

Welcome to *Inspiring Voices*

Every day, we use our voices to meet all kinds of communication goals. We might need to share a secret or ask for help. Maybe we want to tell a joke or to change someone's mind. Or our goal may be to *inspire* others to think differently and to take action. Succeeding in all these goals requires effectively communicating what we know, what we believe, and what we wish for. This can be a challenge, and doing it in a second language can be even more so.

The goal of *Inspiring Voices* is to help you build the skills you need to meet this challenge. Each of the 15 chapters features an NHK *Direct Talk* interview with a creative problem-solver. Whether they are working with women in a Japanese fishing village or developing new ways to explore outer space, each interviewee has a dream for, a plan for, and a message about making the world a better place.

The activities in each chapter are sequenced to support your understanding of each interview and to give you plenty of chances to advance all four English skills. There is also a balance of individual work, pair work, and group work that will help you participate meaningfully in class. The activities' emphasis on target language in context will give you the language you need to both understand and react to each interview. Thinking skills are important too; you'll develop them by identifying and organizing key information into tables and charts.

At the end of every chapter, you'll be invited to collaborate with a small group of your classmates to complete a mini-project. This is an extra opportunity to reflect on what you have learned and to apply it as you imagine yourselves as teachers, business owners, and even scientists.

It's easy to imagine that, as each interviewee has worked to change the lives of the people around them, they have noticed positive changes in their own lives as well. Hopefully, their stories will inspire your own voice!

Using *Inspiring Voices*

The activity sequence in each chapter will help you build the kinds of knowledge, language, and communication skills you need to succeed in today's global society.

Sharing Our Views

After you read the chapter preview, you'll see three discussion questions related to the interview topic. They'll give you and your partner or group a chance to start thinking about the interview topic as you share your own experiences and opinions.

Building Background

online / audio

This passage will help prepare you to watch the interview. Reading the passage and answering True/False questions will familiarize you with both the topic and some core vocabulary of the interview.

Boosting Vocabulary

online / audio

This is your chance to confirm the definitions of more vocabulary that will come up in the interview.

Introduction

Understanding the Main Topic

online / video

online / audio

1st Listening

As you watch the introductory part by a news anchor in Part 1 of the interview, you'll confirm basic facts about the person being interviewed by checking the correct statements. Note that the audio version is narrated at a slower speed than the video.

2nd Listening

As you watch again, you'll focus on important details as you complete the script by filling in the blanks.

Interview



online video

Checking Key Points

Part 1 of the interview is 4-5 minutes. As you watch it, you'll confirm key facts by choosing the option that best completes each sentence.

Organizing Information

After watching Part 1 again, you'll organize the key information by completing a table, chart, or summary.

Interview



online video

Checking Key Points

Part 2 is also 4-5 minutes. As you watch it, you'll confirm key facts by choosing the option that best completes each sentence.

Organizing Information

After watching Part 2 again, you'll organize the key information by completing a table, chart, or summary.

The Words to Live By



online video

online audio

Here you'll focus on the meaning of the interviewee's core message as you complete the script by filling in the blanks. Again, the audio version is narrated at a slower speed than the video.

Sharing Our Responses

This is your chance to reflect on and react, in your own words, to the interview. In **1**, you'll write down three things you learned. In **2**, you'll write short messages to people mentioned in the interview. If time allows, you can share what you've written with a partner or a group.

Taking the Next Step

Here is your opportunity to work with a group on a mini-project! Together, you'll apply what you've learned by brainstorming ways to tackle an issue. If time allows, your group can share your ideas with the class. Can you persuade them that your idea can solve the problem?

INSPIRING VOICES

15 Interviews from NHK Direct Talk

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Nadiem Makarim

Ride-Hailing Innovation: Creating Jobs Through Technology

In this chapter, we'll take a look at a venture company in Indonesia, where economic growth has recently been very rapid. Let's learn about a young entrepreneur's attempt to create jobs through technology.

Sharing Our Views

Think about the following questions and talk with your partner.

1. When, where, and how often do you use taxis?
Do you think they are convenient?
2. When you use a taxi, what is the most important factor for you: speed, comfort, price, or safety?
3. What smartphone applications make your daily life more convenient? What did you do before you started using them?



Read the latest post by a popular travel blogger and answer the True/False questions below. The words in **bold** will appear in the interview.

Ojeks: Couldn't live without them!

After two weeks of traveling around Indonesia, I'm back in Jakarta, the country's **bustling** capital. Shopping in the Menteng Flea Market, visiting Ragunan Zoo, spending the day on Ancol Beach... And my favorite way to get from one place to another?

Ojeks! An *ojek* is a privately-owned motorcycle taxi, and there are **literally** thousands of them in Jakarta. You can find them parked and ready all over the city.

I've been taking them on a daily basis, both here and in rural areas, and I have to admit—I'm really crazy about *ojeks*! But I've also learned some important lessons about taking them.

For one thing, if you approach a driver on the street, don't jump onto the back of his *ojek* until you've reached a mutual agreement on the price. And if you sense that he's not a **conscientious**, safe driver, don't be shy about asking him to let you get off.

