

Good morning, everyone. My name is Richard Baldwin, and I am the academic advisor here at the English Language Center. If you have any questions about applying to a university, or if you need help with your application, you can come see me in my office.

So . . . uh, this . . . this morning I want to give you a general introduction to the university system in the United States and Canada. First, I'm going to tell you about three types of university courses. And then my second main topic is course requirements . . . uh, course requirements, which means what you have to do in order to pass the course. OK? So I'll talk about those two topics, and then you'll have time to ask questions before we take a break. OK?

All right, now as I said, first I want to tell you about three types of university courses. And I should explain that I'm talking about undergraduate courses now, because the system

is different at the graduate level. All right. The most common type of undergraduate course is called a lecture course. Got that? A lecture course. Now basically, in a lecture course, the professor talks and the students sit and take notes. This is very important—taking notes, I mean . . . because most of the time the information in a lecture is not the same as the information in your books, and you can expect to have questions on your exams that are based on the lectures. So you see, it isn't enough to just read your textbooks, like it is in some countries; in the U.S. and Canada the system is that you have to attend lectures. And during the lecture you can't just sit there and listen, you have to take notes. Then later you use the notes to study for your exams. I hope that's clear.

Now, as an undergraduate in almost any major, you'll probably spend four to six hours a week attending lectures. But that's four to six hours for each lecture course. Do you understand? And students normally take three or four lecture courses per semester, so figure it out . . . you're going to spend a lot of hours each

week listening to lectures. And the last thing about lecture courses is that they're often held in very large rooms because undergraduate courses like Introduction to Psychology can have two or three hundred students in them, especially at large universities.

And so . . . Well, what if you have a question or need help? There's no way—there's no way that one professor can meet with 300 students, right? That's why, each week, all the students in a lecture course are divided into groups for a special kind of class called a discussion section, which meets for two or three hours a week, and it's smaller, maybe 20 or 30 students. Your discussion section is the place where you can ask questions about the lectures and the readings and go over homework. But this class isn't taught by your professors. At large universities it's taught by graduate students called teaching assistants, or TAs.

Let's see. So far I've told you about lecture courses and discussion sections. The third kind of class I want to mention is especially important for science majors, and that's the lab class. Lab is short for "laboratory." If your major is chemistry

or physics or any other kind of science, you'll have to spend several hours a week in the lab. This is where you do your experiments.

Let's move on now to the second major topic I mentioned, which is course requirements. As I told you, "course requirements" means the things you have to do in order to pass a course. First of all, nearly every class you take will have one or more tests, or exams. Most university courses have at least two big exams: one in the middle of the course, called a midterm, and another big one at the end, called the final exam. You might also have smaller tests from time to time. A small test is called a quiz.

Also, in many courses you might also have to do something called a term paper or research paper, so let me tell you a little about that. A term paper is a large written report that has several steps. First, you choose a topic related to the course. Then you do research on this topic, either in a library or on the Internet. "Do research" means that you read and take notes on the topic. And finally, you use your notes to write a paper in your own words. A research paper can be anywhere from 5 pages to 25 pages long.

Now, this is a good place for me to introduce you to something called plagiarism. That's spelled P-L-A-G-I-A-R-I-S-M. Plagiarism is a kind of cheating, and it's a serious problem at American universities. Do you remember I just said that when you write a term paper, it has to be in your own words? That means you can't copy your paper or even small parts of your paper from another student or a book or the Internet. If you do, I mean if you copy, that's plagiarism. If you plagiarize and you get caught, the punishment can be very serious. You can fail the course or even get kicked out of the university. So as I said, this is a very serious thing, and you need to be very careful about it.

OK; does anyone have questions at this point about types of university courses, about course requirements, or about plagiarism? No? Then let's stop here and take a break.

