
BUSINESS ENGLISH MATERIALS.com

GUINNESS

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



CONTENTS

- | | |
|-----------------------------|-----------------------------|
| 2. Listening/Reading script | 12. Project |
| 3. Warm-ups | 13. Role play 1 |
| 4. Gap fill | 14. Role play 2 |
| 5. Correct the spelling | 15. Job interview role play |
| 6. Unjumble the words | 16. Discussion |
| 7. Insert the vowels | 17. Survey |
| 8. Punctuate the text | 18. Speed writing |
| 9. Choose the correct tense | 19. Letter of complaint |
| 10. Rewrite with spaces | 20. Letter of apology |
| 11. Choose the correct word | 21. Homework |

Follow me: <http://twitter.com/SeanBanville>



THE LISTENING / READING SCRIPT

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

Guinness is a popular Irish alcoholic drink famous throughout the world. It is a type of beer called a dry stout. It has a distinctive burnt flavor from the use of roasted barley in the brewing process. The company was founded in 1759 by Arthur Guinness at the St. James's Gate Brewery, Dublin. Guinness is still made there today. In 1769 Guinness started exporting his ale - six and a half barrels were sent to England. Today, Guinness is exported all over the world, making it Ireland's most successful ever export. Guinness has run some very clever advertising campaigns, most notable "Pure Genius" and "Guinness Is Good For You". There are many studies that prove Guinness has beneficial health effects. For a time, doctors advised pregnant women to drink a little Guinness. The company has stopped this slogan and now promotes responsible drinking in moderation.





WARM UPS

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

- 1. BRAINSTORM CHAT:** Write all the words you can think of about Guinness on the board or on a piece of paper. Talk about these words with your partner(s).
- 2. GUINNESS MORNING:** Each student pretends to be an employee of Guinness. They walk around the class and talk about the company and their job.
- 3. RUMOURS:** Each student writes down a pretend rumour about Guinness. They then walk around the class and talk to other students about their rumour.
- 4. GOOD AND BAD:** Brainstorm good and bad things about Guinness and write them on the board. Students talk about these in pairs.
- 5. TRUE OR FALSE:** Students find out several facts about Guinness. 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 Guinness. 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/guinness.html>

Guinness is a popular Irish alcoholic drink famous _____ . It is a type of beer called a dry stout. It has a distinctive burnt flavor from the use of roasted barley _____. The company was founded in 1759 by Arthur Guinness at the St. James's Gate Brewery, Dublin. Guinness is still made there today. In 1769 Guinness _____ ale - six and a half _____ England. Today, Guinness is exported all over the world, making it Ireland's _____ export. Guinness has run some very clever _____, most notable "Pure Genius" and "Guinness Is Good For You". There are many _____ Guinness has beneficial health effects. For a time, doctors advised pregnant women to drink a little Guinness. The company has stopped this slogan and _____ drinking in moderation.





CORRECT THE SPELLING

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

Guinness is a ulpaorp Irish alcoholic drink famous throughout the world. It is a type of beer called a dry stout. It has a distinctive burnt afvrol from the use of roasted barley in the brewing srsoepc. The company was founded in 1759 by Arthur Guinness at the St. James's Gate Brewery, Dublin. Guinness is still made there today. In 1769 Guinness tedasrt exporting his ale - six and a half barrels were sent to England. Today, Guinness is exported all over the world, making it Ireland's most flseuuscc ever export. Guinness has run some very clever advertising campaigns, most otebnal "Pure Genius" and "Guinness Is Good For You". There are many usiestd that evpor Guinness has beneficial health cfstefe. For a time, doctors advised pregnant women to drink a little Guinness. The company has stopped this oasnlg and now promotes responsible drinking in moderation.





UNJUMBLE THE WORDS

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

Guinness popular a is drink alcoholic Irish famous throughout the world. called a a type dry of It beer is stout. It has a distinctive burnt flavor from the use of roasted process brewing the in barley. The company was founded in 1759 by Arthur Guinness at the St. James's Gate Brewery, Dublin. Guinness is still made there today. In 1769 Guinness started exporting his ale - six and a were barrels half England to sent. Today, Guinness is exported all over the world, making it Ireland's most successful ever export. Guinness has run some very campaigns clever most advertising notable , "Pure Genius" and "Guinness Is Good For You". There are many studies that beneficial has Guinness prove effects health. For a time, pregnant doctors women advised to drink a little Guinness. The company has stopped this slogan and now moderation drinking promotes in responsible.





