

Dear 5a students,

I hope you are safe and well.

Thank you for sending your formal emails and the solutions to your reading and language in use tasks

First I want you to correct your writing task and check your answers to the other tasks now by comparing them with the following solutions:

READING DR MARTENS BOOTS (T/F/J)

0: T – Their unique cushioned rubber; **1:** T – The style became very; **2:** F – Thanks to their reasonable;
3: T – Today you are as; **4:** T – Fans and other bands; **5:** F – Bands like Nirvana from; **6:** F – More and more girls;
7: F – By the end of; **8:** T – I can still remember; **9:** T – They have helped me LIS

LANGUAGE IN USE SLIMMING APP (MC)

0 A, 1 D, 2 B, 3 A, 4 C, 5 D, 6 B, 7 C, 8 A, 9 A, 10 C

You homework for this week is to do the reading task following on this sheet and learn the vocabulary of the units 7 and 8.

Please send me the solutions of the reading task by Friday, the 22nd of May 2020 via email. I will then provide feedback!

If you need assistance with understanding something that has been assigned, please feel free to contact me. My email: karlpoelz@gmx.at

I'll be happy to answer your questions. I hope the situation starts to get better soon for us all!!

Keep safe and healthy!!

Your English teacher

Karl Pözl

READING 1 EMOJI (MM)

Read the article about emoji. Some parts are missing. Choose the correct part (A–J) for each gap (1–7). There are two extra parts that you should not use. Write your answers in the boxes provided. The first one (0) has been done for you.

Emoji – the most exciting thing since hieroglyphics?

Social media is a great leveller; it makes everyone equal. Through shared images, links and a few key symbols, it (0) _____ to speak the same language. Whether we speak Swahili, Spanish or Swedish, social media can connect us with others around the globe who share our interests, thanks to the development of emoji. Like the hieroglyphics of Ancient Egypt, a set of visual symbols can unlock a whole world of meaning for those who don't read or write the same language. Suddenly, whole generations are able to talk to each other in a language that (1) _____ .

When, in 2016, the *Oxford English Dictionary* made 'emoji' its Word of the Year, people's reactions ranged from shock to amusement. Yet in 2009 already, Fred Berenson (2) _____ to translate all 206,052 words of Hermann Melville's epic novel *Moby Dick* into emoji. In 2013, *Emoji Dick* was accepted by the archive of the US Library of Congress, joining other versions of the novel in a variety of languages and formats. Perhaps the emoji novel will become the new way of encouraging young people to read the classics.

Of course, the advertising industry is always quick to take up any new form of communication.

At the International Festival of Creativity, the most valuable prize (3) _____ for a pizza delivery company. The ad allowed customers to order their pizzas directly from *Twitter*,



simply by tweeting the right emoji. A global fast-food chain also used emoji to create adverts that (5) _____ on advertising boards in many urban areas. These involved a series of emoji telling a story that usually ended with a burger and a happy smile. In the UK, the ads quickly became a target for graffiti artists, who (6) _____ the final emoji of the storyline to suggest a less enjoyable eating experience.

It seems that people are not yet ready to fully accept emoji. Even though over 80 per cent of smartphone users in the UK have used emoji at least once, many feel that, as a means of communication, it is both childish and limited.

Yet, emoji goes beyond national and cultural borders. The pictograms, originally invented in Japan (7) _____ , and are now part of everyday communication in countries as far apart as Brazil, France and Malaysia. That surely is the reason why emoji is perhaps the most exciting breakthrough in language since hieroglyphics.

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| A | employed thousands of people | G | went around changing |
| B | saw these symbols in emails | H | quickly gained popularity in the United |
| C | goes beyond national culture | I | went to an advertising campaign |
| D | is a literary classic | J | reflected the spirit of the age |
| E | became a familiar sight | | |
| F | gives us all the ability | | |

| | | | | | | | |
|----------|----------|----------|----------|----------|----------|----------|----------|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| F | | | | | | | |

