

FIRST & LAST NAME: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

REGISTRATION NUMBER: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

READING - \_\_\_\_\_\_\_\_\_\_\_\_\_\_ / 35 Points

WHILE LISTENING - \_\_\_\_\_\_\_\_\_\_\_\_\_\_ / 10 Points

NOTE TAKING - \_\_\_\_\_\_\_\_\_\_\_\_\_\_ / 20 Points

WRITING - \_\_\_\_\_\_\_\_\_\_\_\_\_\_ / 35 Points

**TOTAL - \_\_\_\_\_\_\_\_\_\_\_\_\_\_ / 100 Points**

**READING 1**

**Name – Surname :**

**Registration Number :**

 **EXAMS: A SURVIVAL PLAN**

1. Exams are a part of learning and education. However, many students get excited during an exam or before it. A survival plan for the exams is crucial. Even if all candidates arrived for their exams with equal knowledge and ability, **some** would manage to get higher grades because of technique. Taking an exam is a **skill** in itself. It can be learned and practised. Common errors can be recognised and avoided.
2. ***A day or two before:*** This is the cut-off point beyond which it is useless **to attempt** to learn new material. Do not try to learn new things. After weeks of study it is important to clear the mind, not cloud **it**. Refresh your memory of key points by going through your notes. Check the style of questions used in the past. Double-check the time and location of each examination.
3. ***Health, food and beauty:*** Try not to vary diet or sleep patterns dramatically. Research shows that if students are used to having breakfasts, their academic performance suffers when it is missed. And people who never eat breakfast do not do so well if **one** is suddenly provided. While it may be traditional to work with a cup of black coffee, be careful to avoid drinking too much caffeine during long hours of study. It may harm rather than improve performance.
4. ***The big day:*** Give yourself plenty of time on the day of your exam so you can check you have got everything you need. Leave the house with time to spare. A walk can be **invigorating**, it makes you awake or alert. Try not to arrive too early or talk about the examination with friends before you go in.
5. ***In the exam room:*** **Lay out** your equipment carefully so you know where to find everything. Read right through the exam paper very carefully. Check the instructions to ensure you are clear about exactly what you have to do. Plan your time and decide how long you should spend on each question. If you attempt only three quarters of the paper, you could lose a quarter of the available marks at a stroke. If you are unsure of anything, do not hesitate to ask an invigilator. Complain if something is disturbing your concentration – someone tapping, a distant music lesson, or the invigilator’s new shoes.
6. ***Learn from other’s mistakes:*** Every year examiners describe a list of common errors. Yet each year, students fall into the same traps. The most common – and disastrous – mistake is a failure to read each question and answer it precisely. There are no marks for answering a different question from the one set.

Wandering off the point is another related sin. It is useful to identify important words in the questions. Underline, circle or even write out the key instructions, and then make sure you pay attention to each one.

Candidates should try to make sure **their** answers are clear. Examiners faced with piles of scripts do not have time to admire the most brillant essay if it is written in illegible handwriting.

Always leave enough time at the end of the exam, to read through your work. **This** provides a last chance **to rescue** a few marks. Check for any misspellings or grammar mistakes.

1. ***Afterwards:*** Avoid the temptation to linger with friends analysing the paper in detail. Instead, enjoy a spot of mental relaxation to give yourself a treat and then move on to the next examination.

**PART 1. Choose the correct answer according to the text. (1 x 5 = 5 pts)**

1. According to the first paragraph to get a higher grade than the others in an exam, candidates should ....
2. have better qualifications.
3. be patient and not leave the exam room early.
4. avoid feeling nervous.
5. have their own technique to answer the questions.
6. According to the text, it is not useful ....
7. to study new subjects.
8. to go through your notes in detail before the exam.
9. to check the place where you’ll take the exam.
10. to watch your diet before the exam.
11. If you change your sleep pattern or diet before the exam ...
12. this may cause you to fail in the exam.
13. you may lose weight easily.
14. this will do you some good.
15. you will benefit from your new habits.
16. In order not to feel more nervous right before the exam, you should ....
17. take some vitamin pills.
18. bring your exam papers with you.
19. avoid chatting with the other candidates about the exam.
20. arrive the place where you’ll take the exam as early as possible.
21. During the exam, paying attention to the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is very essential.
22. instructions
23. other candidates
24. invigilator
25. equipment

