Academic English UK

Mini Lectures Book ³

EXAMPLE

AE UK
Mini Lectures
3-4 minutes

1. **Technology:** *Automation [03:18].*

2. **Business:** *Big Data [03:23].*

3. **Business / innovation:** *Business model innovation [03:40].*

4. **Finance / technology:** *Cryptocurrencies [03:25]*

5. **Crime:** Cybercrime [03:40]

Level **★★**★★★ [B1/B2/C1]

Lecture content

1. Technology: *Automation Chatbots: more than simply the 21st century call centre* [03:18].

This short lecture defines chatbots, discusses the industries that use chatbots and explains how chatbots work. It looks at the reasons why people prefer engaging with chatbots, the growth of the chatbot industry and identifies an untapped area where growth in the use of chatbots is possible. The listening test includes: open questions, multiple choice and gap fill tasks.

2. Business: *Big data and privacy: a complex balancing act* [03:23].

This short lecture defines big data, illustrates how it influences the business world and explains the importance of data protection. It introduces laws, guides and tools to help protect our private information, and it puts forward measures that could be implemented further to protect everyone's data. The listening test includes: open questions & gap fill exercises.

3. Business / innovation: *Adapt or die: how Netflix triumphed over Blockbuster* [03:40].

This short lecture compares Blockbuster and Netflix. It starts by looking at Blockbuster and talks about its product, how it expanded, its revenue and then its downfall. It then introduces Netflix and explains how it started, its pricing model, its business strategy and its global success. The listening test includes: open questions, table completion, multiple choice & gap fill exercises.

4. Finance / technology: *Bitcoin: the standout trendsetter in a monetary minefield* [03:25]
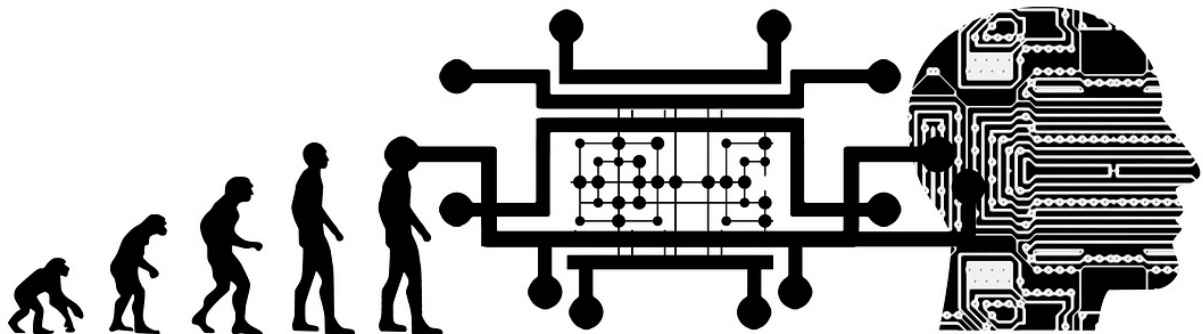
This short lecture defines bitcoin, talks about the success of bitcoin and explains how bitcoin works. It looks at the different perspectives from financial institutions, its market volatility and potential risks. The listening test includes: gap fill exercises, open questions and multiple choice.

5. Sociology / psychology: *Cybersecurity: today's booming but necessary global market* [03:40]

This short lecture defines cybersecurity, it looks at how we can protect ourselves from a cyberattack, it explains who is most responsible for cyberattacks in business, it puts forward the security measures companies can take and it provides data that indicates how cybersecurity is a booming industry. The listening test includes: gap-fill exercises, open questions & multiple choice.

Academic English UK

Automation

Mini Lecture

EXAMPLE

Lesson Plan: Automation EXAMPLE

Lessons: Lecture Listening.
Time: 1 hour.
Level: ★★☆☆☆ [B1/ B2/C1].

Lesson Aim:

To focus on one key topic and develop a range of key academic skills based on this topic.

Introduction [5 minutes]

- Introduce the topic 'automation'**.**

Listening: Lecture & Test Questions [30-40 minutes + feedback]

Video Available in paid download
MP3: Available in paid download

- Give out the '**Listening: Mini Lecture Worksheet'.**
- Students check key vocabulary.

Option 1
- Students look at the questions.
- Students listen & answer the questions.
- Give <u>2 minutes</u> to tidy answers.
- Students listen again. Check answers & answer missed questions.
- Feedback: distribute or project ANSWERS.

