

Ministry of Education and Science of Ukraine
V. N. Karazin Kharkiv National University

A. V. Pakharenko
A. I. Vakulenko

UNDERSTANDING TODAY

Instruction and Training Manual
for 3rd-year students of the School of Foreign Languages

Electronic resource

Kharkiv – 2026

Reviewers:

V. V. Ryzhkova – PhD in Philology, Associate Professor, Head of the Department of Applied Linguistics of National Aerospace University “Kharkiv Aviation Institute”;

H. H. Husieva – PhD in Philology, Associate Professor, Head of the Department of Foreign Languages for Professional Purposes of V. N. Karazin Kharkiv National University.

*Approved for distribution in the Internet by the decision of the Scientific and Methodical Council of V. N. Karazin Kharkiv National University
(Protocol № 6 of March 27, 2026)*

Pakharenko A. V., Vakulenko A. I.

P 16 Understanding Today : instruction and training manual for 3rd-year students of the School of Foreign Languages [Electronic resource] / A. V. Pakharenko, A. I. Vakulenko. – Kharkiv : V. N. Karazin Kharkiv National University, 2026. – (PDF 136 p.)

This instruction and training manual is designed for third-year students of the School of Foreign Languages at V. N. Karazin Kharkiv National University who study English as their major or as a second foreign language (subject areas: B11 Philology, A4 Secondary Education; level B2). Its primary aim is to develop students' academic and professional speaking competence in English.

The manual presents a range of up-to-date materials covering key areas of business, politics, technology, art, creativity, and cinema. Through authentic texts and guided assignments, students are encouraged to engage critically with real-world issues while improving fluency, and communicative confidence.

This manual aligns with the Strategic objectives and solutions until 2030 of V. N. Karazin Kharkiv National University, supporting its focus on students' professional career development.

UDC 811.111'24(075.8)

© V. N. Karazin Kharkiv National University, 2026

© Pakharenko A. V., Vakulenko A. I., 2026

CONTENTS

FOREWORD.....	4
Unit 1. Business.....	5
Unit 2. Politics.....	22
Unit 3. Technology.....	38
Unit 4. Art.....	61
Unit 5. Creativity.....	83
Unit 6. Cinema.....	101
Vocabulary list.....	122
REFERENCES.....	134

FOREWORD

This instruction and training manual is intended for the third-year students of the School of Foreign Languages at V.N. Karazin Kharkiv National University in the subject areas of B11 Philology (educational and professional program: “English Language and Literature and Translation and Second Foreign Language”) and A4 Secondary Education (“English Language, Second Foreign Language and Foreign Literature”). It offers a carefully curated selection of contemporary, thematically rich materials addressing key areas of modern public and academic discourse, including business, politics, technology, art, creativity, and cinema, as stipulated in the syllabi for Foreign Language-I and Foreign Language-II (English). It reflects the structure and objectives of the course.

Each unit in the manual follows a clear and consistent structure. It typically includes an introductory text or media input, focused vocabulary work, guided and open-ended speaking tasks, discussion and debate prompts, writing assignments, and video-based activities. This structure enables students to progress from comprehension and language awareness to active production, encouraging them to apply newly acquired vocabulary and ideas in spoken interaction. The tasks are designed to be flexible and adaptable, allowing instructors to modify or expand activities depending on course objectives, group dynamics, or time constraints. Special emphasis is placed on developing argumentative skills, expressing personal viewpoints, participating in discussions and debates.

From a methodological perspective, this instruction and training manual is grounded in communicative and student-centered approaches to language learning. It promotes interaction, collaboration, and critical thinking, placing learners in active roles as speakers, listeners, and evaluators of ideas. Particular attention is given to fluency, coherence, and appropriateness of expression, as well as to the development of discourse-level skills essential for academic and professional contexts.

The manual is designed for use both in classroom settings and for independent student work. It may serve as a practical resource for developing speaking skills required for seminars, presentations, academic discussions, and future professional communication in English. The manual can also be used as supplementary material in courses focusing on advanced language practice.

UNIT 1. BUSINESS

Business is a complex multi-component sphere of human activity.



Exercise 1. A) Write 3 words that you associate with business. Give your description to the student next to you on the group list to comment on each of the 3 words.



* Use the phrases below to make an assumption on the three words you got from your groupmate and the words' connection to business:

In my opinion, the first word suggests that..., I genuinely/ really think that..., My feeling is that..., It seems to me that..., Another important aspect is that...

B) After your groupmate makes a guess, confirm whether they understood your association correctly.



C) Team work.

Consider all assumptions. Get divided into 2 groups. Work in teams to give a summarized definition of business (Group 1) or name the main characteristics of business (Group 2).

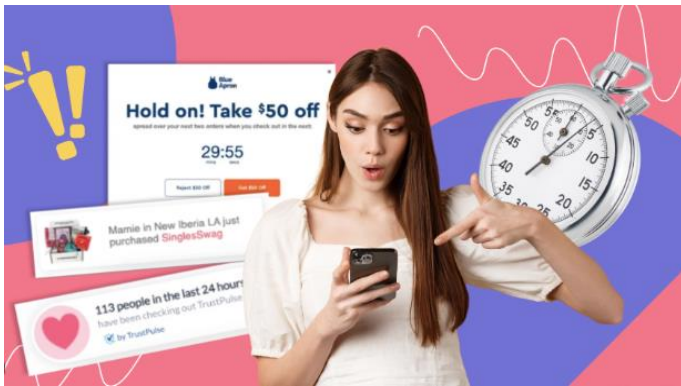
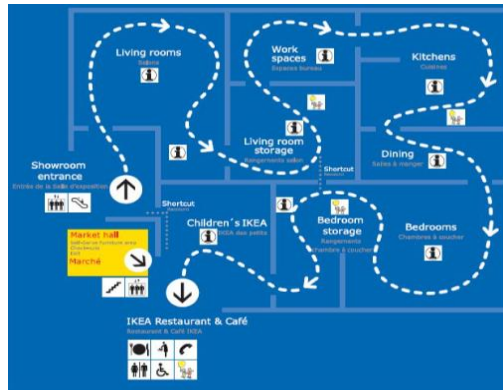
Exercise 2. Take a look at some entrepreneurial decisions that help owners sustain their businesses. Often, they may not be implemented to the benefit of consumers.

A) Choose one of them to describe what it means in your opinion, how and where it can be used, whether you have seen it in action personally.

a confusing layout of isles, a discount, drip pricing, false endorsement, FOMO, an incomplete set of items, a micro trend, planned obsolescence of goods, scarcity, shrinkflation



B) Look at the pictures. Match the depicted phenomena with the terms from above.



C) Match marketing trick names to their definitions. Look back at the pictures to help yourself find the correct ones. Pay attention to all the words in column A and the words **in bold** in column B.

	A		B
1.	confusing layout	a)	a worried feeling that one may miss buying something exciting that other people purchase , especially caused by things on social media
2.	discount	b)	a situation in which something is not easy to find or get, particularly when the number of goods is limited
3.	drip pricing	c)	a reduction in the usual price of goods because of their poor marketability, wear and tear , or approaching expiration date
4.	false endorsement	d)	the way that store departments and isles are designed/ arranged in order to lure customers in and encourage them to buy more
5.	FOMO (fear of missing out)	e)	a situation in which goods are deliberately made or designed so that they do not last for a long period of time
6.	incomplete set	f)	a niche or industry specific consumer behavioural trend which is mass market ready and has a short lifespan
7.	micro trend	g)	a specific form of misleading advertising that creates a false impression about an individual's association with a product
8.	planned obsolescence	h)	a way of charging for goods or services in which extra amounts are added during the buying process, so the total price is more than the price the customer was first shown
9.	scarcity	i)	the situation when the price of a product stays the same but its size gets smaller
10.	shrinkflation	j)	a set of goods/ a mechanism lacking some parts to function fully right away

D) Answer the questions:

1. Which of the tricks are used in Ukraine?
2. Which of them have you experienced yourself recently?

3. What kind of advantages and disadvantages do they present to customers?
4. What kind of pros and cons do business owners face implementing those tricks?
5. Can any alternatives be introduced to benefit both parties?



6. Can you name other means business owners may use to gain more profit? Are those means customer-friendly?
7. Is it easier to fall for marketing tricks nowadays compared to the past?
8. How do social media influence this tendency?
9. Which of the mentioned tricks are the most dangerous for the customers' wallet?
Make a tier list.
10. If you were a business owner, would you use any of them to boost your enterprise's productivity?

Exercise 3. A) Read about the UK's drastic measures against one of the marketing tricks mentioned below. Think whether such policies can be introduced in Ukraine.

In April 2025, the UK's Digital Markets, Competition and Consumers Act 2024 (DMCC) came into effect, banning drip pricing.

Under this new law, businesses are required to be completely **transparent about** the final price of a product or service at the very beginning of the sales process. The total price must include mandatory fees, such as **administration fees, booking fees, service charges, and taxes**. Optional costs do not need to be included.

Fees that cannot reasonably be calculated at the start are exempt from this rule. However, businesses must still provide clear information about how this price will be calculated, and it must be displayed prominently.

If a business breaches this law, the Competition and Markets Authority (CMA) can fine up to 10% of its **annual global turnover**.



What do businesses need to do to comply?



1. Be transparent

The first and most obvious thing to do is to be clear and transparent about the pricing. This means one should include all mandatory fees in the total price of the product or service. It might also be worth implementing a price calculator or a breakdown of the prices so that customers fully understand what they're paying for. This not only ensures **compliance** but can also improve the customer experience when they're purchasing from somebody.



2. Review the checkout process

Optional fees do not need to be included in the total price. However, one should review the **checkout process** so that any optional extras (e.g. gift wrapping, late checkout, or upgrades) are clearly presented, not pre-selected, and easy to decline.



3. Update the platforms

One should carry out an audit of their business website, marketing materials, and current ads. That way, one reviews the pricing information on these

platforms to ensure that all mandatory fees are included, and no claims or promotions are considered misleading under the new rules.



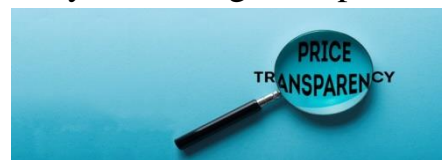
4. Train their staff

If a business has marketing or sales **employees** on the team, provide them with adequate training (e.g. workshops or online courses) so that they have a good understanding of the new rules. Robust internal procedures should also be implemented to ensure compliance, such as a content/ad approval workflow and continuous monitoring of promotional content.



5. Stay informed

Finally, staying on top of any relevant updates and enforcement decisions by the CMA, plus other regulatory bodies, such as the Advertising Standards Authority (ASA), will help a business to **spot** potential **issues** early, change their practices, and show that they're taking compliance seriously.



Being transparent about charges and staying compliant with the DMCC will help build trust with the customers and make the buying process much smoother.

(<https://startups.co.uk/strategy/what-is-drip-pricing/>)

VOCABULARY NOTES

B) Continue working on active vocabulary.

Match words/ word combinations to the definitions.

*Don't forget to learn
new collocations to
use in the future!*

	A		B
1.	administration fee	a)	a rate at which assets, securities, or inventory change ownership in a year worldwide
2.	annual global turnover	b)	a procedure of finalizing a deal via making a purchase of good/ services
3.	booking fee	c)	a sum demanded or incurred for something; a broad term covering any requirement of payment like price, tax, surcharge etc.
4.	charge	d)	an amount of money paid to the government that is based on one's income or the cost of goods/ services one has bought
5.	checkout process	e)	to be clear about a matter and not allow any possible misinterpretation
6.	compliance (with sth)	f)	an individual payed to work for somebody else
7.	employee	g)	an amount of money paid for the arrangement and control of the sales process
8.	tax	h)	to find problems
9.	to be transparent about sth	i)	an act of obeying a law, rule or one's instructions
10.	to spot issues	j)	an amount of money to pay for a certain reservation

Exercise 4. Look at the word chains. Cross the odd one in each of the chains. Explain your choice.

1. an employee, a tax, a charge;
2. shrinkflation, planned obsolescence, a micro trend;
3. drip pricing, a discount, an incomplete set;
4. scarcity, the fear of missing out, an administration fee;
5. a booking fee, a checkout process, compliance.
6. to spot issues, a charge, to be transparent about something;
7. a tax, compliance, a booking fee;
8. a checkout process, an employee, an administration fee;

9. an annual global turnover, to be transparent about something, shrinkflation;
10. a booking fee, an employee, a charge.

Watch time



Have you ever thought about music as a key factor in pushing you into buying more? Or does it affect you in an opposite way? Watch the video to learn about music potential within the marketing sphere:

<https://youtu.be/QvKCuoffRGo?si=V6wWBxS43vTzkcts>

Exercise 5. A) Do you use Canva? How often and what for? Follow the link to learn more about this application: https://youtu.be/nch2NObpZSg?si=JYFB_kOvuwyFC0px

B) Read about Melanie Perkins, the app co-founder, and her journey to success.



Back in 2006, Mel Perkins used to teach design part-time at the Design University of Western Australia. While teaching, she noticed how frustratingly complex it was to create simple visuals. Her job **gave** her an outsider's **perspective on** how steep the graphic design learning curve was. You had to have Adobe Photoshop on your computer; for **newbies**, all those buttons and settings could be overwhelming. And that's not even considering the design side of things. Everything was done offline back then. If you were **collaborating with** a team or needed **approval on** a project, you'd save the file, email it, and wait for feedback.

Melanie Perkins had this lightbulb moment: Why can't designing be as easy as working on Google Docs, and multiple people can edit in real-time from anywhere? She saw **the potential for convenience** there. However, she knew she was **stepping into a ring** dominated by big players like Adobe, Google, and Microsoft.

Rather than taking on the whole industry at once, she decided **to start small**. Her idea was to create a tool specifically for designing yearbooks. Her mum was a teacher, so she understood how much effort teachers put into them. Plus, teachers often don't have design experience but are still expected to make **professional-looking yearbooks**. Melanie's plan was to offer a web app for free yearbook designs and charge users for printing the final product. That's how Canva **kicked off**.

The business started as *Fusion Books* and then evolved into *Canvas Chef*. But when they **settled on** *Canvas Chef*, Clifford Obrecht, Perkin's then-boyfriend, now husband, and *Canva's co-founder*, wasn't a fan at all. Then a French engineer pointed out that *canvas* is pronounced *canva* in French, and that's how they ended up with the name Canva.



Melanie's chance encounter with Bill Tai, a legendary **venture** capitalist from Silicon Valley, changed the trajectory of her life. After speaking with him briefly at a conference in Perth, Tai invited her to meet him in San Francisco to discuss her *crazy, big dream* of creating an **all-in-one design platform**. Despite initial doubts about Tai's interest, Melanie was courageous and came to San Francisco. She presented a paper pitch deck on the future of publishing that impressed him enough to introduce her to others and invite her to his unique retreat for investors and **kitesurfing enthusiasts**, Mai Tai. During this time, the **seeds for Canva began to sprout**, growing out of their previous venture, Fusion Books. Perkins and Obrecht relentlessly pursued investors, refining *Canva's* concept with every *no* they received.

After five years of **pitching to investors**, facing countless rejections, and **pivoting** engineers, the team finally launched the platform in 2013. Melanie Perkins was only 26 years old when she became co-founder and CEO of *Canva*.

However, her initial **joy** was **short-lived** as a journalist **broke the embargo** and wrote negative reviews about Canva, shattering Melanie's world. Despite this **setback**, *Canva* eventually **picked up steam** and began attracting positive attention from the press and community worldwide. The platform's growth has been nothing short of phenomenal as Canva continues **to expand its reach** globally.

Since then, led by the three founders, Melanie Perkins, Cliff Obrecht, and Cameron Adams, *Canva* has achieved great success, **securing multiple investment rounds** from various investors, including Felices, Blackbird Ventures, Sequoia Capital China, T. Rowe Price, and many others. Its current estimated **annual revenue** is \$1 billion, and its dedicated team of over 3,400 employees is known as *Canvanauts*.



<https://medium.com/the-million-dollar-thinker/canva-how-melanie-perkins-built-a-40-billion-design-empire-bb47004112aa#accb>;
<https://kitrum.com/blog/melanie-perkins-story-as-canva-ceo/>)

C) *Answer the questions:*

1. Should an innovative idea always be treated seriously?
2. Do personal interests or current trends play a bigger role in choosing a field for a startup?
3. Can negative reviews be good advertisement?
4. How making acquaintances can be crucial for the business?
5. Which is more difficult: to start producing goods or begin offering services?
7. Should a business owner work with one reliable investor only or seek help from multiple new supporters?
8. How would you keep a business afloat after a big success?

VOCABULARY NOTES

Exercise 6. Look at the list of active vocabulary from the text above. Provide definitions for each word or word combination in English according to the context; translate unfamiliar collocations.

all-in-one platform

annual revenue

approval on sth

co-founder

kitesurfing enthusiast

newbie

pitching to investors

potential for convenience

professional-looking yearbook

seeds begin to sprout

setback

short-lived joy

to break the embargo

to collaborate with sb

to expand one's/ sth's reach

to give a perspective on sth

to kick off

to pick up steam

to secure multiple investment rounds

to settle on sth

to start small

to step into a ring

Exercise 7. A) Match some of the active words and phrases with their synonyms.

to gain popularity;	a multifunctional website;	an associate;
	a kiteboarding fan;	a beginner;
an opportunity for ease;	to enter a competition;	yearly income

B) Make antonymous pairs with some of your active vocabulary above and the collocations in the table.

to impose a ban or restriction on exports;	to put the brakes on sth;	to dream
big; rejection of;	progress;	sporadic income;
to keep sth a secret;	long-term happiness;	professional

Exercise 8. Discussion in pairs. Two people are thinking about starting a business. One of them is hesitant whether they can do it themselves without others' assistance; thus, prefers to be a co-founder of a startup. The other communicative partner disagrees, confident in their skills. Present your arguments and give examples to support your position respectively. Use active vocabulary from the text above.

Read the text below to learn which business growth strategies are used nowadays.

5 Effective Business Growth Strategies for Scaling in the Modern Economy

In today's dynamic **business environment**, constant **innovation** and **adaptation** are required **to thrive**. Consumer preferences and technologies are rapidly evolving, requiring businesses to constantly **seek opportunities for growth**. This presents both challenges and opportunities for companies of all sizes. A clear, comprehensive growth strategy is essential to effectively **navigate** these **changes** and **propel an organization forward**.

A business growth strategy refers to a well-defined plan or set of tactics used to achieve **measured expansion** and **increased success** over time. It clearly outlines how a company intends to grow its **revenue**, **market share**, customer base, or geographical footprint through various approaches and tactics.

When developing a strategy to navigate market changes and **capitalize on opportunities for advancement**, companies should consider their desired growth targets in relation to financial objectives like revenue, **profitability**, and **fundraising milestones**. But non-financial metrics relating to **brand awareness**, customer base expansion or market leadership are also important to include. The right growth strategy will depend on a company's unique strengths, resources, and ambitions.



5 Key Business Growth Strategies.

There are many approaches a company can take to achieve growth, but some of the most employed strategies include:

1. Market Penetration. A **market penetration** strategy involves capturing a larger share of your existing market through more effective marketing of your current products or services to your current customer base. Tactics may include special promotions, improved **customer service**, or **expanded distribution channels** to drive repeat purchases from loyal customers. For example, a restaurant could implement a frequent diner rewards programme or delivery partnerships to increase visits from **established patrons**. This requires deep knowledge of customers **to appeal directly to their needs** and preferences.

2. Product or Service Development. Developing new products and services allows businesses **to meet the evolving needs** of existing customers as well as attract new ones. It requires investing in research, testing, and **rollout** of innovations that customers will genuinely value. For instance, expanding a product line with premium or value-focused options based on **market insights**. Or a software company adding new features based on user feedback.

3. Market Expansion. Entering new geographic markets or targeting new customer segments represents an opportunity to increase the total addressable market and reduce dependency on a single region or **clientele base**. It involves researching untapped opportunities, and then **tailoring offerings to suit local demand**. An example is when an online retailer starts to sell industrial supplies along with home goods to take advantage of **synergies in** supplier relationships and fulfillment infrastructure in place. **Expanding** the target audience grows **the business reach**.

4. Strategic Partnerships. Collaborating with complementary companies through promotional partnerships, **joint ventures** or alliances can help businesses achieve scaled growth by leveraging each other's brand recognition, resources and networks. For instance, consumer packaged goods companies partner with major **retailers** for co-marketing.

5. Mergers & Acquisitions. Acquiring other companies is a direct path to expanding market share through taking ownership of existing customers, talent and infrastructure. It can provide access to new capabilities, resources or geographic territories overnight. M&A (Mergers & Acquisitions) also comes with substantial risks if not properly planned and integrated **post-acquisition**. **Startups** may be acquired by larger firms for access to funding and demand. Overall M&A is high risk but high reward if executed well.

<https://www.thestrategyinstitute.org/insights/5-effective-business-growth-strategies-for-scaling-in-the-modern-economy>)

VOCABULARY NOTES

business environment – all internal and external factors that impact a company's functioning

innovation – a new idea or method

adaptation – a process of changing to suit different conditions

to thrive – to grow successful

to seek opportunities for growth – to look for possible ways to reach success

to navigate changes – to deal effectively with possible changes

to propel an organization forward – to lead the company forward very effectively

measured expansion – a calculated and controlled process of making a company bigger

increased success – a higher extend of success

revenue – an income that a company receives regularly

market share – the number of things a company sells compared with the number of things of the same type that other companies sell

to capitalize on opportunities for advancement – to actively use opportunities for progress

profitability – a situation in which a company is producing a profit

fundraising milestones – main stages for raising funds

brand awareness – a degree to which consumers recognize a product by its name

market penetration – a process of increasing a company's visibility and share of sales within an existing market

customer service – the fact of treating customers in a polite and helpful way, which is considered an important part of running a good business

expanded distribution channels – a network of new ways to increase the company's product/ service visibility to potential customers and sponsors

established patrons – permanent financial supporters or investors

to appeal directly to (meet) one's needs/ to suit one's demands – to satisfy one's wishes and requirements

rollout – an act of making something available for the first time

market insight – a result of a deep understanding of a market and its components that businesses can use to make smart decisions and drive growth

clientele base – regular customers

to tailor offerings – adapt an offer to the situation or a specific client

synergy in sth – a combined power of a group of things when they are working together that is greater than the total power achieved by each working separately

to expand the business reach – to make a business more recognizable

joint venture – a business that two or more people or companies work on together

retailer – a person, shop, or business that sells goods to the public

post-acquisition – after something is achieved

startup (start-up) – a small business that has just been started

Exercise 9. Paraphrase the underlined parts of the sentences using your active vocabulary.

post-acquisition; to penetrate the market; to have a joint venture;
to seek opportunities for growth; the business environment

1. Taylor Jenkins and Steven White are long-time co-founders of 'Pink Pelican & Co'.

2. They are hiring specialists able to smoothly infiltrate the market increasing the company's profit.

3. How long are you going to procrastinate instead of looking for any possible way to make this project successful?

4. When building a new business, you are supposed to keep a handful of factors in mind.

5. Remember that you'll be the sole package owner after you receive it, not me.



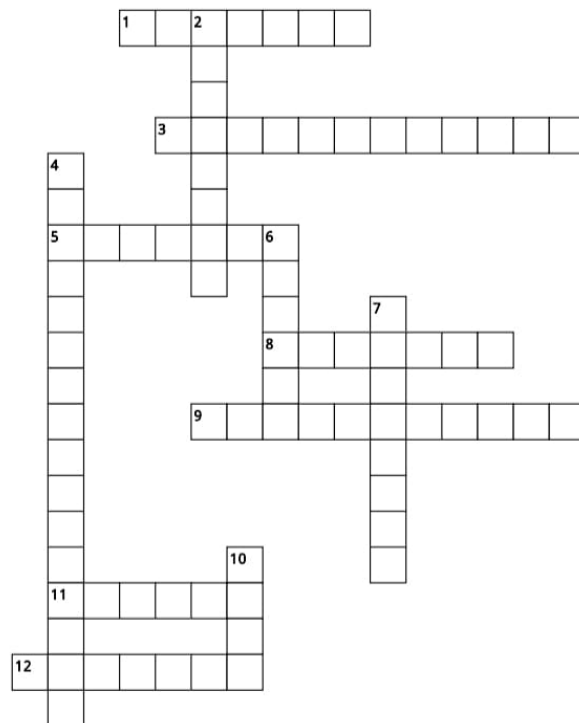
Exercise 10. Resume the active collocations. Match the beginning of the phrase from the left column with its ending in the right one.

	A		B
1.	business	a)	venture
2.	to seek	b)	expansion
3.	to propel	c)	penetration

4.	measured	d)	base
5.	brand	e)	environment
6.	customer	f)	success
7.	market	g)	awareness
8.	clientele	h)	opportunities for growth
9.	to expand	i)	offerings
10.	joint	j)	service
11.	to tailor	k)	an organization
12.	increased	l)	the business reach

Exercise 11. Solve a crossword puzzle with active vocabulary to the text. Go through each blank one by one. Do not hesitate to ask your groupmates for help.