**PART 2. What do these words refer to? Choose the correct answer. (1 x 5 = 5pts)**

1. In paragraph 1, **‘some’** refers to .....
2. all candidates
3. candidates
4. exams
5. grades
6. In paragraph 2, **‘it’** refers to .....
7. mind
8. cloud
9. new material
10. important
11. In paragraph 3, **‘one’** refers to .....
12. research
13. students
14. people
15. breakfast
16. In paragraph 6, **‘their’** refers to ......
17. candidates
18. candidates’s
19. candidates’
20. answers’
21. In paragraph 6, **‘This’** refers to .....
22. A last chance
23. Leaving enough time
24. A few marks
25. Grammar mistakes

**PART 3. Choose the best/closest answer. (1 x 5 = 5pts)**

1. In paragraph 1, **‘skill’** is similar to ....
2. activity
3. practice
4. ability
5. success
6. In paragraph 2, **‘to attempt’** is similar to .....
7. to try
8. to understand
9. to research
10. to educate
11. In paragraph 4, **‘invigorating’** is similar to .....
12. something that irritates you
13. an action that makes you feel tired
14. something that makes you feel more energetic
15. a habit that should be avoided
16. In paragraph 5, **‘Lay out’** is similar to ......
17. To have
18. To organise
19. To hide
20. To take
21. In paragraph 6, **‘to rescue’** is similar to .....
22. to lose
23. to get
24. to miss
25. to help

**READING 2**

**Name – Surname :**

**Registration Number :**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

1. There are not many genuinely classic brands, but Levis have earned **themselves** a place among the Coca-Colas, Zippos, and Bics. Classic brands used continuously and in an unchanged format for 100 years are exceptionally rare in the clothing market, dictated as it is by the unpredictable and changeable demands of fashion. Levi Strauss’s achievement is impressive: from a small family firm to a **massive** international business.
2. The years in between have seen not only the evolution of a classic brand but also some massive, equally classic, marketing errors. The 501 idea is the biggest **achievement** of Levi Strauss in international marketing. After several disastrous years in the international market, the 501 plan worked out perfectly well and helped the company to take its place in the international business world.
3. In the early 1960s, Levi Strauss was sky-rocketing. American films and music had spread to Europe and jeans had come to symbolise a new youth culture. Kids decided that denim would become their uniform, a visible statement of a new, exciting lifestyle. In those days, Levi Strauss was still a purely American company, with no overseas operation. Now that **a brand new market**, the jeans market, had presented itself, international **expansion** had to be looked at.
4. Initially, the company used local agents to sell the products which were **shipped** in from the States. Teenagers trekked all over European cities, looking for a retailer who stocked the all-American jeans. There was still no international marketing, let alone international advertising. The whole international success story happened almost by chance, and certainly without any co-ordinated effort from San Francisco.
5. At the same time, in America, Levi Strauss expanded and became a larger company at an uncontrolled pace into all sorts of unrelated areas, including strap-rest trousers and hats. The Levi’s label was put on all **these** non-jeans products, and the company grew immensely.
6. By 1974, now a public company, Levi started manufacturing locally throughout Europe. It moved its European advertising account from Young and McCann-Erickson, which took over all the non-American **advertising**. But Levi Strauss was coming unstuck: nobody knew what the name Levi’s stood for any more. All the advertising for the different products was saying totally different things about the company and the unrelated products had begun to damage Levi’s volume base – its jeans. A kid seeing his dad buy Levi polyester trousers was unwilling to buy Levi’s jeans. Teenage consumers started to think that Levi’s were old fashioned.
7. Something had to be done and fast. Taking off the Levi’s name from the unrelated products such as hats and bags, The Levi’s company slowed down the expansion programme. The company retained the other brands, but distanced them from the jeans products, or made them more jeans related. Levi Strauss realised that it had to stop trying to drag value out of its most valuable property – its name – and go back to its roots, becoming once again the premier jeans company in the world.

