Image and identity

Unit 2

- Language = identity?
- Nationality = identity?
- Birth location = identity?

Background

1 Can you pick up accents well?

2 Which accent do you associate with positive things? Negative things?

3 Cfr. accents in movies / translated movies ('linguistic profiling')

This guy can nail every accent

Linguistic profiling

Key words p19

- Match the words with the definitions.

Who am I? Think again p20

- Who are Hetain Patel and Yuyu Rau? (Bio p19)

Who am I? Think again p20

- Exercise 1

- Exercise 2

- Exercise 4

- Who was your childhood hero?
- What was your childhood ambition?
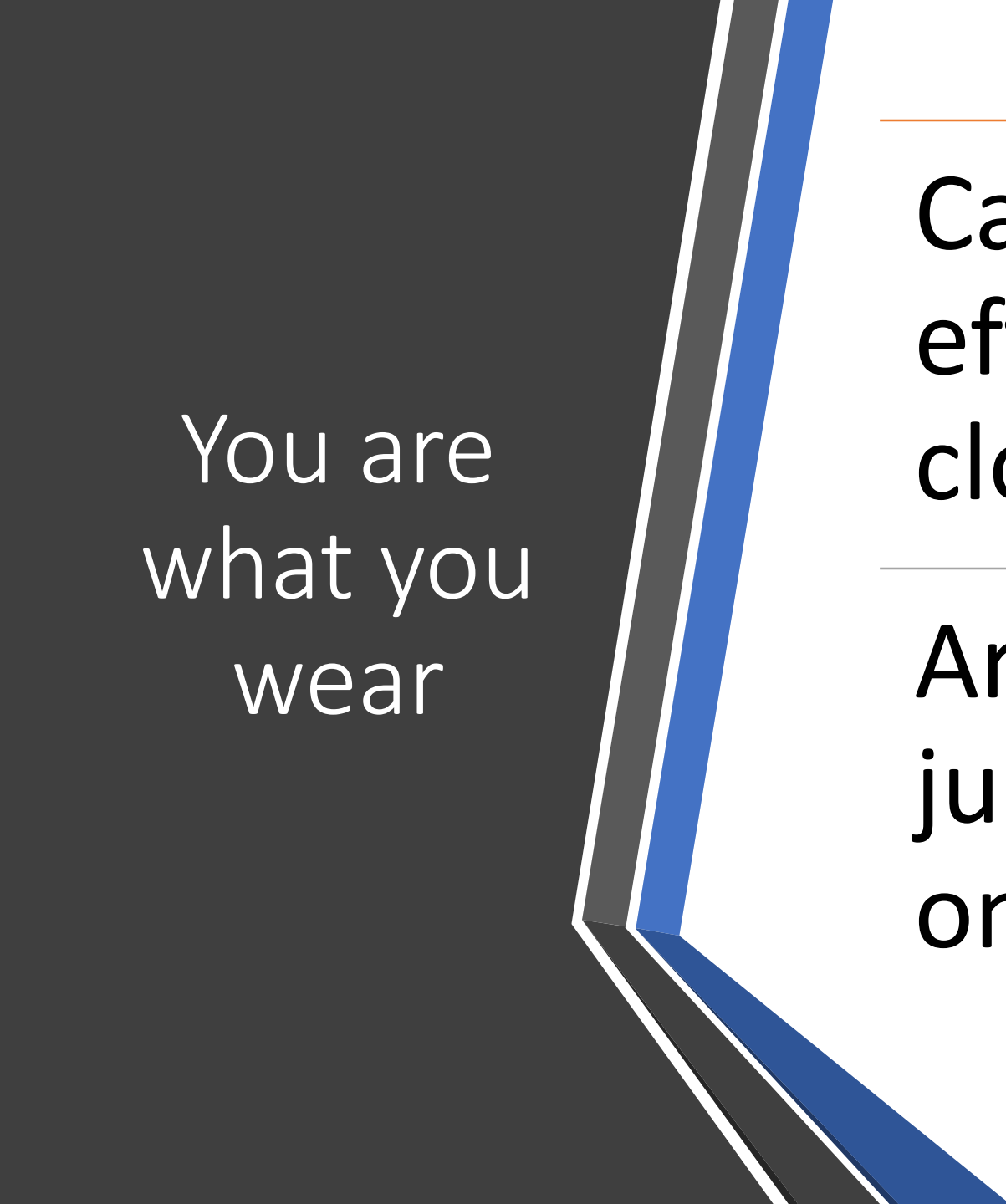
2.2 Cyber crime

Brainstorm briefly

- What are the most common types of identity theft?
- How old are the victims of identity theft?
- Which age group has their mobile phones stolen (or loses them) most?

Amounts and comparisons

➔CHECK YOUR ANSWERS ON p22

- Ex 3   Read the short text p23 (+ questions)

- Ex 4   Choose the correct option

- Ex 5   Complete with the age group

- Ex 6   Complete

You are what you wear

Can you illustrate the effect of your clothes/appearance?

Are you aware of judging people based on their clothes?

Image, identity and clothing

- Look at the pictures:
    - *Who seems **richer**?*
    - *Who seems **younger**?*
    - *Who will **get the best service** at an expensive department store?*

- What is your 'clothing philosophy'?
- Are you familiar with Mark Zuckerberg's 'clothing philosophy'? (video)

- Read the article p25

Clothing philosophy (Marc Zuckerberg)

- Ex 2   Match the headings

        Does the article agree with your answers?

- Ex 4   True or False

Describing dress

- Ex 6 p24   Choose the best option

- Ex 7 p24   Negative connotation?

2.4 I need to work on my image

TWO FRIENDS TALKING ABOUT JOB INTERVIEWS

Ex 2 p 26   Complete

Ex 3 p 26   Match

Ex 6 p27   Making suggestions on '**How to pass this year**'
         ➔ Take turns and make 1 sentence of each type for your neighbour

Being diplomatic p27

• Ex 8b

Rewrite these negative remarks **diplomatically**.

Suggested answers

1. We were hoping to find a slightly larger venue for our meeting.

2. We like your hotel but we are looking for something nearer to the town centre.

3. We expected the rooms to be a little less expensive.

4. We had wanted to find a place with the latest sound system available.

5. We were trying to find a place with a wider selection of foods.