Option 2 (harder)
- Students listen & take notes (Use paper or the PPT slides in the Appendix).
- Students listen again & add to their notes.
- Students use their notes to answer the questions.
- Feedback: distribute or project ANSWERS.

Post lecture extra ideas
- Write a 100-word summary of the lecture.
- Apply critical thinking strategies to the lecture. Use this critical thinking question document:
  https://www.academic-englishuk.com/wp-content/uploads/2020/03/Critical-Questions-a-linear-model-AEUK.pdf (writing, presentation or seminar).
- Research other types of automation (presentation or seminar).
- Research the positives and negatives of automation (presentation or seminar).

Listening: Mini Lecture Worksheet EXAMPLE

Task 1: Key Vocabulary

Check these words and phrases before listening:

	simulate		machine learning		boost
untapped	brand awareness	brand loyalty		enhance	tailor-made

Task 2: Lecture Listening

Listen to the lecture on chatbots and answer the following questions:

2.1 Gap Fill

Complete the definition of a chatbot. The first letter is already given.

A chatbot can be defined as an _____ computer **p**_____ which can conduct _____ in place of a **h**_____ through spoken or written text.

____ / 2

2.2 Name ONE sector in which the use of chatbots has already been implemented.

____ / 1

2.3 Open Questions

Answer these questions about how chatbots work and why they are popular.

i.		
ii.	What is the primary goal of the chatbot?	
iii.		
iv.	Why do nearly 40% of people prefer chatbots?	
v.		

____ / 5

2.4 Multiple Choice

Answer these questions about how chatbots help other areas. Select ONE answer only per question.

i.	By how much could retail spend via chatbots _____ ?	A. By 300%.
		C. By almost 100%.
ii.	How much could chatbots save the retail sector each year?	
		B. $1.1 billion.
		C. $11 billion.
iii.	How can _____ boost their brand awareness through chatbots?	
		B. Data collection and analysis.
iv.	What effect does enhanced customer _____ ?	A. Increase in brand loyalty.
		C. Increase in consumer satisfaction and sales.

____ / 4

2.4 Gap Fill

What does the lecturer say about the chatbot industry in the next decade? Complete the gaps.

The chatbot industry is likely to grow thanks largely due to the continuous _____ of _____ but also due to the facilities _____ to _____

____ / 2

Total Score ____ /14

PowerPoint Slides
Listen to the lecture and take notes using the PPT slides

Chatbots

How chatbots work

Voice-activated

Typed

- Scans customers' requests.
- Geographical location.
- Account details.
- Data powers the machine learning.
- Two fifths of internet users prefer to interact with them.
- Faster than a phone call.

Growth in the use of chatbots

BUSINESS INSIDER

Facebook messenger

300,000+

Advantages of using chatbots

Online marketing

BUSINESS PARTNER MAGAZINE

B2B

ZEBRA.COM

- Present product recommendations.
- Build brand awareness.
- Encourage brand loyalty.
- Increase productivity.

Listening ANSWERS

2.1 Gap Fill

Complete the definition of a chatbot. The first letter is already given.

> A chatbot can be defined as an artificially intelligent computer *programme* which can conduct on-line conversations in place of a *human* through spoken or written text.

ALL ANSWERS ARE INCLUDED IN PAID VERSION…

Chatbots: more than simply the 21st century call centre

by C. Watts (2022)

Hello and welcome to this short lecture about professional jobs delivered through automated interfaces, most notably chatbots. A chatbot, a shortened version of chatterbot, is a computer programme built on AI technology and designed to simulate online conversations via text or text-to-speech software without human involvement.

THE FULL TRANSCRIPT IS INCLUDED IN THE PAID VERSION…

Academic English UK

Data

Mini Lecture

Lesson Plan EXAMPLE

Lessons: Lecture Listening.
Time: 1 hour.
Level: ✱✱✱✱✱[B1/ B2/C1].

Lesson Aim:

To focus on one key topic and develop a range of key academic skills based on this topic.

Introduction [5 minutes]

- Introduce the topic 'data'**.**

Listening: Lecture & Test Questions [30-40 minutes + feedback]

Video: Available in paid download
MP3: Available in paid download

- Give out the '**Listening: Mini Lecture Worksheet'.**
- Students check key vocabulary.

Option 1

- Students look at the questions.
- Students listen & answer the questions.
- Give 2 minutes to tidy answers.
- Students listen again. Check answers & answer missed questions.
- Feedback: distribute or project ANSWERS.

