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## ASAHI SHIMBUN

[http://www.BusinessEnglishMaterials.com/asahi\\_shimbun.html](http://www.BusinessEnglishMaterials.com/asahi_shimbun.html)



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## THE LISTENING / READING SCRIPT

From: [http://www.businessenglishmaterials.com/asahi\\_shimbun.html](http://www.businessenglishmaterials.com/asahi_shimbun.html)

The *Asahi Shimbun* is one of Japan's best-selling newspapers, with a daily circulation of over eight million. Its website says it is the country's "most respected daily Japanese-language newspaper". "*Asahi Shimbun*" in English means "Morning Sun Newspaper". It was founded in 1879 and cost one sen (a hundredth of a yen). The paper "prides itself on its investigative reporting and analyses of business and political coverage, as well as insightful stories on Japan's fascinating subculture". There is a highly popular digital edition of the newspaper in English – the *AJW* (Asia and Japan Watch), which offers "in-depth coverage of China, the Korean Peninsula and the rest of Asia". There is a Kindle version that offers stories on "cool Japan". The newspaper has an alliance with the *International Herald Tribune*.

Some material from [http://ajw.asahi.com/information/about\\_us/](http://ajw.asahi.com/information/about_us/)





## WARM UPS

From: [http://www.businessenglishmaterials.com/asahi\\_shimbun.html](http://www.businessenglishmaterials.com/asahi_shimbun.html)

**1. BRAINSTORM CHAT:** Write all the words you can think of about the *Asahi Shimbun* on the board or on a piece of paper. Talk about these words with your partner(s).

**2. ASAHI SHIMBUN STAFF ROOM:** Each student pretends to be an employee of the *Asahi Shimbun*. They walk around the “staff room” (classroom) and talk about the company and their job.

**3. RUMOURS:** Each student writes down a pretend rumour about the *Asahi Shimbun*. They then walk around the class and talk to other students about their rumour.

**4. BETTER:** Brainstorm ideas why the *Asahi Shimbun* is better than other newspapers and write them on the board. Students talk about these in pairs and think of ways to make these ideas better.

**5. TRUE OR FALSE:** Students find out several facts about the *Asahi Shimbun*. They write these down and add the same number of things about the company that are false. Students test each other on which of their points are true or false.

**6. FACTS:** In groups, students write down as many facts as they can about the *Asahi Shimbun*. The winner is the group with the most facts. Teacher may wish to have groups share their facts to make sure they are real.





## LISTENING / READING GAP FILL

From: [http://www.businessenglishmaterials.com/asahi\\_shimbun.html](http://www.businessenglishmaterials.com/asahi_shimbun.html)

The *Asahi Shimbun* \_\_\_\_\_ best-selling newspapers, with a \_\_\_\_\_ over eight million. Its website says it is the country's "most \_\_\_\_\_-language newspaper". "*Asahi Shimbun*" in English means "Morning Sun Newspaper". It was founded in 1879 and cost one sen (\_\_\_\_\_ yen). The paper "prides itself on its investigative reporting \_\_\_\_\_ business and political coverage, as well as insightful stories on Japan's \_\_\_\_\_". There is a highly popular digital edition of the newspaper in English – the *AJW* (Asia and Japan Watch), which offers "in-depth coverage of China, \_\_\_\_\_ and the rest of Asia". There is a Kindle version that offers stories on "cool Japan". The newspaper \_\_\_\_\_ the *International Herald Tribune*.



# MATCHING EXERCISES

From: [http://www.businessenglishmaterials.com/asahi\\_shimbun.html](http://www.businessenglishmaterials.com/asahi_shimbun.html)

## SYNONYM MATCH

- |                |                   |
|----------------|-------------------|
| 1. circulation | a. investigations |
| 2. respected   | b. partnership    |
| 3. founded     | c. regarded       |
| 4. analyses    | d. interesting    |
| 5. coverage    | e. distribution   |
| 6. insightful  | f. reporting      |
| 7. fascinating | g. extensive      |
| 8. edition     | h. started        |
| 9. in-depth    | i. razor-sharp    |
| 10. alliance   | j. version        |