**PART 4. Choose the correct answer. (1 x 5 = 5pts)**

1. Which of the following statement is **false**?
2. Levi Strauss’s achievement is impressive but they like to stay as a small firm.
3. Levi Strauss’s goal is to develop the company and sell internationaly
4. By expanding the small family firm, Levi Strauss achieved his goal of being international.
5. It was challenging to develop a small family firm into an international business.
6. Which of the following statement is **true**?
7. 501 was a great success in selling because it was manufactured after several disastrous years.
8. The failure behind the 501 idea was the disastrous marketing errors they had done before selling the brand.
9. The biggest achievement about the 501 idea was its new style which made especially teenagers to buy.
10. The success of 501 depended on the fact that it was launched in the international market successfully.
11. Which of the following statement is **true**?
12. With the effect of American films and music, production of Levi Strauss company dropped down dramatically.
13. 1960s were the period when teenagers wanted to express themselves by wearing uniforms.
14. In 1960s, young people preferred jeans because it was a symbol of the popular culture of the day.
15. In the early 1960s, the Strauss Company decided to limit its production with kids clothing.
16. Which of the following statement is **false**?
17. In 1970s, Levi opened some factories all around Europe.
18. In 1970s, the company manufactured various products as well as jeans. However, this resulted in the fact that the consumers couldn’t find Levi’s jeans all around the country.
19. Teenagers weren’t very happy about some of Levi’s products like polyester trousers.
20. In 1970s, people were so confused about Levi’s products that they couldn’t understand what Levi’s actually manufactures and sells.
21. Which of the following statement is **true**?
22. Levi’s company was too slow to act on taking off the Levi’s name from the unrelated products.
23. Levi’s company stopped manufacturing 501.
24. The reason why Levi Strauss decided to become only a jeans company is unrelated products began to damage the Levi’s image.
25. After the problems in Levi’s company, the company was never recovered again.

**PART 5. Choose the best/closest answer. (1 x 5 = 5pts)**

1. In paragraph 1, **‘massive’** means:
2. big
3. modest
4. massy
5. unsuccessful
6. In paragraph 2, **‘achievement’** means:
7. profit
8. loss
9. success
10. damage
11. In paragraph 3, **‘expansion’** means:
12. organization
13. growth
14. communication
15. trade
16. In paragraph 4, **‘shipped’** means:
17. boat
18. yacht
19. gave
20. transported
21. In paragraph 6, **‘advertising’** means:
22. marketing
23. selling
24. commercial
25. buying

**PART 6. What do these words refer to? Choose the correct answer. (1 x 5 = 5pts)**

1. In paragraph 1, **‘themselves’** refers to:
2. Levis
3. classic brands
4. Coca-Colas
5. Zippos
6. In paragraph 3, **‘a brand new market’** refers to:
7. American company
8. Levi Strauss
9. international market
10. the jeans market
11. In paragraph 5, **‘these’** refers to:
12. 501
13. companies
14. strap-rest trousers and hats
15. labels
16. **Choose the correct answer. What is the main idea of this reading text?**
17. Selling different products is always very profitable.
18. Do only what you know the best.
19. If you want to have a very successful business you should sell different products.
20. Teenage consumers are the best consumers to sell jeans.
21. **Choose the most suitable title for this reading text?**
22. Levi Strauss and His Family
23. Successful American Companies
24. The Levi Story
25. Marketing Jeans

**PART 7. Choose the correct answer to complete the summary. (1 x 5 = 5pts)**

There are not many ……………**(31)**……………. remained unchanged over the years. Levi’s Company is one of them. Levi Strauss first came out as a small firm and expanded later at an international level. ……………**(32)**………………… was the great success contributed to the rise of the Levi’s Company internationaly. ……………**(33)**…………………. were the years when the company reached its peak and gained an increasing popularity. In 1970s, however, Levi’s jeans were regarded as old fashioned. Upon the realization of that, the company excluded ……………**(34)**………………. from the Levi’s name as a quick solution to the company’s decreasing popularity problem. The ultimate solution was to ……………**(35)**………………… to the company’s origin as a well known jeans company again.

