

1. Listen to the clip from 6 minute English podcast. Which generation is also called “millenials”? What is special about Generation Z?

Listen again and match generations with appropriate timelines

Baby boomers	born mid 1980s to late 1990s
Generation X	the late nineties or early noughties
Generation Y	between the mid 1960s and the early 1980s
Generation Z	in between the 1940s and the early 1960s

2. Is there much difference between millenials and Generation Z?

Listen to the second snippet and answer the question.

Listen again and do the multiple choice activity:

*“Our research shows that Gen Z are different and that they have their own set of _____ which consumer brands need **to cater for**.”*

Choose the correct option to fill the gaps:

- a) values and needs
- b) values and preferences
- c) values and references

To cater for in this context means:

- a) to provide people with food and drinks at
- b) to employ
- c) to provide what is wanted or needed by someone

*“Our research found that Gen Z are _____, _____ consumers, and extremely **savvy**.”*

Choose the correct pair of words:

- a) tech-mate/hyper-informed
- b) tech-innate/hyper-insecure
- c) tech-innate/hyper-informed
- d) chess mate/hyper-informed

Tick all the synonyms for the word **savvy**:

- a) astute
- b) intelligent
- c) obtuse
- d) bright
- e) dumb