and puddles
- (10) mud content

✓ After:

1. Sleeping sickness is a parasitic disease which occurs in two stages. The first stage is characterized by fever, headaches, joint pains and itching. The second stage begins when the parasite invades the central nervous system. The symptoms include confusion and night-time insomnia. Without treatment, the disease is invariably fatal.
2. Rift valley fever is spread by the bite of infected mosquitoes.

- temperatures, precipitation, vegetation cover, CO2 level, etc.

3. Trading licks. Key:

Before:

- TV, radio, magazines, newspapers, internet, billboards, direct mail

While:

- edible films
- toothpaste
- direct-mail campaigns
- cigarette-flavoured strip
- sales promotions
- a flavour sample
- a taste drive
- a broader readership
- scented ads
- rise of the Internet

4. A link between wealth and breeding. Key:

Before:

- one and a half
- birth control, increasing cost of raising children, social security system instead of the support of children in old age

While:

- fertility
- life expectancy
- retired individuals
- the demographic transition
- average income per person

- zero
- social-security system
- female-friendly
- unstable environments
- care and attention

5. The future is another country. Key:

Before:

- poor teaching and lack of places at home (in the developing world), desire to find a good job in a multinational company
- Language test (TOEFL or IELTS) transcript of your marks
- easier to get a well-paid job back home, gain proficiency in a foreign language, etc
- DAD (Germany), Fullbright, Muskie (USA), Chevening scholarship (Britain), etc

While:

- 3 million
- the global corporation
- the poor teaching
- a fifth
- no
- 50th
- coal
- for residence
- a brain drain
- scholars

6. Win-win. Save the world and become a millionaire. Key:

While:

- \$25,000

- (2) spaceflight
- (3) education
- (4) affordable
- (5) cost-effective
- (6) (radical) new solutions
- (7) greenhouse gases
- (8) marine renewable energy
- (9) the Freedom Prize
- (10) space glove

✓ After:

- 1. the glamour and prestige of winning also inspire dedication.

7. A is for Earth. Carbon dioxide. Key:**✓ Before:**

Virgin Group was founded by business tycoon Richard Branson. Virgin brands are: Virgin Mobile, Virgin Radio, Virgin Cola, Virgin Trains, Virgin Atlantic Airways, Virgin Galactic (is a venture to market and operate commercial spaceflights).

White Knight Two. On March 22, 2010 the VSS Enterprise completed its maiden “captive carry” voyage of 2 hours and 54 minutes, ascending to an altitude of 45,000 feet (13716 meters). The launch customer of White Knight Two is Virgin Galactic, which will have the first two units, and exclusive rights to the craft for the first few years.

✓ While:

- (1) 280
- (2) the geographic distribution
- (3) the oceans
- (4) ground stations
- (5) global map

- (6) mission
- (7) greenhouse gas
- (8) water vapour
- (9) airline flights
- (10) 50,000 feet

✓ After:

- 1. to reliably forecast changes in earth’s climate

8. Extending lifespan. Key:**✓ While:**

- (1) ageing
- (2) caloric restriction
- (3) life-prolonging
- (4) 76 monkeys
- (5) controls
- (6) heart disease
- (7) age-related conditions
- (8) injury
- (9) a course of action
- (10) 38 %

✓ After:

- 1. primates live very long
- 2. to suppress the immune system

9. On the mark. Ecological labelling takes off. Key:**✓ Before:**

- 1. management, control
- 2. Unilever brands: Lipton, Rexona, Sunsilk, Dove, Axe, Knorr, Brooke Bond, Calve, Domestos, Timotei, Persil.

3. Sainsbury's is the third largest chain of supermarkets in the UK, Tesco is the UK's largest supermarket chain. (Second largest is Asda). Wal-Mart is an American chain of department stores.

