1 SOCIETY

Discussion point

Discuss with a partner.

1 Is attitude to time in your country more like Brazil or Australia?

The attitude in my country is …

2 What advice would you give someone about meals in your country?

During meals it's important to …

3 What is a polite way to greet someone in your country? What other greetings do you know from around the world?

Men and women greet each other by …

GL**O**BAL POLITENESS

Australia
Arriving on time to meet people is very important.

Brazil
It is OK to be a little late.

Greece
Shake hands when you meet people and to say goodbye.

Morocco
It is polite to offer fresh mint tea to visitors.

Poland
Bread and salt are used to welcome important guests.

Japan
You should remove your shoes when you enter someone's home.

U.K.
Sometimes people don't make eye contact during a conversation.

VIDEO

TABLE MANNERS

Before you watch

Work with a partner. Discuss the following situations. Are there any rules about polite behavior in your culture?

1 Putting your arms on the table at dinner.
2 Bringing a present for your host.
3 The way you eat your food.

UNIT AIMS

READING 1 Using topic sentences to understand main ideas
READING 2 Identifying arguments and opinions
STUDY SKILL Reflective learning journals

VOCABULARY Giving your opinion
GRAMMAR Discourse markers of contrast and comparison
WRITING Writing a balanced opinion

Traditional Japanese business greeting.

While you watch

Read the questions and then watch the video. Circle the correct answers.

1 The students are attending classes in
   a manners.
   b international business.

2 Which one of these is not a rule of the classes?
   a To not put your elbows on the table
   b To move the chair for a guest

3 The cost of the classes is
   a $75 an hour.
   b $75 for 16 weeks.

After you watch

Answer the questions with a partner.

1 Do you think it's important to learn about other cultures?

   Yes, because …

2 What things are different in your culture to other cultures?

   In my culture we …

3 Imagine you work for an international company. Would you pay for a course to learn about other cultures?

What does *polite* mean to you?

A Vocabulary preview

1 Complete the sentences with the words in the box.

| behavior | consider | judge | manners | rude | smiling | social media | tip |

1 Some people think it is _____ to speak loudly on your phone in public.

2 _____ has changed the way people communicate. Some people think connecting online has made people less polite.

3 Our _____, the way we act, affects people's opinions of us.

4 It is good _____ to hold a door open for someone.

5 We _____ people by how they act as much as by what they say.

6 _____ is a helpful way to show we are friendly, or to make others feel relaxed.

7 It is important to _____ when the service is good.

8 We don't all _____ politeness to be important.

2 Check (✓) the sentences you agree with. Compare your opinions with a partner.

B Before you read

1 Look at these behaviors. Choose how acceptable the behavior is.

	Very rude					It's fine
Speaking on your phone on public transportation	10	8	6	4	2	1
Interrupting someone	10	8	6	4	2	1
Using your left hand to greet someone	10	8	6	4	2	1
Sending e-mails during a meeting	10	8	6	4	2	1

2 Compare your choices with a partner. Give reasons for your choice.

What does *polite* mean to you?

1 In many countries around the world, no matter what generation you are, there are some key things that are considered polite behavior. Turning your phone off at dinner, turning it down on public transportation, not interrupting colleagues, saying please and thank you, and offering seats to those less able to stand than you are all considered appropriate and polite behavior in many cultures. Although most people agree these behaviors are polite, there is a big difference in politeness between the generations. It was once considered polite to stand when someone left the dinner table, but this is no longer the case. Additionally, older generations are the most likely to judge someone's politeness, but what other factors influence politeness in society?

2 While languages change over time in terms of words being added or taken away, they also change in terms of their structure and use. Some phrases are not really used for their actual meaning but as polite social phrases. For example, when someone says "thank you," how should we reply? Older people are more likely to say "You're welcome," whereas younger people are more likely to say "No problem." The concepts of polite behavior don't just vary by age, they also vary by geographic location. How we display polite behavior in one place is quite different in another.

3 From tipping, to smiling, and how you eat, there are different ways to show politeness across the world. Take tipping for instance, which is polite and expected in countries such as the U.S.A. However, in Japan tipping is not expected in any situation and may even create a difficult situation by offending someone. The hand you use to do different things is not important in most European cultures, but in India the left hand is considered unclean and shouldn't be used to eat, greet, or exchange money. Some people now even argue that asking for directions is rude. People have phones for that and should not need to interrupt other people.

