1 6 P.

Read the text from 2018 about the Finnish people. Then choose the correct answer (A, B, C or D) for each question (1-6). Put a cross (☒) in the correct box on the answer sheet. The first one (0) has been done for you.

Happy Finland

The UN World Happiness Index has declared that Finland is the world's happiest country in 2018, narrowly edging out…well, all the other Scandinavian countries. As someone who is fascinated by the results of this survey, I can tell you that in the past few years these contented Nordic lands are on constant rotation in the happiness charts.

I'm always curious as to whether it's even possible to measure happiness. Being relentlessly upbeat and happy all the time is exhausting and, after a while, annoying. I tend to just bumble along, neither too up nor down, in a state of low-level contentment, taking what I can from each day. Birdsong, scudding clouds, a well-made falafel can be highlights of an ordinary day.

The problem is that the term "happiness" is misleading. The word doesn't really do justice to the overall picture the survey reveals; it's much broader than that. "Happiness" somehow conjures up an image of carefree, smiling, rosy-cheeked folk whistling to work as they tootle along in their miles of bike lanes, chuckling to themselves as they consider their superior infrastructure and social cohesion. (Having been to Helsinki, I can confirm that a lot of Finns are actually doing this, but that's not the point.)

The survey aims at a much deeper analysis of a place. It strives to get under the skin a little, to divine what makes people tick, not just list hospital waiting times. Its questions reach beyond the simple fact gathering; it asks about contentment, about security and the generosity of others, about freedom. It is a glimpse into a country's soul.

I've filled in a lot of forms that have questions such as "Have you visited a farm in the past 30 days?", "Are you currently taking any medication?" or "How did you rate your *panini*?" but not "How do you feel right now?" The poll ranges from the easily measurable (income, life expectancy, GDP) to the less so ("Do you trust people?"). Finland emerges from this survey as a place where people have faith in their institutions, who have strong bonds of community and for whom wealth is not a guaranteed signifier of contentment.

There's another factor, which is not really covered by the survey, but which can play a huge role in a nation's mental wellbeing. Finland is a place of great natural beauty. What fills my heart with gladness is the sight of mountains, lakes and trees. All the countries in the top ten of the Happiness Index have these. Except the Netherlands, but of course they've got canals and excellent falafel shops, so I'll let them off.

But there's something else the redoubtable Finns have that makes them unique. They have *sisu*, a frankly untranslatable word that encapsulates the Finnish spirit. To possess *sisu* is to have courage and tenacity and an indomitable spirit to carry on when others around you give up. It's having grit and determination to persist in the face of severe adversity. It's about bravery and a cussed will to *endure*.

It's perhaps best illustrated by the gruelling Winter War of 1939-40 when the Finns' dogged resistance to the invasion of the Soviet Union's Red Army was seen as a prime example of *sisu*.

It's intriguing that beneath the romantic idyll of trees and lakes lies a steely determination to just get on with life. Maybe this is their key to happiness.

LIVEWORKSHEETS

0 The Scandinavian countries

A are now excluded from the UN World Happiness Index.
B often do surveys to make sure their people are happy.
C have been found to have the most satisfied people.
D take turns at participating in the UN World Happiness Index.

1 In the author's opinion, a state of constant cheerfulness

A would be a wonderful thing to achieve.
B is what people need to aim for.
C is eventually rather a nuisance.
D should definitely be avoided by everyone.

2 According to the author, the UN World Happiness Index has

A been written in a confusing way.
B little to do with people's daily lives.
C tried to cover too many aspects of happiness.
D a title that might give the wrong idea.

3 The data collected by the UN World Happiness Index

A centres on the way people use their time.
B includes details of personal perceptions.
C focuses on aspects of health and safety.
D consists mainly of concrete information.

4 The author highlights a feature that is

A the reason Finland came first in the survey.
B absolutely essential for anybody to feel happy.
C also found in other places that do well in the survey.
D high priority for the World Happiness Index.

5 According to the author, *sisu* means

A behaving in a way that is worthy of a Finn.
B doing your very best no matter what happens.
C wanting very much to succeed in any situation.
D trying hard to be a good role model.

6 At a certain difficult time in the past, the Finns

A gave priority to their day-to-day existence.
B realised that the Soviets also had *sisu*.
C found out what really made them happy.
D refused to accept a threatening situation.

LIVEWORKSHEETS

2 7 P.

Read the text about the professional development of Generation Z. Some parts are missing. Choose the correct part from the list (A-J) for each gap (1-7). There are two extra parts that you should not use. Write your answers in the boxes provided on the answer sheet. The first one (0) has been done for you.



Gen Z

Workplaces are just beginning to feel the influence of Gen Z. Early observations suggest that these young people may opt for headphones at work, (0) ___, rather than in the open spaces set up by millennials. Experts who spend their days thinking about office dynamics say that while (1) ___, they'll be able to teach older coworkers how to learn new tools and skills on the fly – the same way they have all their lives. There's also some promising research suggesting that young women with no work experience are demanding and receiving equal pay more often than women who have been in the workforce for years.

