

LET'S START!

Look at the picture. Discuss how each word represents success.

UNIT 1

Success

VISION
EDUCATION
OBJECTIVES
ETHICS
STRATEGY
INSPIRATION
PARTNERSHIP

UNIT OBJECTIVES

- Listen to people talking about their idols
- Discuss candidates for a success balloon
- Read a self-help leaflet
- Write a biography about someone you admire
- Present an award ceremony

Discuss.

- 1 Is success something internal or is it something everybody can see?
- 2 Share examples of what you consider to be successes in your life or someone else's life.

LANGUAGE BUILDER

A Match the phrasal verbs to their definitions.

carry off devote oneself to (sth) lead up to push on
see (sth) through stem from succeed in toughen up vouch for

- 1 be caused by something _____
- 2 succeed in doing something difficult _____
- 3 invest time and energy into a specific task _____
- 4 continue, keep going _____
- 5 complete an undertaking, continue until the end _____
- 6 be successful in something _____
- 7 become emotionally or physically stronger _____
- 8 result in, cause after a series of events _____
- 9 give a seal of approval _____

C Complete the paragraph with the correct form of phrasal verbs in A.

Nine years of confiscated Halloween candy (1) _____ the business brainchild of young Nicky Bronner, just 12 at the time. The idea (2) _____ Nicky trying to prove that the candy he so much wanted to eat wasn't that bad. But the only thing Nicky (3) _____ proving, after reading all the labels, was that candy bars really are bad for you. Since then, with the help of his father, he (4) _____ creating healthy candy. It was far from easy to get the right combination of good ingredients, and to master the taste, but despite the difficulties he (5) _____, teaming up with chef Adam Melonas, to (6) _____ its completion _____, the 'perfect-in-every-way' candy bar. And by the age of 15, with a lot of investment, he (7) _____ the feat _____. Many celebrities (8) _____ the fact that his candy bars are delicious—much better for you than other types of candy—and do not contain any of the processed ingredients one should avoid. Look for *Unreal Candy* in a shop near you.

D Track 2 Listen and circle the correct answers.

- 1 What does Dan think about Milton's new job position?
 - a He deserves it and he's pleased for him.
 - b He's jealous and wishes he had applied.
 - c He feels he is too young for it and was unfairly employed.
- 2 Milton is someone who _____.
 - a has good connections
 - b is witty and intelligent
 - c can always see a project through
- 3 As a young girl, Sara _____.
 - a avoided spending time with her family
 - b felt very uncomfortable with her sister
 - c was interested in working with special needs children
- 4 Sara could only begin working with special needs children _____.
 - a after she got the right qualifications
 - b because she had experience looking after her sister
 - c once she had come to terms with her fear of children with special needs

B Match to make sentences.

- 1 Despite the poor weather conditions,
- 2 Low self-esteem can stem from
- 3 If you want to cope in this industry, you need to
- 4 You'll never succeed in anything if
- 5 Detailed police work and forensic analysis
- 6 Although I have travelled safely on this boat,
- 7 Only a very flamboyant character could
- 8 Success was inevitable

- a carry off an entrance like that.
- b leads up to the conviction of the criminal.
- c you don't see things through to the end.
- d criticism received as a child.
- e I cannot vouch for its overall safety record.
- f since she has devoted her life to achieving the goal.
- g the team pushed on and reached the summit.
- h toughen up and ignore the gossip.

E Discuss in groups.

- 1 Are you the sort of person who is able to see things through? Why?
- 2 What is the most difficult thing you have ever managed to carry off?
- 3 What led up to your decision to study English?
- 4 Is it a good idea to vouch for people so that they get their job? Why?
- 5 If you could devote more time to anything, what would it be? Why?

USEFUL EXPRESSIONS

What I really admire about Sam is...
Mel has been a real inspiration to me.

Perfect tenses 1

Refer to *English Guide C1* page 13

- a** He **has been** a leading player in his field **since** 1995.
- b** He **had** just **graduated** from university **when** his idea was bought by a leading technology company.
- c** He **has been travelling** round the country giving motivational training.
- d** He **had been trying** to get funding for his invention for ten years **when** he met his principal investor.



F Match the sentences in the grammar chart to the grammar rules.

