

StartUp 7

Vocabulary

Unit7 – Lesson1

Page78

To the teacher

At the end of the lesson, your students must have achieved all the targets below.
During the unit, plan your productive tasks to cover them.



WHAT ARE YOU GOING TO DO ABOUT IT?

LEARNING GOALS

In this unit, you

- talk about making a difference
- talk about citizen journalism
- discuss the impact of social media
- read about environmental solutions
- write a petition

Elicit some sentences from your students about the picture. Ask your students to talk about the questions.



LEARNING GOALS

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GET STARTED

A Read the unit title and learning goals. There are many social problems in the world, some of which you cannot solve. What social problem might you be able to solve?

B Look at the picture. Phones and the internet have led to citizen journalism. What kinds of events do citizen journalists report on?

C Read Esra's message. What skills do you have and what are three ways you could you use them to volunteer and help others?



ESRA KARA

@EsraK

Does anyone know where I could volunteer some of my time and skills in New York City? Any ideas?

Have your Ss do the task for a couple of minutes. Then check the answers in class.

Match the words with the definitions.

a campaign - raise awareness - a cause - a fundraiser
a sponsor - kick in - cynical - back on track - make a difference

1. to have a significant effect on a situation or person
2. to make people think more seriously about a particular subject or situation
3. an event that is held to collect money for a charity or a political party
4. unwilling to believe that people have good, honest, or sincere reasons
5. to progress in a successful way after a misstep or misfortune
6. an organization or an idea that a group of people support or do things for
7. a person or company that provides money to help pay for a team, an event, or an activity, usually on an ongoing basis
8. to join with others in giving money or help
9. a series of actions intended to achieve a particular result relating to politics, business, or a social improvement

Have the Ss look at the text and nominate them to answer the questions in class.



ESRA KARA

@EsraK

My brother is always trying to save the world. Anyone want to donate?

A Look at the website. What kinds of issues do you think they raise money for?

http://www.ActionNowCampaigns.org/about

Search

At **Action Now Campaigns** we can help you **raise awareness** *and* funds for the **causes** you care about. Our team has ten years of experience in:

- social media **fundraisers** (We'll help you go viral!)
- engaging celebrity advocates (Check our past campaigns to see some familiar faces!)
- finding **sponsors** in the business community (Big businesses make big changes!)

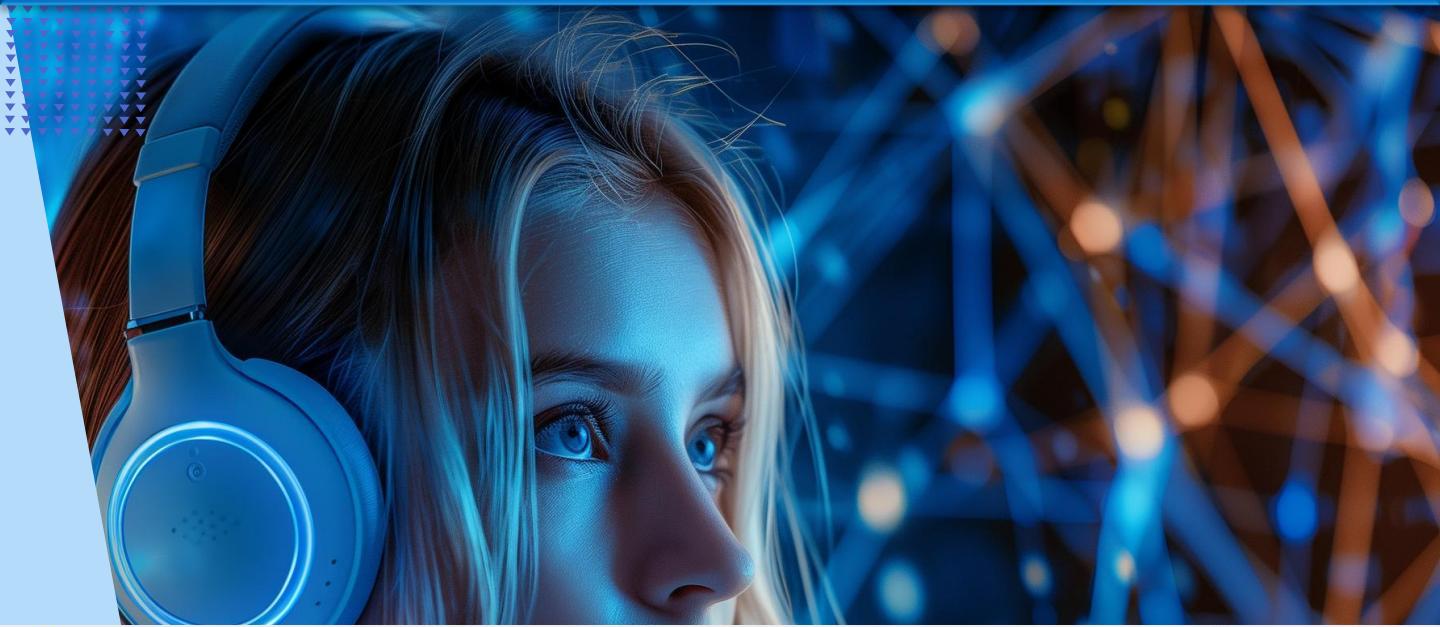
"I used to be **cynical** about progress. I thought it was too late to get our community **back on track**. But Action Now helped me see that by working together, we can all **make a difference**."

Rebecca Solis, ANC partner



To volunteer for an existing campaign, or just to **kick in** some money, go to our donations page.

Teach the challenging words to your Ss. Then play the audio to practice the pronunciation.



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>> FOR PRACTICE, PAGE 143 / DEFINITIONS, PAGE 162

Have the Ss do the task in class. Nominate the Ss for their answers.

>> FOR PRACTICE, PAGE 143

VOCABULARY PRACTICE

▶07-02 Listen. Complete the sentences with the correct form of the words in the box.

a campaign	raise awareness	a cause	a fundraiser	a sponsor
kick in	cynical	back on track	make a difference	

1. He has a(n) _____ attitude.
2. She thinks protecting wildlife is an important _____, so she is trying to _____.
3. They are raising money for research as part of _____ to fight cancer.
4. They haven't decided what kind of _____ to do.
5. The theater puts the names of _____ in the program.
6. The organization has gotten _____ lately.
7. He thinks that people can _____.
8. She wants people to _____ a little money.

Practise all the new words with your students. Ask and answer questions using the words.

Talk together

a campaign - raise awareness - a cause - a fundraiser
a sponsor - kick in - cynical - back on track - make a difference

Tell me a sentence with "a campaign " about social advocacy.



The school started a campaign to promote kindness and help students support one another.



araq
Language Center