

Task 1 Watch a part of Chimamanda Adichie's TED talk: The danger of a single story (<https://www.youtube.com/watch?v=D9lhs241zeg>).

Think of your life, your university, your studies or culture and name some areas that could pose this danger of a single story.

Task 2: Read the texts below / listen to a story/stand-up and explain what the goal of the authors is.

a) There are clear disparities between the treatment of white and other non-white drug users in the USA. A recent survey of the US Public Health Service estimated that 75% of illegal drug-users in the US were white, 13% Afro-American, and 9% Hispanic. Yet, in New York State, 93% of all drug-possession offenders sent to prison were Afro-American and Hispanic; in California, it was 72%.

b) Europe is above all a community of values. The aim of European unification is to realise, test, develop and safeguard these values. They are rooted in common legal principles acknowledging the freedom of the individual and social responsibility. Fundamental European values are based on tolerance, humanity and fraternity. Building on its historical roots in classical antiquity and Christianity, Europe further developed these values during the course of the Renaissance, the Humanist movement, and the Enlightenment, which led in turn to the development of democracy, the recognition of fundamental and human rights and the rule of law. The great currents of culture and art, scientific discoveries and their application for the general good, and the critical analysis of accepted views and perceptions have all had the effect that we can now live and work together in peace, liberty and freedom from want. Europe has spread these values throughout the world. Thus our Continent became the mother of revolutions in the modern world. Europeans have worked to establish freedom, justice and democracy as the principles of international relations, thereby opening the way to a free and peaceful future. (Buamgart, 2003)

c) Dane Baptiste's stand-up: Beware of job thieves! (<https://www.facebook.com/BBCOne/videos/dane-baptiste-beware-of-job-thieves-live-at-the-apollo/1787846954657798/>). Critically analyse the point he is making. Do you agree with Dane?

d) Listen to the story of Nasreddin and help him solve his situation.

Once, Taimur Khan was really bored. He summoned the best fortune tellers of Bagdad and asked them to tell him how many years he would live. The first one said twenty years, the second thirty and the third one fifty years. Taimur Khan had all of them executed, cut their heads off. Then he summoned a famous astrologist, asking the same question. The astrologist knew what had happened to the fortune tellers and out of fear said one hundred years. The Kahn said: "Those before you died because they had not wished me enough, you will die because you are lying." And cut his head off, too.

Then, he remembered a trickster Juha lived in his palace. The Khan called Juha to his room and asked him: How long will I live? How many years do you reckon I am going to live?

Task 3: In the following examples, the same message is expressed in six different styles, from an extremely formal written style, to the very informal spoken one. Match the sentences with the adequate styles.

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|-------------------------|----------------------------|---|
| a) Jargon, very formal. | b) Written, formal, clear. | c) Written style for the general public |
| d) Formal spoken style. | e) Informal spoken style. | f) Very informal spoken style. |

1. As the value of Sterling increased compared to other currencies, the government was forced to take tax measures to head off a rapid increase in consumer spending spurred on by cheaper imports.

2. And you see, Sterling got more and more valuable, so as a result, the government had to go round putting up taxes, you see, to stop everyone going out and splashing out, spending all their money on cheap imports.

3. Consequent to the appreciation in the exchange value of Sterling against other currencies, necessary fiscal measures were introduced by the government in order to reduce the likelihood of an import-led consumer spending surge.

4. As Sterling went up in value, the government had to put up taxes to stop consumers splashing out on too many cheap imports.

5. As Sterling's international value went up, the government had to take tax measures to head off a consumer spending boom spurred on by cheaper imports.

6. After the international value of Sterling rose, the government was obliged to take fiscal measures to reduce the likelihood of a surge in consumer spending led by cheaper imports.

(Adapted from: <http://website.lineone.net/~eshp/styles.htm>)

Task 4a: Consider the differences in approach between these four versions of the beginning of a story, *Goldilocks and the Three Bears*. Identify which is in a nursery style, which a journalistic style, which novelistic, and which academic.

