

# Inhalt

<b>Einleitung</b>	<b>7</b>
<b>Topic 1 – Communication in Media and Business</b>	
INTRODUCTION	<b>9</b>
Text 1 The Media – a Dirty Business?	<b>10</b>
Text 2 Media at War	<b>13</b>
Text 3 Advertising – Strategies of Persuasion	<b>17</b>
Text 4 The Secret of Brand Names	<b>22</b>
Text 5 Modern Marketing	<b>25</b>
Text 6 The Customer is Always Right	<b>28</b>
Text 7 Superman – Champion of Consumer Culture?	<b>32</b>
Text 8 Business Structure, Business Culture	<b>34</b>
Text 9 Job Discrimination and IQ	<b>38</b>
Text 10 Dealing with Difference at Work	<b>40</b>
<b>Topic 2 – Aspects of Mobility and Migration</b>	
INTRODUCTION	<b>46</b>
Text 1 The Empire in Literature	<b>48</b>
Text 2 Generational Challenges of Muslim Britons	<b>51</b>
Text 3 Economic Migrants – Winners and Losers	<b>55</b>
Text 4 It All Depends on Where You Were Born	<b>61</b>
Text 5 No Choice but to Leave	<b>65</b>
Text 6 An Era When Dreams Took Centre Stage	<b>67</b>
Text 7 America: Whose Dream Is It, Anyway?	<b>71</b>
Text 8 English as a World Language	<b>74</b>
Text 9 Separated by Language	<b>78</b>
Text 10 How Social Class Determines Speech in England	<b>81</b>
<b>Topic 3 – Progress and Responsibility</b>	
INTRODUCTION	<b>85</b>
Text 1 Technological Innovations in the US	<b>86</b>
Text 2 Effects of Technological Progress	<b>89</b>
Text 3 Biotechnology and Food	<b>93</b>
Text 4 Don't Drink the Water and Don't Breathe the Air	<b>96</b>
Text 5 Fuelling Deforestation	<b>99</b>
Text 6 Controversial Forms of Activism	<b>102</b>
Text 7 Finding Solutions	<b>105</b>
Text 8 The Futures of Africa	<b>108</b>
Text 9 The Tomorrow People	<b>111</b>
Text 10 Short Story: Ray Bradbury, 'The Pedestrian'	<b>115</b>
<b>Topic 4 – The Global Challenge</b>	
INTRODUCTION	<b>118</b>
Text 1 Britain, In or Out of Europe?	<b>120</b>
Text 2 Declaring 'War' on Terror	<b>124</b>
Text 3 How United is the United States?	<b>127</b>
Text 4 Will the US Remain the Superpower?	<b>130</b>
Text 5 Outsourcing Jobs in a Global Economy	<b>134</b>
Text 6 Success Abroad: India	<b>137</b>
Text 7 Success Abroad: USA	<b>140</b>
Text 8 Google versus China	<b>144</b>
Text 9 Broadband Africa	<b>147</b>
Text 10 The Collapse of Globalisation – World without Oil	<b>150</b>
<b>Transcripts</b>	<b>155</b>