

BUSINESS

Hollywood restaurants are now made for photos as much as for food

September 17, 2025

Listening

00:00 / 01:30

Warm Up



Helpful Words and Phrases

Listen and repeat.

聞いてリピートしましょう。

- 1 **a gimmick** (人目を引くための) 仕掛け
ex. *The shop gives free balloons and stickers as gimmicks to attract more customers.*
- 2 **a diner** 食事をするお客
ex. *The waiter smiled at the diners as he brought the food.*
- 3 **a decoration** 装飾、飾りつけ
ex. *The teacher put decorations, like posters and lights, on the wall for the school festival.*
- 4 **differentiate** 差別化する
ex. *The chef tries to differentiate his food by using special ingredients that are hard to find.*
- 5 **stand out** 際立つ、目立つ
ex. *Gina's red dress stands out in the crowd of people wearing black.*

Article

Read the article below and answer your tutor's questions.

記事を読んで講師からの質問に答えましょう。

Font size 文字サイズ S M L

Many restaurants now use fancy styles and **gimmicks** to attract customers online. Marketing company Cropink says 74% of **diners** choose where to eat based on what they see on social media. Also, 68% will check a restaurant's social media profile before booking a table. And many restaurant owners know that people like to take photos and videos to share with friends.

What do restaurants do to attract customers online?

(They) use fancy styles and gimmicks.

Restaurant owner Jordane Andrieu says he often creates new ideas to get people's attention and match their short attention spans. "I saw how the power of pictures and videos were taking more and more space in the life of everyone," Andrieu said. He believes the best way to promote his restaurants is to make them "Instagrammable." This can include special **decorations** or new and interesting dishes that make guests want to take pictures.

What does Jordane Andrieu believe about promoting his restaurants?

He believes the best way to promote his restaurants is to make them "Instagrammable."

IMPORTANT: Effective feedback is specific to the student's actual performance.

Copy the easy-to-use template on a NOTEPAD. Use this template to take note of the student's performance all throughout the lesson.

Click to Copy

日本語表示

Warm Up

2 Mins

- 1 Introduce the article category.
 - *"Today, we have a Business article."*
- 2 Read the title.
- 3 Introduce the Warm-up questions.
 - *"I have a few warm-up questions for you."*
- 4 Ask the questions below.

- **What is your favorite restaurant?**
 - **Do you like taking pictures when eating out?**
- 5 Transition to the next section.
 - *"Good! Now let's look at the Helpful Words and Phrases."*

Helpful Words and Phrases

2 Mins

- 1 Read the instructions.
- 2 Read the first word/phrase and ask the student to repeat. Correct their pronunciation if necessary.
- 3 Read the example sentence and ask the student to repeat.
- 4 Repeat Steps 2-3 with the remaining words/phrases.
- 5 Ask if everything is clear.
- 6 Transition to the next section.
 - *"Great! Let's go to the next section!"*

Article

6-8 Mins

- 1 Introduce Article.
 - *"Okay, now let's do Article."*
- 2 Read the instructions.
- 3 Have the student read the first paragraph aloud.
- 4 Ask the first comprehension question.
 - ♦ **The student's answer may vary from the given answer. Accept any reasonable answer.**
- 5 Repeat Steps 3-4 with the remaining paragraphs and comprehension questions.
- 6 Ask if the student has any questions about the article.
- 7 Give brief feedback on the student's pronunciation of the article.
 - ♦ **Limit this to 2-3 corrections.**
 - ♦ **If the student made a lot of mistakes, focus on the biggest ones.**
- 8 Transition to the next section.
 - *"Good! Let's go to the next section!"*

Experts say the restaurant industry faces problems like rising prices, inflation, and taxes. Even so, some restaurants are still doing well. To **differentiate** themselves, they offer unique experiences that attract customers who are looking for something special. This can help restaurants **stand out** and grow in a competitive market.

What do restaurants do to differentiate themselves?

They offer unique experiences that attract customers who are looking for something special.

This material was based on an article by The Associated Press.

Discussion

Choose a topic and discuss the questions with your tutor.

トピックを選び、質問に基づいて議論しましょう。

Instagrammable Restaurants

- Some people pick restaurants only because they look "Instagrammable." Do you like restaurants that are designed to look good in photos? Why or why not? Discuss.

follow-up questions

- If yes: How does eating at a restaurant with Instagrammable decorations make you feel (ex. happy, relaxed)?
- If no: How do you feel when others take photos of their meals at restaurants (ex. annoyed, uncomfortable)?