- 1** An action or state that began in the past, but is still true today.
- 2** An action or state that began in the recent past, but may or may not be true at the present moment.
- 3** An action that took place over a period of time prior to a second action in the past.
- 4** An action that happened and finished before a second action in the past.

H Complete the second sentence so that it has a similar meaning to the first sentence. Do not change the word in brackets. Use between three and six words.

- 1** The workers dispute was already a year old when he joined the company. (**continuing**)
The workers dispute _____ when he joined the company.
- 2** Prior to working for Goldman Sacks, he had been an employee at three other top financial firms. (**before**)
Three other top financial firms _____ for Goldman Sacks.
- 3** We requested funding a year ago and we are still waiting. (**for**)
We _____ funding since last year.
- 4** This year's prize was awarded to a nuclear physicist. (**been**)
A nuclear physicist _____ this year.
- 5** The speaker kept the audience waiting for an hour before beginning. (**began**)
The audience had been waiting for an hour _____.
- 6** It was not clear that Columbus was first to discover America until maps were rewritten. (**discovered**)
People did not believe _____ until the maps were rewritten.

G Tick the correct sentences. Correct the incorrect ones.

- 1** Fortunately, he had successfully paid off all his debts when he lost his job.
- 2** The team had been cycling through the Pyrenees since the storm broke out.
- 3** The research department had been studying the disease's development in a bid to find a cure.
- 4** The banks had known that an economic downturn is imminent long before it began.
- 5** The boss has been talking about improving company profits for many years.
- 6** Our parents have been saving for years when they managed to buy this house.

I Work in pairs. Look at the pictures and imagine you are interviewing a famous athlete.



NOTES

ASK ABOUT:

TIME SPENT TRAINING
PREVIOUS INJURIES
LENGTH OF RECOVERY
PLANNING FOR THE MARATHON

COMMUNICATION

A **Track 3** Listen and circle the correct answers.

- Why is the first speaker so impressed by Oprah Winfrey?
 - She is one of the richest people in the world.
 - She got into the TV industry very easily.
 - She is committed, hard-working, and inspirational.
- How did Justin Bieber become popular?
 - the management of YouTube
 - his good looks and charm
 - the help he received from a fellow singer
- What is Justin Bieber likely to be by age 25?
 - the first singer to have reached fame through YouTube
 - one of the world's billionaires
 - ready for retirement
- What does Darcy believe about the software produced by Microsoft?
 - It is very clever, but there is a lot of great competition.
 - You can tell that Bill Gates was the brains behind it.
 - It is the best in the market.
- Darcy would like to be like Bill Gates because ___.
 - he is a great business man
 - he has been very lucky
 - he is respected for his intelligence rather than his looks
- Which of these events were not part of the lead up to the creation of Martha's Vineyard?
 - a bereavement in the family
 - the discovery of a new passion
 - financial difficulties within the family
- What further improved David Beckham's popularity?
 - being an excellent soccer player
 - marrying a Spice Girl
 - appearing in underwear commercials
- Soccer in the US ___.
 - has always been a popular sport
 - is a good vehicle for advertising
 - increased in popularity after Beckham's arrival

B **Track 3** Listen again. Circle T (true) or F (false).

- T / F Oprah Winfrey is known to have had a difficult childhood.
- T / F Oprah Winfrey began working in TV in 1986.
- T / F Chad feels being popular with women is impressive.
- T / F Darcy has never used software produced by Microsoft's competition.
- T / F Martha's Vineyard is based in Italy and North America.
- T / F The creator of Martha's Vineyard has a business background.
- T / F North Americans treat soccer players like royalty.
- T / F Kyle wants to help make soccer more popular in North America.

C **Track 3** Listen again. Complete the short biographies.

Oprah Winfrey has been a leader in the (1) _____ since 1986. She is worth (2) _____. She was not easily accepted (3) _____ industry. However, despite the obstacles she (4) _____, she believes that it takes commitment (5) _____ life.

Justin Bieber is (6) _____. He started (7) _____ on YouTube. He was given (8) _____ by Usher who took him from being (9) _____ to a professional musician.

Bill Gates has managed to turn his 'smarts' (10) _____. Although his software has had (11) _____, the Microsoft Suite is a lot to live up to when it comes to ease of use, (12) _____.