Business



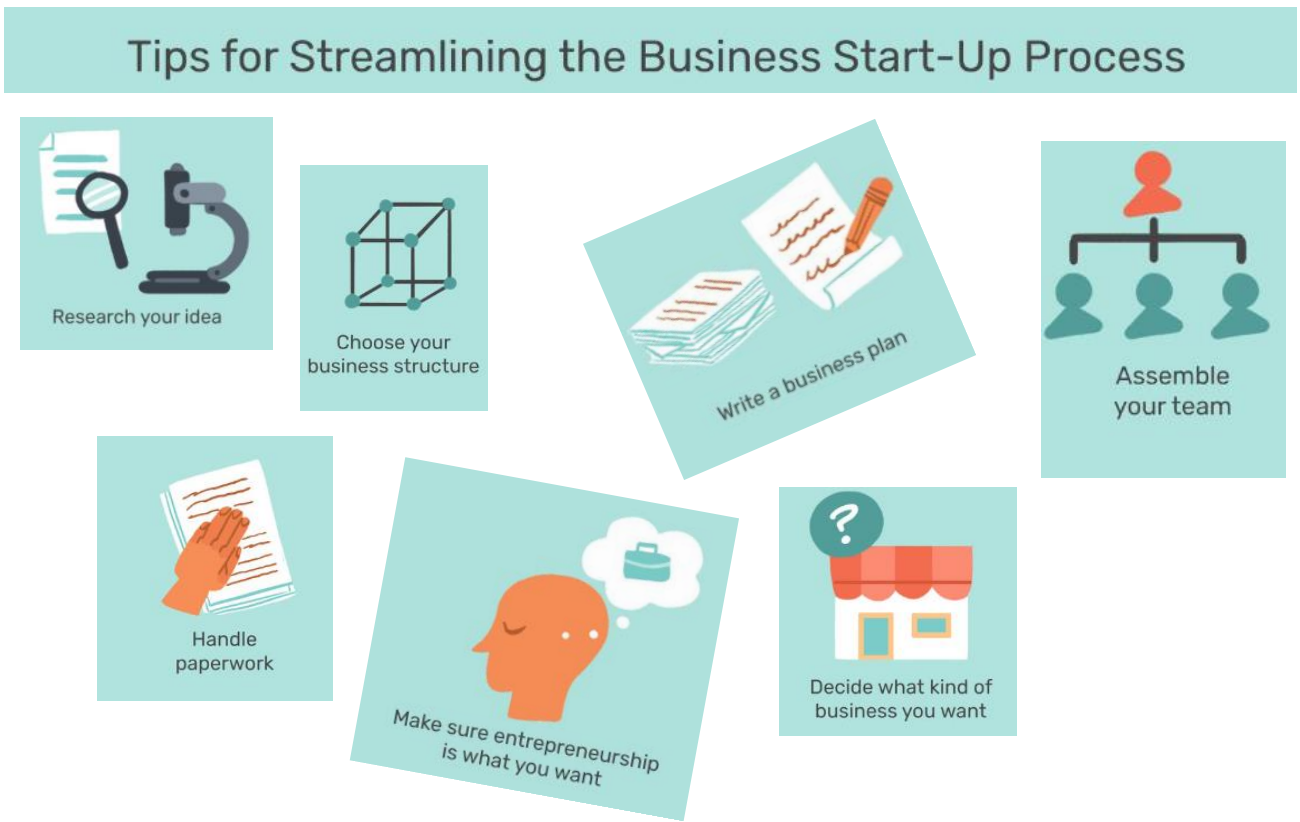
Across

1. A connection
3. The types of channels or places to sell a product or make it known
5. A recently started business
8. A regular income in a business
9. A process of gaining money, for example for charity
11. To become successful
12. An introduction to a new product

Down

2. To scrape through changes effectively
4. A time when something is already achieved
6. An investor
7. A person who sells goods, usually in a limited quantity
10. A synonymous verb to the one in "appeal to one's needs"

Exercise 12. Put business starting stages in the correct order and comment on them.

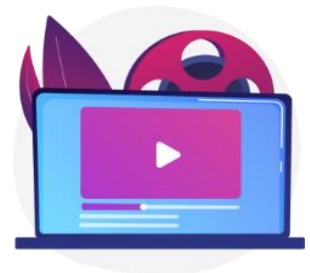


Watch time



Watch the video with the tips on becoming a successful entrepreneur. Answer the questions (<https://youtu.be/eHJnEHyyNIY?si=z9JaIedVoFzj2E3i>):

1. What is a mindset?
2. What does B-School Strategy 101 consist of?
3. Which of the mentioned mindsets are embodied in you at your current life stage?
4. Which other mindsets can you learn?
5. Which of them can you teach to those who you study with?
6. Is there one you can apply to a challenge you are facing today?
7. Do you find any of the mindsets mentioned impossible to implement? If yes, give some reasons.
8. Can the tips names in the video be used only in one particular sphere of business or applied to a number of many different ones?



Speaking time



A) Think of a field you wanted to build a business in. Choose a strategy that could be suitable in your specific case. Prepare a 2-min talk commenting on its possible implementation to start a business. Use active vocabulary from the unit.

B) Listen to your groupmates' presentations. Get ready to give a peer review of their plans and their effectiveness. Use a checklist below as a guide. Stay objective.

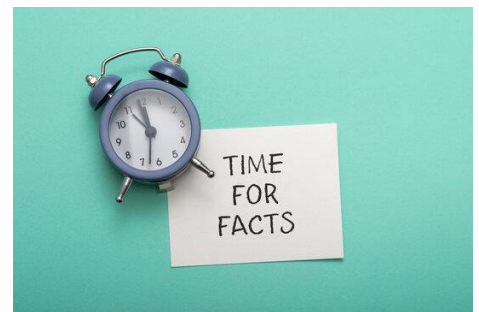
№	Criteria	Yes	No
1.	The strategy usage is clearly described		
2.	The chosen strategy fits the business type		
3.	It is easily implemented in this certain case		
4.	The plan is quickly applied		
5.	The strategy involves cooperation with other businesses		
6.	It can be combined with other strategies in this specific case		

Fact time



⇒ When it was founded in 1964, Nike was called "Blue Ribbon Sports." It officially became Nike in 1971.

⇒ Sony was originally called Tokyo Tsushin Kogyo when it was established in 1946.



⇒ The name IKEA is actually an acronym: Ingvar Kamprad (founder) + Elmtaryd (farm) + Agunnaryd (hometown).

⇒ The original name of Snapchat was "Picaboo."

⇒ The name Adobe comes from Adobe Creek, which ran behind cofounder John Warnock's house.

- ⇒ *Nintendo started in 1889 as a playing card company.*
- ⇒ *The word "Microsoft" is meant to reflect Bill Gates and Paul Allen's mission to create software for microcomputers. They briefly considered Allen & Gates, but they thought that sounded too much like a law firm.*
- ⇒ *Mercedes is named after businessman Emil Jellinek's daughter, Mercedes.*
- ⇒ *The Toyota symbol represents the unification of the hearts of our customers and the heart of the Toyota products. The background represents technological advancements and boundless opportunities of the company.*
[\(<https://www.factretriever.com/famous-company-facts>\)](https://www.factretriever.com/famous-company-facts)

Writing time



Write a 200-word commentary on whether you have ever been lured into buying something unnecessary.

Was it offline or online? Did you manage to resist the urge?

If no, mention the methods used together with your suggestions how to avoid being tricked by them. If yes, name some hacks that help you not to become a target of marketing tricks.



UNIT 2. POLITICS

Which associations do you have at hearing the word “Politics”? Name all of them one by one, creating a mindmap with the word politics in the center → review it, formulating definitions of the term. Mind that there should be no less than 3.



Look at some examples of the sentences; make a comment on the meaning of *politics* in each of them:

1. Susan is unusually involved in left-wing politics.
2. Mathew has never thought of teaching Politics at Maynooth University.
3. When are you going to retire from politics?
4. Why is it always so challenging to understand the politics of a group of people with a generation gap?
5. Their politics seem to be too narrow. It is time to make them more open-minded.
6. Workplace politics are not implemented to be ignored.

In a general sense, politics is “the activities of the government, members of law-making organizations, or people who try to influence the way a country is governed”. Modern political influence, though, extends beyond state formation in order to address urgent global challenges like



- ✚ *economic stability,*
- ✚ *available healthcare,*
- ✚ *cultural and historical preservation,*
- ✚ *social equality,*
- ✚ *rapid technological progress and, the last but definitely not the least,*
- ✚ *ecological sustainability.*

Nowadays, the conditions our planet is under require well-coordinated team work. Political intervention is crucial for mitigating climate change, protecting biodiversity, and ensuring equitable resource distribution. This is where politicians and the decisions they make can have not only a significant impact on the world in the near future, but also a long-term influence globally.

Exercise 1. Think of the recent eco movements actively supported by politicians. Can you name a few examples? Answer the questions:

1. Have you ever heard about the Paris Agreement?



No

Yes

What are your assumptions about the purpose and subject matter of the treaty?

List the main principles of the agreement.

Watch time



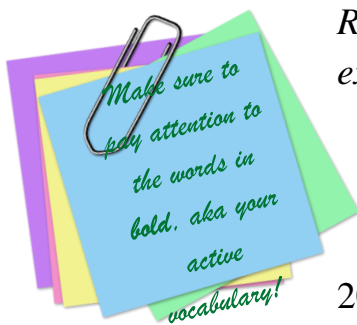
Watch a short clip dedicated to the conference:

<https://youtu.be/I-4F5MJEEqs?si=kVOznF29XMXMiJE5>

What are your thoughts and predictions about the current state of the agreement implementation? Which measures can be taken to follow the plan?

Use some phrases from the table to speculate about the topic:

<i>It could be that...</i>	<i>They may have decided...</i>	<i>Perhaps...</i>	<i>It is probably...</i>
<i>It also seems possible that...</i>	<i>It can be...either...</i>	<i>To think of it,...</i>	
<i>I get the impression that...</i>	<i>What if...</i>	<i>It is obvious that...</i>	<i>I'd rather...</i>



Read the 10th-year-anniversary follow-up report. Were your expectations correct?

In the 10 years since the **adoption** of the Paris Agreement, the Parties to the agreement have achieved a lot of progress in response to climate change. A Loss and Damage Fund was established in 2022. Rules for international carbon trading have been established under Article 6 of the agreement.

A new goal for climate finance was agreed in 2024. The **COP30** climate conference in November 2025 adopted indicators for climate adaptation and agreed to **triple** adaptation finance. The first global **stocktake** under the Paris Agreement in 2023 called for **accelerating** climate action, tripling **renewable energy capacity**, doubling the rate of energy efficiency improvements and **transitioning away** from fossil fuels.

Building on the global stocktake, Parties submitted their third round of climate **pledges** in 2025, ahead of COP30. Full implementation of the pledges would lead to a global temperature increase of around 2.4°C, a large improvement compared to the 3.5°C increase projected before the Paris Agreement but still **falling short** of the agreement's target to keep global warming well below 2°C and ideally 1.5°C. With global **carbon emissions** still rising, the 1.5°C target will only be achievable after a temporary **overshoot**. As every fraction of a degree of global warming will result in increasing damages, additional efforts will be needed to keep the overshoot as short and as close to 1.5°C as possible.

The current geopolitical situation **hinders** swift progress on collective climate action. The United States has decided to leave the Paris Agreement, a third of the Paris Agreement Parties failed to update their climate pledge, and a roadmap for **phasing out** fossil fuels was blocked at COP30. The EU, traditionally a leader in international climate policy, struggled to build strong coalitions **to drive an ambitious outcome** at COP30.

([https://www.europarl.europa.eu/thinktank/en/document/EPRS_BRI\(2025\)779255](https://www.europarl.europa.eu/thinktank/en/document/EPRS_BRI(2025)779255))

Exercise 2. Considering the current environmental situation of Ukraine, work in teams of 4-5 participants to prepare a list of steps to be taken for our country to continue following the Agreement politically wise.

*Use the words **in bold** from the article.*



VOCABULARY NOTES

Match the words/word combinations on the left with the definitions on the right.

	A		B
1.	accelerating	a)	the United Nations Climate Change Conference that takes place every year
2.	adoption	b)	to make a conclusion
3.	carbon emissions	c)	to stop using something gradually
4.	COP (Conference of the Parties)	d)	a process of accepting or starting to use something new
5.	overshoot	e)	to limit the development of something

6.	pledge	f)	to increase three times in size or amount
7.	renewable energy capacity	g)	to change trajectory, distancing oneself from the original direction
8.	stocktake	h)	becoming faster
9.	to drive an outcome	i)	a serious formal promise
10.	to fall short of sth	j)	the release of carbon compounds such as carbon dioxide (CO ₂) and methane (CH ₄) into the atmosphere
11.	to hinder on sth	k)	an act of doing more than originally planned
12.	to phase sth out	l)	the maximum generating capacity of installations that use renewable sources
13.	to transition away	m)	an assessment of a situation at a given point
14.	to triple	n)	to fail to reach a standard that was expected or hoped for, causing disappointment

Exercise 3. Fill in the blanks. Choose ONLY one option for each situation.

1. Many countries have made _____ to reduce carbon emissions by 2030 to combat climate change.

- A. adoptions
- B. pledges
- C. overshoots

2. The recent _____ of renewable energy policies reflect a growing political commitment to sustainability.

- A. adoptions
- B. emissions
- C. overshoots

3. Despite ambitious targets, some nations continue to _____ their carbon emissions limits.

- A. drive
- B. fall short
- C. overshoot

4. Governments aim to _____ where fossil fuel use is significantly decreased within the next decade.

- A. drive an outcome
- B. hinder on
- C. transition away

5. Some policies _____ of addressing the full scope of ecological damage caused by industrial activities.

- A. triple
- B. phase out
- C. fall short

6. Political debates often _____ the implementation of effective environmental regulations.

- A. hinder on
- B. triple
- C. accelerate

7. Countries are planning to _____ their investments in green technology to promote ecological resilience.

- A. transition away
- B. fall short
- C. triple

8. There is a global need to _____ from high-pollution energy sources.

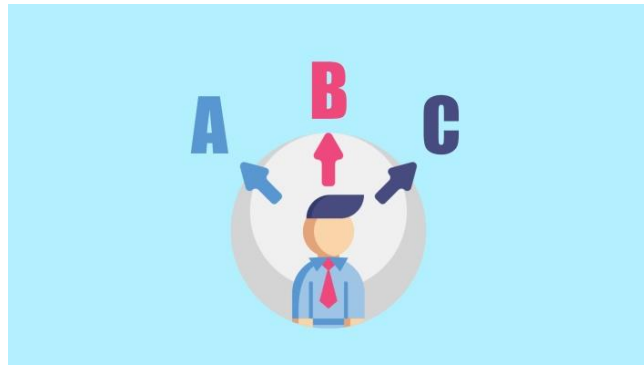
- A. phase out
- B. transition away
- C. drive

9. Several nations are working hard to _____ single-use plastics as part of their ecological commitments.

- A. hinder on
- B. accelerate
- C. phase out

10. Political willpower is crucial to _____ that can ensure a sustainable future for everybody.

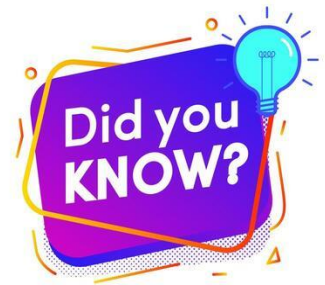
- A. hinder on
- B. fall short
- C. drive an outcome



Exercise 4. Consider the results of another crucial political decision that directly or indirectly affected a number of countries, i. e. Brexit.

Fact time

Did you know that the term "Brexit" comes from a blend of words "Britain" and "exit"? Think about alternative names that could be used to describe the UK leaving the EU process.



A) Read the article, following the overall update on the financial, commercial, touristic and other spheres in the UK.



Five Key Impacts of Brexit Five Years On

by Ben Chu and Tamara Kovacevic

Five years ago, on 31 January 2020, the UK left the European Union. On that day, Great Britain **severed** the political ties it had held for 47 years, but stayed inside the EU single market and customs union for a further 11 months to keep trade

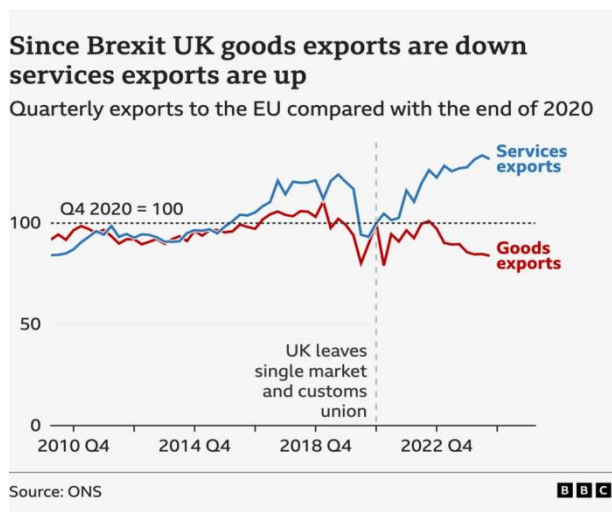
flowing. Northern Ireland had a separate arrangement. Brexit was hugely divisive, both politically and socially, dominating political debate and with arguments about its impacts raging for years. Five years on from the day Britain formally left the EU, BBC Verify has examined five important ways Brexit has affected Britain.



1. Trade. Economists and analysts assess the impact of leaving the EU single market and customs union as having been negative. This is despite the fact that the UK **negotiated a free trade deal** with the EU and avoided tariffs being **imposed on** the import and export of goods.

The negative impact comes from so-called **non-tariff barriers**. Some recent studies suggest that UK goods exports are 30% lower. Some suggest only a 6% reduction.

Small UK firms appear to be more **adversely** affected than larger ones.



It's also clear UK services exports – such as advertising and management consulting – have done unexpectedly well since 2021. After Brexit, the UK

has been able to **strike** its own trade **deals** with other countries. There have been new trade deals with Australia and New Zealand and the government has been **pursuing** new agreements with the US and India.



2. Immigration. Immigration was a key theme in 2016, **centered on** freedom of movement within the EU, under which UK and EU citizens could freely move to visit, study, work and live. There has been a big fall in EU immigration and EU **net migration** since the referendum and it **accelerated** after 2020 due to the end of freedom of movement. There have been big increases in net migration from the rest of the world since 2020.

Under post-Brexit immigration system, EU and non-EU citizens both need to get work visas in order to work in the UK (except Irish citizens, who can still live and work in the UK without a visa). The two main drivers of the increase in non-EU immigration since 2020 are work visas (especially in health and care) and international students. The **re-introduction** of the right of overseas students to stay and work in Britain after graduation by Boris Johnson's

government also made the UK more attractive to international students.



3. Travel. Freedom of movement ended with Brexit, also affecting tourists and business travelers. People can still visit the EU as a tourist for 90 days in any 180 day period without requiring a visa, provided they have at least three months remaining on their passports at the time of their return. EU citizens can stay in the UK for up to six months without needing a visa.

However, a bigger change in terms of travel is on the horizon as the EU is planning to introduce a new electronic Entry Exit System (EES) – an automated IT system for registering travelers from non-EU countries. The impact of this is unclear, but some in the travel sector have expressed fears it could potentially add to border queues as people leave the UK. Later on, the EU will introduce a new European Travel Information and Authorization System (ETIAS). UK citizens will have to obtain **ETIAS clearance** for travel to 30 European countries. Meanwhile, the UK is introducing its equivalent to ETIAS for EU citizens called an Electronic Travel Authorization (ETA).



4. Laws. In order to minimize **disruption** immediately following Brexit in 2020, the UK incorporated thousands of EU laws into UK law, becoming known as “retained EU law”.

According to the latest government count there were 6,901 individual pieces of retained EU law covering things like working time, equal pay, food labelling and environmental standards.

The UK has changed some EU laws. For example, it banned the export of live animals from Great Britain for slaughter and fattening and changed EU laws on **gene editing crops**.

Brexit has also given the UK more freedom in certain areas of tax law. EU member states are prohibited from charging Value-added tax (VAT) on education under an EU directive. Leaving the EU enabled Labour to impose VAT on private school fees.



5. Money. The UK continued paying into the EU Budget during **the transition period** but since 31 December 2020 it has not made these contributions. However, those EU Budgets contributions were always partially recycled to the UK via payments to British farmers under the EU's Common Agricultural Policy (CAP) and “structural funding”. Since the end of the transition period UK governments have replaced the CAP payments directly with **taxpayer** funds.

The UK has also still been paying the EU as part of the official Brexit Withdrawal Agreement and its financial settlement. The Treasury says the UK paid a net amount of £14.9bn between

2021 and 2023, and estimated that from 2024 onwards it will have to pay another £6.4bn, although spread over many years.

After Brexit took effect, the UK initially stopped funding the pan-European scientific research. However, Britain rejoined Horizon in 2023 and is

projected by the EU to pay in around €2.4bn (£2bn) per year on average to the EU budget for its participation, although historically the UK has been a net financial **beneficiary** from the scheme because of the large share of grants won by UK-based scientists.

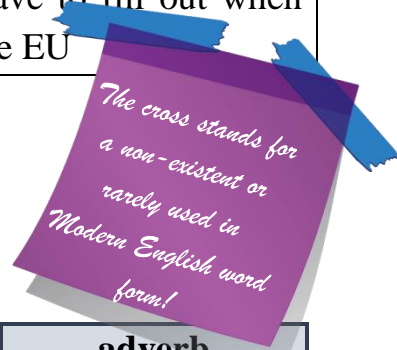
(<https://www.bbc.com/news/articles/cdrynjz1glpo>)

VOCABULARY NOTES

Match the words/word combinations on the left with the definitions on the right.

	A		B
1.	a free trade deal	a)	a difference between immigration and emigration of people moving for at least a year
2.	adversely	b)	a person who pays taxes
3.	beneficiary	c)	in a way that has a negative or harmful effect
4.	disruption	d)	to have formal discussions with someone in order to reach an agreement about something
5.	ETIAS clearance	e)	a defined time frame during which changes or adjustments occur
6.	gene editing crops	f)	to be focused on something
7.	net migration	g)	to officially introduce a rule, making others obey it
8.	non-tariff barriers	h)	to end a connection with someone or something
9.	re-introduction	i)	an action of preventing a system from continuing as usual
10.	taxpayer	j)	to follow something or somebody to achieve one's goal
11.	the transition period	k)	to reach an agreement
12.	to accelerate	l)	an agreement according to international law to form a free-trade area between the cooperating states

13.	to be centered on sth	m)	an electronic travel authorization, applied to non-EU travelers who currently do not need a visa to enter European countries in the Schengen Zone
14.	to impose sth on sb/ sth	n)	a group that receives money or other benefits as a result from something
15.	to negotiate sth	o)	a process of making changes to plants more quickly and precisely than through conventional plant breeding methods
16.	to pursue	p)	an act of implementing something after it has not been used for some time
17.	to sever	q)	to happen faster
18.	to strike a deal	r)	time consuming and sometimes complicated new paperwork that businesses have to fill out when importing and exporting to the EU



Exercise 5. A) Create new word forms using active vocabulary to fill in the table.

noun	verb	adjective	adverb
	✗		adversely
beneficiary			
disruption			
migration			
re-introduction			
taxpayer			✗
	to accelerate		✗
	to pursue		

B) Use some forms of the words from the table to fill in the gaps in the text below.

Politics often involves navigating (1) _____ challenges that can be (2) _____ to societal stability. Governments, on the one hand, try to (3) _____ controversial decisions while promoting policies directed at economic growth and social cohesion, yet (4) _____ to and out of countries remains a continuing issue, (5) _____ debates on

resource allocation. To address these concerns, some representatives offer to (6) _____ stricter regulations to manage influxes effectively.

On the other hand, (7) _____, whose contributions fund public services, seek transparency and accountability in political (8) _____. It can be challenging, though, as the pursuit of sustainable development requires balancing diverse interests, ensuring that policies do not exacerbate divisions or foster instability. Ultimately, thoughtful leadership is essential for tackling such issues and fostering a resilient, inclusive society.

Speaking time



Analyze the information read in the article above.

Get divided into two teams; scan the article together once more to find: all possible pros for the UK and the EU from Brexit (for Team A) or any mentioned cons of Great Britain cutting ties with the European Union (for Team B). Get ready to present your findings in a discussion.

Use the phrases below to present your point:

agreeing	disagreeing	doubting
I rather/ quite/ fully/ totally/definitely agree... I couldn't agree more. I see exactly what you mean. That's a great/lovely/good idea!	I fully/completely/totally/ absolutely disagree... I'm sorry but I cannot agree on... I'm afraid I don't agree with your on the point. That's not how I get it.	You have a point but... I'm not really sure about that. That's a valid point. Still, ... I'm not all that convinced by the argument that... That can be debatable.

Watch time



Winston Churchill is one of the few historic figures who are still widely admired not only for their political contribution but also majorly for the words they chose while addressing the public.

Watch the video and answer the questions:

https://youtu.be/v3I_-5njbk?si=YjjA2CkkGUKftRi4



1. What is so unique in Winston Churchill's way of speaking and addressing the public?
2. What made Churchill's speeches so powerful?
3. Which strategies did he use?
4. Which verbal tools were used to implement those strategies?
5. Is this approach relevant today?

Public Speaking for Political Candidates: How to Run for Office & Manage the Nerves

When people decide to run for office, they picture themselves drawing up campaign plans, meeting filing deadlines, and knocking on doors. But one of the first and most personal challenges that **crosses up** is fear of public speaking. While there's no magic solution, we have practical tips and tracks to help first-time candidates build your confidence and find your voice. The good news? Public speaking is not a born talent. It's a very teachable skill.



1. Start Small & Build Confidence. Confidence with public speaking, like any skill, grows with practice. Begin with small, supportive audiences. Think of friends, family, or even your own reflection in the mirror. As you get comfortable, gradually expand your **comfort zone**. If you're up for it, try recording yourself. You'll be surprised. We often don't sound as nervous as we think. Sharing these recordings with **confidants** can help you identify areas for improvement. Small **tweaks** in our posture or gaze when speaking can lead to big gains. Most of all, remember that **tackling your fears** is hard, so celebrate the small wins.

