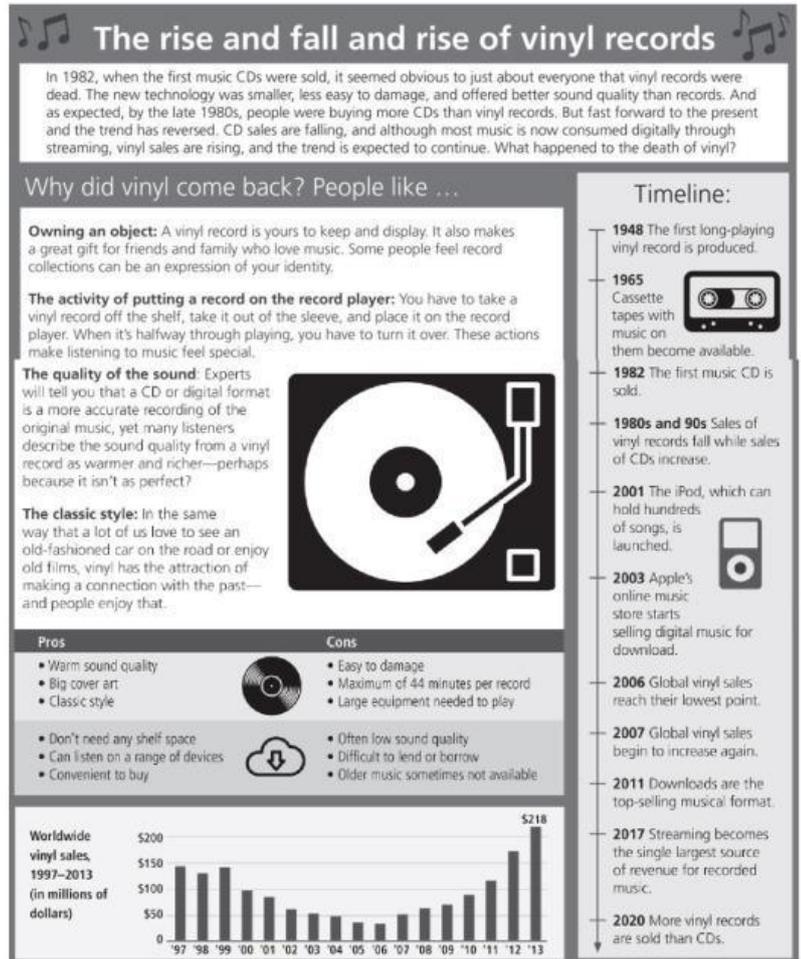# 3 Imagining the future

2 Read the infographic. Circle the options that are true according to the text. There may be more than one.

1 People started buying more CDs than vinyl:

   a at the beginning of the 1980s.
   b near the end of the 1980s.
   c at the start of the 1990s.
   d in the 2000s.

2 Vinyl is popular because:

   a people enjoy looking at vinyl records.
   b it's less expensive than other formats.
   c the process of playing them is pleasant.
   d the quality of the recording is perfect.

3 Around $50 million in vinyl records were sold in:

   a 1999.   b 2003.   c 2005.   d 2006.

4 Downloads first became available in the:

   a 1980s.   b 1990s.   c 2000s.   d 2010s.

5 Style is one reason that people especially like:

   a vinyl.   b downloads.   c CDs.   d cassettes.

3 Look at the pros and cons in the infographic. Answer the questions with "D" for digital streaming and "V" for vinyl.

1 Which format is the best for someone who wants to listen to music on their smartphone?   _____

2 Which format is good if you enjoy the images that come with it?   _____

3 Which format is the easiest to store?   _____

4 Which one is the worst choice if you want good quality?   _____

The rise and fall and rise of vinyl records

In 1982, when the first music CDs were sold, it seemed obvious to just about everyone that vinyl records were dead. The new technology was smaller, less easy to damage, and offered better sound quality than records. And as expected, by the late 1980s, people were buying more CDs than vinyl records. But fast forward to the present and the trend has reversed. CD sales are falling, and although most music is now consumed digitally through streaming, vinyl sales are rising, and the trend is expected to continue. What happened to the death of vinyl?

