

Transcript Key

Part I. You are going to listen to a lecture about influenza TWICE. As you listen, take notes under the headings provided. After hearing the lecture twice, you will be given your questions and you will then have five minutes to answer the questions 1-9. Your notes will not be marked.

Lecturer: Good morning everyone. In our lecture today, we will have a look at what influenza or flu is, what its symptoms are, who should have a flu vaccination, how to avoid getting it and how to treat it.

Let's start with what it is. Influenza, more commonly known as flu, is a viral infection. It is caused by the influenza virus. A person catches the infection by breathing in the virus that has been coughed or sneezed into the air. It can also be spread when people touch objects contaminated with the virus.

Student: How do we understand if a person has flu but not the common cold?

Lecturer: Symptoms of flu include fever, headache, coughing, sneezing, a sore throat and muscle aches. While coughing and sneezing are also seen in the common cold, fever, headache, sore throat and muscle aches are peculiar only to flu.

Student: So, who should receive a flu vaccination?

Lecturer: Well, anyone who wants protection from the illness. However, there are groups of people who are especially advised to have a flu vaccination. A flu vaccination is highly recommended for everyone over the age of 65, and people of any age with lung disease or heart disease. Also, people with kidney disease, liver disease, diabetes or lowered immunity are advised to have a flu vaccination. Of course, not everyone might have a flu vaccination. For example, it is not advisable for pregnant women to have a flu vaccination.

Student: So, how can those who do not want the vaccination avoid flu?

Lecturer: The best way to avoid getting flu is to keep your immune system strong by eating healthy food and taking multivitamins. You should also avoid people who are coughing and sneezing, especially if they're not covering their mouth and nose.

If a person catches flu, there are some ways of treating it. It is important to take plenty of rest, drink plenty of water to avoid dehydration, and take paracetamol or other anti-inflammatory medicines. The medicine one takes will not cure the illness but will lower a high temperature and relieve headaches and muscle aches. Remember that antibiotics are of no use in fighting flu. Well, that's all for today. In our next session, we will look at the common cold, whose symptoms are often confused with flu... **(Fade out)**

Part II. You are going to listen to a lecturer giving a lecture to her students about alternative medicine TWICE. While listening, decide whether the statements are T (True) F (False) or NI (No Information) for questions 10-19. Now, you have one minute to read the statements.

Lecturer: In this lecture we are going to discuss alternative medicine, but before we start, I'd like to give you some information about it. Does anyone know what alternative medicine is? Yes, James.

James: Alternative medicine can be defined as health care practices and products that are not a part of conventional medicine.

Lecturer: That's right. Alternative medicine is health care practices and products which are not considered to be a part of conventional medicine. Generally, alternative therapies follow three basic principles.

The first principle is that alternative therapies are based on the body's natural ability to heal itself. It is believed that the body has the power to heal itself and alternative medicine helps the body to do this. The second principle is that natural methods should be used to treat illnesses. That is to say, alternative medicine does not rely on prescription drugs, surgery or other conventional medical procedures. However, it should be remembered that conventional medicine can also be used, but only when it is really necessary. The last and the most important principle is that alternative medicine addresses the whole person. Because it looks at the patient as a whole, it is also called holistic medicine. In other words, it looks at the underlying cause of the problem. This means that it doesn't just treat the symptoms of an illness. It also tries to heal the person's mind, body, emotions and spirit. Alternative medicine is a broad term that covers a range of healing therapies. I'd like to talk briefly about the three most popular therapies, namely massage therapy, acupuncture and homeopathy.

To begin with, massage therapy is one of the most popular forms of alternative medicine. Massage therapy is popular due to the stressful conditions of modern living and the harmful side effects of traditional medicines. It is a great form of therapy especially for people who suffer from the stressful conditions of modern life. So, basically what does massage therapy do? First of all, it improves blood circulation by bringing oxygen and other nutrients to body tissues. Secondly, it relieves muscle tension and pain. Most people feel calm and relaxed after a treatment. However, It is not recommended immediately after surgery, chemotherapy or radio-therapy.

The next popular therapy I'd like to talk about is acupuncture. It is a part of traditional Chinese medicine that originated in China over 5,000 years ago. Do you know the basic principle behind acupuncture?

James: I'm not sure, but is it something about invisible energy lines on the human body?

Lecturer: Yes. Acupuncture is based on the belief that human beings have a vital energy. This vital energy is believed to move through twelve invisible energy lines on the body. In order to cure the illness, acupuncturists insert needles into specific points along these meridian lines. So, how do these needles work? Does anyone know how they affect the body? It is believed that these needles stimulate the release of endorphins and help blood circulation. Acupuncture successfully heals several problems. Some of these health problems include headaches, common cold, addictions like smoking and weight loss. Therefore, it is a commonly accepted type of treatment now. In 1997, acupuncture needles were classified as "medical device" by the US Food and Drug Administration.

The last type of alternative therapy I'd like to mention is homeopathy. Homeopathy is based on the theory that if large amounts of a substance cause symptoms of illness in a healthy person, very small amounts of the same substance can treat the symptoms by stimulating

the body's self-healing abilities.

James: It sounds a bit confusing. Could you repeat that, please?

