

1

Audio track



1 Pronunciation work

Audio 05



Listen to the following words. Then repeat them and record yourself.

Beverages • steadily • highlight • striking • sprouted • exposure • loyalty •
affluent • livelihood • sought after.



2 Before listening

a. Look at the visual document and say as much as you can:

- Find out about India's drinking habits.
- Find about America's drinking habits.

b. Look at the title and rephrase it.



3 Listen to the audio

c. Anticipate the topic of the audio.

d. Listen and try to understand the following words:

Beverages • trends • steadily • habit • taste highlight • shift • affluent • hang out • foreign
brands • outlets • witnessing • harvested • livelihood • health • herbal teas • household.

e. Write in French what the audio is about.

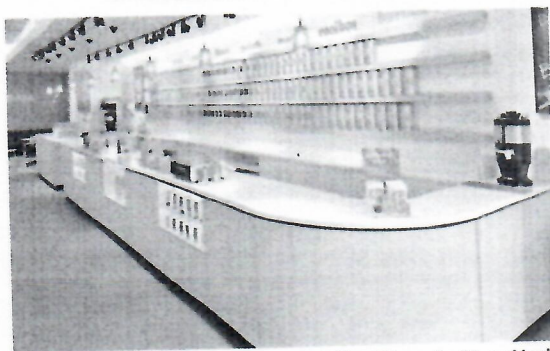
f. Debrief with the other students and the teacher about their meaning.

Audio

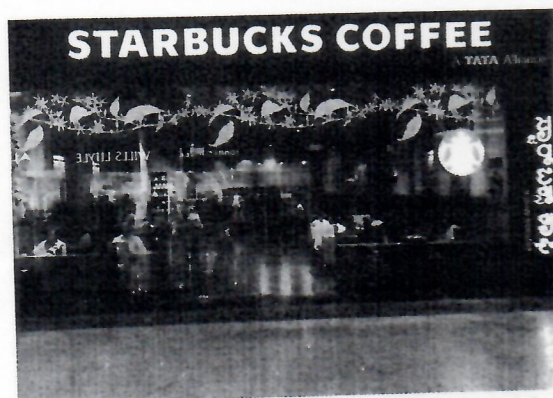


Alibaba

Audio 06



■ A Tea Store in New York



■ Starbucks in Mumbai



4 A step-by-step approach

1. Listen to the whole audio once

- a. Write in one or two sentences what the interview is about.

.....
.....

2. Listen to the audio a second time

→ Listen to the first part

- b. Collect information about:

- The name of the program.
- Who the guests are.
- Their role in the interview.
- The new habit in India.
- The origin of this new habit.
- Which age group is concerned.
- The brands quoted in the audio.

→ Listen to the second part

- c. Why is the American guest smiling?

.....

- d. What is the trend in the USA?

.....

- e. What are American consumers interested in?

.....

- f. Why is wellness becoming a powerful market?

.....

- g. What can be found in many American closets?

.....

- h. What will be the topic of the next debate?

.....

- i. Why is it a burning issue?

.....



5 Train for the exam

**Oral work: speak for at least two minutes about you have just learned.
Put together all the information you have collected.**