David Beckham has done a lot for soccer in terms of (13) _____ in North America. In Europe, a soccer player would be (14) _____. This was never the case in North America where they did not have a great (15) _____ for the sport. However, when Beckham's face started showing up everywhere and (16) _____ the US, that began to change.

D **Track 3** Complete the excerpt from the listening with the correct words. Then listen again and check your answers.

My mum is one of the (1) _____ successful people I know, but it hasn't (2) _____ an easy road. After my dad died a few years (3) _____, Mum kind of lost it for a bit. She knew she had to toughen (4) _____, so she packed her (5) _____ and left the country. Just took off. She (6) _____ been travelling around Europe (7) _____ she discovered a new love for wine. She spent six months in Italy, touring vineyards, learning as much (8) _____ she could about the industry. When she came home, she knew exactly (9) _____ she wanted to do—start her own vineyard. Now, Martha's Vineyard is (10) _____ of the most successful wineries in North America. My brother and I didn't realize (11) _____ was an entrepreneur hiding inside our mother. It's out now, and we couldn't be (12) _____ proud.

E Work in pairs. Think about the famous people mentioned in the listening. Discuss the questions.

- Do you agree with the praise given by the speakers? Why?
- Who would you talk about if you were interviewed about your idol? Tell the class.

Do you think you have to be talented to become famous?

F Work in groups.

- 1 Before you begin, create a list of criteria for defining personal success.
- 2 Look at the pictures without reading the bios. What positions do you think these people hold in their everyday lives?
- 3 Read the short bios under each picture. Add new points to your criteria list if necessary.
- 4 From the five candidates, you will need to identify one brilliant example of a successful person. Discuss how suitable each candidate is, and then eliminate four candidates.
- 5 Present your decision to the rest of the class, giving reasons for your choice.

Card 1:  Randolph Corder is chief of surgery at his hospital. He is an eminent plastic surgeon and has conducted groundbreaking research in skin renewal techniques.

Card 2:  Nadine Colfield is a phenomenon. Mother of six and widowed twice, she has become the manager of a multi-million dollar cake-making business.

Card 3:  Carter Bale has been working in Mali for the past five years. After completing a degree in Sustainable Living he started an NGO (Non-governmental Organization) which has fought to improve the livelihoods of thousands.

Card 4:  Maude Hargreaves is a leading figure in global financial markets. She has done much to improve economies all over the world. She was the first and youngest woman to achieve her position.

Card 5:  At just 25 years of age, Zadique Mellem is an award-winning author. Despite a childhood fraught with difficulties, she has published three best-selling works of fiction and is already on university reading lists globally.

G Discuss in groups.

- 1 Compare your lists in F with other groups in the class. Which things are most commonly repeated?
- 2 Based on the lists, do you think it is more important to judge success by outward appearances or personal achievements. Why?
- 3 Is there a stereotype for someone successful?
- 4 What would be the description of a non-stereotypical successful person?

H Choose two candidates from F and take turns role-playing the candidate and a journalist.



Student A: Candidate

You are going to be interviewed by TIME magazine. Expand the information about your life in order to answer the journalists questions.



Student B: Journalist

You are going to interview someone for an article entitled 'Success is My Middle Name'. Create a list of interesting questions.

LANGUAGE BUILDER

A Work in pairs. Match five words from the box to the definitions. Then write the opposite of each word and discuss their meanings.

absence	amateur	discourage	encourage	impatience
maximum	minimum	patience	presence	professional

- give positive advice and support to someone so they continue with a task, project, or hobby
_____ ≠ _____
- having difficulty waiting or being unable to tolerate delay
_____ ≠ _____
- the highest, greatest amount or level that someone or something can reach
_____ ≠ _____
- the state of being away from a person or place, not present
_____ ≠ _____
- taking part in something as if it were a source of income or as part of a career
_____ ≠ _____

C Complete the text with the correct form of words in A.

David Bowie's decade of (1) _____ from the music scene had absolutely no effect on his popularity, and as soon as he launched his new album, *The Next Day*, there was no need to (2) _____ people to buy. It sold at (3) _____ speed; in fact, it was the fastest selling album of that year.

There had been much speculation about Bowie's health and a general sense of (4) _____, wondering whether the respected (5) _____ had finally given up the ghost. So much so that *The Flaming Lips* were moved to write a song entitled 'Is David Bowie Dying?' The album proves that he is very much alive, and our (6) _____ has been rewarded with some of the best material he has ever written.

