**Unit 7 Make a Living**

**Listening 1**

**Spot Dictation:**

Tree Houses

Three-year-old Mica and her little sister got a tree house this year. “I’m Mica! I love my tree house!”

This $28,000 tree house is a gift from their parents. Roughly three meters above ground, the platform was built into two large trees. (1)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ has a climbing wall, a bucket pulley and a spiral slide.

“One of the things I really wanted was a little door within the big door. If you go up, there is a door handle for them, that’s (2) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. And there is an adult size door as well. So I wanted them to not need us to go in so to make it feel more like a secret hideout.”

Bala Sundar and his wife Lakshmi came to America 20 years ago. Unlike the Keenans, who built a tree house for their daughters, the Sundars (3)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

“We wanted to build something (4)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ where we can come and relax. We want to chill out and have a glass of wine. So, it was more of what I wanted the space more than for the kids.”

With beds, tables and windows, it’s (5)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to spend a summer night.

Both of these amazing tree houses were created by Dan Wright. He’s the founder of Tree Top Builders, and has built more than 400 tree houses since he started the company in 2003.

“I think over hyped-up sense of (6)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. That’s I think why Americans particularly resonate with tree houses. Because it gets you up off the ground and, for kids, their parents can’t reach them anymore. They are up looking down, (7)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.”

Wright’s company holds workshops on building your own tree house. Sixty-year-old Bob Miracle, who arrives in his own helicopter, wants to build one for his grandchildren.

“Certainly the tree houses to my grandchildren is going to be just like this helicopter to me. They are going to be very excited. They will always look forward to getting in it and having a blast with them.”

Sandy Kiefer is a cello instructor. Her dream is to build three tree houses and use them for (8)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

“I am 63, almost 64. And people say: 'Are you crazy to start on a dream now?' And I am saying: 'Are you crazy not to start on a dream now?' ”

Installing the special tree bolt, which requires both (9)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, is the most important part of the work.

“As the tree grows, sometimes you need to move parts of the structure or cut parts of it away to (10)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to grow each year. It gets thicker.”

The base is then lifted on top of the tree bolts. It will soon become the foundation of a great tree house, so kids - or adults - can enjoy playing in the treetops.

**Keys:**

1. The fancy hide-out
2. their height
3. built one for themselves
4. as a regular place
5. a welcoming, comfortable space
6. freedom and independence
7. getting a new perspective on life
8. a bed and breakfast
9. strength and accuracy
10. give the tree room

**Script:**

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Bala Sundar and his wife Lakshmi came to America 20 years ago. Unlike the Keenans, who built a tree house for their daughters, the Sundars built one for themselves.

“We wanted to build something as a regular place where we can come and relax. We want to chill out and have a glass of wine. So, it was more of what I wanted the space more than for the kids.”

With beds, tables and windows, it’s a welcoming, comfortable space to spend a summer night.

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Installing the special tree bolt, which requires both strength and accuracy, is the most important part of the work.

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**Listening 2**

**Multiple choice questions based on a passage:**

1. Who is the developer of the program, Adsense?

A. a major search engine

B. a marketing sales company

C. a money funding institution

2. Website owners can make money with Adsense by:

A. promoting the ad service to other companies.

B. placing ads for other companies on their site.

C. selling their products through this online ad store.

3. How are the ads distributed?

A. in email or mailing lists

B. through online news groups

C. on Websites

4. Which point about Adsense was NOT addressed in the news report?

A. You can tailor the look and feel of the ads to suit your needs.

B. You are paid based on the number of times people click on the ad.

C. You can see how your account is doing by viewing statistics online.

5. What should you do before you sign up for an account?

A. Read the Terms of Service.

B. Check your Website ranking.

C. Determine if Adsense is cost effective for you.

Keys: ABCBA

**Script:**

Welcome to today’s news segment, highlighting business opportunities on the Internet. One such opportunity is a program called Adsense from the major search engine, Google. Basically, Adsense is a simple and easy way for Website owners to place discreet ads on their sites as a means of earning income. You simply insert certain lines of code and then receive a percentage of resulting income.

What is so nice about this program is that it is very simple and straightforward to implement and maintain. Here are some points you should keep in mind.

* First, the program is free to join.
* Next, you only have to add a snippet of code to each page to display the ads.
* Also, Google serves up ads on your pages that are relevant to your site’s content. These ads also enhance the content and substance of your own pages.
* Also, the ads are less noticeable (and annoying) than pop-up or pop-under ads, and you can customize the look and feel, and placement of the ads.
* Furthermore, you don’t have to deal with advertisers since Google manages the entire program.
* Finally, an online area gives you statistics as to the performance of your account.

As you can see, the Adsense program can be beneficial to both sides in allowing advertisers to spread the word about their products and services, while Websites who display the ads can earn money to support their own businesses or interests. Visit the Google Web site and read the Terms of Service to learn more about this program and see if Adsense is right for you.