## PHRASE MATCH

- |                                   |                                |
|-----------------------------------|--------------------------------|
| 1. one of Japan's best-           | a. of a yen                    |
| 2. a daily circulation of         | b. in 1879                     |
| 3. It was founded                 | c. and political coverage      |
| 4. a hundredth                    | d. over eight million          |
| 5. The paper prides itself on its | e. depth coverage              |
| 6. business                       | f. selling newspapers          |
| 7. insightful stories on Japan's  | g. edition                     |
| 8. a highly popular digital       | h. <i>International Herald</i> |
| 9. in-                            | i. fascinating subculture      |
| 10. an alliance with the          | j. investigative reporting     |





## LANGUAGE – MULTIPLE CHOICE

From: [http://www.businessenglishmaterials.com/asahi\\_shimbun.html](http://www.businessenglishmaterials.com/asahi_shimbun.html)

The *Asahi Shimbun* is one of Japan's (1) \_\_\_\_-selling newspapers, with a (2) \_\_\_\_ circulation of over eight million. Its website says it is the country's "(3) \_\_\_\_ respected daily Japanese-language newspaper". "*Asahi Shimbun*" in English means "Morning Sun Newspaper". It was (4) \_\_\_\_ in 1879 and cost one sen (a (5) \_\_\_\_ of a yen). The paper "prides (6) \_\_\_\_ on its investigative reporting and analyses of business and political (7) \_\_\_\_, as well as insightful stories on Japan's (8) \_\_\_\_ subculture". There is a (9) \_\_\_\_ popular digital edition of the newspaper in English – the *AJW* (Asia and Japan Watch), which offers "in-(10) \_\_\_\_ coverage of China, the Korean Peninsula and the rest of Asia". There is Kindle version that (11) \_\_\_\_ stories on "cool Japan". The newspaper has an (12) \_\_\_\_ with the *International Herald Tribune*.

**Put the correct words from the table below in the above article.**

- |     |                |                |                |                 |
|-----|----------------|----------------|----------------|-----------------|
| 1.  | (a) good       | (b) deepest    | (c) best       | (d) web         |
| 2.  | (a) daily      | (b) day        | (c) daylight   | (d) daydream    |
| 3.  | (a) best       | (b) most       | (c) fastest    | (d) hottest     |
| 4.  | (a) discovered | (b) considered | (c) propelled  | (d) founded     |
| 5.  | (a) hundreds   | (b) hundredth  | (c) hundred    | (d) few hundred |
| 6.  | (a) itself     | (b) themselves | (c) self       | (d) selves      |
| 7.  | (a) brokerage  | (b) leverage   | (c) coverage   | (d) adage       |
| 8.  | (a) fastening  | (b) frosting   | (c) faltering  | (d) fascinating |
| 9.  | (a) lowly      | (b) highly     | (c) width      | (d) depth       |
| 10. | (a) depth      | (b) length     | (c) width      | (d) height      |
| 11. | (a) requests   | (b) confirms   | (c) offers     | (d) asks        |
| 12. | (a) ally       | (b) allergy    | (c) allegation | (d) alliance    |





## CORRECT THE SPELLING

From: [http://www.businessenglishmaterials.com/asahi\\_shimbun.html](http://www.businessenglishmaterials.com/asahi_shimbun.html)

The *Asahi Shimbun* is one of Japan's best-nligsel newspapers, with a daily cnoauiclrt of over eight million. Its website says it is the country's "most derstpece daily Japanese-language newspaper". "*Asahi Shimbun*" in English means "Morning Sun Newspaper". It was nodudfe in 1879 and cost one sen (a rthundhed of a yen). The paper "prides itself on its investigative reporting and analyses of business and political gveoerac, as well as ignlfishtu stories on Japan's fascinating subculture". There is a highly popular digital itndioe of the newspaper in English – the *AJW* (Asia and Japan Watch), which offers "in-depth coverage of China, the Korean InnsPuaei and the rest of Asia". There is a Kindle version that offers stories on "cool Japan". The newspaper has an ecialln with the *International Herald Tribune*.





## UNJUMBLE THE WORDS

From: [http://www.businessenglishmaterials.com/asahi\\_shimbun.html](http://www.businessenglishmaterials.com/asahi_shimbun.html)

The *Asahi Shimbun* of one is newspapers selling - best Japan's, with over million daily of eight a circulation. Its website says it is the respected most " country's language - Japanese daily newspaper". "*Asahi Shimbun*" in English means "Morning Sun Newspaper". founded and was 1879 sen It one in cost (a hundredth of a yen). The paper "prides itself on its investigative political and of and reporting analyses business coverage, as well stories Japan's subculture insightful on fascinating as". There is a of edition digital popular highly in newspaper the English - the *AJW* (Asia and Japan Watch), which offers "in-depth coverage of China, the Korean Peninsula and the rest of Asia". There is a Kindle " that cool offers Japan stories ". on version. The newspaper has an alliance with the *International Herald Tribune*.