Option 2 (harder)

- Students listen & take notes (Use paper or the PPT slides in the Appendix).
- Students listen again & add to their notes.
- Students use their notes to answer the questions.
- Feedback: distribute or project ANSWERS.

Post lecture extra ideas

- Write a 100-word summary of the lecture.
- Apply critical thinking strategies to the lecture. Use this critical thinking question document: https://www.academic-englishuk.com/wp-content/uploads/2020/03/Critical-Questions-a-linear-model-AEUK.pdf (writing, presentation or seminar).
- Research other types of Big Data (presentation or seminar).
- Research the positives and negatives of Big Data (presentation or seminar).

Listening: Mini Lecture Worksheet EXAMPLE

Task 1: Key Vocabulary
Check these words and phrases before listening:

	data breach		fraud	
retrieve		distort		scope scarce

Task 2: Lecture Listening
Listen to the lecture on big data and privacy and answer the questions:

2.1 Gap Fill
Complete the definition of big data. The first letter is already given.

Big data refers to valuable information available in both the p_____ and private sector which is _____ p_____ and how they could improve.

____ / 2

2.2 Name ONE reason why data must be protected.

____ / 1

2.3 Open Questions
Answer these questions about what has already been done regarding data privacy.

i.	Why is it more vital than ever to protect data?	
ii.		
iii.	What can ICO help companies with?	
iv.		
v.	What is data anonymisation?	

____ / 5

2.4 Multiple Choice
Answer these questions about the future of data privacy. Select ONE answer only per question.

i.	Why are so few UK residents concerned about how their data is used?	A.
		B. A lack of understanding surrounding data.
		C.
ii.	_____ privacy policies?	A. People do not know they exist.
		B. They are not up-to-date.
		C.
iii.	What _____ to moving forward?	A. Transparency re access, storage, uses and effects.
		B.
		C. Both of the above.
iv.	What role do governments play, according to Deloitte?	A. New policies in line with the current climate.
		B.
		C. New procedures for those who misuse data.

____ / 4

2.4 Gap Fill
What does the lecturer say about the overall paradox of data and privacy? Complete the gaps.

Big data can have a _____ in terms of _____ efficiency, productivity, and customer satisfaction, but we cannot allow other _____ _____.

____ / 2

Total Score ____ /14

PowerPoint Slides
Listen to the lecture and take notes using the PPT slides

Big Data THE ROYAL SOCIETY	
Data Protection & Privacy Data protection → • Retrieved. • Stored. • Shared. • Used. Privacy International → • Customer consents to data use. • Big data analytics. • Use of data not always stated. • Data misuse, excessive data collection and data breaches raise ethical issues.	
Laws, Guides & Tools Data Protection Act 2018 ico. Cloud Edge Secure Access GDPR The General Data Protection Regulation • Data Ethics Framework • National Statistician's Data Ethics Advisory Committee. Attribute Exchange	
More needs to be done DIGITAL CONSUMER TRENDS • How data is collected and used. • How it affects the individual. Deloitte. Privacy Policy Safeguarding data	

Listening ANSWERS

2.1   Gap Fill

Complete the definition of big data. The first letter is already given.

> Big data refers to valuable information available in both the *public* and private sector which is used by companies to assess how well they *perform* and how they could improve.

_____ / 2

ALL ANSWERS ARE INCLUDED IN PAID VERSION…

Big data and privacy: a complex balancing act
by C. Watts (2022)

Hello and welcome to this short lecture about big data and privacy. Big data are large data sets, which includes information both publicly available and also from the private sector, used by companies to gain further insights into performance, such as innovation, promotion and customer satisfaction. According to The Royal Society, big data….

THE FULL TRANSCRIPT IS INCLUDED IN THE PAID VERSION…

Academic English UK

Business Model Innovation

Mini Lecture

EXAMPLE

Lesson Plan: Business Model Innovation EXAMPLE

Lessons: Lecture Listening
Time: 1 hour.
Level: ✱✱✱✱✱[B1/ B2/C1].

Lesson Aim:

To focus on one key topic and develop a range of key academic skills based on this topic.

Introduction [5 minutes]

- Introduce the topic 'business model innovation'**.**

Listening: Lecture & Test Questions [30-40 minutes + feedback]

Video Available in paid download
MP3: Available in paid download

- Give out the **'Listening: Mini Lecture Worksheet'.**
- Students check key vocabulary.

