**Answer sheet: “Paper clip“**

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Products:

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Tablet (iPad©)

Drawing paper

Sticky notes

(Puzzle) magazine

Printing paper

Book (novel)

Toilet paper

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Individual answers

Students will probably prefer a digital device over paper products except for toilet paper 

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Individual answers

Pro arguments might include:

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Cheap in production

Made from renewable materials

Can be recycled or reused

Replaces plastic products (e.g. shopping bags, coffee cups, straws)

Used as packaging material for shopping online

Reading from and writing on paper has a positive effect on the learning process

Con arguments might include:

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Less demand due to digitalization (huge number of digital alternatives)

Takes up a lot of space and is heavier compared to data stored on a computer

Resources needed harm the environment

Waste caused by paper products

Limited access compared to data on the internet

Challenge:

individual answers

Students might mention:

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Ad plays with stereotypes between husband and wife, tradition and modernity

Ad shows a humorous "paper battle " between Emma and her husband

Joke = based on the concept of “schadenfreude” (wife’s revenge on her husband for

pushing technology on his family):

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Husband lectures his wife about alternatives to paper usage around the house

Encourages her to use tech devices instead

Wife seems stressed out but does not answer back

Husband then runs out of toilet paper in the bathroom and calls for new supply

Instead of handing him a toilet paper roll, the wife slides him a tablet under the

bathroom door which shows a picture of it reminding him of the fact that

technology can't replace everything