## INSERT THE VOWELS

From: [http://www.businessenglishmaterials.com/asahi\\_shimbun.html](http://www.businessenglishmaterials.com/asahi_shimbun.html)

Th\_ \_s\_h\_ Sh\_mb\_n \_s \_n\_ \_f J\_p\_n's  
 b\_st-s\_ll\_ng n\_wsp\_p\_rs, w\_th \_ d\_\_ly  
 c\_rc\_l\_t\_\_n \_f \_v\_r \_\_ght m\_ll\_\_n. \_ts  
 w\_bs\_t\_ s\_ys \_t \_s th\_ c\_\_ntry's "m\_st  
 r\_sp\_ct\_d d\_\_ly J\_p\_n\_s\_-l\_ng\_\_g\_  
 n\_wsp\_p\_r". "\_s\_h\_ Sh\_mb\_n" \_n \_ngl\_sh  
 m\_\_ns "M\_rn\_ng S\_n N\_wsp\_p\_r". \_t w\_s  
 f\_\_nd\_d \_n 1879 \_nd c\_st \_n\_ s\_n (\_  
 h\_ndr\_dth \_f \_ y\_n). Th\_ p\_p\_r "pr\_d\_s  
 \_ts\_lf \_n \_ts \_nv\_st\_g\_t\_v\_ r\_p\_rt\_ng  
 \_nd \_n\_l\_ys\_s \_f b\_s\_n\_ss \_nd p\_l\_t\_c\_l  
 c\_v\_r\_g\_, \_s w\_ll \_s \_ns\_gh\_tf\_l st\_r\_\_s  
 \_n J\_p\_n's f\_sc\_n\_t\_ng s\_bc\_lt\_r\_". Th\_r\_  
 \_s \_ h\_ghly p\_p\_l\_r d\_g\_t\_l \_d\_t\_\_n \_f  
 th\_ n\_wsp\_p\_r \_n \_ngl\_sh - th\_ \_JW  
 (\_s\_\_ \_nd J\_p\_n W\_tch), wh\_ch \_ff\_rs  
 "\_n-d\_pth c\_v\_r\_g\_ \_f Ch\_n\_, th\_ K\_r\_\_n  
 P\_n\_ns\_l\_ \_nd th\_ r\_st \_f \_s\_\_". Th\_r\_  
 \_s \_ K\_ndl\_ v\_rs\_\_n th\_t \_ff\_rs st\_r\_\_s  
 \_n "c\_\_l J\_p\_n". Th\_ n\_wsp\_p\_r h\_s \_n  
 \_ll\_\_nc\_ w\_th th\_ \_nt\_rn\_t\_\_n\_l H\_r\_ld  
 Tr\_b\_n\_.





## PUNCTUATE THE TEXT AND ADD CAPITALS

From: [http://www.businessenglishmaterials.com/asahi\\_shimbun.html](http://www.businessenglishmaterials.com/asahi_shimbun.html)

the *asahi shimbun* is one of japan's best-selling newspapers with a daily circulation of over eight million its website says it is the country's "most respected daily japanese-language newspaper" "*asahi shimbun*" in english means "morning sun newspaper" it was founded in 1879 and cost one sen (a hundredth of a yen) the paper "prides itself on its investigative reporting and analyses of business and political coverage as well as insightful stories on japan's fascinating subculture" there is a highly popular digital edition of the newspaper in english – the *ajw* (asia and japan watch) which offers "in-depth coverage of china the korean peninsula and the rest of asia" there is a kindle version that offers stories on "cool japan" the newspaper has an alliance with the *international herald tribune*





## PUT THE TEXT BACK TOGETHER

From: [http://www.businessenglishmaterials.com/asahi\\_shimbun.html](http://www.businessenglishmaterials.com/asahi_shimbun.html)

