UNIT 7

Making Connections



How can we communicate effectively?

8 DECENT WORK AND ECONOMIC GROWTH

In this unit, you will:

- Read a listicle about a virtual influencer.
- Listen to an interview with a radio DJ.
- Practice introducing a presentation.
- Write your own story.
- Make a fact file about a way of communicating to present to the class.

Discuss the questions in class.

Kahoot!

1 What do you think the girl is saying? What do you think the different colors mean?

2 Think about your last conversation. What did you use to communicate?

avatar (on computer game)
body language/gestures emoji meme
phone call sign language text message
video call voice message

Objectives: Learn and practice vocabulary related to working in communication.

Activate Complete the questions with the words in the box. Ask and answer with a partner.

blogger followers friends

1 How many _____ do you have on social media?
2 What would you write about if you were a _____ ?
3 Are most of your online _____ in the same class as you?

1 38 **Look at pictures A-D and match them to a job on the list. Check any words you don't know in a dictionary. Listen and repeat.**









audio engineer _____
camera operator _____
movie/news director _____
influencer _____
makeup artist _____
news anchor _____
radio DJ _____
social media manager _____
sports commentator _____
weather forecaster _____

2 39 **Listen and identify the jobs. Which would you like to do?**

_____

_____

3 40 **Read and listen to the article. How are Joon and Monica different from other news anchors?**

_____

_____

Joon and Monica are news anchors. They both **broadcast** the evening news, and Monica **presents** a talk show too. After their first program, thousands of viewers **reposted** their news video, and both of the news anchors **went viral.** If you **google** them, you'll find out why. Joon and Monica aren't real – they're virtual anchors. As people **spread** the story, discussions about AI started to **trend** on social media. Many people couldn't tell the difference between Joon and Monica and real news anchors. Can you?

4 Look at the words in bold in the text. Write the words we use to ...

1 give information _____,
_____
2 show more and more people know about something _____,
_____
3 find out about something _____,
_____

Ace the Exam

5 Look at the photos in exercise 1 again. Do the task in pairs.

Talk about the different jobs in the photos and say which would be the most interesting one to research for a class presentation.

7 Reading A Listicle

Objectives: Read the listicle about Lil Miquela, practice predicting content from headings and deciding whether content is true or false.

1 Look at the photos and the heading. What do you think the listicle will be about? Circle 1, 2, or 3.

1 How to be an influencer
2 The success of a virtual star
3 Safety on the internet

2 Quickly read the article and check your ideas.

3 41 Read and listen to the listicle again. Write T (True), F (False), or DS (Doesn't Say).

1 The company designed Lil Miquela to appeal to people of all ages. _____
2 Some of her followers thought she was a human being. _____
3 Companies believe typical influencers are still better. _____
4 CGI influencers are less expensive than real influencers. _____
5 Lil Miquela has also appeared in TV shows. _____

Learning to Learn *If you don't know what a word means, ask yourself: What type of word is it (adjective, noun, etc.)? Is there a prefix? What words come before and after? How do they help you to understand the word?*

4 Look at words 1–4 from the listicle. Tell a partner what type of words they are. Then match them with their meanings a–d.

1 shocked _____
2 dissimilar _____
3 brand ambassador _____
4 trust _____

a a famous person who promotes a product or company
b to believe that someone or something tells the truth
c different
d very surprised

5 **Critical Thinker** Read the following facts about digital people in communication and discuss in pairs. Which do you think are advantages and disadvantages? Can you think of any others?

- They can work 24 hours.
- You might think they're real people.
- They take real people's jobs.
- They never make mistakes.
- They're cheaper than real people.





Five Things You Might Not Know About ...

Lil Miquela

Twenty-one-year-old Lil Miquela is an influencer, a model, and a popstar with millions of followers on TikTok and Instagram. Want to know more? Check out these facts!

