

UNIT 6 Vocabulary 1 Representation

A Complete the interview with the correct form of these words and phrases.

change people's perceptions negative stereotypes	diversity prominent	emphasize represent	highlight resemble	inclusivity unrepresentative	makeover
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Last week we spoke to Angela, who is a freelance designer specializing in inclusivity in design and marketing. It's great to meet you, Angela!

Angela: You too.

You've recently given a ¹_____ to the branding and design of a well-known, long-standing product, which has been ²_____ in many homes for quite some time. You ³_____ the fact that everyone has different physical capabilities and the product as it was didn't have an inclusive design. Tell us more about that.

Angela: Well, not so long ago, and in fact also very recently, ⁴_____ and _____ didn't exist in the design of products, or even the ads used to market them. It was more of an obvious 'one size fits all' approach, and often this was because the people who worked for the company or design team themselves were not a diverse team.

What sorts of things would you see in these campaigns, for example?

Angela: Well, there were often ⁵_____, so a general belief about a particular group of people that is simply not true.

Do you think that still exists nowadays?

Angela: Well, I think people, and therefore companies in the design and branding sector, are starting to make small changes. Some businesses are now more aware that their in-house teams are often ⁶_____ of the wider diverse society we live in, so often the change starts within, and that then allows them to make their products and campaigns ⁷_____ everybody.

Do you think your updated design now reflects a truer representation of society?

Angela: I do, however, it's not something that will ever really be complete. Whether it's branding or product design, you need to continually evaluate and make updates to ⁸_____ the ever-changing world and society around you. It's also important for these companies to realize they have the ability to ⁹_____ about certain issues, so they should be leading the way in ¹⁰_____ inclusivity in design.

B Work in pairs and discuss the questions.

- 1 Can you think of a company or well-known product that has had a makeover of its design or branding? What were the changes?
- 2 Why is it important for companies to represent everybody in society?
- 3 Do you think advertising is a powerful tool for changing people's perceptions of things? Why? / Why not?
- 4 What is a prominent product, advert or brand you can think of that represents a good example of diversity and inclusivity in its design?
- 5 What do you usually do if you need to emphasize an important point?
- 6 Who do you resemble in your family? In what ways?

Vocabulary 2

Suffixes related to scientific research

A Complete the sentences with the correct form of the words.

- 1 Protecting endangered wildlife is a necessity for the future of _____ (human).
- 2 I enjoy watching _____ (inform) science documentaries.
- 3 Having an _____ (analyse) brain is essential for determining science fact from science fiction.
- 4 The ready _____ (available) of knowledge online has led to people not making an effort to figure things out for themselves.
- 5 I'm much more likely to trust _____ (statistic) information than information presented without data.
- 6 Our surroundings determine our _____ (individual).
- 7 Knowing _____ (persuade) language and techniques is vital to help you get what you want in life.
- 8 Everyone is entitled to their own _____ (person) opinion about whether humans are destroying the planet or not.

B Choose one of the statements you agree or disagree with in Exercise A. Write your point of view, explaining your answer in detail. Then share it with a partner. Do they agree or disagree with you? Why?

C Work in small groups. Discuss if you agree or disagree with the remaining statements in Exercise A. Explain the reasons for your answers.

A Complete the adverts with these words and phrases.

calorie

immune system

inappropriate

infectious

insomnia

open-minded

social interactions

tolerance

1

Suffering from ¹_____?

**Finding it tricky to
get a good night's sleep?**

Join our weekly discussion group, where we discuss the factors or changes which may be causing your sleeplessness.

Studies have shown that ²_____ with other people can help reduce stress and that talking about our issues can help relieve tension and boost our mood. Positivity is ³_____, so why not come along and join the group?

We only ask that you're ⁴_____ to finding your remedy for a carefree night's sleep! No topic is ⁵_____ or off-limits!

2



As with most things in your body, a strong ¹_____ is necessary to fight off viruses and diseases and help you regulate pain. Continuous stress can affect its function. So how can you build and strengthen yours?

Download our FREE eBook with our top tips and expert advice on staying healthy.

We discuss how to reduce your ²_____ consumption while still enjoying the foods you love, as well as how to ensure your body gets the crucial nutrients it needs.

We also look at different techniques and exercises for increasing your ³_____ of pain, including various breathing techniques and mental and physical training.

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B Work in pairs. Read the descriptions. What advice would you give them? Use the phrases from Exercise A in your answers.

- Mustafa hasn't seen any friends for a while as he recently broke his leg and hasn't been able to walk much or drive anywhere. He's feeling a bit down and sometimes in a lot of pain.
- Agata is exhausted. She hasn't been sleeping well recently due to the number of deadlines she has had to meet. She hasn't taken a break from work in over a year.
- Jack hasn't had much energy recently. He's been lying in bed longer than usual and struggling to motivate himself to do any work.
- Hillary has been frequently catching colds and getting ill. She hates cooking, so gets takeaways most nights of the week.

A Complete the text with these words and phrases. There is one you do not need to use.

artificial compatible everyday fragile functional illogical impractical
in the way looks pointless striking unreliable user-friendly

The foldable phone



I was recently watching a programme and the lead actor had a foldable smart phone. I was immediately intrigued, and just *had* to try one for myself. Now, I remember many years ago having a foldable phone, but this was pre-smartphone days, when a phone was simply ¹_____ and people only used it for calling, rather than apps and browsing the internet. Anyway, back to the present day, and here's my verdict.

First off, I was expecting the phone to be very ²_____ and easily breakable, but in fact it was very sturdy. Next, just judging it on ³_____ alone, it's BEAUTIFUL. It's sleek, futuristic, and very ⁴_____. And it folds up so small that it doesn't get ⁵_____ like many other bulky and heavy smart phones do. It fits in my pocket just perfectly. One more thing ... it's very ⁶_____ when you're using it as a standard phone. Nothing unique, just as straightforward and simple as your ⁷_____ smart phone.

Now, onto the downsides. You get a 'screen pen' with the phone that you can use instead of your finger, but to me this feels ⁸_____ and unnecessary. It's much easier to simply touch the screen as with other smartphones. Also, I found that when it's in my bag, for example, the button on the side often gets knocked and switches on my camera, draining my battery. It's a really ⁹_____ place to put such a button.

The next thing is that it doesn't seem to be ¹⁰_____ with any of my other devices from the same brand. They've recently updated their operating system, so now all my existing devices don't link up. It's ¹¹_____ and just doesn't make sense for the company to do that, unless they're expecting me to buy all new laptops, headphones ... the list goes on. On top of that, this new system on the foldable phone actually seems more ¹²_____ to me than the previous one. Before, I had no issues, but now the phone keeps crashing once I've opened a large file.

Overall, a three-star review from me – mainly because of how the phone looks and feels rather than its functionality.

B Work in pairs and check your answers. What do you think are the essential features of a smartphone? What other features would you like to see in a smartphone?

C Work in pairs. Discuss the questions.

- 1 What everyday devices could you not do without? Why?
- 2 In your opinion, what's more important – whether a product is functional or has a striking look?
- 3 Are there any features on any of your devices that you think are pointless? What?