

## Travel & Tourism

### SITUATION

You are attending a tourism workshop organised by a local government. Participants are discussing how **tourism can support economic development** while protecting the environment.

### MONOLOGUE

Give a short presentation on the topic **Tourism and Economic Development**.

1. **Explain** how tourism can create jobs and support local businesses as described in Text 1.
2. **Describe** the role of international visitors in supporting restaurants, hotels, and cultural attractions.

### DIALOGUE

After your presentation, discuss the topic with the examiners.

1. Do you think tourism helps local communities or sometimes causes problems? Explain your view.
2. **Compare** tourism with other industries that support local economies.

### Text 1

“Tourism is one of the largest and most important industries in the world today. Every year, millions of people travel for holidays, business purposes, or cultural experiences. As a result, tourism plays a significant role in supporting economic development in many regions. One of its main contributions is job creation. Tourism generates employment in a wide range of sectors, including hotels, restaurants, transport services, and entertainment.

When tourists visit a destination, they spend money on accommodation, food, shopping, and local attractions. This financial activity supports small businesses and helps local economies grow. For example, local restaurants, shops, and cultural sites benefit directly from international visitors. In addition, tourism often encourages the development of new services and facilities to meet the needs of visitors.

Governments frequently invest in tourism because it can attract international visitors and increase national income. This investment often leads to improvements in infrastructure, such as airports, roads, and public transport systems. These developments not only support tourism but also improve everyday life for local residents.

Tourism can also contribute to the preservation of cultural heritage. Historic buildings, museums, and traditional festivals are often maintained and promoted because they attract visitors. Overall, tourism supports both economic growth and cultural development, although it must be managed carefully to avoid negative effects.”

- Read the text and underline or **highlight** the important words you need to use in your presentation
- Spend 1-2 minutes thinking about the answers, creating full sentences in your mind
- Choose key words & write down notes with your keywords, not full sentences

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## Travel & Tourism

### SITUATION

You are giving a presentation in a school about **eco-tourism**.

### MONOLOGUE

Give a short presentation on **Eco-Tourism and Environmental Protection**.

1. **Explain** the concept of eco-tourism based on **Text 1**.
2. **Describe** how eco-tourism can help protect natural environments.

### DIALOGUE

1. Should travellers change their habits to protect the environment?
2. **Compare** mass tourism with eco-tourism.

### Text 1

“Eco-tourism has become increasingly popular in recent years as more people become aware of environmental issues and the impact of travel on nature. This type of tourism focuses on visiting natural areas in a responsible way while protecting the environment and supporting local communities. It offers an alternative to traditional mass tourism, which can sometimes cause environmental damage.

Eco-tourism activities often include hiking, wildlife observation, and visits to national parks or protected areas. These experiences allow travellers to enjoy nature while learning about ecosystems and conservation efforts. A key principle of eco-tourism is respect for the environment. Visitors are encouraged to minimise their impact by following guidelines such as staying on marked paths, reducing waste, and avoiding harm to wildlife.

Many eco-tourism projects also support local communities by creating jobs and promoting sustainable development. For example, local guides, small accommodation providers, and community-based tourism initiatives can benefit directly from eco-tourism. In addition, environmentally friendly accommodation, such as eco-lodges, may use renewable energy sources and implement waste reduction strategies.

Overall, eco-tourism aims to create a balance between tourism and environmental protection. By encouraging responsible travel behaviour, it helps preserve natural environments for future generations while still allowing people to experience and appreciate the natural world.”

### Exam tips:

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## Travel & Tourism

### SITUATION

You are giving a presentation about **tourism and environmental responsibility**.

### MONOLOGUE

Give a short presentation on **Sustainable Tourism**.

1. **Explain** why sustainability is becoming important in tourism.
2. **Describe** actions travellers can take to reduce environmental impact.

### DIALOGUE

1. Should tourists pay environmental taxes when they travel?
2. **Compare** tourism today with tourism 30 years ago.

### Text 1

“Work-life balance refers to the ability to manage professional responsibilities while maintaining personal wellbeing and a satisfying private life. Achieving this balance is becoming increasingly important in modern society, as many employees experience high levels of stress due to demanding work conditions.

Several factors can make maintaining a healthy balance difficult. Long working hours and tight deadlines often require employees to dedicate a significant amount of time and energy to their jobs. In addition, constant digital communication, such as emails and messaging services, can make it challenging to disconnect from work, even outside official working hours. This can lead to fatigue, reduced productivity, and negative effects on mental and physical health.

Many companies are now recognising the importance of supporting employee wellbeing. As a result, they may introduce measures such as flexible working hours, remote work options, or wellness programmes. These initiatives aim to create healthier working environments and allow employees to better manage their time and responsibilities.

Despite these efforts, achieving a good work-life balance remains a challenge for many people. It requires not only organisational support but also individual awareness and the ability to set clear boundaries between work and personal life in an increasingly connected world.”

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## Learning & Education

### SITUATION

You are speaking at an education conference about **lifelong learning**.

### MONOLOGUE

Give a short presentation on Learning Throughout Life.

1. **Explain** what lifelong learning means based on Text 1.
2. **Describe** why continuous education is important in modern careers.

### DIALOGUE

1. Should adults continue studying after finishing school or university?
2. **Compare** learning in school with learning in the workplace.

### Text 1

“In the past, education was often limited to childhood and early adulthood, with many people completing their studies before entering full-time employment. However, this traditional model has changed significantly. Today, lifelong learning is widely recognised as an essential part of modern life. It refers to the ongoing process of developing knowledge and skills throughout a person’s career and personal life.

