

The Spirit of Giving

01



Brainstorming



Brainstorm keywords and ideas related to the topic and address the given question. Then, make a speech and share your opinion.

Charitable Donations



Generosity

It is better to give than receive. How can this be true?

Reading

The Charities Aid foundation recently used Gallup surveys conducted with 195,000 people in 153 countries worldwide to create the World Giving Index. The researchers **polled people about** altruistic acts they had completed in the previous month by asking questions about whether they had donated to charity, volunteered, or even helped a stranger. The results were promising and hinted at a large, helpful “global society.” A fifth of those surveyed had volunteered, another third had donated money to charity, and around 45% of the world’s population had acted as “Good Samaritans” by aiding a stranger.

The top donors were unsurprisingly wealthier nations, such as Australia and New Zealand, but close to half of the top twenty spots went to developing countries, including Guyana and Turkmenistan. Two of the world’s largest countries **ranked at the bottom**—with India coming in at 134 and China at 147.

In some of the top countries, the practice of giving starts at a young age, with even kindergarteners being encouraged to bring in gifts or canned goods for charity at certain times of year. For these children, making donations can **naturally become a part of life.**

For countries that are not quite as generous, the wealthy should try to lead the way by making regular donations to groups that rely on contributions. The government could also **de-
vise schemes** that will promote corporate as well as individual donations. At home, parents can **set an example** by selecting a charity or group for the family to support. When school children are **asked to contribute**, parents could talk about the benefits of donating and encourage their children to give from their own

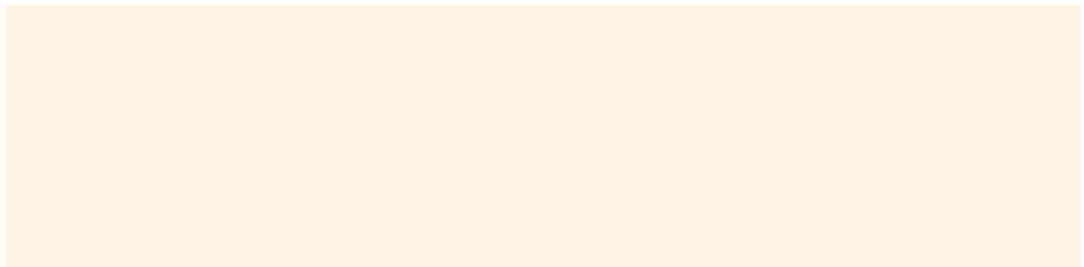
allowances.

Don't worry if you are cash poor! There are other ways to help out. You can still donate unwanted items to a needy cause, such as to aid **victims of natural disasters**. For example, you can drop off clothing to thrift shops or books to a school. These things might be useless to us, but could **prove quite valuable** to others.



Core Message

Talk about the core message of the article.





Chunk and Chew

Write the number of the meaningful chunk in the column next to its meaning. Then, by using each chunk, summarize something you have learned in the unit.

- | | |
|-----------------------------------|--------------------------------|
| 1 naturally become a part of life | 5 to set an example |
| 2 to devise schemes | 6 to ask to contribute |
| 3 to poll people about | 7 victims of natural disasters |
| 4 to prove quite valuable | 8 to be ranked at the bottom |

- _____ to encourage a certain behavior by doing it yourself
- _____ to ask questions of others to learn their opinions about a certain topic
- _____ to demonstrate a large benefit to someone or something
- _____ to become a lifestyle or habit of one's living
- _____ to ask someone to make a donation of money or some type of item
- _____ to be placed low on some sort of list ranking different things
- _____ people who lose their homes or are otherwise affected by things like earthquakes or tsunamis
- _____ to set up policies or incentives to encourage a certain behavior

1

2

3

4

5

6

7

8



Practice Discussing

- 1 What kind of mindset do people in your country have about donating?
- 2 What percentage of your salary are you willing to donate to charity?
- 3 Do you believe donating to charities is beneficial? Why or why not?
- 4 Have you ever donated anything to anyone or any organization? If so, what cause did you choose?
- 5 What policies does your government have for fostering the practice of giving? How else can they encourage people to contribute more to those in need?



Debating

Statement

Charity begins at home. The first priority of any family is financial security.

Do you agree or disagree with this statement? Why or why not? Please be specific.

| Opinion :

.....

| Reason :

.....

Support 1.

.....

Support 2.

.....

Support 3.

.....



Summarize the opposing ideas.

Any rebuttal?



STATISTICS

0.6
meters

Create an effective title for the following paragraph.

.....

Waitresses can increase their tips 22.6% by standing 0.6 meters closer to patrons (0.15 meters away versus 0.75 meters), according to Celine Jacob and Nicolas Gueguen of the University of Southern Brittany in France.

The researchers say close proximity is one of four nonverbal ways for waitresses to boost tips, the others being smiling broadly, touching customers briefly on the arm or shoulder, and squatting next to the table when introducing themselves.

Fast Track to Globalization

02



Brainstorming



Brainstorm keywords and ideas related to the topic and address the given question. Then, make a speech and share your opinion.

Globalization



Business Innovation

Why is it necessary for companies to distinguish themselves from their competition?

Blank writing area for brainstorming and speech preparation.

Reading

Over the past few decades, the power balance of the world's economy has shifted. As new industries and technologies have **sprung forth**, previously unknown companies have **emerged as global powerhouses**. In light of this change, people the world over have become more accepting of diversity and outside influences. As many of the legal and cultural barriers that divided our nations in the past are broken down, people worldwide are **embracing the concept of globalization**.

Globalization is **the engine behind** the rapid technological development of the past cen-

tury. As companies **fight to win their place** in the global marketplace, increased competition is forcing innovation. If a company fails **to think outside the box**, they run the risk of being left behind in the face of brutal domestic and foreign competition.

Innovation, however, isn't something that can **be conjured up** in government offices or corporate boardrooms. You can easily order people to work harder or modernize a factory, but it's just not possible to make someone think more creatively. That kind of change takes place inside the mind. This altered

global market has made companies worldwide fiercer competitors. It is now essential to be open to outsiders and foreign ideas in order **to compete on a global scale.**

with. This requires studying up on things like cultural norms and local laws, in addition to information about local customers' preferences.

In today's world, knowing the needs of the domestic market is not enough. A successful company must also understand those of other countries. For that reason, companies must attain a wide-range of market-specific knowledge about countries that they interact

As technology progresses, the world will undoubtedly continue to shrink as business continually transcend borders. For this reason, forward thinking is key to keeping up in our rapidly developing global economy.



■ Core Message

Talk about the core message of the article.

