Not for students. For teachers only.

**ONE COPY! (ОДНА КОПИЯ)**

**11 GRADE I TOUR LISTENING**

**Tape script**

**(A teacher reads the text twice in case of technical gap)**

Transcript for **01\_audio\_английский\_область\_11класс\_1 тур**

**Presenter:** Hi, everyone. On today’s Tech-times podcast we’re lucky to have Sam Wogan, a well-known

digital journalist, with us. So, Sam – what interesting techie-topic would you like to talk about today?

**Journalist:** Hi, Brad. Today I’d like to talk about some of the reasons why we shouldn’t automatically believe everything we read online, and how false information spreads so easily with the help of technology. One of the reasons for this is a phenomenon known as circular reporting.

**Presenter:** Circular reporting? What’s that?

**Journalist:** Well, it’s basically reports which are based on other reports, rather than on the primary evidence or source. To the reader, it looks like the information is coming from several different independent sources, which normally means it can be trusted. But, in actual fact, all the reports are based on each other. Imagine a piece of false information is published, for example on Wikipedia, and then is referenced in a newspaper article or other publication. Then, in turn, the original Wikipedia entry references or quotes the article as validation that the information is true. In a nutshell, it’s the confirmation of false information by more than one publication.

**Presenter:** OK, let me see if I’ve understood this correctly. So, someone writes an article on Wikipedia which contains some false information ...

**Journalist:** That’s right, false information which is not referenced or checked and in no way is obvious as

being false.

**Presenter:** OK, and then this false information is copied from Wikipedia by a journalist and included in a

newspaper article.

**Journalist:** Yes, or other type of article, as if it were true information.

**Presenter:** And then Wikipedia references the newspaper article, which verifies the information in the

original Wikipedia article as being true.

**Journalist:** That’s right! And sometimes it’s not just one newspaper article that cites the false information. Several publications may include it and so it becomes very difficult to prove that the original information is false. Let me give you an example. A few years ago a 17-year-old American student was on holiday with his family in Brazil. He spotted what he believed to be an aardvark, but which was in fact a type of Brazilian raccoon called a coati. When the boy got home after his holiday, he went online and changed the Wikipedia entry by adding the name ‘Brazilian aardvark’ to the information on the article, as a sort of joke, and then he forgot about it and thought nothing more of it. However, what started to happen was that articles and blogs began to quote the information from Wikipedia and then those articles were re-reported as evidence in Wikipedia. Before long, everyone was talking about the ‘Brazilian aardvark’ as if it were factual information.

**Presenter:** So when information makes its way from a Wikipedia page into a published article, the article

could be spreading false information without even realising it?

**Journalist:** Exactly! It makes you wonder how many hoaxes initiated by people in this way have ended

up as truths in many people’s minds just because people copy and paste vandalised Wikipedia pages. That’s not to say that all information on Wikipedia is false by any means. There’s a ton of really valid information there and it is constantly being updated – many people consider it to be the most up-to-date and unbiased encyclopaedia in the world. However, it is the open structure of Wikipedia, compared to a traditional encyclopaedia, which makes it a target to be tampered with.

**Presenter:** So we just have to be aware that there may be a certain amount of inaccuracies on Wikipedia?

**Journalist:** Yes, and it’s also worth mentioning that circular reporting is not just restricted to harmless information like the ‘Brazilian aardvark’.

**Presenter:** Isn’t it?

**Journalist:** No. For example, some time ago, claims that certain vaccines could cause autism in children

were published in a prestigious medical publication by a British surgeon. The problem was that the unsupported claims were picked up by the media and the news spread like wildfire. Soon enough the general public were understandably concerned about the risks and huge numbers of parents refused to vaccinate their children. Consequently, in recent years we have seen an increase in the number of children suffering childhood diseases such as measles. By the time the claims were proven unfounded, the damage was done and even to this day some people still believe that there is a link between vaccines and autism.

**Presenter:** It just goes to show how difficult it is sometimes for the truth to be heard.

**Journalist:** Absolutely.

**Presenter:** So, in practical terms, how can we be sure that what we’re reading is true?

**Journalist:** Well, we can take certain steps such as checking the original source of the information and, if

at all possible, checking that the original source is reliable and not just taken from either Wikipedia, Facebook or the media.