One of the main reasons for this shift is the rapid pace of technological development. New tools, systems, and working methods are constantly being introduced, meaning that employees must regularly update their competencies in order to remain effective in their roles. Lifelong learning can take many different forms, including professional training programmes, evening classes, online courses, and informal learning activities such as self-study or workshops.

Many companies actively support employee development because it allows their workforce to adapt to new technologies and changing industry demands. Well-trained employees are often more productive, flexible, and better prepared for future challenges. At the same time, individuals benefit directly from continuous education. They may improve their career prospects, increase their confidence, and gain access to new opportunities.

As a result, lifelong learning is no longer optional but a necessary strategy for both professional success and personal development in today’s dynamic world.”

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## Learning & Education

### SITUATION

You are participating in a public debate about **the future of education**.

### MONOLOGUE

Give a short presentation on Education in the Future.

1. **Describe** possible future developments in education mentioned in Text 1.
2. **Compare** traditional classroom learning with new technological approaches.

### DIALOGUE

1. How do you think schools will change in the next 20 years?
2. **Discuss** whether technology will improve or weaken education.

### Text 1

“Education is expected to undergo significant changes in the coming years as new technologies continue to influence how people learn and teach. Innovations such as artificial intelligence, virtual classrooms, and interactive learning platforms are already beginning to transform traditional educational models. These developments may lead to more flexible and accessible learning environments, allowing students to study from different locations and at different times.

One important trend is the rise of personalised learning systems. These systems can adapt to individual needs, enabling students to progress at their own pace and focus on areas that match their interests and abilities. This approach contrasts with traditional classroom learning, where all students typically follow the same structure and timetable. Digital tools may therefore create more efficient and customised learning experiences.

Despite these changes, many educators argue that the role of teachers will remain essential. Teachers not only provide knowledge but also guide students, encourage critical thinking, and support social interaction. Human contact and discussion are still considered key elements of effective learning, particularly for developing communication and teamwork skills.

In the future, education will likely combine technological innovation with established teaching methods. This balanced approach may offer the advantages of both systems, creating a more adaptable and effective learning environment for students of all ages.”

### Exam tips:

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## Learning & Education (2)

### SITUATION

You are invited to speak at a youth education forum about the **purpose of education**.

### MONOLOGUE

Give a short presentation on **Why Education Matters**.

1. Describe the main purposes of education mentioned in Text 1.
2. Explain how education benefits both individuals and society.

### DIALOGUE

1. Do you think education today focuses too much on exams and grades?
2. Discuss what skills schools should teach for the future.

### Text 1

“Education has always played a fundamental role in shaping both individuals and society as a whole. While schools are often associated with academic subjects such as mathematics, science, and languages, their purpose extends far beyond the transfer of knowledge. Education also helps students develop essential life skills, including communication, cooperation, and critical thinking. These abilities are necessary for functioning effectively in both professional and social environments.

One of the key functions of education is to prepare individuals for participation in society. Through learning, people gain a better understanding of the world around them, including cultural, economic, and political systems. This knowledge enables them to make informed decisions and contribute actively to their communities. In addition, education plays a major role in improving employment opportunities. Individuals with higher levels of education often have access to more stable jobs and better financial prospects.

From a broader perspective, education also benefits society as a whole. Governments invest in education because a well-educated population can drive innovation, support economic growth, and contribute to social development. However, there is increasing discussion about whether education systems focus too heavily on exams and academic performance.

Many experts now argue that schools should place greater emphasis on creativity, problem-solving, and independent thinking. These skills are considered essential for addressing future challenges and adapting to an increasingly complex world.”

### Exam tips:

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## Fashion & Design

### SITUATION

You are presenting at a youth workshop about **fashion and identity**.

### MONOLOGUE

Give a **short** presentation on Fashion as a Language.

1. **Explain** how clothing can communicate messages about identity according to **Text 1**.
2. **Compare** fashion trends with personal style.

### DIALOGUE

1. Do you think young people feel pressure to follow fashion trends?
2. **Discuss** whether fashion helps people express individuality.

### Text 1

“Fashion can be understood as a form of social language that allows individuals to communicate messages without using words. The clothes people choose to wear often reflect aspects of their personality, lifestyle, profession, or cultural background. For example, formal clothing such as suits or uniforms may signal professionalism, authority, or respect for certain social situations. In contrast, casual or creative styles can express individuality, comfort, or artistic interests.

Fashion is also influenced by wider social and cultural trends. Designers, celebrities, and media platforms play a significant role in shaping what is considered fashionable at a particular time. As a result, trends often spread quickly and influence the clothing choices of large groups of people, especially young audiences. However, not everyone follows trends in the same way.

Many individuals prefer to develop their own personal style by combining elements of current fashion with their own preferences. This allows them to express their identity more authentically while still being aware of social influences. Personal style is often more stable over time, whereas fashion trends tend to change frequently.

In this way, clothing becomes both a reflection of society and a tool for self-expression. Fashion therefore functions as a dynamic system in which individuals communicate who they are, how they feel, and how they wish to be perceived by others.”

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## Fashion & Design

### SITUATION

You are presenting at a sustainability conference about **slow fashion**.

### MONOLOGUE

Give a short presentation on Sustainable Fashion.

1. **Explain** the concept of slow fashion mentioned in Text 1.
2. **Describe** how sustainable fashion differs from fast fashion.

### DIALOGUE

1. Do you think consumers are becoming more interested in sustainable fashion?
2. **Compare** buying many cheap clothes with buying fewer high-quality items.