While:

- (1) brand recognition
- (2) successful
- (3) sustainable
- (4) seafood
- (5) three-quarters
- (6) frozen-food business
- (7) 1,123 products
- (8) wholesale buyers
- (9) edible
- (10) within five years

10. Having a laugh. Key:

Before:

1. humour
2. Big Four (audit firms): PricewaterhouseCoopers, Ernst & Young, Deloitte Touche, KPMG

While:

- (1) 142
- (2) the Office
- (3) smile at strangers
- (4) a competitive advantage
- (5) communication and morale
- (6) lowers employee turnover
- (7) free food
- (8) barbecue packs
- (9) mockery
- (10) Time and Place rule

11. The recession spurs self-service. Key:

Before:

1. a, d, e

While:

- (1) outsourcing
- (2) speech recognition technology
- (3) young
- (4) customer loyalty
- (5) 85%
- (6) kiosks
- (7) cost
- (8) 10 cents
- (9) extra convenience
- (10) near-field communication chips

12. Prediction Markets. Key:

- (1) annual sales
- (2) virtual trading accounts
- (3) trade
- (4) knowledge
- (5) forecasting techniques
- (6) modest prizes
- (7) for cash
- (8) an exceptional motivator
- (9) lose interest
- (10) non-experts

13. Harvard Business School. Key:

Before:

1. profitable
2. the source of income with which an institution, etc., is endowed (provided with a source of permanent income)



3. INSEAD is a multi-campus international graduate business school and research institution. INSEAD was founded in 1957 as «Institut Europ en d'Administration des Affaires» (European Institute for Business Administration). The original campus (Europe Campus) is located in Fontainebleau, near Paris, France

While:

- (1) April 8 1908
- (2) 3,000 (souls)
- (3) case method
- (4) MBA
- (5) \$2.8 billion
- (6) Henry Ford
- (7) (in) late twenties
- (8) three to five years
- (9) 1 %
- (10) in Singapore

After:

1. Skolkovo
2. The Enron scandal, revealed in October 2001, eventually led to the bankruptcy of the Enron Corporation, an American energy company based in Houston, Texas, and the dissolution of Arthur Andersen, which was one of the five largest audit and accountancy partnerships in the world. In addition to being the largest bankruptcy reorganization in American history at that time, Enron undoubtedly is the biggest audit failure.
3. Big four: PricewaterhouseCoopers, Deloitte Touche, Ernst & Young, KPMG.

14. Venture capital. Key:

Before:



1. c
2. d
3. a
4. e
5. b

While:

- (1) Apple (computer)
- (2) 50 firms
- (3) biotech
- (4) 6 years
- (5) none of them
- (6) 44 %
- (7) a handful
- (8) half
- (9) a quarter
- (10) explosive growth

15. Branding Land. Key:

- (1) blue whales
- (2) The Zoological Society of London
- (3) weird
- (4) the entire group
- (5) Mongolian
- (6) kangaroo
- (7) extinction
- (8) the Brazilian Atlantic forests
- (9) conservation projects
- (10) \$750 million

16. Every little helps. Key:

- (1) light-bulbs
- (2) household energy use



- (3) Holmes
- (4) cyber-stores
- (5) recycled materials
- (6) old belts
- (7) recycled rubber
- (8) old computers
- (9) the disabled
- (10) the homeless

17. The Conservation Olympics. Key:

- (1) the World Conservation Congress
- (2) 8,000/eight thousand people
- (3) 800
- (4) side meetings
- (5) driving simulator
- (6) fuel-efficient
- (7) biodiversity
- (8) the Earth Summit
- (9) deforestation
- (10) the purification of water

18. Talk about that. Key:

- (1) by voice
- (2) money-transfer services
- (3) the price of rice
- (4) voice commands
- (5) a spoken list of topics
- (6) recording a comment
- (7) a suitable template
- (8) advertise his services
- (9) governments
- (10) revenue



19. Testing Metal. Key

- (1) Saving Iceland
- (2) provide power
- (3) under construction
- (4) top ten producers
- (5) 300,000
- (6) 37%
- (7) volcanic ridge
- (8) doubled
- (9) moral obligation
- (10) locating data centres

20. Mission: Transmission. Key:

- (1) transmission
- (2) Texas
- (3) remote Western plains
- (4) Northern and central parts
- (5) glamorous
- (6) an undersea cable
- (7) \$500,000
- (8) \$20 m
- (9) steel
- (10) the users

21. Can green be groovy? Key:

- (1) a new disco
- (2) green features
- (3) renewable technologies
- (4) solar panels
- (5) recycled materials
- (6) to retain heat
- (7) chemical-free

- (8) organic
- (9) Rotterdam
- (10) Dr Earth

After:

- 1. (b)
- 3. third-world poverty, rich-world obesity, biodiversity loss, climate change and the use of chemicals in wine-making

22. Home again. Videoconferencing. Key:

- (1) Hewlett-Packard
- (2) half of a conference table
- (3) in life-size
- (4) furniture
- (5) are (perfectly) synchronized
- (6) eye-contact
- (7) gestures
- (8) huge computing power
- (9) \$ 350,000
- (10) environmental benefits

After:

- 1. Video conferencing can never supplant (replace) a visit to the factory floor or a night at a restaurant buttering up clients.
- 2. improvement in the quality of life of jet-lagged road warriors.

