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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

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

Boeing is a major aerospace and defense company duodefn by William E. Boeing in Seattle in 1917. It is the world's largest aircraft manufacturer and third largest maker of military aircraft and swaopen. Boeing is a major service oprdrvire to NASA and helps operate the Space Shuttle and International Space Station. The company has a long iniatrdot of aerospace leadership and inoinnoavt. Its revenues are in esxces of \$60 billion a year, making it the USA's largest teexropr. It is also a huge lorpmeye, 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 alnriie. Successive nrsiosve of this aircraft lead to today's super jumbo 747 and 777 jets and the new 787 Dreamliner.





## 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.







## CHOOSE THE CORRECT WORD

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

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):

<b>Main products</b>			
<b>How to improve them</b>			
<b>A brand new 'killer' product</b>			
<b>How Boeing 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.





# 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 1 – SPEED WRITING

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

**Write anything about Boeing for 10 minutes. Show your partner your paper. Correct each other's work.**

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## 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.**

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# 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.**

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## 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.

