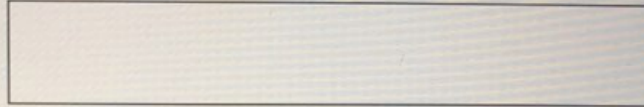





Listening



1  Listen to the introduction to an interview with Halima Al Marri, an Emirati entrepreneur and founder of the fashion store *Career Lady*. Answer the questions below.


- 1 When did the store open?
- 2 Where can you buy her clothes?

1- 2010
2- in the store and online

Did you know?

The word *entrepreneur* comes from the French *entreprendre*, which means *to undertake*.



2  Now listen to the complete interview and answer the questions below.

- 1 Why did Halima open her store?
- 2 Why did people start buying from her store?
- 3 What makes her store different?
- 4 How does Halima describe a businesswoman from The Gulf?

from the French *entreprendre*, which means *to undertake*.



2 **47** Now listen to the complete interview and answer the questions below.

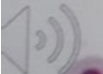
- 1 Why did Halima open her store?
- 2 Why did people start buying from her store?
- 3 What makes her store different?
- 4 How does Halima describe a businesswoman from The Gulf?

- 1- There weren't enough clothes (stores/shops) available offering suitable clothes for a businesswoman from the Gulf.
- 2- They saw Career Lady as a store that was exciting – not just exciting.
- 3- Career Lady sells high-end designs and every piece in the store is really special.
- 4- Educated, elegant, highly professional and smart. She's not like all the others. She's special!

Listening strategy

Before listening, look at the questions and try to predict what the speaker might say.

When you listen, don't try to understand every word, just listen for key words that will help you answer the question.



3 **48** Listen to these sentences from the interview and notice how the speaker says them.

leading government, business and community leaders. The Mubadala organisation also organises tours, which enable students to find out about the many **vocational** opportunities that are open to them.

'It is really incredible – you don't realise just how many types of career paths are available in a **sector** like renewable energy,' said one 15-year-old attendee as he finished his tour of Masdar City; a city which is working to build the world's most sustainable urban development.

The annual forum offers students the chance to explore their personal strengths and areas of interest. In addition, there is information on how to gain practical skills that will help them in their **transition** from school or university to the world of work. The forum is successfully encouraging students to explore science, technology, engineering and maths – subjects which are of great importance for many of the Emirate's new industries.

2 Read the article in detail. Decide if the sentences are true (T) or false (F).

- 1 The Mubadala Youth Forum is a conference for all students in the Middle East.
- 2 The event is open to anyone who is looking for a job.
- 3 After the forum, students have a better idea of what jobs are available.
- 4 The visit to Masdar City was organised by Abu Dhabi University.
- 5 New Emirati industries need people skilled in maths.

F
F
T
F
T

3 Match the words from the article (1–5) to their meaning (a–e).

- | | | |
|--------------|----------|---|
| 1 optimism | c | a relating to professional training in special skills |
| 2 forum | e | b an area of work |
| 3 vocational | a | c hopefulness and cheerfulness |
| 4 sector | b | d a change from one situation to another |
| 5 transition | d | e a meeting where people can discuss topics of interest |

4 Answer the quiz questions below. Then, add up your score. Which might your ideal career be?

routine actions.

2 Listen to the interview again and decide if the statements below are true (T), false (F) or there is no information (NI).

- 1 Areej chose to teach primary because she believes it's easier.
- 2 She thinks seeing children achieving is motivating for teachers.
- 3 Areej thinks being a teacher is the best job compared to others.
- 4 Areej thinks that loving your job is important to become good at doing it.

F
T
NI
T

Writing and speaking

3 Write notes about your favourite teacher. Think about why you enjoy his or her lessons. Do you think he or she has a difficult job? Compare and discuss your ideas with a partner.

Example:

*Maths teacher Grade 7:
very friendly / allowed us to teach each other
worked very long hours
some students misbehaved / made her job difficult*

Reading and writing

4 Read the text opposite and underline the key points. Write a two-line summary.

Writing

The UAE needs 75 000 teachers

A report published in 2014 suggests that the UAE is in need of around 75 000 new teachers. The study conducted by Dubai

PACKHAM'S EMPLOYMENT AGENCY – employment request form

Date: Example 14th June
Name: Jassim Mkere 1
Address: Westall 2 College, 4 Downlands Rd
Town: Bristol
Postcode: BS8 3
Date of birth: 2/12/1996 4
Work experience: Worked in travel agency – duties:
answered the telephone
wrote emails to clients
Availability: weekend 7
Contact details: Mobile: 0508725213
Email: jassimm@yahoo.com



Reading

2 Read the passage and answer the question below.

Reading strategy

Before you read a text, read the questions and underline key words.

