**Track 81**

**Kevin:** Hi, you've reached Kevin Black. I'm not at my desk right now, but if you leave a message after the beep I'll get back to you as soon as I can. Thanks!

**Sheila:** Hi, Kevin. It's Sheila. Listen. I know how anxious you are about your presentation today, but it's a great proposal. I'm sure that if you can get your main points across, people will love it. Just remember what we talked about. Speak clearly and slowly, but naturally – sometimes you get nervous and speak too quickly so people lose track of what you’re saying. And use gestures, but don't overdo it – you don't want to distract people. And eye contact! Don't stare at the wall or ceiling. People want to see your face from time to time. What else? Oh, yeah, remember what we discussed about being too wordy. People need to hear your main points and remember them. Be clear, concise, and to the point. I'd repeat the main points at the end too. And one thing I always do, especially as I'm approaching the end, is try and anticipate people's questions so I'm ready to answer them – you know, so I'm a little prepared and sound like I know what I'm talking about. Well, I hope you don't mind me repeating all this again, but I thought we had a really good discussion yesterday and I really want you to be successful. You can do this! Take a deep breath and I know you'll be great. Good luck and I'll talk to you later.

**Track 82**

In the digital age, it's easier than ever to make changes to a photograph. Consequently, it's harder than ever to ensure that images, whether on paper or on a screen, reflect the reality of what a photographer actually saw through his or her viewfinder. Many would argue that seeing real images is just as important as reading true words.

In February 1982, the cover of National Geographic magazine showed a camel train in front of the Pyramids at Giza in Egypt. The original image produced by the photographer was horizontal, but was then altered to fit the magazine’s vertical cover. That small change made the pyramids appear closer together than they actually are. After angry comments like, ‘National Geographic moves the pyramids!’ The magazine learned its lesson and has promised never to change a photo again without informing the reader. They have made it a part of their mission to ensure that all of their photos are real.

Sarah Leen is director of photography at National Geographic and has been with the magazine for more than 30 years. She explains that a few decades ago it was much easier to spot changes to photos because the results weren’t nearly as good. Now, she says, ‘you can't always tell if a photo is fake, at least not without a lot of forensic digging.’ But forensic experts can also be fooled. The magazine learned that lesson in 2010 when it published what was later found to be an altered photo.

The magazine works with some of the most admired photographers in the world, but just as writers are required to provide their notes, photographers are required to submit ‘raw’ files of their images. These raw files contain pixel information straight from the digital camera's sensor. The same is required for photos sent in by the public or any stock images that are purchased. Sometimes this leads the magazine to reject photos altogether.

But it's not all black and white. Reasonable people can disagree. A photo that was recently entered in one of the magazine's contests was rejected for being overprocessed. Some of the magazine's editors, on the other hand, saw the same photo and thought it was OK. The photo was published in the contest. Who was right? Leen says, ‘We ask ourselves, 'Is this a good representation of what the photographer saw?'’ The complexities of questions like these are sure to continue as technology advances even further.

**Track 83**

1. He's going to college in the fall, isn't he?

2. Her idea was concise and to the point, wasn't it?

3. Are they going to give the presentation together?

4. You lost your train of thought, didn't you?

5. You're not really considering that, are you?

6. Sorry, but he's going to do what?

**Track 84**

A New Way to See the World

Few people have a more compelling presentation style than Swedish academic Hans Rosling. An accomplished statistician, doctor, and public health expert, in the second half of his career Rosling became internationally famous as a dynamic public speaker. Rosling’s genius was to realize that many people don’t understand basic facts about the world. Rosling decided that the solution was to present statistical information through innovative graphics, bringing numerical data to life in a way that everyone could understand. The project was extremely successful. Rosling’s first speech, a TED Talk, has been viewed more than 11 million times. His other lectures have also received global attention.

Rosling’s belief in the importance of data came from experiences he had early in his career as a doctor. He spent two decades working as a medical officer and researcher in rural Africa. He lived and worked in Mozambique, the Democratic Republic of the Congo and Tanzania. At the time, many people were suffering from a mysterious illness called konzo, which caused paralysis. Rosling studied a population of 500,000 in an effort to understand what was causing the disease. When he analyzed this information, Rosling realized that the problem came from diet. The communities where the disease was worst all ate a lot of bitter cassava, which contains a toxin. When the plant is soaked in water, the toxin disappears, but due to water shortages people had been skipping this step, with terrible consequences.

