Live Stream

EAE Learning objectives for this lesson

Practice using metaphors in English to make ideas come alive. Learn vocabulary about technology. Give your opinion and practice using expressions to express your opinion. Listening and reading comprehension.activities. Practice using linking words to structure your ideas.

Activity One

Ask and answer with your teacher.

- Have you ever broadcasted anything live?
- Do you often watch any live stream broadcasts?
- What do you think about live streaming?
- What are the dangers in your opinion?
- What is lives stream shopping?



Activity Two read the article and answer the questions.
Source - Forbes - *By Tomoko Yokoi*

Live Stream Shopping - the future of E commerce.

Live streaming refers to online streaming media simultaneously recorded and broadcast in real time. Now it is being used to promote and sell brands online. Influencers, known as key opinion leaders (KOLs) drive live commerce in China. KOLs broadcast live on streaming platforms to showcase products, try them on, and describe them to the viewer.

As with America's QVC shopping channel, viewers are able to ask real-time questions, while discounts and limited quantity statistics flash across the bottom of the screen to get audience appetites engaged in the sale. However, instead of picking up the telephone, viewers can buy products with just one click.

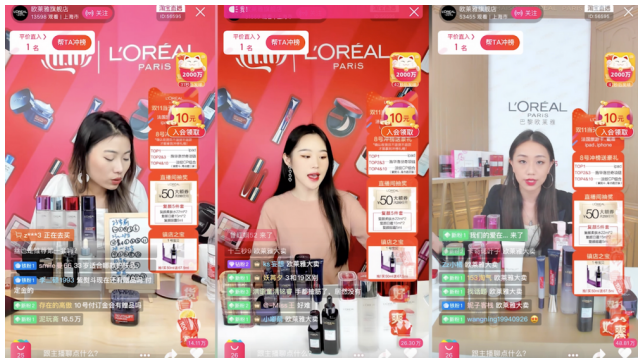
The formula seems to work. It has been reported that Chinese consumers find the livestream shopping experience more social and interactive, and market growth numbers reflect their engagement. Taobao Live, the dominant live commerce platform in China reported that their gross merchandise volume has grown by 150% per year over the past three years.

Increasingly, global celebrities are taking note of the trend's success to sell their own brands: Kim Kardashian sold 15,000 bottles of her perfume in a few minutes with Viya, China's top livestreamer last November.

Despite the boom in China, livestream commerce is still in its infancy in Europe and North America. Amazon launched its livestreaming shopping platform, Amazon Live, last year and Facebook and Instagram are reportedly piloting their own versions of the service as well. But for livestream commerce to gain traction, there seem to be two success factors that all retailers need to nail.

First, injecting a good dose of entertainment into the livestream is important. Recent research from IMD business school on Chinese e-commerce trends describes how cleverly using digital tools and services to make online shopping fun and exciting has

helped to fuel China's booming e-commerce sector.



Fashion shows, teaching audiences how to use new products, and giving them backstage access to glamorous industry events are commonly used formats.

For example, L'Oréal invited Chinese celebrities to livestream behind-the-scenes segments at the Cannes Film Festival. During the livestreams, the celebrities introduced L'Oréal products and recommended those they had used during the festival to great success. The featured products sold out after the livestream.

Jialu Shan, Research Fellow at IMD, elaborates, "what is interesting to me is that the conversion rate for live commerce is usually higher than traditional content driven platforms. And it's expanding from promotion of regular products like skincare and cosmetics to more sophisticated products, such as automobiles."

Second, an influencer that inspires trust is a key factor. Trust is a time-tested sales competency, regardless of the media used. As QVC lifestyle influencer Jill Martin, who reportedly generated $60 million in revenue for the Today Show in 2018, told Fast Company "People want to buy something from someone they trust. I have established that trust with the viewer."

To ensure their audience traction, Chinese KOLs invest time and energy towards building high levels of trust in their viewers. Viya, one of China's top livestreamers reportedly does not feature a product unless she and her 200-strong team have tested it. Only those personally approved by her make it onto the show.

Live commerce in China experienced a significant boost during the COVID-19 lockdown restrictions. There is a good chance it will leave its Asian shores and go global in the months to come.

