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BOEING

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



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THE LISTENING / READING SCRIPT

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

Boeing is a major aerospace and defense company founded by William E. Boeing in Seattle in 1917. It is the world's largest aircraft manufacturer and third largest maker of military aircraft and weapons. Boeing is a major service provider to NASA and helps operate the Space Shuttle and International Space Station. The company has a long tradition of aerospace leadership and innovation. Its revenues are in excess of \$60 billion a year, making it the USA's largest exporter. It is also a huge employer, with around 160,000 employees. Boeing became a leader in manufacturing commercial jet airliners in 1958 with the introduction of the Boeing 707, a four-engine, 156-passenger airliner. Successive versions of this aircraft lead to today's super jumbo 747 and 777 jets and the new 787 Dreamliner.





WARM UPS

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

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

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

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

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

5. TRUE OR FALSE: Students find out several facts about Boeing. 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 Boeing. 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/boeing.html>

Boeing is a major _____ company founded by William E. Boeing in Seattle in 1917. It is the world's _____ and third largest maker of _____. Boeing is a _____ to NASA and helps operate the Space Shuttle and International Space Station. The company has _____ aerospace leadership and innovation. Its revenues _____ \$60 billion a year, making it the USA's largest exporter. It is also a huge employer, with around 160,000 employees. Boeing became a leader _____ jet airliners in 1958 with the introduction of the Boeing 707, a four-engine, 156-passenger _____ airliner. Successive _____ lead to today's super jumbo 747 and 777 jets and the new 787 Dreamliner.





CORRECT THE SPELLING

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UNJUMBLE THE WORDS

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

Boeing major and company a aerospace defense is founded by William E. Boeing in Seattle in 1917. It is the world's largest aircraft manufacturer and third largest weapons and aircraft military of maker. Boeing is a major service and NASA to provider operate helps the Space Shuttle and International Space Station. The company has aerospace of tradition long a leadership and innovation. \$ of excess in are revenues Its 60 billion a year, making it the USA's largest exporter. It is also a 000 with employees around huge 160 employer ,. Boeing became manufacturing leader commercial in a jet airliners in 1958 with the introduction of the Boeing 707, a four-engine, 156-passenger airliner. Successive versions super today's to lead aircraft this of jumbo 747 and 777 jets and the new 787 Dreamliner.





INSERT THE VOWELS

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

B____ng ____s ____m_j_r ____r_sp_c____nd d_f_ns____
 c_mp_ny f__nd_d by W_ll__m ____ . B____ng ____n
 S__ttl____n 1917. ____t ____s th____w_rld's l_rg_st
 ____rcr_ft m_n_f_ct_r_r____nd th_rd l_rg_st m_k_r_f
 m_l_t_ry ____rcr_ft ____nd w__p_ns. B____ng ____s ____
 m_j_r s_rv_c____pr_v_d_r t____N_S____nd h_lps
 _p_r_t____th____Sp_c____Sh_ttl____nd ____nt_rn_t____n_l
 Sp_c____St_t____n. Th____c_mp_ny h_s ____l_ng
 tr_d_t____n ____f ____r_sp_c____l__d_rsh_p____nd
 ____nn_v_t____n. ____ts r_v_n____s ____r____n_xc_ss ____f \$60
 b_ll____n ____y____r, m_k_ng ____t th_____S_'s l_rg_st
 _xp_rt_r. ____t ____s ____ls____h_g____mpl_y_r, w_th
 _r____nd 160,000 ____mpl_y____s. B____ng b_c_m____
 l__d_r ____n m_n_f_ct_r_ng c_mm_rc__l j_t
 ____rl_n_rs ____n 1958 w_th th____ntr_d_ct____n ____f th____
 B____ng 707, ____f__r__ng_n____, 156-p_ss_ng_r
 ____rl_n_r. S_cc_ss_v____v_rs____ns ____f th_s ____rcr_ft
 l__d_t_t_d_y's s_p_r_j_mb_ 747 ____nd 777 j_ts ____nd
 th____n_w 787 Dr__ml_n_r.





PUNCTUATE THE TEXT AND ADD CAPITALS

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

boeing is a major aerospace and defense company founded by william e boeing in seattle in 1917 it is the world's largest aircraft manufacturer and third largest maker of military aircraft and weapons boeing is a major service provider to nasa and helps operate the space shuttle and international space station the company has a long tradition of aerospace leadership and innovation its revenues are in excess of \$60 billion a year making it the usa's largest exporter it is also a huge employer with around 160000 employees boeing became a leader in manufacturing commercial jet airliners in 1958 with the introduction of the boeing 707 a four-engine 156-passenger airliner successive versions of this aircraft lead to today's super jumbo 747 and 777 jets and the new 787 dreamliner





CHOOSE THE CORRECT TENSE

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

Boeing (be) a major aerospace and defense company (found) by William E. Boeing in Seattle in 1917. It (be) the world's largest aircraft manufacturer and third largest maker of military aircraft and weapons. Boeing is a major service provider to NASA and (help) operate the Space Shuttle and International Space Station. The company (have) a long tradition of aerospace leadership and innovation. Its revenues (be) in excess of \$60 billion a year, making it the USA's largest exporter. It (be) also a huge employer, with around 160,000 employees. Boeing (become) a leader in manufacturing commercial jet airliners in 1958 with the introduction of the Boeing 707, a four-engine, 156-passenger airliner. Successive versions of this aircraft (lead) to today's super jumbo 747 and 777 jets and the new 787 Dreamliner.





REWRITE WITH SPACES

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CHOOSE THE CORRECT WORD

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Boeing is a _____ aerospace and defense company founded by William E. Boeing in Seattle in 1917. It is the world's largest aircraft manufacturer and third largest maker of _____ aircraft and weapons. Boeing is a major service provider to NASA and helps _____ the Space Shuttle and International Space Station. The company has a long _____ of aerospace leadership and innovation. Its _____ are in excess of \$60 billion a year, making it the USA's largest _____. It is also a huge employer, with around 160,000 _____. Boeing became a leader in manufacturing _____ jet airliners in 1958 with the introduction of the Boeing 707, a four-engine, 156-_____ airliner. Successive _____ of this aircraft lead to today's super jumbo 747 and 777 jets and the new 787 Dreamliner.

passenger
exporter
military
versions
major
revenues
commercial
operate
employees
tradition





PROJECT BOEING

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

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

Main products			
How to improve them			
A brand new 'killer' product			
How Boeing 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.





BOEING – ROLE PLAY 1

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

Role A – Boeing 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 – Boeing 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 – Boeing customer

You are a customer of Boeing. 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 Boeing. 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.





BOEING – ROLE PLAY 2

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

Role A – Boeing New Products Director

You have created a new product for Boeing. 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 Boeing.

Role B – Boeing 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 – Boeing 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 – Boeing Shareholder

You know a lot about Boeing'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. _____





BOEING SURVEY

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

Write five GOOD questions about Boeing 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.





WRITING 2 – LETTER OF COMPLAINT

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

Write a letter to Boeing. Complain about one of its products. Ask for a refund. Show your partner your paper. Correct each other's work.





WRITING 3 – LETTER OF APOLOGY

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

Write a letter of apology to the customer. Explain why you cannot give a refund. Show your partner your letter. Correct each other's work.





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 Boeing. Talk about what you discover with your partner(s) in the next lesson.
- 3. MAGAZINE ARTICLE:** Write a magazine article about Boeing. 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. BOEING POSTER** Make a poster about Boeing. 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 BOEING LESSON:** Make your own English lesson on Boeing. 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 Boeing. Share your findings with the class.

