

StartUp 6
Listening

Unit2 – Lesson3
Page23

Have your Ss look at the picture. Convey the meaning and try to elicit the word. Then practice the pronunciation chorally and individually.



Teach the form of the word. Then ask some concept checking questions.



SQUIRRELS

Have your Ss look at the picture. Convey the meaning and try to elicit the word. Then practice the pronunciation chorally and individually.



Teach the form of the word. Then ask some concept checking questions.



SKYWRITING

Have your Ss look at the picture. Convey the meaning and try to elicit the word. Then practice the pronunciation chorally and individually.

1/4

Teach the form of the word. Then ask some concept checking questions.

1/4

A QUARTER

Have your Ss look at the picture. Convey the meaning and try to elicit the word. Then practice the pronunciation chorally and individually.



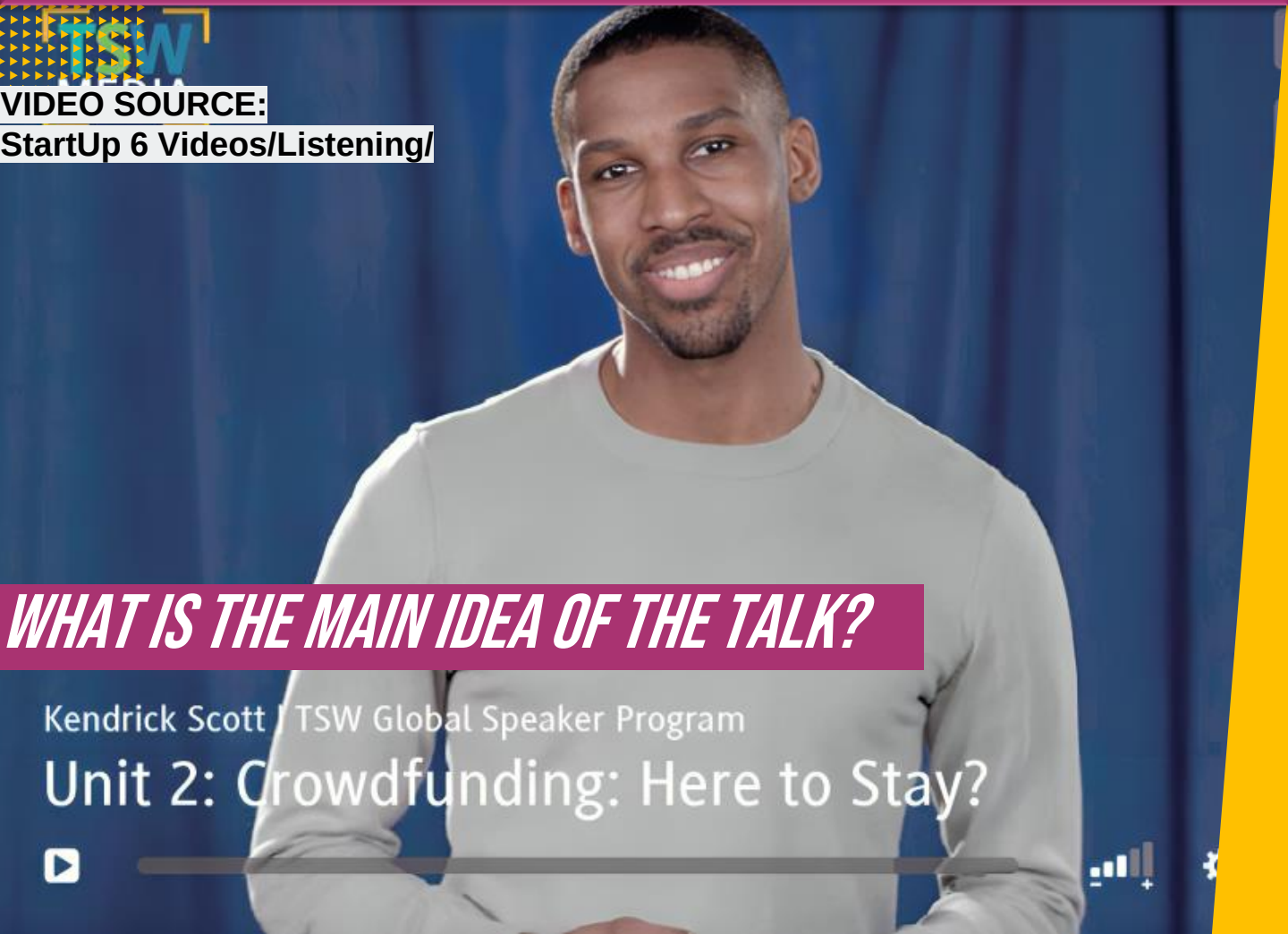
Teach the form of the word. Then ask some concept checking questions.