### Number these lines in the correct order.

- ( ) respected daily Japanese-language newspaper". "*Asahi Shimbun*"
- ( ) and analyses of business and political coverage, as well as insightful
- ( ) depth coverage of China, the Korean Peninsula and the rest of Asia". There is Kindle version that offers stories
- ( ) in English means "Morning Sun Newspaper". It was founded in 1879 and
- ( ) cost one sen (a hundredth of a yen). The paper "prides itself on its investigative reporting
- ( ) circulation of over eight million. Its website says it is the country's "most
- ( ) on "cool Japan". The newspaper has an alliance with the *International Herald Tribune*.
- ( ) stories on Japan's fascinating subculture". There is a highly popular digital
- ( ) The *Asahi Shimbun* is one of Japan's best-selling newspapers, with a daily
- ( ) edition of the newspaper in English – the *AJW* (Asia and Japan Watch), which offers "in-





## CHOOSE THE CORRECT TENSE

From: [http://www.businessenglishmaterials.com/asahi\\_shimbun.html](http://www.businessenglishmaterials.com/asahi_shimbun.html)

The *Asahi Shimbun* ..... (be) one of Japan's best-selling newspapers with a daily circulation of over eight million. Its website ..... (say) it is the country's "most ..... (respect) daily Japanese-language newspaper" "*Asahi Shimbun*" in English ..... (mean) "Morning Sun Newspaper". It ..... (be) founded in 1879 and cost one sen (a hundredth of a yen). The paper "..... (pride) itself on its investigative reporting and analyses of business and political coverage as well as insightful stories on Japan's fascinating subculture". There ..... (be) a highly popular digital edition of the newspaper in English – the *AJW* (Asia and Japan Watch) which ..... (offer) "in-depth coverage of China, the Korean Peninsula and the rest of Asia". There ..... (be) a Kindle version that ..... (offer) stories on "cool Japan". The newspaper ..... (have) an alliance with the *International Herald Tribune*.







## CHOOSE THE CORRECT WORD

From: [http://www.businessenglishmaterials.com/asahi\\_shimbun.html](http://www.businessenglishmaterials.com/asahi_shimbun.html)

The *Asahi Shimbun* is one of Japan's best-  
 \_\_\_\_\_ newspapers, with a \_\_\_\_\_  
 circulation of over eight million. Its website says it is  
 the country's "\_\_\_\_\_ respected daily  
 Japanese-language newspaper". "*Asahi Shimbun*" in  
 English means "Morning Sun Newspaper". It was  
 \_\_\_\_\_ in 1879 and cost one sen (a  
 \_\_\_\_\_ of a yen). The paper  
 "\_\_\_\_\_ itself on its investigative reporting  
 and \_\_\_\_\_ of business and political  
 coverage, as well as \_\_\_\_\_ stories on  
 Japan's fascinating subculture". There is a highly  
 popular digital \_\_\_\_\_ of the newspaper in  
 English – the *AJW* (Asia and Japan Watch), which  
 offers "in-\_\_\_\_\_ coverage of China, the  
 Korean Peninsula and the rest of Asia". There is a  
 Kindle version that offers stories on "\_\_\_\_\_  
 Japan". The newspaper has an \_\_\_\_\_ with  
 the *International Herald Tribune*.

*insightful*

*hundredth*

*alliance*

*daily*

*depth*

*prides*

*selling*

*most*

*cool*

*founded*

*analyses*

*edition*





# PROJECT ASAHI SHIMBUN

From: [http://www.businessenglishmaterials.com/asahi\\_shimbun.html](http://www.businessenglishmaterials.com/asahi_shimbun.html)

**Part 1.** Your mission is to increase the profits and sales of the *Asahi Shimbun*. Complete this table with your project partner(s):

<b>Main products</b>			
<b>How to improve them</b>			
<b>A brand new 'killer' product</b>			
<b>How the <i>Asahi Shimbun</i> is better than the competition</b>			
<b>How to beat the competition</b>			

**Part 2.** Change partners and look at their project. Suggest improvements. Ask for advice on your project:

**Part 3.** Make a presentation on your project. Give it to the class. Vote the best projects.





# ASAHI SHIMBUN – ROLE PLAY 1

From: [http://www.businessenglishmaterials.com/asahi\\_shimbun.html](http://www.businessenglishmaterials.com/asahi_shimbun.html)

## **Role A – Asahi Shimbun CEO**

You believe your company is the best in the world. It pays its workers very well and working conditions are great. Your company is very green – it cares about the environment. You think your levels of customer service are great. Disagree with person B, C and D.

## **Role B – Asahi Shimbun worker**

You think it's a bad company to work for. You're very unhappy with pay, raises and bonuses. You are very unhappy with the working environment. You don't like the company's policy on the environment. You keep hearing profits are more important than customers. Disagree with A and C. Tell D the truth.

