

SINGLES DAY

1) Listening Comprehension

Watch these two reports on Singles Day

a) 'What is Singles Day? CNBC Explains'

<https://www.youtube.com/watch?v=fIA7FwrB6fg>

b) 'Alibaba breaks singles day record with over \$30 dollars in sales'

<https://www.youtube.com/watch?v=7oSyvaG0Zsc>

2) Reading Comprehension

Read the article on Singles Day and answer the questions

3) Webquest

Now watch

Alibaba's Singles Day: World's Biggest Shopping Event Goes Global | WSJ

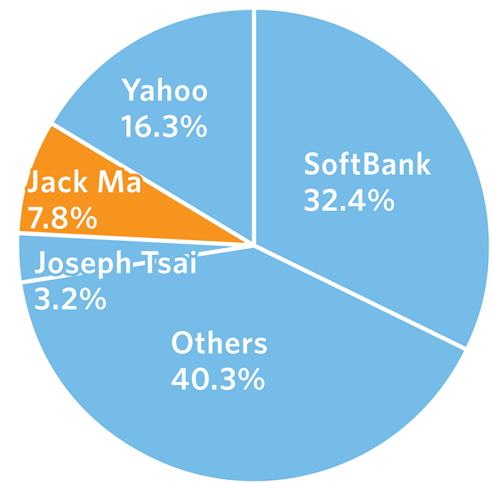
https://www.youtube.com/watch?v=YxPU_U2aFPE

What did Alibaba do to promote Singles Day last year?

Write a paragraph in English summarizing the main events and results.

What Is Alibaba?

It is a marketplace, a search engine and a bank, all in one.



Alibaba is China's biggest online commerce company. Its three main sites, Taobao, Tmall and Alibaba.com, have hundreds of millions of users, and host millions of merchants and firms. Alibaba handles more business than any other e-commerce company and it's currently the most popular destination for online shopping in the world's fastest growing e-commerce market. Transactions on its online sites amounted to \$248 billion last year, more than those of eBay and Amazon.com combined.

Alibaba became one of the world's most valuable tech companies after raising \$25 billion from its IPO.

The World's Top Tech IPO's

2014	Alibaba	\$25 bn.
2013	Twitter	\$2.1 bn.
2012	Facebook	\$16 bn.
2004	Google	\$1.9 bn.

Alibaba dominates the e-commerce sector because it runs its own marketplaces and has a huge customer base. Taobao is Alibaba's biggest shopping site. It's home to seven million merchants selling everything from leather jackets to origami decorations. It's free for users, but sellers can pay for advertisements in order to stand out from the crowd.

Alibaba's founder, Jack Ma, is the company's spiritual leader. When Alibaba needs a new innovation, it goes back to his old apartment for inspiration. Although Mr Ma has resigned as its CEO, Alibaba's corporate structure will let Mr Ma nominate more than half of Alibaba's board of directors. Alibaba chose to organize its IPO in New York because the Hong Kong stock exchange refused to accept this structure. What is Jack Ma's philosophy? Investors should read the letter Mr Ma sent to employees on the day Alibaba announced its IPO. In it, Mr Ma warned about the ruthlessness of the capital markets and promised he would stay true to Alibaba's principles, which put customers before shareholders.

After the IPO, Mr Ma became China's richest man with a net worth of \$25 billion, according to the Hurun Rich List. This is because Mr Ma still has a 7.8% stake in Alibaba plus a 46% stake in the Alipay electronic payment service.

Now, in its search for growth, Alibaba is creating new businesses. The world is going mobile and Alibaba, along with many rivals, is competing for China's smartphone users. This is because China's 600 million Internet users are migrating from PC's to smartphones, provoking intense competition among the country's Internet giants. Alibaba's toughest rival is Tencent, which runs the WeChat mobile messaging application, with 355 million users. Both companies are spending billions of dollars to invest in businesses that can help them compete in China's rapidly changing marketplace.

Part 2. (10 marks: 1 point for each correct answer; 0 for each incorrect or non-answer).

Read the article. Now give short answers (1-15 words only) to the following questions, according to the information in the text.

1) What is Alibaba ?

.....