CORPORATION

Familiarize the students with the listening part. Play the video once to do the task.

VIDEO SOURCE:
StartUp 6 Videos/Listening/



B 02-16 Read the Listening Skill. Listen or watch again.

How does the introduction catch the listeners' interest?

How does the conclusion connect the topic to the listener?

LISTENING SKILL

Listen for the introduction and conclusion

In most talks, a speaker begins with an introduction and ends with a conclusion to help focus the listener on the topic or main idea.

The introduction may ask also questions or tell stories to catch the listeners' interest.

The conclusion may connect the topic to the listener or invite the listener to think about the future.

C

02-17 Listen or watch again. Answer the questions.

1. What was the most famous bizarre crowdfunding campaign?

_____

_____

2. How did Mozart use crowdfunding?

_____

_____

3. What kinds of campaigns is crowdfunding used for now?

_____

_____

4. Why do creators like crowdfunding?

_____

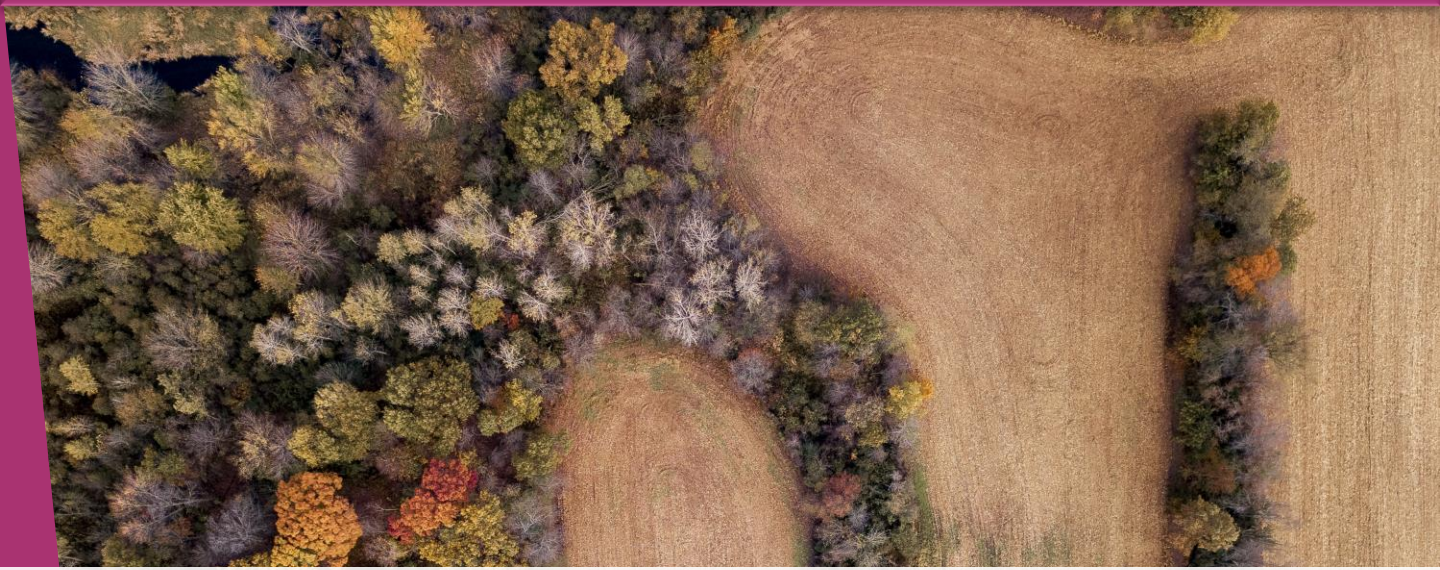
_____

5. Why do investors like crowdfunding?

_____

TSV MEDIA
endrick Scott / TSW Global Speaker Program
nit 2: Crowdfunding: Here to Stay?
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Have Ss identify the correct meaning. Go over the answer as a class.



D **VOCABULARY EXPANSION** Read each sentence from the talk. What do the underlined expressions mean?

1. Since 2010, crowdfunding has become <u>mainstream</u>, bringing in billions of dollars every year.

   _____

2. But despite some risk to investors, the popularity of crowdfunding has <u>exploded</u>.

   _____

3. And, in terms of products, people love being <u>in on the ground floor</u> of exciting new business ideas.

   _____

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Give a couple of minutes to your Ss to think about the topic they intend to share. Provide adequate samples.

A THINK Have you ever taken part in crowdfunding? If so, what was your experience? If not, would you want to try it? Why or why not?



Have your Ss share what they have prepared in their breakout rooms. Monitor the groups and prepare your FEEDBACK.

B DISCUSS In pairs, share your experiences and opinions from 4A.



C REPORT Tell the class about your partner's experiences and opinions.



Crowdfunding: Here to Stay?

Imagine this. You have a little extra money, and you're thinking of donating it to a good cause. Would you ever give it to help people count squirrels in a park? Or finance a comedian who wants to pay a skywriter to write a silly joke in the sky? These might sound like strange ways to spend your money, but they're actually two real crowdfunding campaigns. The squirrel-counters collected about $4,000. And the comedian raised more than $6,000. He got the skywriter to write, "How do I land," by the way. The most famous of all the bizarre crowdfunding projects, though, was started by a guy