#1 Lil Miquela often goes to fashion shows and music festivals, has interviewed stars like Rosalia, and has been **brand ambassador** for Calvin Klein and Prada. Her posts often go viral.

#2 Although Lil Miquela looks human, she's actually a CGI or computer-generated image. An AI company called Brud created her voice, appearance, and movements, and she's designed to appeal to young people.

#3 When she posted that she wasn't human but a robot, some fans were **shocked**. They had listened to her advice and had bought products that she'd recommended because they thought she was real.

#4 Lil Miquela has appeared on *TIME* Magazine's list of the 25 most influential people on the internet! In some ways, she isn't **dissimilar** to real influencers: she has a perfect lifestyle and uses the same techniques to persuade us. But for companies, Lil Miquela is possibly better than a real influencer. She's cheaper, works all the time, always looks perfect and never says the wrong thing!

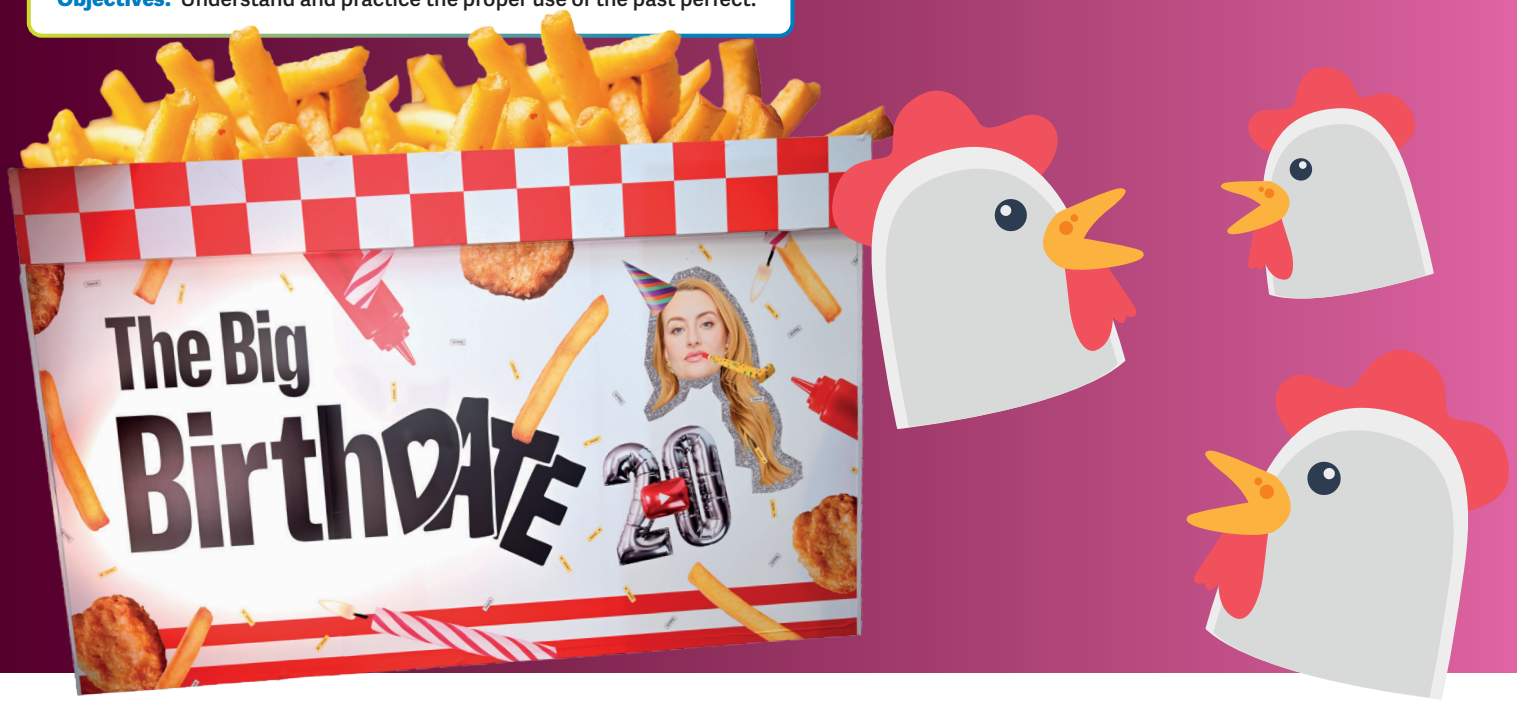
#5 Millions of people still follow Lil Miquela. They know she isn't real, but they like her in the same way that they like a character in a movie or a TV show. In other words, she's a very good actor!

