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GUINNESS

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



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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.



- **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.

T LISTENING / READING GAP FILL

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 fslseuuscc 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.

T 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 dr_nk 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 brw ng prcss. Th cmp ny wsf 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 bnfc lh lth ff cts. Fr tm, d ct rs _dv_s_d pr_gn_nt w_m_n t_ dr_nk _ l_ttl_ G nn ss. Th c mp ny h s st pp d th s sl q n _nd n_w pr_m_t_s r_sp_ns_bl_ dr_nk_ng _n m d r t n.

PUNCTUATE THE TEXT AND ADD CAPITALS

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

quinness 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 quinness 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 quinness very clever has run some 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 advised pregnant women to drink a little doctors guinness the company has stopped this slogan and now promotes responsible drinking in moderation

T 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 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.

T REWRITE WITH SPACES

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

GuinnessisapopularIrishalcoholicdrinkfamousthroughouttheworld. It is a type of b eercalledadrystout.Ithasadistinctiveburntflavorfromtheuseofroastedbarleyinth ebrewingprocess. The company was founded in 1759 by Arthur Guinness at the St. Ja mes'sGateBrewery,Dublin.Guinnessisstillmadetheretoday.In1769Guinnesssta rtedexportinghisalesixandahalfbarrelsweresenttoEngland.Today,Guinnessisexportedalloverthewo rld,makingitIreland'smostsuccessfuleverexport.Guinnesshasrunsomeveryclev eradvertisingcampaigns, mostnotable "PureGenius" and "Guinness Is Good For Yo u''. The rear emany studies that prove Guinness has beneficial health effects. For a time of the control of te,doctorsadvisedpregnantwomentodrinkalittleGuinness.Thecompanyhasstopp edthissloganandnowpromotesresponsibledrinkinginmoderation.



T CHOOSE THE CORRECT WORD

Guinness is a Irish alcoholic	
drink famous throughout the world. It is a type	ever today
of beer called a dry stout. It has a distinctive	popular
burnt from the use of roasted	prove
barley in the brewing process. The company was	sent
in 1759 by Arthur Guinness at	promotes
the St. James's Gate Brewery, Dublin. Guinness	founded
is still made there In 1769	
Guinness started exporting his ale - six and a	slogan
half barrels were to England.	flavor
Today, Guinness is exported all over the world,	most
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.	



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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.



T 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 will 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.



7 JOB INTERVIEW ROLE PLAY

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

1.	
2.	
3.	
1.	
5.	
5.	
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	10B INTERVIEW ROLE PLAY
	JOB INTERVIEW ROLE PLAY ERVIEWEE (Write questions you want to ask the interviewer.)
INT	ERVIEWEE (Write questions you want to ask the interviewer.)
<u>INT</u> 1.	ERVIEWEE (Write questions you want to ask the interviewer.)
INT 1. 2.	ERVIEWEE (Write questions you want to ask the interviewer.)
1. 2. 3.	ERVIEWEE (Write questions you want to ask the interviewer.)



T DISCUSSION (Write your own questions)

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

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ois	CUSSIO	N (Write	e your o	wn quest	tions)	
DIS		N (Write	e your o	wn quest	tions)	
OIS ENT E	CUSSIO	N (Write ONS (Do n	e your o	wn quest	tions)	
OIS ENT E	CUSSIO S's QUESTIC	N (Write	e your o	wn quest	tions)	
OIS ENT E	CUSSIO	N (Write	e your o	wn quest	tions)	
DIS ENT E	CUSSIO	N (Write	e your o	wn quest	tions)	
DIS ENT E	CUSSIO	N (Write	e your o	wn quest	tions)	
DIS ENT E	CUSSIO	N (Write	e your o	wn quest	tions)	





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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

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



WRITING 2 – LETTER OF COMPLAINT

products.	efund. Sho	omplain al w your par	

WRITING 3 – LETTER OF APOLOGY

cannot	a letter of t give a t each ot	refund	. Show		

T 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 Gionness. Share your findings with the class.

