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BLACKBERRY

<http://www.BusinessEnglishMaterials.com/blackberry.html>



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THE LISTENING / READING SCRIPT

From: <http://www.businessenglishmaterials.com/blackberry.html>

BlackBerry is one of the world's leading smart phone and e-mail devices. It currently enjoys a 20% market share of mobile phone sales, but that is under pressure from Apple's iPhone and similar phones. The BlackBerry is developed by the Canadian IT company RIM (Research In Motion). It started out life in 1999 as a pager but quickly developed into a more communicative tool that exploited Internet capabilities. It soon grew to be the number one choice for business people in the USA. Barack Obama famously was rarely unattached to his device during the 2008 presidential campaign. Today, more than 40 million Blackberries a year are shipped worldwide. The addictive nature of the device means it has picked up the nickname "CrackBerry", a term borrowed from "crack" cocaine.





WARM UPS

From: <http://www.businessenglishmaterials.com/blackberry.html>

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

2. BLACKBERRY MORNING: Each student pretends to be an employee of Blackberry. They walk around the class and talk about the company and their job.

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

4. GOOD AND BAD: Brainstorm good and bad things about Blackberry and write them on the board. Students talk about these in pairs.

5. TRUE OR FALSE: Students find out several facts about Blackberry. 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 Blackberry. 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/blackberry.html>

BlackBerry _____ leading smart phone and e-mail devices. It currently enjoys a 20% market share of mobile phone sales, but _____ from Apple's iPhone and similar phones. The BlackBerry is developed by the Canadian IT company RIM (Research In Motion). _____ 1999 as a pager but quickly _____ communicative tool that exploited Internet capabilities. _____ number one choice for business people in the USA. Barack Obama famously _____ to his device during the 2008 presidential campaign. Today, more than 40 million Blackberries _____ worldwide. The addictive nature of the _____ picked up the nickname "CrackBerry", a term borrowed from "crack" cocaine.





CORRECT THE SPELLING

From: <http://www.businessenglishmaterials.com/blackberry.html>

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UNJUMBLE THE WORDS

From: <http://www.businessenglishmaterials.com/blackberry.html>

BlackBerry leading world's the of one is phone smart and e-mail devices. It currently enjoys a 20% market share of mobile that but , sales phone pressure under is from Apple's iPhone and similar phones. The BlackBerry is company IT Canadian the by developed RIM (Research In Motion). It life out started pager a as 1999 in but quickly developed into a more communicative tool that exploited Internet capabilities. soon It one number the be to grew choice for business people in the USA. Barack Obama unattached rarely was famously his to device during the 2008 presidential campaign. Today, more than 40 million worldwide shipped are year a Blackberries. The addictive nature of it means device the the up picked has nickname "CrackBerry", a term borrowed from "crack" cocaine.





INSERT THE VOWELS

From: <http://www.businessenglishmaterials.com/blackberry.html>

Bl_ckB_rry _s _n_ _f th_ w_rld's l__d_ng sm_rt
 ph_n_ _nd _-m__l d_v_c_s. _t c_rr_ntly _nj_ys _
 20% m_rk_t sh_r_ _f m_b_l_ ph_n_ s_l_s, b_t
 th_t _s _nd_r pr_ss_r_ fr_m _ppl_'s _Ph_n_ _nd
 s_m_l_r ph_n_s. Th_ Bl_ckB_rry _s d_v_l_p_d by
 th_ C_n_d__n _T c_m_p_ny R_M (R_s__rch _n
 M_t__n). _t st_rt_d __t l_f_ _n 1999 _s _p_g_r
 b_t q__ckly d_v_l_p_d _nt_ _ m_r_
 c_mm_n_c_t_v_ t__l th_t _xpl__t_d _nt_rn_t
 c_p_b_l_t__s. _t s__n gr_w t_ b_ th_ n_mb_r
 n ch__c_ f_r b_s_n_ss p__pl_ _n th_ _S_.
 B_r_ck_b_m_ f_m__sly w_s r_r_ly _n_tt_ch_d t_
 h_s d_v_c_ d_r_ng th_ 2008 pr_s_d_nt__l
 c_m_p__gn. T_d_y, m_r_ th_n 40 m_ll__n
 Bl_ckb_rr__s _y__r_r_ sh_pp_d w_rldw_d_. Th_
 _dd_ct_v_ n_t_r_ _f th_ d_v_c_ m__ns _t h_s
 p_ck_d _p th_ n_ckn_m_ "Cr_ckB_rry", _t_rm
 b_rr_w_d fr_m "cr_ck" c_c__n_.