2. Use Talking Points as a Safety Net. We've all been there: Someone asks you what your favorite book or movie is and suddenly you've never read or watched a thing. Similarly, you might worry about forgetting a key issue or message **on the spot**. You probably won't **launch your first campaign** to a national audience, but even if you do, talking points serve as your safety net. They're not full scripts of speeches. Instead, they're tools: structured summaries of your positions that will help you **stay on**

message. With practice, your talking points will help you navigate almost any conversation.

Four Steps to Craft Great Talking Points

- Keep it concise: Aim for 3-4 sentences maximum on each point.
- Use a clear structure: Follow a logical flow from providing context, to defining the problem, to outlining your solution.
- Support your points with facts: Have 4-5 relevant facts ready to **back up** your claims.
- Practice aloud: Practice your talking points with friends and family until they flow naturally.

3. Practice is everything. We can't **reiterate** this enough: by practicing your talking points with trusted people, you'll be able **to tailor** your message to any setting and audience. It will become second nature, letting you focus less on checking every box and more on making real connections.

4. Public Speaking is About Listening. You can't effectively represent your community without first hearing what they have to say. The strongest candidates are eager to listen to what people have to share more than they speak. Let's say you have a half-hour **allotted to** a campaign event. A typical politician could spend 20 minutes speaking and 10 minutes shaking hands. A more effective approach would be spending five minutes speaking and the rest of the time taking questions and actively listening. That's a much shorter set of talking points to memorize and far fewer chances **to stumble over your own words**, too. Active listening gives you a chance to communicate the most important message of all: that you value the other person enough to listen. So, before you speak, remember to:



- 1) leave room for others. Don't interrupt, judge, or make the conversation all about you;
- 2) build a genuine connection. Aim for real, human conversation be present. Voters can tell when you're distracted. They don't want to feel like you'd rather be somewhere else;
- 3) between your talking points.

(<https://traindems.org/articles/public-speaking-for-candidates>)

Answer the questions:

1. Were the strategies mentioned in the article new to you?
2. Can they be used for politics only?
3. Which of the tips can be considered the most useful within the political sphere?
4. Did Winston Churchill's speeches you heard in the video give any signs of him using any of these techniques?
5. Do you believe your local authorities use any of the mentioned tips?
6. Do all political figures use their charisma during public speeches? What for?
7. Have you ever used any of the mentioned techniques for public speeches? Were they effective?
8. Are there any other techniques you would recommend using in front of an audience?
9. Are you a spontaneous speaker or do you prefer to be thorough in your preparation for speaking in public?
10. Is listening always more important than talking?

VOCABULARY NOTES

to crop up – to happen or appear, often unexpectedly

a comfort zone – a situation where one feels safe or at ease

confidant – a person you trust and share your feelings and secrets with

to tackle one's fears – to get a hold and rid of one's fears

a safety net – a set of protective measures

on the spot – immediately

to launch a campaign – to start a campaign

to stay on message – to keep saying things in public that support the official ideas of one's political party

to back sth up – to support, prove the truth of sth

to reiterate – to say something again, once or several times

to tailor sth to sth/ sb – to make or prepare something following particular instructions

to allot sth to sth – to dedicate, give sth to sth/ sb

to stumble over one’s words – to stutter; to fail to find the right words

a genuine connection – a trusting bond built on vulnerability, mutual respect, and honest communication

Exercise 6. A) Distribute the vocabulary into three columns according to its meaning. Comment on your decision.

a comfort zone; a confidant; a safety net; to launch a campaign;
to stay on message; to back something up; to reiterate;
to stumble over one’s words

Emotional Support & Trust	Communication	Action



B) Do you remember your first public speaking experience? What was it like? Describe it using active vocabulary and some of the phrases below:

*As far as I remember... From experience, I know that... What I am trying to say...
What I mean is... The reason I think so is... I believe that...
As far as I know... Bear in mind that I...
Let me describe... ... proves that... All things considered, ...
To wrap it up, ... In short, ...*

Exercise 7. Fill in the gaps with active vocabulary above. You can use each word/ word combination ONLY once.

1. I'm not going to _____. Call me a coward, I'd rather stay in my trusted _____.
2. Prime Minister Goldblum's affairs finally got revealed to the public. _____, he became a laughing stock, lost all credibility he had had left, so there is no way he can represent his party and _____.

3. When your voice trembles and you feel like _____, focus on the tricks from your _____ - they will guide you through the first round of debates and help build _____ with the public.
4. She definitely believes everybody should grovel in submission and follow her mindlessly due to her being the one to _____ in the first place and _____ decades of her life to it.
5. They aren't going to _____. What's said is said.

Speaking time



Make a 2-minute video of you convincing your electorate to support a certain initiative. Be sure to mention your points steadily and clearly. Use some of the hacks mentioned above.



Fact time

Read the facts about unique political events and/or decisions. Have you heard of them before?

⇒ New Zealanders have a unique way of expressing their political opinions - through the art of "welly-wanging". This curious tradition involves throwing a rubber boot (or "welly") as far as possible. It's not just a casual event; it's a serious contest that even politicians participate in to win over voters. So, the next time you see a politician in New Zealand with a great throwing arm, you'll know why!



- ⇒ In Iceland, naming your child requires government approval. The Naming Committee ensures that names conform to Icelandic language rules and cultural traditions. This quirky practice is meant to preserve the Icelandic culture and language, even in the realm of personal names.
- ⇒ In Japan, the colorful koi carp holds special political significance. Many Japanese politicians have koi ponds in their gardens, and the size and color of the koi are said

to represent their political ambitions. A thriving koi population can signify political success and longevity in office.

- ⇒ In India, voters have the option to choose "None of the Above" (NOTA) on their ballots. If they feel none of the candidates deserve their vote, they can select this option. It's a powerful statement of dissatisfaction and a way for citizens to express their discontent with the available choices.



- ⇒ The State Opening of the UK Parliament is a grand event filled with elaborate rituals, e. g. the Black Rod Ceremony. One of the quirkiest is the Black Rod Ceremony, where the Monarch's messenger is symbolically barred from entering the House of Commons. The door is slammed in their face to assert the separation of powers between the monarchy and the elected representatives.

[\(https://www.wygop.org/behind-the-headlines-fun-facts-about-politics-around-the-globe/\)](https://www.wygop.org/behind-the-headlines-fun-facts-about-politics-around-the-globe/)

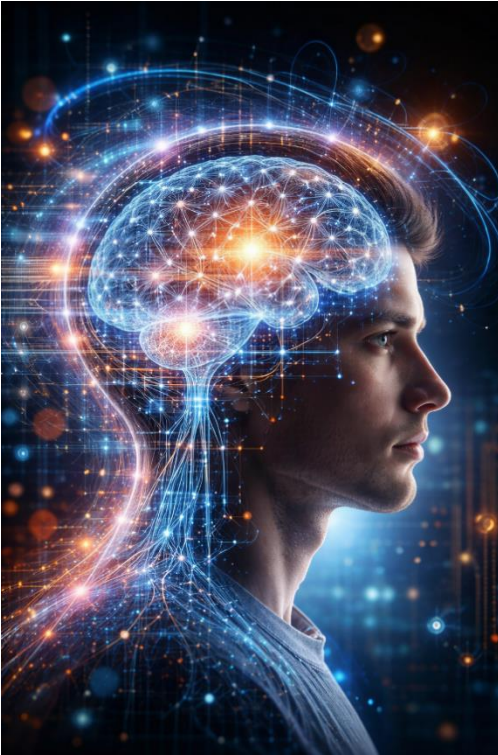
Writing time



Choose one of the facts above and express your thoughts about it in a 300-word essay, mentioning some information about the fact, what it can say about the political situation in the country of its origin, and whether you find the described peculiarity relevant enough for the modern political arena. Don't forget to use active vocabulary from the unit to share your ideas.



UNIT 3. TECHNOLOGY



Exercise 1. Work in mini-groups of 4-5. Discuss the following questions:

- 1. Are you an active AI user? How often do you rely on its assistance and advice?*
- 2. What top-5 problems do people usually come round to AI with?*
- 3. Should AI systems be granted any form of moral or legal responsibility?*
- 4. Do you think AI will enhance human creativity in the long run?*
- 5. How might AI influence language itself – grammar, vocabulary, style?*
- 6. Can AI ever truly understand human emotions, or does it merely simulate empathy?*
- 7. Can AI replace friendships or even relationships to some?*

8. Have you ever tried to come up with questions that AI (such as ChatGPT) cannot answer? What were they? (e.g., Do you have a soul? When am I going to get married?) What answers did you get?

Exercise 2. Artificial intelligence today is not merely a facilitator across many spheres of human activity; it has also become a tool used by schemers to lure people into actions they may regret later. Can you think of any types of crime AI tools might be used in? Brainstorm with a partner/partners and rank the crimes from the most to the least serious and provide reasons to support your opinions. The pictures below can help you get some ideas to elaborate on.

While expressing your opinion and ideas on the questions above, make sure to use the expressions below

In my eyes.... It seems to me that.... From my perspective.... From my point of view.... From my view point.... As far as I'm concerned.... Personally, I think.... I'd like to point out that.... What I mean is.... Generally it is thought that.... Some people say that.... Well, it is considered that.... It is generally accepted that.... My impression is that.... It goes without saying that.... I hold the view that.... I'm of the opinion that....



Read the text below on the role of AI in our lives and how it changes it.

The AI-Augmented Mind: How AI is Changing the Way We Think and Learn

Artificial intelligence is no longer just a tool we use – it's becoming – an active participant in how we think, learn, and solve problems. From **AI-powered** tutors to smart assistants that help us remember tasks, the technology is **reshaping our cognitive**

processes in profound ways. But with this transformation comes a critical question: is AI making us smarter, or are we **outsourcing our thinking** to the point of cognitive **complacency**?

AI's Role in Enhancing Cognitive Abilities

Imagine you're learning a new language. In the past, you might have relied on flashcards, repetition, and a tutor. Today, AI-driven apps like Duolingo and ChatGPT can personalize lessons, correct your pronunciation, and even engage in conversation with you. These tools adapt to your progress, challenging you at the right moments. This kind of personalized learning extends beyond language acquisition – AI-powered



platforms are now being used to optimize **memory retention**, **tailor educational experiences**, and even predict how the brain **processes information**.

In neuroscience, AI has taken us to the frontier of mind-reading technology. Researchers have developed AI models capable of decoding thoughts from brain scans, reconstructing what a person is imagining in real time. These breakthroughs not only **enhance our understanding** of cognition but also hint at future AI-human interfaces where our thoughts could directly control devices, making learning and problem-solving even more intuitive.

The Risk of Over-Reliance on AI

While AI can enhance learning, there's a growing concern that overdependence on it could weaken our cognitive abilities. A study by Microsoft and Carnegie Mellon University found that knowledge workers who frequently relied on AI for decision-making became less inclined to question or **validate** AI-generated responses. This phenomenon, known as “cognitive complacency,” suggests that when we allow AI to do the thinking for us, our critical reasoning skills may **deteriorate**.

Take, for example, navigation apps like Google Maps. Many people have stopped remembering routes or even thinking about directions – they simply follow the AI's instructions. Similarly, if we rely on AI for problem-solving



without engaging in the process ourselves, we risk losing our ability to think independently.

Another concern is the “homogenization effect.” Studies show that when people use AI-generated content, their **outputs** tend to look strikingly similar. This could have major implications for creativity and innovation. If everyone **leans on** AI to generate ideas, will we lose the diversity of thought that fuels ground-breaking discoveries?

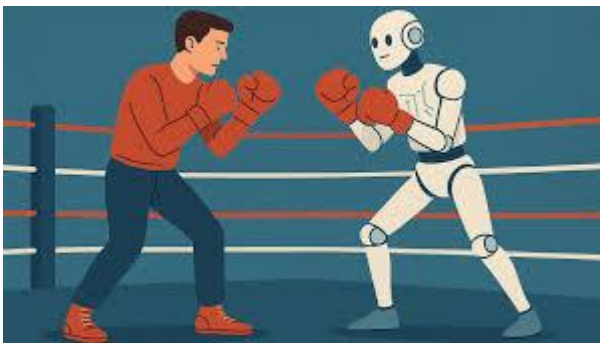
AI as a Cognitive Partner, Not a Replacement

The key to **harnessing** AI’s **potential** lies in using it as a thinking partner rather than a substitute for our own cognition. Here’s how you can integrate AI into your life without **diminishing your critical thinking skills**:

1. Engage in “AI-Free” Problem Solving

Why it matters: Regularly solving problems without AI keeps your cognitive muscles active and prevents over-reliance **on automation**.

How to do it: Dedicate time each week to tackle challenges without AI assistance. For example, try solving a math problem, planning a route, or brainstorming ideas on your own before turning to AI for help.



2. Use AI as a Sparring Partner

Why it matters: Challenging AI-generated answers **fosters** critical thinking and ensures you’re not blindly accepting outputs.

How to do it: When using AI tools like ChatGPT or Bard, don’t stop at the first answer. Ask follow-up questions like, “Why is this the best solution?” or “What are the limitations of this approach?” Compare multiple AI perspectives and **refine the outputs** using your own insights.

is this the best solution?” or “What are the limitations of this approach?” Compare multiple AI perspectives and **refine the outputs** using your own insights.

3. Enhance Creativity with AI, but Keep the Human Touch

Why it matters: AI can help overcome creative blocks, but human intuition and experience are essential for originality.

How to do it: Use AI to generate ideas or suggest improvements, but always add your unique perspective. For example, if you’re writing a story, ask AI for plot suggestions, but **infuse** the narrative **with** your personal voice and emotions.

4. Apply AI to Learning, Not Just Answer-Finding

Why it matters: Using AI to deepen your understanding, rather than just getting quick answers, promotes long-term retention and mastery.

How to do it: Instead of asking AI for the answer to a question, ask it to explain the concept in different ways or quiz you on the topic. For example, if you're learning about quantum physics, ask AI to break it down into simpler terms or provide real-world analogies.

5. Strengthen Weak Areas with AI Assistance

Why it matters: AI can help identify gaps in your knowledge and guide you toward improvement.

How to do it: Use AI tools to assess your skills and **pinpoint** areas where you struggle. For instance, if you're learning a new language, ask AI to focus on grammar or vocabulary you find challenging, and actively practice those areas.

6. Reflect on AI's Role in Your Thinking Process

Why it matters: **Self-awareness** about how you use AI ensures you remain in control of your cognitive processes.

How to do it: Periodically evaluate how much you rely on AI for decision-making or problem-solving. Ask yourself, "Am I using AI to enhance my thinking, or am I letting it do the thinking for me?"

The Future of AI-Augmented Thinking

AI's integration into our cognitive processes represents both an opportunity and a challenge. When used wisely, AI can help us process complex information, enhance memory, and even unlock new ways of thinking. However, if we become passive recipients of AI-generated knowledge, we risk losing our most valuable human traits – critical thinking, creativity, and independent reasoning.



The future of AI-augmented cognition should be about synergy. Rather than replacing human thought, AI should **amplify our capabilities**, providing us with insights, suggestions, and data that empower us to make better decisions. By fostering a relationship where AI complements rather than dictates our thinking, we can harness

the best of both worlds: the speed and efficiency of AI, combined with the depth and adaptability of the human mind.

(<https://www.kingdomlifestyleministries.org/the-ai-augmented-mind-how-ai-is-changing-the-way-we-think-and-learn/>)

VOCABULARY NOTES

Match the words/word combinations on the left with the definitions on the right.

	A		B
1.	AI-powered	a)	the ability to keep something in one's memory
2.	to reshape cognitive processes	b)	excessive dependence on or trust in something
3.	to outsource thinking	c)	to adjust an experience to suit a particular need to situation
4.	complacency	d)	to depend on external systems, tools, or people to perform mental tasks which otherwise would require personal mental efforts
5.	memory retention	e)	to systematically influence a person's mental activities, including perception, memory and thinking patterns
6.	to tailor experiences	f)	relates to technology or systems that incorporate AI capabilities to do tasks or make decisions that are normally done by humans
7.	to process information	g)	to improve or deepen one's knowledge and understanding of a subject
8.	to enhance understanding	h)	to acquire, organize and store information in memory, thus turning facts into meaningful understanding
9.	overreliance	i)	a feeling of satisfaction with what you have achieved, so that one stops attempting to change or improve things

	A		B
10.	to validate	j)	to improve something often an initial result by making, iterative changes to make it more accurate and polished
11.	to harness potential	k)	to fill something or someone with a significant quality, emotion, or purpose
12.	to diminish skills	l)	to discover or explain exactly the real facts about something or the cause of the problem
13.	to refine the outputs	m)	to recognize and utilize a skill, talent, or other ability
14.	to infuse with	n)	to significantly improve or boost your skills, potential and ability to achieve more
15.	to pinpoint	o)	knowledge and understanding of yourself
16.	self-awareness	p)	to prove that something is true or correct
17.	to amplify capabilities	q)	to experience a decline in one's own ability to perform a task, often due to lack of use

Exercise 3. Answer the questions.

- 1. The text says AI is no longer just a tool but something that 'takes part' in our thinking. Do you agree with the statement or does it give AI too much credit?*
- 2. In your experience, does AI actually help you to think better or does it mainly save time and effort?*
- 3. The text suggests the term 'cognitive complacency'. Have you ever caught yourself accepting an AI answer without questioning it?*
- 4. Which skills do you think people are most likely to lose because of AI?*
- 5. The text argues that AI should be a partner, not a replacement. What would responsible and 'healthy' use of AI look like for a student?*
- 6. Is there any fact in the text that you strongly disagree with? Why?*
- 7. How do you think heavy use of AI will affect the way children and teenagers learn to think?*

Exercise 4. Complete the expressions with the words from the box

outsource, retention, tailor, process, enhance

1. AI systems are increasingly used to _____ learning **experiences** to individual users rather than large groups.
2. By helping users _____ large amounts of **information** more efficiently, AI can reduce cognitive overload.
3. **To** _____ **thinking** to AI tools may save time, but it also raises questions about how actively we engage with information.
4. Used responsibly, AI has the potential to _____ **understanding** rather than replace human reasoning.
5. When students rely heavily on AI summaries, their long-term **memory** _____ can suffer.

refine, diminish, potential, capabilities

1. Schools are experimenting with personalised learning platforms to **harness** the _____ of each student, adapting tasks to their pace and interests.
2. If learners always rely on AI to produce answers, this may gradually _____ **skills** like critical thinking and independent research.
3. Developers ask users for feedback to _____ **the outputs** of their models, improving clarity and reducing factual mistakes.
4. Cloud computing and lightweight AI tools can **amplify** the _____ of small businesses, letting them compete with much larger firms.

Exercise 5. Match the beginnings of the sentences with their endings.

Sentence beginnings

1. Overreliance on automated systems can lead to...
2. Digital tools should help users validate...
3. One risk of constant technological comfort is complacency, which...
4. Well-designed analytics can help organisations pinpoint...
5. Artificial intelligence should not replace human judgement, but rather infuse it with...
6. Responsible use of technology requires a level of self-awareness that...

Sentence endings

- ...allows individuals to recognise when technology is supporting their thinking rather than replacing it.
- ...accurate information before it is shared or acted upon.
- ...new perspectives and faster ways of processing complex data.
- ...reduces motivation to question results or explore alternative solutions.
- ...critical weaknesses in systems before they become serious problems.
- ...long-term skill loss and reduced ability to make independent decisions.

Speaking time



1. It is no secret that communication today has shifted from meeting people in the real world to chatting with friends via messengers and recording short videos or voice messages. Moreover, by turning to the user-friendly interfaces of AI tools such as ChatGPT, it has become easy to generate images or even videos without having to open your mouth or say a single word.

I don't even know what to say to this. I used to complain 10 years ago when I would see four people sitting at a cafe all looking at their phones talking to someone else. Now that someone else might not even be real.

omg this is sooo real LIKE VERY FRUSTRATING and made me pause in the middle of reading. there's something so sad n dystopian almost abt realising we're outsourcing even our reactions now not just our work or ideas but our presence. comments used to...

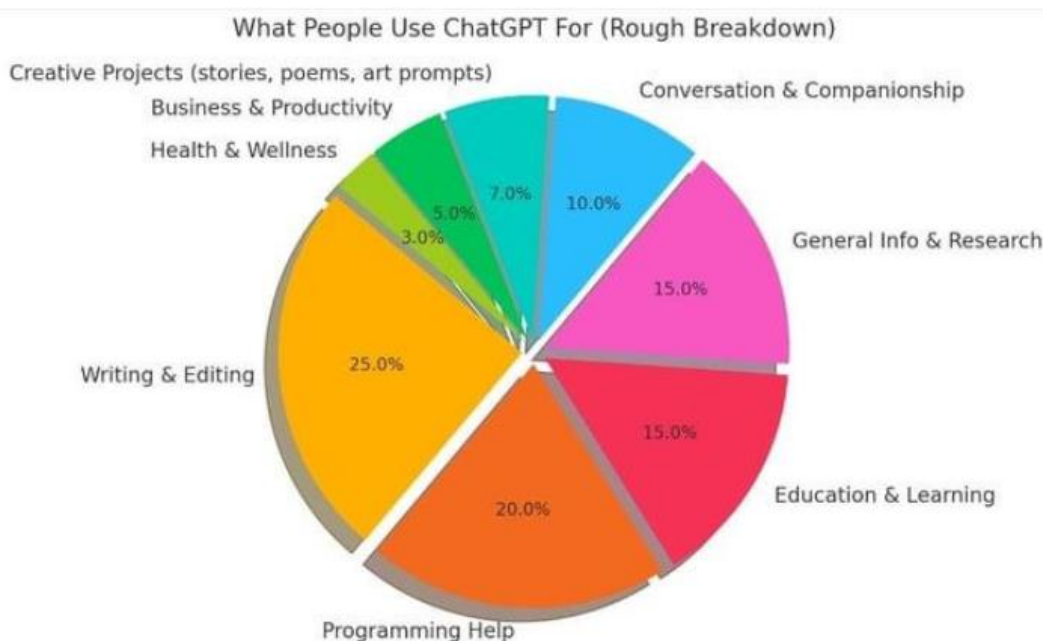
How far do you think this development will take us? Could AI soon go beyond suggesting conversation topics and possible replies and start asking for our

approval before texting on our behalf? Discuss the question with a partner and speculate about the near future.

2. *Discussion in pairs. Choose one of the scenarios below. Your task is to discuss a) what the problem is; b) who is responsible; c) possible solutions; d) long-term consequence. Use the active vocabulary from above.*

1. A company's HR manager uses AI to screen job applicants, but qualified candidates are being rejected.
2. A student hands in an AI-generated essay and claims that was their own composition.
3. A deepfake video damages a public figure's reputation.

Exercise 6. Look at the picture below on the subjects people come to ChatGPT with. Are you surprised with the percentage of any of the sectors? Why? Why not? Work in pairs and support your opinion with arguments. For this, choose two sectors from the diagram and compare them. While doing so, remember to cooperate with your partner by asking for their views and responding to their comments. Aim to demonstrate your linguistic ability and use a wide range of the topical technical vocabulary and useful phrases.



When you have finished, ask your partner to choose another 2 sectors and express their opinion about them.

Watch time



1. Watch the video ‘I turned ChatGPT-5 into My Personal Assistant: Here’s How’

(<https://www.youtube.com/watch?v=Z2kQ7vjAFiQ>) Would you try doing the same thing the host recommends? Why? Why not?

2. Watch another video on AI and its ability to generate voices ‘Best AI Voice Generators – Free, Realistic & Easy to Use’



(<https://www.youtube.com/watch?v=IIDxTzABK94&t=245s>). Team up with 2-3 partners and brainstorm ideas what this technology could be useful for.

Fact time



Here are some useful shortcuts for your PC that can make your user time at your computer so much easier. Do you ever use any of these? How useful are these to you?

• Mac OS X •	
KEYBOARD SHORTCUT	RESULT
⌘ + Alt + Ctrl + ⏏	Shut down your computer
⌘ + Shift + I	Create new email
Ctrl + D	Delete text from the front of the cursor
⌘ + Shift + 4	Grab just a one-window screenshot
⌘ + Alt + M	Minimize all of your opened windows
⌘ + Alt + Esc	Force quit an application
⌘ + Shift + TAB	Cycle through all of the different applications and windows opened
F12	Open dashboard
⌘ + E	Eject disk
Ctrl + Shift + ⏏	Sleep displays

• Windows •	
KEYBOARD SHORTCUT	RESULT
WIN + R	Starts windows run dialog
WIN + F	Finds files or folders
Alt + TAB	Quickly toggle between open windows
Ctrl + F	Perform a search in the current application
Ctrl + P	Quickly print
Ctrl + Alt + Delete	Access the task manager
WIN + L	Lock your computer
Alt + F4	Quit program
Shift + Delete	Delete item permanently
Ctrl + A	Select all the items in the current window

(<https://www.ba-bamail.com/computers-and-internet/50-top-keyboard-shortcuts/>)

The Digital Divide

Exercise 6. Look at the pictures. While speculating what is depicted, remember to use some of the phrases given below:

It appears to me that.....; It's hard to tell, but....judging by...; I'd say.....; I get the impression that.....; The indicates that.....; From the, it is evident that.....; When you look a bit more closely..... It is difficult to tell at first glance but



Exercise 7. Answer the questions

- 1. What in your opinion is the meaning of 'digital divide'? Whom does it divide?*
- 2. What are the main 'symptoms' of digital divide?*
- 3. Can a person have Internet access but still be digitally disadvantaged?*
- 4. Do you think online education increases or reduces inequality?*
- 5. Is having Internet access a right or privilege today?*
- 6. What simple actions could help people become more digitally confident?*
- 7. What could happen if the digital divide is not addressed in the future?*
- 8. Who should be responsible for closing the digital divide: communities, governments, or corporations?*

Bridging the Digital Divide: Unlocking Global Potential

By Jigyasa Prabhakar

In a **bustling** city, a young entrepreneur submits her latest app idea, instantly reaching millions of users worldwide. The incredible access to resources **paired with** the constant innovations in technology allowed her to pursue her dream of creating an app. Meanwhile, in a remote village, a farmer stares at his **parched** fields, unaware that technology exists to predict rainfall and optimize his harvest.