2) What is Taobao ?

3) Which site made more money last year: eBay or Alibaba.com ?

4) Which firm made more money from its flotation: Facebook or Twitter ?

5) Why didn't Alibaba float on the Hong Kong stock exchange ?

.....

.....

.....

6) What are Alibaba's founding principles ?

.....

7) Who is the wealthiest man in the People's Republic of China ?

8) How did he acquire his wealth ?

.....

.....

9) How many Chinese people now have online access ?

10) What is WeChat ?

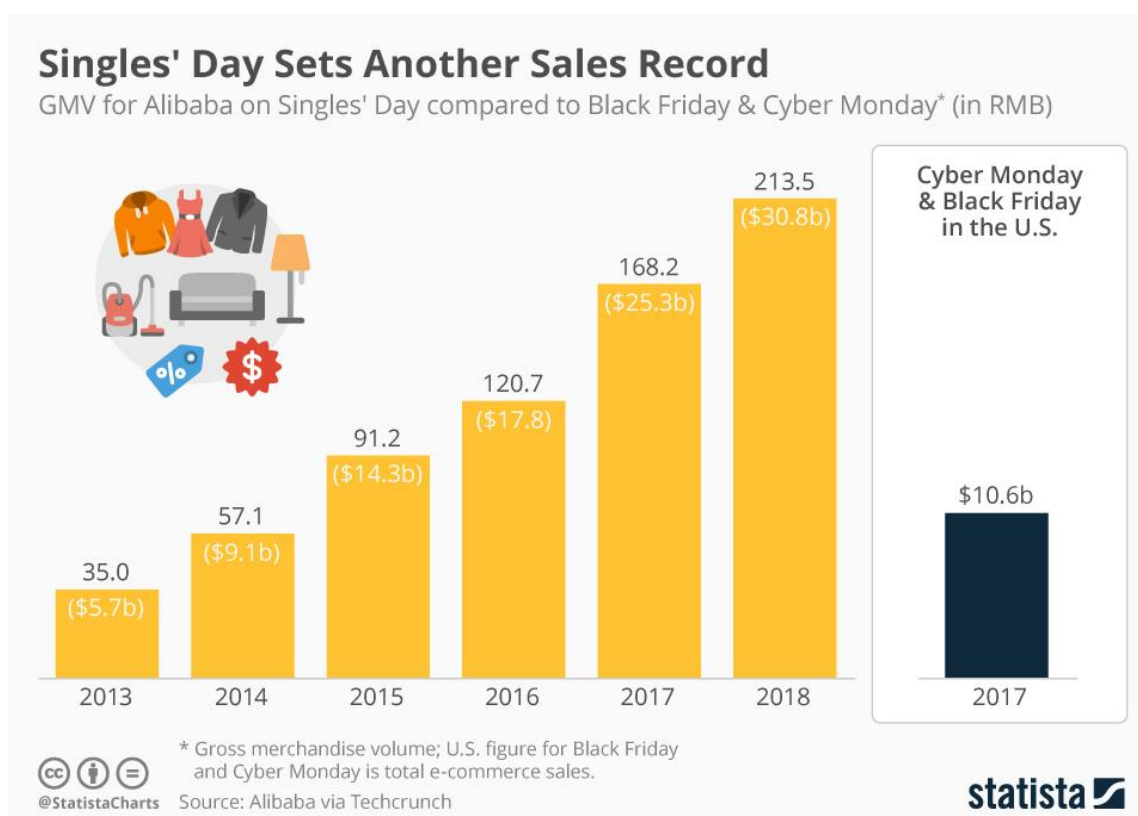


Singles Day, or *Guanggun Jie*, is a festival for young Chinese people which celebrates the fact that they are single. It began at Nanjing University in 1993 and soon spread to other Chinese colleges. It acquired the name Singles Day because the date (11/11) consists of four one's. Graduates then carried the university tradition into society as an excuse to buy expensive presents – for themselves.

In 2009, E-commerce giant, Alibaba, which accounts for 80% of China's Internet sales, began promoting it as a shopping day, which they called “Double Eleven”. Three years later, Alibaba.com trademarked the term “Double Eleven” and threatened legal action against media outlets, advertisers and competitors that used it. Now, Singles Day or Double Eleven has become the world's biggest online shopping event, as many leading retailers lower their prices significantly to promote sales.