1. **What is the difference between streaming and live streaming?**
2. **What is a stream?**
3. **How do you pronounce these words - live alive live?**
4. **Do you think that Live stream shopping will work in France? Why or why not?**
5. **Are you influenced by influencers?**

Activity Three - **A live Stream - Water is Life - This is truer than ever!**

Freshwater ecosystems have long been affected by numerous types of human interventions that have a negative impact on their water quality and ecological state. Streams are important as conduits in the water cycle, instruments in groundwater recharge, and corridors for fish and wildlife migration. By 2050, thousands of rivers and streams worldwide could pass a critical ecological threshold, new research shows.That means hundreds of rivers and streams around the world would become so water-stressed that their flora and fauna would hit a danger point.Groundwater is the hidden scaffold propping up much of modern life. Globally, about 40 percent of the food we grow is watered with liquid extracted from below Earth's surface. Much of that

water is being removed much faster than it can be replenished. That has enormous potential consequences for people who want to drink water grow and crops in areas that don't get enough rain. But far before those impacts emerge, the effects will—and in fact already have—hit rivers, streams, and the habitats around them.

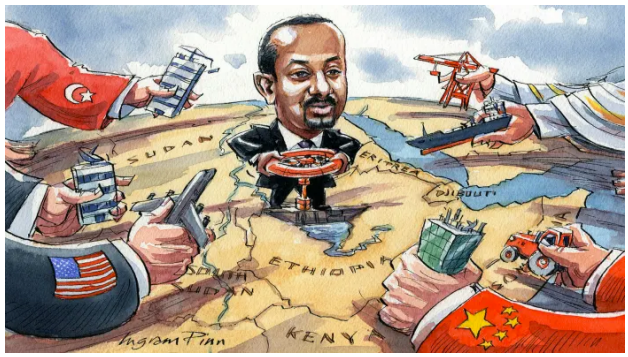
"Think of an aquifer like a bathtub full of water and sand," explains Eloise Kendy, a freshwater scientist at the Nature Conservancy. Then, imagine running your finger lightly through the top of the sand, creating a little trail. That little trail fills up with water that percolates through the sand into the "stream."

"If you pump out just a little bit of water out of the bathtub, that stream is going to dry out, even though there's plenty of water still left in the bathtub," she says. "But as far as healthy rivers go, you've destroyed it. But because rivers don't scream and shout, we don't necessarily know that they're in trouble."

Read more - https://www.nationalgeographic.com/science/2019/10/groundwater-pumping-killing-rivers-streams/

Faced with climate change and the demands of growing populations and economies water is arguably the most strategic ressource on earth! You only have to look at what is happening to the balance of power in the horn of Africa to realize how important each little stream can be!

In a few weeks, Ethiopian engineers will start the multiyear task of filling with water the Grand Ethiopian Renaissance Dam, Africa's largest hydroelectric power plant and the most ambitious attempt to harness the power of the Nile in history. Source - the Financial Times - read more here - https://www.ft.com/content/bdb2c384-2406-4f64-bde1-c2878ff520cd



Ethiopia has had more than it's fair share of famine, war and hardship. No doubt they deserve this opportunity to turn the tides on their fortunes. However this project is yet another example of how human intervention will continue to interfere with and further the worlds' fragile eco-systems.

A live stream is a vital part of the network which nature uses to provide for life on earth. A dead stream has far reaching implications for our future!

Activity Four: These two articles highlight how images from nature are used to describe technological phenomenon. When we talk about a stream today, many people think more of the virtual kind then the real kind.



Using the following expressions give your opinion on each of the following statements.

Expressions for giving your opinion:

- In my opinion, ... In my view, ...
- To my mind, ... As far as I am concerned, ... Speaking
- personally, ...
- From my point of view, ... As for me
- My view / opinion / belief / impression / conviction is that ... I hold the view
- that ...
- I would say that ... It seems to me that ... I am of the opinion
- that ...
- My impression is that ... I am under the impression that ... I have the
- feeling that ... My own feeling on the subject is that ...
- I have no doubt that ... I am sure / I am certain that ...
- I think / consider / find / feel / believe / suppose / presume / assume that ...
- I hold the opinion that ... I dare say that ...

I guess that ... I bet that .... I gather that …

Statements:

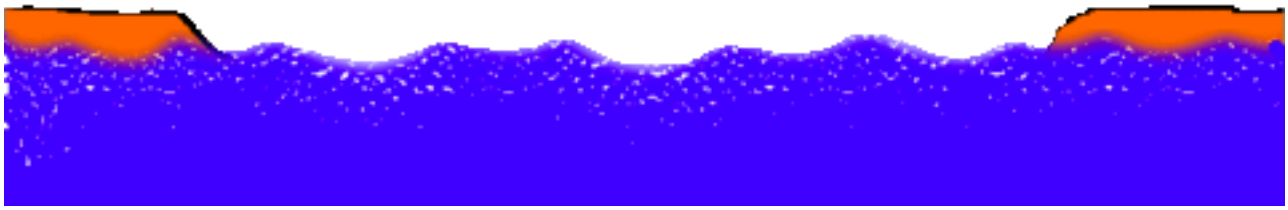
1. **Human beings are completely out of touch with nature we are heading for disaster as a result.**
2. **Technology is making us even more out of touch with nature because we are living in a bubble obsessed by what other people have and what other people look like.**
3. **Technology is our best chance to save the planet we live on.**
4. **Live stream shopping uses all that is evil to sell all that is wasteful, it should be banned!**