4 This is not the only influence technology is having on what is considered polite behavior. Cell phones have changed what is considered polite behavior in many situations. To some people even just having your phone at the dinner table is thought to be impolite. An even greater number are likely to consider speaking on the phone during dinner as rude. However, some people argue that there are differences in this depending on people's age. Take sending e-mails in a meeting from your phone. Many younger people are likely to consider this as acceptable whereas older people are much more likely to have a negative reaction and find this rude. Overall those under 30 are arguably much more tolerant of people using cell devices at a meal, during a meeting, or in a class. Younger generations simply have a different perspective on what is socially acceptable behavior when it comes to using technology. Digital devices are not only changing how we behave but also what we consider polite behavior.

5 The concept of politeness varies greatly across cultures and generations. What is acceptable in one context may cause great offence in another. Adapting our behavior to suit other people and the situation is a skill we all need to learn.

GLOSSARY

offend (v) to make someone upset and angry by doing or saying something

C Global reading

> Topic sentences are usually one of the first two sentences of each paragraph. They contain the main idea of the paragraph and everything in that paragraph should support the main idea. Reading topic sentences is a good way to scan a text quickly.

1 Read *What does polite mean to you?* and underline the topic sentences in paragraphs 2–4.

2 Match the main ideas below with paragraphs 2–4.

    A   People use different phrases for politeness. ___

    B   Technology has changed what is thought of as polite. ___

    C   Politeness varies across cultures. ___

D Close reading

Read *What does polite mean to you?* again and complete the paragraph.

The attitudes to polite behavior change depending on age, but also on geography. For example, in response to "thank you," older people are likely to say [1]_____ and younger generations would say [2]_____. In other countries, customs change too: [3]_____ is not common in Japan, and in India you shouldn't use your [4]_____ for eating or greeting. Recently, technology has also changed our polite behavior norms. A few people think [5]_____ with you while you eat is rude, and [6]_____ often do not think it's OK to send e-mails during a meeting.

E Critical thinking

1 What behavior do you find rude in other people? Do you think other people would find any of your behavior rude?

   I really dislike it when …

2 Do you think younger people are less polite than older people? Why / why not?

   I do / don't think so because …

Study skills Reflective learning journals

In a strong notebook, or using your computer, start a reflective learning journal.

Why?

Writing things down helps you to clarify your thoughts and emotions, to work out strategies, and to focus on your development and progress. A written record will help you see how you are progressing from week to week, and from semester to semester.

Who is it for?

For yourself—to help you focus on your own development.

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1 Look at these academic and language learning challenges. Put them on the line to rank them from easiest to most difficult.

> (a) academic reading   (b) essay writing   (c) giving presentations
> (d) learning new vocabulary   (e) researching for essays
> (f) revision for tests   (g) time management

easy   difficult

2 Compare your line with a partner. How do you deal with the most difficult tasks?

3 Read about *Reflective learning journals.* How could a reflective learning journal help with two of the problems in Exercise 1?

_____

_____

4 Read the questions below. Select the ones you think you would find most interesting to write about in a journal. Compare your choices with a partner.

1 How do you feel about your course?

   Excited, worried, determined

2 How can you assess your progress?

   Grades, teacher feedback, finding tasks easier

3 What things do you find difficult?

   Math, essays, presentations

4 How do you learn best?

   At home, in class, with friends, alone

Social media society

A Vocabulary preview

1 Match the words in bold with the correct definitions.

1 **anxious** (adj)
2 **cruel** (adj)
3 **get attention** (phrase)
4 **hurt** (v)
5 **opinion** (n)
6 **page** (n)
7 **post** (v)
8 **site** (n)

a extremely unkind, or causing someone to be unhappy or upset

b the writing or pictures on a computer screen that you can see at one time, for example as part of a website

c to get someone's interest or to make someone notice something

d worried because you think something bad might happen

e a place on the Internet where information is available about a particular subject, organization, etc.

f to cause someone pain or injury

g to put writing or images online where other people can see them

h the attitude that you have towards something, especially your thoughts about how good it is

2 Choose the correct word to complete the questions.

1 Which social media **sites / opinions** are most popular in your country?
2 How many times a day do you **get attention / post** something online?
3 Do you click on advertising on different web **pages / opinions**?
4 Do you worry your comments might **hurt / post** someone's feelings?
5 When you put things on social media do you care about other people's **pages / opinions**?
6 What do you do when someone writes something negative or **cruel / anxious** about someone you know?
7 Do you feel **cruel / anxious** when people do not reply to your messages?
8 Do you like it when one of your pictures or videos gets a lot of **attention / anxious** from other people?

