

WIK by FILIPA ESCADA

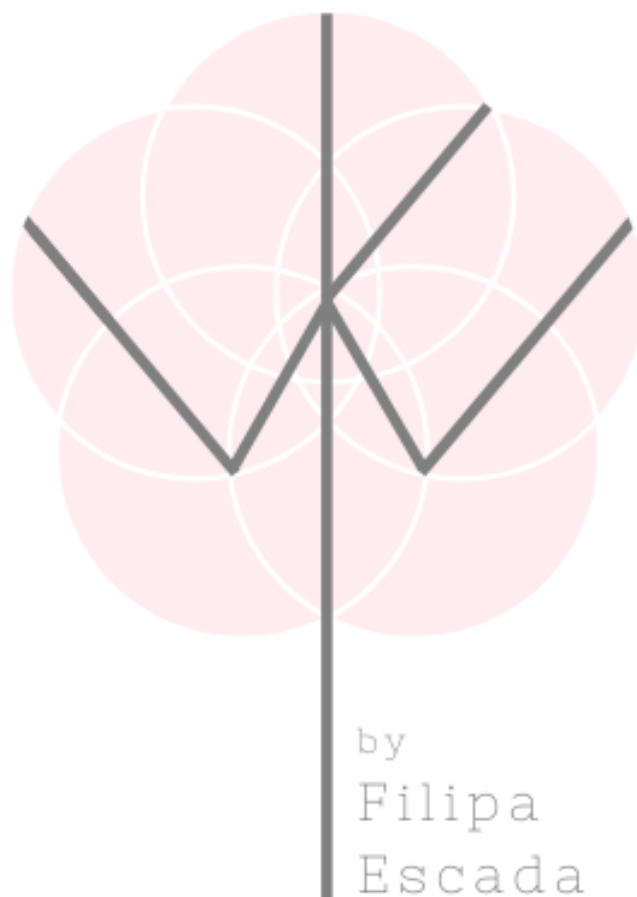
# THEN VS NOW

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## INTRO

Hello everyone. A few days ago, I had no idea what I was going to talk about at this moment. Suddenly, something crossed through my mind. And that thought just grew. I just couldn't stop thinking about how was life back then, about 50 years ago? Was it better than the life we have today?

That's what I would like to share with you, how things were "Then" VS how things are "Now". What things? That was my problem before. I wanted to talk about the 4 topics of our book, and with that I mean: "Teens & Consumerism", "Our World" (more related to the planet itself), "The World of Work" and "A Multicultural World". But I could explore so many things in only one of them that I ended up choosing 2. By coincidence, the one's I've chosen were also explored yesterday. Still, the themes haven't got a limit of what to say about them.

So let's start with the first topic.

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## TEENS & CONSUMERISM:

As you all may know, teenagers nowadays are definitely NOT similar to teenagers half-a-century ago. It has all changed and the main reason for that may be technologies, although it's not the only one.

For a start, advertisement has changed a lot during these past few years, going from a simple better quality of image and design, to a full range of studies of sophisticated marketing, in order to reach the right audiences. And with this we reach the subject *money*.

We can now say that teens have their own money. The average allowance yearly is 700€. With their "earnings", teenagers are now able to buy lots of things, which the majority is not because they actually need them. Based on a study, teens are spending most of their money on food. Starbucks remains the perennial favorite among all teens for food-and-drink spending. This is followed by clothing and accessories, as we all want to buy that super-trendy shirt, that everyone uses. What's the need for that? Is a Versace T-Shirt going to change your social life? Maybe, but it will definitely not change who you truly are. Electronics, movies and events come right next. Shopping online is also 50% of teens favorite way of buying things at their favorite stores.

This was definitely not how our parents spent their money in our age. First, imagine what our grandparents would tell them if they asked their parents for some money. Secondly, what's the word "online" again? And third, some didn't even have a *piggy bank*. Unless, your mom was actually *Cher* from the 90's film, *Clueless*.

Talking about habits and choices, children and teenagers, as you know, didn't have any source of technology during that time. Nowadays, 3 out of 4 children has a mobile phone. And if it's the iPhone SE, they almost drag their parents to *Fnac* so they can have the latest iPhone XS Max which is bigger than their own little hands. Does this make any sense? Where is *hide and seek* or *the Chinese monkey game*? Now look at what the numbers say: 0 to 11 year old children was the age that was more affected on tablet usage. How can this be possible? At this speed, toddler's childhood will no longer be like yours when you open your eyes to the real world again. More than 30% of teens log into social media more than 10 times a everyday. That's why I decided to bring you this TECH ADDICTION Quiz. I just want you to realize how your relation with technology is at this moment in your life. **Explain Verb TECH**

With this in mind, don't forget about the real world as well. Every day you need to make choices. So make them wisely and awake.

When I talk about choices, looking back into the past shows us how different styles have also changed a lot, in (almost) every way possible. Just have a look at what girls most appreciate now VS a few years ago. Do you see any kind of difference?

Boys are not going to escape as well. Just look at how it all evolved.

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## WORLD OF WORK:

But now let's change the subject because work has changed too. In fact everything has. And I can prove you that just by stating the facts and statistics: In 1961, 34% of women were employed. Those that were married wouldn't have been employed by the public service, which did not lift its ban on hiring married women until 1966. Today, 59% of women are employed.

Something that also changed during time was the kind of job people usually had. Most of the jobs at that time were related to production such as agriculture or manufacturing, which employed 46% of workers. Now that proportion is just 23%. Teaching was also one of the areas people were most interested in.

What about schools' evolution? Not so long ago, the only way to do your homework or any work was to either speak to an expert or head down to the library. Information was more difficult to access and share, even among the academic community. Now, students can simply hop online to look up anything from ancient texts to research papers from anywhere in the world. Modern technology has removed the barriers that used to stand in the way of progress and academic achievement, allowing teachers, students, and researchers to all easily communicate with one another. Study apps on mobile devices offer a portable way for both students and lay people to learn at their own pace, helping them to further their education or their career.

Now look at the fastest growing occupations from 2008 until today. Biomedical engineers is on the lead, just after network systems and data communications analysis. Researches from the *World Economic Forum* predicted that 5 million jobs will be lost or disappear by 2020. There are already some jobs that exist now, that had never been heard of five years ago: the role of data scientist, which is in huge demand, is one example. Other jobs will start to require skills not previously associated with them. Those working in sales or manufacturing, for instance, will need a better grasp of technology, thanks to the advent of the internet of things.

Fifty years ago, businesses often dealt with their customers face-to-face. Nowadays most companies don't operate on such a personal level, with most modern businesses communicating primarily through phone and email. With the advent of the Internet and mobile apps, businesses are also able to offer goods and services to a global population, allowing for growth on a global scale.

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With this presentation, I can conclude that we've come such a long way in the last 50 years, from what we wear, what we like, the way we do business, our own rights, how we learn and study,

and I could talk about so much more. And, as you could see, I always associated each evolution with technology. It is the main cause for all these changes: public bikes that no longer need a garage, presentations, distant chat face-to-face, cooking with almost no hands, etc., etc. And this begs this last question, what will our lives be like in the next 50 years? That answer, my friends, I will leave it up to you.