This time, Alibaba said there would be 40,000 merchants and 180,000 brands from 25 countries selling goods on its platforms. In fact, Alipay, its electronic payment app, recorded over 1.5 billion transactions on 11 November 2018 — an all-time high. By the close of trade, Alibaba had seen sales worth 213.8 bn yuan (\$30.8 bn), a 27% increase from last year. In comparison, last year's sales on Black Friday and Cyber Monday, the biggest online shopping days in the US, totalled \$10.6 bn.

To mark the event, a live countdown to the start of Singles Day was shown on national TV. A variety show, starting at 8 p.m. on 10 November and ending at midnight, featured Chinese celebrities and Western entertainers wishing Chinese shoppers a “Happy Singles Day !” – as did the Chinese government, which needs events like this to stimulate domestic consumer demand for Chinese goods.



Part 2. (10 marks: 1 point for each correct answer; 0 for each incorrect or non-answer).

Read the article. Now give short answers (1-10 words only) to the following questions, according to the information in the text.

1) For how many years have Chinese people celebrated Singles Day ?

2) Who gives presents and who receives gifts on Singles Day ?

.....

3) What is Alibaba ?

4) When did Alibaba.com trademark the expression “Double Eleven” ?

5) What is Alipay ?

6) Why was Singles Day 2018 so important to Alipay ?

.....

7) How much is thirty-five billion yuan worth in US dollars ?

.....

8) Why do senior Chinese politicians think that Singles Day is a good idea ?

.....

China's Singles' Day in full swing

<https://www.youtube.com/watch?v=gj4xlmeKXF0>

APPENDIX 4: 'LIKE' OR 'AS' ?

Look at these examples: (A) Ben Hur worked **as** a slave; (B) My grandmother worked **like** a slave.

The preposition **as** in sentence A indicates that Ben Hur really was a slave. The preposition **like** in sentence B implies that my grandmother worked very hard, in a similar way to a slave, but she was not, literally, a slave.

Like can also be used to mean 'for example', as in "He enjoys martial arts, **like** Karate and Judo."

Such as, too, can be used to mean 'for example', as in "She enjoys games, **such as** chess and draughts."

Now study the press release about Caccamo Comicon and fill in the gaps in the paragraphs below with **like** or **as**.



WELCOME TO CACCAMO COMICON

(1)..... Chair of the Caccamo Comicon committee, let me welcome you to Caccamo in the heart of the Marche, a mysterious lake fringed by vibrant villages (2)..... Caldarola and Belforte del Chienti.

After several sensational Comicon conventions, such (3)..... 'Manga Mania' and 'Warhammer Weekend', Caccamo is delighted to welcome the award-winning writer Alan Moorcock to host a series of readings, lectures, presentations and discussions about his most famous works, (4)..... 'V for reVenge', 'Botchmen', 'From Hull', 'Propania', 'Last Girls', 'Batman: the Feeble Joke', 'The League of Extraordinary Footballers' and 'Elric of Auchtermuchty', which has now found a new lease of life (5)..... a videogame.

Attendees are encouraged to dress (6)..... their favourite characters, from all-time classics, such (7)..... Naruto and V to 21st century heroes and heroines (8)..... Angela Dellamorte or Negatron, the cat-headed Egyptian goddess — (9)..... the Bast or Bastet of legend but more beautiful, beguiling and bad-tempered.

The winner of the Caccamo Comicon Cosplay Competition will be crowned king or queen of the event (10)..... a sincere celebration of our comic-loving comrades' incorrigible cascading creativity.

A timely tribute, some might say, and full-on fun for all the family !



1) Watch this promotional video for the World Nomad Games in Kirghizstan

<https://www.youtube.com/watch?v=OVXqsPA80r0>



2) Watch this short video about the Pasola festival in Indonesia

Pasola Festival | The blood war game of Sumba

<https://www.youtube.com/watch?v=6MDHshDNnTk>

3. Photographic Exhibitions

3.1. Reading Comprehension

Read this description of an exhibition by the photographer Barbara Delgado.



