

# Inhaltsverzeichnis

## Addiction and Dependence

<b>1</b>	<b>Keywords</b>	10
<b>2</b>	<b>Starting Off</b>	11
<b>3</b>	<b>What Is Addiction?</b>	12
<b>4</b>	<b>Drug Categories</b>	13
4.1	Addictiveness	13
4.2	Effects	14
4.3	Origin and Form of Availability	14
4.4	Acceptance before the Law	15
<b>5</b>	<b>Socially Acceptable Drugs</b>	17
5.1	Alcohol	17
5.2	Tobacco	20
<b>6</b>	<b>Why Do People Get Addicted?</b>	22
<b>7</b>	<b>What Types of Treatment Are There?</b>	23
<b>8</b>	<b>Should Drugs Be Legalised?</b>	24
<b>9</b>	<b>New Addictions</b>	25
9.1	Workaholism	25
9.2	Internet Addiction	26

## Communication and the Media

<b>1</b>	<b>The Mass Media</b>	30
1.1	Keywords	30
1.2	Starting Off	31
1.3	Television	32
1.4	Newspapers and Magazines	37
<b>2</b>	<b>Internet and Mobile Phones</b>	40
2.1	Keywords	40
2.2	The Internet	41
2.3	Mobile Phones	43
2.4	Social Networking	47

## Energy and Climate

<b>1</b>	<b>Keywords</b>	50
<b>2</b>	<b>Starting Off</b>	51
<b>3</b>	<b>Global Warming</b>	52
3.1	What Is Global Warming?	52
3.2	What Causes Global Warming?	52
3.3	What Are the Effects of Global Warming?	52
3.4	What Can We Do against Global Warming?	54

<b>4</b>	<b>Energy Consumption</b>	55
4.1	The Carbon Footprint	55
4.2	Energy Use	56
<b>5</b>	<b>Alternative Forms of Energy</b>	57
5.1	Different Forms of Alternative Energy	58
5.2	Disadvantages of Alternative Energy	59
<b>6</b>	<b>Nuclear Power</b>	62

## English around the World

<b>1</b>	<b>Keywords</b>	70
<b>2</b>	<b>English – the Global Language</b>	71
<b>3</b>	<b>The British Empire</b>	73
<b>4</b>	<b>The United Kingdom</b>	74
4.1	Starting Off	74
4.2	Facts	75
4.3	Country Profile	75
4.4	London	75
<b>5</b>	<b>The United States of America</b>	77
5.1	Facts	77
5.2	Country Profile	78
5.3	Ghost Towns in the American West	78
5.4	British vs. American English	80
<b>6</b>	<b>The Commonwealth of Australia</b>	82
6.1	Facts	82
6.2	Country Profile	82
6.3	Do You Understand the Aussies?	82
6.4	Oz Is Tops!	83
6.5	The Aborigines	84

## Food and Trends

<b>1</b>	<b>Health and Nutrition</b>	89
1.1	Keywords	89
1.2	Starting Off	90
1.3	The World is Putting on Weight	91
1.4	Fast Food	95
1.5	A Healthy Diet	98
<b>2</b>	<b>Recent Trends</b>	99
2.1	Vegetarianism	99
2.2	Dumpster Diving	100
2.3	Eating Insects	101

## Genetic Engineering

<b>1</b>	<b>Keywords</b>	105
<b>2</b>	<b>Starting Off</b>	106
<b>3</b>	<b>Genetic Engineering</b>	109
3.1	Cloning	109
3.2	Genetics in Agriculture and GM Foods	110
3.3	The Pros and Cons of GM Food	111
<b>4</b>	<b>Transgenic Organisms</b>	112
4.1	Dreams of the Future?	112
4.2	What Is a Transgenic Organism?	113
<b>5</b>	<b>Designer Babies</b>	114
5.1	What Is a Designer Baby?	114

## Globalisation and International Trade

<b>1</b>	<b>Keywords</b>	120
<b>2</b>	<b>Globalisation</b>	121
2.1	What Is Globalisation?	121
2.2	Pros and Cons of Globalisation	122
<b>3</b>	<b>Free Trade</b>	124
3.1	International Organisations	126
3.2	International Trade	129
<b>4</b>	<b>Fair Trade</b>	130
4.1	The Fairtrade Foundation	130
4.2	The Impact of Fairtrade	131

