

Generation Z

How much do you remember after listening to the audio?

Complete the following

The two main speakers are _____ and _____.

The topic of today's conversation is _____.

There are _____, who were born in between the 1940s and the early 1960s.

Then there was Generation _____, born between the mid 1960s and the early 1980s.

Then there is Generation Y, also known as _____, born mid 1980s to late 1990s

and ... Generation Z, born in the _____ nineties or _____ noughties?

The _____ is the first decade of the 21st Century from 2000 to 2009.

_____ is short for Generation Z; they are the _____ generation.

Millennials and Generation Z are in fact _____, they're not the _____.

This is important for consumer brands, for _____ who want to sell to this generation.

They are extremely _____ with modern technology and social media: they are savvy.

Gen Z are tech-innate, _____-informed consumers, and extremely savvy.

For them, a high level of interaction and connectivity is the _____.

The term 'social media' first appeared in the _____.

What generation are you? What is particular about your generation?

Place the stress on the following words (mettre en gras et souligner la syllabe accentuée)

generation

decade

hyper

depend

analyst

correct

baby-boomers

consumer

focus on

millennials

comment

particular

confess

comfortable

pretend

available

savvy

connected

detail

obsession

interaction

Vocabulary from the document

je suis né en	I		consommateur	C	
ils/elles sont né-e-s	They		pourvoir aux besoins de	C	F
au début des années 60	in the E	1960s	fouiller dans	R	
au milieu des années 70	in the M	1970s	enfant du numérique	T	- I
à la fin des années 90	in the L	1990s	intelligent, au fait de	S	
les années 2000	the N		des valeurs	V	
deviner	G		vendre	S	
se concentrer sur	F	on	fournir	P	
décennie	D		des biens (de consommation)	G	
dix jours, une décade	T	D	à l'aise	C	
siècle	C		connaissance, savoir	K	
le même, la même	the S		cible	M	
de la génération du millénaire	M		habituel	U	
marque (commerce)	B				

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Generation Z - TEACHER

How much do you remember after listening to the audio?

Complete the following

The two main speakers are **Neil and Rob**.

The topic of today's conversation is **Generation Z**.

There are **baby boomers**, who were born in between the 1940s and the early 1960s.

Then there was Generation **X**, born between the mid 1960s and the early 1980s.

Then there is Generation Y, also known as **millennials**, born mid 1980s to late 1990s and ... Generation Z, born in the **late** nineties or **early** noughties?

The **noughties** is the first decade of the 21st Century from 2000 to 2009.

Gen Z is short for Generation Z; they are the **social media** generation.

Millennials and Generation Z are in fact **different**, they're not the **same**.

This is important for consumer brands, for **companies** who want to sell to this generation.

They are extremely **comfortable** with modern technology and social media: they are savvy.

Gen Z are tech-innate, **hyper**-informed consumers, and extremely savvy.

For them, a high level of interaction and connectivity is the **norm**.

The term 'social media' first appeared in the **noughties**.

What generation are you? What is particular about your generation?

Place the stress on the following words (entourez ou soulignez la syllabe accentuée)

generation

decade /'dɛkeɪd/, /dɪ'keɪd/

hyper /'haɪpər/

depend

analyst

correct

baby-boomers

consumer /kən'sju:mər/

focus on /'fəʊkəs/

millennials

comment

particular /pər'tɪkjələr/

confess /kən'fes/

comfortable /'kʌmfərtəbəl/

pretend /pri'tend/

available

savvy

connected /kə'nektɪd/

detail

obsession /əb'sɛʃən/

interaction