3 Discuss the questions from Exercise 2 with a partner.

B Before you read

Predicting

Read the first sentence of *Social media society*. Work with a partner and predict the topics the text might cover.

SOCIAL MEDIA
SOCIETY

1 Social media is changing everything

Social media is changing how we communicate, how we do business, and how we live in society. People use it to stay in touch with others, to get people's attention and to check the news. People can connect with celebrities and even communicate with members of the government through their social media profile. When we consider this is only 20 or 30 years after the start of the Web it is not surprising that it is considered one of the biggest ever changes in modern society. So, has social media been a positive or negative development for society?

2 People are less connected

Many people argue that social media makes young people antisocial. In 1998 psychiatrist Tamaki Saito invented the term "hikikomori" which translates into English as avoiding social contact. It describes a growing number of young men who shut themselves away in their bedrooms from society and use technology more and more. Some people think there are between a quarter and one million people like this in Japan. Research around the world suggests this is not only a Japanese problem but one that exists around the world.

3 The only way to socialize

However, other people believe that social media is not more popular because young people are more antisocial. In comparison to the past, many children are not allowed out as much to play. As a result, many use social media to stay in touch with friends because they are not allowed to see them as often. Teenagers want to spend time together and social media is allowing them more contact than they could normally have. It also allows them to feel part of a wider group.

4 Not just for young people

Some think the Internet is just for young people, but this trend is slowly changing. One of the fastest growing groups of social media users is now grandparents who are using it to keep in touch with other people. Since people now move around a lot for work, many grandparents use it to keep in touch with their own children or grandchildren. It also provides the opportunity to socialize when people cannot move around as much as they once did. From reconnecting with old friends to adding new ones, social media has a big positive effect on how we communicate.

5 Online profile

Though social media helps us to communicate with other people, it can also change how we see ourselves. Some argue that social media makes us compare ourselves more to other people because we often just post the highlights of our lives. This makes us feel anxious about what other people think of us and can make people depressed. When we see the lives of celebrities and profiles of companies, many people forget that it is carefully created and not real. Both the companies and people use social media to create an image and a version of themselves. Like these people, even most normal people only show the interesting parts of their lives. Selfies are rarely the first photo someone took. People take hundreds until they get the right photo that gets the attention and comments they want.

6 Being popular

Equally, social media is now often considered a popularity contest. From how many people follow us to how many "likes" we get, it can have a big effect on how we feel about ourselves. People often feel anxious about how many "likes" they get on a picture or comment. Many people feel hurt if people don't like their pictures or posts. People are often so worried about displaying their life in a way that makes them look interesting that they spend less time actually doing healthy activities with other people. This is connected to our human need to feel part of a group. Unfortunately, many connections and friendships online are not real friendships. Of course, many people do have good friends online, but at the same time we can have many false connections just to make ourselves feel more popular.

7 Wanting everything now

Social media also makes us want everything now. The idea of wanting something immediately is connected to another basic human need for food, water, and shelter. However, this need means we now want the latest phone, tablet, or car straight away. Social media increases this feeling. We can upload videos, photos, and updates and get quick feedback from our network. We reply almost immediately to e-mails and posts. There are many instances where certain things in life are better. We no longer have to send letters and wait days or weeks for a reply. Smartphones mean we don't need to wait for a cab or a table at a restaurant. Movies and TV play immediately. Unfortunately, we are now becoming much worse at waiting for things and social media is in part making this issue worse.

8 Time to stop?

On the one hand, social media makes our world more connected than ever. On the other hand, it also makes many people feel more anxious about their own image, creates false friendship groups, and many people are less patient. People can be so focused on their online lives that they lose time and sleep and ignore the world around them. People who give up social media can feel more connected to their work, their relationships, their family, their friends, and themselves. Perhaps we all need to take a break.