Barbara Delgado

Barbara Delgado was born in Visso, a small town in the Apennines, in 1992. She completed her Master's degree in photography at the Bristol School of Art and Design before taking a year off to go travelling, capturing a wide variety of subjects on film. She sent some pictures to the Euphoria photographic agency in Los Angeles who liked the images so much that they asked her to join them. Her assignments now take her all over the world. Some places, though, interest her more than others. "In certain countries, you can see that the traditional way of life is under threat from technology and neoliberal economic policies," she says. "A nomad clearly doesn't stand a chance there, so my job is to document the culture visually before it disappears. I leave the ethnography to the experts."

Her work has taken her from Europe to Asia, from the Gobi Desert to the Great Steppe, from Inle Lake in Myanmar to the Maharkam River in Borneo, from the Thousand Islands of the Java Sea to the Baliem Valley of New Guinea.

Her portraits of vanishing tribes, like the Mentawai people of Siberut, have won awards in Italy and the United States. On her latest assignment for 'National Geographic', she covered the World Nomad Games in Kirghizstan. Here, she watched teams from Uzbekistan and Afghanistan playing polo in a traditional style known as Kok Boru. "They were the most agile men on horseback I have ever seen. There was some incredible horsemanship as the teams fought for possession of a headless goat, the men riding hard with the reins between their teeth. It was like going back in time to the reign of Tamerlane." The event included a whole host of other sports, such as eagle hunting, archery and nomad wrestling, many of which are depicted in the exhibition.

Her greatest difficulty? "Catching young people without a mobile phone in their hands. Modernity seems to have invaded the four corners of the Earth. I remember arriving in a remote village in the Spice Islands, hoping to photograph the local shaman at work, and what I found was a full-size soccer pitch, some teenagers in tracksuits and a huge mural dedicated to Manchester United!"



Barbara Delgado's exhibition, 'An Italian Among the Nomads', will take place at the Enzo Paparazzo Gallery, Liverpool, from 5 June to 10 September.

3.2. Articles: 'a', 'an', 'the', 'some' and — (the zero article)

3.2a) Rationale (cf. Greenbaum & Quirk 1998)

In English, articles may be used with singular countable nouns, plural countable nouns or uncountable nouns, depending on whether they indicate:

- i) Generic Reference — i.e. they denote people or things in general.
- ii) Specific Reference with an Indefinite Meaning — i.e. they refer to people or things as yet unidentified, usually because this is the first time the noun appears in the text.
- iii) Specific Reference with a Definite Meaning — i.e. identified. The reader knows exactly who or what is being referred to, perhaps because it has been mentioned before.

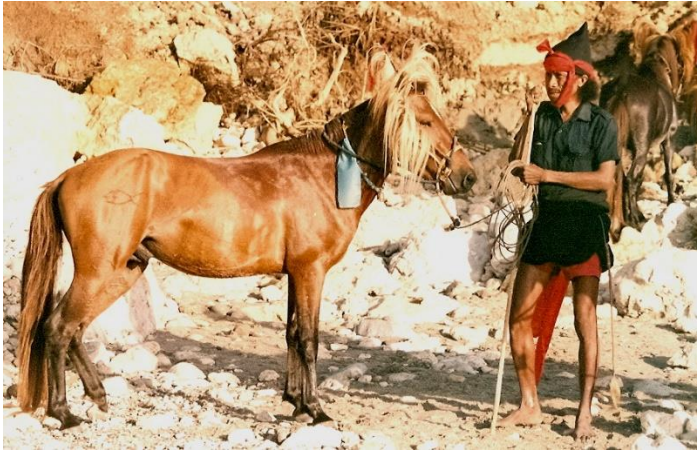
Look at these examples in the Barbara Delgado text.

