

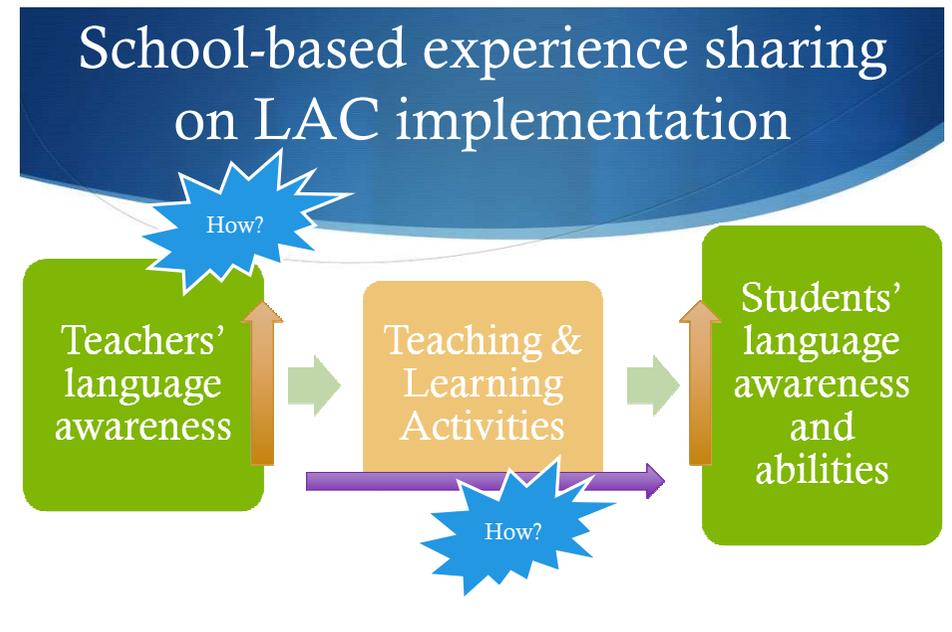


Raising language awareness through teaching and learning - Starbucks as a case of economic globalization



C.C.C. HEEP WOH COLLEGE
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How to raise teachers' language awareness?

- ◆ Professional sharing among colleagues
 - ◆ Language awareness of subject coordinators
- ◆ Professional Development School Scheme 'Language across the curriculum between Liberal Studies and English'
 - ◆ Lesson observation
 - ◆ Sharing of teaching and learning materials
 - ◆ Professional support on LAC development
- ◆ Professional development courses from EDB
 - ◆ EMI course offered by HKIED (8-weeks)
 - ◆ Course for teachers teaching PSHE KLA in the English Medium offered by HKU (4-days)

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Key ideas in LAC

- ◆ Every content teacher is a language teacher.
 - ◆ Language is thinking.
- 
- ◆ We have to teach students how to use language **to think and to express themselves.**

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Starbucks as a case of economic globalization

The starting point of language support in Liberal Studies

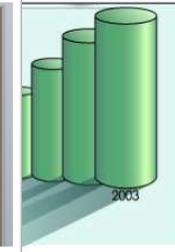
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- Overall description?
- Any differences **in different periods**?
- How can you express it?

Source 2 Number of stores worldwide (up to 2003)

Language support

- The above diagram shows that...
- Gradually
- Significantly / sharply
- A three-times increase



Describe the above diagram.

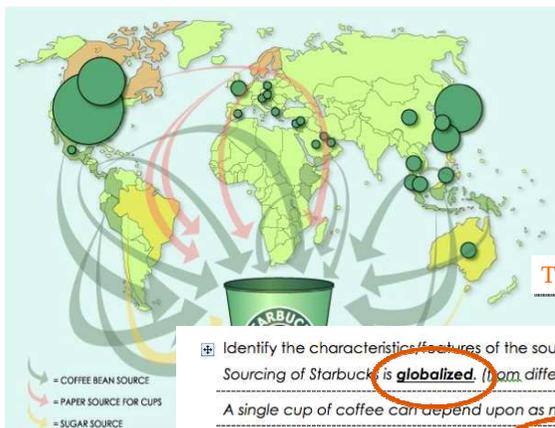
The number of Starbucks shops worldwide increased from 1987 to 6200 stores in 2003.

The number **increased gradually** from 1995 to 1999.

The number **significantly increased** from 2000 to 2003, reaching 6200 stores worldwide.

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Source 3 Starbucks' Sourcing' in 2003



To conceptualize ...

Identify the characteristic/features of the sourcing practiced by Starbucks

Sourcing of Starbucks is **globalized**. (from different countries)

A single cup of coffee can depend upon as many as **19 different countries**.

Coffee beans are usually sourcing from **developing countries** in

southeast Asia, south America and east Africa.