GLOSSARY

popularity contest (n) an attempt to be more popular and liked than other people

C Global reading

1   Read *Social media society* quickly and check your predictions.

> Arguments can be in the same paragraph, or a positive paragraph can be followed by a negative paragraph. You can identify an argument with key words and phrases such as: *some people believe, many people argue, however.*

2   Read the text and highlight the phrases that show that an argument or opinion is being presented.

3   Match each argument with a paragraph in the text.

   A   Social media is good for younger and older people. ___
   B   Social media means people spend more time on their own. ___
   C   Social media lets younger people socialize. ___
   D   Social media makes people feel bad when they compare themselves to other people. ___
   E   Social media makes us want everything now. ___
   F   Social media makes us have false friendships. ___

D Close reading

Read the text again. Do these statements agree or disagree with the opinions in the text or is no information given? Write *Y* (Yes), *N* (No), or *NG* (Not Given).

1   Social media is one of the main changes in modern society. ___
2   Hikikomori is just a Japanese problem. ___
3   Teenagers are not addicted to social media. ___
4   Celebrity profiles show stars' real lives. ___
5   People post photos to get attention. ___
6   Social media does not affect other parts of our life. ___
7   Social media has caused people to lose their jobs. ___
8   Technology has made us less able to wait. ___

E Critical thinking

1   Decide if you agree or disagree with each of these statements.

   1   Social media makes people feel anxious and depressed.
   2   Social media makes people want everything now.

2   Compare your opinions in groups and give your reasons.

Vocabulary development

Phrases for giving opinions

1 Which words below are used to:

   a   mean "I think"

   b   emphasize how strongly you believe something

   c   show which side of the argument you are on?

> agree with   completely   disagree   I feel   I find
> in my experience   in my opinion   to some extent

2 Choose the best way to complete the sentences.

   1   Sorry, but I **disagree / agree** with you. I think it's rude to arrive late.

   2   I **find / agree with** it strange to eat out so late, but it's normal here.

   3   I **completely / feel** agree with you. It's fine to use your phone on the train.

   4   I think you're right **completely / to some extent**, but perhaps the language has changed.

   5   **In my experience / Completely** older people really aren't any more polite than younger people.

   6   I **to some extent / agree with** you. I think people should always remove their shoes before they go into someone's house.

   7   **Disagree / In my opinion**, polite behavior is always changing and people need to change.

   8   I **feel / agree with** it is fine to e-mail during meetings.

3 Discuss these opinions with a partner. Try to use the phrases and words from Exercise 1.

   1   Polite behavior is the same throughout the world.

   2   You should judge someone who is late for a job interview.

   3   Technology has made people ruder.

Academic words

1 Match the words in bold with the correct definitions.

1 **appropriate** (adj)
2 **attitude** (n)
3 **factor** (n)
4 **ignore** (v)
5 **network** (n)
6 **reaction** (n)
7 **trend** (n)
8 **version** (n)

a one of the things that influence whether an event happens or the way that it happens

b someone's opinions or feelings about something

c a large system with many connected parts

d to not listen to someone or to not give something attention

e a gradual change or development

f suitable or right for the situation or purpose

g the way that you feel or behave as a result of something that happens

h a form of something, such as a computer program, that is different to other ones

2 Complete the paragraph with words from Exercise 1.

When you create an online profile it's important to check that the content is
[1]_____ for work. This is because there is a growing [2]_____
for people outside of your [3]_____ to check your profile. One
[4]_____ employers consider before interviewing someone is their
online profile. An employer's [5]_____ to your profile can decide
whether you get an interview or not. Despite having good qualifications,
you might not get an interview if your online profile suggests you don't have
a good [6]_____ to work. Your social media image cannot just be
a [7]_____ of yourself for your friends. Other people will check it
carefully. If you [8]_____ this fact you might not get the job you want.

3 Discuss these questions with a partner.

1 What type of social media do you use?
2 Do you think about how appropriate your social profile is for future employers?
3 Are there any social media trends that you think are not polite?

Writing model

You are going to study discourse markers of contrast and comparison and techniques for writing balanced opinions. You are then going to use these to write a paragraph to answer the question:

"Young people today are not polite. To what extent do you agree or disagree?"