Bowie's arresting (7) _____ has been felt for over four decades, and obviously, not (8) _____ by his advancing age, he seems ready to continue wowing us with his far from (9) _____ effort.

B Circle the correct answers.

- Some students manage to complete their degree courses with the **minimum / maximum** of effort, while others require hours of study.
- The fact that AI had never missed a day of work made his **presence / absence** extremely conspicuous.
- Talent shows featuring **professional / amateur** singers make very popular weekend viewing.
- My mother never failed to show the utmost **impatience / patience** with her children, even when they were behaving disgracefully.
- Most educational systems **encourage / discourage** learning by rote because it does not necessarily indicate an understanding of the material.

D Discuss in groups.

- Do you think that professional musicians are more talented than amateur musicians? Why? Give examples.
- If you were an amateur musician or singer, what would encourage you to stay motivated to become a professional one?
- In the workplace, what kind of things do you find extremely discouraging? Why? Give examples.
- There are things in which we are willing to invest maximum effort, and things in which we will invest no more than minimum effort. Which things fall into those categories for you? Why?

E Work in pairs. Read these English idioms and proverbs and discuss what you think they mean. Do you agree with them? Do you have similar idioms in your language?

Out of sight, out of mind.

Absence makes the heart grow fonder.

Patience is a virtue.

All good things come to those who wait.

Perfect tenses 2

Refer to *English Guide C1* page 13

By the time he is 30, he **will have made** more than \$3,000,000 in royalties.

He **will have been acting** in the soap opera for 20 years next month.

G Correct the sentences.

- By the end of the year, I will spend two years travelling.
- When he will be 50, he will be working for more than half his life.
- At the end of this financial year, she will have been promoting three times.
- When this year will end, they will performed the ballet more than 200 times.
- In 20 days' time, we have completed the project.
- By this time next week, they will have missed for more than 20 days.

H Complete the second sentence so that it has a similar meaning to the first sentence. Do not change the word in brackets. Use between three and six words.

- Our research project will be complete one week from today. (**completed**)
We will _____ a week's time.
- At the end of today, it will be a total of 20 hours of work. (**been**)
I _____ twenty hours in total by the end of the day.
- If things continue, we will have a month of sleepless nights. (**sleep**)
If things continue, by the end of this month, we _____.
- In 2015, it will be the third and final attempt to get funding over a three year period. (**trying**)
By 2015, they _____ get funding for three years and they won't try again.
- Are they likely to choose the candidate within a year of receiving the research? (**after**)
Will they have _____ receiving the research?
- Arthur is our longest standing employee; he completes 40 years with the company next month. (**will**)
Arthur is our longest standing company employee; he _____ 40 years next month.

J Read the scenario in pairs. Try to convince Roderick that his plan is not feasible. Give descriptions of what his life will be like in order to make him change his mind.

Roderick Kemp is intending to sail single-handedly around the world. He will be alone without a support team. He will sail for 365 days and will go to many places with different weather fronts. He is likely to be in searing heat, terrible storms, and bitter cold. He can only take dry biscuits and fruit for food because he cannot store much. He plans not to set foot on land for the entire time.

Begin your convincing with ...

By the end of the year, you will/will not have ...

F Circle the correct answers.

- For the sentences in the grammar chart, both clauses / only one of the clauses refer(s) to the future.
- In the second sentence, the person will probably stop / continue acting in the soap opera.
- In the first sentence, he will probably ____.
a make even more money after the age of 30
b stop making money after the age of 30
- In the sentences in the grammar chart, there is only one / more than one will clause.
- Which is the correct form of the future perfect?
a will + verb + past participle
b will + have + past participle
c will + verb + be + present participle
d will + have + been + present participle

I Work in pairs. Imagine you are going to live a life of great achievements and interesting experiences. Take turns suggesting things you will have done by different ages in your life.

By the age of 30

By the age of 40

By the age of 50

By the age of 60



10 KEYS TO SUCCESS

Congratulations! Maybe you've made a New Year's resolution, or you've just had enough of being stuck in a rut—regardless, you've taken a giant first step by setting a personal **goal**. Give yourself a pat on the back.

You've written down the goal, announced it to your family and friends, and even made it your Facebook status. So what's next?