Rosling used similar methods in Pinar del Río, Cuba, to determine what was causing a different illness. About 40,000 people were suffering from blurry vision and numbness in their legs, and the government didn’t know why. After studying the communities that were most affected, Rosling realized that the cause was a lack of protein. At the time, there were limits on the amount of meat people could have. There was not enough meat for everyone, so many adults had been giving their portions to children, pregnant women and the elderly. Rosling met with government leaders and showed them the numbers. He explained that unless people began to consume more protein, the disease would continue to spread.

Rosling came to the conclusion that data needed to play a bigger role in the fight against poverty and disease. This belief was strengthened when he began teaching at the Karolinska Institute, a prestigious university in Stockholm. His students were hardworking and intelligent, but there were large gaps in their knowledge of global health and poverty. Data had helped Rosling to solve two medical crises. How were his students going to do the same if they didn’t know the facts? Rosling asked his son to help him. Together they built a program called Trendalyzer, which turns numbers into shapes and colours that fly across a computer screen. In the program, countries are represented by bubbles of different sizes. The bubbles move horizontally to show how countries change over time and grow or shrink as populations get bigger and smaller. Even people with no knowledge of statistics can understand complex ideas when they are expressed in this highly visual way.

Trendalyzer made Rosling famous. After using the software in his first TED Talk, he acquired a large following. Over the next few years, he went on to make many more speeches and convinced people that presentations about statistical topics could be enjoyable, even exciting. Rosling died of pancreatic cancer in February 2017, leaving a great legacy in the form of his valuable research and presentation style. His most significant achievement was helping people to see the world through facts, not preconceptions. Today, Rosling’s son and daughter-in-law continue his work by publishing free teaching material based on his methods. They have also made Trendalyzer freely available so that everyone can take advantage of this powerful tool.

**Track 85**

1. As you can see from this graph, 2016 was an unusual year. The question is, what caused this change?

2. I want to start by asking how many of you are familiar with Van Gogh’s early life.

3. If you have any questions, I’ll do my best to answer them at the end of the presentation.

4. Well, that’s it. Thank you very much for your time and attention.

5. Could you explain that point again? I don’t quite get what you mean.

**Track 86**

This morning, I’m here to talk to you about social networks. Hands up if you’re a member of a social network. That’s what I was expecting – just about everybody! In today’s world, people frequently discuss the impact that social networks have on our lives and relationships. For example, you’ve probably had the experience of being out with a group of friends and everyone has been on their phones. That’s clearly a problem – but that’s not what I’m going to focus on. Instead, I’m going to talk about the ways that social networks affect our brains. Recent research has shown that when you sign in to a social network, a compound called dopamine is released in your brain. Dopamine is the same substance that’s released when you accomplish a goal, do exercise or fall in love. That’s interesting, right?

**Track 87**

**Narrator:** In this part of the exam, I want you to talk to each other about how to connect with the audience when you make a presentation. What’s the best way to get your ideas across?

**A:** Well, I have to be honest. I don’t really like giving presentations. I usually feel very nervous.

**B:** I get pretty nervous too.

**A:** Because of that, I usually prepare some visual aids. You know, charts, graphs or images. I think visual aids make presentations more interesting for the audience. They also give people something else to look at, so everyone isn’t always looking at me.

**B:** I agree.

**A:** Can you think of any other good ways to convey your ideas?

**B:** I usually try to come up with a catchy introduction. For example, I’ll include a statistic or a fact that’s surprising or unusual.

**A:** That’s a good idea. I’ve done that before too.

**B:** Another good strategy is to ask the audience a question. In my opinion, anyway.

**A:** Yes, I agree. Because by asking a question, you can make sure that they’re listening to you.

**B:** And it makes your presentation a bit more interactive and dynamic.

**A:** What about notes? Do you think they’re useful or do they get in the way?

**B:** That’s a tough one. Of course, presenters need notes… but on the other hand, presentations are much more natural if you don’t read from them.

**A:** Yes, if you can deliver your presentation without looking at your notes too much, I think it comes across much better.

**Track 88**

1. To expand a little on that, I would like to share an idea.

2. To summarize, we can say that the response was surprising.

3. Turning now to the results, we can see where most people agree.

4. To illustrate that, let’s look at some statistics.

5. To get back to our story, we found all of the participants we needed.

6. To elaborate on that, I can tell you what the most difficult part was.