Paper source from cups are usually coming from North Europe and Canada.

Sugar source is usually coming from south America and Australia.

Data Response Questions

Source 5 Company History (edited)

Year	Events
1982	Howard Schultz, 29, joins Starbucks, an 11-year old specialty coffee shop in Seattle specializing in high-quality beans.
1986	Mr. Schultz, seeking to replicate the experience of Italian coffeehouses in the United States
1987	The company has six stores.
1992	Starbucks makes an initial public offering?
1993	Start Starbucks' first store in New York City and then worldwide.
Sept	
Start	
1996	Start Starbucks' first store in New York City and then worldwide.

According to Source 5, can you be one of the owners of the corporation? Why and how?

According to Source 5, explain **TWO** possible impacts on **people's livelihood** arising from the development of the company.

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Source 6 An article about Starbucks Workers Union

Organizing the baristas:
The IWW and the Starbucks Workers Union
By Tom Keough / The Rag Blog / March 16, 2010

The Starbucks workers face a number of unique problems. The company has a nationwide policy of no full time employment for non-management workers. This way they avoid having to pay benefits. Their U.S. employees also have no set schedules. A lawyer for Starbucks once said that this is to prevent part-time staffers from getting second jobs. If you work there you won't know the next week's schedule until two or three days before the week starts.

Starbucks boast almost impossible to work an average

What's the problem reflected in the source above? What is/are the cause(s)?

.....
.....
.....
.....

Source 7 An article about a story in Brazil

Brazilian farmers struggle to survive
Edinaldo Mateus Bezerra, a 46-year-old coffee farmer leading a poor life in Brazil, was 10 when Starbucks was founded. The company's global success helped fuel the boom in high-price, specialty coffee cafes that have changed the drinking habits and spending patterns of hundreds of thousands of Western consumers. But the boom hasn't reached his six hectare farm.

He has vaguely heard of Starbucks, but doesn't know the price it charges for a cup of coffee in one of its high street shops. He would be amazed. So would many of the 25 million producers around the world. The price of coffee has risen at least 100 times.

What's the problem facing the farmer? What is the cause of the problem?

.....
.....
.....

Decoding cartoons

Decoding cartoons

Source 8 Cartoons

Skills Revision – Cartoons and Pictures Decoding

People

Usually cartoons and pictures are used to satirize⁴ current affairs
→ may be drawn in an exaggerated manner
→ pay attention to the characteristics, facial expression (worried, anxious, scornful), gesture & posture (the finger is pointing to somebody? The legs tremble with fear?), age (a child / an adult / an elderly?), words they say / conversation (showing different values among different stakeholders), clothes they wear (representing the rich or the poor? Which working class? What social status?)

Objects

Even an object, in order to signify the message → they will become alive in the picture / cartoon!!!
E.g. the computer can type words itself, the earth was eating up the rubbish.

Background of the picture / cartoon

Read from the background to identify whether the issue is a local one or a global one.
Connecting all information with other implicit message from the pictures → come up with an integrated understanding of the situation (Conclusion).



THEY SAY THEY CAN'T AFFORD TO PAY US FULL TIME BUT THEY CAN AFFORD TO OPEN

189

STARBUCKS IN NEW YORK CITY!
ACCORDING TO THE N.Y. DAILY NEWS

Starbucks is hiring a lot of part-time staff instead of full-time staff

They claim that the REASON is that they can't afford

There are many Starbucks stores in New York City

The business is in fact developed well

The staff is angry because she thinks that Starbucks is telling lies

They do not pay the employees full time salaries not because of poor business environment but OTHER REASON(S) → to save money / welfare

Messages behind

“They say they can’t afford to pay us full time

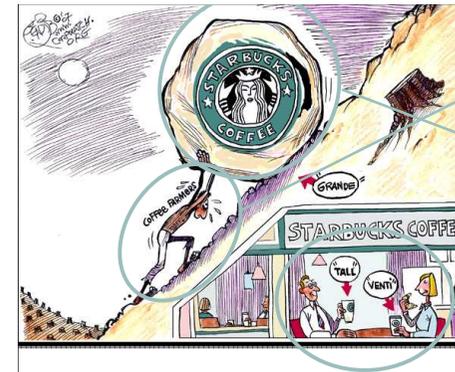
- Starbucks is hiring a lot of part-time staff instead of full-time staff
 - They **claim** that the **REASON** is that they can’t afford

BUT they can afford to open 189 Starbucks in New York City!”