Why did vinyl come back? People like …

Owning an object: A vinyl record is yours to keep and display. It also makes a great gift for friends and family who love music. Some people feel record collections can be an expression of your identity.

The activity of putting a record on the record player: You have to take a vinyl record off the shelf, take it out of the sleeve, and place it on the record player. When it's halfway through playing, you have to turn it over. These actions make listening to music feel special.

The quality of the sound: Experts will tell you that a CD or digital format is a more accurate recording of the original music, yet many listeners describe the sound quality from a vinyl record as warmer and richer—perhaps because it isn't as perfect?

The classic style: In the same way that a lot of us love to see an old-fashioned car on the road or enjoy old films, vinyl has the attraction of making a connection with the past—and people enjoy that.

Pros	Cons
• Warm sound quality • Big cover art • Classic style	• Easy to damage • Maximum of 44 minutes per record • Large equipment needed to play
• Don't need any shelf space • Can listen on a range of devices • Convenient to buy	• Often low sound quality • Difficult to lend or borrow • Older music sometimes not available

Worldwide vinyl sales, 1997–2013 (in millions of dollars)
$200 $150 $100 $50   0 $218
'97 '98 '99 '00 '01 '02 '03 '04 '05 '06 '07 '08 '09 '10 '11 '12 '13

Timeline:

1948 The first long-playing vinyl record is produced.

1965 Cassette tapes with music on them become available.

1982 The first music CD is sold.

1980s and 90s Sales of vinyl records fall while sales of CDs increase.

2001 The iPod, which can hold hundreds of songs, is launched.

2003 Apple's online music store starts selling digital music for download.

2006 Global vinyl sales reach their lowest point.

2007 Global vinyl sales begin to increase again.

2011 Downloads are the top-selling musical format.

2017 Streaming becomes the single largest source of revenue for recorded music.

2020 More vinyl records are sold than CDs.

Grammar

Making predictions

1 Read the sentence beginnings and endings. Circle the option (a–c) which does not finish each sentence correctly.

1 People living on Mars will …

   a probably going to work very hard.
   b spend a lot of time indoors.
   c have children and grandchildren there.

2 Computers are going to …

   a become faster and smaller.
   b solve problems quickly.
   c doing jobs that people do now.

3 Roads might …

   a have less traffic.
   b probably control the speed of cars.
   c collect power from the sun.

4 Fifty years from now, when most cars are electric, …

   a there may be less air pollution.
   b more electricity is needed.
   c gasoline won't be easy to buy.

5 Glasses may not be necessary after …

   a a better solution will be invented.
   b electronic eyes have been developed.
   c surgery to improve vision has become common.

6 In fifty years, I don't think we …

   a are going to have any gasoline-powered cars on the road.
   b will have stopped playing international soccer.
   c have built a train that goes 1,000 kilometers per hour.

3 Complete the sentences with the correct form of the verbs in parentheses. Add *will* or *going to* if necessary.

1 He might finish university by the time he _____ (be) 21 years old.

2 After the cold weather _____ (end), they're probably going to plant a vegetable garden.

3 As soon as I _____ (get) a job, I will buy a bicycle.

4 She _____ (not / leave) her apartment unless she finds a better one.

5 When we get home, we _____ (probably / find) a letter from Naomi.

6 I think I _____ (feel) really nervous the day before my exam.

4 Circle the correct option to complete each sentence.

1 Cities are going to have a lot of green spaces *before / as soon as* tree planting programs begin creating them.

2 The average driver will have a flying car, *unless / if* they're so expensive that only a few people can afford one.

3 *Unless / By the time* my kids are grown up and have jobs, many people might not have to work in an office anymore.

4 The possibility of visiting Mars will be real *once / before* we've started building cities there.

5 *When / Unless* computers do more jobs, people will have more free time.