These two lives, though separated by thousands of miles, highlight a global truth: technology has the power to connect, innovate, and transform, but only for those who have access. The digital divide is not just a technological issue; it is a barrier to progress, education, and opportunity. It

carves stark lines between those who can thrive in the modern economy and those left behind in **analogue** struggles. The question is no longer whether technology can shape the future, but whether the future will include everyone.

This divide is more than an inconvenience; it **perpetuates** poverty, limits education, **stifles** innovation, and **fractures** economies. Unequal access to technology is a problem that affects individuals, businesses, and governments in all aspects, including financial security, life security, adequate public policy, and governmental structure.

Industry & Education

Without access to advanced technologies, industries in **underserved regions** face **productivity bottlenecks**. For example, farmers in rural areas without modern irrigation systems or GPS-enabled farming tools often rely on outdated practices, leading to lower crop yields and inefficiency. Manufacturing sectors in **tech-deprived** areas miss out on automation, limiting their ability to **scale operations** or compete globally. This lack of innovation perpetuates a cycle where local economies cannot generate new ideas, products, or businesses, stifling



overall economic growth. In areas with limited access to technology, schools often lack computers, internet connections, and digital learning tools. During the COVID-19 pandemic, millions of students in low-income countries were left without education as online learning was not an option. This widens the **knowledge gap** between students in tech-rich versus tech-poor areas, leading to **disparities** in opportunities. Without **exposure to** digital tools and coding, students from underserved regions struggle to compete in a global economy increasingly dominated by technology-driven careers.

Workforce

Jobs in tech sectors or other high-paying industries require skills that workers in underserved areas cannot acquire without access to technology. For instance, coding, digital marketing, and data analysis are skills that demand not just education but practical experience with software and tools, which are unavailable in many regions. Consequently, these workers are **confined to** low-skill, **low-wage** jobs, further widening the income gap. Additionally, companies avoid setting up operations in regions without a **digitally literate** workforce, perpetuating economic stagnation.

Necessities and Amenities

In tech-deprived areas, healthcare systems often lack the digital infrastructure to provide efficient services. For example, without **telemedicine platforms**, patients in remote regions must travel long distances to access care, leading to delays in treatment and worse health outcomes. Hospitals without electronic medical records face

inefficiencies and errors, **hindering** patient care. Additionally, the absence of data analytics tools means health crises, such as disease outbreaks, cannot be effectively predicted or managed, further straining public health and economic stability.



Entrepreneurial Ventures

Small businesses in tech-poor regions face barriers to entering global markets. Without access to e-commerce platforms, entrepreneurs are limited to local customers, reducing their growth potential. For example, rural **artisans** often lack the digital tools needed to market their products globally through platforms like Etsy or Amazon. Furthermore, inefficient **supply chain** management due to outdated technology increases costs and limits the **competitiveness** of products from these regions, discouraging trade partnerships and foreign investment.



Impact

Governments in tech-deprived regions struggle to provide efficient public services due to the lack of digital tools. Corruption often thrives in such environments, as manual processes **leave room for** manipulation. For instance, without digital payment systems, social welfare programmes face significant **leakages**, with funds often not reaching intended **beneficiaries**. Furthermore, citizens without internet access are excluded from engaging in e-governance initiatives, such as online voting or tax filing, reducing transparency and participation in democratic processes.

Families in tech-deprived areas cannot **leverage** online platforms to learn new skills, find remote work, or access affordable financial services like **microloans**. This prevents **upward economic mobility** and creates a widening gap between tech-rich and tech-poor communities.

The Bigger Picture – The Lows and The Highs



The global economy suffers when large populations are excluded from contributing to innovation and growth due to the digital divide. High-tech economies grow faster, while those without access to technology fall further behind, **exacerbating** inequality. This creates geopolitical instability, as underserved regions experience higher rates of migration, social unrest, and conflict. Moreover, global challenges

like climate change and pandemics require collaborative, tech-driven solutions, which become harder to achieve when significant parts of the world lack the necessary tools to participate.

While many regions struggle with stagnating growth and limited productivity, collaborative efforts between governments and local initiatives are **paving the way** toward greater technological accessibility. By leveraging extensive funding and resources, these partnerships are implementing **grassroots programmes** that bring technology to underserved communities. With a vision of **fostering inclusivity**, they are working to create a more connected and **equitable** world where everyone can benefit from the opportunities that technology provides.

Addressing unequal access to technology is not just about **bridging the digital divide**; it's about **unlocking untapped potential**, fostering innovation, and ensuring that no one is left behind in the fast-evolving global economy. By making a **concerted** effort to close this gap, we can open doors to countless opportunities for individuals and communities who have long been excluded from the benefits of the digital age.



Governments, private organizations, and grassroots initiatives each have a critical role to play in this transformation. Policies that **subsidize** internet access, invest in renewable energy for powering digital infrastructure, and promote affordable devices can make technology accessible to those who

need it most. Educational programmes that teach digital skills and foster innovation can prepare individuals to thrive in tech-driven economies. Local solutions, such as community-owned networks and regionally relevant digital tools, can ensure these efforts meet the specific needs of underserved populations.

Moreover, addressing this challenge is not just a moral imperative, it is an economic opportunity. Empowering underserved regions with technology can unlock new markets, foster innovation at a global scale, and create a more competitive and **resilient** workforce. A digitally inclusive world benefits everyone, as it reduces global inequalities, **mitigates instability**, and fosters collaboration to solve shared challenges like climate change and public health crises.

Building a more connected world will not happen overnight, but the foundation is already being laid by those committed to this cause. The solutions exist; what's needed

is **sustained** investment, collaboration, and a **shared vision** of a world where opportunity is not determined by one's access to technology. By committing to this vision, we can transform the digital divide from a barrier into a bridge, leading to a future of shared prosperity and innovation for all.

(<https://medium.com/fidutam/bridging-the-digital-divide-unlocking-global-potential-e165dfebc99a>)

VOCABULARY NOTES

Here you will find text vocabulary grouped into thematic clusters. Work with a dictionary to find out the meanings and find matching translations for them.

Describing contexts and conditions:

- bustling
- parched
- underserved
- tech-deprived
- low-wage
- analogue
- resilient

Inequality&Division

- knowledge gap
- disparity
- leakage
- productivity bottleneck
- inefficiencies
- digital divide
- to fracture

Worsening inequality

- to perpetuate
- to stifle
- to hinder
- to exacerbate
- to be confined (to)

Economic activity and Labour

- Artisan
- Supply chain
- Competitiveness
- Beneficiary
- Microloan
- Upward economic mobility
- Low-wage

Technology and Skills

- digitally literate
- exposure (to)
- telemedicine platform
- to leverage
- to pair with

Intervention and change

- to subsidize
- grassroots programme
- concerted
- equitable
- to foster inclusivity
- shared vision
- to leave room for

Outcomes and Transformation

- to pave the way
- to bridge the divide
- to unlock untapped potential
- to mitigate instability
- sustained

Exercise 9. Choose one word for each of the collocations webs.

<i>underserved, knowledge gap, disparity,</i>		
<input type="radio"/> widen / narrow <input type="radio"/> social / economic / regional <input type="radio"/> persistent / structural	<input type="radio"/> region / community / population <input type="radio"/> historically / severely	<input type="radio"/> widen / close / address <input type="radio"/> educational / digital

<i>parched, concerted, literate,</i>		
<input type="radio"/> computer / musically / digitally <input type="radio"/> newcomer / reader / person	<input type="radio"/> landscape / lips / lawn / earth	<input type="radio"/> effort / action / attack / challenge / initiative / practice

<i>digitally literate, competitiveness, leverage</i>		
<input type="radio"/> technology / data / resources <input type="radio"/> effectively / strategically	<input type="radio"/> population / workforce / users <input type="radio"/> sufficiently / increasingly	<input type="radio"/> enhance / undermine / maintain

Exercise 10. Choose one suitable word for each of the clusters of sentences.

- ***bustling, underserved, resilient***

1. Unlike me and my colleague, Alfie works in more remote and _____ zones.

There have always been a lot of people around us, who are neither seen, nor heard, and are absolutely_____.



Being raised in an _____ community, the family budget could not extend to include high-end makeup.

2. The corporations has proved remarkably _____ over the past few months, considering the recent developments.

Young, creative and vibrant; the team were also more _____ than everyone had anticipated.

The pound proved _____ against the frank in trading last week.

3. Located not far from the _____ old town, the village enjoys all the benefits of being neighbours with it.

Despite the fact that the local port had never been a _____ one, the flow of tourists was increasing with every season.

And now, the _____ district is a great place to stop and enjoy some local delicacies.

- ***equitable, confined, sustained***

1. Without reliable Internet access, many students are _____ to offline learning materials.

Due to poor connectivity, job opportunities in the region are often _____ to low-paid local jobs.

People who lack more global vision may find themselves _____ to living all their lives in the place they were born in and knowing no other life.



2. An _____ education system should give all students the support they need, regardless of their social status and current financial situation.

The organisations is working to create more _____ working conditions for full-time and part-time employees.

I don't believe we can call access to healthcare in the Southern US states _____, especially the rural areas.

3. The project showed _____ growth for several years, rather than quick short-term success.

_____ effort is needed to improve public services such as education and healthcare. After the initial excitement, the campaign failed to maintain _____ public interest.

Watch time:



1. Watch the video on digital divide. What was the most insightful? What things do you agree or disagree with?

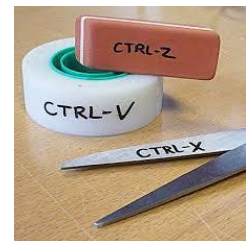
<https://www.youtube.com/watch?v=fzokRz1pgb0>

2. Digital literacy. Can you explain the meaning of the phrase?

<https://www.youtube.com/watch?v=3uLLivFGIfE>

Watch the video above and rank the digital literacy skills below, explain your choice.

- ✚ **Information literacy:** The ability to locate, **evaluate**, and effectively use information from digital sources. This skill is crucial for distinguishing **credible** information from **misinformation**.
- ✚ **Technical skills:** The knowledge of **software**, **hardware**, and digital tools needed to perform various tasks. They are fundamental for efficiently using devices and applications in both personal and professional settings.
- ✚ **Digital communication:** Effectively using online platforms to exchange ideas, **collaborate**, and express oneself. Strong communication skills in the digital **realm** are vital for both personal relationships and workplace productivity.
- ✚ **Cybersecurity awareness:** Understanding of risks like **hacking** and **data breaches**, and how to protect personal and professional information. **Cybersecurity** skills are crucial to **safeguard privacy** and ensure safe online interactions.
- ✚ **Critical thinking:** Analysing digital content, questioning assumptions, and making informed decisions, which is increasingly important in a world with **abundant** digital information.



- ✚ **AI and automation literacy:** Understanding the basics of artificial intelligence and **automation** technologies, which are reshaping industries and daily life. These skills **empower** individuals to adapt to new technological advancements and ensure they can effectively participate in a rapidly evolving digital landscape.

(<https://potomac.edu/what-is-digital-literacy/>)

VOCABULARY NOTES

Match the words/word combinations on the left with the definitions on the right.

	A		B
1.	to evaluate	a)	the programmes and other operating information used by a computer
2.	misinformation	b)	to give someone more control over their life or situation
3.	software	c)	to judge how good, high quality, or useful something is
4.	hardware	d)	an area of knowledge, activity or thought
5.	to collaborate	e)	the use of computers and machines instead of people to do a job
6.	realm	f)	incorrect information. Often made so with an intention to deceive others
7.	data breach	g)	something that exists or is available in large quantities
8.	cybersecurity	h)	to implement measures that protect one's personal information and private life from unauthorized access, misuse, or disclosure
9.	to safeguard privacy	i)	to work jointly on an activity of project
10.	abundant	j)	physical components of the computer or other electronic system
11.	automation	k)	a situation in which confidential information is exposed accidentally or as a result of a cyberattack
12.	to empower	l)	measures taken to protect PC data from crime

Exercise 11. Fill in the gaps with the active vocabulary from the text above

A

evaluate · misinformation · software · hardware · collaborate · realm

In the digital _____, speed often matters more than caution. Companies rush to adopt new _____, yet fail to properly _____ whether their existing _____ can support it. At the same time, journalists and researchers increasingly need to _____ across countries in order to verify sources and challenge the spread of online _____. When technology moves faster than scrutiny, the public often pays the price.

B

cybersecurity · data breach · safeguard privacy · abundant · automation · empower

Recent headlines have highlighted how vulnerable digital systems remain. A major _____ can expose the personal information of millions, raising serious questions about _____. Although data is now more _____ than ever, protection often lags behind collection. Experts warn that while _____ may improve efficiency, it must be designed to _____ users rather than weaken efforts to _____.

Speaking time



Choose one of the topics below for a 1-minute presentation. Express your ideas concisely and follow a simple structure: introduce the issue – explain – add your personal opinion or conclusion.

1. The risks of oversharing on social media.
2. Why is reading online different from reading on paper?
3. Digital skills every students needs before graduating.
4. Remote work: opportunity or challenge for digital literacy?
5. How can digital illiteracy lead to social exclusion?
6. Why does misinformation spread so easily online?
7. Is mobile technology enough to be digitally literate?



Fact time



- ⇒ The first computer mouse was made of wood
- ⇒ A single Google search uses more power than the entire Apollo programme
- ⇒ The first computer bug was an actual bug
- ⇒ The first digital camera was the size of a toaster
- ⇒ The Internet weighs as much as a strawberry
- ⇒ There are more mobile phones than people on earth
- ⇒ NASA's internet speed is 13,000 times faster than yours
- ⇒ More people use the Internet than have access to clean drinking water
- ⇒ The first e-mail was sent in 1971
- ⇒ There are over 1.7 billion websites on the Internet
- ⇒ AI could replace 40 percent of jobs by 2030
- ⇒ The first video game "Tennis for Two" was created in 1958



(<https://em360tech.com/top-10/shocking-tech-facts>)

(<https://www.realtimeca.com/25-surprising-it-facts-you-probably-didnt-know-2025/>)

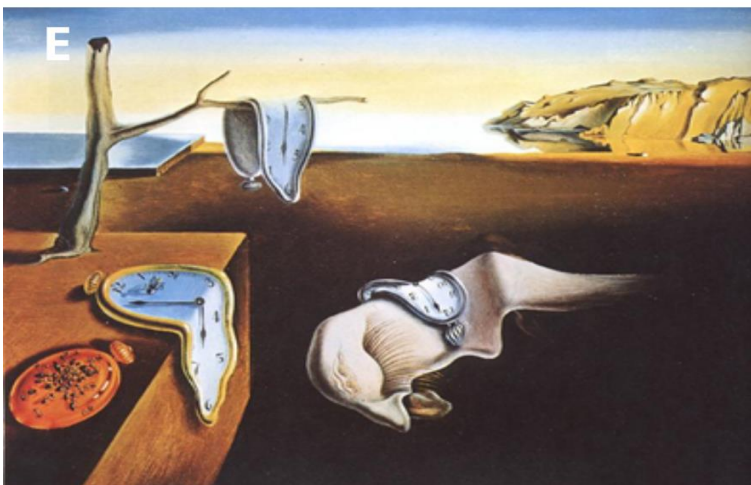
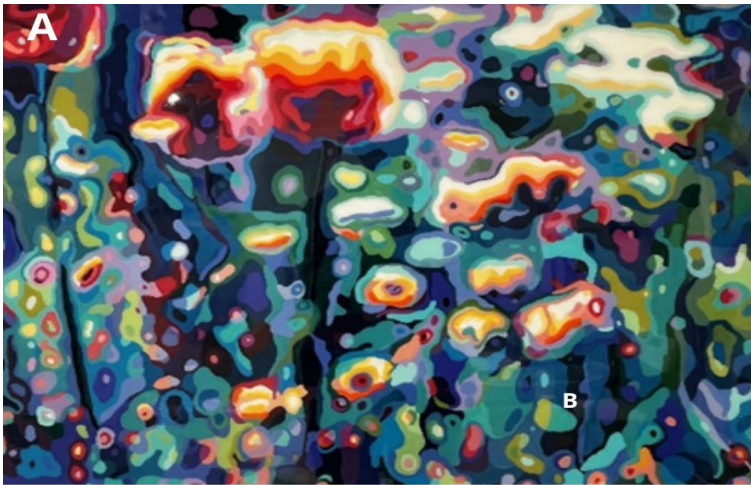
Writing time



Write an essay (300 words) on 'What digital literacy might look like in 10 years'

UNIT 4. ART

Exercise 1. Describe the pictures. While speculating what is depicted, remember to use phrases below: It appears to me that.....; It's hard to tell, but....judging by...; I'd say.....; I get the impression that.....; The indicates that.....; From the, it is evident that.....; When you look a bit more closely..... It is difficult to tell at first glance but the artist might have intended to ...



Exercise 2. Answer the questions.

1. *Should art be beautiful or is it allowed to be uncomfortable?*
2. *Why do some artworks sell for millions while others are ignored?*
3. *Is ‘modern art’ a joke people are afraid to admit they don’t understand?*
4. *Can a bad person create great art? Should we separate the artist from the art?*
5. *If your life were an art movement what would it be?*
6. *Can art be therapeutic?*
7. *Who decides what counts as high art?*
8. *Does art need explanation to be meaningful?*

Top Art Trends of Today

Below are the key movements shaping today, followed by spotlighted artists who exemplify each direction.

1. Floral Pop

In a world often weighed down by **heavy themes**, a softer – yet vibrant – **countercurrent** is rising: floral **motifs reimagined** with freshness, **colour intensity**, and narrative depth. This trend merges nostalgia, organic **imagery**, and a playful reinterpretation of nature, resulting in works that are at once **approachable** and **deeply evocative**. Floral Pop resists **kitsch** by leaning into contemporary colour **palettes**, bold **compositions**, and **layered** symbolism – a kind of **neo-pop rebirth** grounded in natural forms.

2. Affordable & Access-Friendly Art

The democratization of art is accelerating. As collectors become more diverse and global, there’s a growing demand for works that are **emotionally resonant** yet accessible – both in price and aesthetic. This movement emphasizes sincerity over status, warmth over prestige, and connection over spectacle. It reflects a broader shift in how we value art: not just as luxury, but as part of everyday life.

3. Eco-Conscious Art

Sustainability and climate awareness – already powerful **undercurrents** – have become central drivers in 2025–26’s art scene. Artists are reconsidering materials, subjects, and relationships: blending activism with beauty, and messages with meditation. This trend reflects a growing consensus: art is not just about aesthetics, but about responsibility, ecology, and **mindful** presence.

4. Chaoticism Painting

In reaction to overly polished minimalism and hyper-controlled abstraction, a new energy is rising: **chaoticism**. Here, chaos is not disorder, but creative force – a channel for raw emotion, spontaneity, and expressive freedom. Textures, vigorous **brushwork**, seemingly erratic compositions become statements of authenticity and poetic intensity.

5. Symbolism & Cultural Play

A growing number of artists are engaging with identity, heritage, memory, and cultural **hybridity** – using symbolism, personal mythologies, and playful reinterpretation. This trend reflects a world increasingly aware of **multiplicity**, **intersectionality**, and the layered nature of identity. Art becomes a playground for cultural dialogue, symbolism, and self-exploration.

6. Materiality

Alongside conceptual and symbolic explorations, there is a renewed fascination with *matter itself* – with texture, material, surfaces, and the **physicality** of art. Whether through painting, **assemblage**, or **mixed media**, artists are **foregrounding** material as meaning. This return to **tactility** and presence responds to **digital overload**: art as touch, space, and object again.

7. New Media

Technology remains a major **frontier**. Digital tools, AI, **immersive** environments, mixed-reality **installations** – artists are expanding what art can be and how audiences experience it. In 2026, the **fusion** of digital and physical, algorithmic creativity and human intent, continues to redefine boundaries.

8. Coastal Calm & Earth-Rooted Palettes

As a **counterbalance** to digital overload and **saturated** colour trends, a movement toward calmness, **earthiness**, and natural palettes is gaining ground. Borrowing from **biophilic** design and organic minimalism, this trend emphasises **serenity**, grounding, and connection to natural rhythms – a visual antidote to urban stress.

Exercise 3. Read short texts about a few representatives of the top art trends of today and have a good look at their works. Try to match A-H with the trends in the text above.

a) SPENCER FRAZER is a leading voice in environmental art, known for **intricate, vividly detailed** paintings that examine humanity's relationship with the natural world. Drawing from Indigenous traditions, Japanese ukiyo-e, and **contemporary** ecological themes, Frazer blends storytelling with urgent environmental commentary. His work highlights the impact of industrial progress, energy consumption, and climate change, transforming complex ecological issues into **visually striking compositions**.



b) CABELL MOLINA uses vintage materials, **layered surfaces**, and **mixed-media assemblage** to explore femininity, identity, and the cultural narratives imposed on women in mid-20th-century America. Through a “deconstruct and reconstruct” approach, she dismantles patriarchal imagery and reassembles it with new meaning, creating rich, **tactile** works that **merge** paint, collage, and historical materials.

c) SARAH SHINHYO KIM blends pop **imagery** with conceptual depth, using everyday symbols – such as eggs and emojis – to explore identity, memory, and the emotional connections that shape human experience. Her **acclaimed** *Eggsspression* series transforms familiar objects into metaphors for vulnerability, transformation, and the shared core of living beings. Through playful **visuals** and layered cultural references, Kim creates works that navigate the space between humour and introspection.



d) SEQUOIA KRYSTOSFERSSON merges photography with AI-generated imagery, creating hyperreal, surreal, and cinematically composed works that **push the boundaries** of contemporary **digital art**. Krystosfersson's symbolic,

emotionally charged **compositions** reimagine everyday objects and overlooked spaces, reflecting on resilience, connection, and the tension between technology and human experience. His work embodies the spirit of New Media: innovation, hybridity, and a **visionary approach** to visual storytelling

e) MARK SCHIFF channels his experiences around the world into bold, intuitive compositions that **radiate** energy and emotional depth. His work often incorporates organic and floral-inspired gestures, translating movement, rhythm, and colour into vibrant fields of paint. Influenced by culture, music, and mindfulness practices, Schiff creates dynamic surfaces that celebrate beauty, humanity, and resilience. His expressive **strokes** and layered palettes echo the optimism and vibrancy at the heart of the Floral Pop trend.

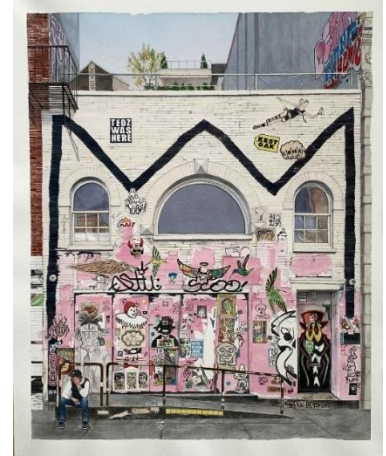


f) CARMEN FERRANDO captures the Mediterranean Sea as a living, breathing presence, using **subtle** shifts of light, colour, and reflection to **evoke** serenity and emotional balance. Through her **luminous**, earth-rooted palettes and quietly **immersive** compositions, Ferrando embodies the essence of Coastal Calm – art that offers refuge, grounding, and a moment of peace in an increasingly fast-paced world.



g) HONGLU HAN brings a powerful and singular voice to Chaoticism Painting, blending **spirituality**, philosophy, and scientific thought into dynamic, **fractal-like** oil compositions. His belief in the universe as a harmonious **interplay** of chaos and order shapes a visual language defined by **intricate** patterns, energetic surfaces, and a deep sense of metaphysical inquiry.

h) LAILA JABBAN brings a warm, accessible sensibility to contemporary **watercolour**, transforming everyday architectural details, street scenes, and urban objects into luminous, **emotionally resonant** works. Rooted in her background in art history and architecture, her paintings balance precision and delicacy, capturing the **fleeting beauty** of New York City with layered transparency and quiet depth. Jabban's commitment to portraying the emotional and cultural heartbeat of urban life makes her work highly approachable while maintaining strong artistic integrity.



(<https://agora-gallery.com/art-blog/art-trends-in-2025/#:~:text=In%20a%20world%20often%20weighed%20down%20by,of%20neo-pop%20rebirth%20grounded%20in%20natural%20forms>).

