

1 Reading

(task type: Short answers)

(topic areas: Employability / Entrepreneurship / Work life)

Read the article about why Finland is giving free money to its unemployed.

Then complete the sentences (1–6) using a maximum of four words. Write your answers in the spaces provided. The first one (0) has been done for you.

Why is Finland giving free money to its unemployed?

BE

Finland has been forced to deny widespread media reports that its universal basic income experiment had fallen flat.

A trial has been put in place whereby 2,000 unemployed people aged 25–58 are being paid a tax-free € 560 (£ 490) monthly income with no questions asked.

Reports suggested the scheme had failed and would be stopped but Finland described the news as misreporting and said the trial would continue until the end of 2018.

But why are they even trialling it? What are the benefits, and can it really work?

What is universal basic income?

Universal basic income (UBI) is a welfare programme in which all citizens receive an unconditional sum of money from the government.

It is hailed as a progressive system and its proponents include billionaires Mark Zuckerberg, Elon Musk and Richard Branson.

Why is Finland trialling *universal basic income*?

The experiment was launched in January 2017 and 2,000 participants have been receiving a € 560 (£ 490) monthly basic income payment, which is independent of any other income they may have and not conditional on undertaking an active search for employment.

Researchers will study the effect of increasing cash incentives for work and simplifying the social security system on the employment rate of the study participants.

The Finnish centre-right government is austerity focused but is looking to reduce the country's 8.5 per cent unemployment rate. This trial is being viewed as a method of doing just that.

Supporters of a basic income argue it would help get unemployed people into temporary jobs, rather than forcing them to remain unemployed to qualify for benefits.

They say it would provide a safety net, address insecurities associated with workers not having full-time staff contracts, and help boost mobility in the labour market as people would have a source of income between jobs.

The study will also look at the well-being of the participants and their experiences when communicating and conducting business with the authorities.

Did the trial fail?

The quick answer is no. There were a number of reports that the experiment had fallen flat because it had proven to be too costly, but Finland says this is not the case.

“The experiment is proceeding according to plan and will continue until the end of 2018,” Professor Olli Kangas, the leader of the research team at *Kela (Social Insurance Institution of Finland)*, said.

How the trial is going so far is unknown and the employment effects across the whole experiment will not be available until the end of 2019 or at the beginning of 2020.

“The effects of the experiment will not be published while the experiment is in progress, because a public discussion of the results could influence the behaviour of the test and control groups. That would lead to skewed results,” Mr Kangas said.

What next for Finland's experiment?

A detailed study will be released comparing the group of 2,000 who received *UBI* with a control group of about 173,000, who are made up of people included in the target population but not included in the study.

One of the primary objectives is to see if there are differences in employment rates between those receiving and those not receiving a basic income.

0	Concerning the basic income experiment, Finland claims that the media gave an inaccurate ____.	<i>account</i>
1	In Finland all citizens qualify for ____.	
2	It is irrelevant whether participants already have an additional ____.	
3	The trial is regarded as a means to ____.	
4	Those in favour of <i>UBI</i> believe that for the unemployed, it will facilitate their return ____.	
5	Professor Kangas wants to delay disclosure of the effects of the experiment to prevent potential ____. (Give one answer.)	
6	A subsequent study should reveal whether receiving <i>UBI</i> correlates with finding ____.	

II. Listening tasks

1 Listening ▶ Tracks 01 + 02

(task type: Short answers)

(topic areas: Social issues / Politics / Society)

(duration: 01:17:58 + 02:45:66)

You are going to listen to a news report about a teacher's heart attack bill that would literally have bankrupt him.

First you will have 45 seconds to study the task below, then you will hear the recording twice. While listening, complete the sentences (1–6) using a maximum of four words. Write your answers in the spaces provided. The first one (0) has been done for you.

After the second listening, you will have 45 seconds to check your answers.

Drew Calver's \$ 109 K heart attack bill is now down to \$ 332 after airing his story

0	Initially, Drew Calver was asked to pay over ____.	<i>a hundred thousand dollars</i>
1	Calver's case is an example of ____.	
2	Calver and his wife never keep track of how ____.	
3	He didn't have to pay the full bill thanks to ____.	
4	The fact that the unpleasant situation will soon end gives him a feeling of ____.	
5	People in need of immediate medical help should be allowed to ____.	
6	Now, Calver can make his health ____.	

III. Writing tasks

1 Writing an article

(topic areas: Advertising / Brands / Marketing / Society)

You have seen the following announcement in the British magazine *Teen Fashion*.

Generation Z is changing the fashion industry, and they are changing it fast

Aeropostale, one of the top teen retailers, has fallen from a valuation of \$ 2.6 billion to \$ 2 million since mid-2012. Similarly, traditional retailers like *Abercrombie & Fitch*, *J. Crew*, and *Gap* have also faced the same dilemma. How did these famous brands fall from grace? Well, fashion retailers have a hard time understanding *Generation Z*, just like their parents.

From what we have seen, today's teens value comfort and function. Unlike their predecessors, they firmly believe that everyone (women, especially) should have the freedom to wear cozy outfits that make them feel relaxed all day. Gone are the days when sky-high heels and tight bodycon dresses were the only options. In today's world, soft fabrics and oversized outfits are the new cool. After all, what is the point of looking good, if you do not feel good?

Tell us what you think, send us your article and win a free yearly subscription.

You have decided to send in an article to the magazine. In your **article** you should

- point out your personal attitude towards fashion
- outline why comfort beats appearance these days
- analyse how healthy lifestyle trends have influenced the fashion industry.

Give your **article** a title. Write around **250 words**.



IV. Speaking tasks

1 Speaking

(Task: Advertising)

(Topic areas: Media / Communication / Marketing / Advertising)

Situation

You are doing an internship at *Primesite Media Ltd*, an advertising agency in Oxford, which is currently working on an advertising campaign for a tuition centre.

Part 1: Individual long turn (4–5 minutes)

You have been asked to present your personal views in a brainstorming session. In your presentation you should

- analyse the needs and requirements of the target group
- outline how the tuition centre can effectively be advertised (Input 1)
- speculate about pros and cons of online tuition services.

1 Input 1



Part 2: Interaction (6–8 minutes)

After your presentation, you and some of your colleagues engage in a discussion on responsible marketing.

In your conversation you should include the following:

- common marketing tricks (Input 2)
- ethical limits of marketing
- future trends in marketing
- if you were ever tricked by marketing.

1 Input 2

