

CASE: EDUCATION FIRST

Focus areas:

- *You can write a personal and engaging travel blog in English.*
- *You can describe an event and explain its significance clearly and thoughtfully.*
- *You can use a first-person perspective to make the blog appealing to young readers.*



WHAT IS EDUCATION FIRST?

Education First (EF) is a world-leading organization specializing in language travel and cultural exchange, offering courses in ten languages across 50 destinations around the world. Every year, EF sends students on a high school exchange year. As an exchange student, you live with a host family, and during the exchange year, you develop your language skills as well as your personality.

EF is an international education company that provides a variety of language classes and opportunities for students to participate in exchange programs in different countries. In this assignment, we will focus on the EF high school program, where students from around the world can attend high school in New York.

ASSIGNMENT: WRITE A TRAVEL BLOG

For this assignment, imagine that you are going on an exchange program at a high school in New York, USA. During your time in New York, you will have the opportunity to participate in one of the following experiences:

- Taking part in New York City's St. Patrick's Day Parade.
- Celebrating American Independence Day on the 4th of July.
- Joining the New York Gay Pride Parade.

EF wants you to write a travel blog. In your blog, you should describe one of the three experiences.

IN YOUR TRAVEL BLOG, YOU MUST DESCRIBE

1. Why would you like to go to New York to participate in the event you have chosen.
2. Why it is an important event to learn more about.

The events are described in further detail below. You may do additional research on the internet to deepen your understanding of the event.

Additional requirements for the task:

- Give your travel blog a catchy headline.
- Write your travel blog using a first-person perspective.
- Your travel blog should have a personal tone.
- Your travel blog should appeal to young people.
- You must add at least two relevant images to accompany your travel blog

CHOOSE ONE OF THE FOLLOWING:

- **Experience the excitement of Saint Patrick's Day in New York.**

Like many other major cities, New York celebrates St. Patrick's Day with a parade and by decorating the city in green. The New York St. Patrick's Day Parade is usually held on March 17th, and on this day, most people wear something green.

Saint Patrick's Day is a grand celebration of Irish culture and traditions. People enjoy Irish folk music and traditional Irish food or perhaps try some ordinary snacks that are dyed green for the day.

- **Celebrate American Independence Day on the 4th of July.**

This is the day Americans celebrate the signing of the Declaration of Independence. It has been a federal holiday in the United States since 1941.

Most Americans celebrate this day with their friends and family.

Many people in New York have picnics and barbecues in the city's many public parks, like the famous Central Park. In the evening, the city puts on a grand fireworks show.

- **Join the vibrant New York Gay Pride Parade.**

Every year in June, there is a focus on LGBTQ+ rights—this is called Pride Month. The highlight of the month is the NYC Pride Parade, a big and colorful procession through the city. Throughout June, New York is decorated in the colors of the rainbow.

Many people use the Pride Parade to show their support for diversity and the LGBTQ+ community. Participants often dress up in outfits matching the parade's theme and either watch or walk as part of the NYC Pride March.

Many cities worldwide host similar parades during international Pride Month, but it all started with the NYC Pride March in 1970.