For another thing, a more **reliable** option is to use a **ride-hailing** app like Gojek; it's similar to an app you would use to book a regular taxi. You enter your location and your destination and an *ojek* is **dispatched** right away. And because of the meter, there's never a disagreement about the fare. The success of ride-hailing apps has **given rise to** new kinds of *ojek* apps, for example delivery services. My driver yesterday told me that these apps have had a big **impact** on his workday.

Off to see the National Museum—you'll read about it in my next post!



By Sheri Steinberg
Updated 18 March
Posted in Jakarta

1. *Ojeks* are not generally available in the rural areas of Indonesia. T / F
2. Sheri advises deciding on the fare before taking an *ojek* anywhere. T / F
3. Apps like Gojek allow drivers to set their own fares and destinations. T / F

Boosting Vocabulary

online audio

DL 03

CD 03

Match these words from the interview with their definitions.

- | | | |
|---------------|-------|---------------------------------------|
| 1. perception | _____ | a. strong, unlikely to fail |
| 2. stabilize | _____ | b. stop changing |
| 3. robust | _____ | c. think about something all the time |
| 4. ineligible | _____ | d. impression, opinion |
| 5. capital | _____ | e. not allowed to participate |
| 6. worthwhile | _____ | f. deserving of time and effort |
| 7. obsess | _____ | g. money, assets |

Introduction

Understanding the Main Topic

Part 1 0:00-0:56

online video

online audio

DL 04

CD 04

1st Listening

Check ☒ the correct statements.

Nadiem Makarim _____.

- ☐ is a motorcycle manufacturer
- ☐ started a venture business
- ☐ invented two-wheeled taxis
- ☐ has created more employment



2nd Listening

Complete the script by filling in the blanks.

Welcome to *Direct Talk*. Today's guest: Gojek CEO Nadiem Makarim. In Indonesia, a nation of 260 million that's seen ¹() economic growth in recent years, he's taking the world by storm with a smartphone app ²(). In the cities of Southeast Asia, ³() has been unable to keep up with growth, making two-wheeled taxis a familiar way to get around. The smartphone app ⁴() motorcycle taxis. It can also be used to order food delivery or get a massage. This convenience has resulted in over 100 million ⁵(). It's also created new jobs. Now at the height of the IT ⁶(), we spoke with Nadiem Makarim on how technology can lead to social change.

Checking Key Points

Watch Part 1 and choose the correct answers.

1. An *ojek* is a form of transportation that can be offered by anyone who owns a (car / motorcycle).
2. On average, many *ojek* drivers Makarim met were getting (three / twelve) customers a day.
3. Makarim noticed that there was an (imbalance / equilibrium) in *ojek* supply and demand.
4. When Makarim started his business, twenty drivers (applied / were hand-picked) for jobs with the company.
5. Gojek first started as (a call center / an online service provider).

Organizing Information

Compare life before and after Gojek by completing the table. The first letters are provided.

	Before: <i>ojek</i>	After: Gojek
Drivers	Anyone	Those ¹ (r) with the company
System	Waiting around for hours	Easily ² (h) through an app
Rates	Occasional overcharge	³ (R) prices
Image	Untrustworthy, unhygienic	Trustworthy, clean image, wearing green company ⁴ (j)
Safety	Not following rules	Conscientious
Service	Transport people	Transport both people and ⁵ (g)
Income	Unstable	⁶ (S)

Interview



[4:34]

online video

Checking Key Points**Watch Part 2 and choose the correct answers.**

1. One problem was that people were looking for jobs (without having social security / within the welfare system).
2. Makarim firmly believes that technology can (take people's jobs away / give people opportunities).
3. Traditionally, many women in Indonesia (continue working outside the home / quit work for a range of reasons).
4. Many successful entrepreneurs working for GoFood are (talented women / working in malls).
5. Makarim's business has now expanded (worldwide / to other Asian countries).

Organizing Information

Explain how Gojek is solving problems by completing the table with items from the box below. Some of them are extra.

Problem ①	Problem ②
Many people are outside the social system. They do not pay income tax, so are ¹ () for social security.	Women who want to ² () their careers need to stop working for reasons such as childcare.
Solution: Smartphone app technology	
Anyone with a smartphone can access the outside world with one ³ () and find a way to ⁴ () the market.	
Outcome ①	Outcome ②
Gojek drivers now have a reliable source of ⁵ ().	GoFood offers women opportunities to continue working and ⁶ () money.

income / tap / worthwhile / pursue / earn / capture / ineligible / asset

Confirm the conclusion of the interview by completing the script below.

Makarim: This is the first company value and most important company value in Gojek. It's called, "It's not about you." And ¹ _____



_____ and keeping people who are, for the large part, done with themselves and don't obsess about themselves but obsess about the problems out there in the real world. Building an organization of ² _____ that's not all about them is, I think, the only way to build truly great products. And ³ _____ through technology.

Sharing Our Responses

1. Write down three new facts you learned from the interview. Share them with your partner.
2. With your partner, discuss and decide on a message for each of the following: Nadiem Makarim, Gojek drivers, and women considering working for GoFood. Share your messages with your classmates.

Taking the Next Step

Your group is starting a new ride-hailing company in Japan. As a group, think about how you want to promote your company. Look up Gojek or a similar service in Japan or elsewhere for reference. Imagine the top page of a website for your company. Include:

1. The name of your company and the logo
2. The services you provide that regular taxis do not
3. The drivers and the target customers

Present your company to your classmates. Can you persuade them that your company is the best one?