

I. You are going to listen to a lecture TWICE. As you listen, take notes under the headings provided. After listening to the lecture, you will be given your question sheets. Your notes will not be marked.

Girl Scouts

The Girl Scouts is an American group that has been organising many different activities for girls aged five to seventeen since 1912. So, many people may be surprised by the idea they can teach a lesson to big business. What has this old-fashioned organisation got to do with today's fast-moving business world? However, in the girl scouts' yearly cookie sale, two hundred million cookies are sold per year, and their profit is over \$700 million. And they achieve this success in only a three-month period in the spring.

The organization has changed a lot lately, ever since CEO Kathy Cloninger became the leader of the Scouts in 2003. Her mission was to renew the 95-year organisation, famous only for very traditional activities like camping and cookies. She has worked on developing leadership qualities in the girls, developing new business opportunities and creating an efficient organisation which is relevant to the modern world.

These changes are most noticeable in the annual cookie sale and the new techniques the girls use to sell their cookies. They no longer go from door-to-door around their neighbourhoods to make a few dollars, the organisation now uses a range of modern methods which businesses worldwide can learn from. Firstly, the girl scouts focus on providing the girls with life skills. By investing in the girls, the organization creates a team with strong leadership and communication skills. "Cookie College" training courses develop the scouts' business abilities. They focus on giving them presentation and marketing skills and teach them how to manage their money; all skills which will be valuable in their future lives.

But Girl scouts are not only training and motivating their workforce, but they are also changing their tactics. The days when girls went door-to-door around the neighbourhood selling to family and friends are gone. They now go in for selling large quantities of cookies at once. They sell to big organisations and businesses, where cookies can be used as gifts or rewards to workers. This way, the girls are able to sell a greater number of cookies.

And the proof of how successful their training has been is clear when we see the girl's exceptional results. Scout Markita Andrews sold over \$80,000 dollars worth of cookies in the twelve years she was a girl scout. Her success is mainly due to the rewards. By selling the greatest number of cookies, Markita won a trip around the world. However, rewards are not only given to the lucky winners. Scouts earn reward points as they sell more cookies. 1,500 cookies gets the scout a Wii game system.

II. You are going to listen to a lecture TWICE. While listening, circle the correct answer. Now you have one minute to read the statements.

Pop Music in Africa

Young musicians in African countries are creating a new kind of pop music. The tunes and the rhythms of their music combine African traditions with various forms of music popular today, such as hip-hop, rap, rock, jazz, or reggae. The result is music that may sound familiar to listeners anywhere in the world, but at the same time is distinctly African. It is different also in another way; many of the songs are very serious and they deal with important social or political issues in Africa today.

Eric Wainaina is one of these African musicians. He grew up in Nairobi, Kenya, in a family of musicians. As a teenager, he listened to pop music from the United States, and later he moved to Boston to study at the Berklee College of Music. Now he has produced a CD in Kenya. Eric's most popular song, "Land of 'A Little Something'" is about Kenya's problem of bribery, or paying others for illegal favors. He wants people to listen to his songs and think about how to make Kenya a better place to live.

Another musician who writes serious songs is Witness Mwaijaga from Tanzania. Her own experiences have helped her understand the suffering of many African women. At the age of fifteen she lost her home, but she was luckier than other homeless young people. She could make a living by writing songs and singing on the street. By the time she was eighteen years old, she had become a star. Her songs are written in rap or hip-hop style about the problems that she sees in Tanzania, especially and the lack of rights for women.

Baba Maal, from Senegal, also feels that pop music must go beyond entertainment. He says that in Senegal, storytellers have always been important people. In the past, they were ones who kept the history of their people alive. Baba believes that songwriters now have a similar responsibility. They must write about the world around them and help people understand how it could be better. The words of songs are important, in fact. They speak of peace and cooperation among Africans, as well as the rights of women, love for one's family, and saving the environment.

One of South Africa's most popular musicians was Brenda Fassie. She was sometimes compared to Madonna, the American pop star, because she liked to shock people in her shows. But she also liked to make people think. She became famous in the 1980s for her simple pop songs against apartheid. After apartheid ended, she wrote songs about other issues in South African cultures. Until she died in 2004 she continued to sing in local African languages.

In recent years, people outside of Africa have also begun to listen to these young musicians. Through music, the younger generation of Africans are connecting with the rest of the world and, at the same time, influencing the rest of the world.