Today, we use CGIs everywhere, from memojis in our text messages to avatars in our online games. But these memojis and avatars often represent real people. Lil Miquela is different: She represents a company. So, should we follow these CGI influencers? Should we **trust** them and believe what they tell us? In a 'mixed reality' world, what is real and what is fake?



7 Grammar Past Perfect

Objectives: Understand and practice the proper use of the past perfect.



1 What do you think red carpet correspondents do? Tell a partner. Then read the article about Amelia Dimoldenberg's dream job and check your answer.

Amelia Dimoldenberg

Red Carpet Correspondent

In her YouTube series *Chicken Shop Date*, Amelia Dimoldenberg interviews celebrities in fried chicken restaurants 🍗. Recently, she went to the Oscars as a red carpet correspondent!

#1 The week before

Amelia had organized pre-Oscar interviews with famous actors. **1** She had flown to LA the day before the interviews, so she was tired!

#2 The morning before

Amelia appeared on the talk show *Good Morning America.* **2** By the time it started at 6:00 am, she had already posted videos on TikTok! **3** After the talk show had finished, she got ready for a celebrity party. **4** When she got to the party, she had been awake for 16 hours!

#3 The day of the Oscars

Amelia had researched information about each star. She had written lots of questions for them on cue cards. By the time she finished her interviews, she had spoken to over 25 people, including Billie Eilish and Florence Pugh. Unfortunately, she hadn't interviewed her favorite actress, Emma Stone, but she'd played the game 'rock, paper, scissors' with Dwayne 'The Rock' Johnson! How cool is that?

2 Read examples 1–4 in the text. Complete the rules below with one word or one phrase.

We use the past perfect to talk about one past action or event that happened **1** _____ another past action or event.

We form the past perfect with subject + **2** _____ or *hadn't* + past participle.

We can use *before, after, when,* and **3** _____ in sentences with the past perfect.

3 **Complete the sentences with the past perfect form of the verbs in brackets.**

1 *Chicken Shop Date* _____ **(begin)** as a funny column in a youth magazine.
2 Before she started *Chicken Shop Date*, Amelia _____ **(study)** art and design at college.
3 Last year, Amelia had over two million followers, but she _____ **(not plan)** to become a YouTuber.
4 When she became a red carpet correspondent, she _____ already _____ **(interview)** hundreds of celebrities.
5 After the Oscars _____ **(end)**, Amelia flew back to London to interview another celebrity.

4 **Write questions about Amelia's day at the Oscars. Use the past perfect.**

1 What / Amelia / research / before?

_____

2 What / she / write / on cue cards?

_____

3 By the time the Oscars were over / how many / people / she / speak to?

_____

4 Who / she / not interview?

_____

5 What game / she / play / with 'The Rock'?

_____

5 **Read again about Amelia and the Oscars. Ask and answer the questions in exercise 4 with a partner.**

Grammar Practice

CLIL Byte **Culture Byte**

Txai Suruí

Txai Suruí is an influencer and Indigenous climate activist from the Amazon in Brazil. She uses her growing social media presence to fight for climate justice and support Indigenous culture. Txai gives face-to-face presentations at events and also online where her posts and presentations go viral. Before she spoke at the United Nations' climate change convention (COP26) in Glasgow, Scotland, she already had a strong digital voice, spreading messages of hope, responsibility, and action. She believes that if leaders had acted sooner, many more rainforests would have been saved.



