



Homework for Friday 10 April 2020.

First, do the vocabulary exercises 1 and 2.

Second, listen to the TED Talk: "The agony of trying to unsubscribe." By James Veitch

Third, answer the listening comprehension questions.

Finally, answer the discussion points, these are graded.

1. Match the synonyms from both columns:

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|------------------|-----------------------------|
| 1. overload | a) excess |
| 2. predominantly | b) question |
| 3. resent | c) get worse |
| 4. bottom line | d) dull, ordinary |
| 5. deteriorate | e) essence, core, main idea |
| 6. mundane | f) mainly |
| 7. query | g) hate |



2. Put the words from points 1-7 in exercise 2 in the sentences below:

- a) Although the city still has a white majority, the public schools are black.
- b) Most should normally be answered within five working days.
- c) Just as today, in the past a great deal of rubbish was generated by the activities of everyday existence.
- d) People say we live in an age of information Right? I don't know about that, but I just know that I get too many marketing emails
- e) By 1987 the relationship between the two families had
- f) They wanted me to skip the overview of the experiment and get to the
- g) Anarchists may also seem to almost any form of control.

3. Watch the TED Talk and note down the answer to these questions:

a) Why did James Veitch pretend to die when he was a child?

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b) What did James hate about receiving a marketing email?

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c) How many times did James try to unsubscribe?

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d) What did James offer to prepare for the shop opening?

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e) What game did James come up with after the shop was opened?

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DISCUSSION:

4. Consider the points below:

A, What do you think about the final sentence from the video? „If ever you feel weighed down by the bureaucracy and often mundanity of modern life, don't fight the frustration. Let it be the catalyst for whimsy” (whimsy = unusual, funny, and pleasant ideas)

B, What's most irritating in email marketing?

C, How successful do you think marketing emails are? Have you ever bought something as a result of a marketing email?