Easy Access English



BLING BLING

Activity One – You have one minute to fill the gaps !

Use the expressions below to fill the gaps in the text. First let's read through the definitions then we will set off the stop watch !

I'm not a big fan of …….. restaurants and …….. cars, I prefer to enjoy the simple pleasures of life. I hate people who …….. …….. …….. and show off with …….. clothes and a load of expensive watches and …….. I'm not a shy person or in any way reserved, so this might surprise some people, I often …….. …….. …….. …….. and I like to get a lot of attention. However I hate ……..

Ostentatiousness – Expressions

To be Flash - To display ostentatiously; flaunt. 'He's got a big, flashy car'.

To flash your cash – show off how much money you've got.

To show off - to exhibit ostentatiously, to make a show; to display one's self. 'Stop showing off !', 'He is a show-off', 'He always orders in French or Italian in a restuarant, he just wants to show off !'

Posh - Sumptuously opulent; luxurious. Although the origin of this term is in dispute, many people still adhere to the expression's purported acronymous derivation from 'port out, starboard home,' a reference to the shady, more comfortable north side of a ship travelling between England and India. The phrase, originally a British saying, is now commonplace on both sides of the Atlantic. 'He lives in a big, posh, house', 'He is very well spoken, quite posh'.

To Play to the gallery - to appeal to the vulgar tastes of the common man; to seek recognition by showy, over dramatized antics. 'He keeps on clowning around in the class, he's just playing to the gallery'.

bling - flashy, ostentatious jewellery; "the rapper was loaded with bling"

Activity Two – How Bling Are You? Ask and answer the questions with a partner.

1. How much money would you be prepared to spend on a watch?
2. Do you like designer clothes?
3. Do you buy designer clothes?
4. Which is more important to you, how you look or what you eat?
5. Do you like cars?
6. Do you drive a fashionable car? Would you buy an expensive car if you could?
7. Do you like to be seen in fashionable places, holiday destinations, restaurants and bars?
8. Do you think that people judge you on your appearance?
9. Do you admire people with money?
10. Do you like to be seen with popular or well-known friends?

Easy Access English

Activity Three – Listen to the song and identify the lyrics, which come AFTER the following, (the next sentence).



- Price
- Serious
- Change
- Obsessed
- Ka-Ching

Now answer the questions.

1. What does Jessi J refer to when she says 'Ka-Ching'?
2. How does she describe the dress code of people who can't have a good time?
3. What is she trying to draw our attention to?
4. What does she suggest we do?
5. What do you think of her ideas?
6. What do you think of the song?

Do you feel like singing along??

Activity Four – Live From Paris. Watch the video and answer the questions.
http://www.france24.com/en/20120223-sarkozy-unemployment-tax-campaign-chronicles

Bye bye, bling-bling president?



1. What are the key issues at the heart of Sarkozys electoral proposals?
2. What does he promise minimum wage workers?
3. What does he suggest about top executives salaries?
4. What doe the opposition claim about his proposals?
5. What did the Figaro claim about Sarkozy at this time?
6. Who pushes problems under the carpet according to the Figaro?
7. What would people on benefits have to do?
8. Who has to approve what the CEO's are paid?
9. What did Sarkozy apologise for?
10. What is he trying to distance himself from?
11. What question do Liberation and the journalist ask about his tactics?
12. Why does Sarkozy draw attention to his mistakes?
13. Why is the right wing tone necessary at the start of the election campaign?
14. Why is Sarkozy known as the Bling Bling president?
15. **Do you agree with this description and do you think it is relevant to the campaign?**

Easy Access English

Activity Five - Bling Words…

Bling is an idiomatic expression. Sarkozy's campaign seems to have made it famous in France.

Now read about the origins of this 'over-used' word. (From Wikepedia).

Bling (or bling-bling) is a slang term popularized in hip hop culture, referring to flashy, ostentatious or elaborate jewellery and ornamented accessories that are carried, worn or installed, such as cell phones or tooth caps.