1. **A.** classic brands

**B.** Zippos

**C.** hats and bags

**D.** Coca-Colas

1. **A.** Levi Strauss’s

**B.** marketing

**C.** advertisements

**D.** The 501

1. **A.** 1974

**B.** 100 years

**C.** 1960s

**D.** 2013

1. **A.** hats and bags

**B.** premier jeans

**C.** clothing market

**D.** youth culture

1. **A.** slow down

**B.** go back

**C.** retain

**D.** sell

**WHILE LISTENING**

**You are going to listen to a lecture about the life of Albert Einstein. Read the questions first. Circle the best answer while you are listening to the lecture. You are going to hear the text ONCE. (1 x 10 = 10 pts)**

1. Albert Einstein is well-known for the theory of….

**A.** the blank slate

**B.** relativity

**C.** gravity

**D.** laws of motion

1. Einstein started going to school in…..
2. Munich, Germany
3. Rome, Italy
4. Bern, Switzerland
5. Zurich, Switzerland
6. Einstein entered the Swiss Federal Polytechnic School in Zurich because …..
7. he didn’t want to study art
8. he wanted to get his masters degree
9. he wanted to be a teacher in Physics and Mathematics
10. he wanted to have Swiss citizenship
11. In the Swiss Patent Office he was …..
12. a teacher
13. a technical assistant
14. a professor
15. a director
16. Einstein became a German citizen in …..
17. 1940
18. 1945
19. 1933
20. 1914
21. Einstein left Germany …..
22. for his doctorate
23. for his family business
24. for political reasons
25. to get married
26. In 1940, Einstein became …..
27. a German citizen
28. a French citizen
29. a Swiss citizen
30. a U.S. citizen
31. Einstein helped Doctor Weizzman to …..
32. establish a university
33. enter politics
34. become a technical assistant
35. become a professor
36. Einstein travelled a lot during the 1920s because .….
37. he had health problems
38. he missed his family
39. he enjoyed travelling
40. he gave lectures in many different countries
41. ……………………… was important for Einstein as it made him relax.
42. His laboratory
43. Music
44. His family
45. Physics

 **NOTE TAKING**

**Name – Surname :**

**Registration Number : TOTAL: \_\_\_\_\_\_\_\_\_/ 20 PTS**

**You listened to ‘Cultural Anthropology’ lecture once only. Use your notes while answering the questions. (2 pts. each )**

**1. What does ‘anthropology’ mean ?**

 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**2. What are the benefits of studying anthropology ? Write two.**

 **a) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

 **b) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**3. Why do physical anthropologists analyze human fossils ?**

 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**4. In which fields do people in a particular society reflect their ways of thinking or acting ? Write four.**

 **a) \_\_\_\_\_\_\_\_\_\_\_ b) \_\_\_\_\_\_\_\_\_\_\_\_ c) \_\_\_\_\_\_\_\_\_\_\_\_\_ d) \_\_\_\_\_\_\_\_\_\_\_**

**5. Which field studies ‘dead cultures’ ?**

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**6. What does an ethnographer describe ?**

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**7. What is the purpose of studying cultural anthropology according to Benedict ?**

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**8. Explain the lifestyles of people in the ‘savagery stage’. Where do they live / How do they survive?**

 **a) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

 **b) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**9. What is significant about the ‘civilization stage’ ?**

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**10. Write one common feature of cultures.**

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**Name – Surname :**

**Registration Number :**

**OUTLINE SHEET**

**You are going to listen to ‘Cultural Anthropology’ lecture ONCE only. Take notes while listening to the lecture.**

* **ANTHROPOLOGY**

 **\* Why Study Anthropology ?**

* **PHYSICAL ANTHROPOLOGY**
* **CULTURAL ANTHROPOLOGY**

 **\* Culture**

 **\* Society’s Reflection of Thinking or Acting**

 **\* What is ‘Cultural Anthropology ?’**

**\* The Fields of Cultural Anthropology**

**- Archaeology**

**- Ethnography**

* **Why Do We Study Cultural Anthropology**

 **\* The First Reason**

 **- Savagery**

 **- Barbarism**

 **- Civilization**

**\* The Second Reason**

**\* The Common Features of Cultures**

**WRITING**

**Name – Surname :**

**Registration Number :** **TOTAL: \_\_\_\_\_\_\_\_\_/ 35 PTS**

 **Choose one of the topics below and circle the letter. Fill in brainstorming and outline parts. Then write an essay of about 300 - 350 words.**

1. What are the effects of global warming?
2. What are the reasons for teenagers to run away from home?
3. Compare and contrast living in war time and peace time.
4. Early marriages are more likely to end in divorce. Discuss.