Can you name an influencer from your country that used social media to fight for a good cause? Imagine you are a successful influencer: what would you choose to talk about to make the world a better place?

7 Vocabulary Words Related to Communication

Objectives: Learn and practice verbs related to communication.

1 42 Read and listen to the messages. Write the phrasal verbs 1–7 next to their correct meaning a–g.

I love *Chicken Shop Date* – it really **1 cheers** me **up**!

I've **2 talked** my parents **into** getting me a phone. I need it to keep in touch!

I **3 meet up** with friends face-to-face, but we also **4 hang out** online.

You can talk to people you have something in common with on social media. In our band's group chat, we **5 work out** when we can get together and practice.

My parents **6 set up** restrictions on my phone. I tried to **7 talk** them **out of** it, but they are worried about my screen time.



a to persuade somebody to do something _____
b to spend time somewhere _____
c to persuade somebody not to do something _____
d to meet someone in order to do something _____
e to start or arrange something _____
f to find a solution to something _____
g to make someone happy _____

2 **Underline the correct option. Ask and answer.**

1 Where do you hang **up/out** with your friends?
2 How often do your friends talk you **into/around** doing something?
3 Have you ever set **out/up** a group chat? What for?
4 How often do you meet **up/out** with your friends?
5 Which YouTubers do you watch because they cheer you **up/on**?

3 **Complete the first part of sentences 1–5 with the underlined words in exercise 1. Then complete the second part so that they are true for you.**

1 I keep in _____ with my friends by using _____.
2 I think that face-to-_____ communication is _____.
3 When I have something in _____ with someone, _____.
4 I get _____ with friends at/in/on _____.
5 The amount of screen _____ I have is _____.

Ace the Exam

4 **For each sentence, write the correct answer. Write one word for each gap.**

I keep **1**_____ touch with my old friends by using social media. I enjoy gaming because I like meeting new people and often find someone I have something in common **2**_____. But face- **3**_____-face communication is really important, too. That's why I always get **4**_____ with my friends over the weekend. We usually hang **5**_____ in town or in the park.

Vocabulary Practice

Project Preparation

- Make a list of the pros and cons of face-to-face communication.



A Radio Interview Listening 7

Objectives: Listen to a radio interview to understand details about a person's job and apply strategies to answer multiple choice questions.

1 43 Look at the photo. What job is she doing? Put a check next to the tasks you think she does. Listen and check.

1 talk to people on the street ____
2 do interviews on air ____
3 record videos ____
4 do research ____
5 read the news ____
6 post on social media ____
7 live broadcasts ____
8 record music ____

Learning to Learn *When you answer multiple-choice questions ...*

- *read the beginning of the sentence (the stem) and turn it into a question.*
- *listen and write down the answer to the question.*
- *choose the option that is closest to your answer.*

2 Read and complete questions 1–5.

1 As part of her job, Tahlia ... →
What does Tahlia do as part of her job?

2 The part of her job that she enjoys most is ... →
What part of her job does she _____
_____?

3 Tahlia spends a third of her time on ... →
What does Tahlia spend _____?

4 Tahlia says she could work as ... →
What does _____?

5 Tahlia's biggest fear is ... →
What is _____?

3 Listen again and write short answers to the questions in exercise 2.

1 _____
2 _____
3 _____
4 _____
5 _____

Ace the Exam

4 Listen again. You will hear Tahlia talking about her job. For each questions, choose the correct answer.

1 As part of her job, Tahlia ...
a records shows in advance.
b works over the weekend.
c googles news events.

2 The part of her job that she enjoys most is ...
a recording videos.
b choosing songs.
c broadcasting live.

3 Tahlia spends a third of her time ...
a preparing her show.
b making social media posts.
c broadcasting shows.

4 Tahlia says she could work as ...
a a news anchor.
b an influencer.
c a social media manager.

5 Tahlia's biggest fear is ...
a making a mistake on air.
b talking to people on air.
c talking too much on air.

Social & Emotional Learning CASEL

Self-management
Use planning and organizational skills to help you achieve your dreams.