Option 1
- Students look at the questions.
- Students listen & answer the questions.
- Give 2 minutes to tidy answers.
- Students listen again. Check answers & answer missed questions.
- Feedback: distribute or project ANSWERS.

Option 2 (harder)
- Students listen & take notes (Use paper or the PPT slides in the Appendix).
- Students listen again & add to their notes.
- Students use their notes to answer the questions.
- Feedback: distribute or project ANSWERS.

Post lecture extra ideas
- Write a 100-word summary of the lecture.
- Apply critical thinking strategies to the lecture. Use this critical thinking question document: https://www.academic-englishuk.com/wp-content/uploads/2020/03/Critical-Questions-a-linear-model-AEUK.pdf (writing, presentation or seminar).
- Research other types of business models (presentation or seminar).
- Research the positives and negatives of business models (presentation or seminar).

Listening: Mini Lecture Worksheet

Task 1: Key Vocabulary

Check these words and phrases before listening:

	pop-up kiosk		*release*		*inventory*
lucrative	*subscription*	*brick-and-mortar*		*streamlined*	

Task 2: Lecture Listening

Listen to the lecture on *Blockbuster* vs. *Netflix* and answer the questions:

2.1   Gap Fill

Complete the comparison between *Blockbuster* and *Netflix*. The first letter is already given.

Blockbuster first entered the film rental market in 1985 but was ▨▨▨▨▨ who foresaw the **r**▨▨▨▨ of ▨▨▨▨▨ to become a global **l**_____ in entertainment.

____ / 2

2.2   Name ONE similarity between *Blockbuster* and *Netflix*.

____ / 1

2.3   Open Questions

Answer these questions about the *Blockbuster* business model.

i.	▨▨▨▨▨▨▨▨▨▨	
ii.	Why was it popular?	
iii.	▨▨▨▨▨▨▨▨▨▨	
iv.	What did it experiment with to maintain customers?	
v.	▨▨▨▨▨▨▨▨▨▨	

____ / 5

2.4   Multiple Choice

Answer these questions about the *Netflix* business model. Select ONE answer only per question.

i.	How was ▨▨▨▨▨▨ different?	A. It sent VHSs and DVDs out to customers.
		▨▨▨▨▨▨▨▨▨▨▨▨
		C. It was cheaper for the customer.
ii.	What ▨▨▨▨▨▨ pricing model?	A. Payments were automated in a subscription.
		▨▨▨▨▨▨▨▨▨▨▨▨
		C. It became demand-based.
iii.	What was the main reason for moving into on-demand streaming?	A. It became too costly to send out DVDs.
		▨▨▨▨▨▨▨▨▨▨▨▨
		C. Loss of interest in DVDs 6 months after release.
iv.	▨▨▨▨▨▨▨▨▨ its own original content?	A. Through backward integration and algorithms.
		▨▨▨▨▨▨▨▨▨▨▨▨
		C. Through word-of-mouth recommendations.

____ / 4

2.4   Gap Fill

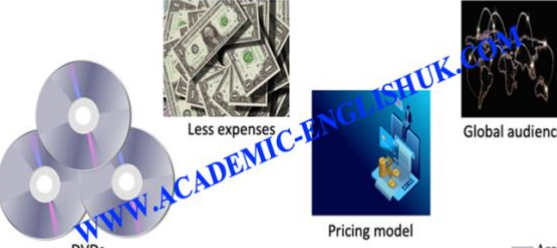What does the lecturer say about companies who do not innovate? Complete the gaps.

Netflix is a prime example of how _____ ▨▨▨▨▨▨▨▨▨▨ order to turn challenges ▨▨▨▨▨▨▨▨ for _____ is critical in today's digital age.

____ / 2

Total Score ____ /14

PowerPoint Slides

Listen to the lecture and take notes using the PPT slides

Blockbuster vs Netflix

Blockbuster

9000+ physical stores

Distribution Centre

Penalty fees

VHS & DVD

The initial business model of Netflix

DVDs

Less expenses

Pricing model

Global audience

A shift in Netflix's business model

Streaming service

Electronic devices

Membership fees

Algorithm

Listening ANSWERS

2.1 Gap Fill

Complete the comparison between *Blockbuster* and *Netflix*. The first letter is already given.

> *Blockbuster* first entered the film rental market in 1985 but was soon usurped by *Netflix*, who foresaw the *rise* of on-demand streaming to become a global *leader* in entertainment.

