

Generation Z

1 Vocabulary: What is Generation Z?

a) Skim through the definitions of the expression "Generation Z" in the Urban Dictionary. Work out similarities and differences between the definitions.



[Urban Dictionary definitions of "Generation Z"](#)

b) Write your own definition of the expression, including your own experiences as a teenager.

c) Check with other online dictionaries for alternative definitions of the expression "Generation Z".

2 Listening: Decoding today's teens

Generation Z is the first group of teens to grow up in a technology age. William Royal did a short film about what it is like to be in Generation Z. The clip features three teens, James, Emily and Emma.



a) Watch the video below to find out more about Generation Z.



[Generation Z – Decoding today's teens](#)

b) What do you think about the video and the information it contains? Do you feel you belong to the Generation Z described in the clip?

c) Watch the video clip again and take notes on the following aspects:

Self-perception	Identity	Social interaction	Using technology
			key to open doors

d) With a partner, discuss the following questions:

- What do you think about the influence of social media on your identity?
- How do you use social media in your daily life?
- Do you agree with the statement that using technology is the "key to open doors"? Collect evidence for or against this notion from your own experience.
- What positive and negative things do teens do according to your experience?

e) Watch the video again and decide what impressed you the most. Then tell your classmates about it.

3 Reading: Marketing to Generation Z

It turns out that today's teenagers are not easy targets to marketers trying to sell their products. Let's look at some techniques used to make young people part with their money.

a) Before reading the article about how marketers target Generation Z, discuss the following questions with a partner:

- If you want to buy a new product like a mobile phone or trainers, how do you decide which one to purchase? What are the criteria that make a product attractive to you?
- Are you interested in what your friends say about a certain product, movie or game? Do you recommend your favourites to your friends?
- How important is advertising for you? Do you care about advertising?

b) Now read the article about marketing to Generation Z.



[Three ways companies can reach Generation Z](#)

c) Read the article a second time and write down what it says about:

- characteristic features of Generation Z
- Generation Z's attitude towards communication
- what Generation Z thinks about brands
- examples of successful marketing towards Generation Z
- the role of social networks

d) Do a quick internet search and find a few examples for marketing campaigns targeted at today's teens. Evaluate the efficiency of the campaigns according to

- the information in the article above
- your own experience/taste

e) With a partner, design a marketing campaign for a product of your choice that takes the information in the article as well as your own experience into consideration. Give an example of your approach by designing:

- an internet page
- a poster
- a video
- ...

4 Discussion: Education trends in Generation Z

If Generation Z is so different from generations before, this should also have an effect on the kind of education today's teens receive. Let's find out how modern education for Generation Z could look like.

a) Skim through the article below.



[Eight important education trends in Generation Z](#)

b) With a partner, discuss

- whether you agree or disagree with these ideas.
- which of the models you would/wouldn't like to see introduced in the education you receive and why.