Part 1

Police Officer: Good evening. My name is Officer Jenkins. Thanks for inviting me tonight. OK, so, as you know, there have been a number of break-ins recently in your neighborhood, and even though it's true that there's been very little violent crime, um, especially compared to other parts of the city, burglary and car theft are both up in this area. Let me give you some statistics. OK, a year ago there were ... 48 burglaries in your area; this year it's gone up to 60 so far, and the number of car thefts has almost doubled, too. Now, I'm not here to try to scare you. What I want to do tonight is to give you some simple suggestions that will make your homes and automobiles safer. OK?

So first of all, let's talk about lights outside the house. If you live in a house, you need to have lights both in the front of your house and in the back, and be sure to turn on those lights at night. In my opinion this is the most important thing you can do to prevent burglaries.

Next, let's talk about lights inside the house. It's ...

Woman in Audience: Excuse me, what about apartments? I mean, I live in an apartment building ...

Police Officer: Yeah, good question. If you live in an apartment building, you want to have good, bright lighting in the garage, the hallways, and by the door to your apartment. If a light is broken, don't ignore it. Report it to your manager immediately. And whether you live in

a house or an apartment, it's a good idea to put automatic timers on your lights. You know what a timer is, right? It's like a clock that turns on your lights automatically, so it looks like someone is home even if you're out. Are you with me on that?

All right, then . . . the next topic I want to discuss is locks. First of all, forget cheap locks 'cause they're not safe. Every door in your place should have a deadbolt . . . um, a deadbolt at least one inch thick. Also, there are special locks you can buy for your windows. By the way, did you know that in half of all burglaries, 50 percent, the burglars enter through unlocked doors or windows? I'm telling you, even in a peaceful neighborhood like this, where you know all your neighbors, you have to get into the habit of keeping your windows and doors locked.

Part 2

Police Officer: OK, now let's move on and talk about how you can prevent car theft. First, if you have a garage, use it for your car, not for your ping-pong table! But seriously, the most important thing is—and I hope this is obvious—if you've got valuables in the car, hide them in the trunk. Don't leave them out on the seat, not even for five minutes! Last week we got a report from a guy who left his laptop on the car seat while he ran in to buy a cup of coffee. When he came back it was gone. The thief just broke the car window and reached in and took it. And also . . .

Man in Audience: What about a car alarm?

Police Officer: Well, most research shows that noisy alarms don't do anything to prevent car theft. It's better to have the kind of device thieves can see, like a lock on your steering wheel. But the best thing of all is just to lock your car and keep valuables out of sight.

All right. Now my last point is what you, as neighbors, can do to help each other. The main thing is that when you go on vacation, ask someone to watch your house for you, to collect your mail, take in your newspaper, stuff like that. Also, if you see something unusual, like a

strange van or truck in your neighbor's driveway, or people carrying furniture out, *don't* go out there and try to stop it. Just call the police! And one more thing. Each of you should put this Neighborhood Watch decal—

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this picture right here of the man in a coat looking over his shoulder in your front window. This tells criminals that this area has a Neighborhood Watch and that someone might be watching them. OK, are there any questions?

Man in Audience: Yeah, there's something I want to know . . . Do you think it's a good idea to keep a gun in the house?

Police Officer: Well now, that is a very complicated question. I think that it's a bad idea to have a gun in your house, especially if you have kids. Thousands of people die in gun accidents each year in this country. So, in my opinion, it's just not safe to have a gun in your house. But of course it is legal to have a gun, if that's what you want. Just make sure you get the proper license and that you take a course in gun safety, OK? All right. Anything else?

How many of you know the name Jeff Bezos? OK, how about Amazon.com? Have you heard of that? Well, Amazon is the world's first and largest Internet bookstore. And Jeff Bezos is the man who started Amazon back in 1995. Five years later, Amazon was serving millions of customers in 120 different countries. Amazing, right? And this is the reason why, in 1999, Jeff Bezos was selected as Time Magazine's Person of the Year, a very great honor.