INSERT THE VOWELS

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

G__nn_ss __s __ p_p_l_r __r_sh __lc_h_l_c drnk
 f_m__s thr__gh__t th_ w_rld. __t __s __ typ__ _f
 b__r c_ll_d __ dry st__t. __t h_s __ d_st_nct_v_
 b_rnt fl_v_r fr_m th_ __s__ _f r__st_d b_rl_y _n
 th_ br_w_ng pr_c_ss. Th_ c_mp_ny w_s f__nd_d
 _n 1759 by _rth_r G__nn_ss __t th_ St. J_m_s's
 G_t_ Br_w_ry, D_bl_n. G__nn_ss __s st_ll m_d_
 th_r__t_d_y. _n 1769 G__nn_ss st_rt_d __xp_rt_ng
 h_s __l_ - s_x __nd __ h_lf b_rr_ls w_r_ s_nt t_
 _ngl_nd. T_d_y, G__nn_ss __s __xp_rt_d __ll __v_r
 th_ w_rld, m_k_ng __t __r_l_nd's m_st s_cc_ssf_l
 __v_r __xp_rt. G__nn_ss h_s r_n s_m_ v_ry cl_v_r
 __dv_rt_s_ng c_mp__gns, m_st n_t_bl_ "P_r_
 G_n__s" __nd "G__nn_ss __s G__d F_r Y__". Th_r_
 __r_ m_ny st_d__s th_t pr_v_ G__nn_ss h_s
 b_n_f_c__l h__lth __ff_cts. F_r __t_m_, d_ct_rs
 __dv_s_d pr_gn_nt w_m_n t_ drnk __lttl
 G__nn_ss. Th_ c_mp_ny h_s st_pp_d th_s sl_g_n
 __nd n_w pr_m_t_s r_sp_ns_bl_ drnk_ng __n
 m_d_r_t__n.





PUNCTUATE THE TEXT AND ADD CAPITALS

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

guinness is a popular irish alcoholic drink famous throughout the world it is a type of beer called a dry stout it has a distinctive burnt flavor from the use of roasted barley in the brewing process the company was founded in 1759 by arthur guinness at the st james's gate brewery dublin guinness is still made there today in 1769 guinness started exporting his ale - six and a half barrels were sent to england today guinness is exported all over the world making it ireland's most successful ever export guinness has run some very clever advertising campaigns most notable "pure genius" and "guinness is good for you" there are many studies that prove guinness has beneficial health effects for a time doctors advised pregnant women to drink a little guinness the company has stopped this slogan and now promotes responsible drinking in moderation





CHOOSE THE CORRECT TENSE

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

Guinness (be) a popular Irish alcoholic drink famous throughout the world. It is a type of beer (call) a dry stout. It (have) a distinctive burnt flavor from the use of roasted barley in the brewing process. The company was (found) in 1759 by Arthur Guinness at the St. James's Gate Brewery, Dublin. Guinness is still (make) there today. In 1769 Guinness (start) exporting his ale - six and a half barrels were (send) to England. Today, Guinness is (export) all over the world, making it Ireland's most successful ever export. Guinness has (run) some very clever advertising campaigns, most notable "Pure Genius" and "Guinness Is Good For You". There are many studies that (prove) Guinness has beneficial health effects. For a time, doctors (advise) pregnant women to drink a little Guinness. The company has stopped this slogan and now (promote) responsible drinking in moderation.





REWRITE WITH SPACES

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

Guinness is a popular Irish alcoholic drink famous throughout the world. It is a type of beer called a dry stout. It has a distinctive burnt flavor from the use of roasted barley in the brewing process. The company was founded in 1759 by Arthur Guinness at the St. James's Gate Brewery, Dublin. Guinness is still made there today. In 1769 Guinness started exporting his ale - six and a half barrels were sent to England. Today, Guinness is exported all over the world, making it Ireland's most successful ever export. Guinness has run some very clever advertising campaigns, most notable "Pure Genius" and "Guinness Is Good For You". There are many studies that prove Guinness has beneficial health effects. For a time, doctors advised pregnant women to drink a little Guinness. The company has stopped this slogan and now promotes responsible drinking in moderation.





CHOOSE THE CORRECT WORD

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

Guinness is a _____ Irish alcoholic drink famous throughout the world. It is a type of beer called a dry stout. It has a distinctive burnt _____ from the use of roasted barley in the brewing process. The company was _____ in 1759 by Arthur Guinness at the St. James's Gate Brewery, Dublin. Guinness is still made there _____. In 1769 Guinness started exporting his ale - six and a half barrels were _____ to England. Today, Guinness is exported all over the world, making it Ireland's most successful _____ export. Guinness has run some very clever advertising campaigns, _____ notable "Pure Genius" and "Guinness Is Good For You". There are many studies that _____ Guinness has beneficial health effects. For a time, doctors advised pregnant women to drink a little Guinness. The company has stopped this _____ and now _____ responsible drinking in moderation.

ever today

popular

prove

sent

promotes

founded

slogan

flavor

most





PROJECT GUINNESS

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

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

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





GUINNESS – ROLE PLAY 1

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

Role A – Guinness 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 – Guinness 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 – Guinness customer

You are a customer of Guinness. 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 Guinness. 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.





GUINNESS – ROLE PLAY 2

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

Role A – Guinness New Products Director

You have created a new product for Guinness. 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 Guinness.

Role B – Guinness 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 – Guinness 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 – Guinness Shareholder

You know a lot about Guinness' 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. _____

Copyright © www.BusinessEnglishMaterials.com



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. _____

Copyright © www.BusinessEnglishMaterials.com



DISCUSSION (Write your own questions)

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

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____





GUINNESS SURVEY

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

Write five GOOD questions about Guinness 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/guinness.html>

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





WRITING 3 – LETTER OF APOLOGY

From: <http://www.businessenglishmaterials.com/guinness.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 Guinness. Talk about what you discover with your partner(s) in the next lesson.
- 3. MAGAZINE ARTICLE:** Write a magazine article about Guinness. 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. GUINNESS POSTER** Make a poster about Guinness. 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 GUINNESS LESSON:** Make your own English lesson on Guinness. 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 Guinness. Share your findings with the class.