## Ideas that Change the World

<b>1</b>	<b>Keywords</b>	135
<b>2</b>	<b>Starting Off</b>	135
<b>3</b>	<b>Vertical Farming</b>	136
<b>4</b>	<b>The Internet of Things</b>	139
<b>5</b>	<b>Smart Homes</b>	143
<b>6</b>	<b>Robots</b>	144
<b>7</b>	<b>The Car</b>	147
7.1	Hybrid Cars	147
7.2	Driverless Cars	150

## Learning and Education

<b>1</b>	<b>Keywords</b>	154
<b>2</b>	<b>Starting Off</b>	155

<b>3</b>	<b>The UK Education System</b>	157
3.1	Primary Education	158
3.2	Secondary Education	158
3.3	Further Education	159
<b>4</b>	<b>The US Education System</b>	160
<b>5</b>	<b>What Makes a Good Teacher?</b>	161
<b>6</b>	<b>Free Schools and Alternative Projects</b>	164
6.1	The Montessori Approach	164
6.2	Free Schools	166
6.3	A Wish for the Future	168

## Marketing and Advertising

<b>1</b>	<b>Starting Your Own Business</b>	172
1.1	Keywords	172
1.2	Starting Off	173
1.3	Choosing the Business Name and the Logo	173
1.4	Business Plan	174
1.5	Different Business Forms	174
<b>2</b>	<b>Marketing</b>	176
2.1	Keywords	176
2.2	Starting Off	177
2.3	The Four Ps of Marketing	177
2.4	Market Research	178
2.5	Product Lifespan	179
2.6	Marketing Disasters	179
<b>3</b>	<b>Advertising</b>	180
3.1	Keywords	180
3.2	Starting Off	182
3.3	The Different Types of Advertising	183
3.4	The Appropriate Advertising Medium	184
3.5	Online Advertising	184
3.6	Television Advertising	184
3.7	Radio Advertising	185
3.8	Press Advertising	185
3.9	Product Placement	186
3.10	The Advertising Message	188
3.11	Styles and Techniques Used in Advertising	190
3.12	Manipulative Advertising	191

## Men and Women

<b>1</b>	<b>Keywords</b>	194
<b>2</b>	<b>Starting Off</b>	195
<b>3</b>	<b>International Women's Day</b>	196

<b>4</b>	<b>It's a Man's World</b>	196
4.1	Has Anything Changed Yet?	196
4.2	Women in Top Jobs	197
4.3	Home-Making, Cooking and Children	198
<b>5</b>	<b>It Can Become a Woman's World, Too</b>	202
5.1	What if Women Ruled the World	202
5.2	The Women's State	204

## Power to the People

<b>1</b>	<b>Keywords</b>	208
<b>2</b>	<b>Starting Off</b>	209
<b>3</b>	<b>Freedom and Democracy</b>	210
3.1	The United States	210
3.2	Europe	211
<b>4</b>	<b>Europe Reunited</b>	213
4.1	The Wind of Change	213
4.2	The European Union	214
<b>5</b>	<b>Votes and Elections</b>	218

## Ruining Our Planet

<b>1</b>	<b>Environmental Threats</b>	223
1.1	Keywords	223
1.2	Starting Off	224
1.3	Acid Rain	224
1.4	The Destruction of the Rainforest	225
1.5	The Ozone Hole	227
1.6	Waste	228
<b>2</b>	<b>Resource Exploitation</b>	230
2.1	Keywords	230
2.2	Starting Off	231
2.3	Drilling for Oil	231
2.4	Mining	233
2.5	Water Shortage	235
2.6	Logging	237
2.7	Overfishing	238

## Social Ties

<b>1</b>	<b>Keywords</b>	242
<b>2</b>	<b>Friends and Friendship</b>	243
<b>3</b>	<b>The Science of Falling in Love</b>	245
<b>4</b>	<b>Love and Marriage</b>	245

<b>5</b>	<b>Family</b>	248
5.1	Family Types	248
5.2	Parenting	250
5.3	Teens and Parents	252

## Sports and Recreation

<b>1</b>	<b>Keywords</b>	257
<b>2</b>	<b>Starting Off</b>	258
<b>3</b>	<b>Sports around the World</b>	258
3.1	National Sports	258
3.2	Football – 'Building a Future'	259
<b>4</b>	<b>The Olympic Games</b>	261
<b>5</b>	<b>Doping</b>	264
5.1	Types of Doping	264
<b>6</b>	<b>Extreme Sports</b>	266
<b>7</b>	<b>Recreational Activities</b>	268
<b>8</b>	<b>Sports and Recreation in Austria</b>	271

