Inhaltsverzeichnis

How to Use the Book
Vorwort 10

11–Refresher Course

Being Young: Life at Home and Abroad

Start-up Activities
DaBang Fashion Advert (Visual) 14
Po Bronson: Why Teenagers Are Growing Up So Slowly Today (Internet Blog) 14

Personal Identity and Challenges
Temptations – Dreams or Nightmares? (Mind Map) 16
Cat Stevens: If You Want to Sing Out, Sing Out (Lyrics) 19
Sherri Maksin: Dutch Teen Completes Historic, Controversial Solo Sail Around the Globe (Online Article) 21

Youth Cultures and Lifestyles
Youth Culture Is ... (Exhibition Catalogue) 43
Sarah Sands: Emo Cult Warning for Parents (Online Newspaper Article) 46
Richard Alleyne: Popular Schoolgirl Dies in ‘Emo Suicide Cult’ (Newspaper Article) 46

Changing Perspectives and Ambitions
The Miracles of Childhood ... (German Magazine Article) 55
Colin Higgins: Harold and Maude (Play) 57

Ready, Steady, Go? – The Experience of Work

Start-up Activities
World of Work (Painting) 81
Billy Wilder, I. A. L. Diamond: The Apartment – Bud Is Interviewed by His Boss (Screenplay) 81

Choosing a Career
Choices for the Future ... (Illustration) 83
Learning About Yourself ... and Finding the Right Job ... (Mind Map) 84

Private and Professional Communication
Job Offers ... (Job Adverts) 93
Applying for a Job ... (Cartoons) 98

http://d-nb.info/1065486359
Hiring Managers Share the Most Memorable Interview Mistakes in Annual CareerBuilder Survey (Online Article) 98
Job Interviews ... (Interview Questions) 100
Using Interviewed on the Phone (Interview Questions, Role Cards) 103
The First and the Last Day of Work - A Newcomer and a Retiree (Photo Page, Audio-Document) 107

Commercial Correspondence
Wanted! – A New Cafeteria (Project) 111
Finding out About Interesting Products – Making an Enquiry (Telephoning, Role Cards) 114
When Customers Are Unhappy ... Making a Complaint (Telephoning, Role Cards) 118

The Changing World of Work
From Craftsmanship to Teleworking (Photo Page) 121
The Times They Are A-Changin’ (Online Magazine Articles, Diagram, Statistics) 125
Lore Hostach: Overview 125
Hans-Jörg Bullinger: Towards the Knowledge-Intensive Service Society 125
Anders L. Johansson: Work Organization in an Ageing Europe 125
Pekka Huuhtanen: Safety and Health Implications of Telework 125
Lesley James: Redefining Work: The Impact of Globalisation and ICT 125

Klausur 143

12/13—Basic and Advanced Courses

Courting the Consumer: Between Sales and Services
Luring the Consumer – A Window Display (Photo) 152
Marketing Is More Effective When Targeted to Personality Profiles (Online Magazine Article) 152
Bruce Horovitz: Trend Alert: 10 New Products to Watch for in 2012 (Newspaper Article) 154
Developing a Product and Planning an Advertising Campaign (Project, Role Cards) 159
Sean Poulter: Revealed: The Tricks Behind So-Called Supermarket Special Offers That Actually Cost Us More (Newspaper Article) 160
Attack of the Covert Commercials – Advertising on Mobile Phones (Magazine Article) 164
Promotional Techniques and Tricks of the Trade (Cartoons, Definitions) 167

Vance Packard: Babes in Consumer Land (Research Study, Documentary Report, Map) 170
Advertising: Changing Trends and Strategies (Photo Page) 174
Thomas Tuma: Overrun by Success (Magazine Article) 177
Tennessee Williams: The Last of My Solid Gold Watches (One-Act Play) 181

Upton Sinclair: The Jungle (Novel) 186

Susanne Amann, Janko Tietz: The 'Aldization of the World' (Magazine Article, Statistics) 192

Industrial Relations: Labour, Loans and Lay-offs ...
Making Yourself Understood –
The English Language in Use

Start-up Activities
Globish Globe (Visual) 214
Signs ... Signs ... Making Yourself Understood ... (Funny International Signs) 214