1. Human beings have interfered with bears' natural habitat ever since Goldilocks was on the scene. Remember how she carried on while the three bears were out walking in the woods? They thought they could come back and find everything as they had left it, except that their porridge would be just the right temperature to eat. No such luck. There had been an uninvited visitor.

2. Once upon a time there were three bears. There was a daddy bear, a mummy bear and a baby bear. They all lived together in a little cottage in the woods. One day, mummy bear made some porridge for breakfast but it was too hot to eat. "Let's go out for a walk while it cools," Daddy Bear said. "Yes, let's," Baby Bear said. So the three bears went for a walk in the woods.

3. One warm sunny morning, while Father, Mother and Baby Bear were having a stroll to give their porridge time to cool, a young girl called Goldilocks pushed open the unlocked door of their cottage in the woods.

4. "This porridge you've made is too hot." Daddy Bear said to Mummy Bear. "Why don't we go for a walk while it cools? It's a lovely sunny morning."
"Yes, let's," said Baby Bear. Mummy Bear agreed, so the three bears left their little cottage for a walk in the woods.

(Adapted from: <http://myweb.tiscali.co.uk/academicwriting/nursery2.html>)

Task 4b: Consider the differences in approach between these four versions of a piece of text. Identify which is in a journalistic style, which novelistic, which social media, and which academic.

a) Exposure to sunlight plays a critical role in human health due to its role in the synthesis of vitamin D, a hormone essential for calcium absorption, bone health, and immune function. A deficiency in vitamin D has been linked to a range of health issues, including rickets, osteoporosis, and increased susceptibility to infections. While dietary sources exist, sunlight remains the most effective and natural means of maintaining adequate vitamin D levels. This underscores the importance of balanced sun exposure, particularly in populations living in regions with limited sunlight.

b) The Sun's Vital Role: Why Vitamin D Matters

Health experts are once again highlighting the importance of sunlight for human well-being. Moderate exposure to the sun helps the body produce vitamin D, which is crucial for bone strength, immunity, and overall health. In regions with low sunlight, doctors are seeing a rise in vitamin D deficiency, which can lead to conditions like fatigue, weakened bones, and increased illness. The message is clear: safe sun exposure isn't just pleasant — it's essential.

c) The first warm rays touched Mara's face as she stepped outside after a long winter. It was more than light—it was healing. Her doctor had told her she needed more vitamin D, and for the first time, she truly felt what that meant. The sunlight didn't just brighten the world around her; it stirred something inside, chasing away the sluggishness that had haunted her for months. In that moment, she understood the sun wasn't just the source of life for the earth — it was the spark her own body had been quietly waiting for.

d)

- 1/ The sun isn't just for sunsets and good vibes 🌞
- 2/ It helps your body make **vitamin D** — essential for strong bones, immune function & mood.
- 3/ Low vitamin D = higher risk of infections, fatigue, weak bones.
- 4/ You can get it from food, but sunlight is the BEST source.
- 5/ Just 10–30 mins of sun a few times a week can make a big difference.
- 6/ So yes, go outside (safely)! Your body literally needs it. #HealthTips #VitaminD

Task 5: Look at these four different styles of saying the same thing and identify the academic style.

a) It rained cats and dogs yesterday, didn't it?

b) What a downpour last night!

c) The UK Meteorology Office monitored a heavy rainfall with the rate of precipitation reading 46 millimetres per hour on 24th March 2011 in North Cumbria.

d) She was standing there in the storm waiting for deafening thunder to come, feeling the water cooling the air and thinking of how heavy the drops of water must be so that they could fall down from the dark clouds and make her feel refreshed and so light that she could fly, and make her full of energy, make her appreciate the eternal life it delivers, when finally she realised this precipitation was indeed a friend, her only true friend.