### Text 1

“Education is expected to undergo significant changes in the coming years as new technologies continue to influence how people learn and teach. Innovations such as artificial intelligence, virtual classrooms, and interactive learning platforms are already beginning to transform traditional educational models. These developments may lead to more flexible and accessible learning environments, allowing students to study from different locations and at different times.

One important trend is the rise of personalised learning systems. These systems can adapt to individual needs, enabling students to progress at their own pace and focus on areas that match their interests and abilities. This approach contrasts with traditional classroom learning, where all students typically follow the same structure and timetable. Digital tools may therefore create more efficient and customised learning experiences.

Despite these changes, many educators argue that the role of teachers will remain essential. Teachers not only provide knowledge but also guide students, encourage critical thinking, and support social interaction. Human contact and discussion are still considered key elements of effective learning, particularly for developing communication and teamwork skills.

In the future, education will likely combine technological innovation with established teaching methods. This balanced approach may offer the advantages of both systems, creating a more adaptable and effective learning environment for students of all ages.”

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## Fashion & Design

### SITUATION

You are participating in a public debate about **the future of fashion**.

### MONOLOGUE

Give a short presentation on Future Fashion Trends.

1. **Describe** possible future developments in fashion mentioned in Text 1.
2. **Discuss** how sustainability and technology may influence future design.

### DIALOGUE

1. How do you think fashion will change in the next twenty years?
2. **Discuss** whether future fashion will focus more on sustainability.

### Text 1

“Education has always played a fundamental role in shaping both individuals and society as a whole. While schools are often associated with academic subjects such as mathematics, science, and languages, their purpose extends far beyond the transfer of knowledge. Education also helps students develop essential life skills, including communication, cooperation, and critical thinking. These abilities are necessary for functioning effectively in both professional and social environments.

One of the key functions of education is to prepare individuals for participation in society. Through learning, people gain a better understanding of the world around them, including cultural, economic, and political systems. This knowledge enables them to make informed decisions and contribute actively to their communities. In addition, education plays a major role in improving employment opportunities. Individuals with higher levels of education often have access to more stable jobs and better financial prospects.

From a broader perspective, education also benefits society as a whole. Governments invest in education because a well-educated population can drive innovation, support economic growth, and contribute to social development. However, there is increasing discussion about whether education systems focus too heavily on exams and academic performance.

Many experts now argue that schools should place greater emphasis on creativity, problem-solving, and independent thinking. These skills are considered essential for addressing future challenges and adapting to an increasingly complex world.”

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## Food & Health

### SITUATION

You are speaking at a school discussion about **fast food culture**.

### MONOLOGUE

Give a short presentation on Fast Food and Modern Lifestyles.

1. **Explain** why fast food has become so popular according to **Text 1**.
2. **Compare** fast food with home-cooked meals in terms of health and lifestyle.

### DIALOGUE

1. Do you think fast food is always unhealthy?
2. **Discuss** whether fast food companies should change their products to improve public health.

### Text 1

“Fast food restaurants have become a common feature in cities around the world, reflecting the changing lifestyles of modern societies. One of the main reasons for their popularity is convenience. Many people lead busy lives and have limited time to prepare meals at home, so fast food offers a quick and accessible solution. In addition, these meals are often relatively inexpensive, making them attractive to a wide range of consumers, including students and families.

Fast food menus typically include items such as burgers, fried foods, and sugary drinks. These products are designed to be appealing, easy to consume, and widely available. However, nutrition experts have raised concerns about their health impact. Fast food often contains high levels of calories, saturated fats, sugar, and salt, which may negatively affect long-term health if consumed frequently.

In comparison, home-cooked meals are generally considered to be healthier, as individuals have more control over ingredients and cooking methods. Preparing food at home can lead to more balanced diets and better portion control. However, it also requires time, planning, and effort, which can be difficult for people with demanding schedules.

Although eating fast food occasionally may not cause serious problems, regular consumption can contribute to health issues such as obesity, heart disease, and other lifestyle-related conditions. This highlights the importance of making informed choices about diet and maintaining a balanced approach to eating.”

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## Food & Health

### SITUATION

You are participating in a debate about **sugar consumption**.

### MONOLOGUE

Give a short presentation on **Sugar and Public Health**.

1. **Explain** the health concerns related to high sugar consumption mentioned in Text 1.
2. **Describe** possible solutions governments are considering to reduce sugar intake.

### DIALOGUE

1. Do you support the idea of a sugar tax on soft drinks?
2. **Discuss** whether individuals or governments are responsible for healthy eating habits.

### Text 1

“Sugar consumption has increased significantly in many countries over recent decades, becoming a major concern for public health. A large proportion of added sugar is found in everyday products such as soft drinks, sweets, and processed foods. These items are widely available and often heavily marketed, making them a regular part of many people’s diets.

Health organisations warn that excessive sugar intake can have serious consequences. High consumption is strongly linked to conditions such as obesity, type 2 diabetes, and dental problems. In addition, sugar provides energy without essential nutrients, which means that people may consume large amounts of calories without receiving important vitamins or minerals.

In response to these concerns, some governments have introduced measures to reduce sugar consumption. One common approach is the introduction of a sugar tax on products such as soft drinks. The aim is to make unhealthy options less attractive and encourage consumers to choose healthier alternatives. Supporters argue that such policies can lead to positive changes in public behaviour and reduce long-term healthcare costs.

However, not everyone agrees with this approach. Critics suggest that education and personal responsibility may be more effective solutions. They believe that individuals should be better informed about nutrition and make their own decisions about what they eat. Overall, the issue of sugar consumption highlights the complex relationship between public policy, individual choice, and long-term health outcomes.”

