

Kachel 1 Talking about generations**Model solution**

Structure	Model text
Salutation	Hi Jonah
Introduction	I am Rebecca (18 years-old) and from Germany. I'm writing to you because I'm a huge fan of your talks and find you truly inspiring, which is why I'm one of the many people who follow you on social media.
Reason for writing	Since your generational research focuses on the US-American market, I thought you might be interested in reading a summary of the Shell Youth Study, which is a study that does research on young people in Germany and their attitudes and ideas on the future.
Task focus 1: Political involvement	As regards Gen Z's political involvement, the author Annika Steinke summarizes that they do want to be involved and make their demands clear, knowing that decisions of today will have an impact on their future, which is why they want to participate. Gen Z participate in the "Fridays for Future" movement against climate change, for instance. I assume you have heard about "Fridays for Future" but it is a really big thing here in Germany.
Task focus 2: Dealing with digital devices & digitalization	According to the Shell Youth Study, digitalization is a matter of course for Gen Z who grew up with the Internet and with smartphones. They are the ones who inform the adults about digital trends and news, whereas the German youths themselves rather rely on bloggers as sources of information who share entertaining content on a level playing field.
Task focus 3: Ideas on the future workplace	When it comes to ideas on their future workplace, Gen Z are self-confident, asking for flexible work models and modern work forms when interviewed for a job, as the Shell Youth Study has found out.
Ending	I hope these pieces of information were of interest to, maybe you can also use them for your work in generational research? Hope to hear back from you.
Complimentary close	Best wishes Rebecca