



ROUND 27

Beyond the transactional: the tech partnership driving societal change

Source: Financial Times

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1. Vocabulary *Check the meaning of these words/expressions in the dictionary.*

💡 Today's Expression(오른쪽 링크 클릭) - [To Have No Calm](#)

- Definition
- Example

QR코드를 통해 To have no calm 의 설명 영상을 보실 수 있습니다.



1. **Keep up with**(phrasal verb) - To stay updated or current with something; to maintain pace or progress in relation to a changing situation or trend.

ex) It was challenging to keep up with the fast-paced advancements in technology.

"Infosys began to help us about 18 months ago by redesigning our website, and we needed a website that was going to **keep up with** our rapid growth."

2. **Philanthropist**(noun) A person who seeks to promote the welfare of others, especially by donating money, resources, or time to charitable causes and endeavors.

ex) The **philanthropist's** generous donation significantly impacted the construction of a new school for underprivileged children.

"We need supportive **philanthropists**. We need to work with governments. We need partnerships with corporations."

2. Listening Drill

Of the world's 2.2 billion children, 11 per cent cannot go school. That's 244 million children and young people between the ages of 6 and 8.

Tom, my husband, and I founded Street Child 15 years ago. I was working as an international human **rights lawyer** in courts across Bosnia, Strasbourg, trying to bring justice to people who'd suffered terrible things.

Street Child works for a world where every child can be safe in school and learning. We believe that if you can read and write and **add up and take away**, then you really have a chance in the world. We have a mission to serve as many children as possible, and in order to do that, we need to be able to reach new audiences.

We need supportive philanthropists. We need to work with governments. We need partnerships with corporations.

Liberty Global is an owner and operator of best-in-class fixed-mobile commerce champions. We participate in pretty much every aspect of Street Child's fundraising, operations, project support. What we really wanted to do is help Street Child move forward and really present a digital presence that is more in line with the mission.

And in the case of this particular programme, Infosys became a super-important technology partner. Infosys works across a variety of areas and technology to help Liberty Global to be a leading **connectivity** and entertainment provider.

There was a common purpose between both companies to create a deep social impact. We **both felt** that we could take advantage of Infosys' focus on technology and help Street Child to improve their reach in providing children access to education.

Infosys began to help us about 18 months ago by redesigning our website, and we needed a website that was going to **keep up with** our rapid growth. We just started working with 100 children in Sierra Leone, which was the poorest country in the world at the time.

It was just coming out of a horrible war. We now work in over 20 countries across South Asia, Africa, Ukraine and, most recently, we're helping in the Syria-Turkey earthquake.

We helped Street Child in building the digital presence and creating user journeys for the donors as well as to also track how the donations are being used across a variety of projects. I grew up in Mexico and. I had the benefit of education very early on in my life and I would love to see every child to get the opportunities that I got.

There is a moral obligation on us to reach as many children as we can to enable them to have an education, and tech is going to be a huge part of that.

3. Summary

Summarize what you have seen/heard in two or three sentences

Tip.

Answer the questions using vocabularies that you learned in the vocabulary section.

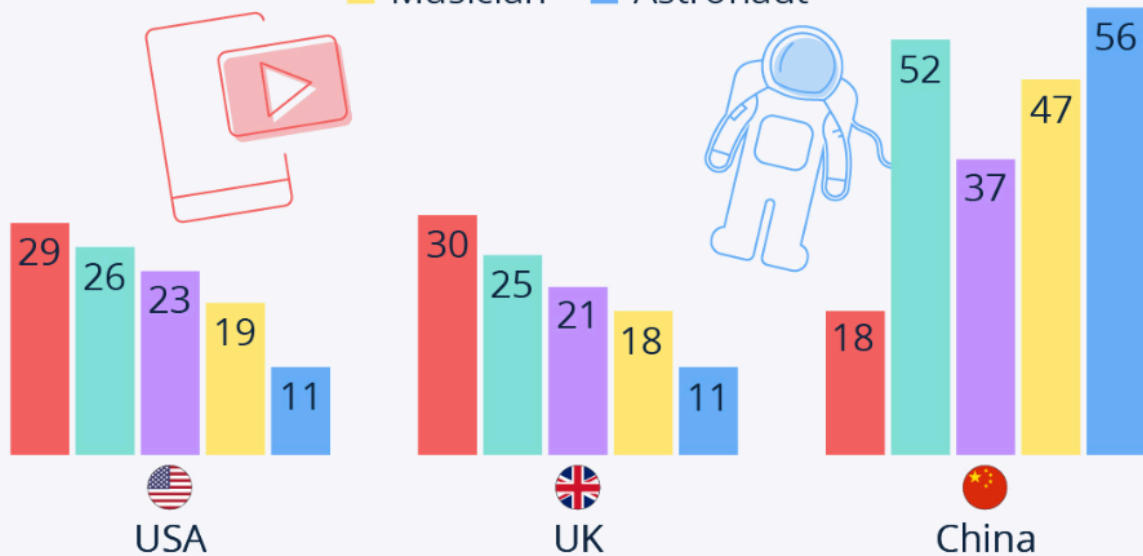
4. Describing The Chart

Describe what is the general idea being expressed by the graph. Discuss it to your class. Try to interpret what you see in the chart.

What Do You Want To Be When You Grow Up?