_____ / 2

ALL ANSWERS ARE INCLUDED IN PAID VERSION…

Adapt or die: how *Netflix* triumphed over *Blockbuster*
by C. Watts (2022)

Hello and welcome to this short lecture about the fall of Blockbuster and the rise of Netflix. Blockbuster dominated the film rental market from 1985 before Netflix, the $230-billion-dollar online streaming service, was launched worldwide, and continues to lead the way in modern-day entertainment.

THE FULL TRANSCRIPT IS INCLUDED IN THE PAID VERSION…

Academic English UK

Cryptocurrencies

![Image of various cryptocurrency coins including Bitcoin, Litecoin, Ethereum, Ethereum Classic, Zcash]

Mini Lecture

EXAMPLE

Lesson Plan: Cryptocurrencies EXAMPLE

Lessons: Lecture Listening.
Time: 1 hour.
Level: ★★★★★[B1/ B2/C1].

Lesson Aim:

To focus on one key topic and develop a range of key academic skills based on this topic.

Introduction [5 minutes]

- Introduce the topic 'Cryptocurrencies'**.**
- Give out the **'Reading Text Worksheet'** and discuss the lead in questions.

Listening: Lecture & Test Questions [30-40 minutes + feedback]

Video: Available in paid download
MP3: Available in paid download

- Give out the **'Listening: Mini Lecture Worksheet'.**
- Students check key vocabulary.

Option 1

- Students look at the questions.
- Students listen & answer the questions.
- Give 2 minutes to tidy answers.
- Students listen again. Check answers & answer missed questions.
- Feedback: distribute or project ANSWERS.

Option 2 (harder)

- Students listen & take notes (Use paper or the PPT slides in the Appendix).
- Students listen again & add to their notes.
- Students use their notes to answer the questions.
- Feedback: distribute or project ANSWERS.

Post lecture extra ideas

- Write a 100-word summary of the lecture.
- Apply critical thinking strategies to the lecture. Use this critical thinking question document: https://www.academic-englishuk.com/wp-content/uploads/2020/03/Critical-Questions-a-linear-model-AEUK.pdf (writing, presentation or seminar).
- Research other types of cryptocurrency presentation or seminar).
- Research the positives and negatives of cryptocurrency (presentation or seminar).

Listening: Mini Lecture Worksheet EXAMPLE

Task 1: Key Vocabulary

Check these words and phrases before listening:

░░░░	*store of value*	░░░░	*asset*	*coding*
corruption	░░░░	*fluctuate*	*verify*	*enforce*

Task 2: Lecture Listening

Listen to the lecture on Bitcoin and answer the following questions:

2.1 Gap Fill

Complete the summary. The first letter is already given.

Bitcoin is considered to be the largest **d**……………….. decentralised ░░░░░░ due to the millions of bitcoins that are in ░░░░░░ and the thousands of **t**…………………. made daily.

____ / 2

2.2 Name ONE advantage of Bitcoin.

____ / 1

2.3 Open Questions

Answer these questions about Bitcoin mining and blockchain technology.

i.	What is mining?	
ii.	░░░░░░░░░░░░░	
iii.	What is a blockchain?	
iv.	░░░░░░░	
v.	Why does the WFP believe blockchain helps poor nations?	

____ / 5

2.4 Multiple Choice

Answer these questions about the value of Bitcoin. Select ONE answer only per question.

i.	How does the ░░░░░ see Bitcoin?	░░░░░░░░░░
		B. It could be more important than gold.
		C. It will never be as important as gold.
ii.	What is the biggest reason for the ░░░░░ to accept Bitcoin?	A. Its volatility.
		░░░░░░░░░
		C. Its lack of security.
iii.	How much has Bitcoin's value changed?	░░░░░░░░░
		B. It has stayed the same since 2009.
		░░░░░░░░░
iv.	Why does ░░░░░ so much?	A. Because of its design.
		░░░░░░░░░
		C. Because not enough people invest in it.

____ / 4

2.4 Gap Fill

What does the lecturer say about the future of Bitcoin? Complete the gaps.

Although there are potential _____ regarding ░░░░░ investment volatility, Bitcoin and ░░░░░ are likely to remain _____.