Activity Five - Islands in the stream

https://www.youtube.com/watch?v=uAPLKKzZf-4

Island In The Stream (Kenny Rogers and Dolly Parton) Lyrics

- **Listen to the song and make a list of all the metaphors used in the lyrics.**
- **What are the metaphors used to convey?**



Activity Six - **Nature Metaphors used in business English**
The following expressions are all used frequently in business English.
Match the expression to the correct definition.

To keep your head above water	become bankrupt.
To go under	the process that companies undergo when selling a product to a customer.
Cash flow	having assets in excess of liabilities; able to pay one's debts.
To be solvent	to do the necessary preparatory work or research to successfully complete a given task or objective.
A wage freeze	to eliminate or remove one who is ineffective and unproductive.
A product lifecycle	an idea that is made real
A sales cycle	to do something that will cause something to happen in the future
To cut out dead wood	having reached the most advanced stage in a process.
To do the spadework	net amount of cash and cash-equivalents being transferred into and out of a business.
To sow seeds	a policy in which a government / company board forbids or severely restricts rises in wages and salaries for a period of time.
To come to fruition	the progression of an item through the four stages of its time on the market.
To mature	avoid succumbing to difficulties, typically debt

Activity Seven - **Tech terms borrowed from nature**

- **Ecosystem** The internet is often described as an ecosystem
- **Tree** Inside every computer is a map of branching directories, all sprouting from a "**root**" folder.
- **Spider** A type of search engine.
- **Virus**
- **Water** - Stream, surf the web, a torrents of music an oceans of data.
- **Bug** "The first known computer bug was a real bug—a moth, in fact—that got stuck inside the enormous inner workings of an early computer in 1947. After removal, its body was taped to a sheet of paper on which the computer recorded its daily data, alongside the words "first actual case of bug being found." (nextweb.com)
- **Worm** A malware program.
- **Cloud**

Can you think of any other terms like this?

Activity Eight - Present your ideas.

Using these linking words and some of the opinion expressions from about cont... the following arguments and present your ideas on the subjects below:

Linking Words to structure your ideas:

Here are the words you need to learn to structure your sentences in English. As you may know, in English we tend to use short sentences and get to the point. In any language if you want to be clear and easy to understand you need to try to structure your ideas. When talking a foreign language it's even more important. To avoid saying um and aah and urrr a lot you should use linking words to introduce what you want to say, to explain and list your ideas and to conclude. I have picked the most useful and the most usual. Learn them and you are armed and ready for any situation you need to manage in English ! Just remember, keep it simple, structure your ideas with a clear beginning, middle and end and use linking words. Linking words provide a statement with cohesion and illustrate how the parts of the what you say relate to each other. They are listed here in terms of their function and in order of when you might use them.

To introduce your idea:

Obviously
Basically
Essentially
Clearly
Apparently
Actually
In actual fact
In reality
In my opinion
As far as I can see
According to…
From what I have heard
As far as I know

To sequence your ideas:

First of all
At first
Then
Next
After that
In the end
Finally

To Contrast two ideas

However
Although
Despite
In spite of
Nevertheless
On the one hand
On the other hand
Whereas

To show cause and effect

As a result
Therefore
Thus
Consequently

To give examples

For example
For instance
Such as

To sum up

All in all
Overall
In conclusion
In the end
To sum up

Discussion topics:

- We need to use influencers and technology to make people reject fast fashion and harmful consumerism.
- Influencers should be using their influence for good rather than in pursuit of personal profit.
- We should take care of every stream and every river because all things are connected on our planet.
- We should make sure that water is equally distributed, if we have to sacrifice the habitat of wildlife it doesn't matter, all countries deserve proper irrigation.
- Climate change is already affecting the balance of world power in the geo political arena, ever month it will be more obvious to what extent this is true.
- Large corporations and retailers should be paying for the damage they are doing to the earth.
- The worlds' richest people don't care about climate change as they know that they will be protected from it's effects.
- Elon Musk and other private investors should stop trying to travel in space, they should concentrate their efforts on reversing climate change.
- We have the technical know how to reverse climate change but it's now up to governments to put legislation in place to make it happen!



