

1 Identity

1.1 404, the story of a page not found

TED TALKS

In 1990, **RENNY GLEESON** graduated from Yale University with a BA in Fine and Studio Arts. He then earned his MFA (Master of Fine Arts) from the University of Pennsylvania, graduating in 1993. After working for some years as a game designer and animator, he joined the global advertising agency Saatchi & Saatchi. It was 1997 and the Internet was still new, but experts could see its potential for advertising. Gleeson helped to set up Darwin Digital, an interactive marketing division of Saatchi & Saatchi, and he worked as its Creative Director until 1999. Gleeson began working for the National Basketball Association (NBA) in 2001 as their Senior Director of Global Media. In 2006, he joined advertising agency Wieden+Kennedy, where he is the Global Director of Interactive Strategies. Gleeson's creative background and experience drive his success in developing strong relationships between brands and customers.



CAREER PATHWAYS

1 Read the text. Match the questions (1–5) and answers (a–g). Two answers are not used.

- 1 What was the first university degree that Renny Gleeson earned?
 - 2 Darwin Digital is part of which company?
 - 3 When did Gleeson leave Saatchi & Saatchi?
 - 4 In which organization was he the Senior Director of Global Media?
 - 5 Which company does he work for now?
- a NBA
b 1997
c BA
d 1999
e Saatchi & Saatchi
f Wieden+Kennedy
g MFA

TED PLAYLIST

2 Other TED speakers are interested in topics similar to Renny Gleeson's TED Talk. Read the descriptions of five TED Talks at the top of page 5. In your opinion, which is the best title for this playlist, a, b or c?

- a The science of the Internet
- b The dangers of the Internet
- c The Internet as a community

3 Complete the sentences with the words in the box.

co-operation function science kindness volunteers

- 1 Margaret Gould Stewart describes how the combination of art and _____ help the design process.
 - 2 Steven Johnson explains how the different areas of cities, just like the Internet, _____ separately as well as together.
 - 3 According to Clay Shirky, big companies work better when they are run in an open way with more flexible _____.
 - 4 Jimmy Wales talks about Wikipedia as a group effort run by various _____.
 - 5 Jonathan Zittrain illustrates how online strangers often treat each other with _____.
- 4 Choose the correct definition (a or b) of these words from the TED playlist.

- 1 **global**
a regional b worldwide
- 2 **independently**
a relying on outside support b without other support
- 3 **benefits**
a advantages b issues
- 4 **monitor**
a improve; update b observe; keep an eye on
- 5 **reward**
a something which is given to repay a favour or kindness
b help which is given when someone is in difficulty

▶ Margaret Gould Stewart: How giant websites design for you (and a billion others, too)

When design is on a global scale, how do you please everyone? Margaret Gould Stewart describes the challenge of designing elements, such as the Facebook 'like' button, which are seen and used billions of times every day. She explains how the art of creating good design is informed by the science of understanding and meeting the needs of over a billion Facebook users.

▶ Steven Johnson: The Web as a city

Steven Johnson compares the Internet to a city. It is built and shared by many people, but it is completely controlled by no one. Like a city, although its various parts are closely connected, many of them function independently. Even when one area is experiencing serious problems, the other areas continue as normal.

▶ Clay Shirky: Institutions vs. collaboration

Clay Shirky recognizes the value of changing the traditional business model in which planning and management are

always handled by closed groups. Using major websites such as Flickr and Wikipedia as examples, Shirky demonstrates the benefits of replacing tight systems with looser practices in which small contributors have bigger roles, and co-operation is more open and flexible.

▶ Jimmy Wales: The birth of Wikipedia

Jimmy Wales talks about how he provided a mixed group of volunteers with the tools to create the free, online encyclopedia that we all know as Wikipedia. He describes the community spirit at Wikipedia, where everyone works together to develop, maintain and monitor the site.

▶ Jonathan Zittrain: The Web as random acts of kindness

We hear many negative stories about how people treat each other cruelly on the Internet, but Jonathan Zittrain provides a different view. He presents various acts of Internet kindness, carried out by complete strangers for absolutely no reward except the knowledge that they are doing the right thing.