**Presenter:** Right, so we need to be a little more critical and not just believe everything we read online.

**Journalist:** That’s right, although it’s difficult because we want information quickly and immediately, so it’s not always viable to spend time checking the sources of information, even though we should. And we should certainly try and reflect on the information and decide ourselves if we think it’s true or not. If you feel unsure about the validity of certain information, then there’s no harm in looking into it further to check how true it actually is.

**Presenter:** That’s very true. We often take things at face value and don’t really take the time to think

critically about them.

Transcript for **02\_audio\_английский\_область\_11класс\_1 тур**

**Jeff Seagle:** Hi, everybody. I’m Jeff Seagle. Good to see so many people here. As you know, I’ve been asked to come along and give you some advice about how to break into the music industry. And before I start I’d better make it clear that this talk is for people wanting to work with and for artists, not to actually be musicians, OK? Right, so I’ve been in the music biz for quite a number of years now, and I’ve worked with a lot of amazing people. So here are my tips, for what they’re worth. First of all, I know a lot of you are thinking about further degrees, but forget the MBA. This business is much more about experience than qualifications, so it’s better to start working as soon as you can. Easier said than done, you might say, but I’m talking about any kind of relevant work experience.

Don’t panic – you can start small! Go along to your local music venue or a small music company in your home town and see if there’s anything you can do. It could just be selling tickets on the door – you’ll get to meet people and one thing might lead to another. Obviously paid work is better than unpaid, but you have to start somewhere. You need to be in an environment where you are learning stuff and making contacts. Ah, a question already – yes?

**Girl A:** What about being an intern? Are there many internships available nowadays?

**Jeff Seagle:** There definitely are some. Not a huge number – as you know, it’s a very competitive industry, but the bigger companies certainly do take on people. And if you get your foot in the door at a big place you’ve really got to prove your worth. Show the higher-ups that you have some kind of unique skill or knowledge. Maybe something to do with social networking, or even knowledge of the music scene in the place you grew up. If you possibly can, let them see that you have something special to offer, and with any luck, they’ll keep you on. Remember that companies often want interns because they’re young and have their finger on the pulse. Show them that you know what’s going on, what people are listening to, how to find new acts, and so on. Find a cool app that they don’t know about. OK, another question?

**Boy:** How important is networking?

**Jeff Seagle:** Meeting people and making connections is absolutely vital. If people see you as an ambitious 'networker', if they think you’re just using them, that’s not so good. Nobody wants to feel like a stepping stone in someone else’s career. But people are often willing to give younger people the benefit of their experience and, of course, we’re all susceptible to a bit of flattery. So my advice is to find people in the business you genuinely admire and ask them questions. If you’re an intern, start with your boss, then move on to others in the building, after getting your boss’s permission. It’s also good to chat to anyone who shares your passion for music, people on the door in clubs, band members, fans or music executives. You never know what information might be useful or which contact may help you in the future. Oh, and one other point about networking, bear in mind that nowadays the personal and professional lines are sometimes blurred. That means that anything you post online for your friends to see can also be seen by potential professional contacts. Make sure that everything people can see about you reflects the image you want to project. Next question from over there?

**Girl B:** You’ve talked about the music industry, but I’m not sure what kind of jobs are available exactly. Could you give some examples?

**Jeff Seagle:** Sure, and that’s a good point. You need to work out what you’re best at, and what you feel most passionate about, and let that guide your career path. It could be working in publicity, promoting artists; working in A&R (that stands for Artists and Repertoire), discovering new talent and matching artists up with musical collaborators; booking acts for TV shows; helping a new band become successful by working with their management team. And of course now there are hundreds of jobs connected to the internet. You could be managing a website or blogging for a label. Or social media manager for a band –

running their social media channels. Things are changing so fast – a lot of the music portals we use today have only been in existence a short time. Who knows what’s coming next and what new jobs will be created?

**Girl B:** Thanks, that’s really useful. I also wanted to ask how you deal with celebrities. Have you worked with many?

**Jeff Seagle:** Yep, quite a few. The main thing is not to be star-struck, just treat them as clients, it’s a business relationship. If you get tongue-tied and clam up, everyone will feel awkward. The other thing is that the unknown singer of today could be the star of tomorrow, so you need to treat everyone with respect. I remember, right ...