GIA SƯ CHUNG CƯ

133 iPODS by IVE

Jonathan Ive was on stage, lovingly taking apart an iBook laptop in front of an audience of fascinated designers. For over an hour, he described its creation, the necessity of every curve, hinge and surface. Then he pointed to a tiny toolset built into the back of the case, a wonderful idea for any service engineer. His attention to detail is amazing, but his talent goes deeper than that.

The 39-year-old vice-president of industrial design is widely regarded as today's most important British designer. From his studio at Apple Computers in California, Ive's team have defined the look of a generation, first with the iBook and iMac, and lately the iPod, whose owners include the Queen, Tony Blair and George Bush.

Beyond Ive's talent, he is famous for his privacy. He rarely gives interviews. His *Who's Who* entry states only that he was born in 1967, and fails to mention he is the father of twins. What is known is that he is thoughtful, brutally honest, passionate and critical of himself. With his family, he leads a simple life in a two-bedroom house in Twin Peaks. His only luxury is his Aston Martin, bought, naturally, because of its looks.

Ive studied industrial design and immediately displayed a great talent. He would find unusual influences for his designs and instinctively turn them into amazingly modern-looking products. For his final-year project, Ive developed an alternative monetary system, a pebble-like object which could be charged up and used instead of cash or credit cards.

In 1990, he worked on projects from toilets to video cassette recorders for a London design company. Asked to design a new

bathroom, he bought marine biology books and searched them for influences from nature. Ive joined Apple in 1992 and his first major success, the colourful all-in-one iMac computer, was inspired by the glistening transparency of gumdrops, and was a reaction against the dullness of the beige desktop computers worldwide. Yet his greatest success is the iPod, the MP3 player which has sold millions of units and become a classic. In 2003 he won the Design Museum's designer of the year competition. And he knows better than anyone what we're going to be holding in our hands five years from now.

1. Jonathan Ive _____
   A. used to act in a theatre.
   B. used to be a service engineer.
   C. is amazed by small details.
   D. gives talks for other designers.

2. At present Jonathan Ive _____
   A. designs products which are a sign of our times.
   B. lives and works in Great Britain.
   C. works only for very important people.
   D. creates luxurious designs for Aston Martin.

3. Jonathan Ive _____
   A. expects a lot from himself.
   B. lives a life of luxury in Twin Peaks.
   C. loves giving interviews.
   D. is described in detail in Who's Who.

4. During his studies Ive _____
   A. showed a great talent for making money.
   B. found very uncommon inspirations.
   C. developed only during his last year.
   D. got a credit card and spent a lot of money.

5. When Ive started work, he _____
   A. was a designer of "natural bathrooms".
   B. was immediately searched out by Apple.
   C. hated boring designs of practical things.
   D. made a lot of money selling classic iPods.

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134

Julie Lewis from Oregon, in the United States, is wearing an expensive-looking pair of boots. They are durable yet fashionable. To look at them you would never know that they were made entirely of recycled materials. Julie owns her own shoemaking company and has achieved a long-term ambition to turn waste into something useful. The shoes are made from all sorts of otherwise useless materials, including textile scraps, rubber from tyres, and plastic bags. Julie knows that she cannot solve the world's environmental problems single-handed, but nonetheless she feels she is doing good at a local level.

Recycling has become extremely popular in the US, particularly in recent years when the number of recycling schemes has increased by 500 percent. 65 percent of aluminium cans are recycled plus a quarter of paper and 20 percent of glass. The enthusiasm for re-using materials has come from the realisation that Americans produce far more waste per person than most Europeans; a total of 200 million tons a year. **This** is twice as much per capita as Germany, for example, and it would be enough to fill a line of dustbin lorries stretching eight times around the world.

America even exports its waste. Taiwan buys used paper to make more paper and Japan uses American scrap metal and makes it into new cars, which it then sells back to the US. Two thirds of the remaining waste is buried in landfill sites. Disposal of waste poses a major problem. Landfill sites can cause pollution of water supplies. And as sites fill up, new ones need to be found. Some rubbish is burnt but this pollutes the atmosphere. The obvious answer, then, is to recycle more. Recycling is already big business – Julie Lewis being a perfect example. Her company has already attracted millions of dollars worth of investment. Recycled products are no longer seen as poor quality goods but as desirable alternatives.

A hugely successful scheme has been operating in Palm Beach County since 1988. Rubbish is sorted into different categories. Paper, glass and plastic are sold to recycling firms. Kitchen waste is used to power a generator which supplies electricity to 30,000 houses. Other materials are used to make soil, which is then used for growing fruit and vegetables.

There are of course economic arguments against recycling. It can be expensive to run the schemes. And as Lynn Scarlett, a government adviser from Los Angeles argues, it does not make economic or environmental sense to transport materials for recycling from areas which still have plenty of landfill space.

Manufacturers in Germany are trying to solve the problem at the production stage, mainly by looking at how their goods are packaged. Soap powders are now more concentrated and packed in small containers, toothpaste tubes are sold without boxes and plastic wrapping has been reduced.