5 In what ways can organizational skills help you to achieve your dreams?

_____
_____
_____
_____

6 Would you like to do Tahlia's job? Do you have the organizational skills needed for that job? Discuss with a partner.

7 Grammar Third Conditional

Grammar ON SCREEN

Objectives: Understand how to form and practice the use of the third conditional.

Louis Braille was born in France in 1809. When he was a child, he had an accident in his father's workshop and hurt his eyes.

Louis couldn't see, but he went to school and listened to lessons. In the evening, he played dominoes with his mother by feeling and counting the dots. If he hadn't played dominoes, perhaps he wouldn't have invented Braille!

When Louis was 10, his parents sent him to school in Paris. At school, he learned a special language for blind students called 'night writing.' Night writing was long and complicated. If it had been simpler, Louis would have used it. Instead, he invented Braille!

Louis was only 15 when he created his simple language with six dots. Today, Braille is used by blind people all over the world!



1 **Read about Louis Braille and answer.**

1 What language did he invent? _____ 2 How old was he when he invented it? _____

2 **Look at the examples in bold in the text. Read the rules in sentences 1–3 and underline the correct option.**

Third conditional

if + past perfect tense + *would (not)* + *have* + past participle

We use the third conditional to talk about something ...

1 **in the past/in the present/in the future.**
2 **that really happened/that didn't happen.**
3 **when we know the result/when we imagine the result.**

3 **Complete the sentences about Louis Braille. Use the correct form of the verbs in brackets.**

1 If he *hadn't been* **(not be)** in his father's workshop, he _____ **(not have)** an accident.
2 He _____ **(not learn)** dominoes if his mother _____ **(not play)** the game.
3 He _____ **(not invent)** Braille if he _____ **(find)** night writing easy.
4 He _____ **(not help)** so many people if he _____ **(not become)** a teacher.

4 **Write questions in the third conditional. Ask and answer with a partner.**

1 What language / you / learn / if you / not study English?
_____
2 What / you / do / if you / lose your phone yesterday?
_____
3 If you / have the choice / you / go to a different school?
_____
4 If you / be / born in 1990, / how / your life / be / different?
_____

Grammar Practice 1 2

Project Preparation

- Reflect on the types of communication in this unit. Which do you think is the most likely to cause miscommunications and why?

Pronunciation Connected speech in conditional sentences (2) page 133

Objectives: Analyze a presentation to learn how to introduce yourself, make it interesting, and explain your purpose.



1 Look at the text message exchange between a teenager (Kate) and her mom. What is the misunderstanding? Tell a partner.

Hi Kate. What does IDK, LY, and TTYL mean?

I don't know, love you, talk to you later.

OK, I'll ask your sister.

2 44 Listen to Maya's introduction to a presentation. What example of misunderstanding does she use?

_____

3 Listen again. Underline the phrase in the Phrase Bank that you do not hear.

PHRASE BANK

Introducing yourself

Hello, my name is ...

Good morning, I'm ...

Today I'm going to talk about ...

Making it interesting

Did you know that ... ?

It's a fact that ...

Raise your hand if ...

What you are going to talk about

In this presentation, I'm going to talk about ...

Hello, my name is Maya and I'm a student at Hendon School. **1** _____ I'm going to talk about communication.

Did you **2** _____ that six million emojis are sent every minute? Unbelievable! Think about how many emojis you have sent today. Raise your **3** _____ if it's more than ten!

It's a **4** _____ that we are more connected than ever before, but is communication easier? Last weekend, I texted my friend Tom and told him I wasn't feeling well. He replied with a 'crying with laughter' emoji instead of a 'crying' emoji. Luckily, I knew what he wanted to say!