## Stand Up for Your Rights

<b>1</b>	<b>Human Rights</b>	276
1.1	Keywords	276
1.2	Starting Off	277
1.3	Human Rights	277
1.4	The Declaration of the Human Rights	278
1.5	Human Rights Violations	279
<b>2</b>	<b>Children's Issues</b>	281
2.1	Keywords	281
2.2	The Universal Declaration of the Rights of the Child	282
2.3	Child Labour	282
2.4	Child Soldiers – from Cradle to War	286
<b>3</b>	<b>Human Rights Organisations</b>	287

## Tolerance and Discrimination

<b>1</b>	<b>Keywords</b>	290
<b>2</b>	<b>Discrimination</b>	291
2.1	From Difference to Discrimination	291
2.2	Racial Discrimination	293
2.3	Disability Discrimination	294
2.4	Age Discrimination	297
<b>3</b>	<b>Minorities</b>	299

<b>4</b>	<b>Migration</b>	<b>303</b>
4.1	Reasons for Migration	303
4.2	Problems Migrants Face	304

## Travelling and Tourism

<b>1</b>	<b>Keywords</b>	<b>308</b>
<b>2</b>	<b>Starting Off</b>	<b>309</b>
<b>3</b>	<b>A Short History of Travelling</b>	<b>309</b>
<b>4</b>	<b>What is tourism?</b>	<b>309</b>
4.1	Types of Tourism	310
4.2	Mass Tourism	311
<b>5</b>	<b>New Forms of Tourism</b>	<b>314</b>
5.1	Ecotourism	314
5.2	Extreme Tourism	318
<b>6</b>	<b>Tourism in Austria</b>	<b>319</b>
6.1	Austria at Its Best	319
6.2	The Land of 'Edelweiss'	321

## Violence in Society

<b>1</b>	<b>Guns and Gun Control</b>	<b>327</b>
1.1	Keywords	327
1.2	United States of America	328
1.3	United Kingdom	332
1.4	Austria	333
<b>2</b>	<b>Crime and Violence</b>	<b>334</b>
2.1	Keywords	334
2.2	Starting Off	335
2.3	Different Types of Crimes	335
2.4	Violence in Society	339

## Worlds of Work

<b>1</b>	<b>Keywords</b>	<b>345</b>
<b>2</b>	<b>Starting Off</b>	<b>346</b>
2.1	Jobs and Occupations	346
2.2	What Do You Do?	347
<b>3</b>	<b>Why Do We Work?</b>	<b>347</b>
3.1	Different Types of Employment	347
3.2	Unemployment	349
3.3	Working Poverty	351

<b>4</b>	<b>Working for Success</b>	<b>353</b>
4.1	What Does Success Stand for?	353
4.2	A Story of Success 'From Apprentice to CEO'	354
<b>5</b>	<b>How Stressed Are You?</b>	<b>355</b>

## Appendix 1: How to Write Successful Exam Papers

<b>1</b>	<b>Keywords</b>	<b>362</b>
<b>2</b>	<b>The different Text Types</b>	<b>363</b>
<b>3</b>	<b>Layout and Language</b>	<b>365</b>
3.1	Article	365
3.2	Blog Post, Blog Comment	365
3.3	Leaflet	366
3.4	Letter/Formal Email	366
3.5	Proposal	367
3.6	Report	368

## Appendix 2: How to Give a Successful Presentation

<b>1</b>	<b>Keywords</b>	<b>370</b>
<b>2</b>	<b>How Do I Prepare?</b>	<b>371</b>
<b>3</b>	<b>How Do I Organise My Presentation?</b>	<b>372</b>
<b>4</b>	<b>What Should I Say?</b>	<b>372</b>
<b>5</b>	<b>How Can I Structure the Main Body?</b>	<b>373</b>
<b>6</b>	<b>How Can I Deliver a Perfect Presentation?</b>	<b>374</b>

## Appendix 3: How to Describe Charts and Trends

<b>1</b>	<b>Keywords</b>	<b>377</b>
<b>2</b>	<b>Types of Graphs and Charts</b>	<b>377</b>
<b>3</b>	<b>Describing Graphs and Charts</b>	<b>379</b>

Glossary	382
Literaturverzeichnis	390
Bildnachweis	392