### Exam tips:

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## Food & Health

### SITUATION

You are speaking at a community meeting about **food choices and lifestyle**.

### MONOLOGUE

Give a **short** presentation on Food Choices in Modern Society.

1. **Explain** how lifestyle influences eating habits according to Text 1.
2. **Describe** how advertising and convenience affect food choices.

### DIALOGUE

1. Do you think advertising influences what people eat?
2. **Discuss** how people can make more responsible food choices.

### Text 1

“Food choices in modern society are influenced by a wide range of factors, including culture, income, lifestyle, and advertising. These influences interact in complex ways and shape the eating habits of individuals and communities. One of the most significant factors is lifestyle. In many societies, people have busy schedules and limited time, which often leads them to choose convenient meals instead of preparing food at home.

Convenience foods, such as ready-made meals or takeaway options, are designed to save time and effort. While they offer practical advantages, they may not always provide the same nutritional value as freshly prepared meals. As a result, lifestyle choices can have a direct impact on overall health and well-being.

Advertising also plays a powerful role in influencing consumer behaviour. Food companies use attractive images, promotional campaigns, and branding strategies to make products appear more appealing. These techniques can shape preferences and encourage people to choose certain foods, even when they may not be the healthiest options.

Health experts therefore emphasise the importance of awareness and education. Consumers are encouraged to read nutritional information, understand ingredients, and make informed decisions about their diets. By developing a more critical approach to food choices, individuals can take greater responsibility for their health and adopt more balanced eating habits in everyday life.”

### Exam tips:

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## Communication & the Media

### SITUATION

You are participating in a student conference about modern communication. The organisers have asked you to **give a short presentation** about **how media influences society**.

### MONOLOGUE

Give a short presentation on The Role of Media in Society.

1. **Explain** what the media is and describe the different forms mentioned in **Text 1**.
2. **Discuss** how media can influence public opinion and everyday communication.

### DIALOGUE

1. Do you think the media has a strong influence on how people think?
2. **Discuss** whether traditional media is still important today.

### Text 1

“The term “media” refers to the various channels used to share information with large audiences. These channels can be divided into traditional and digital forms. Traditional media includes newspapers, radio, and television, which have been important sources of information for many decades. These platforms have historically played a central role in informing the public about news, politics, and cultural developments.

In recent years, digital media has become increasingly influential. Online news websites, podcasts, and social media platforms allow information to spread quickly and reach global audiences within seconds. This shift has significantly changed how people access and consume information in their daily lives.

The media plays a powerful role in shaping public opinion. By selecting which stories to report and how they are presented, media organisations can influence how people understand important issues. For example, the way political events or social topics are reported may affect how individuals form their opinions. In addition, media also influences everyday communication, as people often discuss news, trends, and online content in their social interactions.

Overall, media remains a key part of modern society. While traditional platforms are still relevant, digital media continues to grow in importance, creating new opportunities and challenges in how information is shared and understood.”

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## Communication & the Media

### SITUATION

You are participating in a debate about **the future role of media**.

### MONOLOGUE

Give a short presentation on **Media in the Future**.

1. **Explain** possible future developments in media described in **Text 1**.
2. **Discuss** whether media will become more global or more personalised.

### DIALOGUE

1. Do you think media will become more personalised in the future?
2. **Discuss** whether traditional media such as newspapers will continue to exist.

### Text 1

“Social media platforms have significantly transformed the way people communicate in everyday life. Applications such as messaging services, photo-sharing platforms, and video networks enable users to connect instantly with others, regardless of distance. This has made communication faster, more interactive, and more accessible than ever before.

One of the main advantages of social media is its ability to strengthen relationships. People can stay in contact with friends and family, share experiences, and maintain connections across long distances. Social media also allows individuals to express themselves, share opinions, and participate in global conversations.

However, there are also several disadvantages associated with social media use. Some users feel pressure to present an idealised version of their lives, which may lead to unrealistic expectations and reduced self-confidence. In addition, the spread of misinformation has become a growing concern, as false or misleading content can reach large audiences quickly. Excessive screen time is another issue, as it may affect mental health and reduce face-to-face interaction.

As a result, social media has both positive and negative effects on communication. While it offers valuable opportunities for connection and expression, it also requires users to be critical and responsible in how they use these platforms in their daily lives.”

### Exam tips:

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## Communication & the Media

### SITUATION

You are speaking at a community meeting about **food choices and lifestyle**.

### MONOLOGUE

Give a short presentation on **Food Choices in Modern Society**.

3. **Explain** how lifestyle influences eating habits according to **Text 1**.
4. **Describe** how advertising and convenience affect food choices.

### DIALOGUE

3. Do you think advertising influences what people eat?
4. **Discuss** how people can make more responsible food choices.

### Text 1

“Media systems are constantly evolving as a result of technological development and changing audience habits. In recent years, there has been a clear shift away from traditional media formats, such as printed newspapers, towards digital platforms. Many people now access news through personalised online feeds, which provide content based on their individual interests and preferences.

These personalised systems are often supported by algorithms that analyse user behaviour and recommend specific types of content. This creates a highly customised information environment, allowing individuals to receive news that is directly relevant to them. While this approach offers convenience and efficiency, it also raises important concerns.

Some experts argue that personalised media may limit exposure to different viewpoints, as users are more likely to see content that confirms their existing opinions. This could reduce critical thinking and make it more difficult for people to engage with diverse perspectives. As a result, there is an ongoing discussion about how to balance personalisation with the need for objective and responsible journalism.

In the future, media is likely to become both more global and more individualised. The challenge for media organisations will be to combine technological innovation with ethical standards, ensuring that information remains accurate, balanced, and accessible to a wide audience.”