- Many restaurants use gimmicks to attract customers. What are the good and bad things about restaurants using gimmicks (ex. good: fun, bad: removes focus from food)? Discuss.

follow-up questions

- Do you think a restaurant that relies on gimmicks can stay popular for a long time?
- Would you go to a restaurant just for the gimmick, even if the food is ordinary? Why or why not?

- Imagine you own a restaurant in your city. How would you differentiate your restaurant from others? Discuss.

follow-up questions

- What gimmicks do you think would make your restaurant stand out in your city (ex. giant dessert, DIY food stations)?
- How would you make sure your restaurant stays popular as trends change?

Power of Pictures

- Many restaurant owners believe in the power of pictures. In what ways do you think pictures can be powerful? Discuss.

follow-up questions

- Do you think pictures can change people's choices and habits? Why do you say so?
- Have you ever felt a strong emotion because of a photo (ex. sadness, excitement)?

- People like to take photos and videos to share with friends. What do you think about this habit (ex. it's convenient, I worry about it)? Discuss.

follow-up questions

- Why do you think many people love taking photos today (ex. to help them remember, to impress people on social media)?
- Should people try to change this habit, or can it be a good thing? Why?

- If pictures and videos keep taking "more and more space" in life, what do you think will happen? Discuss.

follow-up questions

- How could it affect the way people enjoy real experiences?
- Could this make relationships stronger or weaker? Why?

Discussion

10-12 Mins

- 1 Introduce Discussion.

- **"Okay, now let's do Discussion."**

- 2 Read the instructions.

- 3 Read the topics and ask the student to choose one.

- ◆ **If the student cannot decide, choose a topic for them.**

- 4 Ask the first line of questions for the chosen topic.

- 5 Ask the follow-up questions to make the student produce more.

- ◆ **You can add your own follow-up questions and comments to make the conversation natural.**

- 6 After your discussion for the question is done, give brief feedback on the student's vocabulary, grammar, and/or pronunciation.

- ◆ **Limit this to 2-3 corrections.**

- ◆ **If the student made a lot of mistakes, focus on the biggest ones.**

- 7 Repeat Steps 4-6 with the remaining questions for that topic.

- 8 If time allows, repeat Steps 4-6 with the other topic.

- **"We still have time, so let's do the other topic too!"**

- ◆ **Continue as time allows. You do not have to ask all the questions.**

- 9 Transition to the last section.

- **"Well done! Let's go to the last section!"**

Feedback

PERSONALIZED FEEDBACK

RANGE

表現の幅
語彙などの程度使えるか

COHERENCE

一貫性
論理的な話し方ができるかどうか

PHONOLOGY

音韻
発音が相手にとって聞き取りやすいか

PERSONALIZED FEEDBACK GUIDE

Focus on...

example feedback

RANGE the ability to use a wide variety of vocabulary	words the student learned + words the student misused or struggled to produce	overcharge - set the price too high plus tax - used for prices that don't have tax included
COHERENCE	the length of the student's	You: Gave short answers.

Feedback

3 Mins

- 1 Introduce Feedback.

- **"Okay, now let's do Feedback."**

- 2 Give feedback on the student's range, coherence, and phonology using the template below.

- ◆ **Refer to the Personalized Feedback Guide for more information.**

- 3 Wrap up the lesson.

- **"You did a great job! Thank you very much for today."**

REMEMBER: Effective feedback is specific to the student's actual performance.

Use this template to give the student feedback.

the ability to speak logically and at length	<p>answers</p> <p>+ whether or not the student used connectors to link sentences</p>	<p>Better: Expand your answers by adding more details.</p> <p>You: Did not connect sentences.</p> <p>Better: Use connectors like "but" and "because" to link sentences together.</p>
<p>PHONOLOGY</p> <p>the ability to pronounce and stress words/sentences understandably</p>	<p>pronunciation mistakes</p> <p>+ unnatural stress of words/sentences</p>	<p>investigation [in-ves-tih-GAY-shun]</p> <p>You said: BECAUSE of this, ...</p> <p>Better: Because of THIS, ...</p>

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Personalized FEEDBACK

RANGE
[word] - [meaning]

COHERENCE
You:
Better:

PHONOLOGY
[word] [pro-nun-see-AY-shun]

You said:
Better:



PREVIOUS
Kenyan farmers use bees and sesame to drive elephants away
Human Interest

NEXT
Y2K fashion is back. Can you earn money from selling your old clothes?
Lifestyle and Entertainment



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