A Analyze

Complete the table with arguments from the model that answers the question: "*Some people think that social media has had a negative effect on young people's behavior. To what extent do you agree?*"

Agree	Disagree

B Model

On the one hand, some people think social media sites have affected children's behavior. They argue that it has affected family relationships and made children less social with adults. Another factor that makes parents feel anxious is that they cannot read their children's posts on social media pages. On the other hand, some people feel it gives children more opportunities to socialize with their friends. Many parents nowadays do not allow children to play outside so much, however, rather than ignore their friends, children now have an online network. I agree with the second opinion because it is important for children to have close friendships and even before social media many children had difficult relationships with their parents.

1 Read the model answer and answer the questions.

    1 What phrases are used to introduce opinions?

    2 Is the agree or disagree side of the argument presented first?

2 Which side does the writer agree with?

3 Discuss these questions with a partner.

    1 Do you agree with the opinions in the paragraph? Why / why not?

    2 What other new things have affected young people in society?

    3 Have these changes made young people more or less polite?

Grammar

Discourse markers of contrast and comparison

Discourse markers of contrast

We use discourse markers of contrast to show differences between two points. *However* and *whereas* go between the points being contrasted. *Although*, *while*, and *though* go before the two points being contrasted. We use *on the one hand* and *on the other hand* together.

*Social media is great for communication. **However**, it does have some negative effects.*

*In the past, we shared photos with a few people **whereas** today we share them with hundreds.*

***Although** social media has some benefits, there are also many negatives.*

***While** we communicate more, we spend less time talking in person.*

***Though** we have many connections, a lot are not really friends.*

***On the one hand**, social media makes us feel connected. **On the other hand**, it also makes us feel judged.*

Discourse markers of comparison

We use discourse markers of comparison to show how two things are similar. *Equally* and *like* usually go between the points being compared. *Both* goes before the points being compared.

*Social media can make people feel positive. **Equally**, it can make them feel stressed.*

*Comments, **like** photos, present an image of ourselves.*

***Both** older and younger people are using social media more often.*

1 Read the sentences. Decide if they show *S* (Similarities) or *D* (Differences).

1 However, in Japan tipping is not expected in any situation and may even create a difficult situation by offending someone. ___

2 Although most people agree these behaviors are polite, there is a big difference in politeness between the generations. ___

3 While most children learn to read easily, some need extra help. ___

4 Many younger people are likely to consider this as acceptable whereas older people are much more likely to find this rude. ___

5 Equally, social media is now a popularity contest. ___

6 Though social media helps us to communicate with other people, it can also change how we see ourselves. ___

7 Both companies and people use social media to create an image. ___

8 Normal people, like celebrities, often share photos on social media. ___

9 On the one hand, social media makes our world more connected than ever. On the other hand, it also makes many people feel less sociable. ___

2 Circle the best word to complete each sentence.

1 ___ older and younger generations are affected by social media.

  a Though   b Like   c Both

2 Some people believe younger people are not as polite. ___, it is simply because polite behavior changes over time.

  a Likewise   b However   c Though

3 ___ e-mail is an efficient way to communicate, some companies are using other messaging services.

  a However   b Although   c Both

4 ___ social media sites have some advantages, there are also many negatives.

  a While   b Similarly   c Both

5 ___ giving a business card with two hands is polite in some cultures, this is not the case in all.

  a However   b Like   c Although

6 Social media started only a few years ago. ___, nearly a third of the world uses it today.

  a Equally   b Though   c However

7 In southern Europe, meetings are likely to start with a long conversation not related to work. ___ in Latin America, it is common to speak about your private life first, before discussing business.

  a Both   b Equally   c However

3 Rewrite the sentences using the discourse markers in parentheses.

1 Students find cell phones in the classroom rude. Teachers find cell phones in the classroom rude. (**both**)

  _____

2 Talking loudly on the train is rude. It is often necessary. (**however**)

  _____

3 People should not worry about "likes" and negative comments on their social media. (**similarly**)

  _____

4 People need to stay connected through social media. They should limit their use. (**on the one hand / on the other hand**)

  _____

4 Discuss with a partner whether you agree or disagree with the sentences from Exercise 3. Give reasons for your opinions.

Writing skill

A paragraph that gives a balanced opinion is usually structured like this:
- Present one viewpoint (the opposite of the writer's opinion).
- Give supporting reason(s).
- Introduce an alternative viewpoint (matches the writer's opinion).
- Give supporting reason(s).
- Conclude with own viewpoint.

