

## 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	<b>decade</b> /'dɛkeɪd/, /dɪ'keɪd/	<b>hyper</b> /'haɪpər/
<b>depend</b>	<b>analyst</b>	<b>correct</b>
<b>baby-boomers</b>	con <b>sumer</b> /kən'sju:mər/	<b>focus on</b> /'fəʊkəs/
mill <b>en</b> ials	<b>comment</b>	part <b>ic</b> ular /pər'tɪkjələr/
conf <b>ess</b> /kən'fɛs/	<b>comfortable</b> /'kʌmfərtəbəl/	pret <b>end</b> /pri'tɛnd/
av <b>ai</b> lable	<b>savvy</b>	conn <b>ect</b> ed /kə'nektɪd/
<b>detail</b>	obs <b>ess</b> ion /əb'sɛʃən/	inter <b>act</b> ion