- There are many Starbucks stores in New York City
 - The business is **in fact** developed well

Angry employee:

- She thinks that Starbucks is telling **lies**
 - They do not pay the employees full time salaries not because of poor business environment but **OTHER REASONS**
 - to save money / welfare



- The poor, thin sweating farmer is **suffering...**
- ‘Grande’ rock with Starbucks logo: **heavy burden / pressure** brought by Starbucks’ business
- Relaxed / happy consumers enjoying Tall & Venti sized coffee inside the Starbucks **may not be aware** that the coffee business they are consuming (even if it is just a small cup of coffee) is actually creating sufferings to coffee farmers

Messages behind

Poor / thin sweating coffee farmer pushing a “Grande” sized rock with Starbucks’ logo on it up the hill:

- Coffee farmers are suffering from **heavy burden / pressure** under Starbucks’ business
- Starbucks has **led to** their **hard life**

Relaxed / happy consumers enjoying Tall & Venti sized coffee inside the Starbucks:

- Consumers **may not be aware** that the coffee business they are consuming (even if it is just a small cup of coffee) is actually creating sufferings to coffee farmers

Final Product

Discussion

- Explain how the emergence of multinational corporation facilitates the development of economic globalization? (use ‘Starbucks’ as an example to illustrate your idea if necessary) (6 marks)
- Do you agree that economic globalization is better described as a blessing than a curse to human beings?

Hints: Fill in the following table before working on the second question.

Stakeholders	Benefits	Costs
Majority? Minority? With Power? Powerless?	How to weight? What are the values behind? What are the deciding rules? Equality? Human Rights? Dignity? Respect? ...	

Other learning activities with language support

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Elements of English Language

- ◆ Speaking – Presentation, Forum, Debate
- ◆ Listening – Teachers' talk, students' talk, video watching activities
- ◆ Reading – Extensive reading, self-learning packages, data files for presentation, reading exercises
- ◆ Writing – essay writing

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What we have tried out?

- ◆ Reading commentaries
- ◆ Reading newspaper articles
- ◆ Reading articles
- ◆ Self-learning packages (with glossary provided by Eng. Department)
- ◆ 'How to write good argumentative essay in LS?' & 'How to answer to what extent question'
- ◆ Review and design lessons with language support

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Collaboration between ENG and LS Department

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Relevant Learning Experience in English Language curriculum

- ◆ Social Issues Curriculum
 - ◆ 2010-11
 - ◆ Similar to IES
 - ◆ Report writing
 - ◆ Questionnaire setting
 - ◆ 2011-12
 - ◆ Self Learning Package
- ◆ S3 Argumentative Essays (curriculum)
- ◆ NSS English Language: English Forum
 - ◆ Competition among classes
 - ◆ Stakeholders based

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Possible Collaboration

- ◆ Curriculum mapping (theme-wise);
- ◆ Curriculum mapping (skill-wise)
 - ◆ Writing argumentative essays
- ◆ English Forum
 - ◆ Content discussion in LS lessons
 - ◆ Language skills be taught in English Lessons
 - ◆ Theme-based learning materials / Self Learning Package
- ◆ Professional support from the English Department
 - ◆ Appoint an English teacher to be the LAC advisor
 - ◆ Advise on language issues in curriculum planning
 - ◆ Try-out: Describing graphs

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LAC Project 2

English Language & Economics

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How to write evaluation in Economics

- ◆ New requirement in NSS Economics: answering evaluation type questions
- ◆ Economic teachers worked on a pre-test to find out the weaknesses of students in answering this type of question.
- ◆ After discussing with the Econ teachers, the English teachers designed the language focus worksheet and used 20 minutes to teach the students how to write evaluation in a better way.
- ◆ Students answered the same question again.

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Pre-test

C.C.C. Heep Woh College
Economics
Evaluation-typed Question

Name: _____ () Class: _____ Date: _____

Time allowed: 10 minutes

Situation:

In November 2010, the animated version of the Riverside Scene at the Qingming Festival (電子動態版清明上河圖) was exhibited in Hong Kong. Tickets were sold at \$10 each through the URBOTIX outlets and the Internet. Tickets were sold out within a short period of time. Many citizens complained that they could not purchase any tickets. Some people paid \$200 to buy a ticket from touts (黃牛黨).

"The government should raise the ticket price so as to kick out touts." Evaluate this proposal. (6 marks)

Comments from Economics Teachers

Examples from the pre-test live scripts

Examples from the live scripts	Comments
Example 1 ' <u>although</u> the increased price <u>can</u> help to kick out some of the touts, <u>there is still number of people is willing to buy the tickets</u> '	With stand but without any supporting reasons
Example 2 ' <u>when</u> the government raise(s) the ticket price to the equilibrium price, <u>excess demand will be reduced</u> and the touts <u>can</u> be kicked out'	With stand with supporting reasons 2 to 3 marks
' <u>after</u> the government raise the ticket price, touts can't buy many ticket in one time. Therefore, <u>other citizens can have more opportunities to buy the tickets</u> '	With stand with supporting reasons 2 marks
' <u>the proposal may not be effective</u> if the price is <u>not set at equilibrium</u> , touts may still appear if there are still an excess demand'	With stand with supporting reasons 1 mark

Language Support

Language Focus: Skills for evaluating an issue

Teacher's copy

Focus: How to present your ideas in a more organized way?