**Brainstorming**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Outlining**

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**Essay**

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**NOTE TAKING**

**FOR TEACHER’S USE ONLY**

**Procedure:**

* At 12.05, give the outline to the students and give them 2 minutes to check the outline. Then tell the students that they will take notes on the outline sheet while listening to the lecture **once**.
* Play the CD.
* After the CD finishes, give the students the question sheet.
* Give time to the students until 12.50 to complete their answers.
* Collect both the outlines and question sheets from the students. Put the outlines and question sheets in separate plastic sleeves found in the envelope.

**CULTURAL ANTHROPOLOGY**

Good morning, everybody. Today, I’m going to talk about ‘Cultural Anthropology’. Firstly, I’ll explain what ‘anthropology’ is. Then, I’ll explain why we study anthropology also dealing with the benefits of studying it. After giving you some information about ‘physical anthropology’ as one of the main branches of anthropology, I’ll define ‘culture’ to help you understand ‘cultural anthropology’. Later, I’ll talk about the fields of cultural anthropology; archaeology, and ethnography. After that, I’ll give you the two reasons for studying ‘cultural anthropology’ connecting it to the common features of different cultures.

So, let’s begin with the definition of anthropology. The Greek word for ‘man’ is ‘anthropos’ and the word anthropology has been in the English language for centuries. But just what does the word mean? Literally, anthropology means ‘the study of man’. For a better understanding, anthropology has been described as the study of human behaviour in all places and at all times. Anyway, when I say anthropology, it means ‘the study of man’.

O.K. Why do we study anthropology? What are the benefits of studying it? Anthropology helps mankind solve natural and political problems. It helps us plan the future and helps us solve human problems. It also helps us understand ourselves as social beings, both positively and negatively. In short, anthropology helps us solve problems about nature and politics, plan the future, and explain mankind’s improvement as physical and social beings.

Now, let’s move on to the branches of anthropology. It has two main branches: physical anthropology and cultural anthropology. Physical anthropology deals with the development of man as a mammal. Physical anthropology studies the evolution of human organism and its adaptation to various environments. Physical anthropologists do this by analysing fossils. Fossils are the remains of once-living creatures including human beings. Physical anthropologists analyse fossils and they evaluate genetic differences among human population. In short, by analyzing the fossils, physical anthropologists study the evolution of the human species. Can you get it? As I said before, study of human fossils help them evaluate genetic differences among societies.

The second main branch of anthropology is cultural anthropology. But before entering the field of cultural anthropology, let me define ‘culture’. So, what exactly is culture? A definition of culture which many people find useful is, ‘the total of learned, socially transmitted behaviour.’ Yes, culture means ‘ the total of learned, socially transmitted behaviour. So, a particular culture is the shared way of life of a group. When we talk about a particular culture, this means, it includes the people in that society’s ways of thinking, acting, and feeling as reflected in their religion, law, language, art, and customs, as well as houses, clothing, and tools. In short, people in a particular society reflect their way of thinking, acting, and feeling to their religion, law, language, art, customs, houses, clothing, and tools.

Now, let’s talk about what we mean by cultural anthropology, and the fields in it. Cultural anthropology is the study of cultures- living and dead. It includes linguistics- the study of speech forms, archaeology- the study of dead cultures, and ethnography- which is the study of living cultures or those that can be observed directly.

Archaelogy is the study of different ancient cultures through material sources. In other words, archaeology is the study of ancient societies or dead cultures by examining the remains of their buildings, graves, or tools.

Ethnography is the systematic description of human societies. Ethnographers observe humans and explain the similarities and differences, so ethnography is the scientific description of different races of people. In other words, an ethnographer describes or studies different races of people.