English as a Changing Language
Robert McCrum: Globish (Magazine Article, Cartoon) 216
Mark Spörrie: Das verstehst er will (Newspaper Article, Visual) 219
The Wise Guys: Denglisch (Song) 220

Lost in Communication
Monty Python’s Flying Circus: The Dead Parrot (Sketch, Visual) 222

How ICT Influences Communication
Rob Waugh: TXT BAD 4 UR BRAIN? Text Messaging Can Dent Your Reading Abilities Say Scientists (Newspaper Article, Cartoon) 229
David Crystal: 2b or Not 2b? (Newspaper Article, Cartoon) 232
Mike Sacks, Teddy Wayne: Great Works of Literature as Text Messages (Visuals) 236

Varieties of English
English Around the World (News Coverage, Interviews) 239
Paul Roberts: Set Us Free from Standard English (Online Newspaper Article) 243
Sapphire: Push (Novel) 246

Do We Get What We Deserve? – Personal Identities and Social Relationships

Start-up Activities
Demonstrating for Social Justice/Working in the City’s Mass Transit (Photos) 264
Lorraine Hansberry: The Sign in Sidney Brustein’s Window (Play) 264

Finding One’s Identity – Role Models and Gender Roles
JeongMee Yoon: The Pink and Blue Projects (Internet Article, Photos) 266
Susana Polo: Review: Womanthology: Heroic (Review, Visuals) 268
Dutfig ... Sandig – Appearances and Images of Women (Newspaper Article, Photos) 272
J. R. Moehringer: The Tender Bar (Novel, Book Cover) 274
Louis Sachar: Holes (Novel, Film Still) 277

Family Structures and a Changing Society
Pink: Family Portrait (Song) 280
Anushka Asthana, Soraya Kishwari: British Adults Turning Their Backs on Children (Newspaper Article, Photo) 283
German Baby Hatches – Thinking Inside the Box (Magazine Article, Photo) 285
Choice Not Chance: The Cost of Unwanted Children (Magazine Article) 285
Theodore B. Olson: The Conservative Case for Gay Marriage (Magazine Article) 288
Martin Ince: Adapting to Age (Magazine Article, Cartoon) 291

The Impact of a Changing World – Professional Needs and Wants
Michael Schuman: The Jobless Generation (Magazine Article, Statistics) 295
Recruiting Interns – All Work and No Pay? (Magazine Article, Cartoons) 298
### Start-up Activities

**Access to Learning**
- Disease and Intelligence: *Mens Sana in Corpore Sano* (Magazine Article, Statistics, Advert, Photo) 317
- HOKISA – Homes for Kids in South Africa (Report, Photos) 321

**Education and Learning in English-Speaking Countries**
- Greg Hurst: ‘Little Buddhas’ Must Be Given Chores, Says Teachers’ Leader (Newspaper Article, Cartoons) 326
- Chris McGreal: Don’t Talk Back to Teacher (Newspaper Article, Photo, Cartoons) 329

**Health Education and Nutrition**
- Ways to Self-Destruction (Diary, Photos) 332
- Mirror, Mirror on the Wall ... Who Is the Fairest One of All? (Photo Page) 334
- Natascha Wank: Dumpster Delicacies: A Headlong Dive Into the Trash (Magazine Article, Photo) 337
- UNESCO Nutrition Material for Neo-Literates (Online Teaching Material, Visual) 340
- Technology and Health: Measuring Your Everyday Activities (Magazine Article, Visual, Cartoons) 342

**Lifelong Learning**
- Lenny Kravitz: What Did I Do with My Life? (Song) 345
- UNESCO Report on Adult Learning and Education (Report, Photos) 346

### A World on the Move: Global Migration and Mobility

**Start-up Activities**
- Migration to a Better Life? (Maps, Photo) 361

**Looking Into History – Reasons for Moving in the Past and Today**
- Immigrants: Hello, World (Magazine Article, Statistics) 362
- Carla Power: Border Control (Magazine Article, Map, Statistics) 365
- Stephen Faris, Lisa Abend et al.: Immigration: Why Europe’s All at Sea (Magazine Article) 369
- *Gran Torino* – Living with the Consequences of War (Film, Film Still) 373