5 Which talk would you most like to see? Why? Watch the talk at TED.com.

AUTHENTIC LISTENING SKILLS

Recognizing key terms

6 **1** You are going to hear a podcast in which a member of the *Keynote* team talks about Jonathan Zittrain's TED Talk, *The Web as random acts of kindness*. Read these extracts from the podcast. How would you pronounce the words in bold? Then listen and check.

- 1** ... and even though so many of us are 'connected' **24/7** on some device or other ...
- 2** ... but you can always block or **unfriend** those guys.
- 3** So, it's not just about **trolls** and identity theft ...
- 4** ... **tons** of times I've witnessed situations ...

LISTENING

7 **1** **2** Listen to the full podcast. Are the sentences true (T) or false (F)?

- 1** Overall, Eunice agrees with the main points made in Zittrain's TED Talk.
- 2** Eunice has personally observed strangers being kind to each other online.
- 3** Eunice points out that we all follow strict rules when we are online.
- 4** Eunice wishes that Zittrain had brought more humour into his TED Talk.

8 **1** **2** Listen again. Choose the correct option to complete the sentences.

- 1** Eunice likes how Zittrain's talk *confirms* / *alters* her belief that people can be kind to each other online.
- 2** She explains how Zittrain demonstrates an online sense of community by mentioning sites such as *Facebook and Twitter* / *Couchsurfing and Craigslist*.
- 3** According to Eunice, Zittrain makes the web seem more *strict* / *human*.
- 4** Zittrain provides an example of how the Internet community saved a young man's *embarrassment* / *website*.
- 5** Eunice particularly likes Zittrain's presentation style, which is *amusing* / *entire* and clear.

VOCABULARY IN CONTEXT

9 Read the extracts from the podcast. Choose the correct meaning of the words in bold.

- 1** We're **constantly** being told that it's making us lonelier ...
a never **b** always **c** sometimes
- 2** ... that's true **to some extent**, but it's not the whole ...
a in part **b** in full **c** in exceptional cases
- 3** ... it's very easy to **criticize**, but what about ...
a say bad things **b** be cruel **c** misunderstand
- 4** ... **tons of times** I've witnessed situations ...
a a few times **b** all the time **c** many times
- 5** Zittrain makes the **vast** web seem ...
a huge **b** scary **c** tiny

1.2 Building identity

GRAMMAR Present tenses: active and passive

1 Match the sentence halves to make correct statements. Then decide if each statement is active (A) or passive (P).

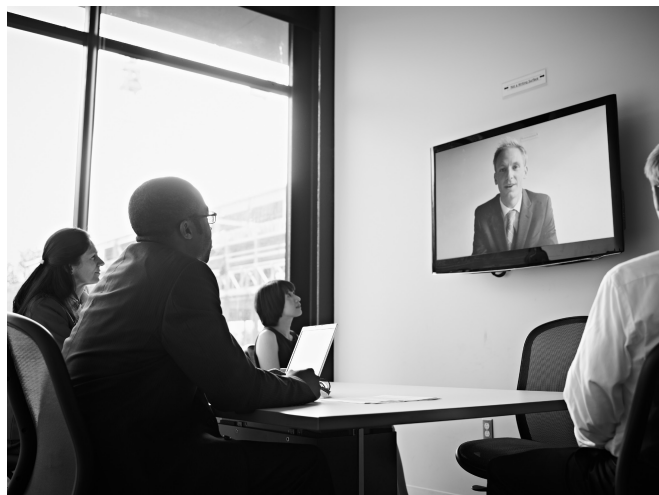
- | | |
|------------------------------------|--|
| 1 These days, many people are | a different identities on different sites. _____ |
| 2 Others share lots of personal | b are checked by potential employers. _____ |
| 3 Experts are advising | c hiding their real identity online. _____ |
| 4 Some people use | d people to protect their identity online. _____ |
| 5 Privacy settings are being | e increased by many Facebook users today. _____ |
| 6 Sometimes, social media accounts | f information on social-networking sites. _____ |


2 Choose the correct form of the verb to complete the sentences.

- Nowadays, more and more companies *are being used / are using* video ads to boost their online identity.
- These video ads *are posted / are posting* on major websites such as newspaper sites or TV channels.
- Video ads *post / are being posted* on social-networking sites, too.
- Over 12% of all videos that *are being viewed / are viewing* online are video ads.
- One video advertising company, LiveRail, *is posted / is posting* more than seven billion video ads a month.
- LiveRail *is being owned / is owned* by Facebook.
- It *is believed / believe* that Facebook paid more than \$400 million for LiveRail.