	COUNTABLE NOUNS (singular)	COUNTABLE NOUNS (plural)	UNCOUNTABLE NOUNS
Generic Reference: i.e. in general	<i>a / the nomad</i>	<i>sports</i> <i>economic policies</i>	<i>(zero article) modernity</i> <i>(zero article) technology</i>
Specific Reference: (indefinite meaning) i.e. unidentified	<i>a headless goat</i> <i>a remote village</i>	<i>(some) pictures</i> <i>(some) teenagers</i> <i>(some) places</i>	<i>(some) horsemanship</i>
Specific Reference: (definite meaning) i.e. identified	<i>the event</i>	<i>the images</i> <i>the teams</i> <i>the men</i>	<i>the ethnography</i>

3.2b) Situational Reference

In addition, translators should remember that the definite article 'the' is used to indicate unique entities within the immediate situation (e.g. the local shaman – there's usually only one per village) or the larger situation (e.g. the world; the Earth), comprising universal phenomena. In both cases, the writer is referring to knowledge of the situation or context that he/she shares with the reader.

3.2c) Bearing in mind the overall rationale for the use of articles and/or situational reference regarding the immediate situation and the larger situation, complete this extract from the guide to the Barbara Delgado exhibition with 'a', 'an', 'the', 'some' or — (the zero article).



In 2015, Barbara Delgado witnessed1..... Pasola festival in Wanokaka on2..... island of Sumba. Here, every year, two teams of horsemen, one from3..... hills and4..... other from5..... coast, fight each other by galloping around6..... battlefield, throwing7..... spears at each other.8..... Wanokaka people believe that9..... blood that is spilled on10..... ground during11..... ritual combat is12..... sacrifice to13..... gods and guarantees14..... fertility of15..... soil for16..... coming year.17..... riders die during18..... battle but19..... culprits are never charged with20..... murder by21..... Indonesian police. Apparently,22..... authorities consider23..... Pasola to be24..... religious ceremony and therefore outside25..... law. Barbara was lucky enough to take26..... photographs of27.....event.28..... outsider might consider the custom barbaric but29..... local people love it and30..... young men who take part thoroughly enjoy themselves.



3.2d) Special Cases

There are also a number of special cases to consider. Tourism texts often describe geographical features and, as a translator, you should know which ones take the definite article, 'the', the indefinite articles, 'a' or 'an', the quantifier, 'some', or no article at all.

i) Which features in the first text take the definite article 'the'?

Mountain chains (the Apennines); countries comprising a group of states (the USA); groups of islands (the Thousand Islands; the Spice Islands); deserts (the Gobi Desert); seas and oceans (the Java Sea); rivers and canals (the Maharkam River); valleys and gorges (the Baliem Valley).

We also use the definite article, 'the', with the names of museums, hotels, cinemas, theatres and galleries (the Fellini Gallery); musical instruments (the piano); groups of people (the Mentawai people); and noun phrases with 'of' (the Bristol School of Art and Design).

ii) Which features in the first text take the zero article?

Individual states (Italy, Kirghizstan, Afghanistan, Uzbekistan); continents (Europe, Asia); islands (Siberut, New Guinea); villages, towns and cities (Visso, Liverpool, Los Angeles); individual lakes and individual mountains (Inle Lake). We also omit the article with sports and games (polo).

iii) Where do we find the indefinite article 'a' / 'an'?

With jobs and professions (a photographer) and nouns indicating someone's nationality (an Italian). NB. We use 'a' before a consonant sound (e.g. a photographer, a euro) and 'an' before a vowel sound (e.g. an Italian, an hour).

4. Now fill in the gaps below with a, an, the, some, or — (the zero article).



Ben Nevis

Ben Nevis is1..... Scot from2..... Barra in3..... Outer Hebrides. He qualified as4..... doctor at5..... University of Edinburgh in 2010, left6..... UK and began his professional life working for the Albert Schweitzer Foundation, based in7..... Strasbourg.