**Dreaming of Success …**
- Mark Helprin: Ellis Island (Short Story, Historical Photo, Cartoon) 375
- Pathway to U.S. Citizenship (Visual) 379
- David Henry Hwang: FOB (Play) 380
- Jorge Ramos: July 1, 2059 (Essay, Cartoon) 383

**Uprooting, Assimilation and Integration**
- Monica Ali: Brick Lane (Novel, Film Stills) 386
- Tony Blair: The Duty to Integrate: Shared British Values (Political Speech) 391
- David Cameron: Speech on the Government’s Immigration Policy (Political Speech) 396
- Marilyn Chin: How I Got That Name – An Essay on Assimilation (Poem, Photo) 401

Klausur 409
Technology and Society:
Steam, Steel and Science

Start-up Activities

From Steam Engine to High Tech (Photos, Report) 417

History and Technology:
Roots, Risks and Benefits

The Third Industrial Revolution (Magazine Article, Visuals) 419
Living in the Gutter: The Consequences of Unbounded Industrialization (Photo Page, Report) 422
Nancy Gibbs: Your Life Is Fully Mobile (Magazine Article, Statistics) 425
CNET News: Steve Jobs Introduces iCloud (Presentation, Painting, Photo) 431
Massimo Calabresi: The Phone Knows All (Magazine Article, Statistics) 435
Steve Sternberg: The Genome: Big Advances, Many Questions (Magazine Article, Visual, Cartoons) 437
Richard Gray: Pigs Could Grow Human Organs in Stem Cell Breakthrough (Newspaper Article, Visual, Blogs) 441
Ian Soones: GM Crops Ten Years on: Hope, Hype and Reality (Magazine Article, Photo) 445

Big Advances, Many Questions: Science and Technology in Everyday Life


Lost in Instructions

Nicolai Ouroussoff: Seeking a Desert Utopia (Newspaper Article, Photo) 451
P.D. James: The Children of Men (Novel, Book Cover, Film) 454

Visions of Future Worlds

Hungry Polar Bears on Rubbish Dump (Photo) 472
Civilization and Ecology (Quotations) 472
Talking Trash - Energy from Waste (Magazine Article) 473
Clemens Höges: The Children of Sodom and Gomorrah – How Europe’s Discarded Computers Are Poisoning Africa’s Kids (Magazine Article, Photo) 477
India Is ... Miles Ahead of Britain ... (Advert, Flyer, Film) 480
Nuclear Energy – The Dream That Failed (Magazine Article, Front Cover, Map, Statistics) 481
Julien Bouissou: Where $125 Buys Two Bulbs and a Socket (Newspaper Article, Photo) 486
Michael Grunwald: The Clean Energy Scam (Magazine Article, Statistics, Cartoon) 487
Elisabeth Rosenthal, Andrew W. Lehren: Relief in Every Window, but Global Worry Too (Magazine Article, Photo) 492

How Expensive is Cheap Fashion? – Mass Production and Sustainability

The (Human) Cost of Mass Production: China Blue – Working in a Chinese Jeans Sweatshop (Film Stills) 494
Eli D. Friedman: Rural to Urban: Migrant Women in China (Internet Article, Cartoon) 494
How Expensive Is Cheap Fashion? – The Best Eco-Fashion Brands and Eco-Criteria (Photo Page) 498

Technological Progress and Responsibility – (Green) Technology to Save the World?

Weltungerhilfe: Wasser ist kostbar (Poster) 472
Hungry Polar Bears on Rubbish Dump (Photo) 472
Civilization and Ecology (Quotations) 472
Talking Trash – Energy from Waste (Magazine Article) 473
Clemens Höges: The Children of Sodom and Gomorrah – How Europe’s Discarded Computers Are Poisoning Africa’s Kids (Magazine Article, Photo) 477
India Is ... Miles Ahead of Britain ... (Advert, Flyer, Film) 480
Nuclear Energy – The Dream That Failed (Magazine Article, Front Cover, Map, Statistics) 481
Julien Bouissou: Where $125 Buys Two Bulbs and a Socket (Newspaper Article, Photo) 486
Michael Grunwald: The Clean Energy Scam (Magazine Article, Statistics, Cartoon) 487
Elisabeth Rosenthal, Andrew W. Lehren: Relief in Every Window, but Global Worry Too (Magazine Article, Photo) 492