Now, Jeff Bezos is actually not the topic of my lecture today, but he is a perfect example of my topic, which is entrepreneurs. That's entrepreneurs, spelled E-N-T-R-E-P-R-E-N-E-U-R-S. Entrepreneur is a French word meaning a person who starts a completely new business or industry; um, someone who does something no one else has done before; or who does it in a completely new way, like Jeff Bezos.

Entrepreneurs like Jeff Bezos are very highly respected in American society and, I think, in many other countries too. So, in today's lecture I want to talk about three things. First, the characteristics of entrepreneurs—I mean, what kind of people they are. Second, the kind of background they come from. And third, the entrepreneurial process, that is, the steps

entrepreneurs follow when they create a new business.

OK, let's begin by looking at the characteristics or, um, the qualities, of entrepreneurs. There are two qualities that I think all entrepreneurs have in common. First, entrepreneurs have vision. I mean that they have the ability to see opportunities that other people simply do not see. Let's look again at the example of Jeff Bezos. One day in 1994, he was surfing the Internet when suddenly he had a brilliant idea: why not use the Internet to sell products? Remember, at that time, no one was using the Internet in that way. After doing some research, Bezos decided that the product he wanted to sell was books. That's how Amazon got its start.

The other quality that I think all entrepreneurs have is that they're not afraid to take risks. I mean they're not afraid to fail. As an example, let me tell you about Frederick Smith. He founded FedEx, the company that delivers packages overnight. Smith first suggested the idea for his company in a college term paper. Do you know what grade he got on it? A C! Clearly, his professor didn't like the idea, but this didn't stop him. Today FedEx is worth more than 20 billion dollars and employs more than 130,000 people.

OK, we've just seen that all entrepreneurs have at least two important qualities in common. But now let's take a look at some differences. We'll see that their backgrounds can be very different. First of all, some entrepreneurs are well educated, like Jeff Bezos, who graduated from Princeton University. But others, like Bill Gates, the founder of Microsoft, never even finished college. Next, some entrepreneurs come from rich families, like Frederick Smith, the founder of FedEx. In contrast, other entrepreneurs come from poor families, and many are immigrants or the children of immigrants. A great example is Jerry Yang, one of the men who started Yahoo.com. He was born

in Taiwan and came to America as a young boy in the 1970s.

OK, another difference is that although many entrepreneurs start their businesses at a young age, lots of others don't start until age 40 or later. And finally, I think it's important to remind you that entrepreneurs are not always men. A famous woman entrepreneur, for example, is Anita Roddick. She founded The Body Shop. You can find her natural cosmetics shops all over the world. So, to conclude this section, you can see that entrepreneurs come from many different backgrounds.

I want to move on now and take a look at the entrepreneurial process. There are six basic steps that most entrepreneurs follow when they start their businesses. In the first step, they identify a problem; in other words, they see a need or a problem that no one else sees. Then, in the second step, they think of a solution, what needs to be done to solve the problem or meet the need. I think we've already seen several examples today of people who saw a need or an opportunity and then came up with a creative solution.

Step three is to prepare a business plan. This means looking at things like equipment, location, financing, marketing, and so on. There are thousands of details to think about when you start a new business; as a result, this stage can take months or even years.

The next step, the fourth step, is putting together a team—in other words, hiring the right people to work with the entrepreneur in the new business. After that, the fifth step is something called test marketing. That's test marketing. This involves making and selling a small amount of the product or service just to try it out and see if customers like it. And if they do, then, finally, entrepreneurs go to the sixth step, which is

raising capital. Capital is another word for money. The entrepreneur has to raise a lot of money, you know, from the bank, or friends, or family, in order to produce and sell the product or service in large quantities.

I want to say, in conclusion, that entrepreneurs like Jeff Bezos are among the most respected people in the United States. They are cultural heroes, like movie stars or sports heroes. Why? Because, starting with a dream and working very hard, these people created companies that solved serious, important problems. They provided jobs for millions of people, and in general their companies made life easier and more pleasant for all of us. If you ever order a book from Amazon, or use natural make-up from the Body Shop, say thanks to the remarkable people who created these companies.

