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## INTEL

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



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## THE LISTENING / READING SCRIPT

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

Intel Corporation is a technology company based in Santa Clara, California. It is the world's largest semiconductor chip maker and the inventor of the x86 series of microprocessors that are found in most personal computers. The company was founded in 1968 by Gordon E. Moore (of "Moore's Law" fame) and Robert Noyce. They wanted to call their company Moore Noyce but decided that sounded too much like "more noise". Instead, they opted for a combination of "integrated electronics". Intel also produces flash memory and graphic chips. Intel's "Intel Inside" slogan has made the chip maker a household name. Intel's new slogan "Sponsors of Tomorrow" signals their goal of leading technical innovation. Intel's website says: "We believe that technology makes life more exciting...Therein lies the endless opportunity."





## WARM UPS

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

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

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

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

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

**5. TRUE OR FALSE:** Students find out several facts about Intel. 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 Intel. 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/intel.html>

Intel Corporation is a \_\_\_\_\_ in Santa Clara, California. It is the world's largest semiconductor chip \_\_\_\_\_ of the x86 series of microprocessors that are found in most personal computers. The \_\_\_\_\_ 1968 by Gordon E. Moore (of "Moore's Law" fame) and Robert Noyce. They wanted to call their company Moore Noyce but decided that \_\_\_\_\_ "more noise". Instead, \_\_\_\_\_ combination of "integrated \_\_\_\_\_ electronics". Intel also \_\_\_\_\_ and graphic chips. Intel's "Intel Inside" slogan has \_\_\_\_\_ a household name. Intel's new slogan "Sponsors of Tomorrow" \_\_\_\_\_ leading technical innovation. Intel's website says: "We believe that technology makes life more exciting...Therein lies the endless opportunity."





## CORRECT THE SPELLING

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

Intel Corporation is a technology company based in Santa Clara, California. It is the world's tgelsar semiconductor chip maker and the nonietrv of the x86 series of microprocessors that are found in most asoeprnl computers. The company was nodufde in 1968 by Gordon E. Moore (of "Moore's Law" fame) and Robert Noyce. They wanted to call their company Moore Noyce but decided that eddnuos too much like "more noise". Instead, they podte for a combination of "integrated electronics". Intel also produces flash royemm and graphic chips. Intel's "Intel Inside" slogan has made the chip maker a household name. Intel's new sognla "Sponsors of Tomorrow" lsagins their goal of leading technical innovation. Intel's website says: "We believe that technology makes life more exciting...Therein lies the sesenld opportunity."





## UNJUMBLE THE WORDS

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

Intel Corporation in based company technology a is Santa Clara, California. It is the world's largest semiconductor the and maker chip x86 the of inventor series of microprocessors in found are that personal most computers. The company was founded in 1968 by Gordon E. Moore (of "Moore's Law" fame) and Robert Noyce. company They to their Moore wanted call Noyce but decided that sounded too much like "more noise". combination opted of for Instead a they "integrated electronics". also Intel and memory flash produces graphic chips. Intel's "Intel Inside" slogan has made the chip maker a household name. Intel's new slogan "Sponsors of goal leading " their of Tomorrow signals technical innovation. Intel's website says: "We believe that exciting more life makes technology...Therein lies the endless opportunity."





## INSERT THE VOWELS

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

\_nt\_l C\_rp\_r\_t\_\_n \_\_s \_\_ t\_chn\_l\_gy c\_mp\_ny  
 b\_s\_d \_\_n S\_nt\_ Cl\_r\_, C\_l\_f\_rn\_\_ . \_\_t \_\_s th\_  
 w\_rld's l\_rg\_st s\_m\_c\_nd\_ct\_r ch\_p m\_k\_r \_\_nd  
 th\_\_ \_\_nv\_nt\_r \_\_f th\_\_ x86 s\_r\_\_s \_\_f  
 m\_cr\_pr\_c\_ss\_rs th\_t \_\_r\_\_f\_\_nd \_\_n m\_st p\_rs\_n\_l  
 c\_mp\_t\_rs. Th\_\_ c\_mp\_ny w\_s f\_\_nd\_d \_\_n 1968 by  
 G\_rdn \_\_. M\_\_r\_ (\_\_f "M\_\_r\_'s L\_w" f\_m\_) \_\_nd  
 R\_b\_rt N\_yc\_. Th\_y w\_nt\_d t\_c\_ll th\_\_r c\_mp\_ny  
 M\_\_r\_ N\_yc\_ b\_t d\_c\_d\_d th\_t s\_\_nd\_d t\_\_ m\_ch  
 l\_k\_ "m\_r\_ n\_\_s\_\_". \_\_nst\_\_d, th\_y \_\_pt\_d f\_r \_\_  
 c\_mb\_n\_t\_\_n \_\_f "\_nt\_gr\_t\_d\_l\_ctr\_n\_cs". \_\_nt\_l  
 \_\_ls\_\_ pr\_d\_c\_s fl\_sh m\_m\_ry \_\_nd gr\_ph\_c ch\_ps.  
 \_\_nt\_l's "\_nt\_l\_\_ns\_d\_" sl\_g\_n h\_s m\_d\_\_ th\_\_ ch\_p  
 m\_k\_r \_\_ h\_\_s\_h\_ld n\_m\_. \_\_nt\_l's n\_w sl\_g\_n  
 "Sp\_ns\_rs \_\_f T\_m\_rr\_w" s\_gn\_ls th\_\_r g\_\_l \_\_f  
 l\_\_d\_ng t\_chn\_c\_l \_\_nn\_v\_t\_\_n. \_\_nt\_l's w\_bs\_t\_  
 s\_ys: "W\_\_b\_l\_\_v\_\_ th\_t t\_chn\_l\_gy m\_k\_s l\_f  
 m\_r\_\_ \_\_xc\_t\_ng...Th\_r\_\_n l\_\_s th\_\_ \_\_ndl\_ss  
 \_\_pp\_rt\_n\_ty."





