

B. Read the title of the text. What do you think the text is about? Listen, read and check your answers.

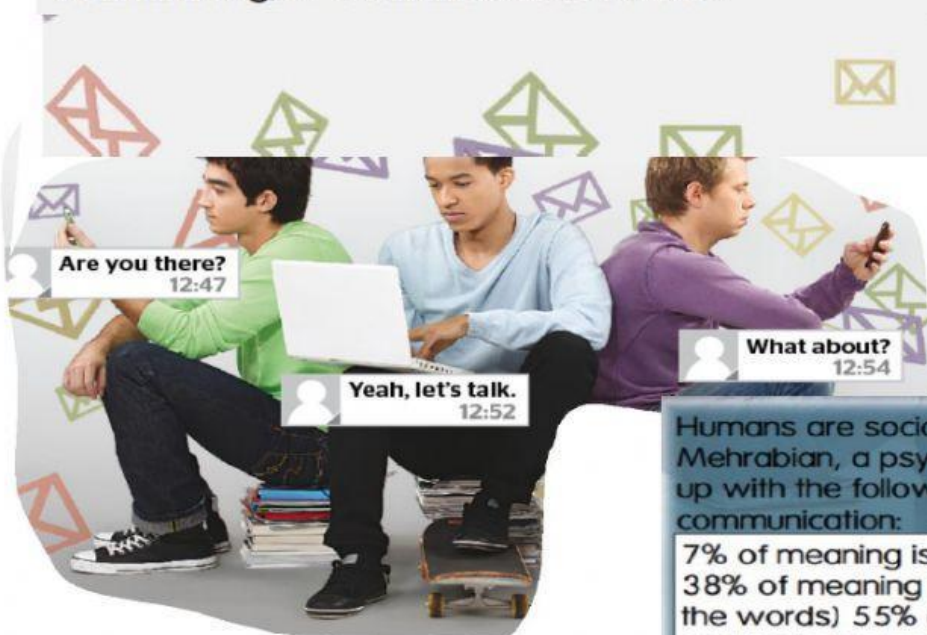
Direct communication is dying out...

In the past, friends used to call or meet up to **catch up on** each other's news. Nowadays, with the rise of technological communication, personal contact is becoming less **frequent** and more distant communication methods, like email, texts or instant messaging are taking its place.

Many people fear that the younger **generation** is losing the social skills they need to communicate. When communicating face-to-face, young people feel uncomfortable and keeping eye contact is difficult for them. They avoid making phone calls and prefer to send someone a text, even when they are in the next room.

Is this a problem? Or is this just the way that humans are **evolving**? A recent study has shown that two-thirds of teenagers are now more likely to text their friends than call them. Young people often prefer to text because they can hide aspects of their personality. For example, if they're shy, they can seem cooler. Also, texting is a way to stay in touch with more people as it's **impossible** to see lots of people face-to-face. So, many teenagers believe this distant way of communicating is actually improving communication.

There is no doubt that face-to-face communication is more than just words. When speaking to someone face-to-face, your tone of voice and body language play an important role, too. Today, many people are going against the trend of distant communication. 'No email' days are becoming popular in the USA and companies are **encouraging** people to pick up the phone and talk to another human being, or even meet face-to-face.



Humans are social beings. Some years ago, Albert Mehrabian, a psychology professor at UCLA, came up with the following statistics for spoken communication:

7% of meaning is in the spoken words
38% of meaning is paralinguistic (the way we say the words)
55% of meaning is in facial expression and body language

C. Read again and answer the questions. Choose a, b or c.

- 1.** According to the text, why is face-to-face communication becoming less frequent?
 - a.** Because people are busier than they used to be.
 - b.** Because modern communication methods are faster.
 - c.** Because technological communication is becoming more popular.
- 2.** How do you know when a young person is losing his/her social skills?
 - a.** When they avoid looking at you when talking.
 - b.** When they stop sending you texts and email.
 - c.** When they start making lots of phone calls.
- 3.** According to the text, why do many young people prefer more distant communication methods?
 - a.** Because they think distant communication is cool.
 - b.** Because it's easier to communicate when you don't show who you really are.
 - c.** Because they don't want others to know their identity.
- 4.** What is true about 'no email' days?
 - a.** They make people use more direct communication.
 - b.** They are against face-to-face communication.
 - c.** Companies feel that they are a waste of time.
- 5.** According to A. Mehrabian, what is the most important part of spoken communication?
 - a.** The words you say.
 - b.** The way you say the words.
 - c.** The way you behave when you speak.