



# THE ATTRACTION OF 'SLOW TECH'



Scan to review worksheet

Expemo code:

1FQ4-51L7-5B4



1

## Warm up

Look at the pictures and discuss the following questions.



picture A



picture B



picture C

1. Do you use any of the objects in the pictures?
2. Why do you think people still use old-fashioned devices, even though they are not very practical?
3. What are some of the disadvantages of modern technology?



## 2 Focus on vocabulary

Add vowels to create words that match the definitions.

Group 1:

1. b \_ nn \_ d (v) - prohibited or not allowed
2. g \_ t-t \_ g \_ th \_ r (n) - a gathering or meeting of people
3. r \_ sh (n) - a feeling of excitement
4. cl \_ ck (n) - the sound made by pressing a button or snapping something into place
5. w \_ nd (v) - turn or twist something, often to make it function
6. d \_ v \_ l \_ p (v) - process film or photographs to make them visible
7. r \_ pl \_ c \_ t \_ (v) - reproduce or recreate something

Group 2:

1. v \_ nyl (n) - a type of material used to make records for playing music
2. n \_ st \_ lg \_ \_ (n) - a sentimental longing or affection for the past
3. cr \_ ckl \_ ng (n) - short, sharp sound, often characterised by a series of rapid, popping noises
4. str \_ \_ m \_ ng (n) - a method of sending or receiving data, especially video or sound, over a computer network
5. \_ th \_ c \_ l (adj.) - relating to principles of right and wrong behaviour
6. st \_ nd | th \_ | t \_ st | \_ f | t \_ m \_ (idiom) - remain valuable or relevant over a long period

## 3 Listening for comprehension



You will hear four people talk about why they enjoy using older technology. Listen to the audio and answer the following questions.

Which speaker...

speaker 1  
speaker 3

speaker 1  
speaker 3

speaker 2  
speaker 4

speaker 2  
speaker 4

1. ...compares their hobby to a ritual? \_\_\_\_\_
2. ...highlights the cost of their hobby? \_\_\_\_\_
3. ...keeps a modern device for certain situations? \_\_\_\_\_
4. ...feels a connection to previous times? \_\_\_\_\_
5. ...says there is a misunderstanding about their decision? \_\_\_\_\_
6. ...started a trend among people they know? \_\_\_\_\_
7. ...feels that their decision has affected their wellbeing? \_\_\_\_\_
8. ...believes there are too many options today? \_\_\_\_\_



## 4

**Analogue vs digital**

Use the words in capitals to form new words that fill the gaps.

**Analogue versus digital****Understanding the differences**

- A. Analogue technology is like using a traditional radio with a dial. It operates smoothly, changing its signal \_\_\_\_\_<sup>1</sup> (**CONTINUE**), similar to how you adjust the volume. When you tune in to a station, you're picking up a frequency, and the sound you hear \_\_\_\_\_<sup>2</sup> (**MATCH**) the strength of that signal at that moment.
- B. On the other hand, digital technology is the same as using a computer. It breaks everything into tiny pieces called bits, which are either 0s or 1s, similar to a language with only two letters. These bits \_\_\_\_\_<sup>3</sup> (**SIGN**) information, such as numbers or sounds, and they're processed very quickly. Unlike analogue, which flows smoothly, digital technology jumps from one piece of information to the next, making it more precise and \_\_\_\_\_<sup>4</sup> (**DEPEND**), like flicking a light switch on and off.
- C. Analogue technology is often praised for its natural and smooth \_\_\_\_\_<sup>5</sup> (**REPRESENT**) of data, particularly in audio and visual signals. However, digital technology's accuracy and reliability make it superior in terms of storage, \_\_\_\_\_<sup>6</sup> (**PRECISE**), and transmission of data.

Source: *softwaretestinghelp.com*

## 5

**Focus on vocabulary**

You are going to read an article about the appeal of 'slow tech'. Add the following words to the gaps in the definitions.

**Group 1:**

**electronic   excitement   experimentation   images   interest   longer   rate**

- written-off (adj.)** - deemed no \_\_\_\_\_ useful or valuable
- revival (n)** - a renewed \_\_\_\_\_ or resurgence
- synthesisers (n)** - \_\_\_\_\_ musical instruments that generate audio signals
- exponentially (adv.)** - at an increasingly rapid \_\_\_\_\_
- get a buzz out of (phrase)** - derive \_\_\_\_\_ or pleasure from something
- trial and error (phrase)** - a process of \_\_\_\_\_ to achieve a desired result
- grainy (adj.)** - having a texture resembling grains, often used to describe low-resolution \_\_\_\_\_

**Group 2:****imitate****negative****new****slow****style****surpassing**

1. **painterly (adj.)** - resembling the \_\_\_\_\_ or techniques of a painter
2. **innovators (n)** - individuals or entities that introduce \_\_\_\_\_ ideas or methods
3. **laggards (n)** - individuals or entities that are \_\_\_\_\_ to adopt new ideas or technology
4. **audacity (n)** - boldness or daring, often in a \_\_\_\_\_ sense
5. **transcendent (adj.)** - \_\_\_\_\_ ordinary limits, exceptional or extraordinary
6. **mimic (v)** - \_\_\_\_\_ or copy closely

**6****Reading comprehension**

**Part A:** Scan the article about the analogue technology revival and write what the numbers below relate to.

1. 900

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2. 13

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3. 40

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**Part B:** Read the following sentences and decide which gaps (1-5) they should go in. There is one sentence that you do not need to use.