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## Marketing & Advertising

### SITUATION

You are taking part in a business workshop about **modern marketing strategies**. The organisers have asked you to explain how marketing works in today's economy.

### MONOLOGUE

Give a short presentation on **What Marketing Is**.

1. **Explain** what marketing means and describe its main goals according to **Text 1**.
2. **Describe** how companies use marketing to communicate with customers.

### DIALOGUE

1. Do you think marketing influences consumer decisions strongly?
2. **Discuss** whether marketing mainly informs customers or persuades them.

### Text 1

“Marketing refers to the range of activities that companies use to promote their products and services to potential customers. It is a broad concept that includes market research, product development, pricing strategies, and communication campaigns. The main goal of marketing is not only to increase sales but also to understand customer needs and create value for consumers over time.

One important aspect of marketing is analysing consumer behaviour. Companies study how people make purchasing decisions, what influences their choices, and what expectations they have. This information helps businesses design products and services that meet customer demands more effectively. In addition, marketing strategies are often adjusted based on changing trends and market conditions.

Communication plays a central role in marketing. Companies use various channels to present their products, explain their benefits, and build relationships with customers. This may include advertising, social media, websites, and direct communication. Through these methods, businesses aim to create a positive image and encourage customer loyalty.

In modern economies, marketing has become increasingly important due to strong competition in many industries. Companies must clearly differentiate their products and communicate their value effectively. As a result, successful marketing is essential for maintaining a competitive position and achieving long-term business growth.”

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## Marketing & Advertising

### SITUATION

You are presenting at a business seminar about **advertising communication**.

### MONOLOGUE

Give a short presentation on **How Advertising Works**.

1. **Explain** how advertising communicates messages to consumers according to **Text 1**.
2. **Describe** the different media channels used for advertising.

### DIALOGUE

1. Do you think advertising affects people's choices more than they realise?
2. **Compare** television advertising with online advertising.

### Text 1

"Advertising is one of the most important communication tools used by companies to promote products and services. It allows businesses to reach large audiences and present their offers in a way that attracts attention and influences consumer decisions. Advertisements can be found in many different forms, including television commercials, online videos, social media posts, billboards, and printed materials such as magazines.

Effective advertising often combines several elements. Visual design plays a key role in capturing attention, while persuasive language helps communicate the message clearly. In addition, many advertisements use emotional storytelling to create a connection with the audience. This approach can make a product more memorable and encourage consumers to develop a positive attitude towards a brand.

The choice of media channel is also an important factor in advertising. Traditional media, such as television and print, can reach broad audiences, while digital platforms allow companies to target specific groups more precisely. Online advertising has become particularly important, as it enables businesses to interact directly with consumers and respond quickly to changing trends.

As the number of media channels continues to grow, companies must carefully plan their advertising strategies. Choosing the right platform and message is essential for reaching the intended audience and achieving effective communication."

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## Marketing & Advertising

### SITUATION

You are speaking at a business workshop about **target audiences**.

### MONOLOGUE

Give a short presentation on Targeted Advertising.

1. **Explain** what a target audience is according to **Text 1**.
2. **Describe** how companies identify and communicate with specific consumer groups.

### DIALOGUE

1. Do you think targeted advertising improves the effectiveness of marketing?
2. **Discuss** whether targeted advertising should make us worried about our privacy.

### Text 1

“Media systems are constantly evolving as a result of technological development and changing audience habits. In recent years, there has been a clear shift away from traditional media formats, such as printed newspapers, towards digital platforms. Many people now access news through personalised online feeds, which provide content based on their individual interests and preferences.

These personalised systems are often supported by algorithms that analyse user behaviour and recommend specific types of content. This creates a highly customised information environment, allowing individuals to receive news that is directly relevant to them. While this approach offers convenience and efficiency, it also raises important concerns.

Some experts argue that personalised media may limit exposure to different viewpoints, as users are more likely to see content that confirms their existing opinions. This could reduce critical thinking and make it more difficult for people to engage with diverse perspectives. As a result, there is an ongoing discussion about how to balance personalisation with the need for objective and responsible journalism.

In the future, media is likely to become both more global and more individualised. The challenge for media organisations will be to combine technological innovation with ethical standards, ensuring that information remains accurate, balanced, and accessible to a wide audience.”

### Exam tips:

- Read the text and underline or **highlight** the important words you need to use in your presentation
- Spend 1-2 minutes thinking about the answers, creating full sentences in your mind
- Choose key words & write down notes with your keywords, not full sentences

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## Worlds of Work

### SITUATION

You are taking part in a career guidance event at a training centre. The organisers have asked you to present your ideas about how people **choose their professions**.

### MONOLOGUE

Give a short presentation on **Choosing a Career**.

1. **Explain** the factors that influence career choices according to **Text 1**.
2. **Describe** why education and personal interests are important when choosing a profession.

### DIALOGUE

1. Do you think people should choose a job they enjoy or a job that offers financial security?
2. **Discuss** whether career guidance is important for young people.

### Text 1

“Choosing a career is one of the most important and often complex decisions that individuals make in their lives. This decision is influenced by a variety of factors, which may differ depending on personal circumstances and external conditions. One of the most significant influences is personal interest. People are generally more motivated and satisfied when they choose professions that match their passions and strengths.

Education also plays a key role in career selection. It provides individuals with the necessary knowledge, qualifications, and practical skills required for specific professions. In many cases, the level and type of education can determine which career paths are available. Financial opportunities are another important factor, as many individuals consider income, job security, and long-term stability when making their decision.