1 Put the phrases for giving opinions into the correct column in the table.

Another argument is   I feel that   In my experience   In my opinion
One argument is   Others feel that   Some people believe

Stating the first viewpoint	Stating an alternative viewpoint	Giving the author's viewpoint

2 Look at the structure in the skills box. Put the sentences in the correct order (1–8).

a   They argue that this is because technology has made them unable to interact with others. ___

b   However, other people feel that young people are equally polite today. ___

c   Some people think that young people are not as polite today as they were in the past. _1_

d   Technology changes how we live our lives and as a result it also changes what we think is rude or polite. ___

e   In my opinion, while these behaviors might be thought of as rude now, it is likely they will be seen as normal behavior in the future. ___

f   Lastly, some people find their behavior rude on public transportation when conversations on cell phones are too loud. ___

g   For example, young people behave in an inappropriate way by using technology in situations that are not acceptable such as during a meal or a meeting. ___

h   Firstly, this behavior is only considered rude by a few people. ___

3 Label the function of each sentence.

a viewpoint   a reason   personal opinion

4 Which view do you agree with? Why? Discuss with a partner.

Writing task

You are going to study discourse markers of contrast and comparison and techniques for writing balanced opinions. You are then going to write a paragraph to answer the question:

"Young people today are not polite. To what extent do you agree or disagree?"

Brainstorm

Complete the brainstorm below with your ideas.

Agree	Disagree

Plan

1 Choose two arguments to agree and think of an example for each.

2 Choose two arguments to disagree and think of an example for each.

3 Which arguments do you agree with the most?

Write

Using your answers to the questions above, write a paragraph answering the essay question. Use some comparison and contrast phrases to connect your ideas. Pay attention to the organization of your arguments. Your text should be about 100 words long.

Share

Exchange paragraphs with a partner. Look at the checklist on page 189 and provide feedback to your partner.

Rewrite and edit

Read your partner's comments. What could you change to make your writing better? Revise your text, then check it for errors. Think about:

• discourse markers of contrast and comparison

• giving a balanced opinion.

Write the final draft.

Review

Wordlist

MACMILLAN DICTIONARY

Vocabulary preview

anxious (adj) **	get attention (phrase) ***	opinion (n) ***	site (n) **
behavior (n) ***	hurt (v) ***	page (n) ***	smile (v) ***
consider (v) ***	judge (v) ***	post (v) **	social media (n) *
cruel (adj) **	manners (n) ***	rude (adj) **	tip (v) **

Vocabulary development

agree with (phr v)	disagree (v) **	find (v) ***	in my opinion (phrase)
completely (adv) ***	feel (v) ***	in my experience (phrase)	to some extent (phrase)

Academic words

appropriate (adj) **	factor (n) ***	network (n) ***	trend (n) ***
attitude (n) ***	ignore (v) **	reaction (n) ***	version (n) ***

Academic words review

Complete the sentences with the words in the box.

appropriate   ignore   network   trends   version

1 The police interviewed both suspects. One suspect told one story, and the other told a completely different _____ of events.

2 It is important to have a _____ of colleagues to share information and experiences with.

3 Don't _____ the advice of older people. They have a lot of experience to offer young people.

4 I like looking at fashion magazines to see the latest _____.

5 When applying for a job, it is important to use _____ language and not be too informal.

Unit review

Reading 1	☐	I can use topic sentences to understand the main ideas.
Reading 2	☐	I can identify arguments and opinions in a text.
Study skill	☐	I can use reflective learning journals to support my studying.
Vocabulary	☐	I can use words and phrases for giving my opinion.
Grammar	☐	I can use discourse markers of contrast and comparison.
Writing	☐	I can write a balanced opinion paragraph.

2 FOOD

Discussion point

Discuss with a partner.

1 Look at the infographic about seasons for growing fruit and vegetables in parts of America. Do you grow these foods in your country?

2 What foods grow in your country during different times of year?

3 Do you think it is important to eat foods that are in season? Why?

FOOD SEASONS

SPRING

SUMMER

WINTER

FALL

VIDEO

ARABIC SUSHI

Before you watch

Work with a partner. Which of the following opinions matches yours the best? Why?

1 I prefer to eat food from my own culture.

2 I prefer to eat food from other cultures.

3 I like to eat food that is a mix of different cultures.