A) Work, effort, meaning – these ideas are all linked for users and consumers of analogue technology.

B) But the new "anti-tech" revival can also be seen as a form of status.

C) This means there are now more analogue options available than at any time since the 1970s.

D) This move saved the brand from demise.

E) There are numerous options available for people who have turned their back on the norm.

F) This has led some artists to reclaim the ground lost to new technology.



# The analogue revival

## Rediscovering the beauty of old technology

- I. From records to film cameras, all kinds of apparently written-off technologies have been making a comeback. The vinyl revival is creating a rise in the number of independent shops, with UK high streets now having a third more than a decade ago, and vinyl records account for around 40% of record sales in the US. Such has been the interest in analogue synthesisers that famous old brands including Korg and Moog have relaunched lower-priced models aimed at beginners, while also reviving older classics for professionals. \_\_\_\_\_<sup>1</sup> This has been happening with all sorts of artistic activities.
- II. Deceleration is beneficial for individual wellbeing, the environment, and businesses alike. And it is expected that interest in such experiences will rise exponentially in the coming years. Recognising our need to occasionally slow down can also be the basis for winning consumer strategies. During its peak in the 1970s, Polaroid experienced significant success, selling up to 13 million cameras annually and generating \$2 billion in yearly sales. However, by 2001, it had been declared bankrupt. Austrian businessman Florian Kaps, through his organisation Impossible Project, stepped in to rescue them. They purchased the company's last factory in the Netherlands just days before its scheduled closure. \_\_\_\_\_<sup>2</sup> Simultaneously, there has been a resurgence of interest in traditional activities across various domains, including board games, letter writing, and reading physical books.
- III. In fashion, commercial photographers using film are earning more than those who use digital, largely because they are able to stand out in a market filled with technically great work. Luxury brands such as Gucci are particularly keen on using film photography as this gives their material a different look. \_\_\_\_\_<sup>3</sup> While work is often seen as a means to an end, from earning a living to exercising, "analoguers" get a buzz out of the processes of setting the equipment up, getting things right, trial and error, and learning new skills. This is reflected in the 900% increase in film camera sales in the past eight years.
- IV. While making music, film, or visual arts, "happy accidents" caused by analogue technology can lead to creative inspiration. The grainy nature of film or the special sound of vinyl are key parts of the cultural significance of art and music. Many of Mick Rock's legendary music photographs, such as the cover of Lou Reed's album Transformer, are technically limited because he was shooting in low light and pushing the film to its limits, but as a result, they have a painterly feel that has improved their appeal and power.
- V. Consumers who use new technology have traditionally been seen as the innovators while the slowest to adopt are the laggards, often because of an inability to afford the latest innovation. \_\_\_\_\_<sup>4</sup> This is especially true given the costs associated with use, repair, and the physical space necessary for storage.
- VI. There is, however, another reason for the growing popularity of this old and sometimes difficult technology – it just feels more human. \_\_\_\_\_<sup>5</sup> Nick Cave, when sent the lyrics of a song made by Open AI's chatbot ChatGPT "in the style of Nick Cave", wrote back in January 2023: "ChatGPT has no inner being, it has been nowhere, it has endured nothing, it has not had the audacity to reach beyond its limitations, and it doesn't have the capacity for a shared transcendent experience. This is what we humans can offer that AI can only mimic."

Sources: BBC, The Conversation





## 7

**Talking point**

Discuss the following questions.

1. What do you think the term "happy accidents" means in the context of analogue technology?
2. Considering the financial and practical challenges associated with older technology, why do you think there is still a growing interest in them?
3. Do you think art needs to be created by a human in order to have value?

## 8

**Optional extensions / homework**

**Task A:** On each card is a word or phrase from today's lesson and its definition. In pairs, take turns to take a card from the pile and read out the definition from the card. If the other person correctly says the word or phrase it corresponds to, they earn a point and the card goes to their pile. If they answer incorrectly, the other person keeps the card.

**Task B:** Write an essay agreeing or disagreeing with one of these statements. You should write at least 250 words and check your grammar, spelling, and punctuation.

- The preference for analogue technology highlights a growing frustration with the digital world.
- Most people who use old technology are just following a fashion trend.
- The appeal of slow living lies in its ability to create deeper connections and experiences.