

The 7 Steps - October



1. CONTEXT



Oktoberfest

Listening Questions 1

1. What is Oktoberfest and where is it held?
_____.
2. What are the origins of Oktoberfest?
_____.
3. Why isn't Oktoberfest held in October?
_____.
4. How many people attend yearly, and what % is from overseas?
_____.
5. What is the opening ceremony tradition for Oktoberfest?
_____.

Listening Questions 2

1. How many breweries produce beer for Oktoberfest and what do they have to do to participate?
_____.
2. How many mugs of beer are consumed during the event?
_____.
3. How many people are employed and what is the contribution to the Munich economy?
_____.
4. What occurs on the first Sunday of Oktoberfest?
_____.
5. What did adidas do to coincide with the 2017 event?
_____.

Discussion Questions

1. Do you think it is important to carry on traditional festivals such as Oktoberfest from centuries ago? What are some in Japan?
2. What issues or problems do you think can arise from a festival such as Oktoberfest?

Mindmap anything you know about the topic, including vocabulary. Do some research online to help.

2. QUESTIONS

Read the listening questions to check your understanding. Look up any new vocabulary.

3. LISTEN

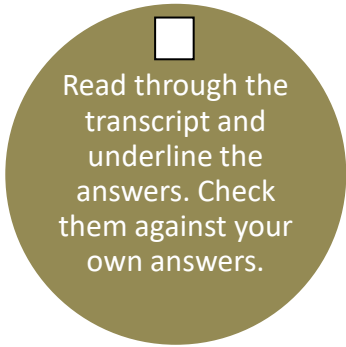
Listen and answer the questions using full sentences. Circle the number of times and % you understood.

Listening 1				
1	2	3	4	5
%	%	%	%	%

Listening 2				
1	2	3	4	5
%	%	%	%	%

TRANSCRIPT 1

4. CHECK ANSWERS

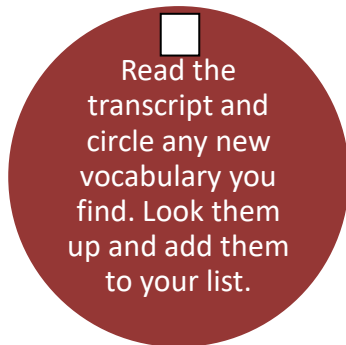


If you enjoy beer, you may have been to an Oktoberfest-themed festival somewhere around the world. Oktoberfest is often **mistakenly** seen as an example of German culture, but in fact it is representative of Bavarian culture, an area in South-Eastern Germany. Oktoberfest is the biggest 'Volksfest', or folk festival in the world, combining a beer festival with amusement activities for families.

The first Oktoberfest was held in 1810 to celebrate the wedding of Crown Prince Ludwig and Princess Therese on the grounds of *Theresienwiese*, or Therese's Meadow in Munich, Germany. In 2017 the 184th edition will be held from September 16 – October 3 at the exact same venue as 200 years earlier. In a unique twist, Oktoberfest is rarely held in October, more so in the warmer month of September to make it more enjoyable.

The annual 2-week festival attracts between 5-7 million people, with close to 15% of those being visitors from overseas. The festival grounds hold up to 34 wooden marquees which are referred to as 'tents', all serving beer, spirits and German food. The largest of the 'tents' has a capacity close to 7000 people, and are usually open from 9am to 11:30pm. The start of the festival is **signaled** by the Lord Mayor of Munich tapping the first beer with a mallet and shouting 'Ozapft.'

5. CHECK VOCABULARY

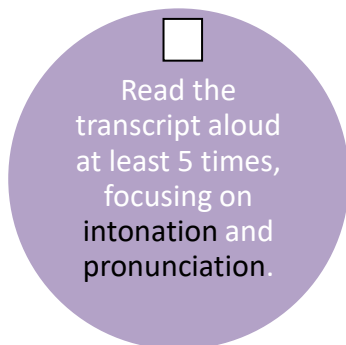


Mistakenly	Typically	Signal	Coincide with	Adhere to
------------	-----------	--------	---------------	-----------

Fill-in the blanks with the appropriate word above:

- The sound of the horn _____ the start of the race.
- I _____ inputted the data in the wrong document.
- You need to _____ the rules in order to receive the benefits being offered.
- People _____ visit world heritage sites when they travel overseas.
- The request to meet with the client _____ another meeting I already had planned.

6. READ ALOUD



1	2	3	4	5
1	2	3	4	5

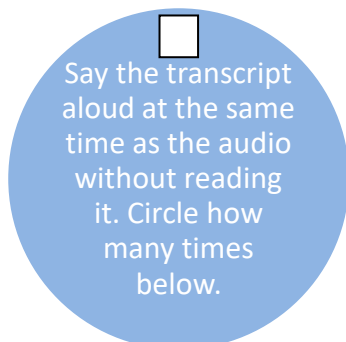
TRANSCRIPT 2

As a strict rule, the beer served at Oktoberfest can only originate from one of the 6 breweries located in Munich, **adhering to** the Bavarian purity requirements that have been in place for hundreds of years. Two of the most well-known of these are Lowenbrau and Hofbrau. Beer is usually served in a glass mug called a *Maß* (pronounced Mass) which holds roughly 1 Litre, and is slightly stronger than a regular German beer, with 6-7% alcoholic content. A mug of beer **typically** costs around €10. On average, 6.5 million mugs of beer are served during the event, which contributes €1.1 billion to the Munich economy and can employ up to 12 000 people.

Waiters can supposedly fill the mugs within 1 and a half seconds, and carry as many as 20 mugs at one time. Another of the main events is a traditional costume parade on the first Sunday, where men and women wear traditional Bavarian clothing known as a 'Lederhosen,' or men's short pants and a 'Dirndl,' or dress.

In an interesting marketing ploy, German sportswear brand adidas have released a shoe to **coincide with** the 2017 Oktoberfest. These shoes have a durable coating to repel any beer or other liquid that can often be spilled during festivities. This fashion accessory is also inspired by traditional Bavarian costume, has red lining to match the tablecloths used in the tents and have 'Probst,' German for 'Cheers,' embroidered on the side.

7. SHADOWING



1	2	3	4	5
1	2	3	4	5