.....8..... colleagues invited him on9..... safari in10..... Tanzania, where he began taking11..... photographs of12..... wildlife he encountered in13..... Serengeti National Park.14..... safari was15..... start of16..... completely new chapter in his life and soon

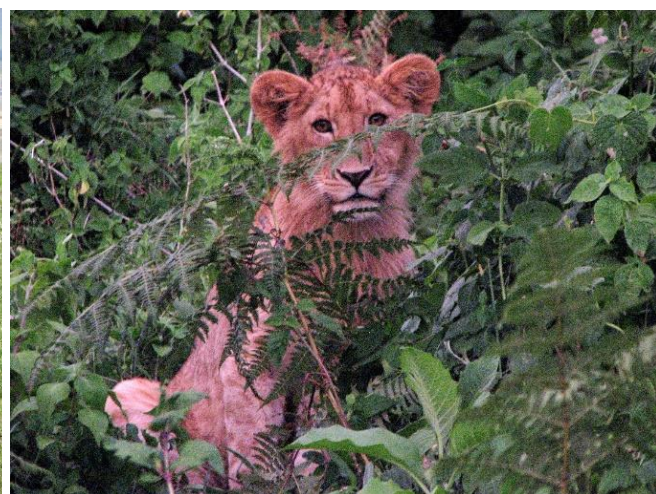
he had covered all17..... major game reserves from18..... Kenya to19..... Kalahari Desert.

“Although I was20..... keen amateur photographer for many years, I have no formal training,” he says modestly. “I just happened to be in21..... right place at22..... right time.”

Nevertheless, his candid shots of African fauna won him23..... Wildlife Photo of24..... Year award in 2020 and prompted him to become25..... professional photographer.

Africa remains26..... love of his life and his latest project is27..... ambitious tour of28..... continent, taking him from29..... Sahara Desert to30..... Lake Victoria, from31..... Blue Nile to32..... Mount Kilimanjaro, from33..... Oldupai Gorge to34..... Mountains of35..... Moon, to36..... Madagascar and37..... Comoro Islands out in38..... Indian Ocean.

In his spare time, he likes playing39..... guitar, which helps him relax, and40..... rugby, which doesn't.



The Ben Nevis exhibition, 'The Hunter and the Hunted', will take place at the Enzo Paparazzo Gallery, Liverpool, from 12 September to 24 December.

5.Translation

Now translate Barbara Delgado's comments for the Enzo Paparazzo Gallery's website.



Il mio incarico preferito? Beh, credo proprio debba essere il Naadam Festival in Mongolia. Ogni anno, dall'11 al 13 luglio, il paese celebra la sua indipendenza con il festival della cultura mongola. Alcuni eventi si svolgono allo Stadio Centrale di Ulaanbaatar, la capitale, e consiglierei vivamente di partecipare alla cerimonia di apertura che presenta la cavalleria mongola e un colorato spettacolo storico che celebra le gesta di Gengis Khan. Tuttavia, vorrei ricordare che gli sport tradizionali come l'equitazione, la lotta libera mongola e il tiro con l'arco si possono trovare anche in tanti piccoli tornei che hanno luogo su e giù per il paese. Ho provato a catturare un po' di colore locale visitando il maggior numero possibile di questi. Anche il lato spirituale del festival mi ha affascinato. Alcuni sciamani, provenienti da lontano come i Monti Altai e il Lago Baikal, sono attratti dalla capitale e bisognerebbe percorrere letteralmente migliaia di miglia per vederli in qualsiasi altro periodo dell'anno. Poco prima di partire, ho notato che sebbene la maggior parte delle persone a Ulan Bator vive in condomini di gusto sovietico, alcuni residenti conservano i loro beni di tutti i giorni nell'appartamento ma dormono in una "ger", la tradizionale tenda mongola, nel giardino. Una volta nomade, sempre nomade, sembrerebbe!



6. Watch the following video-clip

Sebastião Salgado: Genesis | Natural History Museum

https://www.youtube.com/watch?v=C3l0BxP5A_Y

Now imagine that you are preparing a programme for Salgado's 'Genesis' at the Natural History Museum. Write a short introduction to the exhibition based on what you have seen.

MICROSOFT 365 — POWERPOINT PRESENTATIONS



1) Microsoft PowerPoint - Presentation Tutorial in 13 MINS

<https://www.youtube.com/watch?v=DzPhjLPLLeg>

2) Ten Powerful PowerPoint Tips

<https://www.youtube.com/watch?v=jgvlzAbcJ6A>

3) Color Theory Basics for Presentation Color Schemes

<https://www.youtube.com/watch?v=Z79FVaCDqK8>