In linguistics terms, bling bling is an ideophone intended to evoke the "sound" of light hitting silver, platinum, or diamonds. It is not an onomatopoeia, because the act of jewellery shining does not make a sound. The form bling-bling is a case of reduplication.

The use of the phrase became popular, as seen in the skywriting advertisement over this New York summer resort destination of Southampton in 2006.

Rapper Lil Wayne once claimed to have "invented" the word one night in the studio. However, this particular ideophone was already in use some 35 years earlier, and was in usage in rap songs such as Slick Rick's 1988 single "Mona Lisa." During the mid- to late 1960s, toothpaste maker Ultra Brite ran a series of commercials stating, "Ultrabrite gives your mouth...[ping]...sex appeal!"[1] Before the words "sex appeal", a bell sound was heard as a young man or woman smiled. Comedians such as Martin Lawrence parodied the "Ultrabrite smile" by vocalizing the sound effect as both "bling-bling," and "bling-blauw." The term was used in this way to describe a gaudy piece of jewellery, for example the otherwise rotten gold-toothed smile and stereotypical pimp jewellery of the character "Jerome" on the television series Martin. Jesse West (known as rapper 3rd Eye) is cited as perhaps the first rapper to use the complete term "bling bling"[- The term was further popularized in 1999 when the song "Bling Bling" by rap artist B.G. featuring the Cash Money Millionaires cracked the Top 40 of the Billboard Hot 100; the chorus of the song featured a young Lil' Wayne rapping "Every time I come around your city bling bling; Pinky ring worth about 50 bling bling; Late rapper 2 Pac mentioned bling "Check out my - diamonds bitch everyone gonna blink (bling bling bling)". The song was recorded around 1995 or 1996.

While the specific term bling was first popularized in the hip hop community, it has spread beyond hip hop culture and into mass culture. "Bling" was added to the Shorter Oxford English Dictionary in 2002 and to the Merriam Webster dictionary in 2006. Companies such as Sprint and Cadillac have used the word bling in their advertisements. During a 2008 Martin Luther King, Jr. Day parade in Jacksonville, Florida, Republican presidential candidate Mitt Romney admired a baby decked in dress attire with gold jewelry and said, "Oh, you've got some bling-bling here."[4] In 2004, Like many cases of once-exclusive vernacular that becomes mainstream, the views of the originators towards the term have changed significantly over the years. On VH1's Why You Love Hip-Hop, rapper Fat Joe stated, "rappers don't call jewellery 'bling' anymore, we just call 'em "diamonds"."

Let's look at some other slang words for being ostentatious.

Swish – sophisticated, high quality

Fancy – elegant or expensive

Mint – very good, excellent

Lush – great, amazing, high quality, luxurious

High budget – expensive



Easy Access English

Activity Six – Discussion.

1. Did you know where the word bling came from before reading this?
2. Do you think that the word is used correctly in France?
3. Do you think that French people generally understand what it means?
4. Do you use the word?
5. Is there a French word which could say the same thing?
6. Do you approve of using English words in mainstream French?

Activity Seven – the only way is Bling!

Watch the video extracts and use some of the idioms you learned today, and other adjectives of your choice to talk about **the impression these people give you**.

http://www.youtube.com/watch?v=6eU-usPBJwI&feature=related

The Only Way Is Essex - Essex Girl Dictionary Definition

http://www.youtube.com/watch?v=yRR-wmsAKwo

Hair Dazzle - The Only Way is Essex

http://www.youtube.com/watch?v=Vfd6tVqCS5s&feature=related

The Only Way Is Essex botox party

1. **What kind of impression do these people make on you ?**
2. **How are they dressed ?**
3. **What do they seem to be interested in ?**
4. **How would you describe their lifestyle ?**
5. **What are their main preoccupations and priorities ?**
6. **Can you relate to these people ?**
7. **Do they seem typically English ?**
8. **Do you know where they are from ?**
9. **What kind of things are they discussing ?**
10. **Can you imitate one of their conversations ?**

The only way is Essex – Role Play Finale !