"There's this expectation of diversity in everything they do," says Lori Goler, head of HR for Facebook. That includes the work itself. Gen Z-ers are accustomed to flitting between apps and expect that (2) ___, without sticking to any one task for too long. If millennials helped usher in an era in which it is normal to go through several careers and have flexible schedules, Gen Z-ers may find ways to have all those careers at the same time.

"With Gen Z, I think we (3) ___ for ourselves," says Larissa May, a 23-year-old in New York who is coaching older executives on how to use social media, consulting for a direct-to-consumer candle company and running a multimedia platform called #HalfTheStory. "In the past, if you were young, you sort of went up the ladder. You didn't say much your first two years on the job, and you just had to listen. But we can really provide a different perspective," she says. (Millennials rankled Gen X workers by refusing to pay their dues before they got a seat at the table, and there may be more rankling to come.)

Doing it all becomes increasingly possible as workplaces go virtual, expectations of working 9 to 5 go by the wayside and the concept of failure takes on an increasingly upbeat patina. Young people have "a growth mind-set, where even if (4) ___," says Neha Sampat, who runs a workplace consulting firm called GenLead|BelongLab. That's especially true at the startups this entrepreneurial generation is founding. When asked what she expects from employees at her virtual-reality company, Entrypoint VR, 25-year-old Carissa Flocken says the bar for quality of work is high, "but (5) ___." In Culture Co-op's survey, 61% of Gen Z-ers said they planned to start their own business or work independently within the next five years.

LIVEWORKSHEETS

Jumping into the freelance economy means (6) ___, as is betting one's future earnings on an educational program no one has tried before. Almost $2 billion has been invested in "last mile training" efforts like MissionU, according to private-equity firm University Ventures, but many young people are still opting for college. Plenty of people of all generations still view a BA as a prerequisite for success in life. But 20-year-old Dew says older people "get stuck" on the fact that he has no intention of getting a bachelor's degree. Where they see risk, he sees a chance to help (7) ___ — to be a pioneer. "There's always going to be something special," Dew says, "about being the first."

A	they can go online and teach themselves anything they want
B	getting a four-year degree
C	when and where you do it doesn't matter
D	observe the world through smartphones
E	have these superhuman expectations
F	prove that a new idea has merit
~~G~~	collaborating and socializing in chat rooms
H	they mess up once, they're not going to let that mess-up define them
I	taking an uncertain path
J	members of Gen Z may not have the formal writing skills or emotional intelligence of baby boomers

LIVEWORKSHEETS

3 7 P.

Read the texts from 2015 about food packaging that has become famous. Choose the correct text (A-F) for each statement (1-7). You can use a text more than once. Write your answers in the boxes provided on the answer sheet. The first one (0) has been done for you.



Iconic packaging

A

Coca-Cola Glass Bottle (1915)

The Coca-Cola Co. commissioned this contoured bottle to distinguish its drink from those of competitors angling for a piece of the cola business. Long before Coca-Cola was associated with the color red, the clear glass bottle was etched with the brand's name in the scripted font the company has used for a full century. This year marks the 100th anniversary of that design, which remains instantly recognizable. When asked to define the principles of good design, Andrea Lipps, assistant curator at Cooper-Hewitt, listed memorability, legibility and noticeability. Those three qualities certainly describe this product — ubiquitous not just on grocery shelves but in pop culture, gracing everything from Andy Warhol's art to Elvis Presley's lips.

B

Pringles (1968)

"They changed the way chips were looked upon," says Heller, co-chair of the master in fine arts design program at the School of Visual Arts in New York. The Pringles can (and the saddle-shaped chips inside) were invented as a way to solve the problem of broken chips that wind up in the bottom of every bag. The ease of grabbing your next Pringle from the can puts the focus on the food and eating experience, rather than on the hunt for a chip that's still in one piece.

C

Jiffy Pop (1959)

After scaling up production of aluminum during World War II, manufacturers struggled to find uses for it — especially in the area of food. But Jiffy Pop and other consumer products soon made aluminum a familiar part of the home. Predating the countertop microwave by about a decade, Jiffy Pop was the first product to act as both a container and tool for cooking popcorn. You could place the heavy aluminum right on top of the stove and pop away. "You're part of the magic of watching this package transform for you," says Matthew Bird, an industrial designer and assistant professor at the Rhode Island School of Design. He adds: "Transformation through use is a powerful piece of psychology, and it's very hard to use intentionally in packaging."

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D

Jif Lemon Juice (1954)

One of the first items to introduce plastic into the food aisles came in the form of a lemon. Though citrus might seem like an odd way to ring in the exciting new world of plastics, the high acidity of the juice meant that, before then, buyers could only get it in glass bottles. "It's so engaging because it's the wrong material — it looks like a lemon but it's plastic," says Bird. The distinctive mold was created by carving out the shape, then imprinting a fresh lemon peel on top to give it a more natural texture.

