

ON THE COVER

A talented street performer in Brittany, France poi spinning at night. Poi is a form of dance, using weights on the ends of rope. Performers often use poi with fire or bright lights to create patterns.

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VOICES

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Reactions

Reading

- **1** Read the article about ASMR. Choose the best subtitle for the article.
 - 1 How to make successful ASMR videos.
 - 2 Why do companies love ASMR?
 - 3 Understanding why ASMR is so popular.
- **2** Read the article again. Tick (✓) the options that are true according to the article. There may be more than one.
 - 1 Topics of ASMR videos can be:
 - a everyday activities that are presented in an unusual way.
 - b artistic activities that people do in silence.
 - c instruction videos on how to learn a particular skill.
 - d films of unusual and exciting challenges that experts have completed.
 - 2 While watching the videos, viewers describe:
 - a a sense of calm.
 - b feeling unpleasant physical sensations.
 - c having positive feelings.
 - d some pain in their head or back.
 - 3 A study showed that ASMR reactions:
 - a are not based on fact.
 - b are not seen in everyone.
 - c can't be influenced by the viewer.
 - d do not have the same causes for everyone.
 - 4 The effects of ASMR:
 - a are better than some other relaxation activities.
 - b are neither beneficial nor harmful.
 - c are seen in people's bodies as well as their minds.
 - d can be measured in the human body.
 - 5 Before 2014:
 - a people watched private ASMR channels on social media.
 - b the only place to see ASMR was in TV adverts.
 - c there were no ASMR artists on YouTube.
 - d very few people knew they had ASMR.

- **3** Match the beginnings of the sentences (1–6) with the endings (a–f).
 - 1 You might discover ASMR accidentally because of
 - 2 ASMR artists often whisper, since
 - 3 Scientists think that the sensory reactions are real, because
 - 4 ASMR is effective because of
 - 5 Due to the popularity of ASMR,
 - 6 ASMR can produce strong reactions. That's why

concentrate.

- a companies started to make ASMR adverts.
- b people show consistent responses to ASMR videos.
- c some people find it annoying.
- d the way it affects heart rates.
- e the way YouTube works.
- f this makes their viewers feel relaxed.
- **4** Read the sentences from different research studies. Do they suggest the evidence is strong (S) or weak (W)?

	The most common cause of ASMR seems to be a very quiet voice
2	Research into the physical effects of yoga shows clear benefits in the areas of blood pressure and heart disease
3	Noise pollution is likely to increase anxiety in some groups of people
1	Loud music may affect men and women differently
5	Physical exercise has been consistently shown to improve sleep

6 Listening to music while you work might help you



- If you have ever watched videos on YouTube, then you're probably familiar with the videos that come up as suggestions for you to watch next, some of which have strange titles like 'soap cutting' or 'oil
- 5 painting with commentary'. Click on these videos and you enter a whole new world – the world of ASMR.
 - ASMR stands for 'autonomous sensory meridian response', and the word *autonomous* means that
- 10 your reaction, or 'response', is automatic you don't control it. Here you can find, for example, a thirty-minute video showing hands, a knife and a bar of soap which is slowly cut to nothing with only the sound of the knife scratching and
- 15 scraping against the surface of the soap. Or an artist completing a painting and whispering a commentary while she does so. These types of video often have in common someone repeating actions very slowly and very, very quietly.
- 20 What is the purpose of these videos, many of which have millions of views? According to their viewers, these videos make them feel calm, relaxed and comfortable. And unusually, they also feel physical effects. Some people describe a tingling sensation
- 25 that starts at the top of their head and goes down their back. Others say they feel like a warm wave is washing over their head.
 - So what's going on? Dr Nick Davis, of Manchester Metropolitan University, did the first study into
- 30 ASMR in 2015. He studied the autonomous aspect, that is to say the effects that are independent from the viewer's control. Dr Davis found that the causes of the sensory responses that viewers describe

- are different for different people. However, it seems that the most common cause is a voice that speaks in a whisper. As Dr Davis explains, some
 - people don't have any response at all to ASMR videos, but others show a strong reaction every time.
- 40 An interesting question is whether the feelings of relaxation are due to changes in the body or only in the mind. Scientists at the University of Sheffield looked at what happened to people's heart rates when they watched videos of ASMR
- 45 and non-ASMR videos. Their results show that people's heart rates lower when they experience ASMR. The scientists reported that the effect of ASMR videos is similar to other stress-reduction techniques, but only in people who are sensitive
- 50 to ASMR. The research suggests that ASMR may have benefits for our health.
 - One thing is clear: before around 2014 not many people knew anything about ASMR or even that they were sensitive to it. People discovered it
- 55 mostly through YouTube and its popularity has grown as there are more and more videos to watch. Some ASMR artists, as they are known, have millions of subscribers on their channels. These days, we can also find the influence of
- 60 ASMR in popular culture, from pop music to advertising. Snack foods, furniture companies and cosmetics firms have all made adverts that feature whispering and quiet sounds. You might not realize what they are doing, but these adverts
- 65 seem to be effective. Unless, that is, you are one of the people who finds ASMR makes you feel annoyed, irritated or even stressed!