____ / 2

Total Score ____ /14

PowerPoint Slides
Listen to the lecture and take notes using the PPT slides

Bitcoin	
What's needed to produce Bitcoins?	
Digital wallet	
Powerful computer	
Energy	
How does Bitcoin work?	
Bitcoins	
Blockchain	
Security	
World Food Programme	
Perspectives on Bitcoin	
Bank of Singapore	
Bank of England	
Bitcoin's value	

Listening ANSWERS

2.1   Gap Fill

Complete the summary. The first letter is already given.

> Bitcoin is considered to be the largest *digital* decentralised currency worldwide due to the millions of bitcoins that are in circulation currently and the thousands of *transactions* made daily.

ALL ANSWERS ARE INCLUDED IN PAID VERSION…

Bitcoin: the standout trendsetter in a digital monetary minefield

by C. Watts (2022)

Hello and welcome to today's short lecture on Bitcoin. Bitcoin is a type of decentralised digital currency, also known as a cryptocurrency. It is considered to be the largest cryptocurrency, thanks to the 18m bitcoins in circulation worldwide and the 300,000 plus transactions made each day. Formed in 2009, its principal aim was to allow people to send and receive money over the Internet with low transaction fees and …

THE FULL TRANSCRIPT IS INCLUDED IN THE PAID VERSION…

AE Academic English UK

Cybercrime

Mini Lecture

EXAMPLE

Lesson Plan: Cybercrime EXAMPLE

Lessons: Lecture Listening.
Time: 1 hour.
Level: ★★★★★[B1/ B2/C1].

Lesson Aim:

To focus on one key topic and develop a range of key academic skills based on this topic.

Introduction [5 minutes]

- Introduce the topic 'Cybercrime'**.**

Listening: Lecture & Test Questions [30-40 minutes + feedback]

Video Available in paid download
MP3: Available in paid download

- Give out the **'Listening: mini lecture worksheet'.**
- Students check key vocabulary.

Option 1
- Students look at the questions.
- Students listen & answer the questions.
- Give 2 minutes to tidy answers.
- Students listen again. Check answers & answer missed questions.
- Feedback: distribute or project ANSWERS.

Option 2 (harder)
- Students listen & take notes (Use paper or the PPT slides in the Appendix).
- Students listen again & add to their notes.
- Students use their notes to answer the questions.
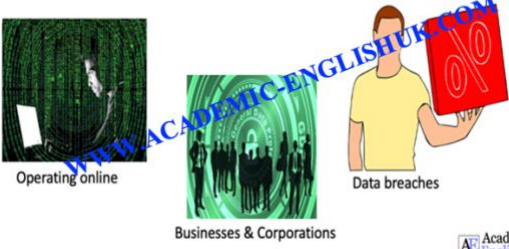- Feedback: distribute or project ANSWERS.

Post lecture extra ideas

- Write a 100-word summary of the lecture.
- Apply critical thinking strategies to the lecture. Use this critical thinking question document: https://www.academic-englishuk.com/wp-content/uploads/2020/03/Critical-Questions-a-linear-model-AEUK.pdf (writing, presentation or seminar).
- Research other types of cybercrime (presentation or seminar).
- Research the positives and negatives of cybercrime (presentation or seminar).

Appendix: PowerPoint Slides

Listen to the lecture and take notes using the PPT slides

Cybersecurity	
Preventing a cyberattack Operating online — Businesses & Corporations — Data breaches	
Cyberattacks on businesses • Beaming's five-year cybersecurity report (2020). • Board level discussion. • Malware and ransomware. • Government initiative: Active Cyber Defence. • Suspicious Email Reporting Service. • Telecoms Security Bill. The increase in cyberattacks	
The business of cybersecurity Department for Culture Media & Sport — DARKTRACE — THE NATIONAL SECURITY AND INVESTMENT ACT 4 January 2022	

Listening ANSWERS

2.1 Gap Fill
Complete the definition of cybersecurity. The first letter is already given.

> Cybersecurity is a term to describe how individuals and corporations can reduce their *risk(s)* of becoming the target of a *cyberattack*.

ALL ANSWERS ARE INCLUDED IN PAID VERSION…

Cybersecurity: today's booming but necessary global market
by C. Watts (2022)

Hello and welcome to today's short lecture on cybersecurity. Cybersecurity can be defined as the process by which individuals and corporations can reduce the risks of and protect themselves from a cyberattack. As more and more of us use tablets, laptops, smartphones and other electronic devices to conduct business, communicate with others, educate ourselves and pursue personal goals, the necessity to safeguard our personal and sensitive data has become increasingly more pressing.