## PUNCTUATE THE TEXT AND ADD CAPITALS

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

intel corporation is a technology company based in santa clara california it is the world's largest semiconductor chip maker and the inventor of the x86 series of microprocessors that are found in most personal computers the company was founded in 1968 by gordon e moore (of "moore's law" fame) and robert noyce they wanted to call their company moore noyce but decided that sounded too much like "more noise" instead they opted for a combination of "integrated electronics" intel also produces flash memory and graphic chips intel's "intel inside" slogan has made the chip maker a household name intel's new slogan "sponsors of tomorrow" signals their goal of leading technical innovation intel's website says "we believe that technology makes life more exciting...therein lies the endless opportunity"







## CHOOSE THE CORRECT TENSE

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

Intel Corporation ..... (be) a technology company based in Santa Clara, California. It ..... (be) the world's largest semiconductor chip maker and the inventor of the x86 series of microprocessors that ..... (be) found in most personal computers. The company was ..... (found) in 1968 by Gordon E. Moore (of "Moore's Law" fame) and Robert Noyce. They ..... (want) to call their company Moore Noyce but ..... (decide) that sounded too much like "more noise". Instead, they ..... (opt) for a combination of "integrated electronics". Intel also ..... (produce) flash memory and graphic chips. Intel's "Intel Inside" slogan has ..... (make) the chip maker a household name. Intel's new slogan "Sponsors of Tomorrow" ..... (signal) their goal of leading technical innovation. Intel's website ..... (say): "We believe that technology makes life more exciting...Therein lies the endless opportunity."





# REWRITE WITH SPACES

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

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## CHOOSE THE CORRECT WORD

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

Intel Corporation is a technology company \_\_\_\_\_ in Santa Clara, California. It is the world's largest semiconductor chip \_\_\_\_\_ and the inventor of the x86 \_\_\_\_\_ of microprocessors that are found in most personal computers. The company was founded in 1968 by Gordon E. Moore (of "Moore's Law" \_\_\_\_\_) and Robert Noyce. They wanted to call their company Moore Noyce but decided that \_\_\_\_\_ too much like "more noise". Instead, they \_\_\_\_\_ for a combination of "integrated electronics". Intel also produces \_\_\_\_\_ memory and graphic chips. Intel's "Intel Inside" slogan has made the chip maker a \_\_\_\_\_ name. Intel's new slogan "Sponsors of Tomorrow" \_\_\_\_\_ their goal of leading technical innovation. Intel's website says: "We believe that technology makes life more exciting...Therein lies the \_\_\_\_\_ opportunity."

*fame flash*

*household*

*maker*

*endless*

*based*

*sounded*

*signals*

*series*

*opted*





# PROJECT INTEL

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

**Part 1.** Your mission is to increase the profits and sales of Intel. 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 Intel 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.





# INTEL – ROLE PLAY 1

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

## **Role A – Intel 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 – Intel 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 – Intel customer**

You are a customer of Intel. 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 Intel. 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.





## INTEL – ROLE PLAY 2

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

### **Role A – Intel New Products Director**

You have created a new product for Intel. 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 Intel.

### **Role B – Intel 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 – Intel 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 – Intel Shareholder**

You know a lot about Intel'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. \_\_\_\_\_







# INTEL SURVEY

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

Write five GOOD questions about Intel 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/intel.html>

**Write anything about Intel 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/intel.html>

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

