

GOODBYE, HEELS! HELLO, SNEAKERS!

Worksheet No. B1.3

Age/CEFR Level: 12+ years/B1 and above

Time: 90-120 minutes

Video Resource: https://www.youtube.com/watch?v=Ka5mn_u8BIE

Duration: 3.15 minutes

Aims:

- will be better able to compare the pros and cons of different professions
- will be better able to evaluate and analyse the need for a uniform at work
- will be better able to rank the factors to be considered while designing a uniform
- will be better able to connect the dots to predict the content from an image
- will be better able to infer meanings of words from the context
- will be better able to compose a summary of the content using limited words
- will be better able to critically evaluate various aspects of a flight attendant's job
- will be better able to compare and contrast various styles of writing headlines
- will be better able to compose effective and catchy headlines for news articles
- will be better able to complete tasks that demonstrate their understanding of the topics learnt

1. Warm up: Think about/discuss some or all of these questions.

- a. When you were a child, what did you want to be when you grew up?
- b. What is your dream job now?
- c. What is one of the most exciting jobs you can think of?
- d. What is one of the most boring jobs you can think of?
- e. What is the most dangerous job?

2. A. Look at the list of jobs given below.

- i. Use the internet to find out about the meaning of any word that is new to you.
- ii. If you could do one job, just for one day to learn what it is like, what would you do?
- iii. Are these jobs suitable for all genders? Why/why not?
- iv. What is common/different about the way persons in these jobs dress at work?

- | | | |
|----------------|-------------------|-----------------------|
| • Firefighter | • Traffic officer | • Flight attendant |
| • Nurse | • Chef | • Photographer |
| • Banker | • Pilot | • Construction Worker |
| • Soldier | • Server | • Teacher/Professor |
| • Housekeeping | • Accountant | • Actor |

B. Why do some jobs need uniforms? Make a list of the reasons below.

_____	_____	_____
_____	_____	_____
_____	_____	_____

C. Compare your list with the one given below. Are there any points you hadn't thought of? Did you think of any points that aren't on this list?

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|------------------|--------------------|--------------------|
| • Identification | • Stylish looks | • Saves time/money |
| • Safety | • Brand awareness | • Equality |
| • Comfort | • Sense of unity | |
| • Convenience | • Feeling of pride | |

D. Rank the above points in order of importance (1 – Most important, 10 – Least important). Give reasons for your choices.

3. Before watching

You will soon watch a video which contains an important piece of news about an upcoming Indian airline. Look at this image from the video and predict what the piece of news could be about.



Image source: India Ahead News

What clues from the image helped you predict?

[Watch this video](#) and check your prediction.

4. While watching

A. Think about/discuss these questions.

- i. How is the internet reacting to the news? Why?
- ii. How do the uniforms reflect the cultural context of Indian?
- iii. What materials have been used to make the uniforms?
- iv. How do the uniforms combine style and sustainability?

Now watch the video again and check your responses.

B. Watch the video once again. This time, note how the words given below are used in the video. Then match them to their correct meaning. You may need to pause/replay the video multiple times. Also add any other new words you hear. Use a dictionary or the internet to confirm the meanings.

Column A	Column B
i. swap	a. study of people and their working conditions, especially done to improve effectiveness
ii. netizens	b. pleasing in appearance
iii. ergonomics	c. alike in meaning or significance
iv. aesthetics	d. the action of uniting two or more things
v. bandhgala	e. a person who regularly uses the internet
vi. amalgamation	f. to make an exchange
vii. synonymous	g. an Indian coat closed at the neck

5. After watching

Create a Twitter post (280 characters including spaces) for the news shared in the video. You can also share images along with the post. Remember to mention the source of the image.

6. Think about/discuss some or all of these questions.

- a. What are some other words for flight attendant? Do the words change based on the gender of the person? Which word do you like the most? Why?
- b. What are the roles and responsibilities of a flight attendant? Would you like to be a flight attendant? Why/why not?
- c. Do you think a flight attendant's image is overly glamourised? Why/why not?
- d. Should persons of all gender and relationship status be permitted to apply for a flight attendant's job? Why/why not?
- e. Should flight attendants be required to look and dress a particular way? Why/why not?
- f. What would you choose between 'style' and sustainability'? Why?

1. Language Focus

A. Read the headline of the video. How can you make it better?

How Akasa Air's Comfortable And Eco-Friendly Crew Uniform Redefines Fashion In Aviation Industry – India Ahead News

B. Now read these news headlines from other sources about the same piece of news.

- *Akasa Air unveils first look of its crew uniform* – The Indian Express
- *Akasa Air unveils its airline crew uniform, check details here* – Business Today.In
- *Akasa Air Crew's Uniform Are "Eco-Friendly, Fun"* – NDTV
- *Akasa Air boasts new crew uniforms as youthful, eco-friendly* – NewsBytes
- *Akasa Air Becomes First Indian Airline To Have Its Crew Uniform Made From Recycled Marine Waste* – The Logical Indian

i. What do you notice about the structure of the statements used in the headlines? Think about the points given below and add any other points that you notice.

- | | |
|----------------------------------|--------------------------------|
| • Length of sentence | • Punctuation |
| • Tense and position of the verb | • Use of articles (a, an, the) |

ii. While writing a headline, why are the above points important?

iii. How can you make them better?

8. Tips for effective news headlines

Based on the above points, complete the gap-fill below to learn some Dos and Don'ts to write effective news headlines.

capitalise	present	smaller	period	limited	and	verb	comma
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- a. Use _____ words to make the headline catchy.
- b. Don't start the headline with a _____.
- c. Do not use connecting words like _____ to join sentences, use a _____ instead.
- d. Use _____ tense to make the news feel immediate and fresh.
- e. _____ the first word or the key words.
- f. Do not capitalise _____ words like for, and, to, by, etc.
- g. Do not use a _____ at the end of the headline.

9. Write effective headlines for the news items given below. You can use the Dos and Don'ts gap-fill to guide you.

a. _____

Uniformed employees of the British air carrier, Virgin Atlantic, can now display most body art when serving customers without repercussions. Face and neck tattoos must still be covered, though a spokesperson said that policy might be reversed. Previously staff had to cover all tattoos.

b. _____

Australia's new low-cost airline, Bonza, is giving its flight attendants the freedom to mix and match uniform items as they please, regardless of gender, in an Australian airline first.

c. _____

Flight attendants at SkyUp Airlines are saying goodbye to skirt-and-heel uniforms. The Ukrainian airline is launching a new look this fall – with an emphasis on utility and comfort. For female flight attendants, the new uniform will include white Nike sneakers, a loose orange suit and a blue silk scarf.

10. Individual Learning Opportunities (Choose any one)

- A. Choose at least three articles from a newspaper or a magazine. Read the headline and the articles and try to write new headlines for the same article. Write at least two new headlines for each article.
- B. Design a presentation about the pros and cons of having a uniform at school/work. Remember to give it an effective headline.
- C. Research the process of designing a uniform. Then, design a uniform for any profession. You can choose from the list of professions mentioned above or choose another profession. While designing, think about:
- the workplace
 - the colour(s)/design
 - different genders
 - the accessories