



Using infographics

Before watching

1a Match the words in the mini-dictionary (1–9) with the definitions (a–i). Which words could you represent on an infographic? How?

Describing an animal species

- | | |
|----------------------|--|
| 1 weight (v = weigh) | a the place where the animal lives |
| 2 length | b the animal doesn't exist now |
| 3 male | c you measure this in kilos |
| 4 habitat | d the activity of killing wild animals |
| 5 population | e a place where the animal is protected |
| 6 hunting | f there is only a small number of animals |
| 7 endangered | g you measure this in centimetres |
| 8 extinct | h the number of animals in one place |
| 9 national park | i the man of the species (opposite = female) |

1b What are these things? Find out online.

- WWF
- UNESCO World Heritage Site

While watching

2a 72 Look at the photo. Try and guess the information about the animal species. Then watch the presentation. Listen and look at the infographics to check or complete your answers.



ANIMAL FACTS

- SPECIES:** NORTHERN WHITE (1)
- CONTINENT:** (2)
- WEIGHT:** (3)
- FOOD:** (4)
- COLOUR:** (5)
- ENDANGERED?** (6) Yes / No

2b 72 Try and complete the description before you watch again. Then watch to check or complete your answers.

Northern White Rhinos live in the (1) (country) in the (2) (area). They weigh between (3) and kilos, and they are (4), which means they only eat grass. In 1960 there were (5) Northern White Rhinos. Now there are only (6)

3a 72 VIDEO SKILLS Read the video skills box. Then watch again. Explain the connection between the rhino and these letters, words and phrases.

- | | |
|------------------------------|-----------------------|
| 1 UNESCO World Heritage Site | 4 CR |
| 2 30 men | 5 hunting, horns |
| 3 Javan, Sumatran | 6 products |
| | 7 World Wildlife Fund |

VIDEO SKILLS: Understanding emphasis

Speakers emphasise information in different ways:

- with words like *only* or *just* or *never* and *never, ever*.
- with expressions like *it isn't just ... , it's ...!*
- with strong adjectives or adverbs like *great, terrible, extremely, critically*.
- with extra emphasis in their voice where you write an exclamation mark (!).

3b How do you feel after watching the presentation? Why? Do you want to give money to the World Wildlife Fund to help protect the Northern White Rhino?

After reading

4a There are a lot of endangered animals around the world. But other things are endangered, too. Try and think of three other things that are endangered apart from animals.

4b SKILLS 4 LIFE Prepare an infographic about a tribe (group of people) that is endangered.

- Search online for 'endangered tribes' or 'threatened tribes'. Choose one of the tribes.
- Find information about the tribe, including where it lives, how many tribe members there are, what language it speaks, why it is endangered.
- Create an infographic with the information. Use the infographic on page 96 of your Student's Book to help you.

REFLECT ON IT



Why are infographics so popular these days? Is it possible to communicate important information with just an infographic? Or is it always necessary to have a text or speaker, too, to tell you the complete story?