VOCABULARY NOTES 1

heavy themes – serious or emotionally demanding ideas in art, such as loss, identity, conflict, or social problems

countercurrent – a trend or idea that moves against what is popular or expected at the time

motifs – images, symbols, or ideas that appear repeatedly in an artwork or across an artist's work

reimagined – reinterpreted through a contemporary lens while retaining traces of the original idea or form

colour intensity – the degree of visual force or saturation through which colours assert themselves within a work

imagery – the network of visual references and symbolic scenes that shape how an artwork is perceived

approachable – accessible without being simplistic, allowing viewers to engage without specialist knowledge

deeply evocative – capable of triggering layered emotional responses and associations beyond the immediate image

kitsch – objects, films etc that are cheap and unfashionable, and which often amuse people because of this

palettes – carefully selected colour schemes that define the mood and conceptual direction of a work

compositions – the deliberate organization of forms, space, and visual tension within an artwork

layered – constructed through multiple visual, material, or conceptual strata that reveal meaning over time

neo-pop rebirth – a contemporary revival of pop-art sensibilities adapted to current cultural and digital realities

emotionally resonant – able to sustain emotional impact and remain affectively meaningful after initial viewing

sustainability – an ethical and material awareness that prioritizes environmental responsibility in artistic practice

undercurrents – subtle themes or emotional tensions operating beneath the surface of the visible narrative

mindful – guided by conscious intention and awareness of social, environmental, or emotional impact

chaoticism – an embrace of disorder and instability as a deliberate expressive strategy rather than a lack of control

brushwork – the expressive handling of paint that reveals gesture, rhythm, and physical engagement

hybridity – the productive blending of diverse cultural references, genres, or methodologies

multiplicity – the coexistence of multiple meanings, voices, or interpretations within a single work

intersectionality – a framework that recognizes how overlapping identities shape lived experience and representation

physicality – an emphasis on bodily presence, material resistance, or tactile engagement in art-making

assemblage – a sculptural approach that constructs meaning through the combination of disparate objects

mixed media – a practice that integrates different materials and techniques to expand expressive range

foregrounding – the act of deliberately emphasizing certain elements to guide interpretation

tactility – the sensory quality of materials that invites awareness of texture and surface

digital overload – a condition marked by excessive visual and informational stimulation in digital culture

frontier – an emerging zone of experimentation that challenges established artistic boundaries

immersive – designed to envelop the viewer, creating a spatially and sensorially engaging experience

installations – site-responsive artworks that transform space into an integral part of the meaning

fusion – the synthesis of contrasting influences into a cohesive artistic language

counterbalance – a stabilizing force that offsets intensity, complexity, or visual dominance

saturated – densely rich in colour, producing heightened visual impact

earthiness – a grounded aesthetic associated with natural materials, muted tones, or organic textures

biophilic – oriented toward reconnecting human experience with natural systems and forms

serenity – a state of visual and emotional calm achieved through balance, restraint, or harmony

Exercise 1. Imagine you are curating a gallery that is exhibiting a new painting collection. Choose 10 expressions from Vocabulary Notes 1 and prepare a promotional presentation of the collection, incorporating at least 10 selected phrases to advertise it. Supply the presentation with visuals.

Exercise 2. Fill in the gaps with the words and expressions given below.

Compositions, countercurrent, imagery, heavy themes, kitsch, motifs, approachable, palettes, reimaged, colour intensity, deeply evocative

Pablo Picasso's *Guernica* confronts viewers with a work shaped by _____ that reflect the trauma of war and civilian suffering. Created as a response to the bombing of a Basque town, the painting operates as a powerful _____, rejecting heroic narratives in favour of raw emotional exposure.



Throughout the canvas, recurring _____ such as distorted bodies, screaming figures, and fractured animals reinforce the sense of chaos and grief. These

elements are not presented realistically, but rather _____, allowing the artist to communicate violence through abstraction rather than direct depiction.

The stark _____, limited almost entirely to black, white, and grey, heighten the emotional severity of the scene. This reduced use of colour intensifies the overall _____, giving the work a brutal visual clarity. At the same time, the carefully balanced _____ guide the viewer's eye across the painting, creating tension without overwhelming the observer.

Despite its subject matter, *Guernica* remains surprisingly _____, as its emotional message is immediate and does not rely on historical knowledge to be felt. The layered _____ draws on both personal and collective memory, making the work _____ long after the initial viewing.

While some details verge on the unsettling or even the grotesque, Picasso avoids _____ sentimentality, choosing instead restraint and symbolic precision.

Exercise 3. Read the text and choose the suitable variants.

David Hockney's *A Bigger Splash* (1967) captures a moment of suspended joy, positioned at the *frontier / counterbalance* between stillness and sudden movement. Although the scene appears simple at first glance, subtle emotional *undercurrents / multiplicity* ripple beneath the clean geometry of the setting.



The painting resists *chaoticism / digital overload* by stripping away unnecessary detail, instead relying on a highly controlled yet expressive *brushwork / assemblage* that gives energy to the splash itself. Hockney's use of colour is boldly *saturated / earthy*, yet carefully moderated by wide areas of flat blue and pink that act as a visual *counterbalance / fusion*. The result is a scene that feels vibrant without becoming overwhelming.

Despite its iconic status, the work remains deeply *emotionally resonant / immersive*, as viewers instinctively respond to the sensation of heat, water, and leisure. The painting's calm atmosphere evokes a sense of *serenity / earthiness*, suggesting emotional clarity rather than distraction. Rather than engaging with *digital overload / intersectionality*, the painting foregrounds presence and pleasure, offering an image that feels almost *mindful / biophilic* in its attention to the here and now

VOCABULARY NOTES 2

intricate – made up of many small, carefully connected details that require close attention to fully appreciate

vividly detailed – rich in clear, precise elements that create a strong and memorable visual impression

contemporary – belonging to the present or recent period, often reflecting current ideas, technologies, or cultural concerns

visually striking compositions – arrangements of visual elements that immediately attract attention through contrast, scale, or balance

layered surfaces – textured areas created by building up materials or paint over time, adding depth and complexity

mixed-media assemblage – an artwork formed by combining different materials or found objects into a single structure

tactile – relating to touch, or suggesting a strong sense of texture even when the work is only seen, not handled

to merge – to bring different elements together so that they form a unified whole

acclaimed – widely praised, especially by critics or professionals in the field

visuals – the visual elements of a work, including images, colours, and forms

push the boundaries – to go beyond accepted limits or traditions in order to explore new artistic possibilities

digital art – art created or presented using digital technologies such as software, screens, or virtual environments

visionary approach – a way of working that is forward-looking and driven by original ideas rather than convention

to radiate – to emit or express a quality, such as light, warmth, or emotion, in a noticeable way

a stroke – visible marks made by a brush, pen, or other tool that reveal movement and technique

to capture – to successfully represent or convey a moment, feeling, or atmosphere

subtle – gentle or understated, often requiring careful attention to notice

to evoke – to bring a feeling, memory, or idea to mind through visual or sensory means

luminous – glowing or filled with light, often creating a sense of clarity or softness

immersive – designed to fully engage the viewer, making them feel surrounded by the artwork

spirituality – a focus on inner experience, meaning, or connection beyond the material world

fractal-like – showing repeating patterns or structures that echo each other at different scales

interplay – the dynamic relationship between different elements as they influence one another

watercolour – a painting medium using transparent pigments mixed with water, often associated with lightness and fluidity

emotionally resonant – capable of creating a lasting emotional response rather than a brief reaction

fleeting beauty – a form of beauty that feels temporary or momentary, often linked to passing light, movement, or time

Exercise 4. Find the opposites to the adjectives given in the table below.

<ul style="list-style-type: none"> • intricate • vividly detailed • contemporary • tactile • acclaimed • subtle • luminous • immersive • fractal-like 	
--	--

Exercise 5. Match the collocations in the table below.

<ol style="list-style-type: none"> 1. vividly 2. visually striking 3. layered 4. mixed-media 5. visionary 6. push the 7. fleeting 8. emotionally 	<ol style="list-style-type: none"> a. beauty b. approach c. assemblage d. boundaries e. detailed f. surfaces g. resonant h. compositions
--	--

Exercise 6. Work with a partner and time your answer. Look at the art terms below. Try to give definitions in your own words to the words and expressions below, try to do as many as you can in a minute. Then swap roles with your partner and see how many they can do.



visually striking compositions, layered surfaces, mixed-media assemblage, imagery, visuals, digital art, hybridity, visionary approach, strokes, serenity, spirituality, interplay, watercolour, balance, fleeting beauty

Watch time



Watch a video on different art movements throughout its history. Which one resonates with you most? Explain your choice. As you present, use opinion markers and expression.

I find ... particularly.... because; what resonates with me is...; I interpret it as...; my main reasons for thinking this is...; from where I stand...; I find it difficult to ...; from my perspective...; as far as I'm concerned

<https://www.youtube.com/watch?v=T6Mc8YL70hQ>

Here is the National Gallery playlist of 10-minute videos of art. The information is organized into bite-size pieces to make the process of getting to know art more user-friendly.

https://www.youtube.com/playlist?list=PLyb2y26xK6Y5fL_MDdSOB8FlqNGkLKSWh

Speaking time



Team up with 3–6 classmates to form an editorial board for the Sculpture Quarterly magazine. Your task is to select any two famous sculptures of all time and present well-reasoned arguments explaining why they deserve a place in the magazine's Top 10 list of greatest sculptures.

To prepare for the discussion, watch the video suggested below at home. It may help you generate ideas and compile a shortlist of potential works for inclusion in the periodical. Make sure that, within your group, each sculpture is chosen only once and no duplicates appear.

<https://www.youtube.com/watch?v=PQKsZlxIR5I&t=175s>)

From Screen to Presence: The Evolution of Digital Art

Today, art online means staring at a flat screen. We look at masterpieces through pixels, scroll through virtual exhibitions on tablets, and share what we see on social media. Even VR and 3D viewing only create an illusion of depth. We're still just observers, not participants.

But the future of digital art promises something different. By 2030, art won't be a **two-dimensional** image anymore. It'll become a full **multi-sensory** space you can step into. Thanks to rapid advances in **data transfer** – especially 6G networks – artwork will stop being flat and become immersive experiences you can feel, touch, even smell. This is when artists create more than visual images. They'll build spaces of sensation – scent, sound, texture, light – that you literally enter with your whole being.



Why 2030 Is the Technology Tipping Point

By 2030, 6G won't be a futuristic fantasy. It's a calculated technological step. Leading research centres and telecom giants like Nokia, Samsung, Huawei, Ericsson, and NTT have been running lab tests for years now, hitting data transfer speeds of 100 Gbps – and in some – experiments, over 900 Gbps. That's almost a terabit per second. A hundred times faster than 5G. For context: at that speed, you could download a 4K movie in a split second, and a museum-quality holographic image in just moments.

Holographic Art – The New Canvas

If holograms today are just exhibition tricks that need special equipment and dark rooms, by 2030 they'll be the main language of online art. As natural as looking at images on your phone screen today.



Picture immersive online art galleries where you can: walk around a sculpture from all sides without leaving home; examine Van Gogh's brushstrokes from any angle; **zoom in** on details as if you're standing inches from the original; change the lighting to see how the piece looked by candlelight or morning sun. The painting stops being a window to another

world. It becomes a space you physically inhabit.

This revolution in art and technology will change forever how we create, share, and experience artwork. For collectors interested in contemporary art, this means unprecedented access to works without physical barriers.

Scent and Memory: Smell as Part of the Composition

Here's a surprising fact from neurobiology: the **olfactory** system is the only sense directly connected to the limbic system of the brain, which handles emotions and memory. That's why a familiar scent can instantly transport you to childhood or **revive** a long-forgotten memory. Sensory art of the future will actively use this feature of human perception.

Modern labs and startups like Aromajoin in Japan and OVR Technology in the US are already testing digital diffusers – devices that can reproduce thousands of different scents from a digital "code". In next-generation art, scents become a full expressive **medium**: a **seascape** smells like salt wind and seaweed; a portrait might carry warm perfume notes from that era; a **still life** with fruit releases the scent of ripe peaches and fresh bread; an abstract composition uses scents to create emotional associations. Scent is the bridge between art and our deepest human memories.



Tactile Internet: Art You Can Touch

The tactile internet is a key concept for the future of art by 2030. Advanced **haptic** devices are already being developed that transmit sensations of texture, temperature, and pressure through micro-vibrations, ultrasonic waves, thermoelectric elements, electrical stimulation.

Imagine a virtual reality art experience where you can feel the rough texture of **canvas** and **relief of oil brushstrokes** on impressionist paintings; sense the cool smoothness of Michelangelo's marble sculpture; run your hand across the rough surface of an ancient fresco; touch the warm bronze of a modern installation.

6G will give haptic devices perfect synchronization – no delay between your hand movement and the tactile response. This creates a complete illusion of physical presence in a gallery. Tactility makes digital art material, giving it back physical authenticity.

Artificial Intelligence and Emotional Curation

By 2030, AI in art won't just be a tool for generating images. It'll be an intelligent interface between your emotional state and artworks. Modern AI systems can already analyse facial micro-expressions, eye direction and focus, heart rate and skin temperature, interaction time.

Based on this data, AI in augmented reality galleries will: when you're anxious, show soft pastel landscapes, calm abstraction, with sounds of rain or rustling forests, lavender scents; when you're inspired, open dynamic holograms vibrating with bright colours and movement, energetic music, fresh citrus scents; when you're melancholic, offer deep, philosophical works with **muted tones** and minimalist sound environments; when you're curious, create interactive compositions that respond to your actions and invite exploration.

This approach makes choosing art for your home more intuitive and personal than ever before.

Classical Painting in the Technology Era: Why Oil on Canvas Won't Disappear

With all this talk about holograms and virtual exhibitions, an important question comes up: what happens to traditional painting? Will it disappear in a world of digital technology? The answer is clear: no. More than that, classical painting won't just survive – it'll gain new, deeper meaning.

A physical painting isn't just an image. It's a material witness to time that carries the texture of time, the energy of creation, authenticity of the moment, material value. No hologram, no matter how perfect, can replace standing in front of a real Rembrandt or Van Gogh. It's like the difference between a photo of your loved one and their actual presence.

Even the most advanced tactile internet technologies can only imitate these sensations. But imitation and the real thing are fundamentally different experiences. The key idea of the future of art by 2030 isn't digital versus physical. It's their harmonious coexistence and mutual enrichment. Many collectors starting an art collection will value both traditional and enhanced digital experiences.





By 2030, art will become a full multi-sensory experience – a symphony of sensations where each note is colour, light, scent, sound, or touch.

How technology is changing the art world isn't just adding new tools or replacing traditional art with digital. It's a fundamental transformation that expands possibilities while preserving roots.

Two worlds, one future. Traditional painting doesn't disappear – it remains the soul of this new world, its emotional and cultural foundation. "In the future, artists won't paint with just brushes or light – they'll paint with both. Brush and algorithm, canvas and hologram, pigment and pixel – all will become part of a **unified** language of art." Welcome to the future of art by 2030 – an era of art without boundaries, but with deep roots.

(https://joseartgallery.com/articles/art-beyond-the-screen-how-online-art-will-change-by-2030?utm_source=chatgpt.com)

VOCABULARY NOTES

Match the words/word combinations on the left with the definitions on the right.

	A		B
1.	two-dimensional	a)	an artwork that focuses on arranged, non-living objects, often to explore shape, texture, and light
2.	multi-sensory	b)	the process of sending information from one digital system or device to another
3.	data transfer	c)	to make part of an image appear larger in order to see details more clearly
4.	to zoom in	d)	an artwork that depicts the sea, coastline, or ocean-related scenery
5.	olfactory	e)	soft, subdued colours that lack strong brightness or intensity
6.	to revive	f)	designed to engage more than one sense at the same time, such as sight, sound, touch, or smell
7.	medium	g)	the raised, textured effect created when thick oil paint is applied so that individual brush marks remain visible
8.	seascape	h)	well-integrated and coherent, with all parts working together as a harmonious whole

9.	still life	i)	the material, technique, or form an artist uses to create a work, such as oil paint, video, or sculpture
10.	canvas	j)	to bring something back into use, attention, or relevance after a period of decline or neglect
11.	relief of oil brushstrokes	k)	a strong fabric surface, usually stretched over a frame, used as a base for painting
12.	muted tones	l)	existing on a flat surface with height and width but no real depth, like a drawing or a photograph
13.	unified	m)	related to the sense of smell and how scents are perceived

Exercise 7. Answer the questions

1. How does the text challenge the idea that digital art is mainly about looking at images on a screen?
2. Why does the author describe current viewers of digital art as “observers rather than participants,” and how might this change by 2030?
3. In what ways could faster data transfer (such as 6G networks) transform the way art is created and experienced?
4. How might holographic galleries change our relationship with famous artworks compared to traditional museums?
5. Why does the author consider smell to be such a powerful artistic medium in future digital art?
6. Which example of scent-based art in the text did you find most convincing or surprising, and why?
7. How does the concept of the “tactile internet” blur the boundary between digital and physical art?
8. What role does artificial intelligence play in shaping a personalized emotional experience of art, according to the text?
9. Why does the author argue that oil painting on canvas will not disappear, despite rapid technological progress?
10. Do you agree with the idea that the future of art lies in the coexistence of digital and traditional forms rather than in one replacing the other? Why or why not?

Exercise 8. Replace the underlined word or phrase in each sentence with one suitable word or phrase from the list below. Do not change the meaning of the sentence.

olfactory · multi-sensory · to zoom in · data transfer · two-dimensional · to revive

1. Digital images often feel flat because they exist only on a flat surface without depth.
2. Future exhibitions will engage sight, sound, touch, and smell, creating a experience involving several senses.
3. New technologies aim to bring back interest in traditional art forms.
4. Smell-based installations appeal directly to our sense related to smell.
5. Ultra-fast networks make it possible to send information almost instantly thanks to rapid movement of digital information.
6. Viewers can look more closely at small details of a painting using advanced digital tools.

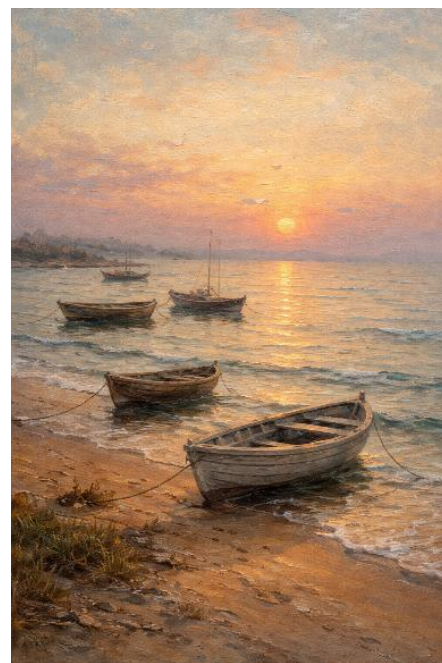
Task 9. Work in groups of 3-4. Read the description and complete the tasks.

An artist creates a calm painting showing boats near the shore at sunset. The colours are soft and not very bright. The paint is applied thickly, so the brush marks are clearly visible. Everything in the painting feels balanced and connected.

- a) *Choose the correct words from the box below to describe the painting (minimum 4 words).*

medium, canvas, still life, seascape, relief of oil brushstrokes, muted tones, unified

- b) *Brainstorm and write a short exhibition label (40-60 words) describing the painting. Make sure to use at least 3 words from the box above.*



Fact time



- ⇒ The oldest known pencil in the world dates back to the 17th century. The pencil was found during restoration work on the beams of a house in Lagenburg (Swabia).
- ⇒ Da Vinci was left-handed, but he was able to both write and paint with his right hand.
- ⇒ Pablo Picasso had a pet monkey. Picasso was an animal lover and about 50 of his work featured animals. Not only did he have a pet monkey but an array of different animals, like dogs, cats, birds and even a goat.
- ⇒ Banksy is the most famous graffiti artist in the world. He is an English street artist, political activist and film director, leaving many people speculating about who Banksy really is.
- ⇒ Art used to be an Olympic Event. Art competitions were formed as part of the modern Olympic Games during the years of 1912 to 1948.
- ⇒ Roman sculptures were designed with removable heads. Depending on which hero or ruler was more popular at the time. One reason for this is that it made it easier to transport the statues from the quarry to its final location.
- ⇒ Papier-mache can be dated back to the Han Dynasty in China (200 AD). [It](#) has been used in both art and furniture for many years and dates back to the Han Dynasty China around 200 AD.
- ⇒ The first photograph that was ever taken was by a French scientist. “*View from the Window at Le Gras*” is a heliographic image and the oldest surviving photograph



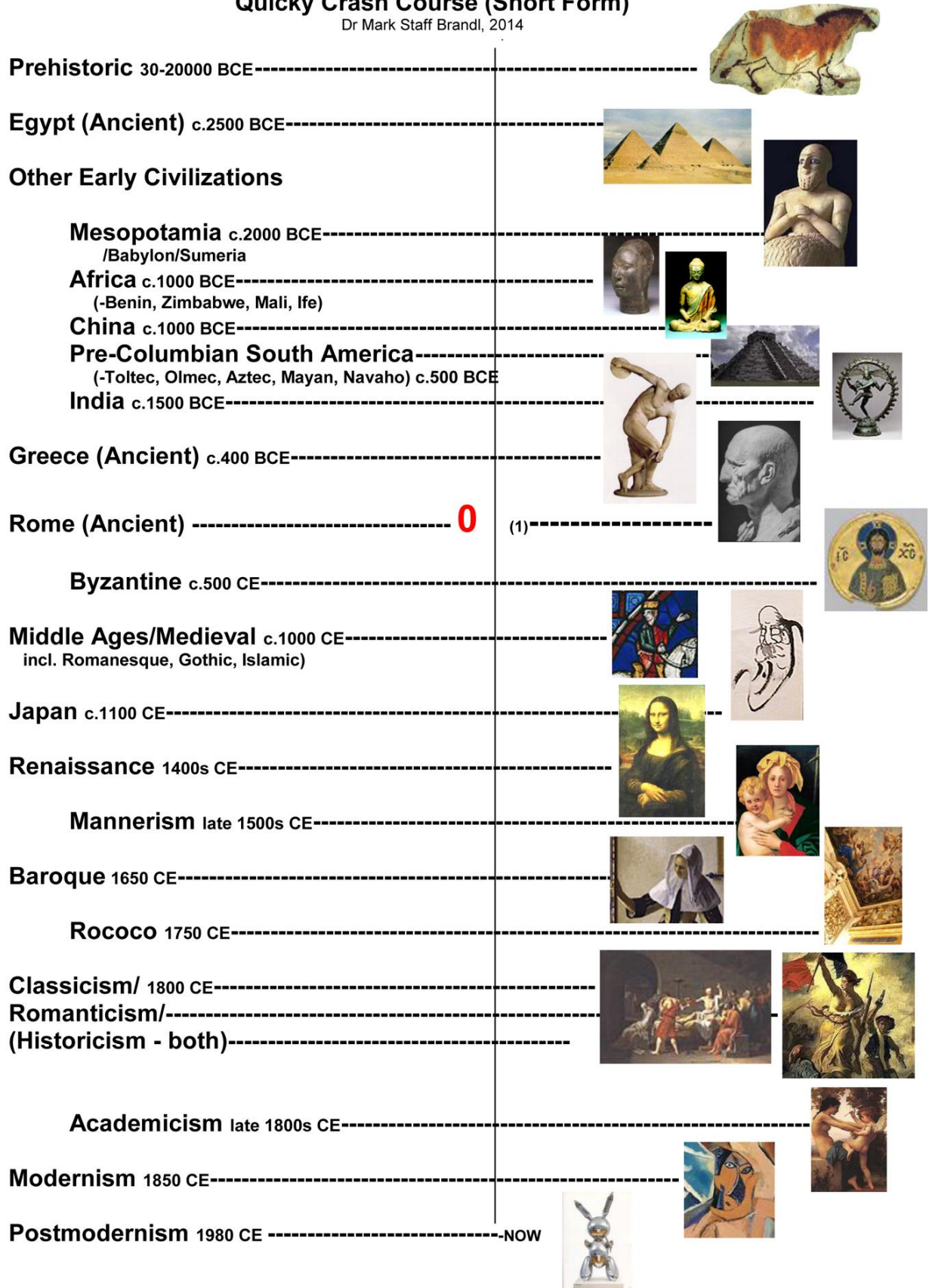
taken by a camera. It was created in 1826 by the French inventor Nicéphore Niépce.

⇒ Frida Kahlo’s name is actually her nickname. The name is “*Magdalena Frida Carmen Khalo y Calderón*” choosing Frida Khalo as her artist name.