3 Choose the correct options to complete the paragraph.

Instead of traditional interviews, video interviews ¹*are using / are being used* by more and more companies these days. These video interviews ²*are seen / are seeing* as an effective way to decide which candidates should be invited to the next stage in the interview process. While many video interviews are interactive, that is, where the candidate and the interview panel ³*are spoken / speak* to each other live, another type of video interview ⁴*is becoming / becomes* more popular nowadays. This is the pre-recorded video interview, where a question ⁵*is being sent / is sent* to the candidate in advance. The candidate then ⁶*is filming / films* himself or herself answering the question. Usually the video file ⁷*is emailed / emails* to the company, and the candidate ⁸*is waiting / waits* for feedback.



4  1 3 Complete the conversation with the correct form of the verb in brackets. Then listen and check.

- A: So, Sam ¹_____ a video interview at the moment. (do)
 B: That ²_____ scary. I'd be incredibly nervous! (sound)
 A: Well, the candidate ³_____ the questions in advance, so that helps. (give)
 B: And this type of interview ⁴_____ over the Internet? (do)
 A: Yes, exactly. It ⁵_____ by the company. (film)
 B: Wow, I hope it ⁶_____ well. (go)
 A: Me too.

GRAMMAR EXTRA! The passive form

5 Rewrite these active sentences using the passive form.

- Online shopping is replacing traditional shopping in some places.
Traditional shopping _____ by online shopping in some places.
- Currently, adults under the age of 35 are spending a lot of money online.
Currently, a lot of money _____ online by adults under the age of 35.
- Social media provides a link between online shoppers and brands.
A link between online shoppers and brands _____ by social media.
- Fewer people use their smart phones to order goods online.
Smart phones _____ by fewer people to order goods online.
- Many online stores are reporting new trends.
New trends _____ by many online stores.
- Usually, a strong brand identity attracts more customers.
Usually, more customers _____ by a strong brand identity.

- 6 Read the text. Correct the mistakes in the words or phrases in bold (1–8).



Online identity

More studies ¹**is being done** which show that the way people normally behave is not the way they tend to behave online. This ²**is seeing** on social-networking sites in particular, where many of us publicly ³**shares** details about our everyday lives. While some people ⁴**are upload** photos that make their family and home appear perfect, others ⁵**are being posted** cruel status updates and comments. It ⁶**is claims** by some experts that self-esteem may be the cause of bad behaviour on social-networking sites. If online interaction ⁷**make** people feel better about themselves, they may continue to present a version of their life that is more positive than the reality. Equally, when a person ⁸**are presented** with the idea that everyone else is happier than they are, it is not unusual for them to feel miserable or angry.

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____
- 7 _____
- 8 _____

PRONUNCIATION Word stress

- 7 1 4 Read the sentences. Underline the part of the word in bold that should be stressed. Then listen and check.
- 1 a We're watching the **progress** of the new sales team.
b Your career won't **progress** if you don't work hard.
 - 2 a Amy has a new **research** post at the university; she loves it!
b Do some **research** about the company before your interview.
 - 3 a It's a good **project**, but it's very time-consuming.
b They **project** a small increase in profits this year.

- 4 a The latest software doesn't **function** like the old version.
b He's going to an office **function** and then to the airport.
- 5 a I **estimate** that it will take about two years to build the brand.
b This is just an **estimate**, but we're confident about the numbers.
- 6 a We have the **potential** to develop more products like this.
b There's a **potential** issue with this item, but we can fix it.

DICTATION



- 8 1 5 Listen to some information about the popularity of video blogs (vlogs). Complete the sentences.
- 1 Video blogs, or vlogs, _____ more popular than ever.
 - 2 Most vlogs _____ by one person or, sometimes, two people.
 - 3 Some vloggers _____ millions of page views per month.
 - 4 Successful vloggers _____ by big companies.
 - 5 Top vloggers _____ a lawyer to handle their contracts.
 - 6 Some _____ a lot of money just to mention certain brands.
 - 7 No one really _____ how much money they receive.
 - 8 Should they state when they _____ to endorse a product?

