ENGLISH

Chapter 22

5th

Make a difference

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HELICOMOTIVATION

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Make a difference

How can you contribute to make society better?

Global issues

1 ♻️ Complete the table with the issues in the box.
Can you add any more?

cyber-bullying ~~deforestation~~ endangered species extinction
identity theft online fraud phishing scam pollution

Environment	Technology
deforestation endangered species extinction pollution	cyber-bullying identity theft online fraud phishing scam

2 Look at icons 1–16. What goals do you think they refer to?

SUSTAINABLE DEVELOPMENT GOALS
17 GOALS TO TRANSFORM OUR WORLD

1 NO POVERTY

2 ZERO HUNGER

3 GOOD HEALTH AND WELL-BEING

4 QUALITY EDUCATION

5 GENDER EQUALITY

6 CLEAN WATER AND SANITATION

7 AFFORDABLE AND CLEAN ENERGY

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

10 REDUCED INEQUALITIES

11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

14 LIFE BELOW WATER

15 LIFE ON LAND

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

17 PARTNERSHIPS FOR THE GOALS

SUSTAINABLE DEVELOPMENT GOALS

3 Work in pairs. Look at the icons. Which do you think are the five most effective designs? Why?

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SUSTAINABLE DEVELOPMENT GOALS

4 Check the meaning of the words and phrases in the Global issues box. Then answer the questions.

1 Which goal/goals 1–16 does each issue relate to?

2 Which are positive objectives? Which are issues to tackle?

Global issues

- affordable clean energy
- climate change
- conflict resolution
- discrimination
- diversity and inclusion
- food security
- gender equality
- homelessness
- investment in infrastructure
- justice
- lack of sanitation
- literacy and numeracy
- no access to education
- ocean conservation
- poverty
- protecting biodiversity
- racism
- refugees
- responsible consumption
- right to vote
- sustainable cities
- tolerance
- unemployment
- water scarcity

5 **Match the words in the box with definitions 1–7.**

discrimination   gender equality   inclusion
infrastructure   responsible consumption
sustainable   scarcity

1   designed to cause the least possible harm sustainable
    environment
2   a situation in which the rights and opportunities
    are the same for people of all genders gender equality
3   not enough of something   scarcity
4   the belief that all people should feel they are
    included in society
                                                inclusion
5   unfair treatment of someone because of their race,
    religion or other personal features   discrimination
6   sensible use of things such as
                              responsible consumption
7   systems and services (e.g. transportation, phone
    networks) within a place or organization
                                          infrastructure

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6 🔊 50 **Listen to Zane and Malia discussing photos A–C and answer the questions.**

1 In what order do they discuss photos A–C? 1 B, A, C

2 How many young people are currently out of school?
2 over 265 million

3 How many coastal areas have improved over the last few years? 3 104 coastal areas

4 What percentage of the world's population will live in cities by 2030? 4 60% of the world's population

SACO OLIVEROS

8 🎥 Watch the video. What does plogging involve?

It Involves jogging and picking up litter(trash)

3 🔊 51 **Read and listen to the article. Complete the sentences in your own words with ideas from the text.**

1 People use more than ten billion …

2 The advantages of emoji are …

3 Many of Shigetaka Kurita's original emoji designs … those we use today.

4 The peace emoji was the idea …

5 In the future, people … only emoji.

EMOJI FOR ALL

1 Do you speak emoji? Ninety-five percent of internet users do! Most of us can't remember using an emoji for the first time, but it's hard to imagine life without them now. Over ten billion are sent every day and they're everywhere, from texts and social media to advertising and even official documents. These colorful images are more than just decoration: we use them to add tone and emotion to our messages. They are easy to understand, they cross language barriers and are popular worldwide.

2 Emoji began in Japan in 1999 and have come a long way since then. The word comes from the Japanese words *e* (picture) + *moji* (character). Shigetaka Kurita, an artist, created 176 of them as an instant and effective way of sharing information visually. They were a hit and people everywhere loved using them. That number has now increased to over 3,000 and grows every year. Today's emoji are far more stylish and sophisticated to look at, and some are almost unrecognizable from the originals.

3 So who creates new emoji? A non-profit organization called the Unicode Consortium has managed and approved emoji since 2010, and they usually release all new emoji annually. Anyone can make a proposal, though the process can take up to two years. Imagine seeing your own emoji! If you're stuck for ideas, *Emojination*, which was co-founded by Yiying Lu, has plenty. It aims to diversify emoji even further by allowing people to collaborate on proposals and helping them work on their own ideas.

4 Emoji are evolving and reflect far greater gender equality, diversity and inclusion and cultural awareness than they ever have before. Now, you can change skin tones and hair colors on the human emoji, professions and sports show both males and females and there are also gender-neutral people. Recently, emoji were added to represent people with disabilities, including aids like wheelchairs, prosthetic limbs and guide dogs. There is an increasing variety of foods, traditional clothes, transportation and animals – all from different countries.

5 What about the future? Will we get emoji to talk about more complex feelings? And what about global issues? Already, a group of organizations in Finland have crowdsourced an emoji for 'forgiveness' by asking people to send them designs for it. The #forgivemoji campaign wants to promote peace and give people a way to say 'sorry', and campaigners hope Unicode will approve the winning design.

6 Communicating using only emoji might be a dream for now, but it could happen. The fact that they are becoming more inclusive means they are increasingly a language where everyone is represented – a real global digital language of the future.

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4 The peace emoji was the idea ...

5 In the future, people ... only emoji.

1. Paragraph 1, line 4
2. Paragraph 1, lines 8-10
3. Paragraph 2, lines 8-10
4. Paragraph 5, lines 3-8
5. Paragraph 6, lines 1-2

Subskill: Summarizing a text in your own words

To summarize a text, you should identify the main idea and important arguments, and then express these using your own words. It is important to:

- convey the ideas clearly and concisely
- omit examples and extra details

4 Match summaries a–d with paragraphs 1–6. Which paragraphs do not match with a summary?

a Newer emoji are far more diverse and inclusive, and include things specific to different cultures around the world. There is now an emoji for wheelchair users. **4**

b Emoji are used worldwide. They are easily recognizable and everyone can understand them — it doesn't matter what language you speak. People use them in texts and social media posts. **1**

c In the future, emoji may allow us to discuss issues and describe deeper feelings and ideas. A group is currently working on an emoji for forgiveness. **5**
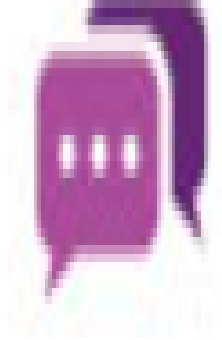
d Emoji are a quickly growing, attractive visual language. There were originally 176. **2**

6 **Read the article again. Circle the correct option.**

1 When we use emoji, our messages contain more **language/~~feelings~~.**

2 Shigetaka Kurita created the emoji to improve how people **understand/share** messages.

3 Unicode Consortium **manages and approves/ designs and selects** every emoji to be released.

4 Emojination wants to help people create emoji that are more **diverse/sophisticated**.

5 Having cultural and traditional emoji makes it possible for people to choose **suitable/unsuitable** emoji.

9 Work in pairs. Answer the questions.

1 When and how often do you use emoji?

2 What's your favorite emoji? Why?

Word work Match the definitions with the words in bold in the article.

1 plans or suggestions, especially formal ones, that a group has to consider _____

2 something that prevents people from communicating _____

3 deliberately aiming to involve all types of people _____

4 to include more variety _____

5 complicated and advanced in design _____

6 got ideas or help to develop something from a large number of people, usually members of the public using the internet   crowdsource _____