

LESSON B ► How we appear to others

1 STARTING POINT

Forming an impression

A Look at the statements about how people form a first impression of someone. Choose the statements that are true for you.



First Impressions

What People Notice First When They Meet Someone New

- | | |
|---|---|
| <input type="checkbox"/> What I notice is the other person's eyes. | <input type="checkbox"/> What I notice is a person's figure (or physique). |
| <input type="checkbox"/> What's really important to me is a person's smile. | <input type="checkbox"/> What strikes me first is the way people wear their hair. |
| <input type="checkbox"/> What I always notice is a person's hands. | <input type="checkbox"/> I always appreciate a nice pair of shoes. |
| <input type="checkbox"/> I look at people's clothes first. | <input type="checkbox"/> I have no idea what I notice first. |

B Group work What other traits help you form an impression of a person? What are the three most important traits for the people in your group? Are they the same for men and women?

2 LISTENING

Important traits

A Listen to Gabriela, Joon, and Alice talk about what is important to them when forming an impression. Complete the chart.

	What is important
1. Gabriela	
2. Joon	
3. Alice	

B Listen again. Which speakers mention what is *not* very important to them? What do they mention? Complete the chart.

	What is not very important
1. Gabriela	
2. Joon	
3. Alice	

C Pair work Which speaker thinks the most like you? Share your reasons with a partner.

3 GRAMMAR

Cleft sentences with *what*

You can add *what* and a form of *be* to a sentence when you want to emphasize information. The resulting sentence is called a *cleft sentence*.

A person's smile is **really important to me**. **What's really important to me** is a person's smile.

For sentences with verbs other than *be*, insert *what* at the beginning of the sentence and a form of *be* after the main verb.

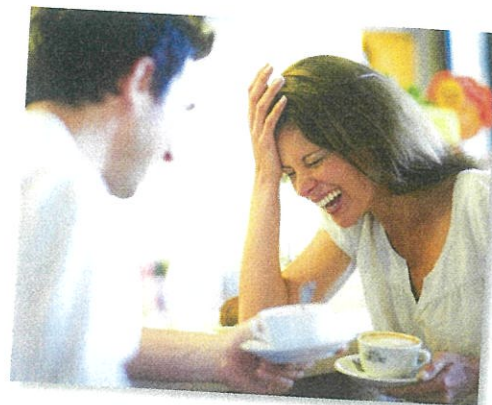
I **always notice** a person's hands. **What I always notice** is a person's hands.

GRAMMAR PLUS see page 109

A Look at the Starting Point on page 14 again. Can you find more cleft sentences? Try to change them into declarative sentences.

B Rewrite these sentences to add emphasis by beginning them with *what*. Which statements are true for you? Compare answers with a partner.

1. I appreciate a person with a good sense of humor.
What I appreciate is a person with a good sense of humor.
2. I always notice the way people look at me.
3. A person's fashion sense is important to me.
4. I pay attention to people's manners.
5. I really dislike sarcasm.
6. I'm interested in the subjects people talk about.
7. A kind face is appealing to me.



4 DISCUSSION

Good first impressions

A Pair work Read these tips on making a good first impression. Choose the tip you think is the most useful. Then explain your choice to a partner.

QUICK TIPS for Making a Lasting Impression

- | | | |
|--|--|---|
| <p>1 Appearance matters. Dress a little nicer than you need to when meeting new people.</p> | <p>3 Break the silence with small talk about a topic that you think will interest others.</p> | <p>5 Everyone likes compliments, so give plenty of them. Just make sure you are sincere.</p> |
| <p>2 Occasionally, use the names of the people you are talking to, for example: <i>Amy, have you seen that movie yet?</i></p> | <p>4 When it's in good taste, use humor. A joke can be a nice way to break the ice, but what you should avoid is sarcasm.</p> | <p>6 Be yourself, and be sure to smile. A friendly smile can make other people feel at ease.</p> |

B Group work What's the best way to make a good first impression in these situations? Discuss and add some tips of your own.

- a dinner party at a new friend's home
- the first day in a fitness class
- an initial interview for a job you want
- the first time you meet new neighbors

"At a dinner party with new friends, what's really important is good table manners."