1.3 Who am I?

READING

1 Read the article. Choose the correct term to complete the sentences.

identity fraud phishing identity theft

- _____ is when someone is tricked into revealing their personal information.
- _____ is when a person's private information is stolen.
- _____ is when a thief uses stolen information to make money.

2 Read the article again. Change one word or number in each sentence to make it correct.

- In the UK, credit card identity theft cost nearly £40 million in 2012. _____
- The number of phishing websites aimed against UK banks and building societies dropped to 41,734 in 2012. _____
- According to the article, one British man lost more than £1,000,000 in a 2012 phishing incident. _____
- Booking.com customers affected by the 2014 phishing scam were given £10,000 refunds by the company. _____
- In phishing scams, callers are persuaded to reveal their personal information. _____

Protecting your identity

When someone steals another person's private information, such as their date of birth, passport or banking details, it is called *identity theft*. If that information is obtained and used by the thief for their own financial benefit, it is called *identity fraud*.

There are many types of identity fraud. A criminal stopped for a traffic offence may avoid going to court or paying a fine by presenting a stolen driver's licence to the police. Stolen forms of identification can be used in a number of ways, for example to order goods or to set up mobile phone contracts. And while cyber-criminals often use stolen information to transfer money from a victim's bank account, the information may also be used to take out bank loans or credit cards in that person's name. It is not unusual for the victim to remain unaware that their personal information has been stolen until they apply for a credit card or a loan themselves. In 2013, almost £40 million was lost to credit card identity theft in the UK.

Identity theft and fraud are not new problems but, with the rise of the Internet, they have become significantly more common. In the early days of the Internet, online security was not as advanced as it is today, and people were less informed about how to protect their personal information online.

Different methods are used to trick people into revealing their banking information. Some of these are quite simple, while others are more sophisticated. Many people have been deceived by websites that are designed to look exactly like their bank's site. These are called *phishing* websites. In August 2005, there were 160 phishing websites aimed at banks and building societies in the UK. By August 2012, that number had risen to 41,734 sites. The targets of phishing scams

are often individual members of the public, but entire organizations can be hit, too.

In 2012, one British woman was robbed of her life savings (over £1,000,000) when she fell for a phishing scam. Fortunately, the criminals – in this case, a gang of fourteen people – were later caught and arrested. In 2014, the hotel reservations website, Booking.com, was hit by a major phishing scam which affected about 10,000 people. The company paid full refunds to every customer who had lost money, and made important changes to its technical security features. Phishing is also frequently done by email or over the phone. The sender, or caller, pretends to be from a genuine bank or company and persuades the victim to reveal their account information or password.

Identity theft and fraud can be very stressful experiences. Always take a cautious approach whenever anyone requests your personal information. While it could be said that some victims of phishing and identity fraud have not been cautious enough, it should be noted that many cyber-criminals are extremely clever and convincing.



3 Are the sentences true (T) or false (F)?

- 1 According to the article, a criminal could get away with not paying a traffic fine by presenting a stolen driver's licence to the police.
- 2 Most victims of identity theft never find out that their information has been stolen.
- 3 The arrival of the Internet has increased the cases of identity theft and fraud.
- 4 Phishing scams are limited to individual members of the public.
- 5 All phishing scams are carried out by phone.
- 6 It's important to be extremely careful because cyber-criminals are usually very smart.

4 1 6 Listen to an expert talking about identity fraud. Number the items (1–6) in the order that you hear them.

- a common sense _____
- b strong password _____
- c anti-virus software _____
- d important documents _____
- e credit report _____
- f secure web address _____

VOCABULARY Tasks and interests

5 Complete the sentences. Use the words and phrases in the box.

co-ordinate	create	deal with	focus on
head up	help	interested in	involved in
offer	passionate about		

- 1 Rosa and Lauren work in customer support, but they _____ on the sales side, too.
- 2 I don't know very much about their marketing strategies and I'm quite _____ learning more about them.
- 3 It's annoying that we have to _____ new passwords for so many different sites!
- 4 When you organize a big conference, it can be difficult to _____ all the different events, but having a great team makes it easier.
- 5 Darrel and Kenji run most of the operations, but two more senior people _____ the entire company.
- 6 It's important to _____ the customer's needs or the brand won't be successful.
- 7 Kelly absolutely loves writing her fashion blog. She's _____ new styles and designs.
- 8 Lee is _____ various online groups, including a community forum that shares traffic information.
- 9 If you discover anything unusual about your bank statement, you should _____ it immediately.
- 10 The technical team fixes issues very quickly. They also _____ advice and tips that are very useful.