Unfortunately, those life goals don't celebrate achievement on their own. Regardless of size, goals require hard work, commitment, and patience. Lucky for you, we've compiled the top ten most common things that hold you back from achieving your life goals—along with a couple of tips to combat those pesky obstacles.

1. Your goal is too vague. Go ahead and make a promise to yourself that you'll lose weight—but the more specific your goal, the higher the chance you'll reach it. **Evaluate** what you hope to achieve—is the goal too **unrealistic**? Overwhelming? Put the SMART method into action and create goals that are Specific, Measurable, Achievable, Realistic, and Timed.
2. You **procrastinate**. Don't worry, you're not alone—procrastination is one of the most common obstacles of success. Never say, 'I'll do that later.' Where possible, do it now. Break it down into a series of manageable mini achievements, if that helps. For example, if your goal is to lose 50 pounds, focus on five or ten pounds at a time and reward yourself for each milestone.
3. You play the blame game. It's easy to make up excuses, but at the end of the day, they're just that: Excuses. *You* are the reason for your own success or **failure**. Take **responsibility** for your actions and own up to your mistakes.
4. You listen to people who discourage you. It's natural to want to share your goals with others, but with each success, it's not uncommon for feelings of jealousy, envy, or resentment to arise. Stop listening to people who discourage you. Surround yourself with **positivity**, and your odds of success will increase exponentially.
5. You start too many projects. Do you have Fear Of Missing Out (FOMO) syndrome? Don't stress, FOMO happens to the best of us. While it's natural to want to be involved in everything, it's important to understand you only have limited time. Remember, when you don't finish something you start, you miss out on opportunities that open up when you finish the projects you're working on. Focus on one thing at a time and don't be afraid to say *No*.
6. You surround yourself with people who don't reach their goals. As hard as it is to accept sometimes, you are who you associate with. Spend time with people who want to achieve the same goals and watch your success ratio skyrocket. Better yet, form a buddy system of support and learn from each other. There's no shame in asking for help.
7. You allow distractions to rule you. Facebook, Twitter, YouTube, the Internet is rife with distractions. No one expects you to give up your social media habit, but you should put it on a schedule. Block off time to read your favourite blogs, check your Twitter account, or scroll through Facebook status updates—then get back to work on your goal. And while you're at it, turn off the TV.
8. You haven't set yourself up for success. Trying to lose weight? Nix all that junk food in your cupboard. Working on a novel? Take that laptop in for a tune-up or stock up on your favourite pens. Get rid of surrounding clutter and create an environment that is conducive to productivity. Know your motivation triggers. Wake up early. Get plenty of rest. All of these factors help to set you up for success.
9. You're **indecisive**. It's OK to change your mind. Circumstances change. People change. Your goals may change. But they have to start from a definitive place. Think carefully about the reason your goal needs to change, and only make that change if it enhances your odds of success.
10. You don't believe in yourself. If you don't, who will? Instead of wasting time complaining about how hard something is, put more **emphasis** on learning how to make it easier. Remember *The Little Engine That Could*? If you think you can't, you won't—it's that simple.

Think about the goals you've set over the past couple of years. How many have you achieved? What obstacles stood in your way of success? Now, apply what you've learned from the above list and start reaching your life goals, one milestone at a time.

Good luck!

READING STRATEGY

Read the text once through quickly for gist. Then read the comprehension questions. Now go back to the text and underline the sections that answer specific comprehension questions. This will help you identify the details needed to succeed.

READING

A Skim the article. Discuss in pairs.

- 1 Where do you think you would find a text like this?
- 2 What do you think the person who wrote it might do as a living?
- 3 Do you currently have a goal? What is it?
- 4 Have you set yourself goals in the past? What were they?
- 5 Have you achieved goals in the past? How?

C Answer the questions.

- 1 What does SMART stand for?

- 2 What can help procrastinators achieve milestones?

- 3 According to the author, why might people discourage you from achieving your goals?

- 4 Why is it sometimes better to refuse to take on a project?

- 5 What is a buddy system?

- 6 What kind of environment is conducive to productivity?

B Circle the correct answers.