"That's true. Also, what I always do is compliment my hosts on the food."

5

VOCABULARY

Adjectives to describe outward appearance

- A** Which adjectives seem to have a positive meaning, a negative meaning, or both? Write +, -, or +/-.

___ a. arrogant ___ d. innocent ___ g. sinister ___ i. sympathetic
 ___ b. dignified ___ e. intense ___ h. smug ___ j. trustworthy
 ___ c. eccentric ___ f. intellectual

- B** Now match the words with their definitions. Write the correct letter.

- | | |
|---------------------------------------|---|
| 1. rational and studious ___ | 6. proud in an unpleasant way ___ |
| 2. kind and understanding ___ | 7. self-satisfied; pleased with oneself ___ |
| 3. worthy of respect or honor ___ | 8. without blame; childlike and pure ___ |
| 4. reliable ___ | 9. strange or unusual in an amusing way ___ |
| 5. forceful; with strong opinions ___ | 10. evil or ominous ___ |

- C Pair work** What famous people do you think the adjectives describe?

"To me, Johnny Depp looks intellectual."

"Oh, I don't know. He looks eccentric, in my opinion."

VOCABULARY PLUS see page 131

6

DISCUSSION

Faces matter



Gisele Bündchen



John Cho

Psychologist Leslie Zebrowitz found that people are usually categorized by their faces. She gave résumés of equally qualified people to groups of business students, with photos attached. It was discovered that the students recommended baby-faced people for jobs that required more sympathetic and submissive people, while people with mature faces were seen as more dignified or intense and were recommended for high-powered jobs, like lawyers. "We found that the more baby-faced people had baby-faced jobs," Zebrowitz said. "People seemed to be chosen for jobs, or to select themselves into jobs, to match their appearance."

Source: "Judging Faces Comes Naturally," by Jules Crittenden, *Boston Herald*



Zooey Deschanel



Elijah Wood

- Group work** Answer these questions.

- Which of the people above do you think have "baby faces"? What makes a baby face different from a mature face?
- In what ways can having a baby face be useful? In what situations is it better to have a mature face?
- In some countries, job applications sometimes require a recent photo of the candidate. Do you agree with this practice? Why or why not?

Changing a negative perception

A Pair work In what ways could someone make a bad first impression? Once a bad impression is made, what can be done to change the negative perception? Discuss with a partner. Then read the article.

OVERCOMING A BAD FIRST IMPRESSION

Have any of these situations happened to you? Forgetting someone's name after you've just met, spilling coffee on your potential boss during an interview, or unintentionally insulting a co-worker on your first day? Ouch! You never have a second chance to make a first impression, so what happens when that first impression is a negative one? Here is how you can recover.

Apologize immediately. As soon as you realize that you may have offended someone, address it. The more time that passes, the more the story can become blown out of proportion. While first impressions stick, so do last impressions. Take control of the situation by making your last impression a positive one.

Avoid over-apologizing. Saying you're sorry is important, but overdoing it can create another uncomfortable situation. Your goal is to acknowledge your mistake and reposition yourself as being responsible and sensitive. If you repeatedly bring up the past, groveling and begging for forgiveness, you're defeating your purpose. It puts the other person in the uncomfortable position of having to constantly reassure you.

Make no assumptions. It's easy to assume that others think the worst of you, but usually what we imagine is far worse than reality. So, don't start out with, "You must think I'm a total idiot." Say something like, "I'm uncomfortable with how I behaved yesterday

because I realized I might have offended you. Did you feel the same way?" The other person may think it was no big deal.

Be sincere. A sincere apology requires three steps. First, don't blame what happened on other people or circumstances. Second, acknowledge how your actions affected the other person – which means listening without defending yourself. Third, explain what you will

do differently in the future to avoid making the same mistake. Such an apology might sound like, "I want to apologize for what I said yesterday. After speaking with you, I can hear how much my comments offended you and caused embarrassment. I want you to know that in the future I will be more sensitive."

Humor works. A little self-deprecating humor can save you, but make sure it is really only directed at yourself and does not

increase anybody else's level of discomfort. Sometimes humor breaks the tension and provides an opening for you to recover.