named Zack Brown, who posted a crowdfunding request for $10 so that he could make some potato salad. He meant it as a joke, but the request went viral, and a month later he had raised, get this, $55,492. He used the money to have a huge party where about 2,000 people came to listen to music, donate money to charity, and, yes, eat a quarter ton of potato salad. But most crowdfunding is not a joke. And it's not just a recent phenomenon either. Even Mozart got into the act in the 1780s. He didn't have enough money to perform a concert of his new music so he asked for donations in advance. To say thanks, donors received copies of the sheet music. In the 1970s, Indian filmmaker Shyam Benegal crowdfunded a movie by convincing people to invest a little money in exchange for onscreen credit. And, in 1999, in one of the first successful online crowdfunding campaigns, British rock band Marillion asked 6,000 fans to pay for their next album in advance. And guess what! The fans donated $60,000—enough to record and promote the music. Since 2010, crowdfunding has become mainstream, bringing in billions of dollars every year. Much of this money goes to charity, as well as supporting artists, writers, and musicians. People also contribute millions each year to new products, like an innovative watch that uses the energy created by a person's wrist movements to charge itself. Some crowdfunding projects never get off the ground because they don't raise enough money or have strong enough business plans. Occasionally, projects also turn out to be scams. One crowdfunding campaign raised more than $400,000 for a homeless man who had apparently spent all his money to help a couple who had run out of gas. This story later turned out to be false. But despite some risk to investors, the popularity of crowdfunding has exploded. Even some big corporations are running fundraising campaigns for new products before developing them. If you're a creator, it's pretty clear why crowdfunding is so popular. Instead of borrowing money or finding rich investors, you can get many small donations with almost no risk. And it's a great way to test the popularity of your idea. But why do people donate to these campaigns? Well, when it comes to charity, crowdfunding has made I easy for people to feel like they're making a difference, even though they're giving small amounts. Crowdfunding your favorite artists and musicians makes you feel closer to the creative people you admire. And, in terms of products, people love being in on the ground floor of exciting new business ideas. Experts predict that by 2025, crowdfunding can be helping people and businesses to raise more than $300 billion each year. It may be the case that, in the future, most of the entertainment we'll enjoy and the items we'll own will come from crowdfunding campaigns. Crowdfunding is here to stay. Now, who has some ideas for the next big crowdfunding project?

