TEXT 1

Teens think *Google* is really cool ... according to a study by *Google*
by Rob Price

Teens think *Google* and *YouTube* are some of the coolest brands around ... according to a study commissioned by *Google*.

1 The Californian technology giant is being ridiculed online over the self-promotional report (entitled "It's Lit") that says it intends to "provide a glimpse into the world of teens in the US through the lens of what they find cool".

2 Many of *Google's* own products sit very highly on the cool scale, according to the survey of more than 1,100 teens aged between 13 and 17.

3 The most-cool brand was *YouTube*, *Google's* video streaming site. Then came *Netflix*, followed by *Google* itself in third place. After that was *Xbox*, *Oreos*, *GoPro*, *PlayStation*, *Doritos* and *Nike*, with one more *Google* brand — *Chrome*, a web browser — rounding out the top 10.

4 Meanwhile, *Facebook* is less cool than *Walmart*, *Nestlé*, or *Ebay*, while *Apple* is on a par with *Nike* but behind *Chrome* or *Doritos*. *Snapchat* is supposedly less cool than *Gatorade*.

5 And the wildly popular messaging app *WhatsApp* is allegedly one of the least cool brands out there. Only *The Wall Street Journal* and *Vice* are less cool.

6 "*Google* is really cool because it is an innovator," an extremely positive anonymous 17-year-old girl is quoted as saying. "A trendsetter. *Google* is not only a powerful search engine, but great at everything it does, from email to documents. *Google* products are easy to use and work well. As a company, *Google* also stands for education and creativity, shown by the science fairs and doodles contests they host."

7 Another suspect stat in the report is the claim that around 42% of US teens use *Google+*, *Google's* moribund* social network. *Google* automatically gives people who sign up for *Google* accounts an account on *Google+*, but it's considered a ghost town compared to the likes of *Twitter* or *Facebook*. An analysis in January 2015 estimated that just 4–6 million people actively engaged, posted, and interacted on the social network, despite its 2,2 billion registered profiles.

8 The report has been mocked by many online. Some have suggested that it is a veiled* attempt by *Google* to appear hip and down with the kids.

[Adapted from: <http://uk.businessinsider.com/teens-think-google-is-cool-study-2017-4?IR=T>]

*moribund = near the end, close to death
*veiled = partly hidden, implied

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TEXT 2

Generation Z may not want to own cars. Can automakers woo them in other ways?

by Natalie Bettendorf

1 Sheryl Connelly has a "crazy" job. She's in charge of looking into the future for *Ford Motor Co*. The automaker is trying to predict how people my age — from Generation Z — will use cars.

2 I'm 18 and I don't want a car. I take buses and trains. I bike, and when I need a car, I use Lyft*.

3 Connelly says Gen Z is a game changer. "They don't really care about ownership," she says. "They don't necessarily see that their vehicle is going to be a status symbol."

4 But Connelly says that doesn't scare *Ford*.

5 "We're ready for you. If you want to buy a car, we've got it for you. If you don't want to buy a car, we can still help you there," she says.

6 *Ford* started its own bike-sharing service recently. It wants to sell to people like me who have no interest in buying a car.



Ford GoBike launched its bike-sharing service in the Bay Area this year.
[Shawn Wen/Youth Radio]

7 So the car industry is hoping that I may want a car in the future, even if it's not a priority now. And right now, for people who are selling cars, I'm a problem. And so is the rest of my generation.

[Source: <https://www.npr.org>]

*Lyft = a transportation network company offering car rides, scooters and a bicycle-sharing system

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TEXT 3

Everything you need to know about Generation Z

By Greg Marchilena



Generation Z are students born after 1995. Members of this generation are just now starting to enter colleges and universities. But if you think Generation Z is just an extension of Millennials, you're wrong.