Monitor future behavior. Communication has a cumulative effect. Every impression you make builds on the previous one. Overcoming a bad impression requires that all future behavior be consistent with how you want to be perceived. It will take time and trust to change perceptions, but it can be done!



Source: "Overcoming a Bad First Impression," by Susan Fee, www.susanfee.com

B Pair work Read the article again. Then take turns summarizing the advice in your own words.

C Group work Discuss these questions. Then share your answers with the class.

1. How effective do you think the advice in the article would be in changing a bad first impression?
2. How could an incident get blown out of proportion if someone doesn't apologize right away?
3. Do you believe that time and trust can change a negative perception? Explain.

2B Cleft sentences with *what*

To emphasize the whole sentence rather than just the part following the main verb, use a cleft sentence with ***what*** and a form of the verb ***do***.

I try to project a positive attitude.

What I try to project is a positive attitude. (*emphasizes a positive attitude*)

What I do is try to project a positive attitude. (*emphasizes the whole sentence*)

She complained to the waiter about the quality of the food.

What she complained about to the waiter was the quality of the food.

What she did was complain to the waiter about the quality of the food.

Cleft structures can include expressions like *the reason why*, *the thing that*, *the place where*, and *the person who*. These structures are typically used with the verb *be*.

I'm wearing sunglasses to protect my eyes.

The reason why I'm wearing sunglasses is to protect my eyes.

I do all my shopping at the mall.

The place where I do all my shopping is (at) the mall.

1 Rewrite these sentences as cleft sentences with *what* to emphasize the whole sentence.

1. The candidate showed the voters he was a trustworthy man.

What the candidate did was show the voters he was a trustworthy man.

2. My mother shouldn't have made me wear my sister's old clothes.
3. I'm going to send all my shirts out to be dry-cleaned.
4. My friends call me at work all the time.
5. My father judges people too much by their appearance.
6. Employees should carry ID cards at all times.
7. Eleanor wore her mother's wedding dress at her own wedding.
8. Martin spilled spaghetti sauce on his shirt.
9. Sam bought a whole new wardrobe.
10. Mary is going to wear her diamond necklace to the party.

2 Rewrite these sentences as cleft sentences by starting them with the expressions in parentheses.

1. I'm wearing a tie to impress my boss. (the reason why)

The reason why I'm wearing a tie is to impress my boss.

2. I lost my watch in the park. (the place where)
3. The office dress code changed last Friday. (the day when)
4. My dog wears a sweater because his fur is short. (the reason why)
5. I remember the intense expression on his face. (the thing that)
6. Lori keeps her jewelry under her bed. (the place where)

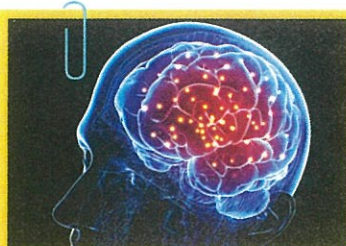
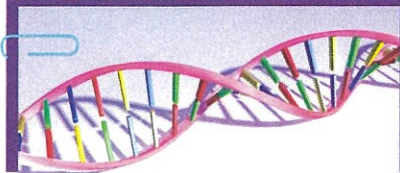
1 STARTING POINT

What's new?

A Read about these advances in science. What are the possible benefits and dangers?

DNA for Information Storage

Incredibly, scientists can now synthesize DNA to hold digital information, such as a video or text. The information can later be read by machines called DNA sequencers. DNA offers the longest duration for digital storage, keeping data safe for tens of thousands of years.



Thought Identification

Technology can already identify thoughts from scans of activity patterns in the human brain. The first attempts identified simple thoughts, but researchers are finding ways to reveal more complex thoughts and intentions.

Animal Cloning

With just one cell from a live or dead animal, an exact copy of the animal can be created with a technique known as cloning. The technique has been used to clone various pets, and cloned horses can even take part in the Olympics now.



B Pair work Read more about the scientific advances in part A. Do you think each statement is a good idea (G) or a bad idea (B)? Discuss each statement with a partner.