Grammar

Forming questions

	orining questions	5 Which / Who organization develops emoticons?		
1 Put the words in the correct order to make questions about emotions.		6 What <i>does come / comes</i> between brackets in the 'Asian' style face emoticon?		
	1 smile / you / makes / what / ?	4 Complete the questions about communication with the correct question tag.		
	2 it / means / this / emoticon / 'Hello,' / doesn't / ?	1 It isn't difficult to use this chat app,		
	Z ite means and emotion mend, a decire .	2 Text messages are free now,?		
	3 were / why / surprised / news / you / by / my / ?	3 We can't send big files with this system,?		
		4 You sent those emails,?		
	4 like to know / were / if / we'd / happy / our / with / suggestion / you / .	5 You want to join our mailing group,?		
	5 you / coffee / don't / love / fresh / the / of / smell / ?	6 Your brother hasn't changed his phone number,?		
2	Rewrite the questions about symbols as indirect questions. Begin with the expression given. 1 What does this emoji mean? Can you tell me	5 Choose the correct option to complete the negative questions. There is one extra item. Aren't you Can't you Didn't you Isn't it Shouldn't we Weren't they Wouldn't you		
	Poes every language use the same system? I'd like to know if	A: There's no Wi-Fi signal here. B: use your data on your phone?		
	3 Can you download these new emojis? Do you know whether?	 A: I was confused by Dani's reaction in the argument. 		
	4 How did you put the symbol in your message? Could you show me?	B: know some people smile whe they're angry?		
	5 Does this symbol look Japanese or Korean? Do you	3 A: Shall we sign the contract now?		
	think?	B: read it again first? 4 A: I can't believe they're late again.		
	6 Did all the emoticons appear OK in my email? I wonder if	B: I know think they could apologize?		
3	Choose the correct option in the subject questions about text messages.	5 A: What's the password for the Wi-Fi? B: written on the back of the		
	1 What / Which makes text messaging so popular?	router?		
	2 How many cultures <i>do use / use 'Western'</i> style emoticons?	6 A: There aren't any envelopes left, I'll buy some more.		
	3 What / Who invented emoticons?	B: ordered last week?		

4 Who does send / sends the most texts in your

family?



6 Complete the conversation about a text message with one word or contraction in each space.

Clara:	Look at this message from Nil. Do you think he's being serious?		
Meera:	Let's see. Hmm, it's hard to say, 1 it?		
Clara:	I know, because there's no smiley at the end or anything.		
Meera:	But ² he normally use emojis in his texts?		
Clara:	I'm not sure, to be honest.		
Meera:	Why ³ you scroll back through his messages and have a look?		
Clara:	OK, so yes, there's a smiley face, and there's a wink one, so yes, he's used loads.		
Meera:	⁴ he? Oh dear.		
Clara:	You don't really think he's angry with me, 5 you?		
Meera:	6knows? He's your brother,		

you know him better than me.

Pronunciation

Using stress for emphasis (1)

- 1 \(\text{\ti}\text{\texi}\tint{\text{\texi}\tint{\tex{\text{\text{\texit{\text{\text{\texi}\tint{\text{\texit{\text{\t
 - 1 You don't think he's angry with me, do you?
 - 2 You don't think he's angry with me, do you?
 - 3 He's your brother, isn't he?
 - 4 He's your brother, isn't he?
 - 5 I'm not sure about that, to be honest.
 - 6 I'm not sure about that, to be honest.
- 2 Match these responses (a–c) with a sentence (1–6) in Exercise 1.
 - a Actually, he's my cousin.
 - b No, he just sounded a bit impatient.
 - c OK. What would help you decide?
- 3 A 1.1 Listen again and repeat the questions and sentences in Exercise 1.

Look at the Learning to learn box. Then do the task.

LEARNING TO LEARN: PRONUNCIATION

Using your phone

One way of improving your pronunciation is to listen to yourself and compare your speaking with an example of clear pronunciation. Remember that clear pronunciation doesn't mean you have to sound like a first language user of English.

Decide which aspect of pronunciation you want to focus on. Use your phone to record yourself. Then listen and evaluate your performance. Repeat until you feel happy with your pronunciation.

∩ 1.2 Read and listen again to part of the conversation from 1B in your Student's Book. Underline the stressed words. Repeat each person's sentence.

- **A:** Do you know what the difference is between emoticons and emojis?
- **B:** Yes, emoticons are symbols used to represent faces and emojis are actual pictures.
- A: Oh, OK!
- **B:** You know you have to be careful with emojis, don't you? What you see when you send it isn't necessarily what the other person sees.
- A: Isn't it?
- B: No!

