

Hello everyone!

The topic for today's class is: [Influencers and the Trades](#)

Social media influencers are an important and growing lifestyle force in the world. Today we will learn how some social media influencers are helping to promote working in “the trades” as a successful career path for younger workers.

AGENDA:

1. Review video/vocabulary: CNN10 *“Influencers hoping to inspire the next generation”*
2. Discussion questions: breakout rooms, small groups
3. Wrap-up: large group questions and comments



Reminder: *The focus of the class is on conversation to improve fluency and vocabulary at the intermediate/advanced level. Mistakes are OK! We are here to help each other.*



Video : “Influencers hoping to inspire the next generation”

Vocabulary:

1. inspire
2. entails
3. “frowned upon”
4. viable
5. grit
6. Stigma
7. looms



Influencers Hoping To Inspire The Next Generation | September 4, 2024

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

Questions for Discussion: [Influencers and the Trades](#)

1. How is the perception of trade jobs (skilled labor) different from that of white-collar (professional) jobs in your home country or culture?
2. Do you think there is a stigma attached to working in the trades? Why or why not?
3. Do you think trade professions offer the same long-term career stability as jobs requiring a degree? Why or why not?
4. Do you think that a four-year college degree guarantees success (and happiness)?
5. What advice would you give a young person who is unsure whether to go to college or pursue a trade?