(<https://medium.com/@t.schwedux/26-interesting-facts-about-art-that-you-should-know-ee87561b617d>)

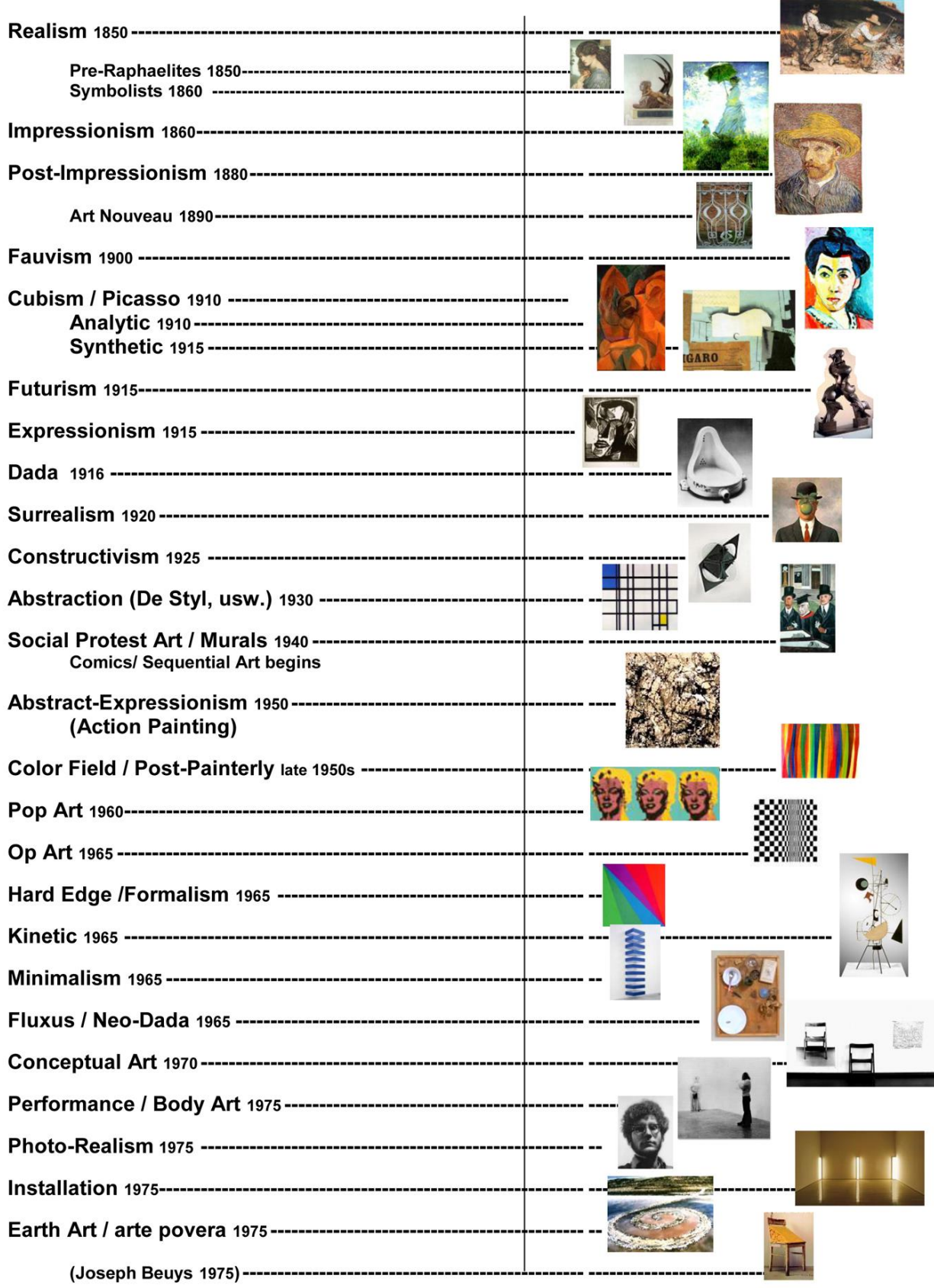
Art History Timeline, Quicky Crash Course (Short Form)

Dr Mark Staff Brandl, 2014



MODERNISM

Dr Mark Staff Brandl, 2014, English page 2



Postmodernism

Dr Mark Staff Brandl, 2014, English 3

Architecture 1975-----



Feminism 1975-----



New Image 1978-----



Pattern and Decoration 1979-----

Neo-Everything 1980 (many Neos, "Pictures,"Grafitti, usw)-----



Neo-Expressionism 1980-----



Neo-Geo / Appropriation 1985-----



Neo-Conceptual 1989-----

/ Video Installation 1990-----



Conceptual Abstract Painting 2000-----



Feeble/Provisional Painting 2004-----



Neo-Conceptual "Events"/ Spectaclism 2004-----



Social Practice Art 2008-----



Sci Art (Science and art) 2010-----
Eco (Green) Art, etc.



Mongrel Art / Extended Painting 2011-----



**?
Post- Postmodernism?**

UNIT 5. CREATIVITY

*Exercise 1. A) Answer the question.
How do you understand creativity?
Describe this phenomenon in three words.*



B) Look at the pictures. Find the manifestation of creativity in what's depicted. Use the phrases to speculate.

*The picture shows sign of... There is/ are...in the picture... It is possible that...
The atmosphere in the picture is..., so ... It seems to me that...
It is quite obvious that... I get the impression that... My assumption is that...*



Read the text. Learn how creativity forms and develops from individual to individual.



Creativity **encompasses** the ability to discover new and original ideas, connections, and solutions to problems. It's a part of our drive as humans – **fostering resilience**, sparking joy, and providing opportunities for self-actualization. An act of creativity can be grand and inspiring, such as crafting a beautiful painting or designing an innovative company. But an idea need not be artistic or world-changing to count as creative.

Life requires daily acts of **ingenuity** and novel **workarounds**; in this sense, almost everyone possesses some amount of creativity.

Sources of Creativity. There are many pieces to the puzzle of creativity, including a balance between controlled, deliberate thought and spontaneous play and imagination. Personality plays a role, as well as biology and life experience. But everyone **possesses** some measure of creativity, even if they don't realize it. Life is full of small moments that require new ideas or surprising solutions. A choice that you don't think twice about – how you cook a fried egg or the route you take to work – someone else might find delightfully original.



Why are some people more creative than others? Creative people **embody complexity**; they show **tendencies of thought and action that are segregated** in others, according to the pioneering creativity researcher Mihaly Csikszentmihalyi. They balance intense energy with quiet rest, playfulness with discipline, fantasy with reality, and passion for their work with objectivity.



Neuroscience research seems to support this idea. Creative people may better engage the three brain systems – the default mode network, the salience network, and the executive control network – that collectively produce creative thought.

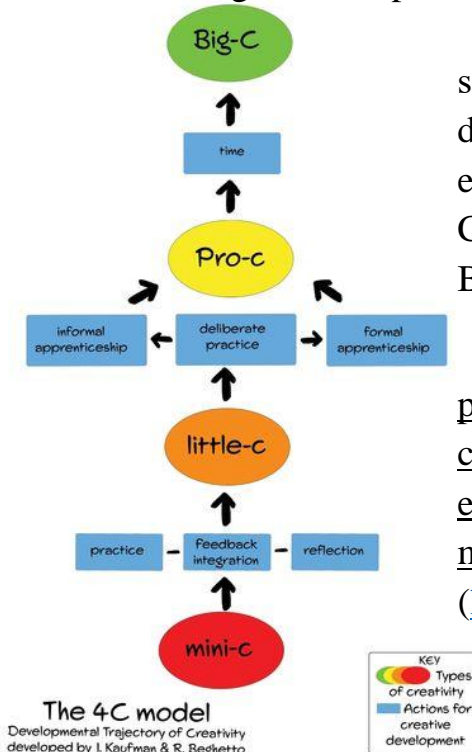
Which personality traits are linked to creativity? The trait of “openness to experience” **correlates with** creativity, **encompassing receptivity to** new ideas and

experiences. People who are low in openness prefer routines and familiarity, while those who are high in openness **revel in** novelty, whether that is meeting new people, processing different emotions, or traveling to exotic destinations. Accumulating these experiences and perspectives can help the brain **forge** creative new connections. Other characteristics that are linked to creativity include curiosity, positivity, energy, persistence, and **intrinsic motivation**.

What is “everyday creativity”? When we think of creativity, we often think of Mozart, Picasso, Einstein – people with a seemingly fated **convergence of talent and opportunity**. It's too narrow a set of references, because all sorts of people, possessing various levels of intelligence and natural ability, are capable of engaging in fulfilling creative processes. And **buying into** a limited definition of creativity prevents many from appreciating their own potential.



Everyday creativity is a framework originally developed by Ruth Richards, Dennis Kinney, and colleagues at Harvard Medical School defined as expressions of originality and meaningfulness. This could encompass daily errands, personal hobbies, or work. Making wacky recipes or dyeing your hair an unusual color would qualify, as would working on a scrapbook of memories for a friend.



What are “little-c” and “Big-C” creativity? People sometimes refer to “little-c” or “Big-C” to discuss different degrees of creativity. This framework was expanded into a theory called The Four C Model of Creativity by researchers James Kaufman, Ronald Beghetto.

Mini-c refers to creativity that arises in any learning process and little-c refers to consistent everyday creativity. Pro-c is the progression to professional expertise in a given domain, while Big-C is reserved for monumental and historic contributions to society.

(<https://www.psychologytoday.com/us/basics/creativity>)

VOCABULARY NOTES

Match the words/word combinations on the left with the definitions on the right.

	A		B
1.	convergence of talent and opportunity	a)	someone's ability to think of clever new ways of doing something
2.	domain	b)	to completely believe in something
3.	ingenuity	c)	to represent a certain level of difficulty
4.	intrinsic motivation	d)	a way of dealing with a problem or making something work despite the problem, without completely solving it
5.	to be segregated	e)	a combination of a natural skill to be good at something and the right moment to use it
6.	to buy into sth	f)	to have
7.	to correlate with sth	g)	an inner desire to engage in a behaviour because of the inherent satisfaction of the activity
8.	to embody complexity	h)	to be separated
9.	to encompass	i)	a certain sphere, area of interest
10.	receptivity to sth	j)	to enjoy something
11.	to forge	k)	to be connected with something
12.	to foster resilience	l)	to include
13.	to possess	m)	to encourage the growth of strength and adaptation
14.	to revel in sth	n)	to produce something, usually complex
15.	workaround	o)	the ability/ readiness to accept something

Exercise 2. Make 10 sentences with two active word combinations/words in each of them. Present the sentences to your groupmates.

Watch time

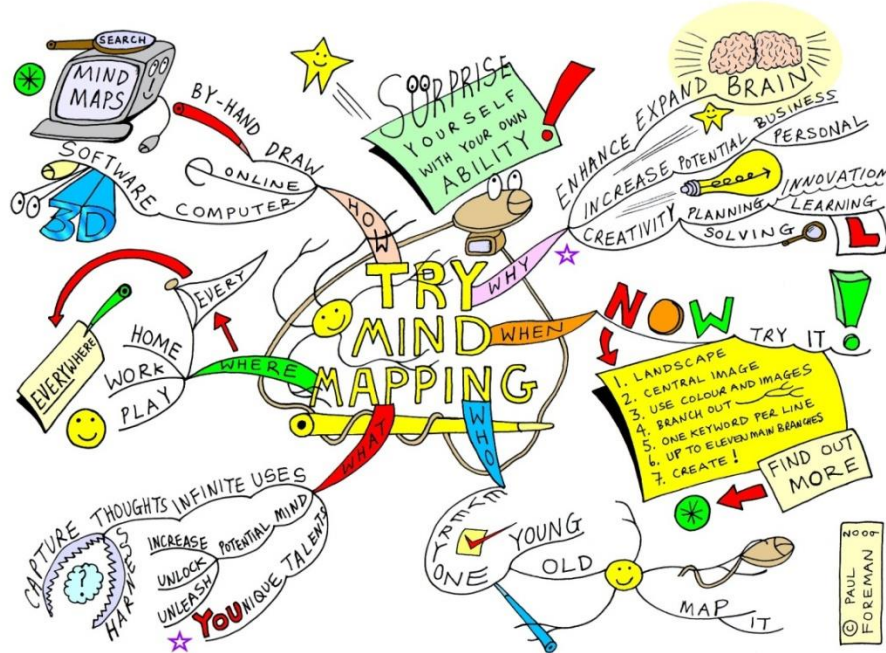


A) Watch Ethan Hawke talk about inner expression and its power, sharing his journey together with some tips on how to discover and encourage creativity within oneself:

https://youtu.be/WRS9Gek4V5Q?si=40W8E01XYK_UBr6o

B) Work in teams of 3 to 4 to make a mindmap, noting all the key facts and suggestions from the video to make a short comment on it. Don't hesitate to turn to your active vocabulary from the table.

Use the mindmap below as an example, create!



Read the article dedicated to the stereotypes one may have thinking about creativity and how it works. Learn more about the little-c and Big-C theory.



4 Myths About Creativity

by Mitch Resnick

Not everyone agrees on the value and importance of creative thinking in today's society. Part of the problem is that there is no **consensus on** what it means to be creative. Different people think about creativity in very different ways, so it's not surprising that they can't agree on its value and importance. As I've talked with people about creativity, I've **encountered** a number of common **misconceptions**.

Make sure to pay attention to the words in bold (your active vocabulary)!



Myth 1: Creativity Is About Artistic Expression. We value and admire painters, sculptors, and poets for their creativity. But other types of people can be creative too. Scientists can be creative when they develop new theories. Doctors can be creative when they diagnose diseases. Entrepreneurs can be creative when they develop new products. Social workers can be creative when they suggest strategies for struggling families. Politicians can be creative when they develop new policies.

I believe that the common association of creativity with **artistic expression** contributes to an **undervaluing** of creativity in the minds of many people. When I talk with parents about creativity, they often assume that I'm talking about artistic expression. Because most parents don't **put a high priority on** how well their children can express themselves artistically, they say that it would be "nice" for their children to be creative, but they don't see it as essential. **To sidestep** this line of thinking, I often use the phrase "creative thinking" rather than "creativity."

When parents hear "creative thinking," they're less likely to focus on artistic expression and more likely to see it as something essential for their children's future.



Myth 2: Only a Small Segment of the Population Is Creative. Some people feel that the words "creative" and "creativity" should be used only when referring to inventions and ideas that are totally new to the world. In this view, winners of Nobel Prizes are creative, and artists whose works are on display at major museums are creative, but not the rest of us.

Researchers who study creativity sometimes refer to this type of creativity as Big-C Creativity. I'm more interested in what researchers call little-c creativity. When you **come up with an idea** that's useful to you in your everyday life, that's little-c creativity. It doesn't matter if thousands – or millions – of people came up with similar ideas in the past. If the idea is new and useful to you, it's little-c creativity. The invention of the paper clip was Big-C Creativity; every time someone comes up with a new way to use a paper clip in everyday life, that's little-c creativity. So, everyone can be (little-c) creative, and we need to help everyone **reach** their full creative **potential**.



Myth 3: Creativity Comes in a
of Insight. Popular stories about creativity often revolve around an Aha! moment. Archimedes shouted "Eureka!" in the bathtub when he realized that he could calculate the volume of irregularly shaped objects by

submerging them in water. Isaac Newton recognized the universal nature of gravitational force when he was sitting beneath an apple tree – and was hit on the head by a falling apple. August Kekule realized the structure of the benzene ring after **daydreaming** about a snake eating its tail. But such Aha! moments, if they exist at all, are just a small part of the creative process.

Most scientists, inventors, and artists recognize that creativity is a long-term process. Constantin Brancusi, one of the pioneers of modernist art, wrote: “Being creative is not being hit by a lightning bolt from God. It’s having clear **intent** and passion.” Thomas Edison famously said that creativity is 1 percent inspiration and 99 percent perspiration. But what is the person doing while **perspiring**?

What type of activity precedes the Aha! moment? It’s not just a matter of hard work. Creativity grows out of a certain type of hard work, combining curious exploration with playful experimentation and **systematic investigation**. New ideas and insights might seem like they **come in a flash**, but they usually happen after many cycles of imagining, creating, playing, sharing, and reflecting – that is, after many **iterations** through the Creative Learning Spiral.



Myth 4: You Can’t Teach Creativity. There’s no doubt that babies come into the world full of curiosity. They want to touch, to interact, to explore, to understand. As they grow older, they want to express themselves: to talk, to sing, to draw, to build, to dance. Some people think that the best way to support children’s creativity is to **get out of their way**: you shouldn’t try to teach creativity; just stand back and let children’s natural curiosity **take over**. I have some sympathy with this point of view. It’s true that the **rigid structures** of some schools and some homes can **squelch** children’s curiosity and creativity. I also agree that you can’t teach creativity, if teach means giving children a clear set of rules and instructions on how to be creative.

But you can **nurture** creativity. All children are born with the capacity to be creative, but their creativity won’t necessarily develop on its own. It needs to be nurtured, encouraged, supported. The process is like that of a farmer or gardener taking care of plants by creating an environment in which the plants will flourish. Similarly, you can create a learning environment in which creativity will flourish.

That means, yes, you can teach creativity, so long as you think about teaching as an organic, interactive process.



(<https://www.edutopia.org/article/4-myths-about-creativity/>)

B) Answer the questions:

1. Would you consider yourself a creative person?
2. Where and how does your little-c (creativity) display itself?
3. Have you ever had any Big-C moments in your life?
4. Was your creative thinking encouraged in your childhood? Did it help you with establishing how to be creative in your teen and young adult years?
5. What other myths about the creativity creation have you heard of? Share them with your groupmates.

VOCABULARY NOTES

consensus on sth – a generally accepted opinion or decision among a group of people concerning something

to encounter – to experience something, usually unpleasant

misconception – an idea that is wrong because it has been based on a failure to understand a situation

artistic expression – a process of conveying ideas, emotions, and experiences through various forms of art, including painting, literature, music, and performance

undervaluing – treating somebody or something as if they have less worth or importance

to put a high priority on sth – to consider something crucial

to sidestep sth – to avoid talking about a subject, especially by starting to talk about something else

to come up with an idea – to think of an idea

to reach one's potential – to fully develop one's abilities

insight – a clear, deep, and sometimes sudden understanding of a complicated issue

to submerge – to go below or make something go below the water surface; to cover or hide something completely

to daydream – to spend time thinking pleasant thoughts about something you would prefer to be doing or something you would like to achieve in the future

intent – a plan to do something

to perspire – to sweat = work hard

systematic investigation – a structured study designed to uncover something

to come in a flash – to happen quickly

iteration – a process of doing something again and again, usually to improve it

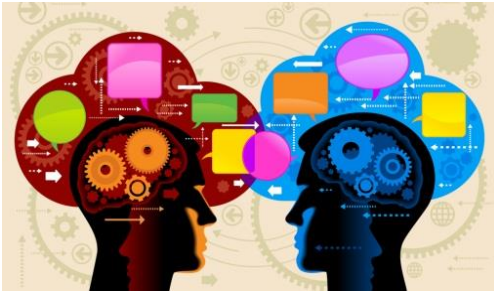
to get out of one's way – to actively avoid impeding, interfering with, or causing problems for someone or the action they are taking

to take over – to start doing a job or being responsible for something that another person (thing) did or had responsibility for before

rigid structures – strict systems

to squelch – to quickly end something, usually inconvenient

to nurture – to help develop and be successful



Team work

Choose a group to support either the thought that all people can be creative (Group A) or the idea of creativity being a sister of talent and not every person being capable of generating creativity (Group B). Present your points using active

vocabulary from the text and the phrases below:

We believe that..., On the one hand/On the other hand..., I would personally argue that..., I get the impression that..., I don't think this thought is very common, because..., still....

Exercise 3. Match the collocations, connecting the phrases from the left column to the ones on the right column.

1.	to come up	a)	expression
2.	systematic	b)	in a flash
3.	to reach	c)	out of one's way
4.	to put	d)	structures
5.	to come	e)	investigation
6.	to get	f)	something
7.	artistic	g)	one's potential
8.	to take	h)	with an idea
9.	rigid	i)	over
10.	to sidestep	j)	a high priority on something

Exercise 4. Use your active vocabulary from the table in the correct form to fill in the gaps in the text below.

a misconception; an insight; an intent; to come up with; to daydream;
to encounter; to get out of the way; to nurture; to squelch; to undervalue

The search for daily creativity often involves (1) _____ various (2) _____ about people's abilities, which can lead to them (3) _____ their own potential. By (4) _____ and allowing the mind to wander, individuals (5) _____ innovative ideas and (6) _____.

An (7) _____ to (8) _____ curiosity and (9) _____ of self-doubt is essential for fostering originality. Sometimes, we must (10) _____ negative thoughts and embrace the moments of reflection as these are vital for nurturing creativity and unlocking new perspectives that fuel continuous inspiration.



Watch time



Learn how daydreaming – a natural process within the mind – is different from maladaptive daydreaming – a condition that can negatively affect life.

<https://youtu.be/Qt-8WxxdTPQ?si=6ploVR3iio-Xe2O3>

Exercise 5. A) Answer the questions:

1. How do you boost creativity?
2. Which steps do you have to take and how often?
3. For which activities do your creativity levels spike and for which do you have to take great pains to search for a creative spark?
4. Do you procrastinate? How often?
5. Why do you think the creative state of mind can be difficult to achieve?
6. If somebody asked you to give one tip on creative thinking, what would it be?



Read the article with tips on how to develop your creative thinking skills.

7 Creative Activities to Supercharge Your Innovation Skills

by Melissa Rolfes

Hey there! I know you're always eager to **push boundaries** and come up with fresh ideas. But, let's face it – sometimes **thinking outside the box** can feel like a challenge. The good news is that innovation isn't just about being “born creative”; it's something you can develop. So, I've put together seven fun and creative activities that will help you **spark** new **ideas** and think in ways you never imagined. Ready to dive in and see what you're really capable of?



1. Reverse Brainstorming: Flip the Problem on Its Head. Instead of brainstorming solutions to a problem, try reverse brainstorming – where you think about ways to make the problem worse. For example, if you're trying to improve customer service at a store, you'd ask questions like: How can we make our service as frustrating as possible? This may sound odd, but by identifying what not to do, you often discover new and better ways to solve the problem. It's a fun and surprising way to get your brain working differently!



2. Mind Mapping: Connect the Dots in Unexpected Ways. Mind mapping is one of the easiest and most effective ways to organize your thoughts and generate new ideas. Take a central concept (let's say “**sustainability**”) and draw lines branching out with related ideas. From

there, branch out even more with new sub-ideas, forming a visual network of thoughts.

This isn't about creating a “perfect” structure – it's about letting your mind **wander** and uncovering connections that might not have been obvious at first. Mind maps push your thinking into areas you wouldn't usually consider, which is key to developing original concepts.



3. The “Yes, And” Game: Embrace Limitless Possibilities. You've probably heard of improvisational theater, but have you tried the “Yes, And” game? It's a technique used by **improv actors** to **keep the conversation flowing** and to build on ideas. You start with a simple statement like, “I have a new idea for a gadget,” and the other person responds with “Yes, and...”. The goal is to accept the idea and add to it, no matter how

wild. This game encourages expansive thinking and builds upon others' ideas, which is perfect for innovating in ways you wouldn't have thought alone. Plus, it's fun and super easy to try with a friend!



4. The 30 Circles Challenge: Draw Outside the Lines. This exercise is perfect for **breaking free from conventional thinking**. Grab a piece of paper and draw 30 circles. Your challenge is to turn each of those circles into something entirely different – a car tire, a clock, a bowl of soup, etc. The catch? You have to do it in three minutes. This activity forces you to come up with as many creative ideas as possible in a short time, helping you see potential in the most basic shapes and encouraging rapid thinking. It's a great exercise to stretch your creativity muscles and train your brain to see the world in new ways.



5. The “What If” Scenario Game: Break Reality to Build New Ideas. Sometimes the best way to think outside the box is to completely break the box. In this activity, create an impossible scenario and ask, What if...? For example, “What if there were no gravity?” or “What if we lived in a world where everyone spoke in song?” These “What if” scenarios let you explore ideas free of practical limitations. Inventing new worlds can

be fun, but more importantly, it gives you the space to come up with ideas that challenge the norm, making them a powerful tool for innovation.



6. Role Reversal: See the Problem from Different Perspectives.

Innovation often happens when you step outside your own perspective. In this activity, take on the role of someone completely different – maybe an alien, a child, or even your competitor. How would they view the problem or challenge you're trying to solve? This activity allows you **to shift gears, putting yourself in someone else's shoes** to see things in a new light. It's a great way to stretch your mind and break free from your usual way of thinking. Role reversal can provide insights that simply wouldn't have come up in a standard brainstorming session.



7. Collaborative Drawing: Create Without Words.

This one's an absolute blast – and perfect for **tapping into** your creative potential. Grab a piece of paper and start drawing something (it doesn't matter what, just get something on the page). After a minute, hand the paper to your friend and have them add to it. Keep alternating, adding a little more each time, and see how the drawing evolves. The key here is that the evolution is collaborative, meaning that the result will be something neither

of you could have imagined alone. This requires adaptability and support of each other's ideas. can open up new ways of thinking, as it

Each of these activities is designed to help you think more creatively, see things from new angles, and build up a toolkit of strategies to break free from conventional thinking. Not only will you **have a blast**, but you'll also be amazed by how these playful exercises translate into better problem-solving and more creative thinking in everyday life. So what are you waiting for? Grab a pen, some paper, and your thinking cap – and let's get innovating!

(<https://www.melissarolfesart.com/post/7-creative-activities-to-supercharge-your-innovation-skills>)

VOCABULARY NOTES

Match the words/word combinations on the left with the definitions on the right.

	A		B
1.	brainstorming	a)	a performer skilled in the art of improvisational theater, where scenes, characters, and dialogue are created spontaneously without a script.
2.	conventional thinking	b)	to continue the discussion in a smooth way
3.	improv actor	c)	to have an enjoyable or entertaining experience.
4.	sustainability	d)	to escape from/ towards somewhere or something, often by force
5.	to break from sth	e)	to act in a way that challenges established norms or acceptable behaviour
6.	to connect the dots	f)	an activity in which a group of people meet to suggest a lot of new ideas for possible development
7.	to have a blast	g)	to understand somebody else's experience, feelings, thought process etc.
8.	to keep the conversation flowing	h)	to change an approach
9.	to push boundaries	i)	to boost ideas

10.	to put oneself in someone else's shoes	j)	to link together logically related elements in order to draw a conclusion.
11.	to shift gears	k)	to think imaginatively using new ideas instead of traditional or expected ideas
12.	to spark ideas	l)	a quality of being able to continue over a period of time
13.	to tap into sth	m)	commonly held and widely accepted ideas and beliefs
14.	to think outside the box	n)	to walk around slowly in a relaxed way or without any clear purpose or direction
15.	to wander	o)	to manage to use something in a way that brings good results

*Exercise 6. Replace the wrong word/ word combination **in bold**, substituting it with the correct one from another sentence.*

1. During the long **an improv actor** session, the team manages to generate innovative ideas that could significantly impact our project.
2. On weekends, I love to **keep the conversation flowing** through the city streets, discovering hidden gems and inspiring surroundings.
3. Emphasizing to **push the boundaries** in our business practices has become a core principle for long-term success.
4. The detective had to **break from** between seemingly unrelated clues to solve the complex case.
5. We had such a great time at the amusement park; everyone agreed they had to **think outside the box**.
6. As a pioneer in her field, she continually tries **brainstorming** of conventional research.
7. To foster empathy, it's crucial to **spark new ideas** and understand their perspective.
8. During the workshop, the participants were encouraged to share thoughts freely, which could help to **connect the dots**.
9. **Sustainability** relies heavily on spontaneity and quick thinking to keep the audience engaged.
10. To succeed in innovation, companies must **had a blast** and question traditional methods.

