**Keynote Proficient**

1. **Creativity**

**Theme:** Creativity and how we express it in our everyday lives.

**Ted Talk:** *Do Schools Kill Creativity?* Sir Ken Robinson talks about the imperative in schools to focus almost entirely on academic subjects like maths and languages at the expense of the creative subjects like dance and music.

**Authentic Listening Skills:** Rhythm and stress

**Critical Thinking:** The speaker’s aims

**Presentation Skills:** Using Humour

**Grammar:** Definite and indefinite time

**Language Focus:** Expressions with statistics

**Vocabulary:** Creativity collocations

**Pronunciation:** Emphasis and de-emphasis

**Reading:** *What I talk about when I talk about running*

*Sing while you work*

**Listening:** A company choir

**Speaking:** Creativity survey, Learning form experience, Describing likes and talents

**Writing:** A Progress report

**Writing Skill:** Nominalization

1. **Hopes and Fears**

**Theme:** People’s hopes and fears, optimism and pessimism, overcoming your fears

**Ted Talk:** *Why I live in mortal dread of public speaking?* Australian singer and musician Megan Washington talks about appearing in public and performing while coping with a speech impediment

**Authentic Listening Skills:** Listening to songs

**Critical Thinking:** Winning your audience over

**Presentation Skills:** Being authentic

**Grammar:** Future forms

**Language Focus:** Expressions of certainty

**Vocabulary:** Hopes and fears

**Pronunciation:** Consonant clusters

**Reading:** *Outside the comfort zone, Being prepared*

**Listening**: Travel advice

**Speaking:** Attitudes towards the future, Comfort zone, Giving advice

**Writing:** An account of an incident

**Writing Skill:** Future in the past

1. **Perception**

**Themes:** Perception and the senses: noises around us, making use of all the senses in marketing

**Ted Talk:** *The 4 ways sounds affect us*. Julian Treasure talks about how we view sounds in our everyday lives and how we can change our relationship with sound

**Authentic Listening Skills:** Understanding fact speech

**Critical Thinking:** Achieving aims

**Presentation Skills:** Giving shape to your talk

**Grammar:** Stative and dymanic verbs

**Language Focus:** Emphatic structures

**Vocabulary:** Feelings and emotions

**Pronunciation:** Stress in contrasts

**Reading:** *Multi-sensory marketing, Not what they seem*

**Listening**: The reality of the situation

**Speaking:** Impressions and judgements, Creating creative spaces, Describing beliefs and facts

**Writing:** A response to a proposal

**Writing Skill:** Describing different perspectives

1. **Human Interaction**

**Theme:** How to put oneself across better in terms of body language and in other areas of life, such as writing

**Ted Talk:** *Your body language shapes who you are.* Amy Cuddy talks about the power of one’s body language to influence not only others but ourselves

**Authentic Listening Skills:** Linking: assimilation and reduction

**Critical Thinking:** Avoiding misinterpretation

**Presentation Skills:** Structuring a talk

**Grammar:** Past forms

**Language Focus:** Inversion with adverbial phrases

**Vocabulary:** Body language

**Pronunciation:** Appropriate intonation

**Reading:** *Business and life lessons, Getting things wrong*

**Listening**: Saying the right thing

**Speaking:** Being hyperconnected, Can I have my money back?, Everyday conversations

**Writing:** A formal letter or e-mail

**Writing Skill:** Checking for errors

1. **Economic Resources**

**Theme:** Natural resources and how they can be managed in an unequal world

**Ted Talk:** *The magic washing machine*. Hans Rosling talks about the way that technology can liberate us from everyday tasks and enable us to use our time more effectively

**Authentic Listening Skills:** Prediction

**Critical Thinking:** Reading between the lines

**Presentation Skills:** Presenting statistics

**Grammar:** Passive forms

**Language Focus:** Nominalization in passive sentences

**Vocabulary:** Economics

**Pronunciation:** Silent letters

**Reading:** *Land – a fairer system, Fact or hearsay*

**Listening**: Discussing facts and beliefs

**Speaking:** Economic prospects, Expressing belief and disbelief

**Writing and Speaking:** Headline news

**Writing:** A newspaper report

**Writing Skill:** Passive reporting verbs

1. **Practical Design**

**Themes:** Sustainable and innovative design and construction of buildings and furniture; DIY; interviews

**Ted Talk:** *Magical houses, made of bamboo*. Elora Hardy talks about planning and building houses and other structures with bamboo, a highly sustainable and environmentally friendly material

**Authentic Listening Skills**: Word boundaries

**Critical Thinking**: Testing arguments

**Presentation Skills**: Persuasive techniques

**Grammar**: Causatives

**Language Focus**: Expressions with *go* and *get*

**Vocabulary:** Describing objects: collocations

**Pronunciation:** Words stress

**Reading:** *Objects of desire, Tricky questions*

**Listening:** An interview

**Speaking:** Hired help, Classic objects, Interview questions

**Writing:** Posting advice

**Writing Skill:** Reported speech

1. **Same but Different**

**Theme:** How differences should be encouraged and applauded rather than rejected

**Ted Talk:** *The danger of a single story*. Chimamanda Ngozi Adichie talks about how degrading it can be for an entire nation to be defined by one aspect, i.e. one story

