

TEACHER'S NOTES

sharewashing

www.macmillandictionary.com

Overview: Suggestions for using the **Macmillan Dictionary BuzzWord** article on *sharewashing* and the associated worksheet.

Total time for worksheet activities: 35 minutes

Suggested level: Intermediate and above

1. If you intend to use the worksheets in class, go to the *BuzzWord* article at the web address given at the beginning of the worksheet and print off a copy of the article. Make a copy of the worksheet and the *BuzzWord* article for each student. You might find it helpful not to print a copy of the Key for each student but to check the answers as a class.
2. If the members of your class all have computer access, ask them to open the worksheet before they go to the *BuzzWord* article link. Make sure they do not scroll down to the Key until they have completed each exercise.
3. Encourage the students to read through the questions in Exercise 1 before they look at the article. When they have completed the exercise, ask them to compare their answers with a partner. Then check the answers as a class.
4. In Exercise 2, make sure that the students know that the words appear in the same order in which they appear in the text. Point out that the verb *instil* is followed by the preposition *in*, as in 'His parents instilled a lasting love of music in him'. The word *mantle* has two distinct principal meanings. The one exemplified in the text normally refers to a covering and is something that people hide behind in order to cover something up, as in 'The company hides behind a mantle of respectability'. The other meaning of mantle refers to the authority or responsibility connected with someone's position or duties, as in 'He took on the mantle of team captain last year'.
5. Ask your students to complete Exercise 3 without looking back at the text. If they have a good general idea of the sense of the text (and what *sharewashing* is in the context of this article), they should be able to answer most of the questions.
6. In Exercises 4 and 5, ask the students to complete the exercise and then discuss their answers with a partner. Check the answers as a class.
7. In Exercise 5, point out that the word *purported* means 'said to be real or true but not proved to be real or true'. The verb *purport* also exists, as in 'This food supplement purports to provide all the vitamins you need'.
8. As a wind-up activity, ask the students if they have ever used Airbnb or Uber. If so, what did they think of the service provided by these online platforms? If they haven't used them, would they consider using them? Why or why not?

Go to the **Macmillan Dictionary BuzzWord** article at:

<http://www.macmillandictionary.com/buzzword/entries/sharewashing.html>

1 Find the information

Read the **BuzzWord** article on *sharewashing* and answer these questions.

1. What is *sharewashing*?
2. When did the term *greenwashing* first appear?
3. What does TaskRabbit do?
4. What is *straightwashing*?
5. When did the term *whitewash* first appear?
6. What is *mathwashing*?

2 Find the word

Look in the text and find the following words and phrases. The first letters of the words are given. The words and phrases are in the order in which they appear in the text.

1. a noun meaning *an ordinary job that must be done regularly*. c _____
2. a verb meaning *to make someone have a particular feeling or belief*. i _____
3. a two-word noun phrase meaning *a person's ability to judge what is right or wrong and how to behave accordingly*. m _____ c _____
4. an adjective meaning *strong and healthy*. r _____
5. a two-word phrasal verb meaning *to be involved in a particular activity*. p _____ i _____
6. a noun meaning *the process of making large amounts of money by charging high prices for things that people need and cannot get anywhere else*. p _____
7. a verb meaning *to prove that something such as an idea or belief is false and silly*. d _____
8. a noun meaning *something that covers or hides something else*. m _____

3 Comprehension check

Are these statements true or false according to the text? Correct the false statements.

1. The term *sharewashing* has existed for the past thirty years.
2. The term 'sharing economy' is a positive concept whereas the term *sharewashing* has negative connotations.
3. Airbnb is an unregulated taxi service.
4. Online ventures such as TaskRabbit provide the protections and benefits of traditional employment.
5. The figurative sense of the term *whitewash* appeared in the late 17th century.
6. The concept of using online platforms to collaboratively request and offer services is new and exciting.

WORKSHEET

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4 Nouns

Fill the gaps in the sentences using these nouns from the text.

offspring smokescreen concierge culprit cover-up fuss

1. A _____ is a lot of unnecessary worry or excitement about something.
2. A _____ is an attempt to stop people from discovering the truth about something.
3. A _____ is something that you do or say as a way of hiding your real feelings, intentions or activities.
4. A person's _____ are his or her children.
5. A _____ is someone who is responsible for doing something bad or illegal.
6. A _____ is someone whose job is to look after a building containing flats and to watch people entering and leaving the building.

5 Word building

Complete the sentences using the correct form of the word in brackets at the end of each sentence.

1. Sharing has _____ been thought of as a good, socially-robust thing. [convention]
2. Some people argue that certain online platforms use the concept of sharing to disguise _____ profiteering. [regulate]
3. The term *greenwashing* describes businesses _____ acting in environmentally-conscious ways as a smokescreen to their true intentions. [purported]
4. Could there possibly be something _____ negative about the word 'sharing'? [intrinsic]
5. In the sharing economy, organisations cooperate with one another to share the creation, distribution and _____ of goods and services. [consume]
6. *Mathwashing* makes something appear to have a rational _____ basis when in fact it doesn't have anything of the sort. [mathematics]

6 Words followed by prepositions

Complete the phrases from the text by adding prepositions.

1. refer _____
2. based _____
3. partake _____
4. in relation _____
5. the benefits _____
6. hide _____

KEY

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KEY

1 Find the information

1. A marketing strategy that deceives people by trying to suggest that a business is motivated by principles of sharing rather than conventional profits.
2. In the early nineties.
3. It matches odd job requests with local labourers.
4. The practice of portraying gay characters in history or fiction as if they were heterosexual.
5. In the late 16th century.
6. The idea of making something look like it has a rational, mathematical basis when in fact it doesn't.

2 Find the word

1. chore
2. instil
3. moral compass
4. robust
5. partake in
6. profiteering
7. debunk
8. mantle

3 Comprehension check

1. False. It has been around for the past three years or so.
2. True.

3. False. It is a service that links accommodation seekers with room providers (or it is a rental agency).
4. False. They do not provide the protections and benefits of traditional employment.
5. True.
6. False. It is no longer as novel and exciting as it once seemed.

4 Nouns

1. fuss
2. cover-up
3. smokescreen
4. offspring
5. culprit
6. concierge

5 Word building

1. conventionally
2. unregulated
3. purportedly
4. intrinsically
5. consumption
6. mathematical

6 Words followed by prepositions

1. to
2. on
3. in
4. to
5. of
6. behind