1. Use of a topic sentence – introducing your **stance**
2. Use of 'standard' **expressions**
3. Use of **connectives** to indicate the order for your points
4. Write a **concluding sentence** (optional)

→ Your presentation should basically include items 1 to 3.

1. Topic Sentence

A topic sentence should be concise and state your stance clearly.

Example: I agree that China's wealthiest citizens are increasingly quality-conscious consumers. They spend the bulk of their money on travel, healthcare and education for their children.

2. 'Standard' expressions

LAC Project 3

English Language & Religious Education

Amending the worksheet

- ◆ English Lang. teacher helped in amending the worksheet designed by our R.E. teacher
- ◆ R.E. Teacher: 'Students don't know how to write reflection. They usually don't write much in the worksheet.'
- ◆ The English Lang. teacher reviewed the worksheet and discussed with the R.E. teacher on the design of the worksheet.

Original Design

🌀 My Life Journey 🌀

Life is short. Each and every one of us is one day going to stop breathing, turn cold, and die. No one can escape! Thus, the only way to live and die without regret is to **find a way to make your life truly meaningful. Is your life meaningful?**



Documentary Programme: Gold Medal (金牌夢)

What lessons have you learnt from the documentary programme? Write a brief reflection in the space provided.

Christian faith believes that God has a specific purpose for each human being He created. By pursuing our dreams, we are fulfilling God's purpose of creating us. If we can keep striving for our dream and see how our dream delights us and blesses others, we will be able to experience even more happiness and gratification in our life! **DON'T'S hesitate! Let's dream and dream BIG!**

My Dream/ Goal

IN ACTION!!

Our lives don't always require 180-degree shifts in direction. More often, we need only small shifts. But small changes can make huge destination differences. Let's think about those changes that you can make in order to make your life meaningful!

Amended Version

My Life Journey

Life is short. Each and every one of us will stop breathing, turn cold, and die one day. No one can escape from death! Thus, the only way to live and die without regret is to **find a way to make your life truly meaningful and successful.**

Success means different things to different people. For some it means making a lot of money. For others it means being famous or having a loving relationship at home. Most people wait for success, thinking it will find them. However, it doesn't. You have to make space for success to happen. The fact is that success comes with a **cost**. Are you willing to pay the price?

More texts to read → development of ideas



Documentary Viewing: Gold Medal (金牌夢)

Answer the following questions while you are watching the documentary.

1. What do you think are the dreams of the three athletes?

Li Xiao Shuang (李小雙)	Mu Yang (慕洋)	Sung Teng (宋騰)

2. Do you think they have made their dreams come true? What have they achieved in the end?

Yes <input type="checkbox"/> No <input type="checkbox"/>	Yes <input type="checkbox"/> No <input type="checkbox"/>	Yes <input type="checkbox"/> No <input type="checkbox"/>
Achievement(s):	Achievement(s):	Achievement(s):

Think-Pair-Share

With reference to the documentary you have watched, what do you think are the factors contributing to one's success? Self-disciplined? Work harder than anyone else? Try to write a few ideas in the box below.

The Price of Success

Language support

Reflection:



What lessons have you learnt from the documentary, sharing and discussion? Write a reflection in about 80–100 words with reference to the following questions:

1. What message did you get after watching the documentary?
2. How did you feel?
3. Do you have similar experience?
4. Did it bring some *ideas which* you have never thought of before?
5. Is it going to change the way you think or behave? How?
6. What actions are you going to take to fulfill your goals?

Language for writing a reflection:

- I think...is....(adjectives like inspiring, important)
- I have learnt a lot from the For example,
- From, I understand that
- After watching the programme, I think I am going to....
- I will be more...
- This lesson helps me think about/ reflect on
- This programme inspires me to....

IN ACTION

Our lives don't always require 180-degree shifts in direction. More often, we need only small shifts. But small changes can make huge destination differences. Let's think about those changes that you can make in order to make your life meaningful!

According to the table below, make your action plan.

An action plan means a sequence of steps that must be taken, or activities that must be performed well, for a strategy to succeed.

	Objective (What)	Action (How)	Timescale (When)	Progress**
Eg:	Learn more vocabulary to improve my English	Read English Books and write down the vocabulary	Every Friday Night	
1				
2				

Concluding remarks

- ◆ Learning by doing
- ◆ Start from small and from bottom
- ◆ Identify the needs of the teachers and the students
- ◆ More time saving in long-term
- ◆ Mutual benefits for both content and language learning