Trash as Treasure? – Technological Solutions to Environmental Problems

How Expensive is Cheap Fashion? – Mass Production and Sustainability
The Global Challenge – Economy Worldwide

Banksy: Save or Delete Jungle Book/Deutsche Bank Advert (Painting, Photo) 541
Michael Elliott et al.: A Changed Global Reality (Magazine Article) 541
William Dalrymple: Business as Usual (Magazine Article, Map) 543
David E. Sanger: Beyond the Trade Pact Collapse (Magazine Article, Magazine Cover, Statistics, Cartoons) 545
Great Britain and Europe (Magazine Article, Cartoon) 548
Yanko Tsvetkov: Mapping Stereotypes: Europe Seen from Different Perspectives (Visuals) 550
Rhys Blakely: Crime and Coyotes Rule in Motor City After Collapse of American Dream (Newspaper Article, Photo) 552
Comeback Kid – Rebuilding America’s Economy (Editorial, Magazine Cover, Statistics) 556
Barack Obama: Address to the Parliament in India (Excerpt from a Political Speech, Cartoons) 559
John Bercow, Barack Obama, Baroness Helene Hayman: The Special Relationship Between the United States and Great Britain (Excerpts from Political Speeches, Photo) 562
Ban Ki-Moon: Message on Human Rights Day 2010 (Honorary Speech) 565

Aspects and Effects of Globalisation

Rana Foroohar: The Economy’s New Rules: Go Glocal (Magazine Article, Statistics, Map) 568
Vivienne Walt: The Repatriate Generation – Africa’s Best and Brightest Are Leaving the West and Returning Home (Magazine Article) 571
Jimmy Santiago Baca: So Mexicans Are Taking Jobs from Americans (Poem, Photos) 574
Outsourcing Services – Call Centers in India (Internet Job Advert) 578
John & Jane – Indian Call Agents (Documentary Film) 580
The Best Exotic Marigold Hotel – Teaching Telephone Acquisition (Feature Film) 581

Klausur 586
All the World's a Stage: Art and Literature

Start-up Activities

Sir Luke Fildes: Applicants for Admission to a Casual Ward (Historical Painting) 595
George William Joy: The Bayswater Omnibus (Historical Painting) 595
Thomas Platter: Witnessing Elizabethan London (1599) (Historical Diary) 595

Correlations Between the Arts in Victorian and Modern Times

The Impoverished Victims of Industrialization (Excerpts from Novels) 597
Charles Dickens: The Pickwick Papers (1837) 597
Charles Dickens: Oliver Twist (1837–1839) 597
Charles Dickens: Nicholas Nickleby (1838–1839) 597
Charles Dickens: Hard Times (1854) 597
Hablot Knight Browne: A Visit to the Brickmaker's (Engraving) 597
Hablot Knight Browne: The Internal Economy of Dotheboys Hall (Engraving) 597

Stage Production and Cultural Background

James Shapiro: Shakespeare's Professional World (Essay) 602
The Bloody Throne: Shakespeare's Macbeth Staged in Damascus (Photos) 604

Klausur 609

The Culture Industry: Perception, Persuasion & Promises in the Media

Start-up Activities

Advert and Window Display (Visuals) 617
Theodor W. Adorno, Max Horkheimer: The Culture Industry: Enlightenment as Mass Deception (Essay) 617
Calvin and Hobbes: A Corporate Billboard (Cartoon) 617

Aspects of Technology as Presented in the Media

Technical Journals: Offering Help and Advice to the Consumer (Photo Page) 618
Infotainment and Edutainment – Children's TV Series (Websites) 621

Information and Reality vs. Imagination and Entertainment

Alan Ayckbourn: Comic Potential (Play, Film Still) 623
Jonathan Franklin: The 33 (Documentary, Photos) 627
Cyberwar (Magazine Article, Cartoon, Advert) 631

The Impact of the Media: Selling Art and Literature

Dan Levin: Chinese Artist Liu Bolin: The Internet's Invisible Man (Magazine Article, Photo) 634
Nick Stevens, Aleks Krotoski: The Era of E-Friends (Interview, Statistics) 637
Kevin Macdonald: Life in a Day (Internet Project, Visual) 641

Klausur 645

Anhang 651