

StartUp 7
Listening

Unit8 – Lesson2
Page93



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.



AUTHENTICITY


Have your Ss look at the picture. Convey the meaning and try to elicit the word. Then practice the pronunciation chorally and individually.
CLEAR
MEN
ICE COOL MENTHOL
SHAMPOO
5148
afaq-lc.com

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



ENDORSEMENT

A ▶08-12 Read the Listening Skill. Then listen to the beginning of a podcast. List more words you anticipate hearing as the podcast continues.

LISTENING SKILL Anticipate words

When you hear a title or part of a talk, try to anticipate—or guess—related words and ideas that you might hear. Anticipating content in this way can help you understand and remember what you hear.

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



08-13

CHECK (✓) ANY OF THE WORDS ON YOUR LIST THAT YOU HEAR.

Play the audio and have your Ss do the task. Check the answers in class.



D ▶08-13 Listen again. Take notes in the chart.

What influencers do	
Benefits of nanoinfluencers to companies	1. 2.
Being a nanoinfluencer	Pros: Cons:
Conclusion	

Have the students answer the question in class.

E PAIRS REACT Would you like to be a nanoinfluencer? Why or why not?



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

A THINK Imagine that you are going to be a nanoinfluencer. What product could you promote to your friends? How would you make it seem appealing? Take notes.



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

B PAIRS Help improve your partner's strategy by asking questions about the product.



Hi, welcome to Eye on the Media—I'm your host Aya Saleh and today we're going to talk about influencers, the people that brands rely on to vouch for their products on social media. Being a big fan of beauty and fitness Instagram, I expect to see a lot of products being plugged on the big accounts. You know, the ones with more than a million followers. And I've also been hearing a lot about computergenerated models, so-called digital influencers that have enormous fan bases. And there are plenty of smaller accounts getting in on the action, too. They're called microinfluencers because they may only have a few thousand followers, but companies still find it worthwhile to pay them to create buzz around their products. But today I want to focus on a category that really interests me—the nanoinfluencer. "Nano," as you may know, means "very small," and a nanoinfluencer is a person with fewer than 1,000 followers who has some talent for social media, so that brands feel they can promote their products to friends and family. Some brands like nanoinfluencers because they have authenticity. When they recommend a product, it's like getting a recommendation from a friend— like a new way of doing traditional word-of-mouth promotion. When influencers get too famous,
their followers may become all too aware that their endorsements are paid and, as a result, stop trusting them as much. Nanoinfluencers don't have that problem.
Of course, for companies, the biggest benefit of nanoinfluencers is that they're cheap—they mostly work for free products instead of cash payments so they are a low-risk investment. The major influencers, even if they didn't start out as celebrities, are getting very expensive. Companies can pay a fortune for one top model to wear their sunglasses in a few Instagram posts, or they can engage a LOT of nanoinfluencers for the same price. From the nanoinfluencer's point of view, promoting products can be fun. They enjoy the small perks they get, and many of them like setting up attractive photos and creating other content. That's why they were good at social media in the first place. But there are downsides. Companies require specific language in their posts; they may even demand pre-approval of content. And, reading their posts, friends may be put off by a large number of advertising hashtags. Even for the big accounts, the economics of the influencer world aren't very clear, and we know even less about nanoinfluencers. Will the trend last? Will it pay off for companies to turn more and more of us into advertisers? Only time will tell!

READ THE SCRIPT AND UNDERLINE ANY NEW WORDS YOU DO NOT KNOW.

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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.