WORDBUILDING Synonyms

6 Read the sentences. Match each word or phrase in bold with its synonym (a–h).

- 1 You might **go through** a period when you have fewer creative ideas, but don't give up!
- 2 The designers were **furious** when they learned that someone had copied their logo.
- 3 It was a **dreadful** year financially, but we learned some important lessons about the brand.
- 4 Leo sold most of his personal **belongings** in order to raise money for his business.
- 5 Customers love their latest product. They've made **a fortune!**
- 6 The first thing we need to do is **sort out** the issues with the company's image.
- 7 Keep trying to build the brand and you're bound to be successful, **eventually.**
- 8 Our **former** marketing manager wanted to change the brand identity, but everyone strongly disagreed.

- | | |
|------------------|--------------|
| a a lot of money | e in the end |
| b awful | f old |
| c experience | g stuff |
| d fix | h very angry |

7 Read the paragraph. Complete the sentences using synonyms from Exercise 6.

I was a victim of identity theft a few years ago. It was ¹ _____! It happened when I moved to a new house. I was so busy packing all my ² _____, I forgot to tell the post office to send my post on to my new address. I did it ³ _____, but by then the problem had already started, though I was unaware of it at the time. A credit card offer went to my ⁴ _____ address and someone filled it out in my name. They received the credit card and spent ⁵ _____ over six months. When I discovered what had happened, I was ⁶ _____. It took absolutely ages to ⁷ _____. I don't want you to ⁸ _____ the same nightmare.

WORD FOCUS *bring*

8 Match the sentence halves to complete the definitions.

- | | |
|--|-------------------------------------|
| 1 To bring something to the table means | a to make something happen. |
| 2 To bring something to mind means | b to do something that's difficult. |
| 3 To bring yourself to do something means | c to raise a point or topic. |
| 4 To bring someone down means | d to be reminded of something. |
| 5 To bring something up means | e to contribute something useful. |
| 6 To bring something about means | f to make a person feel bad. |

1.4 I don't think we've met



MEETING PEOPLE

- 1 1 7 Listen. You will hear six questions or comments from three conversations. Choose the best response to each one.

Conversation 1

- 1 a Yes, I'm fine, thanks.
b It's nice to meet you.
c Not at all. It's free.
- 2 a It's not far from my house.
b Well, it's good ... mostly.
c It finishes at five o'clock.

Conversation 2

- 3 a He knows my cousin in Mexico.
b He's still with the same company.
c Yes, he phoned me just yesterday.
- 4 a Great. He loves it!
b No, it's over there.
c Your phone is ringing.

Conversation 3

- 5 a I spoke to Ann in Human Resources, which was helpful.
b I lived here when I was student, so I know the city.
c Yes. Luckily I love data, so I'm looking forward to it.
- 6 a Astra project?
b It's a fantastic project.
c Do you have the paperwork?

- 2 1 8 Now listen to the full conversations and check your answers to Exercise 1.

- 3 1 8 Listen to the conversations again and complete the questions.

Conversation 1

- 1 Excuse me, _____ ?
2 So, how _____ ?

Conversation 2

- 3 What's _____ ?
4 How's he _____ ?

Conversation 3

- 5 You'll be _____ ?
6 Shall we _____ ?

PRONUNCIATION Using intonation to ask a question

- 4 1 9 Read the questions. Practise asking each one, paying attention to your intonation. Then listen and check.


- 1 And the slides have very little text?
2 Lessig method?
3 So, that's your presentation style, too?
4 Excuse me, are you Lilian?
5 Sorry, and you are?
6 So, things are going well, Anton?
7 Wow. What's it like?
8 Hey, do you have time for a coffee now?
9 So, are we ready to get the meeting started?
10 Is today your first day?
11 So, how do you like living in London?
12 Astra project?

WRITING SKILL Symbols and notes

- 5 Write the correct word next to each symbol (1–5). Two words are not used.

at	back slash	dot	forward slash
hashtag	hyphen	underscore	

- 1 # _____
 2 . _____
 3 / _____
 4 - _____
 5 @ _____

- 6  Listen and write the missing symbols.