6 Most food will be local *before / after* city farms have become common.

Vocabulary

Making predictions

1 Complete the article on language services with the expressions (a–h).

a only an estimate

b remain unchanged

c it's unlikely

d is estimated

e look at the data

f see a sharp growth

g continue rising gradually

h steady drop

Trends in translation

The global translation services industry [1]_____ to be worth about $40 billion today, although that's [2]_____. And though translation should continue growing, [3]_____ that the average pay for translators will increase as competition increases.

In fact, according to translator Anthony Teixeira, there has been a [4]_____ in average pay for translation services in the past thirty years. Over that time, the use of computers in translation has increased and is expected to [5]_____ in the future. However, the need for human translators is also expected to [6]_____. Research indicates that the role of human translators has shifted from using computers to assist with translation, to computers performing the translation and people refining it. When we [7]_____, one area of the translation business where we [8]_____ is video translation—using computers to change online video from one language to another. This type of work has become increasingly important as, currently, about 80% of the world's internet traffic is video.

2 Match the sentences (1–7) with the sentences (a–g) that have a similar meaning.

1 It remained unchanged. _____

2 It's unlikely. _____

3 They estimated the number. _____

4 Let's look at the data. _____

5 We predict a sharp growth. _____

6 It will continue rising gradually. _____

7 There will be a steady drop. _____

a We don't think it will happen.

b Why don't we check the information?

c It didn't go up or down.

d They guessed how many there were.

e We expect a slow increase.

f We expect the number to go up quickly.

g We predict a slow decrease.

Listening

1 🔊 3.2 Listen to an interview with a translator. Circle the statement which best summarizes the translator's ideas.

1 Computers will soon take over translation work from humans.

2 Humans and computers will probably continue to work together on translation.

3 Humans will use computers to communicate, so translation won't be necessary.

2 🔊 3.2 Listen again. Complete each sentence with no more than three words.

1 _____ often make mistakes when they do translations.

2 The word "_____" is simple, but has many different meanings.

3 Translators don't really translate words: they translate _____.

4 _____ can help make the meaning of words clearer.

5 Computers can't understand an author's _____.

6 Translators often _____ a computer translation.

7 David believes his job is _____.

3 🔊 3.3 Listen to excerpts from the interview. Complete the sentences with the fillers you hear.

1 _____, computers get it wrong a lot.

2 And that's _____ just one simple word.

3 _____, the computers do better with words in sentences or paragraphs.

4 _____, very often, a computer makes the first translation and then a translator checks and corrects it.

5 Working with a computer _____ saves a lot of time, but the computer working alone will never get it right.

Focus On

Talking about data: Prepositions

1 Circle the correct preposition to complete each sentence.

1 In recent years, there has been an increase *to / in / by* the number of translators working in the U.S.

2 The number of languages in the world will probably decrease from more than 7,000 today *of / to / by* about half that number in 100 years.

3 The accuracy of Google Translate improved *of / in / by* about 60% when they upgraded the system in 2016.

4 The number of official languages used by the United Nations has increased from two—French and English—in 1946 *of / to / by* six, and now includes Arabic, Chinese, Russian, and Spanish.

5 There is now a rise *to / of / by* about 13% per year in the cost of producing computer chips.

6 Since 2014, there has been a steady increase *in / to / of* the number of languages in an online library of languages created by two researchers, who hope eventually to record all of the world's thousands of languages.

2 Complete the article with the correct prepositions.

By looking at the language used in more than 5 million books published between 1800 and 2000, researchers from Google and Harvard University have found an increase [1]_____ 70% in the number of English words since 1950. Currently, the language is growing [2]_____ about 8,500 words per year, and the number of English words has doubled, from about 500,000 words [3]_____ more than one million in the past hundred years. The researchers have also discovered many trends, such as a sharp increase [4]_____ the use of words adopted by the English language from other languages, such as "pizza" and "pasta," since the 1970s.

Pronunciation

Pronouncing long vowels

1 🔊 3.4 Listen and circle the word you hear.

1 hard   had
2 seat   set
3 bird   bed
4 food   foot
5 walk   woke