So, in this **5** _____, I'm going to talk about emojis and how they help us communicate (or not!).

4 Complete the introduction with the missing words.

Learning to Learn *Get your audience's attention by starting with an interesting statement, telling a story, asking a question, or asking them to respond.*

5 Find an example of each technique in Maya's introduction.

a an interesting statement _____

b a story _____

c a question or an instruction _____

It's YOUR turn

Create an introduction to a presentation about communication. Go to the Workbook and choose how much help you need.

- Decide on a topic: it could be the pros and cons of using avatars, the advantages of face-to-face communication, or how learning languages helps us.
- Remember to use expressions from the Phrase Bank.

Prepare → Do (A lot of help / A little help / No help) → Share → Evaluate

GLOBAL SCHOOLS

7 Writing A Story

Objectives: Analyze a model and produce a story with different past tenses and correct story development.



Your English teacher has asked you to write a story. Your story must begin with:
Karl wrote a message, put it in a bottle, and threw it into the sea.
Write your **story.**

start your story with the sentence from the task, and then add one or two sentences so you have the beginning of your story

Karl wrote a message, put it in a bottle, and threw it into the sea. Karl was a fisher and he was bored and lonely. His message was: 'to someone kind and far away,' and he hoped someone would find it.

Two years later, another fisher found Karl's bottle on a beach a long way away. She gave it to her daughter, Maria. As soon as Maria read the letter, she decided to write back. Karl had added his address to the message before he threw the bottle into the sea. He wanted someone to reply.

When Karl got Maria's letter, he was happy and surprised. He wrote back to Maria and they began to get to know each other.

A few years later, Karl went to visit Maria and met her family. In the end, they fell in love and got married! If Karl hadn't sent a message in a bottle, he wouldn't have met the love of his life.

use sequencing words to order events

use past tenses to tell your story (simple past, past perfect, and past progressive)

the next two paragraphs should develop the story

make sure your story has an ending that could be happy, surprising, sad, or funny!



1 Ask and answer with a partner.

1 Who is the main character?
2 Why do you think he wrote a message?
3 What do you think he wrote?
4 What happened next?

2 Read the story and write an answer. Compare them with a partner.

1 Did anyone find the message?

_____

2 What did they do?

_____

3 Put the events from the story a–f in the correct order.

a Karl was bored. _____
b Karl went to visit Maria. _____
c Karl and Maria fell in love. _____
d Maria wrote a letter to Karl. _____
e Maria's mother found the bottle. _____
f Karl wrote a message in a bottle and added his address. _____

Learning to Learn *When you tell a story, you need to show the order of events. Events can follow a chronological sequence, they can happen at the same time, or they can happen before other events.*

4 **Complete the list with words from the story.**

Use these words with events that happen …

in a sequence: first, then, finally, after, next, _____ **before other events:** a few days/years/hours earlier, _____ **at the same time as other events:** while, _____, quickly, one after the other, _____

5 **Read the story below and number the paragraphs in the correct order.**

___ **A** They went to the study together, and when Daniel tried the key, the drawer clicked open. Inside, there was a photograph of Daniel as a baby in the arms of his great-grandfather. Daniel didn't remember him because he had died several years earlier. Under the photo, they found a letter addressed *To my great-grandson Daniel* and a small memory book filled with stories and moments from his great-grandfather's life that he wanted to share.

___ **B** Daniel found a key he had never seen before, and there was no label on it. He tried several drawers and doors around the house, but it didn't fit anywhere.

___ **C** He spent hours going through the book and the pictures. It warmed his heart to feel his great-grandfather's love reaching him after many years.

___ **D** Later that afternoon, he showed it to his mom. She looked surprised and said she had tried to open a locked drawer in an old desk for years, but didn't want to damage it. Maybe …?