11. Sometimes, you need to routine to **wander** to find new inspiration and rejuvenate your creativity.
12. Effective communication depends on a person's ability to **put oneself in someone else's shoes** naturally.

Exercise 7. Look at the word chains. Cross the odd one in each of the chains. Explain your choice.

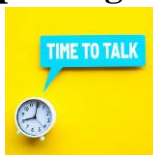
1. to spark ideas, brainstorming, conventional thinking;
2. to break from something, to have a blast; to push boundaries;
3. to wander, brainstorming, to think outside the box;
4. to connect the dots, to spark ideas, sustainability;
5. to have a blast, an improv actor, to put oneself in someone else's shoes.
6. to shift gears, to keep the conversation flowing, to have a blast;
7. sustainability, to wander, to push boundaries;
8. to put oneself in someone else's shoes, to connect the dots, to tap into something




Fact time


- ◇ Sleep is beneficial for creative thought as a quick nap here and there greatly enhances individuals' ability to problem solve.
 - ◇ While certain personality traits such as openness to experience, perseverance and self-efficacy are closely related to creativity, intrinsic motivation plays a big role in creative ability.
 - ◇ In a study linking rebelliousness and openness with experience and creativity, individuals displaying a free and easy mind showed more creative activity.
 - ◇ While a bit of stress can be a motivating influence, too much often makes people freeze up or freak out.
 - ◇ Mostly benefiting specific types of knowledge and having a domain-specific effect on creativity, being part of a multicultural social circle is best for idea flow.
- (<https://www.format.com/magazine/features/art/creative-thinking-science-facts>)

Speaking time



Choose one form of a creative activity from the list, work on it, Tell about your journey and results in a 2-min talk, using your active vocabulary from the unit.

- 
1. **Start a Scrapbook:** Gather photos, mementos, and decorative items to create a personalized scrapbook.
 2. **Try Painting or Drawing:** Grab some supplies and let your imagination flow onto the canvas or paper.
 3. **Make DIY Gifts:** Craft handmade gifts like candles, jewelry, or knitted scarves for your loved ones.
 4. **Write a Short Story:** Pick up a pen and paper or your laptop and let your mind weave an engaging tale.
 5. **Make Greeting Cards:** Design and craft personalized cards for special occasions.
 6. **Learn Origami:** Start with simple designs and work your way up to complex paper-folding art.
 7. **Design a Room Layout:** Use online tools or graph paper to plan a new arrangement for your living space.
 8. **Try a New Workout Routine:** Search for a workout video online and challenge yourself with something new.
 9. **Practice Yoga or Pilates:** Unroll your mat and follow a guided session to improve flexibility and focus.
 10. **Play a Sport:** Gather some friends for a game of basketball, soccer, or tennis.
 11. **Go Swimming:** Head to the nearest pool or beach for a refreshing and fun workout.
 12. **Go Rollerblading or Skating:** Find a smooth surface and glide your way to fitness.
 13. **Solve Puzzles:** Try crosswords, Sudoku, or jigsaw puzzles to keep your brain engaged.
 14. **Watch a Documentary:** Find an interesting documentary on a topic you know little about and broaden your horizons.
 15. **Take an Online Course:** Enroll in a course on a subject you've always wanted to learn more about.
 16. **Start a Book Club:** Gather friends to read and discuss books together.
 17. **Write in a Journal:** Reflect on your thoughts and experiences by keeping a daily journal.
 18. **Visit a Museum Online:** Explore virtual tours of famous museums and galleries from the comfort of your home.
 19. **Play Strategy Games:** Try chess, Go, or other games that require strategic planning and thinking.
 20. **Attend a Lecture or Webinar:** Sign up for a live or recorded session on a topic of interest.
 21. **Take a Relaxing Bath:** Add some bath salts, bubbles, and calming music to unwind.
 22. **Try Meditation:** Sit quietly and focus on your breathing to find peace and clarity.
 23. **Get a Makeover:** Experiment with new hairstyles, makeup looks, or outfits.
 24. **Try Aromatherapy:** Use essential oils to create a calming atmosphere at home.

- 
25. **Do Gentle Stretches:** Practice some easy stretches to relax your muscles and release tension.
 26. **Spend Time in Nature:** Take a walk in a park or garden and enjoy the peaceful surroundings.
 27. **Knit or Crochet:** Start a project like a scarf, hat, or blanket with yarn and needles.
 28. **Make Jewelry:** Create custom necklaces, bracelets, or earrings using beads, wire, and other materials.
 29. **Build a Birdhouse:** Use wood, nails, and paint to craft a cozy home for your feathered friends.
 30. **Decorate Picture Frames:** Personalize plain frames with paint, glitter, and other embellishments.
 31. **Sew Clothes:** Use patterns and fabric to design and make your own clothing items.
 32. **Make Homemade Soap:** Combine ingredients like essential oils and natural colors to craft your soap.
 33. **Try a New Recipe:** Find a recipe you've never tried before and give it a go in the kitchen.
 34. **Make Homemade Pizza:** Prepare dough, choose your toppings, and bake your own pizza.
 35. **Try Making Sushi:** Gather ingredients like rice, fish, and seaweed to roll your own sushi at home.
 36. **Make Homemade Ice Cream:** Use an ice cream maker or a simple bag method to create your own flavors.
 37. **Prepare a Gourmet Breakfast:** Treat yourself to a luxurious morning meal with pancakes, eggs, and more.
 38. **Explore Virtual Reality:** Use a VR headset to immerse yourself in games, tours, or simulations.
 39. **Build a Website:** Use platforms like WordPress or Wix to create your own site for a hobby or business.
 40. **Explore Photography:** Experiment with your camera or smartphone to capture creative shots.
 41. **Edit Photos or Videos:** Use editing software to enhance your photos or create a video montage.
 42. **Try Graphic Design:** Use tools like Canva or Photoshop to design graphics, logos, or posters.
 43. **Plant a Vegetable Garden:** Start a small garden in your backyard or even in containers on your balcony.
 44. **Go Bird Watching:** Grab binoculars and a bird guide to spot and identify local species.
 45. **Start a Compost Pile:** Collect organic waste like food scraps and yard waste to create compost for your garden.
 46. **Plant a Flower Bed:** Choose your favorite flowers and plant a colorful bed in your garden.
 47. **Start a Herb Garden:** Grow herbs like basil, mint, and rosemary for cooking or tea-making.

48. **Have a Family Movie Night:** Choose a family-friendly film, make some popcorn, and enjoy a cozy movie night.
49. **Build a Fort:** Use blankets, pillows, and furniture to create an indoor fort for playtime.
50. **Plan a Family Game Tournament:** Set up a competition with board games, video games, or sports.
51. **Cook a Meal Together:** Get everyone involved in the kitchen to prepare a meal as a team.
52. **Create a Family Time Capsule:** Collect items that represent your family's current life and bury them to open in the future.
53. **Go on a Family Hike:** Find a local trail that's suitable for all ages and enjoy a nature walk together.
54. **Have a Craft Day:** Set up a crafting station with supplies and let everyone create their own projects.
55. **Organize a Family Photoshoot:** Dress up and take family photos in different locations or with different themes.

(<https://sometimes-homemade.com/things-to-do-when-bored/>)

Writing time



Listen to a random song in your playlist. Use 50 words (+- 10%) to write a description of what you feel rather than think while listening to it.



UNIT 6. CINEMA



Look the pictures and explain what is happening in them? Use the expressions below to do this:

Judging by their clothes..., I guess that..., I can assume that..., I get the impression that..., The...indicates that..., At first glance one might..., It is hard to tell what exactly....

Answer the questions



1. In the age of social media, why are people so obsessed with avoiding spoilers? Does knowing the ending really ruin the value of a well-made film?

2. Do awards like Oscars still represent the best of film-making or have they become too political?

3. How important is 'authentic casting' in modern cinema? Should actors play characters who share their specific ethnic, cultural, or physical background?

4. With the rise of streaming giants like Apple TV+, is the traditional cinema-going experience dying?

5. Book vs. film. Why do fans often feel 'betrayed' by film adaptations? Is it possible for a movie to actually surpass the book? 6. How do recommendation algorithms on platforms like YouTube shape our taste? Are we losing the ability to discover 'the hidden gems' on our own?

Work in pairs.

Look at the word cloud. Do you know what they mean? Give definitions to the words. There are nine words and expressions altogether.



Cinema and Society: How Films Reflect and Shape Our World



By *Kazi Amir*

From the earliest silent reels to today's global **blockbusters**, cinema has always been more than just entertainment – it's a mirror, a message, and sometimes a megaphone. Films reflect the values, struggles, and aspirations of the societies that produce them. At the same time, they help shape how we think about the world, ourselves, and each other. Whether addressing war, race, gender, class, politics, or identity, movies are powerful tools for storytelling with real – world consequences.

The Mirror Effect: Films as Reflections of Society

Cinema doesn't exist in a vacuum. Every film is a product of its time – shaped by the political climate, cultural norms, and historical events surrounding its creation. For example, the **film noir** movement of the 1940s emerged from a post – World War II context marked by anxiety, **disillusionment**, and shifting gender roles. These films often **featured** morally ambiguous heroes, dark urban landscapes, and themes of betrayal – all reflecting the psychological **aftermath** of global conflict.



Likewise, during the 1960s and 70s – a time of civil rights movements, anti-war protests, and **countercultural upheaval** – Hollywood saw a rise in socially conscious filmmaking. Movies like *Easy Rider*, *Network*, *Guess Who's Coming to Dinner*, and *One Flew Over the Cuckoo's Nest* tackled topics like racism, media manipulation, mental health, and generational conflict.



These examples show how films can be read as historical texts. They may not always offer objective truths, but they reveal the fears, hopes, and dominant ideologies of the eras in which they're made.

Influencing Perception: Cinema as a Shaper of Reality

Just as films reflect society, they also shape it. The stories we consume on screen influence how we view the world and the people in it. Consider the power of representation. For decades, Hollywood underrepresented or misrepresented

marginalized groups—portraying Native Americans as savages, African Americans as sidekicks or criminals, and women as either **damsels** or objects of desire. These portrayals didn't just reflect prejudice; they helped **perpetuate** it.

When film changes the narrative, it can shift public opinion. *Philadelphia* (1993), one of the first mainstream Hollywood movies to address AIDS and homophobia, humanized a subject often ignored in public discourse. *Schindler's List* (1993) helped educate global audiences about the horrors of the Holocaust. More recently, *Black Panther* (2018) and *Everything Everywhere All at Once* (2022) have expanded the landscape of representation for Black and Asian communities, offering heroes and stories that resonate with underrepresented viewers.



Moreover, documentaries have often had direct social impacts. *An Inconvenient Truth* (2006) helped bring climate change into the mainstream conversation. *13th* (2016) revealed the deep ties between slavery and the modern U.S. prison system, influencing debates on mass incarceration. Films not only entertain—they educate, provoke, and mobilize.

Censorship and Controversy: Who Controls the Narrative?

The power of film to shape opinion has not gone unnoticed by governments, religious institutions, or corporate interests. That's why cinema has long been a battleground for **censorship** and propaganda.



During wartime, governments have used film as a tool to **rally** support. In World War II, both Allied and Axis powers produced films to **boost morale** and demonize the enemy. In the U.S., the Office of War Information worked closely with Hollywood to ensure movies reinforced American values.

In authoritarian regimes, censorship is more **overt**. China's strict control of its domestic film industry ensures that no film criticizes the government, promotes rebellion, or even includes depictions of LGBTQ+ characters. In other cases, films are banned or edited in certain countries for religious or moral reasons.

Even in democratic societies, corporate interests influence what gets made and what doesn't. Blockbuster **franchises** dominate screen time because they're profitable,

while **indie** or controversial films struggle to find funding or distribution. All of this raises the question: who gets to tell the stories we see? And what voices are left out?

Social Media and Fan Culture: A New Era of Influence

In the digital age, the relationship between cinema and society has grown more interactive. Audiences now have platforms to voice their opinions, demand change, or support diverse storytelling. The rise of fan campaigns on Twitter, YouTube reactions, Reddit threads, and TikTok edits shows how viewers no longer passively consume films – they participate in shaping their cultural impact.



For example, the **backlash** to the all-female Ghostbusters (2016) **reboot** exposed deep divisions over gender representation in media. On the other hand, the success of Encanto (2021) was boosted by viral trends and user-generated content celebrating its music and cultural authenticity.

Social media can hold filmmakers accountable but also **amplify** toxic behaviour. It's a space of both empowerment and **polarization**, where public discourse around film becomes a reflection of broader societal tensions.

Film as Protest and Resistance

Cinema has also long been used as a form of protest and resistance. Independent and underground filmmakers have used the medium to challenge dominant narratives, question authority, and **elevate** the voices of the marginalized.

Spike Lee's Do the Right Thing (1989) remains one of the most powerful examinations of racial tension in American cinema. Marjane Satrapi's Persepolis (2007) critiques the Iranian regime through the lens of a coming-of-age story. In Latin America, the "Third Cinema" movement emerged in the 1960s and 70s as a way to resist imperialism and capitalism through revolutionary storytelling.

Even fictional films can carry revolutionary messages. V for Vendetta (2005), though based on a graphic novel, became a symbol of rebellion and was later adopted by protest movements like



Occuppy Wall Street and Anonymous. Cinema can be a form of resistance against systems that seek to silence or **oppress**. It speaks truth to power, even if in metaphor.

The Globalization of Film and the Expansion of Perspective

Global cinema has exploded in reach and influence, challenging Hollywood's dominance. Thanks to streaming services, international films are more accessible than ever. Viewers can now watch a Korean crime thriller, a Nigerian drama, an Iranian romance, or a Brazilian documentary from their living rooms.

This global exposure fosters cross-cultural understanding and challenges Western-centric narratives. It shows us that love, fear, struggle, and joy are universal – but experienced differently depending on one's context.

Moreover, global cinema often highlights issues Western films ignore. African cinema, for example, frequently tackles colonial legacies, rural poverty, and traditional versus modern tensions. Southeast Asian films explore themes like migration, spiritual beliefs, and post-colonial identity. This diversity enriches not only our artistic landscape but our empathy as viewers.



Why It Matters?

Film is not just an escape from reality – it's a way of engaging with it. It holds up a mirror to the world, distorts it, critiques it, and sometimes dreams up a better one. It has the power to reinforce **the status quo** or to challenge it. It can exclude or include, oppress or liberate, numb or awaken.

To understand the world, we must understand the stories we tell about it – and there's no story more captivating, or more revealing, than the one on the screen.

(<https://medium.com/@coolamir2003/title-cinema-and-society-how-films-reflect-and-shape-our-world-0453d7de7437>)

VOCABULARY NOTES

blockbuster – a film produced and marketed on a large scale, designed to attract mass audiences and generate very high box-office revenue;

film noir – a style of cinema, mainly associated with the 1940s-50s, characterized by dark visual aesthetics, morally complex characters, and themes of crime, alienation, and pessimism;

disillusionment – a feeling of disappointment that arises when previously held beliefs, ideals, or expectations are shown to be unrealistic or false;

to feature – to give a prominent place or role, especially as a central element of a film, story, or presentation;

aftermath – the period following a major event, especially one involving conflict or crisis, during which its effects and consequences become clear;

countercultural upheaval – a period of intense social change in which dominant cultural values are challenged by alternative lifestyles, beliefs, or movements;

marginalized – pushed to the edges of society and denied full access to social, economic, or political opportunities;

damsel – female character portrayed as passive, vulnerable, and in need of rescue, often reinforcing traditional gender stereotypes;

to perpetuate – to cause an idea, belief, or practice to continue over time, often without questioning its consequences;

censorship – to cause an idea, belief, or practice to continue over time, often without questioning its consequences;

to rally – to unite or mobilize people in support of a shared cause, belief, or objective;

to boost morale – to increase confidence, motivation, or emotional well-being, especially in difficult or stressful situations;

overt – clearly visible or openly expressed, without attempt at concealment;

franchise – media property developed into multiple related works, such as sequels, spin-offs, or adaptations, often across different platforms;

indie – short for *independent*; describing films produced outside major studios, typically with smaller budgets and greater creative freedom;

backlash – a strong negative reaction from the public, often in response to social change or controversial decisions;

reboot – a new version of an existing film or series that restarts the story, often with updated themes, characters, or style;

to amplify – to increase the strength, visibility, or impact of a message, voice, or effect;

polarization – the division of people or opinions into sharply opposing groups, often reducing compromise or dialogue;

to elevate – to raise the status, importance, or visibility of a person, idea, or issue;

to oppress – to keep individuals or groups in a position of disadvantage through unjust control, discrimination, or abuse of power;

the status quo – the existing state of affairs, especially when it benefits those in power and resists change.

Exercise 1. Answer the questions.

1. *The author says cinema is 'a mirror, a message, and a megaphone'. What does each word mean in relation to film? Which one do you agree with most?*
2. *Why does the author say films can be read as 'historical texts'? Do you think films can teach us history effectively?*
3. *How did film noir reflect the feelings and problems of society after World War II?*
4. *The text says films both reflect society and shape it. Can you explain this idea in your own words?*
5. *Why is representation in important? How can stereotypes in films influence viewers?*
6. *Why do governments or institutions try to control or censor films?*
7. *How do social media and fan culture change the way people react to films today?*
8. *The text describes cinema as a form of protest or resistance. Do you think films can really challenge power or authority? Why / why not?*

Exercise 2. Fill in the gaps with one word that fits both sentences.

oppress, feature, elevate, rally, perpetuate

Pair 1

- a) The documentary aims to _____ voices that are usually ignored in mainstream cinema.
- b) Over the years, independent filmmakers have _____ marginalized perspectives through low-budget storytelling.

Pair 2

- a) Many classic films unintentionally _____ harmful stereotypes about gender and race.
- b) The director admitted that the script had _____ outdated ideas without questioning them.

Pair 3

- a) During times of crisis, war films often _____ public support for national causes.
- b) In the 1940s, Hollywood _____ audiences by promoting unity and patriotism.

Pair 4

- a) The film _____ a powerful performance by an unknown actor.
- b) Several award-winning movies have _____ strong female leads in recent years.

Pair 5

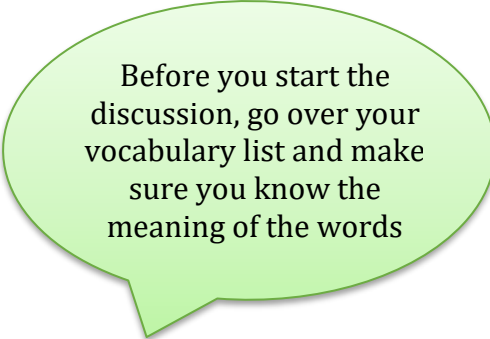
- a) The regime used cinema to _____ dissenting voices and control public opinion.
- b) Throughout history, authoritarian systems have _____ artists through censorship and intimidation.

Exercise 3. Match the beginnings and endings of the sentences.

	A		B
1.	The film's message about surveillance is quite <u>overt</u> ,	a)	the director challenges the <u>status quo</u> of mainstream storytelling.
2.	Although it had a modest budget,	b)	who have reshaped modern cinema.
3.	The casting choice sparked a strong <u>backlash</u> online,	c)	leaving little room for subtle interpretation.
4.	The studio announced a <u>reboot</u> of the classic series,	d)	the <u>indie</u> film gained critical acclaim for its originality and emotional depth.
5.	By refusing a conventional happy ending,	e)	into something truly memorable
6.	What began as a standalone film has grown into a global <u>franchise</u>	f)	hoping to attract a younger generation of viewers.
7.	A powerful soundtrack can <u>elevate</u> even a simple scene	g)	with fans accusing the studio of ignoring the source material.
8.	The documentary <u>features</u> interviews with filmmakers	h)	spanning sequels, spin-offs, and merchandise.

Exercise 4. Work in groups of 3-4. Look at the pairs of words and speculate on what the connection between them may be (cinema-wise), i.e., how the two are interrelated and what events they might refer to.

disillusionment – aftermaths
 marginalized – damsels
 censorship – polarization
 reboot – backlash



Before you start the discussion, go over your vocabulary list and make sure you know the meaning of the words

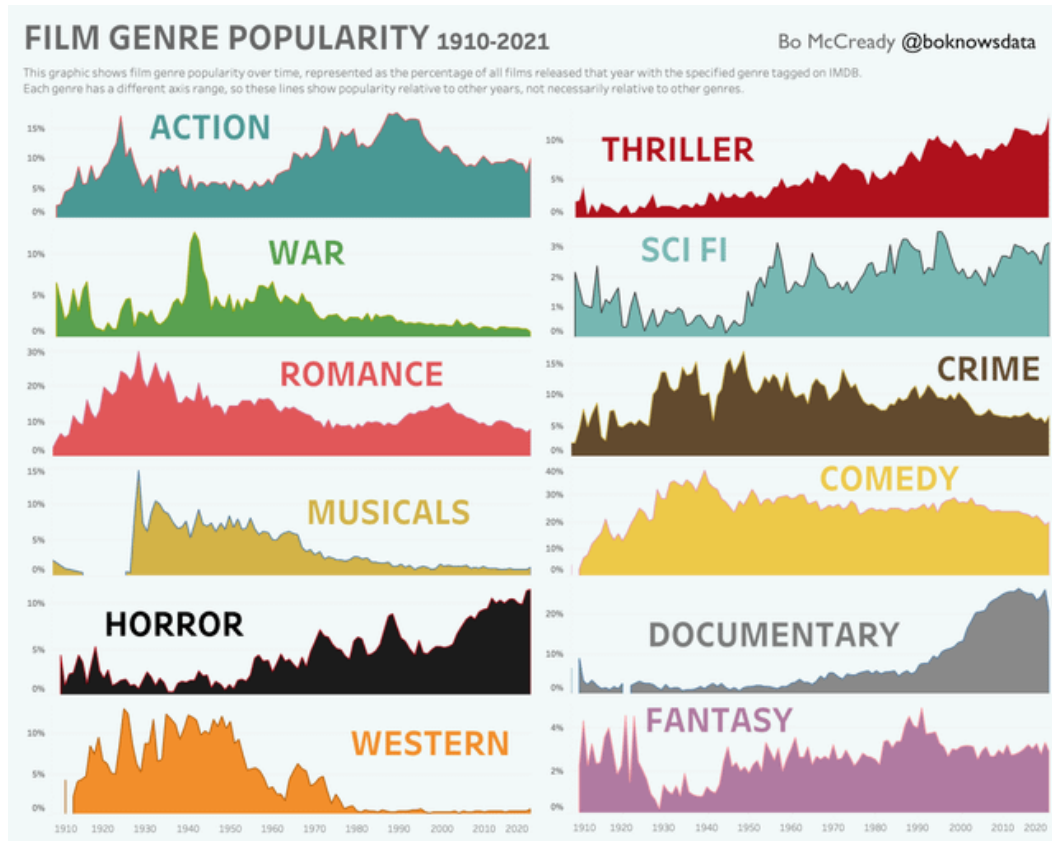
While speculating on the above, make sure to use some of the phrases below:

In all likelihood...; To my way of thinking...; Having given this pair some consideration...; It could / might well be that...; It's highly likely that...; One possibly might think...; It stands to reason that...; There's every indication that...

Speaking time



Split into mini-groups of 3-4 and act out a dialogue as film analysts preparing a short report on how audience tastes have changes from 1910 up to 2021. Each group answers: a) which genres were popular early in cinema history? b) which ones have been more popular in the recent decades? c) which genre shows the sharpest decline over time? d) which one has been on a steady rise since....?



(https://www.reddit.com/r/dataisbeautiful/comments/sa35dk/film_genre_popularity_19102021_oc/?rdt=56982)

Use the expressions: *be much the same; both .. and ...; similarly (to); by comparison; in the same way; while / whereas; on the contrary; rise / fall / peak / remain stable / gradually / sharply / slightly.*

After that, each group chooses two genre and discusses: a) what historical factors might explain the trend (wars, global conflicts, technological progress, streaming platforms). Then try and make predictions for the future of the chosen genres.

Followed by this task, each group discusses and agrees on one statement:

- Film genres change mainly because society changes;
- Film genres mainly change because of the film industry and profit.

Fact time



- ⇒ The longest movie ever made is over 85 hours long: it's called Logistics, created by two Swedish filmmakers.
- ⇒ The Hollywood sign originally said "Hollywoodland" when it was built in 1923 as a real estate ad.
- ⇒ Walt Disney holds the record for the most Oscars: 22 wins and 59 nominations!
- ⇒ In the silent film era, actors had to wear blue lipstick because it looked better in black-and-white footage.
- ⇒ The first "talkie" (a film with synchronized dialogue) was The Jazz Singer in 1927.
- ⇒ Color films were introduced in the early 1900s, but they didn't fully take over until The Wizard of Oz and Gone with the Wind in 1939.