- | | |
|---|--|
| ___ 1. DNA storage could one day provide so much storage space that no data would ever need to be erased again. | ___ 4. An application of thought-identification technology allows a person to type on a computer just by thinking. |
| ___ 2. Instead of questionnaires, marketers have used brain scans to check customer responses to products. | ___ 5. To avoid taking any more animals from the wild, some scientists hope to clone endangered animals for use in zoos. |
| ___ 3. Scientists have successfully stored a song in the DNA of living bacteria. | ___ 6. Scientists want to create a clone from the frozen remains of an extinct mammoth. |

2 LISTENING & SPEAKING

The effects of technology

A Listen to a show about driverless car technology. Choose the areas in which the impact of the technology would be mostly positive according to the speakers.

- | | | |
|--|---|-------------------------------------|
| <input type="checkbox"/> accidents | <input type="checkbox"/> fuel consumption | <input type="checkbox"/> car repair |
| <input type="checkbox"/> road construction | <input type="checkbox"/> parking | <input type="checkbox"/> traffic |

B Listen again and take notes about the impact of driverless car technology on the areas in part A. Then take turns describing the impact with a partner.

C Pair work Give an example of a new technology that has reshaped your daily life. What are the positive effects? What are the negative consequences?

3

GRAMMAR

Indefinite and definite articles

Review these rules for the indefinite articles *a* and *an* and the definite article *the*.

Use an indefinite article (*a* or *an*) when you mention a singular countable noun for the first time, or no article for plural countable and uncountable nouns. When you refer to the same item again, use *the*.

With just one cell from a live or dead **animal**, an exact copy of **the animal** can be created.

If you use a plural noun to make a general statement, do not use an article. However, if you make the same statement using a singular noun, use *the* or *a* / *an*.

Technology can already identify thoughts from scans of activity patterns in **human brains**.

Technology can already identify thoughts from scans of activity patterns in **the / a human brain**.

When making a general statement, do not use an article with uncountable nouns (*technology, education, shopping, love, etc.*).

DNA offers the longest duration for digital **storage**.

Use *the* with superlatives and with sequence markers such as *first, last, next, etc.*, but don't use *the* with time expressions such as *last night* or *next month*.

The first attempts identified simple thoughts.

GRAMMAR PLUS see page 110

A Look at the Starting Point on page 18 again. Can you find other examples of article usage for each rule in the grammar box?

B Complete these sentences with the correct article. Write X where none is needed.

- Nowadays, X tracking technologies enable websites to trace what online shoppers buy.
- In some countries, brain-scan evidence has been used in court to help convict killers.
- robot at Stanford University has used tools to successfully assemble bookcase.
- first microbes able to consume oil were created to help clean up oil spills.
- Cloning could bring animal back from extinction provided that DNA of animal is still available.
- I'm sure that a new computer will be even less expensive next year.
- It's a fact that wireless technology makes the Internet available on a much wider scale.
- For me, most interesting new transportation technology is driverless car.

C Pair work Write statements about the items below. Then discuss your ideas with a partner.

- the most interesting electronic device in stores
- the most exciting app or software on the market
- the greatest advance in medicine
- the most amazing invention of the twentieth century

"For me, the most interesting electronic device is the personal 3-D viewer."

"Oh, yeah. I tried one in a store. It feels just like you're in a movie theater."



4

VOCABULARY

A brave new world

A Match the words on the left with their definitions on the right.

- | | |
|----------------------|--|
| 1. audacious ____ | a. silly and wasteful; carelessly self-indulgent |
| 2. confidential ____ | b. avoiding unnecessary risks |
| 3. frivolous ____ | c. having a willingness to take risks |
| 4. hazardous ____ | d. private or secret |
| 5. problematic ____ | e. against accepted beliefs about good behavior |
| 6. prudent ____ | f. dangerous |
| 7. unethical ____ | g. full of difficulties that are hard to solve |

B Complete the sentences with the words in part A. Then compare your answers with a partner. Sometimes more than one answer is possible.