E

Kikkoman (1961)

"It has stood the test of time as design that supremely performs its function," says Lipps of the soy sauce bottle designed by the late Kenji Ekuan. The clear glass allows you to see exactly how much is left inside, while the red, dripless spout is both functional and adds a splash of color. The design also complements the way we use soy sauce — letting the liquid out in small quantities to avoid accidentally drenching our food. It's considered such an icon of form and function that the Kikkoman bottle is part of the Museum of Modern Art's collection.

F

Tootsie Roll (1960s)

It's hard to imagine any other sweet treat residing inside the Tootsie Roll wrapper. Though the candy itself is often overlooked these days, its wrapping is iconic — from its colors to its recognizable font, Cooper Black. "It's a chewy, dark font that perfectly reflects the Tootsie Roll candy," says Ellen Lupton, senior curator at the Smithsonian's Cooper-Hewitt, National Design Museum.

This packaging...

also serves another important function.	0
helps the consumer concentrate on the taste.	1
has proven to be both useful and stylish.	2
reflects its content visually and to the touch.	3
used one of its iconic elements much earlier than the other.	4
helped deal with spare material at a particular time.	5
is probably more famous than its content.	6
fulfills all essential formal criteria when it comes to appearance.	7

LIVEWORKSHEETS

4 8 P.

Read the text about a shopping method that was once popular in America. First decide whether the statements (1-8) are true (T) or false (F) and put a cross (☒) in the correct box on the answer sheet. Then identify the sentence in the text which supports your decision. Write the first 4 words of this sentence in the space provided. There may be more than one correct answer; write down only one. The first one (0) has been done for you.

Ordering a new home

The *Sears & Roebuck Mail Order Catalog* was nearly omnipresent in early 20th century American life. By 1908, one fifth of Americans were subscribers. Anyone anywhere in the country could order a copy for free, look through it, and then have anything their heart desired delivered directly to their doorstep. At its peak, the Sears catalog offered over 100,000 items on 1,400 pages. It weighed four pounds.

Today, those 1,400 pages provide us with a snapshot of American life in the first decade of the 20th century, from sheep-shearing machines and cream separators to telephones and china cabinets. The Sears catalog tells the tale of a world — itemized. And starting in 1908, the company that offered America everything began offering what just might be its most audacious product line ever: houses.

From 1908 to 1940, the *Sears Modern Homes Program* offered complete mail-order houses to the would-be homeowner — what would come to be called “kit homes.” Customers could select from dozens of different models in Sears Modern Homes Catalog, order blueprints, send in a check, and a few weeks later everything they needed would arrive in a train car, its door secured with a small red wax seal (just like the seal on the back of a letter).

This seal was to be broken on arrival by the new owner, who would open up their boxcar to find over 10,000 pieces of framing lumber, 20,000 cedar shakes and almost everything else needed to build the home — all the doors, even the doorknobs.

The lumber came precut, kind of like a giant Ikea set, along with an instruction booklet. Sears promised that, working without a carpenter and only rudimentary skills, a person could finish their Sears mail-order home in less than 90 days.

Sears would go on to ship out some 75,000 homes across the country. In so doing, they helped usher out the era of the custom site-built house, replacing it with the promise that homes could be standardized and affordable. Long before the advent of housing developments and the modern suburb, it was the Sears kit home that gave Americans their first taste of 20th century domestic life. But it’s also a chapter of housing history that was almost lost.

Sears was not the first company to offer kit homes or a mail order catalog, but it came to dominate the mail-order market in part because its founder, Richard Sears, was that kind of expert that so many people would claim to be over the course of the 20th century but very few actually were: he was a marketing genius. For example, according to lore, he intentionally made the Sears Roebuck catalog a little shorter and narrower than the Montgomery Ward one on the theory that it would naturally get stacked on top.

LIVEWORKSHEETS

By 1907, Sears and Roebuck was selling the then equivalent of $1.3 billion of merchandise to American families every year. And it's around this time that Richard Sears saw a way to sell even more.

Most American families at the time were still living in multi-generational housing. The reigning paradigm of the middle class was the Victorian home with all of these different little rooms for different family members. Sears looked at this idyllic scene of families living in harmony and saw … a wasted opportunity. Why should newlyweds move into old homes filled with old things when they could move into new homes and fill them with new things from Sears?

The resulting *Sears Modern Homes Program* was a hit, particularly after the end of World War I, the influx of returning veterans triggered a need for more housing. Sears prefabricated almost all of these homes in giant mills situated across the country.

Located in Cairo, Illinois, the largest of these mills covered nearly 40 acres, and the sheer variety of homes it shipped out was staggering.

0	The *Sears & Roebuck Mail Order Catalog* was available for a small charge.
1	The catalog gives an impression of what America used to be like.
2	Only the person who had bought the house was supposed to unlock the container with the individual parts.
3	Expert assistance was required to construct a Sears house.
4	Due to the Sears mail-order houses, housing became individualized.
5	Sears was so successful because it offered a unique product.
6	It is said that the man who started Sears came up with a simple idea that helped to promote his company.
7	Before Sears houses became successful, children, parents and grandparents tended to share a home.
8	Soldiers coming back home to America led to an increase in demand for accommodation.

LIVEWORKSHEETS