- ⇒ The most Academy Awards won by a single film is 11, achieved by "Ben-Hur" in 1959, "Titanic" in 1997, and "The Lord of the Rings: The Return of the King" in 2003.
- ⇒ The highest-paid actor of all time is Keanu Reeves, with a salary of \$250 million for "The Matrix" trilogy
- ⇒ Actors often work with dialect coaches to master accents. Meryl Streep's Polish accent in Sophie's Choice was so perfect that many believed she was a native speaker.
- ⇒ Child actors face unique challenges. Child actors often juggle school and fame.



The Olsen twins began acting as babies on Full House. However, growing up in the spotlight can lead to pressure and burnout.

(<https://www.capture.com/blogs/film/fascinating-facts-about-movie-history>
<https://actingmagazine.com/2025/04/what-are-20-interesting-facts-about-acting/>)

GREAT MOVIE



1. *What makes a movie “great” in your opinion? Is there a film you consider great even though you didn’t personally enjoy it? Why?*
2. *Can a movie be great without being popular or commercially successful?*
3. *Do great movies always need complex characters, or can simplicity be powerful?*
4. *Can a movie change the way people think or see the world and still be considered entertainment?*
5. *Can a film be great in one culture but fail in another? Why?*

What Makes a Great Movie So Great?

The allure of a great movie is like a captivating spell, pulling us into its world, making us laugh, cry, and ponder life's deepest questions. But what is it that transforms



an mere film into a cinematic masterpiece? What are the secret ingredients that elevate a movie to greatness, leaving an **indelible** mark on our hearts and minds? Join us on a **thought-provoking** journey as we explore the elements that make a great movie truly exceptional.

Storytelling Mastery

At the heart of every great movie lies a **compelling** story. The art of storytelling, when executed with precision, can transport us to distant galaxies, different eras, or even deep within the human psyche. A great movie engages our emotions, immerses us in its **narrative**, and keeps us on the edge of our seats.

Memorable Characters

A great movie introduces us to characters who feel like old friends, **archenemies**, or **kindred spirits**. These characters are more than just actors on a screen; they are windows into the human experience. Whether it's the charismatic **antihero**, the quirky **sidekick**, or the enigmatic **antagonist**, memorable characters resonate with us because they mirror facets of our own lives. We **root for** their triumphs, empathize with their struggles, and celebrate their growth.



Cinematic Visuals



Visuals are the soul of cinema, and a great movie **leverages** this power to the fullest. It combines the artistry of cinematography, set design, and visual effects to create a world that's visually stunning and emotionally **evocative**. From breathtaking landscapes to meticulously designed costumes, the visuals in a great movie are a feast for the eyes. They transport us to different times and places, immersing us in the story's universe.

Captivating Soundtrack

Music is the emotional backbone of cinema. A great movie's soundtrack complements and enhances the storytelling, creating a symphony of emotions that stays with us long after the **credits roll**. From iconic themes like John Williams' "Star Wars" score to the haunting melodies of Hans Zimmer in "Inception," a great movie's soundtrack has the power to elevate scenes from memorable to unforgettable.



Thought-Provoking Themes

Great movies are more than just entertainment; they're vehicles for exploring profound themes and ideas. They challenge our perspectives, provoke **introspection**, and inspire meaningful conversations. Whether it's addressing issues of love, justice, morality, or the human condition, a great movie leaves us with questions to ponder and perspectives to consider.



Emotional Impact



A truly great movie isn't satisfied with merely entertaining; it aims to leave a lasting emotional impact. It can make us laugh uncontrollably, bring tears to our eyes, or leave us in awe of the human spirit. These emotional connections create lasting memories and forge a deep bond between the viewer and the film. What makes a great movie so great is its ability to weave these elements together into a mesmerizing tapestry of storytelling, character development, visual **splendour**, and emotional resonance.

It's the alchemy of art and craft that transforms a simple flickering of images into a profound and thought-provoking experience. Great movies challenge us, move us, and inspire us to see the world through a different lens. They are the embodiment of the magic of cinema, reminding us of its unique power to **transcend** time and touch the depths of the human soul. So, the next time you find yourself immersed in a great movie, take a moment to appreciate the intricate threads that make it a masterpiece and let it leave an indelible mark on your heart and mind.

(<https://www.aiu.edu.kw/news/what-makes-a-great-movie-so-great->)

VOCABULARY NOTES

Match the words/word combinations on the left with the definitions on the right.

	A		B
1.	archenemy	a)	a deep emotional bond between characters based on shared values or experiences
2.	charismatic antihero	b)	a supportive secondary character with unusual or humorous traits
3.	compelling story	c)	a morally complex main character who attracts sympathy despite flaws
4.	emotionally evocative world	d)	to leave a lasting impression that cannot be forgotten
5.	indelible mark	e)	a narrative experience that encourages reflection and deeper thinking
6.	kindred spirit	f)	to fully absorb someone into the story world
7.	quirky sidekick	g)	a visually rich and aesthetically striking quality that strongly appeals to the senses
8.	the credits roll	h)	to encourage self-examination and inner reflection
9.	thought-provoking journey	i)	a character who opposes the protagonist and drives the central conflict
10.	to immerse sb in narrative	j)	a fictional setting that strongly triggers feelings and emotional responses
11.	to leverage power	k)	to remain meaningful and relevant across different generations
12.	to provoke introspection	l)	the moment when a film ends and closing titles appear
13.	to root for sb's triumphs	m)	rich, striking imagery that enhances the cinematic experience
14.	to transcend time	n)	to use authority or influence strategically to achieve a goal
15.	visual splendor	o)	to emotionally support and hope for someone's success

Exercise 5. Complete the text with appropriate missing fragments.

The film leaves _____ precisely because it is _____ rather than a straightforward story of good versus evil. From the opening scene, the director manages _____, drawing attention to _____ whose moral ambiguity feels disturbingly familiar. His relationship with his _____ is not driven by simple hatred, but by competing visions of how _____ in a broken society. Instead of offering easy answers, the film continuously _____, forcing the audience to question their own beliefs long after the screen goes dark.

- *a charismatic antihero*
- *a thought-provoking journey*
- *an indelible mark*
- *archenemy*
- *power should be leveraged*
- *provokes introspection*
- *to immerse the viewer in the narrative*

What makes the film unforgettable is not only its _____, but also the presence of _____ who adds warmth and subtle humor to an otherwise intense plot. The audience quickly begins _____, as the director builds an _____ that feels both intimate and expansive. Enhanced by breathtaking _____, the film maintains its emotional grip even after _____. Its themes are universal enough _____, allowing each new generation of viewers to interpret the story through their own experiences.

- *compelling story*
- *a quirky sidekick*
- *to root for the characters' triumphs*
- *to transcend time*
- *emotionally evocative world*
- *the credits roll*
- *visual splendor*

Watch time



Watch a video on the role of music in movies and how it influences the viewers. In the groups of 3-4 prepare a bullet-point list of the host's ideas. Agree or disagree with it, explain your choice.

<https://www.youtube.com/watch?v=U54n1lifzms>

After that discuss the following questions:

1. Why are viewers sometimes emotionally affected even when they know a scene is fictional?
2. Can emotional manipulation reinforce stereotypes or ideologies? How?



3. Do you think emotionally manipulative films are more memorable than intellectually challenging ones?

Now watch another video on the medium opposite to music – silence. Do you think it is thought-provoking? How do you feel when there’s a long pause in the middle of a scene in a movie?



<https://www.youtube.com/watch?v=LzxOMvfpOPM>

After watching the video, share the usage of silence in movies which appeals to you most and seems the most dramatic to you, give supporting arguments.

WHY MOVIE INDUSTRY CHANGES MATTER MORE THAN EVER

The Movie Night Crisis: How We Got Here

Rewind to the not-so-distant past: “going to the movies” was a ritual. Friday nights meant theatres packed with anticipation, sticky floors, and collective gasps in the dark. But by 2025, that ritual is **fractured**. Streaming platforms, once considered the **disruptors**, are now the establishment. The pandemic cracked open the floodgates –



what began as a survival tactic for studios became a permanent cultural shift. According to FilmLocal, 2025, hybrid releases and shortened **theatrical windows** have slashed the exclusivity theatres once held. Now, movie night might mean a laptop on your couch, a **VR headset**, or an algorithm serving you “the perfect pick” – whether you wanted it or not.

This upheaval isn’t just about convenience. It signals a deeper anxiety: what does it mean to be a movie fan in a world where content is endless and curation is invisible? Once, the big screen was a gatekeeper – today, it’s just another option in a sea of endless scroll. The rules of **audience engagement**, storytelling, and success have all mutated – and the stakes are higher than ever.

Unpacking the Audience Anxiety

Audiences aren’t just overwhelmed – they’re suspicious. With thousands of new titles released each year across hundreds of platforms, “choice” has morphed into paralysis. According to Screen Daily, 2025, 72% of frequent film-watchers say they feel

“fatigued” by the sheer volume of options. The trust once reserved for critics and friends is now shared with AI-powered recommenders, but not everyone welcomes the algorithmic future.

This isn’t just about having too many movies – it’s about losing a sense of connection. Film used to be a collective experience; now, it’s a solitary pursuit, scattered across individual screens and invisible communities. The sense that you’re “missing out” or being left behind by trends amplifies the anxiety, fueling a cycle where viewers crave novelty but also long for the comfort of shared rituals.

- Information overload: Streaming serviced dump thousands of titles monthly, most of which never get noticed by the average viewer;
- Algorithm fatigue: 55% of viewers report feeling manipulated by recommendation systems, unsure if they are getting what they want or what ‘sells’;
- Cultural fragmentation: **Watercooler moments** are rare as audiences splinter across platforms, genres, and regions.

The Hidden Forces Most People Miss

While the headlines scream about **box office** slumps or Oscar upsets, the real power brokers in the movie industry operate out of sight. It’s the mergers, data analytics, and AI-driven strategies that increasingly dictate what films get made, funded, and seen. Studios are no longer content factories – they’re data companies, **mining** every click and scroll for insights.

The practical result? Blockbusters can become instant global events, but mid-budget films risk vanishing into digital oblivion. The streaming revolution has democratized access to movies while also creating a ruthless attention economy, where only the most **viral** survive.

The new system rewards speed, data, and relentless experimentation. Studios test out content through limited releases and **tweak algorithms** in real-time. For filmmakers – and fans – this is both exhilarating and exhausting. Streaming’s reach knows no borders. Once, Hollywood dictated global taste; now algorithms flatten the playing field, turning Korean thrillers and Indian dramas into worldwide phenomena overnight. But this comes with **caveats**.

International content is booming – yet, paradoxically, it must often cater to the lowest common denominator to “travel” well on global platforms. Local nuance sometimes gets lost, even as **niche stories** find international fans.

- Cross-pollination of genres: Bollywood musicals influence Hollywood action films, while Scandinavian noir shapes American TV;
- Rise of ‘algorithm-friendly’ storytelling: **Pacing**, cliffhangers, and visual cues increasingly cater to **binge-watching** habits rather than classic **narrative arcs**;
- Expansion of subtitles and **dubbing**: Streaming giants invest heavily in translation, breaking down language barriers but sometimes **diluting** cultural specificity.

The streaming revolution is a **mixed blessing** – opening doors for some, closing them for others, and forcing everyone to play by new, ever-evolving rules.

Hollywood vs. the World: The Rise of Global Cinema From Bollywood to Seoul: New Power Centers Emerge

Hollywood’s monopoly is broken – but not by accident. The rise of digital platforms has **turbocharged** film industries in India, South Korea, Nigeria, and beyond. Korean thrillers, Indian blockbusters, and Nigerian Nollywood dramas are no longer “foreign” curiosities – they’re mainstream, globally recognized brands.



This shift isn’t just about export – co-productions, cross-border financing, and global casting have become standard practice. Local stories are told with international ambition, and streaming platforms compete fiercely for regional exclusives.

The upshot: the cinematic center of gravity is moving east and south, with Hollywood scrambling to keep up.

How Global Tastes Are Reshaping What Gets Made

Content is king, but context is emperor. Studios increasingly rely on data analytics to map global viewing habits, influencing everything from casting to plot points. For example, the popularity of **K-dramas** and **telenovelas** has reshaped pacing, character archetypes, and even soundtrack choices in Western productions.

The trade-off? Films are sometimes **sanded down** for universal appeal. Yet global audiences are **savvier** than ever, rewarding authenticity over pandering. Globalization isn’t a one-way street – it’s a kaleidoscope of influence, remixing cinematic DNA in every direction.

(<https://www.tasteray.com/articles/movie-industry-changes>)

Answer the questions

1. *How has the meaning of “movie night” changed according to the text, and what do you think has been lost or gained in this transformation?*
2. *The author describes streaming platforms as both liberating and anxiety-inducing. Which side of this argument do you personally relate to more, and why?*
3. *What are the psychological effects of having “too much choice” in film consumption? Do you think this applies to other areas of modern life as well?*
4. *In what ways has cinema moved from a collective experience to a more individual one? Do you think this change is reversible?*
5. *Why are mid-budget films particularly vulnerable in the current streaming-dominated industry? Can you think of examples that support this idea?*
6. *How has the globalization of cinema challenged Hollywood’s traditional dominance, and which regions have benefited most from this change?*
7. *Do you agree with the idea that global audiences now value authenticity more than universal appeal? Why or why not?*

VOCABULARY LIST

✓ to fracture	✓ pacing
✓ disruptor	✓ narrative arc
✓ theatrical window	✓ dubbing
✓ VR headset	✓ to dilute
✓ audience engagement	✓ mixed blessing
✓ watercooler moments	✓ to turbocharge
✓ box office	✓ the upshot
✓ viral	✓ K-drama
✓ tweak algorithm	✓ telenovela
✓ caveat	✓ to sand down
✓ niche story	✓ savvy

Exercise 6. Down below, the active text vocabulary is presented to you in thematic clusters. Split into two groups and each give definitions to the words in a cluster of your choice.

<p>Industry & Distribution</p> <ul style="list-style-type: none"> • theatrical window • box office • disruptor • viral • the upshot • mixed blessing • to turbocharge 		<p>Storytelling & Form</p> <ul style="list-style-type: none"> • pacing • narrative arc • to sand down • to dilute
<p>Global Cinema & Culture</p> <ul style="list-style-type: none"> • K-drama • telenovela • dubbing • niche story • savvy 	<p>Critical Language (Evaluation & Nuance)</p> <ul style="list-style-type: none"> • to fracture • caveat 	<p>Technology & Platforms</p> <ul style="list-style-type: none"> • VR headset • tweak algorithm • audience engagement • watercooler moments

Exercise 7. Complete the sentences with one of the words below.

disruptor, theatrical window, audience engagement, box office, viral, caveat, mixed blessing

1. A single clip from the movie went _____ overnight, boosting global interest.
2. Despite critical acclaim, the film performed poorly at the _____.
3. For independent filmmakers, streaming is often a _____ – greater exposure, but less creative control.
4. Shortening the _____ has sparked debate among cinema owners and studios.
5. Social media strategies are now essential for increasing _____ before a film's release.
6. Streaming platforms have become a major _____, challenging traditional film distribution models.
7. There is one important _____ to this success: not all viral films sustain long-term popularity.

Exercise 8. Replace the words or phrases **in bold** with one of the words in the box.

pacing, narrative arc, to dilute, to turbocharge, the upshot, niche story, savvy

1. Data-driven marketing helped **greatly increase** the film's global reach.
2. Modern audiences are highly **well-informed**, especially when it comes to global cinema trends.
3. Studio interference weakened the film's original message, **making it less powerful**.
4. The director carefully controlled the **speed of the film** to build tension.
5. The film focuses on a **story aimed at a small, specific audience** rather than mass appeal.
6. **The final result** of this strategy was a younger, more international audience.
7. The movie follows a classic **structure of beginning, development, and resolution**.

Exercise 9. Choose the correct word to complete each sentence.

1. Streaming platforms tend to *fracture / to sand down* audiences by offering highly personalized content.
2. Wearing a *VR headset / the upshot* allows to experience films in an immersive way.
3. Weekly episode releases can create *watercooler moments / telenovelas* that dominate online discussions.
4. Platforms constantly *tweak algorithm / fracture* recommendations to keep viewers watching longer.
5. Poor-quality *dubbing / narrative arc* can distance international audiences from the original performance.
6. The global popularity of *K-drama / audience engagement* has reshaped international viewing habits.
7. Long-running *telenovelas / watercooler moments* often rely on emotional cliffhangers.
8. In order to appeal to a global market, some filmmakers choose to *sand down / turbocharge* cultural specifics.

Speaking time



In today's world, there exists a triad of 'Hollywood – Bollywood – Nollywood'. Break down into 3 groups and pick one to research. In class present major strengths and weaknesses on the chosen hub to the audience.

While presenting your arguments, make sure to use your active unit vocabulary and visuals for clearer comprehension.

VOCABULARY NOTES LIST

Unit 1. Business

adaptation
administration fee
advertising
all-in-one platform
annual global turnover
annual revenue
appeal directly to (meet) one's needs/ to suit one's demands
approval on sth
be transparent about sth
booking fee
brand awareness
break the embargo
business environment
capitalize on opportunities for advancement
charge
charge for sth
checkout process
clientele base
co-founder
collaborate with sb
compliance (with sth)
confusing layout
consumer behavioural trend
customer service
discount
drip pricing
employee
established patron
expand the business reach
expanded distribution channels
expand one's/ something's reach
expiration date

false endorsement
FOMO (a fear of missing out)
function fully
fundraising milestone
give a perspective on sth
incomplete set
increased success
innovation
isle
joint venture
kick off
kitesurfing enthusiast
lifespan
market insight
market penetration
market share
measured expansion
micro trend
navigate changes
newbie
pick up steam
pitching to investors
planned obsolescence
poor marketability
post-acquisition
potential for convenience
professional-looking yearbook
profitability
propel an organization forward
purchase
retailer
revenue
rollout
scarcity
secure multiple investment rounds
seeds begin to sprout

seek opportunities for growth
setback
settle on sth
short-lived joy
shrinkflation
spot issues
start small
startup (start-up)
step into a ring
store department
synergy in sth
tailor offerings
tax
thrive
total price
wear and tear

Unit 2. Politics

accelerate
accelerating
adoption
adversely
allot sth to sth
back sth up
be centered on sth
beneficiary
carbon emissions
comfort zone
confidant
COP (Conference of the Parties)
crop up
disruption
drive an outcome
ETIAS clearance
fall short of sth

free trade deal
gene editing crops
genuine connection
hinder on sth
impose sth on sb/ sth
launch a campaign
negotiate sth
net migration
non-tariff barrier
on the spot
overshoot
phase sth out
pledge
pursue
re-introduction
reiterate
renewable energy capacity
safety net
sever
stay on message
stocktake
strike a deal
stumble over one's words
tackle one's fears
tailor sth to sb/ sth
taxpayer
transition away
transition period
triple

Unit 3. Technology

abundant
AI-powered
amplify one's capabilities
analogue

artisan
automation
beneficiary
breach
bridge the digital divide
bustling
carve stark lines
collaborate
competitiveness
complacency
concerted
confined to sth
credible
cybersecurity
data
deteriorate
digitally literate
diminish one's critical thinking skills
disparity
divide
empower
enhance one's understanding
equitable
evaluate
exacerbate
experiences
exposure to sth
foster inclusivity
fracture
grassroots programme
hacking
hardware
harness
hinder
inefficiency
infuse

knowledge gap
leakage
lean on sth
leave room for sth
leverage
low-wage
memory retention
microloan
misinformation
mitigate instability
on automation
output
outsource one's thinking
paired with
parched
pave the way
perpetuate
pinpoint
potential
process information
productivity bottleneck
realm
refine the outputs
reshape one's cognitive processes
resilient
safeguard privacy
scale operations
self-awareness
shared vision
software
stifle
subsidize
supply chain
sustained
tailor
tech-deprived

telemedicine platform
underserved region
unlock untapped potential
upward economic mobility
validate

Unit 4. Art

acclaimed
approachable
assemblage
biophilic
brushwork
canvas
capture
chaoticism
colour intensity
compositions
contemporary
counterbalance
countercurrent
data transfer
deeply evocative
digital art
digital overload
earthiness
emotionally resonant
evoke
fleeting beauty
foregrounding
fractal-like
frontier
fusion
haptic
heavy themes
hybridity

imagery
immersive
installations
interplay
intersectionality
intricate
kitsch
layered surface
luminous
medium
merge
mindful
mixed-media
multiplicity
multi-sensory
muted tones
neo-pop rebirth
palette
physicality
push the boundaries
reimagine motifs
relief of oil brushstrokes
revive
saturated
seascape
serenity
spirituality
still life
stroke
subtle
sustainability
tactile
tactility
two-dimensional
undercurrent
unified

visionary approach
visually striking composition
visuals
vividly detailed
watercolour
zoom in

Unit 5. Creativity

artistic expression
be segregated
brainstorming
break from sth
buy into sth
come in a flash
come up with an idea
connect the dots
consensus on sth
conventional thinking
convergence of talent and opportunity
correlate with sth
daydream
domain
embody complexity
encompass
encounter
forge
foster resilience
get out of one's way
improv actor
ingenuity
insight
intent
intrinsic motivation
iteration
keep the conversation flowing

misconception
nurture
have a blast
perspire
possess
push boundaries
put a high priority on sth
put oneself in sb else's shoes
reach one's potential
receptivity to sth
revel in sth
rigid structure
shift gears
sidestep sth
spark ideas
squelch
submerge
sustainability
systematic investigation
take over
tap into sth
think outside the box
wander
workaround

Unit 6. Cinema

aftermath
amplify
antagonist
antihero
archenemy
audience engagement
backlash to sth
binge-watching
blockbuster

boost
box office
caveat
censorship
compelling
countercultural upheaval
credits roll
damsel
dilute
disillusionment
dubbing
elevate
evocative
feature
film noir
fracture
franchise
indelible
indie
introspection
K-drama
kindred spirit
leverage
marginalized
mining
mixed blessing
morale
narrative
narrative arc
niche story
oppress
overt
pacing
perpetuate
polarization
rally

reboot
root for sth
sand down
savvy
sidekick
splendour
status quo
telenovela
theatrical window
thought-provoking
transcend
turbocharge
tweak algorithms
upshot
viral
VR headset
watercooler moments

REFERENCES

- <https://startups.co.uk/strategy/what-is-drip-pricing/>
<https://medium.com/the-million-dollar-thinker/canva-how-melanie-perkins-built-a-40-billion-design-empire-bb47004112aa#accb>
<https://kitrum.com/blog/melanie-perkins-story-as-canva-ceo/>
<https://www.thestrategyinstitute.org/insights/5-effective-business-growth-strategies-for-scaling-in-the-modern-economy>
<https://www.factretriever.com/famous-company-facts>
[https://www.europarl.europa.eu/thinktank/en/document/EPRS_BRI\(2025\)779255](https://www.europarl.europa.eu/thinktank/en/document/EPRS_BRI(2025)779255)
<https://www.bbc.com/news/articles/cdrynjz1glpo>
<https://traindems.org/articles/public-speaking-for-candidates>
<https://www.wygod.org/behind-the-headlines-fun-facts-about-politics-around-the-globe/>
<https://www.kingdomlifestyleministries.org/the-ai-augmented-mind-how-ai-is-changing-the-way-we-think-and-learn/>
<https://www.ba-bamail.com/computers-and-internet/50-top-keyboard-shortcuts/>
<https://medium.com/fidutam/bridging-the-digital-divide-unlocking-global-potential-e165dfbc99a>
<https://potomac.edu/what-is-digital-literacy/>
<https://em360tech.com/top-10/shocking-tech-facts>
<https://www.realtimeca.com/25-surprising-it-facts-you-probably-didnt-know-2025/>
<https://agora-gallery.com/art-blog/art-trends-in-2025/#:~:text=In%20a%20world%20often%20weighed%20down%20by,of%20neo-pop%20rebirth%20grounded%20in%20natural%20forms>
https://joseartgallery.com/articles/art-beyond-the-screen-how-online-art-will-change-by-2030?utm_source=chatgpt.com
<https://medium.com/@t.schwedux/26-interesting-facts-about-art-that-you-should-know-ee87561b617d>
<https://www.psychologytoday.com/us/basics/creativity>
<https://www.edutopia.org/article/4-myths-about-creativity/>
<https://www.melissarolfesart.com/post/7-creative-activities-to-supercharge-your-innovation-skills>
<https://www.format.com/magazine/features/art/creative-thinking-science-facts>
<https://sometimes-homemade.com/things-to-do-when-bored/>

<https://medium.com/@coolamir2003/title-cinema-and-society-how-films-reflect-and-shape-our-world-0453d7de7437>

https://www.reddit.com/r/dataisbeautiful/comments/sa35dk/film_genre_popularity_19102021_oc/?rdt=56982

<https://www.capture.com/blogs/film/fascinating-facts-about-movie-history>

<https://actingmagazine.com/2025/04/what-are-20-interesting-facts-about-acting/>

<https://www.aiu.edu.kw/news/what-makes-a-great-movie-so-great->

<https://www.tasteray.com/articles/movie-industry-changes>

Електронне навчальне видання комбінованого використання
Можна використовувати в локальному та мережному режимі

Пахаренко Анастасія Валентинівна
Вакуленко Анастасія Ігорівна

ОСМИСЛЮЮЧИ СУЧАСНІСТЬ

Навчально-методичний посібник
для студентів 3 курсу факультету іноземних мов

В авторській редакції

Підписано до розміщення 27.03.2026. Гарнітура Times New Roman.
Ум. друк. арк. 5,98. Обсяг 8,258 Мб. Зам. № 101/26.

Харківський національний університет імені В. Н. Каразіна,
61022, м. Харків, майдан Свободи, 4.
Свідоцтво суб'єкта видавничої справи ДК № 3367 від 13.01.2009
Видавництво ХНУ імені В. Н. Каразіна