A workaholic economy

Free time seems reserved mostly for the unemployed and underemployed. In fact, working hours have increased since 1970. Shops are now filled with books describing time and cope with stress

hire one more worker to do the same 40-hour job. When people are on a fixed salary, their cost to a firm is the same whether they spend 35 hours a week in the office or 70. Therefore, it is more profitable for employers to work

workers for more hours and at the same time encourage workers to spend more time on the job. For example, the way salaries are organised make it more profitable to ask 40 employees to work an extra hour each than to



whether staff are needed in a company by counting the number of hours they work. Employees know this, so they accept working long days.

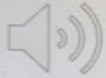
The writer mentions a number of reasons why employees are working longer hours. Which three of the following reasons are mentioned?

- a Books are available to help employees cope with stress.
- b Extra work is offered to existing employees.**
- c It's less expensive to make staff work more than to employ new staff.**
- d Overworked employees need longer to do their work.
- e Managers look at how many hours employees stay at work.**
- f Employees think a family is more important than a career.

Lessons 9–10 **Health care professionals**

- Do you like going to the doctor's?
- What type of healthcare professional would you like to be?
- Are there any healthcare professionals in your family? Do they like their job?

1 Think of as many jobs as you can related to healthcare. Look at the photographs for examples.



Listening 51

2 Listen to the talk. Decide whether the speaker is:

- a a medical student
- b an experienced doctor**
- c a hospital manager

3 Listen again. Complete the table with the advantages and disadvantages of being a doctor.

Advantages	Disadvantages
<p><i>satisfying</i></p> <p>rewarding</p> <p>you get to help people</p>	<p>tiring</p> <p>huge responsibility</p> <p>demanding</p> <p>stressful</p>

Can you think of any more advantages or disadvantages to being a doctor?

4 Look at the extract opposite from the talk. Underline the sentences containing *can*. What does the use of *can* here show?

- a** general ideas about what is possible when you are a doctor
- b** the ability of doctors to do things
- c** what doctors are or aren't allowed to do

Listen to your teacher. What do you notice about the way they say *can*? Is it stressed or unstressed?

Language tip

There are many different uses for *can*. Every time you learn a new use, write it down in a special grammar section in your notebook.

You will spend a lot of time over, at least, the next six years learning about the human body, and developing your skills in researching and analysing symptoms. Being a doctor can be rewarding. When you become a doctor, there will be days when you go to sleep at night feeling satisfied with your achievements. But, being a doctor can also be very tiring. There will be sleepless nights filled with deep thought and feelings of huge responsibility. Being a doctor can also be very stressful.

When you're a doctor, you are always working. Even when you are on vacation, and not in your clinic or hospital, you will carry the responsibility of using your knowledge and experience to help others. Being a doctor can be very demanding.

Speaking

- 5** Look at your role and think about what you want to say.
- **Student A:** Choose one of the medical professions below and convince your partner to study in this field.

Speaking tip

When talking about advantages, you can say *One good thing about this job is that the salary...*

involve visas, a travel agent might be the best choice. If something goes wrong; there's an emergency or you need to cancel, travel agents are a safety net. They will usually give you your money back for a small fee.

Finally, most travel agents won't charge you for their work; they are paid by the hotels and tours, so it won't cost you anything to try them.

1 Skim-read the article and choose the best title.

- a Why planning a holiday online is difficult
- b Why you still need a travel agent**
- c How travel agents do their job

2 Read the article again carefully and answer the questions.

- 1 Why does it seem like travel agents aren't needed anymore?
- 2 What examples of specialised trips does the article include?
- 3 Are the options provided by travel agents the same as the Internet?
- 4 Will it cost you anything to cancel if you book with a travel agent?
- 5 How do travel agents make money and get paid?

- 1- Because many people use the internet to arrange trips.
- 2- All-inclusive, world cruises and adventure holiday.
- 3- No, travel agents find packages you can't find online, or that might be difficult to find.
- 4- A small fee.
- 5- From hotels and tours

Writing

- 3** Look at the different travel and tourism jobs below. What do you know about them? What would be the advantages of doing one of these jobs?

Hotel manager



In today's issue, we're interviewing Dr John Grey, a career planning specialist at the Ministry of Labour.

Magazine: Many schools and universities are now asking students to think about career plans. Can you tell us about this, please?