Family expectations can also influence career choices, particularly when relatives encourage certain professions or have strong opinions about success. While some individuals prioritise passion, others focus on practical considerations such as employment prospects and financial stability. Career guidance programmes can be particularly useful in this process. They help students explore different professional options, understand industry requirements, and identify their own strengths and interests.

As labour markets continue to change due to global and technological developments, flexibility and lifelong learning are becoming increasingly important. Individuals must be prepared to adapt, develop new skills, and respond to changing career opportunities over time.”

- Read the text and underline or **highlight** the important words you need to use in your presentation
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## Worlds of Work

### SITUATION

You are speaking at a business seminar about **skills in the workplace**.

### MONOLOGUE

Give a short presentation on **essential workplace skills**.

1. **Explain** the key professional skills mentioned in **Text 1**.
2. **Describe** why communication and teamwork are important in modern workplaces.

### DIALOGUE

1. Which skills do you think employers value most today?
2. **Compare** technical skills with interpersonal skills in professional environments.

### Text 1

“Modern workplaces require employees to develop a wide range of skills in order to perform effectively in dynamic and often demanding environments. While technical knowledge remains an important foundation, it is no longer sufficient on its own. Employers now place increasing value on a combination of professional and interpersonal skills.

Communication skills are particularly important, as employees must be able to express ideas clearly, listen actively, and interact professionally with colleagues, clients, and management. Strong communication supports collaboration and helps prevent misunderstandings in the workplace. Teamwork is another essential skill, as many tasks involve working in groups, sharing responsibilities, and achieving common goals.

In addition, problem-solving abilities are highly valued. Employees are often expected to analyse situations, identify challenges, and find effective solutions, sometimes under time pressure. Adaptability has also become increasingly important, as workplaces are constantly changing due to technological innovation and evolving market conditions. Workers must be able to adjust to new tools, processes, and expectations.

As a result, many companies invest in professional training programmes to support the development of these competencies. Continuous learning has become a central part of career development, allowing employees to remain competitive and prepared for future challenges in a rapidly changing professional environment.”

### Exam tips:

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## Worlds of Work

### SITUATION

You are participating in a discussion about **work-life balance**.

### MONOLOGUE

Give a short presentation on **balancing work and personal life**.

1. **Explain** the concept of work-life balance according to **Text 1**.
2. **Describe** why maintaining this balance can be challenging.

### DIALOGUE

1. Do you think modern work culture makes it difficult to maintain a healthy balance?
2. **Discuss** whether flexible working hours could improve employee wellbeing.

### Text 1

“Work-life balance refers to the ability to manage professional responsibilities while maintaining personal wellbeing and a satisfying private life. Achieving this balance is becoming increasingly important in modern society, as many employees experience high levels of stress due to demanding work conditions.

Several factors can make maintaining a healthy balance difficult. Long working hours and tight deadlines often require employees to dedicate a significant amount of time and energy to their jobs. In addition, constant digital communication, such as emails and messaging services, can make it challenging to disconnect from work, even outside official working hours. This can lead to fatigue, reduced productivity, and negative effects on mental and physical health.

Many companies are now recognising the importance of supporting employee wellbeing. As a result, they may introduce measures such as flexible working hours, remote work options, or wellness programmes. These initiatives aim to create healthier working environments and allow employees to better manage their time and responsibilities.

Despite these efforts, achieving a good work-life balance remains a challenge for many people. It requires not only organisational support but also individual awareness and the ability to set clear boundaries between work and personal life in an increasingly connected world.”

### Exam tips:

- Read the text and underline or **highlight** the important words you need to use in your presentation
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## Globalisation & International Trade

### SITUATION

You are taking part in an international business seminar. The organisers have asked you to give a short presentation explaining the **concept of globalisation**.

### MONOLOGUE

Give a short presentation on **What Globalisation Means**.

1. **Explain** the concept of globalisation and describe its main characteristics according to **Text 1**.
2. **Describe** how globalisation influences economic and cultural connections between countries.

### DIALOGUE

1. Do you think globalisation has improved international cooperation?
2. **Discuss** whether globalisation affects everyday life in your country.

### Text 1

“Globalisation refers to the increasing connection and interaction between countries in areas such as trade, communication, technology, and culture. Over the past few decades, developments in transport systems and digital communication have made it easier for people, goods, and information to move across national borders. As a result, businesses can now operate on an international level and reach customers in different parts of the world.

One of the main characteristics of globalisation is the growth of international trade. Companies are no longer limited to local markets but can sell products and services globally. In addition, communication technologies such as the internet and mobile devices allow people from different countries to interact quickly and efficiently. This has strengthened both economic and cultural connections between nations.

Globalisation also influences cultural exchange. People are exposed to different lifestyles, traditions, and ideas through media, travel, and international cooperation. This can lead to greater understanding between cultures, but it may also result in changes to local traditions.

While globalisation creates new economic opportunities and supports international relationships, it also presents challenges. Increased competition can affect local businesses, and differences in wealth between countries may become more noticeable. Overall, globalisation is a complex process that continues to shape modern societies in both positive and challenging ways.”

- Read the text and underline or **highlight** the important words you need to use in your presentation
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## Globalisation & International Trade

### SITUATION

You are speaking at an economic discussion about **international trade**.

### MONOLOGUE

Give a short presentation on **How International Trade Works**.

1. **Explain** why countries trade goods and services according to **Text 1**.
2. **Describe** the advantages of international trade for economies.

### DIALOGUE

1. Do you think international trade benefits all countries equally?
2. **Compare** buying local products with buying imported goods.