Lecturer: Sure. If large doses of a substance cause illness, very small doses of that same substance can treat the illness. According to homeopathic philosophy, an illness can be cured by a substance that produces symptoms similar to the illness. By delivering very small doses of the substance, homeopathic physicians try to activate the body's self-healing abilities. Another interesting fact about homeopathy is that instead of prescribing standard remedies for certain illnesses, homeopathic physicians select remedies based on each patient's unique symptoms.

James: So, you mean two people with the same health problem do not use the same drug.

Lecturer: That's right. Each patient is different even if their illnesses are the same.

Homeopathic physicians consider the patient's unique symptoms in order to prepare a special medicine for him. Therefore, before preparing a drug for a patient, a homeopathic physician will usually conduct an interview with the patient. He tries to fully determine the patient's individual symptoms. Now, if you don't have any more questions, I'd like to... **(Fade out)**

III. You will hear two business studies students, Jack and Sarah, talking to their tutor about a presentation they are preparing TWICE. Listen carefully and answer questions 20-25. Now, you have one minute to look at the questions.

Tutor: Hello you two, have a seat ... OK? So, you're going to tell me about the presentation you're preparing for next week's marketing seminar, right?

Jack: That's right. We've drafted this plan for you to look at ...

Tutor: OK, thanks. Perhaps you could just talk me through it, could you? Sarah, do you want to begin?

Sarah: Yes. Well, we're going to compare the websites of two bicycle companies ...

Tutor: Right ... And they're called Hills Cycles and Wheels Unlimited?

Sarah: Yes. And first of all, we've compared the content of each site, and the presentation. Then we've done an evaluation of each one.

Tutor: OK... And did you find much difference between the two websites? Jack?

Jack: Quite a bit, yes. Wheels Unlimited has a lot more pages, for a start ... Both companies show their catalogue – I mean pictures of different models of bike, with specifications.

Tutor: And prices?

Jack: Yes, they're there too, although they list them in different ways – Hills Cycles have got them next to the pictures and Wheels Unlimited show them on a separate page.

Sarah: But Wheels Unlimited advertises lots of other products connected with bikes – like helmets, and clothing, and tools.

Jack: Yes, all kinds of things.

Tutor: And Hills Cycles?

Sarah: No. They only show the bikes themselves.

Tutor: OK. Well ... is there anything on the Hills Cycles website that Wheels Unlimited doesn't have?

Jack: Not really.

Sarah: Yes there is – it's got a little photo of the original shop, and a paragraph about the history of the company – it's family owned.

Jack: Oh yes, I forgot about that.

Tutor: Right ... That's the content then. And you compared the functions of the two websites, did you?

Jack: Yes. Hills Cycles doesn't have any facility for online ordering. You have to ring up to order something, that's the only way you can do it.

Sarah: Well no, you can send off for a paper catalogue with an order form.

Jack: Oh yes, I suppose so. But with Wheels Unlimited you can order online or in the conventional ways.

Sarah: That's right.

Tutor: Fine. OK. And what about the presentation? Did you find any particular differences there? Or similarities? What about visuals?

Jack: As I said, both the sites have got pictures, and they're both quite attractive, but Wheels Unlimited hasn't got any moving graphics.

Sarah: Yes. Hills Cycles has got an animated cartoon at the top of the Home Page.

Tutor: Right. Well, it looks as if you've got plenty to talk about.

Sarah: There are other things too, but those are the main things we noticed.

Tutor: OK, well you'd better stick to the most obvious differences, because you've only got ten minutes for the whole presentation, haven't you? And you said you're going to evaluate each site as well, didn't you? How are you going to do that? I mean what criteria will you use?

Sarah: We thought we'd use three criteria: how attractive each website is, how user-friendly it is, and how closely it targets its potential customers. Do you think that's OK?

Tutor: Sounds fine. But I'd look at the criteria in a different order if I were you.

Because really you've got to look at attractiveness and user-friendliness in relation to the people the website is aiming at. So, I'd deal with that criterion first if I were you.

Sarah: Right.

Tutor: What about the timing? Have you thought of that? Ten minutes is very short you know.

Jack: Yes. We tried it out.

Sarah: Several times!

Jack: And we've decided to spend four minutes comparing the two sites, then three minutes evaluating them, and leave three minutes for questions. That's not really enough, but ...

Tutor: Well it sounds about right to me. You've got ten minutes altogether and you have got to stick to that limit. It's good practice, and at least the audience won't have time to get bored! What visuals are you going to use?

Jack: We're going to use PowerPoint and a flip chart as well.

Sarah: So we can show two things at once. For example, we're going to start by showing the Home Pages of each website, and we're going to put up a list of key features on the flip chart at the same time.

Tutor: OK. And it's a joint presentation, so have you decided how you're going to share the work?

Jack: Yes. First we thought we'd keep taking it in turns to speak – Sarah would say a bit, then I'd take over, and so on. Then we thought we'd just divide it into two equal parts and do one part each. But it was all too complicated. So Sarah's going to do all the talking, and I'm going to manage the visuals. And hope we can coordinate properly!

Sarah: It's the only way we can fit everything in.

Tutor: Well, good. You've obviously worked hard and you've been very careful with the details. Only one thing I would say: make sure that you keep your visuals simple. I mean, if you're showing a list of key features, for example, you should make it as brief as possible. Just use bullet points and simple phrases, even single words. Your audience won't have much reading time. It's a classic mistake with seminar presentations to present so much information that the audience can't process it quickly enough, and they stop listening to what you're saying. OK?

Jack: Yes. Right. OK.

Tutor: And now let's talk about ...