Part 1

Lecturer: If you'll be graduating from high school or college in the next year or two, then I'm sure you're very concerned about finding a job. There are two questions that young people like you always ask me. First, what are the best jobs going to be? And second, how can I prepare myself to get one of those good jobs? Well in the next few minutes, I want to try to answer these questions for you, and I hope this information will help you make the right choices about your future career.

Let's start with a little history. In the last 100 years, there's been a big change in the U.S. job market, from a manufacturing economy to a service economy. What does that mean? Well, in a manufacturing economy people make things, like cars or furniture or clothes. In a service economy, people do things. Uh, they cut your hair, they fix your shoes, they sell you a computer. Uh, airline pilots, doctors, restaurant workers—all of these are examples of service workers. OK? So again, my point is that the number of manufacturing jobs has been going down for quite a long time. Now why do you think that is? What's the cause?

Student 1: I think automation, you know, robots, computers . . .

Lecturer: That's one reason, yes. Because of technology, we're able to manufacture goods by using machines instead of human workers. As a result, thousands of manufacturing jobs don't exist anymore. OK, can you think of another reason?

Student 2: Foreign competition. I mean . . . most manufacturing is done outside of the U.S. now, in countries where the labor costs are cheaper.

Lecturer: Yes, that's right. According to the U.S. government, approximately 2.5 million manufacturing jobs have disappeared just since 2001. And that trend is definitely going to continue as we move further into the 21st century.

But now let's talk about service jobs. Here the trend is exactly the opposite. At the same time that the number of manufacturing jobs is decreasing, the number of service jobs is probably going to grow by more than 20 million just in the next ten years! Now, would everybody please look at the handout I gave you, which shows a list of the occupations that will grow the fastest between the years 2002

and 2012. If you study the list carefully, you'll see that most of the jobs on the list are in three categories: health care, computers, and personal care and services. Let me say a few words about each of these categories.

Part 2

First, health care. Almost half of the jobs on the list are in the field of health care. Uh, medical assistants, physician assistants, physical therapy aides, dental hygienists—these are just a few examples. According to the U.S. Department of Labor, the number of health care jobs will increase by almost 3 million in the next ten years. And why is that? Simple. We're going to need more medical services because people are living longer and longer. Also, because of developments in medical technology, people with serious illnesses are able to live much longer than they could in the

past. And many of them need a lot of special care and medical help.

All right, now, getting back to the list, you can see that there will be many new jobs related to computers. We're going to need people who can design and build computers, like engineers, but in addition, there will be lots of jobs for people who manage and operate computers, like database administrators. As you know, computers are used in everything these days from rockets to coffee machines, so it's no surprise that the number of jobs in the computer industry is expected to grow by almost 30 percent in the next ten years.

Now let me explain the third category, personal care services. Some examples of jobs in this group are caterers, home health workers, and day care providers. One reason for the huge growth in this category is that most women now work outside the home. So a lot of the work that women used to do in the home, like cooking and taking care of small children, is now done by service workers.

OK, now, while we're looking at the list, there's one more thing I'd like you to notice. Look at all the jobs that have a salary rank of 1. OK? And what do you notice about the

educational requirements for those jobs? That's right. They all require at least a Bachelor of Arts degree.

So in conclusion, let me go back to the two questions I mentioned at the beginning of this talk. First, where will the good jobs be? We've seen today that the areas of greatest growth will be in the fields of computers, healthcare, and personal services. If you still haven't decided which career you want to follow, you should think about getting a job in one of these fields. However, it's important to remember that many service jobs don't pay very well. The best jobs all require a college education. So the answer to the second question—how you can prepare yourself to get a good job—the answer is simple. Go to college and get a degree. That's the bottom line.

Have you ever seen the old television show *Father Knows Best*? You probably haven't because it was a popular comedy show in the 1950s—way before you were born. It was about a family: a father, who went to work every day; a mother, who stayed home and took care of the house; and the children—two or three, I can't remember. Anyway, in those days that was considered to be a typical American family.