Dr Grey: Yes. A career plan is something very important in a jobseeker's life. It helps them to work towards their aims. It should include realistic goals and objectives that can be accomplished in the near future. It also needs to include both internal and external challenges. It's a plan that's always evolving and changing.

Magazine: Would you be able to give our readers a few tips about what they need to do when planning their career?

Dr Grey: Well, to help with career planning, you need to try to do the following things:

- Think about your lifestyle now and if you're happy with it. Think about the

lifestyle you want. Do you want a relaxed, slow-paced job? Or do you prefer a hectic job that might, for example, need a lot of travel?

- Think of activities you like and dislike doing. Make a list. It might be a small task like writing notes, or a big one like helping a family member install furniture.
- Think about your interests and what makes you happy. Try to remember any volunteer work you have done or a time you had a summer job. Was there something you liked? If not, have you read about a job that seemed interesting to you?
- Think about your personality? Do you like to be around people or alone? Do you like to sit behind a desk or move around?
- Think about your dream job. Think of its advantages and disadvantages. Don't be too positive; remember to think about the negative aspects of the job.

Once you've completed these steps, you will have a better idea of who you are and what career you should aim for. With this in mind, the final step is developing a plan for achieving your goal.

1 Skim-read the article. What is the main topic of the interview?
 a The best jobs to apply for **b Tips for career planning** c How to research the best job

2 Read the interview carefully and answer the questions.
 1 According to Dr Grey, what two things need to be included in a career plan?
 2 Why is thinking about your lifestyle important when career planning?
 3 Why does Dr Grey suggest you think about a job you may have done in the past?
 4 Dr Grey encourages readers to think about the negative side of dream jobs, why?

- 1- Realistic goals and objectives, and internal and external challenges.
- 2- Because it helps you decide if a job is suitable for you.
- 3- Because it may tell you what jobs you do or don't enjoy.
- 4- To be realistic and prepare yourself for the job.

Magazine

and changing.
Would you be able to give our readers a few tips about what they need to do when planning their career?

Dr Grey:

Well, to help with career planning, you need to try to do the following things:

- Think about your lifestyle now and if you're happy with it. Think about the

- Think about your dream job. Think of its advantages and disadvantages. Don't be too positive; remember to think about the negative aspects of the job.

Once you've completed these steps, you will have a better idea of who you are and what career you should aim for. With this in mind, the final step is developing a plan for achieving your goal.

5- Because it may tell you what jobs you do or don't enjoy.

4- To be realistic and prepare yourself for the job.

Listening 52

- 3 Listen to part of a lecture by a career planning agency manager. Complete the gaps (1-7). Not all of the lecture is shown.

During the process you will probably¹ have to go back and forth to steps since this plan² needs to be updated with time.

The first step you need to take is to research³ the career or job you hope to get.

Start by thinking about comfort. Will this job be very tiring⁴?

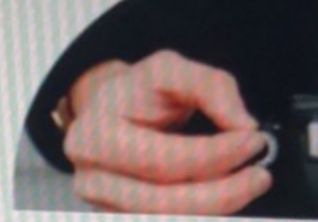
Job advertisements will not announce the negative⁵ side of a job; this is for you to find out.

Look at the basic qualifications⁶ you need for the job, do you have them?

Having these will give you an advantage⁷ over other applicants and give you a strong start in the career you're aiming for.



- engineer
- teacher
- office manager
- event planner
- bank employee



Lesson 15 Review



Listening 53

- 1 Listen and complete the sentences with **one word in each gap.**
- 1 When you are stressed at work you need to have optimism¹ and a positive attitude to continue your job.
- 2 Ahmad found the transition² from marketing to the advertising field challenging.
- 3 The public and private sectors³ have different rules for employment.
- 4 I'm going to attend the entrepreneurs' forum⁴ in London this year; over 1000 people are going to attend!
- 5 Never choose a vocation⁵ just because you can make a lot of money; you might not enjoy it.

Vocabulary

- 3 The place or country that you are travelling

- 3 The public and private sectors³ have different rules for employment.
- 4 I'm going to attend the entrepreneurs' forum⁴ in London this year; over 1000 people are going to attend!
- 5 Never choose a vocation⁵ just because you can make a lot of money; you might not enjoy it.

Vocabulary

2 In groups, answer the questions about medical topics.

- 1 Name the doctor that fixes teeth. dentist
- 2 Name the person who uses massage as a form of therapy. physiotherapist
- 3 What do you call sneezing, nausea, a fever, etc.? symptoms
- 4 Name the person who develops special diets. nutritionist
- 5 Name the doctor that helps improve the performance of the teeth, jaw and face. orthodontist

3 In groups, finish these sentences with words from lessons 11-12.

- 1 The person that helps you plan your holidays is a travel agent
- 2 Abu Dhabi to London, to New York, to London and back to Abu Dhabi is the itinerary for the trip.