The first thing most people note when they talk about Generation Z is the group's use of technology. While Millennials are tech savvy, having grown up with emerging technology, Generation Z is tech reliant and gravitates toward shorter forms of communication. Researchers have found that 50 percent of members of Generation Z send at least 50 texts each day.

Generation Z wants to share and be a part of a community. "It's just fascinating that this generation really, really wants to get to know people," Seemiller said. They are people who want to work in groups.

Overall, Generation Z has a different relationship with authority than Millennials. The heroes and people that members of Generation Z trust, are those who are close to them. Generation Z wants to hear it from a friend.

Generation Z is more realistic than Millennials. While Millennials believed that they would graduate at college, find a job, and prosper – Generation Z doesn't necessarily believe this. They've seen the people around them not succeed. They've watched their mom and dad lose their jobs.

Because Generation Z was raised with social media and instant communication, they are more aware of global problems than Millennials. They still want to pursue social change, but not in the same way that Millennials did. "They want to eradicate hunger and poverty – they don't want to work five hours at a food bank," Seemiller said.

They want bigger change.

[Adapted from <https://www.youvisit.com/blog/college/everything-you-need-to-know-about-generation-z/>]

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TEXT 4

Musée de Beaux Art
By W.H. Auden

About suffering they were never wrong,
The Old Masters: how well they understood
Its human position: how it takes place
While someone else is eating or opening a window or just walking dully along;
How, when the aged are reverently, passionately waiting
For the miraculous birth, there always must be
Children who did not specially want it to happen, skating
On a pond at the edge of the wood:
They never forgot
That even the dreadful martyrdom must run its course
Anyhow in a corner, some untidy spot
Where the dogs go on with their doggy life and the torturer's horse
Scratches its innocent behind on a tree.

In Breughel's *Icarus*, for instance: how everything turns away
Quite leisurely from the disaster; the ploughman may
Have heard the splash, the forsaken cry,
But for him it was not an important failure; the sun shone
As it had to on the white legs disappearing into the green
Water, and the expensive delicate ship that must have seen
Something amazing, a boy falling out of the sky,
Had somewhere to get to and sailed calmly on.

TEXT 5

Mending Wall (An extract)
By Robert Frost

Something there is that doesn't love a wall,
That sends the frozen-ground-swell under it,
And spills the upper boulders in the sun;
And makes gaps even two can pass abreast.
The gaps I mean,
No one has seen them made or heard them made,
But at spring mending-time we find them there.
I let my neighbour know beyond the hill;
And on a day we meet to walk the line
And set the wall between us once again.
We keep the wall between us as we go.
To each the boulders that have fallen to each.
There where it is we do not need the wall:
He only says, "Good fences make good neighbours."
Before I built a wall I'd ask to know
What I was walling in or walling out,
And to whom I was like to give offence.
I see him there

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Bringing a stone grasped firmly by the top
In each hand, like an old-stone savage armed.
He moves in darkness as it seems to me,
Not of woods only and the shade of trees.
He will not go behind his father's saying,
And he likes having thought of it so well
He says again, "Good fences make good neighbours."

TEXT 6

A Storm
By Emily Dickinson

The wind began to rock the grass
With threatening tunes and low:
He flung a menace at the earth,
A menace at the sky.

The leaves unhooked themselves from trees
And started all abroad;
The dust did scoop itself like hands
And throw away the road.

The wagons quickened on the streets,
The thunder hurried slow;
The lightning showed a yellow beak,
And then a livid claw.

The birds put up the bars to nest,
The cattle fled to barns;
There came one drop of giant rain,
And then, as if the hands

That held the dams had parted hold,
The waters wrecked the sky,
But overlooked my father's house,
Just quartering* a tree.

*quartering = chopping something into four pieces

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TEXT 7 PETA – SHOOT SELFIES, NOT ANIMALS



[Source: <https://www.petaindia.com/blog/heena-sidhu-says-shoot-selfies-animals/>]

PETA = People for the Ethical Treatment of Animals. An animal rights organisation exposing animal suffering.