- 1 According to the author, what is the first step toward achieving a goal?
 - a posting your goal on your social networking site
 - b telling your family and friends
 - c setting your goal
- 2 What is wrong with vague goals?
 - a They are too difficult to evaluate.
 - b They are never achievable.
 - c They are less easy to attain.
- 3 Why might people procrastinate?
 - a because they like to set themselves up for failure
 - b because the goal they have set is too difficult
 - c because they do things straight away
- 4 What is an appropriate definition of 'playing the blame game'?
 - a not taking personal responsibility for your failures
 - b relying on others to achieve success
 - c being brilliant at making excuses
- 5 What is a general tendency in people who suffer from FOMO?
 - a taking on more than they can handle
 - b never finishing any projects
 - c not recognizing the best opportunities
- 6 Which two of the following does the author recommend in points 6 and 7? Circle two.
 - a associating with people on social networking sites
 - b spending time with people who have similar goals
 - c organizing specific times for tasks unrelated to goals
- 7 According to the author, you will only be committed to your goal if you _____.
 - a get the right amount of sleep
 - b don't buy junk food
 - c make firm decisions
- 8 When is it acceptable to change your goal?
 - a when you have made a wrong decision
 - b when it makes you more likely to succeed
 - c if you've stopped believing in yourself

WORD WORK

Opposites

failure—success
realistic—unrealistic
positivity—negativity
decisive—indecisive

D Complete the paragraph with ONE word in each gap.

I enjoyed reading the goal-oriented article featured in your magazine last week. However, I could (1) _____ help but think there is another side to the (2) _____. There are many people in this world (3) _____, by middle-age, will have (4) _____ so much time desperately trying to achieve their goals that they will (5) _____ failed to notice that life has passed them (6) _____.

For example, I have been working as a legal professional (7) _____ graduating from university. I (8) _____ to be aggressively goal driven, and intent on achieving my greatest potential. It was only when I (9) _____ given a major health warning that I realized I (10) _____ been focusing all my energy on moving up the corporate ladder, and not enough on me and my family. Since (11) _____, I started looking at life differently. Yes, goals are great, but isn't it sometimes good to sit back and enjoy what we have now (12) _____ than constantly striving for better things?

E Complete the sentences with the correct forms of the bold words in the article.

- 1 Our company has a system in place for _____ staff efficiency.
- 2 Due to inclement weather, the event turned out to be a total _____.
- 3 I think my colleagues put too much _____ on naming and blaming.
- 4 We cannot afford to be _____. We must act now or lose out.
- 5 The banking sector are unlikely to take _____ for the economic downturn.
- 6 Becoming company director was not my _____. Still, I'm pleased with the outcome of events.
- 7 Thanks to your tendency to _____, we have lost the deal. You need to act faster next time.
- 8 My previous boss' expectations were _____, so I transferred to another department.

WRITING

F Complete the competition entry by circling the correct answers.

The Secrets of Success

In my opinion, a measure of success should be the (1) ___ a person has made society dramatically different. With this in (2) ___, I feel Margaret Thatcher is a sterling example of success. She has been a real inspiration to me as well, as to many other women of her generation, not only because of the things that she achieved, but because she forced society to (3) ___ the tasks that a woman is (4) ___ undertaking.

When Margaret Thatcher became the leader of the Conservative Party, no woman before her had ever held such a position of power. I believe this fact in itself is really (5) ___ to many women. This is especially true when you consider that she herself actually (6) ___ there would never be a woman prime minister during her lifetime. Despite the initial reluctance she had been feeling, Thatcher took the reign of power and (7) ___ turning an economy, which was (8) ___, into one that boomed. She was a woman leading men in a man's world.

Yet, what I especially admire about Thatcher is that (9) ___ her political career, she always found time for her children. She was a mother and a career woman, and she set a very difficult (10) ___ for women to follow.

- 1 a amount
b rate
c quantity
d extent
- 2 a head
b mental
c thought
d mind
- 3 a re-emphasis
b re-evaluate
c realize
d redeem
- 4 a able to
b capacity for
c made to
d capable of
- 5 a inspiration
b positive
c inspiring
d responsible
- 6 a asked
b wondered
c stated
d implied
- 7 a managed to
b succeeded in
c had to
d fought for
- 8 a a total failure
b a success
c booming
d a procrastinator
- 9 a through
b in
c at
d throughout
- 10 a record
b clock
c precedent
d dare

G You are looking for a job working with a local newspaper that your friend has worked for before. Look at the email from your friend, the job advert he applied for, and write a letter to the newspaper asking for a position. Write about 180–200 words.