- 3 The place or country that you are travelling to is called your destination
- 4 To get from London to Dubai, you have change at Paris. So you get a connecting flight.
- 5 Tourists come to the UAE to see the Burj Khalifa, the Arab Gulf and the Emirates palace. This activity is called sightseeing

Use of English

- 4 Complete the sentences with the verb in brackets in the present perfect or past simple.

has worked

Complete these sentences with words from lessons 11–12.

- 1 The person that helps you plan your holidays is a travel agent.
- 2 Abu Dhabi to London, to New York, to London and back to Abu Dhabi is the itinerary for the trip.

Use of English

4 Complete the sentences with the verb in brackets in the present perfect or past simple.

- 1 The new marketing manager has worked (work) in the field for over 15 years.
- 2 She's very comfortable travelling for business. She travelled (travel) to around 23 countries in her last job.
- 3 I visited (visit) France in 2010.
- 4 has Kareem ever attended (attend) a forum before?
- 5 Laila has written (write) many business plans since she joined us.

5 Change the sentences into indirect speech.

- 1 Layla: 'I want to find a new job.'
Layla said she Layla said she wanted to find a new job.
- 2 Waleed: 'I love planning vacations for my clients.'
Waleed said he loved planning vacations for his clients.
- 3 Amjad: 'It's hard to work long hours at a hospital.'
Amjad said it was hard to work long hours at a hospital.
- 4 Asma: 'I think working with children everyday is amazing.'
Asma said she thought working with children every day was amazing.
- 5 Rawan: 'I drive for almost an hour everyday to get to work.'
Rawan said she drove for almost an hour every day to get to work.

Lessons 16–17 Project 21st

- What skills do you need to do these jobs in the tourist industry?



Reading

1 Below is a list of the information you will usually see in brochures. Look at the example. How many of the things can you see? Tick the boxes.

- A front cover
- Further information/links section
- Graphic information
- Headings
- Pictures
- Short text in paragraphs
- Statistics
- Testimonials from satisfied people

Brochures are normally used to: give information or persuade people to do something



Speaking

2 Match the phrases to the correct category. Use these phrases to help you work as a group.

- How do you feel about that?
- All right, that's a good idea.
- Umm ... what's wrong with the other way?
- Let's ... Have you thought about ... ?
- What's your view on this?
- Can I help?
- Oh come on! That's not going to work.
- Let me do that.

Speaking

- 2 Match the phrases to the correct category.
Use these phrases to help you work as a group.

How do you feel about that? What's your view on this?
All right, that's a good idea. Can I help? Let me do that.
Oh come on! That's not going to work.
Umm ... what's wrong with the other way?
Let's ... Have you thought about ... ?

Making offers:

Did you need a hand with that?

Can I help? Let me do that.

Making suggestions:

Why don't we ... ?

Let's ... Have you thought about ... ?

Requesting opinions:

What do you think about that?

What's your view on this? How do you feel about that?

Reacting to suggestions:

Yes, you're right.

Really? I'm not so sure.

All right, that's a good idea.

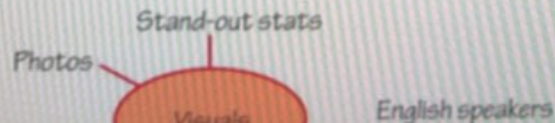
Umm ... what's wrong with the other way?

Oh come on! That's not going to work.

Writing

- 3 Your guide to producing a brochure.
- Discuss your target audience. Ask yourselves, what kind of ...
 - people is our brochure aimed at?
 - information do they need to know?
 - visuals will catch the reader's attention?
 - tone should we use to write the texts?

Draw a mind map of the brochure's structure so you can organise your ideas better.



Writing

3 Your guide to producing a brochure.

- a Discuss your target audience. Ask yourselves, what kind of ...
- people is our brochure aimed at?
 - information do they need to know?
 - visuals will catch the reader's attention?
 - tone should we use to write the texts?

Draw a mind map of the brochure's structure so you can organise your ideas better.



- b Gather information.
- Search the Internet; identify good sources of information; look back at lessons 11-12.
- c Editorial meeting.
- Share the information you found.
 - Modify your mind map as necessary; draw the brochure layout.

side 1

side 2

cover

testimonials