

10.3 What generations want

READING

1 You are going to read three short essay answers to the question 'What is success?'. Before you read, match the words (1–6) from the essays with their synonyms (a–f).

- | | | |
|--------------|--------------------------|-------------------------------|
| 1 legitimate | <input type="checkbox"/> | a fundamental |
| 2 empowered | <input type="checkbox"/> | b off course |
| 3 underlying | <input type="checkbox"/> | c superficial |
| 4 fulfilled | <input type="checkbox"/> | d valid |
| 5 shallow | <input type="checkbox"/> | e satisfied |
| 6 astray | <input type="checkbox"/> | f strengthened (in authority) |

2 Read the three student essay answers. Say which two answers are most similar in the view they express.

3 Match the views (a–f) with the essay answers (1–3).

- | | | |
|---|--------------------------|--------------------------|
| a Accepted definitions of success are not always correct. | <input type="checkbox"/> | <input type="checkbox"/> |
| b Money or wealth is not a good measure of success. | <input type="checkbox"/> | |
| c Success and happiness are closely linked. | <input type="checkbox"/> | <input type="checkbox"/> |
| d Success is about earning the respect of other people. | <input type="checkbox"/> | |
| e Definitions of success are subjective / made by the individual. | <input type="checkbox"/> | <input type="checkbox"/> |
| f What you consider to be success evolves as you grow and change. | <input type="checkbox"/> | |

What is success?



Answer 1


Literally, the definition of success is the achievement of set goals or targets, set by you or set by others. No-one would disagree with that definition. Disagreements about what success means arise because we disagree about what the goals or targets should be. A lot of people are critical, in theory at least, of those who make earning money their goal. But I think that is unfair, because their underlying goal is financial security for themselves and their families, which is a perfectly legitimate aim. The problem, as I see it, is that many people do not adjust their goals as circumstances change. Someone who started out by making money the measure of their success will inevitably, at some point in their life – when they find they have no time for family or friends or when they become sick from stress and overwork – question this: 'Why did I define success as having a lot of money? It hasn't made me happy.' So a better definition of success would be: the understanding of what the correct goals are for you and the achievement of these goals.

Answer 2


When we think of success we generally think of fame, wealth and power – all the obvious things that make other people notice us and think we are important. Being admired by others is a great boost to our self-confidence; it tells us that we have value. Fame, wealth and power are all recognition of our worth to other people, but they are a shallow kind of recognition, a definition of success that society has created. The definition I think is the true one is the recognition from other people that you have helped them or inspired them in some way. So for me, success is being a good human being: being kind to other people, helping people in difficulty, showing love where people lack love and putting people on the right course when they have gone astray.

Answer 3

Before she started raising a family, my mother was a successful athlete. She represented her country in the triathlon many times and won two bronze medals at international events. Then she became pregnant with me and has since had two other children. She gave up her athletics career to focus on raising a family. Does that mean that she achieved success in the past, but is not successful now? I asked her these two questions: did you feel fulfilled as an athlete and that the effort you put in empowered you and rewarded you? Do you feel empowered, fulfilled and rewarded as a mother? The answers she gave me tell you all you need to know about success. She was encouraged to do athletics as a teenager, and although she liked competing, she disliked the training and the travelling to events, which took over her life. Now, she says, she loves her life. She has three healthy children, good friends and neighbours, a lovely home and a garden where she grows plants and vegetables.

4  29 Listen to two teachers discussing the students' essay answers. Answer the questions.

- 1 Which of the essays in Exercise 2 do they mention?
- 2 What impressed the female teacher about the students' answers?

5  30 Listen again to the second part of the conversation and complete the summary.

The male teacher says we all reach a point when we need to _____ our ambitions, but the female teacher thinks that our _____ change.

VOCABULARY Success and failure

6 Complete the news extracts with words from the box.

ambition	dropping	fall	heart	it	make
out	realizing	set	throw	towel	wayside

Mark Zuckerberg, Steve Jobs and Bill Gates are well documented for ¹ _____ ² _____ of university to pursue their ambitions. But, according to a recent study, for every success story, there are many who say they regret the decision to not finish their studies. The research suggests that if you want to ³ _____ ⁴ _____ in your chosen field or profession, then a university education is still the best start you can get.

Local hero Ella Franklin ⁵ _____ her ⁶ _____ on becoming a professional footballer and playing for her country at the age of eight and today, is on the verge of ⁷ _____ her ⁸ _____. She has for the first time been named in the provisional national squad to play Germany next week. 'It feels great,' she said. 'It's been a hard journey and I've seen many players ⁹ _____ by the ¹⁰ _____ or for various reasons ¹¹ _____ in the ¹² _____, but for me it's all I've ever wanted to do. It's been hard work and there have been a lot of sacrifices along the way, but if I get selected, then it's all been worth it.'

WORD FOCUS success

7 Match the expressions (1–10) with the phrases (a–j).

- | | |
|---------------------------|-------------------------------------|
| 1 achieve success | <input checked="" type="checkbox"/> |
| 2 proven success | <input type="checkbox"/> |
| 3 overnight success | <input type="checkbox"/> |
| 4 limited success | <input type="checkbox"/> |
| 5 secret of one's success | <input type="checkbox"/> |
| 6 key to one's success | <input type="checkbox"/> |
| 7 confident of success | <input type="checkbox"/> |
| 8 without success | <input type="checkbox"/> |
| 9 success story | <input type="checkbox"/> |
| 10 success rate | <input type="checkbox"/> |

- a an unknown factor in someone's success
- b the main reason for someone's success
- c success that comes suddenly
- d some success, but not much
- e success that is undisputed
- f certain you will succeed
- g frequency of success
- h example of success
- i unsuccessfully
- j be successful

8 Complete the sentences with the words from Exercise 7.

- 1 It has been said that you have *achieved* success when you don't know whether what you're doing is work or play.
- 2 With the last known case in Bangladesh in 1975, the eradication of smallpox is one of the great success _____ of our time.
- 3 The game Angry Birds became an _____ success after its release in 2009, with 15 million official downloads in its first year. However, its creator, Rovio Entertainment, had previously launched 50 similar games with _____ success.
- 4 Comedienne Joan Rivers said the _____ of her success was that she put into words what people were secretly thinking.
- 5 Sir Alex Ferguson, the most successful football coach of all time, believed that his risk-taking mentality was _____ to his success. He also claimed that if a team is genuinely _____ of success, it is far more likely to win.
- 6 Harry Potter author J.K. Rowling approached a dozen publishers _____ success before she was offered a publishing deal.
- 7 In vitro fertilization (IVF) has a success _____ of about 35% for younger women. This drops steadily with age.
- 8 The model of starting something simply and building a community around it, as demonstrated by the likes of Facebook and Twitter, has been a _____ success.