Share of children who want to take up the following professions one day, by country (in %)*

■ Vlogger/YouTuber
 ■ Teacher
 ■ Professional athlete
 ■ Musician
 ■ Astronaut



* Respondents could pick three answers max.
 3,000 children (8-12 y/o) surveyed in 2019
 Source: The Harris Poll/LEGO

What Do You Want to be When You Grow Up?

by Anna Fleck, Nov 22, 2022

Becoming an astronaut has seemingly lost some of its glamor, at least in the United States and the United Kingdom, where children are three times more likely to want to be a social media influencer than to jet off into space. In China, the opposite is true, with more than half (56 percent) of 8 to 12-year-olds saying that they would most like to become an astronaut when they grow up and only 18 percent an influencer. The following chart shows the responses of some 3,000 children who were asked which profession they are most drawn to, out of an influencer/YouTuber, astronaut, teacher, professional athlete and a musician, as part of a 2019 study by [The Harris Poll](#) and Lego Group. They could choose up to three options.

While the exact reason for the difference in aspirations is unknown, it likely comes down to a number of factors. For instance, it is widely considered that the heyday of U.S. space exploration was some 50 years ago, when Neil Armstrong was the first man to walk on the moon. Back then, likely a higher share of U.S. kids would have said they wanted to be astronauts too. Meanwhile, China has been picking up pace in terms of space exploration in recent years, with President Xi Jinping stating that he has ambitions for the country to become a “great space power.” This is already happening, with advancements such as China’s Tiangong space station set to finish construction this year.

Eric Berger from [Ars Technica](#) suggests that another possible reason could be that the education system in China places a higher emphasis on the value of science and space exploration. After all, the survey also found that children in China showed more interest in space subjects than in the other two countries, and when asked about whether humans would eventually live on other planets or in outer space, 95 percent of Chinese children said they would want to live beyond Earth themselves, whereas in the U.S. and UK it was still high, but under 70 percent.

Or perhaps it is less to do with a lack of interest in [space](#) and more about the glamorization and relative exposure to social media per country. Where the United States and the United Kingdom have upped their social media usage in recent years, China has started to tighten its restrictions on such sites, especially when it comes to kids, citing the [dangers of internet addiction](#) and negative impacts on youths' eyesight, concentration and mental health. Measures have tightened further in the years since the survey took place, with a “youth mode” added to Douyin, the version of TikTok available in China, which does not permit children under the age of 14 to use it for more than 40 minutes a day or between the hours of 10 p.m. and 6 a.m. The app also reportedly shows more educational content (and more political censorship) than the international version. By contrast, social media has relatively few restrictions in the United Kingdom and the United States.

Questions

1. What 's the take away of the graph?
2. What extra information can help you understand the graph even better?
3. Do you have any interesting findings? What's your guess about it?

5. Discussion Questions

Let's begin at the easy category. You are expected to have prepared your answers already before the class begins.

Easy

1. If every child in the world had access to quality education, how do you think it would impact the future of society and global development?

Average

2. Apart from education, what other essential factors do you think are crucial in ensuring the well-being and safety of children worldwide?

5. Discussion Questions

Let's begin at the easy category. You are expected to have prepared your answers already before the class begins

Average

2. If you had the opportunity to work with an NGO or charitable organization, which cause would you be most passionate about, and why?

Difficult

1. Have you ever faced a situation where education or access to knowledge played a significant role in transforming someone's life? How did it impact your perspective on education?

These expressions and idioms can **be used when describing various trends, changes, or patterns** in charts, graphs, or data presentations.

1. **Shoot up** (phrasal verb) - to increase rapidly and sharply
ex) The sales figures for the new product **shot up** after the marketing campaign.
2. **Plummet** (verb) - to fall or decline steeply
ex) The stock prices **plummeted** after the negative news was released.
3. **Level off** (phrasal verb) - to stabilize or reach a steady state
ex) After a period of growth, the demand for the product **leveled off**.
4. **Skyrocket** (verb) - to increase dramatically and quickly.
ex) The company's profits **skyrocketed** after the successful launch of their new product.
5. **Plateau** (noun) - a period of stability or little change
ex) The revenue growth **reached a plateau** and remained steady for several months.
6. **Fluctuate** (verb) - to rise and fall irregularly or unpredictably
ex) The stock prices **fluctuated** throughout the day, responding to market conditions.
7. **Bottom out** (phrasal verb) - to reach the lowest point and then stabilize
ex) The housing prices finally **bottomed out** and showed signs of recovery.
8. **Surge** (verb) - to experience a sudden and significant increase
ex) The website experienced a **surge** in traffic after being featured in a popular blog.
9. **Slump** (noun) - a sudden and significant decline or decrease
ex) The company's profits **suffered a slump** due to the economic downturn.
10. **Rebound** (verb) - to recover or bounce back after a decline
ex) After a period of recession, the economy **rebounded with** strong growth.
11. **Peak** (noun) - the highest point or level
ex) The chart shows that sales **reached their peak** during the holiday season.
12. **Downturn** (noun) - a period of decline or decrease in economic activity
ex) The industry **experienced a downturn** due to changes in consumer preferences.
13. **Accelerate** (verb) - to increase in speed or rate
ex) The company's expansion plans **accelerated** after securing additional funding.
14. **Slow down** (phrasal verb) - to decrease in speed or rate
ex) The production rate **slowed down** due to a shortage of raw materials.
15. **Flattening curve** (idiom) - a gradual reduction or stabilization of a trend
ex) The chart indicates a **flattening curve** in COVID-19 cases, suggesting a decrease in infection rates.
16. **Break-even point** (noun) - the point at which total costs equal total revenue
The business needs to **reach the break-even point** to start making a profit.
17. **Double-digit growth** (idiom) - a growth rate of more than 10%
ex) The company **achieved double-digit growth** in sales for the third consecutive quarter.
18. **Taper off** (phrasal verb) - to gradually decrease or diminish
ex) The demand for the product **tapered off** after the initial launch hype.
19. **Upswing** (noun) - an upward or positive trend
ex) The market **experienced an upswing** as consumer confidence improved.
20. **Hit a plateau** (idiom) - to reach a point of stability or little change
The number of subscribers **hit a plateau** and remained steady for several months.