### Text 1

“International trade is the exchange of goods and services between countries and plays a central role in the global economy. Countries often specialise in producing products that they can manufacture efficiently, based on factors such as natural resources, labour skills, or technological development. They then trade these products with other countries in order to access goods that they cannot produce easily themselves.

One of the main advantages of international trade is that it allows consumers to benefit from a wider range of products. Imported goods often increase choice and may also be available at lower prices due to differences in production costs between countries. In addition, international trade encourages economic growth by creating business opportunities and supporting employment in various industries.

Trade between countries also promotes cooperation and strengthens international relationships. By working together economically, countries may develop stronger political and social connections. However, international trade can also create challenges. Global competition can make it difficult for local industries to compete with larger or more efficient international companies. This may lead to job losses or economic pressure in certain sectors.

Overall, international trade offers significant benefits but requires careful management to ensure that its advantages are shared more equally across different economies.”

### Exam tips:

- Read the text and underline or **highlight** the important words you need to use in your presentation
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## Globalisation & International Trade

### SITUATION

You are presenting at a student conference about **global markets**.

### MONOLOGUE

Give a short presentation on **Global Markets and Businesses**.

1. **Explain** how companies operate in global markets according to **Text 1**.
2. **Describe** the opportunities global markets create for businesses.

### DIALOGUE

1. Do you think global companies have too much influence in modern economies?
2. **Discuss** whether small local businesses can compete with international companies.

### Text 1

“Global markets allow companies to operate beyond their national borders and offer products and services to customers in many different countries. Large international companies often develop global strategies by establishing offices, factories, and distribution networks in multiple regions. This structure enables them to reach wider audiences and increase their market presence.

One of the main opportunities created by global markets is business expansion. Companies can access new customer groups, increase sales, and reduce dependence on a single market. In addition, global operations may allow businesses to benefit from lower production costs or specialised resources in different countries.

However, operating in global markets also presents several challenges. Companies must understand cultural differences, consumer preferences, and local regulations in each region where they operate. What is successful in one country may not be effective in another, so businesses need to adapt their products and marketing strategies accordingly.

Global competition is another important factor. Companies must compete not only with local businesses but also with international organisations that may have greater resources. Despite these challenges, global markets offer significant potential for growth and innovation. Businesses that can adapt successfully to different environments are often able to achieve long-term success in an increasingly interconnected world.”

### Exam tips:

- Read the text and underline or **highlight** the important words you need to use in your presentation
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## Environment & Pollution

### SITUATION

You are giving a presentation about **sustainable lifestyles**.

### MONOLOGUE

Give a short presentation on **sustainable living**.

1. **Explain** what sustainable living means according to **Text 1**.
2. **Describe** everyday actions that support environmental protection.

### DIALOGUE

1. Do you think people are becoming more environmentally aware today?
2. **Discuss** whether sustainable lifestyles are realistic for everyone.

### Text 1

“Sustainable living refers to a way of life that aims to reduce an individual’s impact on the environment. It involves making conscious choices in everyday activities in order to protect natural resources and reduce pollution. As environmental concerns become more visible, many people are becoming increasingly aware of how their behaviour affects the planet.

There are several practical ways individuals can adopt a more sustainable lifestyle. For example, using public transport, cycling, or walking instead of driving can help reduce carbon emissions. In addition, reducing energy consumption at home, such as turning off lights or using energy-efficient appliances, can contribute to environmental protection. Recycling waste and avoiding single-use products are also common strategies for reducing environmental impact.

Another important aspect of sustainable living is supporting environmentally responsible products. Consumers can choose goods that are produced using sustainable materials or ethical production methods. This can influence companies to adopt more environmentally friendly practices.

Although individual actions may seem small, they can have a significant effect when many people adopt similar habits. Sustainable living therefore highlights the importance of collective responsibility. By making informed choices in everyday life, individuals can contribute to long-term environmental protection and support a more sustainable future for society as a whole.”

Read the text and underline or **highlight** the important words you need to use in your presentation

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## Environment & Pollution

### SITUATION

You are participating in a public debate about **environmental responsibility**.

### MONOLOGUE

**Give a short presentation on who is responsible for the environment?**

1. **Explain** the different responsibilities of governments, companies, and individuals mentioned in **Text 1**.
2. **Discuss** why cooperation is important for solving environmental problems.

### DIALOGUE

1. Do you think companies should be required to follow stricter environmental regulations?
2. **Compare** the environmental responsibilities of individuals and businesses.

### Text 1

“Environmental protection is a shared responsibility that involves governments, businesses, and individuals. Each of these groups plays a different but equally important role in addressing environmental challenges. Governments are responsible for creating laws and regulations that limit pollution, protect natural resources, and promote sustainable practices. These policies provide a framework that guides the behaviour of companies and individuals.

Businesses also have a significant impact on the environment. Through their production processes, companies can contribute to pollution or, alternatively, reduce their environmental footprint by adopting sustainable methods. This may include using renewable energy, reducing waste, or designing environmentally friendly products. As public awareness increases, many companies are under pressure to operate more responsibly.

Individuals contribute through their everyday actions. Simple choices such as recycling, conserving energy, reducing waste, and making responsible purchasing decisions can collectively have a meaningful impact. Although individual contributions may appear small, they become powerful when combined across large populations.

Because environmental problems are complex and often global, cooperation between all parts of society is essential. No single group can solve these challenges alone. Effective solutions require coordination, shared responsibility, and long-term commitment from governments, businesses, and individuals working together.”

### Exam tips:

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## Environment & Pollution

### SITUATION

You are participating in a discussion about **the future of environmental protection**.

### MONOLOGUE

Give a short presentation on **future environmental solutions**.

