

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.

[Yellow box]

[Yellow box]

[Yellow box]

[Yellow box]

[Yellow box]

[Yellow box]

[Yellow box]

[Yellow box]

[Yellow box]

[Yellow box]

[Yellow box]

[Yellow box]

[Yellow box]

[Yellow box]

[Yellow box]

[Yellow box]

[Yellow box]

[Yellow box]

[Yellow box]

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

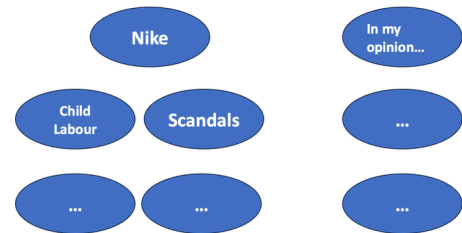
1 Group work.

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.