

# Content highlights

## 1 Language & Culture

Greetings *The Hobbit* by JRR Tolkien A special kind of English ...  
Capitals of culture Towards a definition of culture



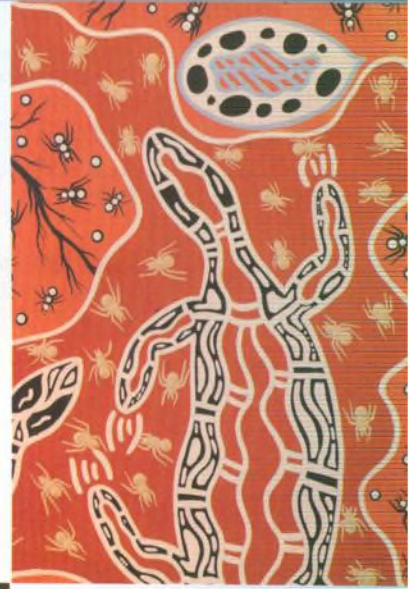
## 2

### Lives & Legends

Ghostwriting *White Teeth* by Zadie Smith *Hansel and Gretel* Grimms' Fairy Tales Three legendary places

## 8 Lost & Found

*Life of Pi* by Yann Martel *The Voyager Golden Record* Top five inventions and discoveries made by accident Finding treasure



## 7 Supply & Demand

A good swap  
Trash or treasure?  
Tulipmania  
Maslov's theory of human motivation  
Three men on a desert island

## 3 Hot & Cold

Desert survival  
Endless energy?  
Coming in from the cold ... four Alaskan bloggers  
Weather ups and downs



## 9

### Love & Hate

The relationship between the French and the English *A Short History of Tractors in Ukrainian* by Marina Lewycka 1984 by George Orwell Classic sporting rivalries

## 4 Friends & Strangers

A creative friendship: Pablo Picasso and Henri Matisse *Guardians of the Kingdom* by Tom Gauld *Strangers on a Train* Average man

## 10 Beginnings & Endings

Great opening lines *Birthday* traditions Death in sixteenth-century England Unhappy endings: the wives of Henry VIII Famous farewells

## 5 Law & Order

Asimov's Laws of Robotics *Laws of bureaucracy* *I'm a Teacher, Get Me Out of Here* by Francis Gilbert An orderly lunch

## 6 Seen & Heard

Famous doctored photos  
Optical illusions *Overheard in New York* Surveillance methods

## Global English

by David Crystal

- page 15 A world full of Englishes
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- page 63 Legal protection for languages
- page 87 A Global language for business
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