- | | |
|---|---|
| 1. Sadly, much of our _____ personal information is now on the Internet. | 5. Due to its potential for serious accidents, many believe nuclear power is too _____ to use safely. |
| 2. While switching to driverless cars would have benefits, the possible disruption to the economy makes the switch _____. | 6. One bold and _____ dream of thought-identification researchers is to create a machine that can read all human thought. |
| 3. Some _____ scientists think it would be wise to do more research before using genetically modified plants in food. | 7. With thousands of dogs and cats looking for homes, cloning additional ones for pets seems _____. |
| 4. Some people feel that denying any patient access to medical technology due to cost is _____. | |

VOCABULARY PLUS see page 132

5

DISCUSSION

Pros and cons

Group work Look at these news headlines. Discuss the positive effects and negative consequences of the events in the headlines.

Cosmetic Surgery Better and Cheaper Than Ever

Many men and women today are considering

Use of Personal Data by Social Media Sites Raises Privacy Concerns

Concerns rise as more social media sites use

More Farmers Plant Genetically Engineered Crops to Save Money



Microchip Implant Allows Criminals to Be Followed 24 Hours a Day

There is a debate over whether or not microchip

"Too many people are having cosmetic surgery for frivolous reasons these days. They should think twice about all the potential risks."

"Well, I'm all for it as long as people are prudent."

Useful expressions

Expressing caution and confidence

I'm a bit leery of . . .

You should think twice about . . .

I'm all for . . .

I have every confidence that . . .

When you write a summary, state in your own words the main points of a text, leaving out most of the supporting details. The summary must accurately reflect the ideas of the original text.

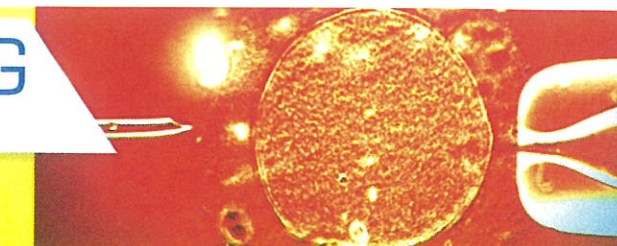
A Read the article and underline the main points.

ANIMAL CLONING

BENEFITS AND CONCERNS

Animal cloning is the technique of creating an exact genetic copy of an animal from a single cell. It has previously been used to create copies of, for example, sheep, cows, and cats. While animal cloning is an amazing and powerful technology with possible benefits to science and humanity, many people are voicing concerns about the ethics and wisdom of this scientific innovation.

On the surface, animal cloning simply seems to be the "copying" of an animal, and it is difficult to see the benefits. However, the potential benefits of animal cloning are many. Cloned animals can be useful in the production of certain drugs to treat human illnesses. Through cloning, scientists can modify animal organs, such as heart valves, so that they can be safely transplanted into the human body. Cloning could also be very useful in saving endangered species. Two types of Asian cattle, the gaur and the banteng, have been helped in this way. Furthermore, cloning can be used to produce animals that are unable to reproduce naturally, such as mules.



Those who argue against cloning warn of its dangers. Organs transplanted from animals to humans might not always be safe, and there is a risk of disease. Additionally, for every animal that is successfully cloned, there are frequently a number of others that are not healthy enough to live. Cloned animals can also be weaker than those born by normal reproduction. When it comes to saving endangered animals, critics argue that cloning is too expensive and takes the attention and resources away from the real problem – the destruction of animal habitat.

In conclusion, it is unlikely that people on the two sides of the animal cloning issue will arrive at an agreement any time soon. But, as scientific progress presents us with new technologies such as animal cloning, it is important to discuss their benefits and voice our concerns about their use.

B Read the summary. Some main points from the article are not included. What are they?

Summary

Animal cloning is a technique for creating a copy of an animal from a single cell. People who support animal cloning argue that it can be useful in the production of drugs and transplant organs for humans. They also point out its value in preserving endangered species. Those who are against animal cloning argue that its medical uses are actually unsafe, that it produces unhealthy animals, and that it distracts us from the real problems that endangered animals face.

C Pair work Find an article on technology or a related topic. Then choose an important paragraph, and write the main idea. Compare with your partner.

D Write a summary of all or part of the article in one or more paragraphs.