

Let's play BINGO



- ① **Walk around the room and find people who meet the requirements** in the boxes.
Find one person for each box and write their first name in the box.

- **Find someone in the room who...**

... has a favorite online influencer.	... follows a brand on Instagram.	... has sold something through an online platform.	... often watches product reviews on YouTube.	... has participated in an Instagram poll.
... has used a digital coupon for an online purchase.	... follows a digital nomad on social media.	... has created/creates content for a social media platform.	... frequently views online advertisements.	... has purchased a product based on an influencer's recommendation.
... has joined an online community related to a specific interest or hobby.	... has taken part in a viral online trend.	... has bought something through a flash sale.	... has tried selling handmade crafts online.	... has posted a review of a product on social media.
... follows a travel influencer on social platforms.	... has participated in an online challenge on a social media platform.	... has bought clothing influenced by a social media trend.	... frequently checks online reviews before making a purchase.	... often watches TikTok or Youtube shopping hauls.
... follows TikTok creators for fashion inspiration.	... has used a TikTok or Instagram discount code for an online purchase.	... worked with influencers to promote a product on TikTok.	... has created sponsored content for a brand on TikTok or Instagram.	... offers exclusive deals to their TikTok or Instagram followers.

Vocabulary List - Working and Consuming on Social Platforms

① Instructions:

Rearrange the letters to spell the words correctly.

Have fun!

priovison	
eclusivexe oreffs	
peelasironzd remmiodateconns	
impluse bnuyig	
hiddne fese	
flase anidvertisg	
limetid-tmei pesrures	
pivarcy conrcnes	
minapativelu marnitekg	
influcneer marnitekg	
cotennt creoitn	
monotizatein	
bdarn collanboratio	
diatigl incnufle	
drpposhingpi	
affitilae marnitekg	
diatigl nomda	

Vocabulary List - Working and Consuming on Social Platforms

② Match the words above with the definitions below.

[Blank box for word matching]

- ☐ Urgency created by a deadline or time limit for a particular offer.
- ☐ Earning a commission by promoting other people's (or companies') products.
- ☐ The influence of digital content and online personalities on people's opinions and actions.
- ☐ Working with another brand, often through partnerships.
- ☐ Special deals or promotions available only to a select group, making them unique or limited.
- ☐ Ideas made just for you based on what you like, often created by a computer program using a set of instructions called an algorithm.
- ☐ A person who works remotely, often travelling.
- ☐ Worries about the protection of personal information and data.
- ☐ A collaboration between popular social media users and brands to promote the brands' products or services.
- ☐ Turning an activity or content into a source of income, often through advertising.
- ☐ The production of digital material such as video, images, text, often for online platforms.
- ☐ A commission or fee earned for a service, usually in sales.
- ☐ Buying something quickly without much thought and regretting the decision later.
- ☐ Costs that are not clearly mentioned at the beginning, so the buyer doesn't notice them right away.
- ☐ Misleading advertising messages that don't correctly represent the product or service.
- ☐ Tactics or strategies used to influence and control consumer behaviour, sometimes in a misleading or unethical way.

Phrases to use when expressing an opinion

- ① The **following phrases must be used** during the discussion. Once one is used, it can be ticked off. **Each person must tick at least 3 phrases.** (1-22)

- ☐ What's your opinion?
- ☐ Would you like to say something?
- ☐ What are your ideas?
- ☐ There are many reasons for ...
- ☐ This is in complete contradiction to ...
- ☐ I can imagine that ...
- ☐ It seems to me that ...
- ☐ My personal view is that ...
- ☐ Under certain circumstances ...
- ☐ I take the view that ..
- ☐ The problem is that ...
- ☐ I must admit that ...
- ☐ As far as I understand, ...
- ☐ I am of the same opinion as...
- ☐ I am (not) sure, certain, convinced that ...
- ☐ I am of a different opinion because ...
- ☐ What do you mean?
- ☐ In my experience ...
- ☐ That is not necessarily so.
- ☐ Personally, I think ...
- ☐ I am of a different opinion because ...
- ☐ That seems obvious, but ...



Warenvorlage

- ① Ergänze den folgenden Lückentext zur Warenvorlage.

Legen Sie dem Kunden nicht [] , aber auch nicht [] Waren vor. Erfahrene Verkäufer empfehlen, [] vorzulegen. Ware, die der Kunde schon [] hat, sollten sie umgehend wieder [] . Auf diese Weise behalten der Kunde und sie einen guten [] . Gehen sie immer [] mit der Ware um. Damit zeigen sie ihre [] gegenüber [] , aber auch gegenüber [] . Es ist immer von Vorteil, die Sinnesorgane des Kunden anzusprechen. Diese sind: [] , [] , [] , [] , [] . Geben sie dem Kunden also möglichst bald in die [] . Soweit möglich, lassen sie den Kunden die Ware [] oder [] . Zeigen sie ihm die verschiedenen (Verwendungs-)möglichkeiten der Ware.

Guess the Word - Identity: Finding your place

Partner A

3 Think.

Take some time individually to research and come up with your own definitions for the words below.

2 Pair.

Work with a partner. Try to explain the words below in your own words. Your partner has to guess the word. Take turns.

Enjoy the activity!

English	Definition/ Examples	Translation
personality		
social identity		
ethnicity		
adolescence		
peer pressure		
patchwork family		

Brand Exploration

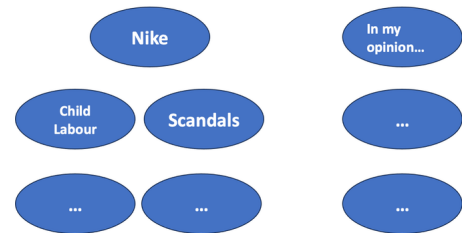
1 Group work.

Create a mind map or wall poster extracting information on child labor related to the brands. Express your critical opinion on the topic.

Follow these steps:

1) Distribute the materials:

Divide the materials among your group members.
Share and discuss to ensure that everyone has a fair share.



2) Gathering information:

Communicate and extract key details about your assigned brand.
Focus on capturing headlines, subsections and keywords (summary writing).

The **following questions** will help you decide what information to put on your poster. Use them to think about the important details for each topic and make your poster clear and interesting.

- What specific scandals have occurred within the companies under consideration?
- How does the media influence the portrayal and coverage of these companies?
- How transparent are the companies' supply chains?
- In what areas do these companies demonstrate ethical practices?
- What factors are driving changes in the strategies or practices of these companies?
- What is the credibility of information or actions in relation to these companies?
- What are the working conditions of these companies (suppliers)?
- What aspects of children's health do these companies consider or influence?
- How do these companies address or contribute to children's rights?
- What are the common labour practices in these companies?

3) Mind map creation:

Work together to create a mind map on the wall using labelled cards.
Take care not to overcrowd the cards with text.
Think of it as a visual poster with concise information.

4) Your opinion:

Express your opinion, again on labelled cards on the right side of your 'poster'

5) Prepare for the gallery walk:

Be prepared to present your poster during the next class. We will do a gallery walk.
Each member should be prepared to discuss the content of the poster.