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TEXT 8 "WWF HORRIFYING/MORE HORRIFYING"

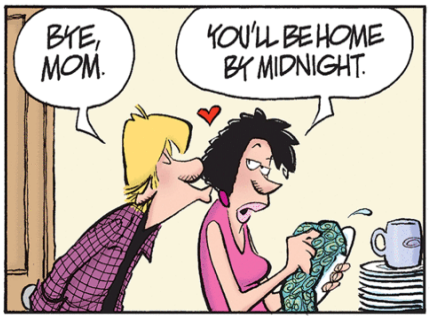


[Source: <https://www.demilked.com/social-advertisement-powerful-ads/>]

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TEXT 9 ZITS CARTOON STRIP

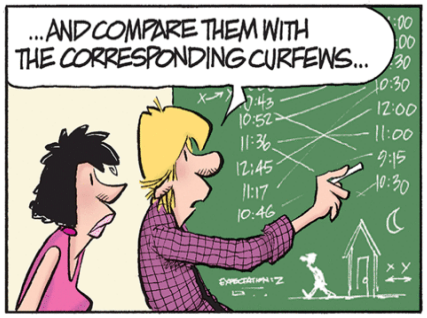
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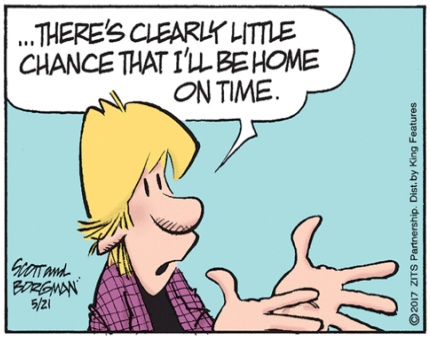
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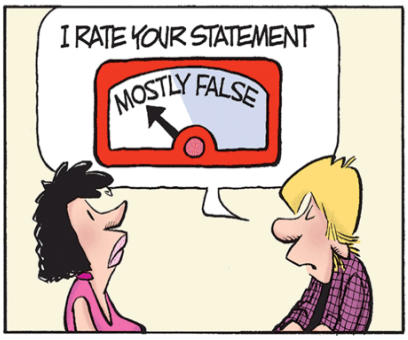
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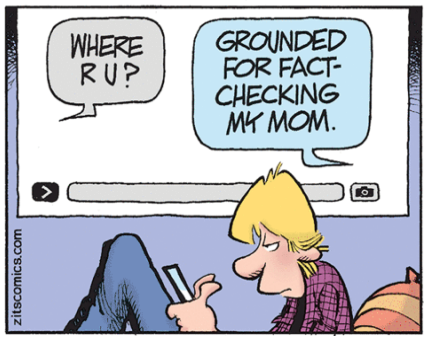
4



5



6



[Source: <http://www.humour-images.com/en/COMICS/zits/index.php?page=8>]

TEXT 10

Note that this adapted text contains deliberate errors.

Looking for a good laugh: humour in teen fiction

by Tom Reynolds

When their life gets too crazy, teenagers turn to humour to help them cope with adolescence. They love a good joke or story, particularly if it involves sarcasm, *dissing*, or weird references. In fiction and in real life, humour is one of the glues of teen friendships. Teens' feel comfortable enough with their friends to be honest and outrageous. And absolutely nothing is holy when teenagers start looking for a good laugh in the books they read.

The humour in teen fiction comes from observing the life experience of teenagers. These character-driven and conversational novels feature strange characters and funny situations, sarcastic or witty dialouge, and a tone of humorous but angst-filled desperation. Teens understand these feelings, and they enjoy the way humorous fiction deals with sensitive subjects like sexuality and body image.

[Source: <www.ebscohost.com/novelist/novelist-special/201403-looking-for-a-good-laugh-humor-in-teen-fiction>]

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