

## Question 4

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### **Sam**

I'm an engineer and I work at *Lexicom*, an MNC. I only just started working here but I absolutely love it. I work at our headquarters, which are based in London and the top floor of the building has an incredible view of London's skyline. It's a British company but it's very international and you can hear many different languages being heard on a daily basis. As a construction engineer, I'm responsible for designing bridges and other suspension structures. I must calculate the right weight, angles and then discuss the materials and building with the architects.

### **Irene**

I have been self-employed for a while now and work as a language teacher in my own company but I only teach French, German, English and Spanish so I'm surrounded by these languages every day! My customers are international and want to learn how to communicate effectively in these languages. I plan the lessons, create the course content, design the materials and then teach my classes. I also need to review my students' levels to ensure they are progressing.

### **Paul**

I'm a production manager in a start-up so I haven't been working here for too long, just a few months. We do business in the beverages industry, we resell alcoholic and soft beverages to pubs, restaurants and other public service places. As a production manager I need to communicate effectively with our sellers and buyers to ensure we have enough materials and I have to report a lot of data on a daily basis in order to schedule deliveries and distribute the beverages correctly. I mostly work in English but we do have a few French suppliers so I get to practise some of my French too.

## Question 5

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According to a study carried out by Deezer in May 2018, the most popular genre among Americans was rock music, with 56.8 percent of respondents stating that they were currently listening to music within this genre as of the date of survey. Pop and country music were the second and third most popular genres respectively, and 20.2 percent of respondents said they preferred jazz.

The broad appeal of rock and pop music can in part be attributed to how both genres often blend seamlessly into one another and influence other music styles. Heavy rock bands like Led Zeppelin and AC/DC are often more divisive than melodic rock groups like Bon Jovi or Genesis, just like pop music which strays into R&B territory or is better associated with hip hop or EDM. Each have their appeal to fans with different tastes, and the versatility of rock and pop (and music which combines the two) allows such music to reach adults of all ages and backgrounds.

Rock albums also account for the majority of vinyl album sales in the United States, with pop albums ranking second. However, although the resurgence of vinyl has to a certain extent been reliant on the rock genre, this is not the case when it comes to digital music consumption. Rap and hip hop accounted for 22.8 percent of music video streams in the U.S. in 2018, whereas for rock music videos the share was just 7.1 percent. Rock fared similarly when it came to audio streams, once again losing out to rap and hip hop. Taking such data into consideration, it would seem that rock music fans are generally more drawn to traditional formats and are less inclined to enjoy their music via streaming platforms.

Resource: <https://www.statista.com/statistics/442354/music-genres-preferred-consumers-usa/>