23. Sleeping with the fishes. Key:

- (1) in the open waters
- (2) quotas
- (3) monitoring mechanisms
- (4) twice

- (5) unsustainable
- (6) breed
- (7) the wild population
- (8) European subsidies
- (9) stocks rise
- (10) establishing protected areas

24. Box clever. Some wine can improve if stored in a carton. Key:

- (1) high fuel prices
- (2) method of storage
- (3) low-quality
- (4) the wine-making process
- (5) wine chemistry
- (6) seal the bottles
- (7) chemical levels
- (8) both types
- (9) ideal
- (10) the packaging of choice

After:

- 1. *pros*: cartons are good for storing wines that are inclined to be high in alkyl-methoxypyrazines but will be drunk relatively soon after purchase (oxidation won't be a problem)
cons: wine loses the aesthetic appeal; oxygen seeps in during storage and destroys flavour

25. Why does Berkeley have so many Priuses? Key:

- (1) environmentally responsible
- (2) waterless

- (3) energy-saving
- (4) light-bulbs
- (5) organic food
- (6) solar panels
- (7) hybrid vehicles
- (8) age
- (9) ethnicity
- (10) bike shops

26. In a stew. Bushmeat. Key:

Before:

1. venison, etc.
2. dodo, passenger pigeon, bison

While:

- (1) Latin American hunters
- (2) deforestation
- (3) (the) ecosystems
- (4) proliferate
- (5) fruit bats
- (6) the trade in bushmeat
- (7) manpower
- (8) their livelihood
- (9) less vulnerable species
- (10) reproduce

After:

1. different surveying methods employed
2. If people are going to hunt, they might as well hunt the species that are least at risk.
3. “to grow or reproduce rapidly”

27. Invasion of the holiday-snatchers. Key:

- (1) Alaska
- (2) the Gulf of Mexico
- (3) fishing nets
- (4) organically farmed salmon
- (5) the Mediterranean
- (6) on the ocean floor
- (7) herring
- (8) dead zones
- (9) rising ocean temperatures
- (10) medicines

28. Let them eat bugs. Key:

- (1) 100 m people
- (2) dining on insects
- (3) nutrients
- (4) one fifth
- (5) the protein
- (6) developing countries
- (7) 2050
- (8) (to) protect crops
- (9) insect populations
- (10) processed food

After:

1. feed crops take 70 % of agricultural land, a quarter of the world’s land is devoted to grazing. Live-stock industry is responsible for deforestation in the Amazon.

29. Sharing the same dream. Key:

- (1) 7,000 plants
- (2) loss of habitat
- (3) non-native species
- (4) donkeys
- (5) giant African snails
- (6) costly
- (7) 1872
- (8) eradicating
- (9) their arrival
- (10) environmental charges

✓ After:

1. They are a threat to native fauna
3. To raise revenue and awareness of environmental issues of island life

30. 30. Mild and bitter. Depression. Key:

- (1) chronic
- (2) warning mechanisms
- (3) physical
- (4) unreachable
- (5) resources
- (6) teenage girls
- (7) 19 months
- (8) dealing with failure
- (9) motivation
- (10) depression rate

31. Slippery when wet. Key:**✓ Before:**

1. both places have a suitable climate for growing sugarcane

✓ While:

- (1) 300 square miles
- (2) biofuel
- (3) forest and beaches
- (4) reptiles
- (5) 345 bird species
- (6) flood protection
- (7) hurricanes
- (8) environmental damage
- (9) £30 million
- (10) agricultural pollution

✓ After:

1. a) It should commission an independent international company to do an environmental-impact assessment and a full economic valuation. b) If leaving the area intact provides more financial benefit, the government should offer conservationists to purchase the land themselves. c) The government should make the sugar company pay the true cost of the water resources, the loss of grazing land and any pollution it creates.

32. The problem with breathing. Key:

- (1) the United Nations
- (2) greenhouse gas
- (3) a British charity
- (4) reduce global warming
- (5) the leaves
- (6) clear forests
- (7) flowers and strawberries
- (8) emissions
- (9) planting (of) trees
- (10) fighting poverty

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