



Contents

Unit 1 Symbols of Culture	1
Leading In and Exploring the Topic	1
Section A	3
Text A: The First McDonald's Restaurant	
Section B	12
Text B: Disney Mirrors American Culture	
Section C	17
Practical Writing: Understanding and Writing Invitation Letters	
Unit 2 Trends and Fads	21
Leading In and Exploring the Topic	21
Section A	23
Text A: Our Changing Lifestyle: Trends and Fads	
Section B	31
Text B: Heavy Body, Not Heavy Heart	
Section C	35
Practical Writing: Writing Letters of Acceptance or Declination	
Unit 3 A Successful Career	39
Leading In and Exploring the Topic	39
Section A	41
Text A: My First Job	
Section B	49
Text B: The Biggest Risk Is Not Taking Any Risks	
Section C	55
Practical Writing: Understanding and Filling in Application Forms	



Unit 4 A Turn in Life **59**

Leading In and Exploring the Topic 59

Section A 61

Text A: 30 Days Without the Internet—A Self-Experiment

Section B 70

Text B: Ahead of the Game

Section C 75

Practical Writing: Understanding and Writing Timetables/Schedules

Unit 5 Parents' Love **79**

Leading In and Exploring the Topic 79

Section A 81

Text A: Father Dearest

Section B 90

Text B: My Mother and I

Section C 95

Practical Writing: Understanding and Writing Hotel Ads

Unit 6 Dreams **99**

Leading In and Exploring the Topic 99

Section A 101

Text A: Life in a Violin Case

Section B 109

Text B: Never Too Old to Live Your Dream

Section C 113

Practical Writing: Understanding and Writing Faxes

Unit 7 Pollution **117**

Leading In and Exploring the Topic 117

Section A 119

Text A: Smog in My City

Section B 129

Text B: The Thames Cleanup: An Incredible Achievement



Section C 134

Practical Writing: Writing Memos

Unit 8 Life and Success 137

Leading In and Exploring the Topic 137

Section A 139

Text A: Genius Characters

Section B 149

Text B: Entrepreneurs

Section C 154

Practical Writing: Understanding and Writing Notices (1)

Unit 9 Improvement in Appliances 157

Leading In and Exploring the Topic 157

Section A 159

Text A: I'm Toast in the Battle Against "Smart" Appliances

Section B 168

Text B: A High-Tech Woman

Section C 172

Practical Writing: Understanding and Writing Notices (2)

Unit 10 Getting a Good Job 175

Leading In and Exploring the Topic 175

Section A 176

Text A: How to Get the Job You Want

Section B 186

Text B: Applying for a New Boss

Section C 191

Practical Writing: Revision

Glossary 193