6 **Match each paragraph (A–D) to its purpose.**

1 Beginning: introduces the situation and main event ___

2 A moment that changes the story ___

3 Development: the discovery ___

4 Ending: feelings or result ___

7 **Write two or three sentences describing in your own words what Daniel found in the drawer and what he did with the object. Use one sequence word to explain the order of the events.**

_____

_____

_____

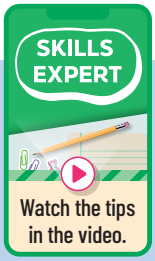
_____



It's YOUR turn

Write a story that begins: *Carrie wrote a funny message to her best friend, but she accidentally sent it to the wrong person!* Go to the Workbook and choose how much help you need.

Prepare → Do (A lot of help / A little help / No help) → Share → Evaluate



7 Project

Make a fact file about a way of communicating.

Step 1: Get Ready

1 In your project preparation tasks, you made a list of pros and cons of face-to-face communication and reflected on types of communication. Share your ideas with a partner and decide if you will make your project about a face-to-face form of communication or if you will choose something different. You can choose a form explored in this unit or suggest another one. Write your decision.

Our fact file will be about: _____

Model Project:

Emoji Planet

Watch an example of how to rehearse a presentation.

Emojis have changed the way we communicate! They're used by people all over the world, so keeping in touch is easy … and fun. 👍 How many are sent every day? A cool ten billion! Check out more amazing emoji facts!

#1 Japanese designer Shigetaka Kurita created the first emojis in 1997.

#2 The world's most popular emoji is 'crying with laughter'. 😂 The most popular food emoji is … 'Birthday cake.' 🎂

#3 Strange but true: you can read Shakespeare's Romeo and Juliet … in emoji! Or watch an emoji movie.

#4 There are 3,782 official emojis … and counting!

#5 Every year, there is a special World Emoji Day. It's celebrated on July 17.



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Step 2: Plan

2 Work together to decide the questions you want to answer in your fact file. For example: What is it? Who created it? Who uses it? Why is it popular?

3 Research information about your topic and write down five surprising facts. Remember to cross reference your facts.





Step 3: Create

4 **Look at the model project's organization, pictures, and content. Use your ideas in Step 2 to make your own fact file.**

- Include a title that tells the reader what the fact file is about.
- Write an introduction to the topic.
- Include surprising facts. Don't make things up!
- Find more than one source for the facts you research.
- Include photos and artwork to illustrate the information.

5 **Present your fact file to your class or your partner. Use the video to help you.**

Step 4: Peer Assessment

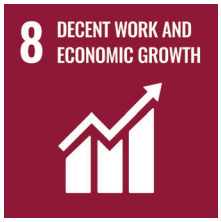
Complete the checklist as you look at a classmate's project.

- **Creativity:** Is it attractive and well-designed?
- **Content:** Does it include interesting facts? Have the facts been properly researched?
- **Presentation:** Is the presentation clear and easy to understand?
- **Language:** Are grammar and vocabulary used correctly? Give examples.

Step 5: Reflect

Think about Unit 7 and answer the question.

How can we communicate effectively?



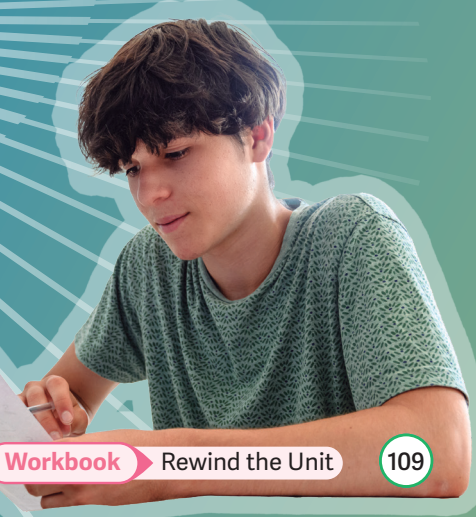
Unit 7 Review

How do you want to review what you learned in this unit?

Get creative

Me time

YOU Choose



Fun and games

Game