PUNCTUATE THE TEXT AND ADD CAPITALS

From: <http://www.businessenglishmaterials.com/blackberry.html>

blackberry is one of the world's leading smart phone and e-mail devices it currently enjoys a 20% market share of mobile phone sales but that is under pressure from apple's iphone and similar phones the blackberry is developed by the canadian it company rim (research in motion) it started out life in 1999 as a pager but quickly developed into a more communicative tool that exploited internet capabilities it soon grew to be the number one choice for business people in the usa barack obama famously was rarely unattached to his device during the 2008 presidential campaign today more than 40 million blackberries a year are shipped worldwide the addictive nature of the device means it has picked up the nickname "crackberry" a term borrowed from "crack" cocaine





CHOOSE THE CORRECT TENSE

From: <http://www.businessenglishmaterials.com/blackberry.html>

BlackBerry (be) one of the world's leading smart phone and e-mail devices. It currently (enjoy) a 20% market share of mobile phone sales, but that is under pressure from Apple's iPhone and similar phones. The BlackBerry is (develop) by the Canadian IT company RIM (Research In Motion). It (start) out life in 1999 as a pager but quickly (develop) into a more communicative tool that exploited Internet capabilities. It soon (grow) to be the number one choice for business people in the USA. Barack Obama famously was rarely (unattach) to his device during the 2008 presidential campaign. Today, more than 40 million Blackberries a year are (ship) worldwide. The addictive nature of the device (mean) it has picked up the nickname "CrackBerry", a term (borrow) from "crack" cocaine.





CHOOSE THE CORRECT WORD

From: <http://www.businessenglishmaterials.com/blackberry.html>

BlackBerry is one of the world's leading _____ phone and e-mail _____. It currently enjoys a 20% market share of mobile phone sales, but that is under _____ from Apple's iPhone and similar phones. The BlackBerry is developed by the Canadian IT company RIM (Research In Motion). It started out _____ in 1999 as a pager but quickly developed into a more communicative _____ that exploited Internet capabilities. It soon grew to be the number one _____ for business people in the USA. Barack Obama famously was _____ unattached to his device during the 2008 presidential campaign. Today, more than 40 million Blackberries a year are _____ worldwide. The addictive _____ of the device means it has picked up the nickname "CrackBerry", a term _____ from "crack" cocaine.

life
rarely
tool
shipped
devices
borrowed
smart
nature
pressure
choice





PROJECT BLACKBERRY

From: <http://www.businessenglishmaterials.com/blackberry.html>

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

Main products			
How to improve them			
A brand new 'killer' product			
How Blackberry is better than the competition			
How to beat the competition			

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.





BLACKBERRY – ROLE PLAY 1

From: <http://www.businessenglishmaterials.com/blackberry.html>

Role A – Blackberry 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 – Blackberry 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 – Blackberry customer

You are a customer of Blackberry. You used to think it was great, but not now. Its workers are always very rude. No one ever 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

You keep hearing bad things about Blackberry. 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.





BLACKBERRY – ROLE PLAY 2

From: <http://www.businessenglishmaterials.com/blackberry.html>

Role A – Blackberry New Products Director

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

Role B – Blackberry Marketing Director

You think the company's new product is a really bad idea. It will give your company a really bad name. You think the New Products Director is trying to destroy the company. Try to get him/her to understand there's no way the new product will sell. Try to get person C and D on your side.

Role C – Blackberry Market Researcher

You have interviewed thousands of people about the new product. They don't like it or hate it. You think it will be successful if they make many changes. Tell the New Products Director he/she needs to change the product. You neither like nor trust person B. Disagree with him/her.

Role D – Blackberry Shareholder

You know a lot about Blackberry's new product. You are worried it will not sell 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 product should not go on the market.





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. _____





BLACKBERRY SURVEY

From: <http://www.businessenglishmaterials.com/blackberry.html>

Write five GOOD questions about Blackberry 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.





HOMework

- 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 Blackberry. Talk about what you discover with your partner(s) in the next lesson.
- 3. MAGAZINE ARTICLE:** Write a magazine article about Blackberry. 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. BLACKBERRY POSTER** Make a poster about Blackberry. 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 BLACKBERRY LESSON:** Make your own English lesson on Blackberry. 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, Del-icio-us / StumbleUpon account, or any other social media tool to get opinions on Blackberry. Share your findings with the class.