Vocabulary

1 astonished

Emotions

2

3

1 Look at the pairs of similar adjectives. Underline the one that expresses a stronger emotion.

surprised

2	frightened	petrified					
3	furious	angry					
4	calm	relieved					
5	thrilled	happy					
	Complete the sentences with the adjectives you underlined in Exercise 1.						
1	My brother used to get with me when I borrowed his clothes without asking.						
2	2 I was at how quickly you learned Japanese. I thought it would be really difficult.						
3	I hadn't done enough revision, so I was that the exam was cancelled.						
4	My friend has never been abroad because he's of flying.						
5	We finally decided to go on a round-the-world trip and I'm so about it.						
	Complete the sentences with the correct form of the word given.						
1	_	ing to the gym after work, but I <i>motivate</i>					
2	I get really connection somet	with my slow internet imes. <i>patience</i>					
3	We went up in a hot air balloon at the weekend. What a experience! thrill						
4	I think I did quite well in my exam. I am about my results. optimism						
5	Lots of people are think they are ama	of snakes, but I azing. <i>petrify</i>					
6	The way all the cywas	clists finished the race in the rain . astonish					
7		about my grades at the I'll do well in the end. concern					
8	I was wasn't serious.	_ to find out my friend's illness elief					

Look at the Learning to learn box. Then do the task.

LEARNING TO LEARN: VOCABULARY

Word formation in exams

Word formation questions are a common way of testing vocabulary in exams. There will be a text or sentences with gaps. For each gap, you are given a prompt word that you have to change to the correct form, for example, changing a verb to an adjective or noun.

You can prepare for this type of question by noting the different forms of any new vocabulary you learn. If you learn a new adjective, then write down the verb and noun form as well, if they exist. Some adjectives also have opposite forms, for example, *patient/impatient*. Not all vocabulary words will have forms in each category.

Write the missing forms of the words. They are all from Unit 1 of the Student's book.

verb	noun	adjective	antonym
anger	anger		
annoy	annoyance	annoyed	
astonish	astonishment	astonishing /	
bear		bearable	
disappoint	disappointment	/	
exhaust	exhaustion	/	
irritate	irritation	/	
		joyful	
motivate		motivating /	demotivating/ed
	optimism		pessimistic
please	pleasure	pleasant	
sense	sense		insensitive
worry	worry	worrying /	

Focus on

Adverbs of degree

- 1 Read the quiz questions and choose the option that matches your own reaction. Then check the Answer key.
- **2** Choose the correct adverb to complete the sentences.
 - 1 A: I thought Sami was coming on holiday with us.
 - B: He was, but he can't get away from his job. He's really / slightly disappointed.
 - 2 A: Did you watch all the episodes of that show in one day?
 - B: A day and a night. And now I'm completely / tremendously exhausted.
 - 3 A: Fred seems very quiet in class these days.
 - B: I know, I'm *slightly I totally* concerned that he's finding the course difficult.
 - 4 A: Is that your first attempt at painting a portrait?
 - B: Yeah. It's not very good. I'm *really / relatively* happy with it, I suppose.
 - 5 A: I'm a bit / completely worried about my exams next week.
 - B: That's natural, but I'm sure you'll do well.
 - 6 A: You're going to do the fun run, aren't you?
 - B: Yes and I'm *quite / slightly* sure it will be great.
 - 7 A: Was Amal upset about you breaking her headphones?
 - B: Not at all. I talked to her and she was a bit / totally cool with it.
 - 8 A: You must be thrilled to get a place at drama school.
 - B: Well, yes, it's one of the top schools in the country. I'm *relatively / tremendously* excited about going.



Can you keep your cool?

- 1 Your flatmate has eaten all your favourite cereal again! You can't stand finding empty cereal boxes. Are you:
 - A a bit annoyed?
 - B very angry?
 - C absolutely furious?
- 2 Your favourite sports team loses another match. It's almost the end of the season. Do you feel:
 - A a bit disappointed?
 - B really unhappy?
 - C extremely sad?
- 3 You're driving in a strange town late at night and you get lost. Are you:
 - A relatively relaxed?
 - B a bit frightened?
 - C absolutely petrified?
- 4 Your friend hasn't responded to your texts for a week now. Does this make you feel:
 - A totally calm
 - B a little concerned?
 - C really worried?
- 5 On the phone to your insurance company, you've been waiting for twenty minutes and the music is getting on your nerves. Are you starting to get:
 - A a bit bored?
 - B slightly impatient?
 - C really irritated?
- 6 Your partner orders a surprise gift for your birthday. Does it make you:
 - A quite pleased?
 - B very cheerful?
 - C absolutely delighted?

Answer key Mostly 'K's: You've got a cool, calm head. It takes a lot to upset you. Mostly 'K's: You've got a cool, calm head. It takes a lot to upset you. Mostly 'K's: Have you thought about taking up yoga?