READ THE SCRIPT AND UNDERLINE ANY NEW WORDS YOU DO NOT KNOW. (PAGE 170)

Crowdfunding: Here to Stay?

Imagine this. You have a little extra money, and you're thinking of donating it to a good cause. Would you ever give it to help people count squirrels in a park? Or finance a comedian who wants to pay a skywriter to write a silly joke in the sky? These might sound like strange ways to spend your money, but they're actually two real crowdfunding campaigns. The squirrel-counters collected about $4,000. And the comedian raised more than $6,000. He got the skywriter to write, "How do I land," by the way. The most famous of all the bizarre crowdfunding projects, though, was started by a guy named Zack Brown, who posted a crowdfunding request for $10 so that he could make some potato salad. He meant it as a joke, but the request went viral, and a month later he had raised, get this, $55,492. He used the money to have a huge party where about 2,000 people came to listen to music, donate money to charity, and, yes, eat a quarter ton of potato salad. But most crowdfunding is not a joke. And it's not just a recent phenomenon either. Even Mozart got into the act in the 1780s. He didn't have enough money to perform a concert of his new music so he asked for donations in advance. To say thanks, donors received copies of the sheet music. In the 1970s, Indian filmmaker Shyam Benegal crowdfunded a movie by convincing people to invest a little money in exchange for onscreen credit. And, in 1999, in one of the first successful online crowdfunding campaigns, British rock band Marillion asked 6,000 fans to pay for their next album in advance. And guess what! The fans donated $60,000—enough to record and promote the music. Since 2010, crowdfunding has become mainstream, bringing in billions of dollars every year. Much of this money goes to charity, as well as supporting artists, writers, and musicians. People also contribute millions each year to new products, like an innovative watch that uses the energy created by a person's wrist movements to charge itself. Some crowdfunding projects never get off the ground because they don't raise enough money or have strong enough business plans. Occasionally, projects also turn out to be scams. One crowdfunding campaign raised more than $400,000 for a homeless man who had apparently spent all his money to help a couple who had run out of gas. This story later turned out to be false. But despite some risk to investors, the popularity of crowdfunding has exploded. Even some big corporations are running fundraising campaigns for new products before developing them. If you're a creator, it's pretty clear why crowdfunding is so popular. Instead of borrowing money or finding rich investors, you can get many small donations with almost no risk. And it's a great way to test the popularity of your idea. But why do people donate to these campaigns? Well, when it comes to charity, crowdfunding has made I easy for people to feel like they're making a difference, even though they're giving small amounts. Crowdfunding your favorite artists and musicians makes you feel closer to the creative people you admire. And, in terms of products, people love being in on the ground floor of exciting new business ideas. Experts predict that by 2025, crowdfunding can be helping people and businesses to raise more than $300 billion each year. It may be the case that, in the future, most of the entertainment we'll enjoy and the items we'll own will come from crowdfunding campaigns. Crowdfunding is here to stay. Now, who has some ideas for the next big crowdfunding project?

AS HOMEWORK USE A DICTIONARY TO LOOK UP THE WORDS AND LEARN THEM.

Homework

Provide the Ss with the audio link of the Listening. Highlight the page number of the script. Familiarize them with the concept of shadowing if necessary. Assign them to perform shadowing to the conversation.



Listen to the Listening using the link.

Perform shadowing by practicing the rhythm, intonation, and pace of the speakers.