**Authentic Listening Skills**: Weak forms

**Critical Thinking**: Objectivity and Subjectivity

**Presentation Skills**: Using stories and anecdotes

**Grammar**: Comparative forms

**Language Focus**: Expressing preferences

**Vocabulary**: Idioms related to choice

**Pronunciation**: Linking in discourse markers

**Reading**: *The paradox of choice, Reading habits*

**Listening:** Different viewpoints

**Speaking:** Different approaches, Criteria for choosing, Constructing arguments

**Writing:** Describing and interpreting data

**Writing Skill:** Describing graphs

1. **Food and Sustainability**

**Themes:** How to live in a world where resources are being depleted and ways of slowing the depletion of resources

**Ted Talk:** *How I fell in love with a fish*. Dan Barber talks about two different ways of farming fish which have completely different impacts on the ecosystem

**Authentic Listening Skills**: Word recognition

**Critical Thinking**: Supporting evidence

**Presentation Skills**: Varying the pace

**Grammar**: Modal verbs

**Language Focus**: Expressions with modal verbs

**Vocabulary**: Synonyms: *-able* and *– ible*

**Pronunciation:** Assimilation and elision

**Reading:** *Can business be sustainable?, Today’s foodies*

**Listening:**Talking about food

**Speaking:** Discussing the news, Encouraging good practice, Attitude to food

**Writing:** An online guide

**Writing Skills:** Participles

1. **Internet Sensation**

**Themes:** The Internet and how it is used in the world today, individuals’ internet presence

**Ted Talk:** *Why videos go viral*. Kevin Allocca talks about the types of videos that go viral and what it is that makes them go viral

**Authentic Listening Skills**: Making assumptions

**Presentation Skills**: Being clear to the point

**Grammar**: Gradability

**Language Focus**: Collocations with intensifying adverbs

**Vocabulary**: New Internet words

**Pronunciation**: Stress in opinion giving

**Reading**: *The medium is the message, Your online identity*

**Listening:** Is it ethical?

**Speaking:** Life without the Internet., Creating a sharing website, Giving and explaining opinions

**Writing:** An online professional profile

**Writing Skill:** Compound nouns: adjective + noun and noun + noun collocations

1. **The Meaning of Success**

**Themes:** The different meanings of success and the composition of workplace

**Ted Talk:** *A kinder, gentler philosophy of success*. Alain de Botton talks about how we measure success and whether we can find a kinder way of doing this

**Authentic Listening Skills**: Hedging

**Critical Thinking**: The message you take away

**Presentation Skills**: Remembering what you want to say

**Grammar**: Verb and adjective patterns

**Language Focus**: Patterns using adjective + *that*

**Vocabulary:** Success and failure

**Pronunciation:** Prepositions as weak forms, Elision

**Reading:** *Success across generations, Age no barrier*

**Listening:** Looking for a job

**Speaking:** Self-help advice, Generation Z, Talking about success

**Writing:** A formal report

**Writing Skill:** Phrases in report writing

1. **Learning and Memory**

**Themes:** The future of education, the use of degree, memory

**Ted Talk:** *Build a school in the cloud*. Sugata Mitra talks about how conventional education is outmoded in today’s world, and looks at a possible new model of education

**Authentic Listening Skills:** Bold statements

**Presentation Skills:** Body movement and gesture

**Grammar:** Conditionals

**Language focus:** Conditional conjunctions

**Vocabulary:** Learning and memory

**Pronunciation:** Linking vowel sounds

**Reading:** *The memory palace, Thrown in at the deep end*

**Listening:** Starting a new job

**Speaking:** The great education debate, Memory tips, in at the deep end

**Writing:** A formal letter

**Writing Skill:** Preposition + participle

1. **Invention and Innovation**

**Themes:** Inventions and innovations, useful gadgets, the necessity of a degree

**Ted Talk:** Creative problem-solving in the face of extreme limits. Navi Radjou talks about the trend in the developing world of *frugal innovation*, i.e. inventing and innovating using the barest of resources

**Authentic Listening Skills:** Discourse markers

**Critical thinking:** Summarizing an argument

**Presentation Skills:** Giving examples

**Grammar:** Adverbs and word order

**Language Focus:** Adverbials

**Vocabulary:** Phrasal Verbs: innovation

**Pronunciation:** Word endings

**Reading:** *The innovation that never was, Life hacks*

**Listening:** Getting good results

**Speaking:** Granting patterns, Pitching a new invention, Handy tips

**Writing:** A review of a product

**Writing Skill:** Reporting verbs