



MOVEMBER



Movember is an annual event involving the growing of mustaches (spelled 'moustaches' with in British English) during the month of November to raise awareness of men's health issues and prevent men from dying prematurely. The name is a portmanteau of the Australian-English diminutive word for moustache, 'mo', and the month of November, and the issues and diseases on which this event focuses are especially prostate cancer, testicular cancer, and men's suicide. The event is promoted first and foremost by The Movember Foundation, whose goal is to "change the face of men's health." In effect, by encouraging men (referred to as 'Mo Bros') to get involved in the Movember event and movement, the Foundation aims to increase early cancer detection, diagnosis and effective treatments, ultimately decreasing the number of preventable deaths. Besides annual check-ups, the Movember Foundation encourages men to be aware of family history of cancer and to embrace a healthier lifestyle with a view to reducing the number of men dying prematurely by 25% in 2030. The Movember movement was established in 2004 in Australia and New Zealand. In 2007, events were launched worldwide in Ireland, Canada, Czech Republic, Denmark, El Salvador, Spain, the United Kingdom, Israel, South Africa, Taiwan and the United States. In 2010, Movember merged with the testicular cancer event Tacheback and in 2012 the *Global Journal* listed Movember as one of the world's top 100 NGOs.



Vocabulary

Match Each Picture with Its Corresponding Name



1. \_\_\_\_\_



2. \_\_\_\_\_



3. \_\_\_\_\_



4. \_\_\_\_\_



5. \_\_\_\_\_



6. \_\_\_\_\_



7. \_\_\_\_\_



8. \_\_\_\_\_

- A. Goatee
- B. Buzz Cut
- C. Quiff
- D. Mustache
- E. Soul Patch
- F. Mohawk
- G. Sideburns
- H. Beard



### Listening Comprehension

<https://www.youtube.com/watch?v=gKq-pDhVNQ>

Watch the Video and Answer the Questions



1. What was the main difference in terms of mustaches between the 1970-1980s and the 1990s?  

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2. Did hipster culture change anything regarding the social perception of mustaches?  

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3. Has there been any stigma on mustaches according to the speaker in the video?  

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4. How did Movember come about in 2004?  

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5. What is unique about the Movember Foundation?  

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