1. **Describe** possible future developments in environmental protection mentioned in **Text 1**.
2. **Explain** how technology and innovation may support environmental solutions.

### DIALOGUE

1. Do you think technology will help solve environmental problems?
2. **Discuss** what environmental changes you expect to see in the future.

### Text 1

“Environmental challenges such as climate change, pollution, and resource depletion require innovative solutions and long-term strategies. In recent years, scientists and engineers have developed new technologies aimed at reducing environmental damage and supporting more sustainable systems. These developments include renewable energy sources such as solar and wind power, as well as advanced methods for recycling and waste management.

Technology is expected to play a key role in future environmental protection. For example, new energy systems may reduce dependence on fossil fuels, while smart technologies can improve efficiency in areas such as transport and energy use. In addition, innovations in agriculture and farming and manufacturing may help reduce environmental impact while maintaining productivity.

Governments and international organisations are also working to address environmental issues through policies and agreements. These may include regulations to limit emissions, protect ecosystems, and encourage sustainable development. Cooperation between countries is particularly important, as many environmental problems affect the entire planet.

Although environmental challenges remain complex, there is growing optimism that a combination of technological innovation, responsible policymaking, and increased public awareness can lead to positive change. Future environmental solutions will likely depend on both scientific progress and collective action across.”

### Exam tips:

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## Stand Up for Your Rights

### SITUATION

You are taking part in a civic education event organised by a youth organisation. You have been asked to give a short presentation about the **importance of human rights**.

### MONOLOGUE

Give a short presentation on **what human rights are**.

1. **Explain** the concept of human rights and describe their purpose according to **Text 1**.
2. **Describe** why human rights are important in modern societies.

### DIALOGUE

1. Do you think people today are aware of their human rights?
2. **Discuss** why protecting human rights is important for democratic societies.

### Text 1

“Human rights are the basic rights and freedoms that belong to every individual, regardless of nationality, gender, ethnicity, or social status. These rights are universal and are designed to protect human dignity and ensure fair and equal treatment for all people. Examples of human rights include freedom of expression, equal access to legal protection, and protection from discrimination.

The main purpose of human rights is to create a framework in which individuals can live safely, freely, and with respect. They establish clear standards that governments and institutions are expected to follow in order to protect their citizens. Human rights also promote justice and prevent abuse of power by ensuring that individuals have legal protection.

In modern societies, human rights are particularly important. When people’s rights are respected, they are more likely to participate actively in society, express their opinions, and contribute to their communities.

However, protecting human rights is not automatic. International organisations and national governments create laws and agreements to support these rights, but effective protection requires continuous effort. Cooperation between governments, institutions, and citizens is essential to ensure that human rights are respected and maintained. In general, human rights form the foundation of fair and democratic societies and play a critical role in promoting equality and justice worldwide.”

Read the text and underline or **highlight** the important words you need to use in your presentation

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## Stand Up for Your Rights

### SITUATION

You are speaking at a workshop about **protecting rights in everyday life**.

### MONOLOGUE

Give a short presentation on **standing up for your rights**.

1. **Explain** how individuals can defend their rights according to Text 1.
2. **Describe** the role of legal systems and institutions in protecting rights.

### DIALOGUE

1. Do you think people always know how to defend their rights?
2. **Discuss** whether education about rights should be taught in schools.

### Text 1

“Understanding personal rights is an important step in protecting yourself against unfair treatment. When individuals are aware of their rights, they are better able to recognise situations in which those rights are violated and take appropriate action. This awareness empowers people to defend themselves and look for support when necessary.

There are several ways individuals can stand up for their rights. One option is to get legal advice or use formal systems such as courts to address unfair situations. Legal systems play a central role in protecting rights by providing clear procedures and ensuring that laws are applied fairly.

In addition to legal structures, civil society organisations contribute to the protection of rights by raising awareness and advocating for change. These organisations often support vulnerable groups and promote equal treatment in society.

Education is another key factor. When people learn about their rights and responsibilities, they are more confident in defending themselves and supporting others. This knowledge helps create a society in which individuals are informed, active, and responsible citizens.

Overall, protecting rights requires both strong legal systems and individuals who are willing and able to take action when necessary.”

### Exam tips:

- Read the text and underline or highlight the important words you need to use in your presentation
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## Stand Up for Your Rights

### SITUATION

You are participating in a youth conference about **protest and activism**.

### MONOLOGUE

Give a short presentation on **peaceful protest and social change**.

1. **Explain** why peaceful protests occur according to Text 1.
2. **Describe** how protests can influence social and political change.

### DIALOGUE

1. Do you think protests are an effective way to create change?
2. **Discuss** whether governments should always allow peaceful demonstrations.

### Text 1

“Peaceful protest is an important way for citizens to express disagreement with government decisions, social conditions, or political systems. It allows individuals and groups to make their voices heard and draw attention to issues they believe require change. Throughout history, many social movements have used peaceful demonstrations to demand equality, justice, and reform.

Protests often occur when people feel that their rights are not being respected or that existing systems are unfair. By organising demonstrations, marches, or public campaigns, individuals can highlight problems and encourage wider public discussion. When protests remain peaceful, they are more likely to gain public support and attract media attention, which can increase pressure on decision-makers.

Peaceful protests can influence social and political change by encouraging dialogue between citizens and authorities. Governments may respond to public pressure by introducing new policies or reviewing existing laws. In this way, protest can become a powerful tool for democratic participation.

However, governments must balance the right to protest with the need to maintain public order and safety. While peaceful demonstrations are a fundamental part of democratic societies, authorities may need to regulate them to prevent disruption or conflict.”

### Exam tips:

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