

Unit 19: Do it for my sake

Reading and Use of English

1 Read the text below and think of the word which best fits each gap. Use only one word in each gap.



Recent research (0) *into* how people influence others has provided some interesting case studies. For example, a recent study provides some effective examples, such as (1) of Lisa Robinson who was waiting to board a plane flying to Austria, when the flight was cancelled.

There were about a hundred of us stranded,' she says. '(2) else was yelling at the airport staff.

But I didn't join in. I walked up to the man behind the ticket desk very quietly and said, "This (3) be so awful for you!

I don't know (4) you deal with these situations. I could never handle it as well (5) you are." And so it happened that (6) my even asking, he found me a seat on another airline with an upgrade to first class. He was happy to do a favour for someone who was appreciative (7) of hostile.'

Flattery is an essential element of the sweet-talk strategy. 'It's human psychology that stroking a person's ego with a (8) well-directed compliments makes them want to prove you right,' explains the author of the book.

Listening

1 1 Listen to a psychology tutor talking about some research which has been carried out into influencing people. Complete the notes.

The impact of flattery

The tutor says she immediately recognises when her (1) is insincerely praised.

She is reporting on a study which took place in (2)

She says that the study chose to focus on a sports centre because its clientele was generally quite (3)

The sports centre ad praised its readers for their (4) attitude towards keeping fit.

The study's ultimate aim was to discover whether the ads had an impact on subjects' (5) even when their tricks had been recognised.

She says that people tend to consider that they are better than (6) in their abilities and characteristics.

She gives the example of someone's (7) being praised as an example of flattery being unconsciously accepted as the truth.

She describes a supplementary experiment in which subjects had to write about an aspect of their own (8) that they were either happy or unhappy about.



2 Complete the word formation table based on words from the listening text.

Noun	Verb	Adjective
flattery,		
	instruct	
		straight
	expect	
		desperate
	apply	
compliment		

Writing

1 Do the writing task below.

A television company is preparing a series of programmes about the lives of young people in different countries. It has asked viewers to send in proposals explaining why their country should be included in the series. The proposal should also describe what aspects of the lives of young people in your country should be considered and should include your suggestions for the format the programme should take.

Write a proposal in 220–260 words.