MY_MAIL

Hi,

I don't think the newspaper I worked for last year is advertising for a position this year, but it doesn't really matter. Sometimes they are willing to try people who take initiative and approach them. They prefer people with some writing experience, so you should tell them about the articles you have had published for competitions. I'm attaching the advert that I originally applied for. I think you've got a good chance.

JOBADVERT.JPG

H In pairs, complete the chart using information from F. Then choose some more famous people that you admire and add them to the chart. Use the phrases to explain your decisions.

Margaret Thatcher	
She has been an inspiration to me because ...	
I find this really inspiring ...	
What I especially admire ...	

I Look at the text in F and identify the introductory sentence and concluding paragraph. Write an appropriate introduction and conclusion for one of the people you added to the chart in H. Then think about how you would organize the body of your work.

J Read the advert and write an article about someone famous. Write 220–260 words. Use F as an example.

The Ramsgate Chronicle

DO YOU THINK YOU HAVE WHAT IT TAKES TO MAKE IT IN JOURNALISM?

We are looking for a young writer to help in our feature articles section for a two month period.

Send a letter telling us about your educational background. Make it clear why you think you would be suited to journalism. What can *you*, in particular, offer us? We need to know about any articles you've had published. Tell us what you have been doing with your life up until now.

Competition: The Secrets of Success

Please send us an article about someone famous who has been an inspiration to you in terms of success. What is admirable about their road to success? The best articles will appear in next month's issue.

HOMEWORK

Complete Activity J at home if necessary.

PRE-TASK

A You are going to plan an award ceremony for the most successful person of the year. Before you begin, think of any award ceremonies you have seen. What were these ceremonies for and where were they held?

B In pairs, establish how you will evaluate the success of the candidate. Read and add to the ideas.

The model of success should:

- have achieved outstanding goals in their field despite great difficulty
- be humanitarian in his/her outlook
- have made a mark on society

C In your pairs, decide which sectors will be part of your awards ceremony. Or add your own.

Science and engineering
Economics and finance
Theatre and the Performing Arts
Medicine
Literature and Art
Humanitarian Aid
Politics
Education

D Imagine you are attending an awards ceremony for people of the last century. Read the excerpts and match each one to a person. Then decide which sector from C each person would fit into.

a Coco Chanel

c Nelson Mandela

b J.K. Rowling

d Rosa Parks

'She has been a fearless campaigner for the rights of black people; with one simple act—refusing to give up her seat—she has managed to bring about a change to segregation laws in the United States.'

'Despite early hardship, she has pushed on and devoted herself to creating comfortable, wearable, and durable clothing for women all over the globe. She has revolutionized women's wear.'

'Even during his years of imprisonment, he has continued to devote himself to the fight for democracy, and in the latter years of his life, he has seen through a full term as president.'

'She has gone from being an impoverished single parent to becoming a multi-million pound writing phenomenon who has written some of the best-selling books of all time.'

E Now choose two people from the list and write a short excerpt about their lives. Ask your partner to guess who they are.



ALBERT EINSTEIN
KATE MOSS
WILLIAM SHAKESPEARE
ABRAHAM LINCOLN
STEPHEN HAWKING
ANGELA MERKEL
ARISTOTLE ONASSIS
PABLO PICASSO
ARETHA FRANKLIN

TASK

F In pairs, create imaginary candidates for your award ceremony, a winner and a runner-up for each of the three sectors you chose in C. Then decide on a venue for the event.

<p>1 WHO:</p> <p>BACKGROUND:</p> <p>ACHIEVEMENT:</p>	<p>REASON FOR AWARD:</p>
<p>2 WHO:</p> <p>BACKGROUND:</p> <p>ACHIEVEMENT:</p>	<p>REASON FOR AWARD:</p>
<p>3 WHO:</p> <p>BACKGROUND:</p> <p>ACHIEVEMENT:</p>	<p>REASON FOR AWARD:</p>

POST-TASK

G Decide who the overall most successful person of the year is. Then present your candidates and the overall winner to the class.

H Listen carefully to the award ceremonies and take notes. Vote on the winner as a class.

I Discuss the attributes of the types of people usually nominated for these awards.