Why do we study cultural anthropology ? One reason, according to Ruth Benedict, a well-known anthropologist, is that we study cultural anthropology to observe the cultural growth of the societies. So, by analyzing the cultural growth of the societies, we study cultural anthropology. Cultural growth has gone through three stages so far. These are savagery, barbarism, and finally, civilization. In the savagery stage, societies have simple, traditional way of life. They live in small villages, hunt animals, and males have fights to become the leader of the society.The members in the savagery stage, society have cruel and violent behaviour. In the barbarism stage, people are still cruel and violent. They don’t have any interest in art or literature. The last stage is civilization. In the civilization stage, the society is well organized, and developed. The society has fair laws and customs. It is significant that the civilization stage carries a well organized and developed society structure which has laws and customs.

The second reason for studying cultural anthropology is to learn about different cultures. It helps us identify specific culture’s differences and similarities in any field. For example, there are several international students studying at universities. They come from different cultures. So, what are some of the ‘common features’ which you and other international students have all experienced in your earlier educational life ?

One common feature is that all cultures use rewards and punishments. Yes, they use rewards and punishments to encourage correct behaviour. This feature is the same for ancient civilizations, too. Whether the person is from a tribe, or a developed country, he takes a reward or punishment. Another common feature is the effort to educate the young to improve the society. For example, in the majority of the ancient societies, the young were educated in the field of medicine, or they were educated to govern their society. By educating them, people improve their own societies.

**WHILE LISTENING**

**FOR TEACHER’S USE ONLY**

**Procedure:**

* Give out the question sheets.
* Allow the students about 3 minutes to look at the questions.
* Tell the students they will answer the questions while listening to the lecture **once**.
* Play the CD (track 1) once
* Allow them about 3 minutes to complete their answers.
* After about 3 minutes tell all the students to turn their papers over.

**ALBERT EINSTEIN**

Albert Einstein is a worldwide famous theoretical physicist. He developed the general theory of relativity. Relativity is still a very popular subject to study at universities. He was born in Germany, on March 14, 1879. He began his school in Munich, Germany at the Luitpold Gymnasium. Later, his parents moved to Italy and Albert continued his education in Switzerland. In 1896 he entered the Swiss Federal Polytechnic School in Zurich. He went there because he wanted to be a teacher in Physics and Mathematics. Soon after he graduated from school in 1901, he got Swiss citizenship. Unfortunately, he was unable to find a teaching post, so he accepted a position as a technical assistant in the Swiss Patent Office. Four years later he obtained his doctor’s degree.

During his stay at the Patent Office, and in his spare time, he produced much of his remarkable work. In 1914 he was appointed Director of the Kaiser Wilhelm Physical Institute and a Professor at the University of Berlin. He became a German citizen in 1914. He stayed in Germany until 1933. He decided to leave Germany for political reasons and emigrated to America. Einstein started to work as a Professor of Physics at Princeton University. He became a United States citizen in 1940 and retired from his post in 1945.

After World War ll, Einstein was a leading figure in the World Government Movement. He was offered political positions but he did not accept any of them. Einstein helped one of his friends Doctor Weizmann in establishing a university in Israel.

Einstein always had a clear view of the problems of physics and the determination to solve them. He had a strategy of his own and was able to visualize the main stages on the way to his goal to solve the problems. Even after his retirement he continued to work.

Albert Einstein received honorary doctorate degrees in science, medicine and philosophy from many European and American universities. During the 1920s he traveled a lot because he was invited to lecture in Europe, America and the Far East. He was awarded Fellowships or Memberships of all the leading scientific academies throughout the world. He gained numerous awards in recognition of his work.

Einstein’s hobby was listening to music and he always said music was the only thing that made him relax. Even as a small boy, Albert Einstein was self sufficient and thoughtful. According to family legend, he was a slow talker, pausing to consider what he would say. His sister remembered the concentration and perseverance with which he would build houses of cards. Albert Einstein married Mileva Maric in 1903 and they had a daughter and two sons. They got divorced in 1919 and in the same year he married his cousin, Elsa Löwenthal. He died on April 18, 1955 at Princeton, New Jersey.