In a time when newspapers and TV news bulletins are filled with depressing stories of environmental disasters, it is important to remind people, especially children, that they can make a difference. After all, they can recycle their waste every day of their lives.

1. Julie Lewis has always wanted _____
   A. to run her own business.
   B. to be involved in recycling.
   C. to look fashionable.
   D. to wear expensive shoes.

2. Americans now recycle far more than they used to because _____
   A. they are competing with Germany.
   B. they want to make a profit from recycling.
   C. they need more aluminium.
   D. they produce more rubbish than other countries.

3. What does "this" in paragraph 2 refer to?
   A. the type of rubbish produced
   B. the amount of rubbish produced
   C. Americans' enthusiasm
   D. the re-use of waste materials

4. Of what is Julie Lewis a "perfect example"?
   A. The fact that re-using waste is a money-making activity.
   B. The fact that more rubbish should be burnt.
   C. The fact that women can attract investment.
   D. The fact that recycled products can be of high quality.

5. What does the Palm Beach County scheme involve?
   A. making energy out of waste
   B. selling fruit and vegetables for profit
   C. producing plastic bottles
   D. opening new recycling businesses

6. One of the arguments against recycling is that _____
   A. it makes no sense using landfill sites.
   B. it damages the environment.
   C. no one is interested in running the schemes.
   D. it can be uneconomical to ship waste products cross-country.

7. German manufacturers _____
   A. are concentrating on improving soap powders.
   B. sell toothpaste in boxes instead of tubes.
   C. have cut down on packaging.
   D. are trying to make goods cheaper.

8. Why is recycling particularly important for children?
   A. It encourages them to read newspapers.
   B. It shows them that they can do something useful.
   C. It is depressing.
   D. It is specially planned for them.

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TO BECOME WEALTHY

As a kid, I always wanted to become wealthy. I knew if I could achieve this, I would be able to consider myself successful. At the time, I had no worries and felt my happiness would be based on whether I could fulfill all my needs and wants. My simple philosophy of that time was if I was rich, I would definitely be content with my life.

My father always stressed his belief that happiness includes much more than money. I can remember him lecturing me about how money does not make an individual happy; other things in life such as: health, family, friends, and memorable experiences make a person genuinely happy. At this time in my life, I took what my dad said for granted and did not give any thought to his words. All I could see was the great life my cousins had because they had everything a kid ever dreamed of.

At a young age, I noticed society was extremely materialistic. The media seemed to portray the wealthy as happy people who add value to our society. My opinions did not change; in high school I still sought a career that would eventually yield a high salary. I still felt that the possibility of living life from paycheck to paycheck would automatically translate into my unhappiness. However, things changed when I decided to take an internship in the accounting department for the summer after my second year of college.

Starting the first day on the job in the accounting department, I found myself extremely bored. I was forced to do monotonous work, such as audit eight thousand travel and expense reports for a potential duplicate. In addition, I had to relocate away from friends and family in order to accept the position. I was earning the money I always wanted; however, I noticed that having money to spend when you are by yourself was not satisfying.

I began to think back to what my dad always said. After a few months in the job, I truly realized that money does not bring happiness. A more satisfying experience for me would have been doing an ordinary summer job for far less money. For me to understand that concept, it took an experience as painful as this one. I often contemplated how much money it would take me to do this as my everyday job. I concluded, whatever the salary for this position I would never be capable of fulfilling a happy life and making a career out of this job.

As I looked forward to the summer to draw to a close, I truly comprehended the meaning of my dad's words. Contrary to my prior beliefs, I firmly believe through experience that money cannot make a person happy. The term "wealth" is a broad term, and I believe the key to happiness is to become wealthy in great memories, friends, family, and health. This I believe.

1. In his childhood the narrator's idea of happiness was to _____
   A. get what he wanted.
   B. live an interesting life.
   C. be an influential person.
   D. make other people happy

2. The narrator heard what his father used to say, but did not _____
   A. believe him.
   B. agree with him.
   C. understand him.
   D. think over his words.

3. From his early childhood till he finished school the narrator was convinced that _____
   A. society was extremely unfair.
   B. media added value to society.
   C. money was the only thing that ensured happiness.
   D. the wealthy could not spend money properly.

4. After the second year in the college the narrator decided to _____
   A. start to work.
   B. quit his studies.
   C. change the college.
   D. take a summer course.

5. The narrator's internship proved that _____
   A. it was not a money-making job.
   B. he had chosen the wrong job.
   C. he could not cope with professional tasks.
   D. he had to get rid of his family and friends to keep the position.

6. It became obvious to the narrator that he _____
   A. needed to think of another career.
   B. would like to work only in summer.
   C. would like to have a higher position.
   D. preferred ordinary non-professional work.

7. The summer for the narrator was _____
   A. monotonous and lonely.
   B. dragged out and boring.
   C. dynamic and satisfying.
   D. difficult but inspirational.

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