## **Role C – Asahi Shimbun customer**

You are a customer of the *Asahi Shimbun*. You used to think it was great, but not now. You can never find anyone in customer service - no one answers the phone. You are shocked about its policy on the environment. You think all staff should get less pay. You disagree with person A and B. Tell D the truth.

## **Role D – A journalist from another newspaper**

You keep hearing bad things about the *Asahi Shimbun*. You want to tell the world in your newspaper. You heard the CEO gets a huge bonus every year. You found a company memo saying profits are more important than the environment. You want to know why so many staff are ill. Find the truth.







## ASAHI SHIMBUN – ROLE PLAY 2

From: [http://www.businessenglishmaterials.com/asahi\\_shimbun.html](http://www.businessenglishmaterials.com/asahi_shimbun.html)

### **Role A – Asahi Shimbun New Sections Director**

You have created a new features section for the *Asahi Shimbun*. You believe the new section will be the company's best ever. There are people who do not agree with you. You need B, C and D on your side. Tell them why this is a section that will bring great things to the *Asahi Shimbun*.

### **Role B – Asahi Shimbun Marketing Director**

You think the company's new section is a really bad idea. It will give your company a really bad name. You think the New Sections Director is trying to destroy the company. Try to get him/her to understand there's no way the new section will help the newspaper. Try to get person C and D to agree with you.

### **Role C – Asahi Shimbun Market Researcher**

You have interviewed thousands of people about the new section. They love it. You think it is risky but that it will be a huge success. Tell the New Sections Director he/she needs to go ahead with it very quickly. You do not trust person B. Disagree with him/her.

### **Role D – Asahi Shimbun Shareholder**

You know a lot about the *Asahi Shimbun's* new section. You are worried it will not be popular and share prices will go down. You think A is crazy and must find a new job. You agree with everything B says. You don't agree with C. The new section should not be put in the newspaper.





## JOB INTERVIEW ROLE PLAY

**INTERVIEWER** (Write the questions you want to ask the candidate.)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

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## JOB INTERVIEW ROLE PLAY

**INTERVIEWEE** (Write questions you want to ask the interviewer.)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_





## **DISCUSSION (Write your own questions)**

### **STUDENT A's QUESTIONS (Do not show these to student B)**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

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## **DISCUSSION (Write your own questions)**

### **STUDENT B's QUESTIONS (Do not show these to student A)**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_





# ASAHI SHIMBUN SURVEY

From: [http://www.businessenglishmaterials.com/asahi\\_shimbun.html](http://www.businessenglishmaterials.com/asahi_shimbun.html)

Write five GOOD questions about the *Asahi Shimbun* in the table. Do this in pairs. Each student must write the questions on his / her own paper.

When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.











## HOMWORK

- 1. VOCABULARY EXTENSION:** Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.
- 2. INTERNET INFO:** Search the Internet and find more information about the *Asahi Shimbun*. Talk about what you discover with your partner(s) in the next lesson.
- 3. MAGAZINE ARTICLE:** Write a magazine article about the *Asahi Shimbun*. What have they done recently? What are their plans? Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.
- 4. ASAHI SHIMBUN POSTER** Make a poster about the *Asahi Shimbun*. Make sure you sell the company to the public. Show it to your classmates in the next lesson. Give each other feedback on your posters.
- 5. MY ASAHI SHIMBUN LESSON:** Make your own English lesson on the *Asahi Shimbun*. Make sure there is a good mix of things to do. Find some good online activities. Teach the class / another group when you have finished.
- 6. ONLINE SHARING:** Use your blog, wiki, Facebook page, MySpace page, Twitter stream, other social network account, or any other social media tool to get opinions on the *Asahi Shimbun*. Share your findings with the class.





 **ANSWERS**

Please check the answers to all activities with the text on page 2.

The answers to the synonym match is below:

- |                |                   |
|----------------|-------------------|
| 1. circulation | a. distribution   |
| 2. respected   | b. regarded       |
| 3. founded     | c. started        |
| 4. analyses    | d. investigations |
| 5. coverage    | e. reporting      |
| 6. insightful  | f. razor-sharp    |
| 7. fascinating | g. interesting    |
| 8. edition     | h. version        |
| 9. in-depth    | i. extensive      |
| 10. alliance   | j. partnership    |