But today, the American family is very different. First, families are smaller today than before. I mean, people are having fewer children. Second, more and more children are growing up in single-parent families—families with only a mother or only a father. I'm not going to go into the reasons for that here because I want to focus on the third and biggest change in the American family: the role of married mothers and the effects of this new role. Consider these statistics: In the 1950s, only 11 percent of married mothers

worked outside the home. In 2002, about 70 percent of mothers were employed.

Why is that? Well, there are two important reasons. The first one, very simply, is that they need the money. These days the cost of living is so high that most families need two salaries in order to make ends meet.

The other reason why married mothers are working in larger and larger numbers is that they have more opportunities than they did 30 or 40 years ago. There are laws in the United States that give women the same opportunity as men to go to college and get jobs. As a result, women today are working in professions that were not as open to them 30 or 40 years ago. To give just one example, today more than half of the students in American medical schools are women.

So, to summarize so far, we've seen that the American family has changed dramatically since the days of those old television shows. In the typical two-parent family today, both the father and the mother have jobs. This means that most American homes don't have a full-time homemaker anymore. And that creates new problems for families: problems like who takes care of babies and grandparents; who shops,

cooks, and cleans; who volunteers at the children's school; and so on.

To help families with working parents deal with these new problems, some American businesses have introduced new programs and policies to make it easier to work and raise children at the same time. Let me give you five examples of these policies and programs.

The first policy is paid maternity leave. What we're talking about is a woman taking time off from work when she has a baby. American law requires companies to give a woman up to 12 weeks of leave when she has a baby. But the problem is that the companies aren't required to pay for those 12 weeks. As a result, many women are forced to go back to work much sooner than they want to. Recently some companies, at least the big ones, have started to offer paid maternity leave. But it's still kind of rare. By the way, a small percentage of companies now also offer paternity leave—that means that fathers can take time off for a new baby. I would like to see a

law that requires all companies to give paid leave to both mothers and fathers for a new baby. Canada, for instance, already has a law like that.

OK, moving along, here's another example of a policy that helps working families. As you know, big companies like IBM or General Motors often transfer their employees to other cities, right? Well, if a company transfers the husband, for instance, this might create a problem for the wife because now she has to find a new job too. So now there are companies that will help the husband or wife of the transferred worker find a new job.

A third policy that many companies now offer is called "flextime." Here's what that means. In the United States, a normal workday is from 9 A.M. until 5 P.M.—eight hours. With flextime, workers can choose the hour that they start work in the morning and can go home after eight hours. So, for instance, a worker who comes in at 7 can leave at 3. Or a worker can come in at 10 and leave at 6. You can imagine how useful this flexibility is for people who have children.

The fourth change I want to describe is telecommuting. Or sometimes we say "teleworking." With telecommuting, people work at home and use the computer or phone to

communicate with their workplace. It's estimated that about 15 percent of the U.S. workforce telecommutes now. But the percentage is growing all the time because it saves people time and money. And if parents are allowed to work at home, their children might not have to spend as much time in child care.

And speaking of child care, the fifth program offered by many of the best companies is day care; that is, some companies have day care centers at the office where trained people take care of the employees' children. This means workers come to work with their young children, leave them at the center, and can visit them during lunch or whatever. Then the parents and kids drive home together at the end of the day. With day care at work, parents don't need to worry about their kids because they're right there.

OK, let me review what I've been talking about. I've given you five examples of company policies and programs that make life a little easier for working mothers and fathers. But it's important for me to tell you that only some large companies can afford these kinds of programs.

For most people, trying to work and take care of a family at the same time is still very, very difficult. In my opinion, our government and our society need to do a lot more to help working parents and their children.