- 1 You can find me on Skype as sam _____ summers.
 2 The email address is ken _____ businessnews.com.
 3 Tweet us your ideas using _____ identitytheft.
 4 The filename is meeting _____ chicago2016.
 5 Find us online at marketing _____ solutions.

- 7 Rewrite the sentences in note form.

- 1 I started my career as a graphic designer in 2005.
 2 I can work with all major design programmes.
 3 People say that I'm a good team leader.
 4 I won several awards for excellence last year.
 5 I hope to get more involved in management.
 6 My professional references are attached.
 7 I speak several languages, including French and Japanese.
 8 In my spare time I volunteer at a local school.

- 1 _____

 2 _____

 3 _____

 4 _____

 5 _____

 6 _____

 7 _____

 8 _____

- 8 Look at part of an online profile. Rewrite the information as a paragraph using full sentences.



Evan Brant

Financial planning
 administrator
 London, UK

Areas of expertise	financial reporting research and analysis strategic planning
Areas of interest	environmental causes communications networking
Other languages	German (fluent) Spanish (improving)
Education	Trinity College, Dublin University College, London
Other interests	blogging, travel writing, photography

YOUR IDEA

1 Read the paragraphs about a memorable event. Match the paragraphs with the photos (a–c).

- 1** I've never seen anything like it. It was like a sea of colour – there were so many people dressed up in beautiful costumes of reds, greens, yellows and blues. It was very noisy, but not in an annoying way. Music seemed to come from all around, with people playing instruments like steel drums and trumpets. There were huge speakers and DJs were playing CDs. I'll never forget it.
- 2** I love action and this event certainly provided that. I'm usually quite excited when I go to watch sport – I think professional athletes are so inspiring and some of the things they do are just unbelievable. This event had it all – goals, great play, two teams that both wanted to win. At times it was a bit aggressive, but that just shows you how much the players wanted to win.
- 3** The most amazing thing I've ever done was travelling in the rainforest. It was scary at times and it took several days to make the journey through the jungle. When you're sleeping at night, it's never quiet – there are the sounds of all the animals and other creatures that call this place home. Some people get very afraid in that kind of situation, but I found it made me feel very brave.



2 Write notes about your own memorable events. Think about several ideas so you can choose the best one.

3 Choose one event from your notes in Exercise 2. Answer the questions about it.

1 Where and when did this event take place?

2 Who was involved in the event?

3 What made it memorable for you?

4 What picture could you use to show this event to other people?

4 Practise talking about your memorable event out loud. Remember to practise ...

- using words and expressions that are easy to understand.
- telling a story that can be followed easily.
- choosing examples about your memorable event that your audience can relate to personally.

ORGANIZING YOUR PRESENTATION

5 Match the four steps of a presentation with the examples of useful language (a–d).

- 1** Introduce yourself and your topic
- 2** Say what memorable event you want to talk about
- 3** Give more details and examples
- 4** Finish

a This was a time when I travelled to South America and saw the Iguazu Falls.

b Now you know a little more about this memorable event. Thanks for listening.

c My name's _____. Today my talk is about a memorable event.

d Now it's time to give you a few more details about this event.

YOUR PRESENTATION

6 Read the useful language on the left and make notes for your presentation.

<p>1 Introduce yourself and your topic</p> <p>My name's Today my talk is about ...</p> <p>I'm Let me tell you about ...</p>	
<p>2 Say what memorable event you want to talk about</p> <p>This was a time when I ...</p> <p>This happened to me when ...</p>	
<p>3 Give more details and examples</p> <p>The next part of the talk gives a little more information about ...</p> <p>Now it's time to give you a few more details about ...</p> <p>This is an example of ...</p> <p>This is one of the ...</p>	
<p>4 Finish</p> <p>That's the end of this talk about ...</p> <p>Thanks for ...</p> <p>Thanks for your attention. Do you have any questions?</p>	

7 Film yourself giving your presentation or practise in front of a mirror.

Give yourself marks out of ten for ...

- telling the story of your memorable event so it is easy to follow. /10
- using examples that your audience can relate to. /10
- following the four steps in Exercise 6. /10
- using correct grammar. /10