Lecturer: Good afternoon, class. I want to start today by telling you a little story. Once there was a young woman from Mexico named Consuela who came to New York to work. And she got a job at a factory owned by a man from Taiwan. One day, when Consuela came to work, her Taiwanese boss handed her a red envelope. She looked inside and saw \$50. And what do you think she did? She became very upset and threw the envelope back at him! Of course her boss was totally shocked. Can you guess why? Well, he had given her the red envelope and the money because it was the Chinese New Year. And on the Chinese New Year it's traditional to give money to young, single people for good

luck. But Consuela didn't know about this Chinese custom. She was very insulted and refused to take the money.

Now, what does this story show us? What's the point? Yes?

Student: It shows that an action can have totally opposite meanings in different cultures. Like in this case, the boss thought he was being generous, but Consuela was insulted.

Lecturer: Exactly. Every culture has its own rules for appropriate and inappropriate behavior. And serious misunderstandings, like the one with Consuela and her boss, can occur if we don't know other people's cultural "rules." Um, to illustrate this point, I'd like to offer some examples from four areas. First, the way people greet each other in different cultures. OK . . . Second, the way they use names and titles. Third, the way people eat. And finally, the way they exchange gifts. All right?

So let's start with greeting customs—I mean, how people behave when they say hello. First of all, I'm sure you know that in the United States, greetings often involve some sort of touching, such as a handshake, a hug, or a kiss if the people know each other very well. And most

Western countries are similar to the United States in this way. Also, did you know that people from France kiss almost everyone on the cheek, even strangers? On the other hand, people from most Asian countries don't usually feel as comfortable touching in public. I mean, it's normal for businessmen to shake hands; that's true. But many traditional Japanese prefer a bow, while people from Thailand, for example, normally hold their hands together in a kind of prayer position, like this, you see. So imagine what would happen if an American was invited to someone's home in Japan or Thailand and he or she tried to hug the host! It would be very embarrassing, right? And yet that behavior would be perfectly acceptable in the United States or Latin America.

OK, now, another behavior that differs from culture to culture is the use of names. Maybe you've noticed that many Americans use people's first names very freely, even if they've just met someone. Some people even call their bosses by their first names.

In contrast, people in most other cultures are more formal and prefer to use family

names to address people, like "Mr. Martinez" or "Ms. Schultz." In some countries, like Korea for example, it's polite to use a person's title or position with their family name. So you'd say, for example, Teacher Park or Manager Kim.

Now moving on, the third area I want to look at is eating customs. I don't mean the foods that people like to eat in different countries but rather some of the behaviors that are connected with eating. Um, one of these is the use of utensils. You probably know that people in many Asian cultures use chopsticks while in the West they usually use forks, knives, and spoons. Or for example, in parts of India, and in traditional Arab families, too, it's customary to eat with your fingers or to use a piece of bread to scoop up food. Another example is that in some cultures eating everything on your plate is impolite. In Egypt, for example, you should leave some food in your dish at the end of the meal in order to show that your hosts were generous and gave you more than enough to eat. However, people from Bolivia, in South America, expect visitors to eat everything on their plates, and Americans also think a clean plate means you were satisfied with the food.

Finally, the last area of behavior that I want to mention today is gift giving. The rules of gift giving can be very complicated, and it can be embarrassing if you don't know them. For example, in the United States, if you're invited to someone's home for dinner, you can bring

flowers or a small gift from your country, but Americans generally don't give gifts in business situations. On the other hand, the Japanese, like many other people in Asia, give gifts often, especially if they want to thank someone like a teacher or a doctor for their kindness. In Japan, the tradition of gift giving is very ancient, and there are detailed rules for everything from the color of the wrapping paper to the time of the gift presentation. Another interesting fact about gift giving is that many cultures have strict rules about gifts you should not give. For example, never give yellow flowers to people from Iran, or they'll think you hate them!

So to conclude, I hope all these examples will help you to understand my main point today, which is that each culture has its own unique

rules for social behavior. We should never assume that our way of doing things is the only way or the best way. Learning about other people's customs is part of being good international citizens.

صراطین عالمین دولین



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