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MOTOROLA

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



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THE LISTENING / READING SCRIPT

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

Motorola is a manufacturer of wireless mobile phones, two-way radios, microprocessors and wireless network infrastructure equipment. Its website says: "Motorola is a global communications leader powered by a passion to invent and an unceasing commitment to advancing the way the world connects." The company was founded in 1928 by Paul Galvin under the name Galvin Manufacturing Corporation. Its first product was a battery component for radios. Galvin bought the name 'Motorola' in 1930. The company says: "For more than 80 years, our communication solutions have allowed people, businesses and governments to be more connected and more mobile." In 1969, Neil Armstrong spoke his famous words "one small step for a man, one giant leap for mankind" from the Moon on a Motorola radio.





WARM UPS

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

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

Motorola _____ wireless mobile phones, two-way radios, microprocessors and wireless network _____. Its website says: "Motorola is a global communications leader powered by _____ and an unceasing commitment to advancing the _____." The company was founded in 1928 by Paul Galvin under the name Galvin Manufacturing Corporation. Its first product was a battery _____. Galvin bought the name 'Motorola' in 1930. The company says: "For more than 80 years, our communication solutions _____, businesses and governments to be more connected and more mobile." In 1969, Neil Armstrong _____ "one small step for a man, one _____" from the Moon on a Motorola radio.





CORRECT THE SPELLING

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

Motorola is a manufacturer of iwrseels mobile phones, two-way radios, microprocessors and wireless rknoteu infrastructure equipment. Its website says: "Motorola is a global communications leader powered by a nipasos to invent and an unceasing commitment to advancing the way the world tcoesnnc." The company was founded in 1928 by Paul Galvin under the name Galvin Manufacturing Corporation. Its first product was a battery ncmoopetn for radios. Galvin bought the name 'Motorola' in 1930. The company says: "For more than 80 years, our communication tsosinluo have ollawde people, businesses and governments to be more ctoedcenn and more lboeim." In 1969, Neil Armstrong spoke his famous words "one small step for a man, one giant leap for niakdmn" from the Moon on a Motorola radio.





UNJUMBLE THE WORDS

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

Motorola is manufacturer wireless phones a of mobile, two-way radios, microprocessors and wireless network infrastructure equipment. Its website says: "Motorola is a powered a global leader by passion communications to invent an and advancing to commitment unceasing the way the world connects." The company was founded in 1928 Paul under name by Galvin the Galvin Manufacturing Corporation. Its first product was a battery component for radios. Galvin bought the name 'Motorola' in 1930. The company says: "For more than 80 years, have communication allowed solutions our people, businesses and to more and governments be connected more mobile." In 1969, Neil Armstrong spoke his famous words "man giant small a one one for , leap step for mankind" Moon a radio the on Motorola from.





INSERT THE VOWELS

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

M_t_r_l_ _s _ m_n_f_ct_r_r _f_w_r_l_ss m_b_l_ ph_n_s, tw_-w_y r_d__s, m_cr_pr_c_ss_rs _nd w_r_l_ss n_tw_rk _nfr_str_ct_r_ _q__pm_nt. _ts w_bs_t_ _s_ys: "M_t_r_l_ _s _ gl_b_l c_mm_n_c_t__ns l__d_r p_w_r_d by _ p_ss__n t_ _nv_nt _nd _n _nc__s_ng c_mm_tm_nt t_ _dv_nc_ng th_ w_y th_ w_rld c_nn_cts." Th_ c_mp_ny w_s f__nd_d _n 1928 by P__l G_lv_n _nd_r th_ n_m_ G_lv_n M_n_f_ct_r_ng C_rp_r_t__n. _ts f_rst pr_d_ct w_s _ b_tt_ry c_mp_n_nt f_r_r_d__s. G_lv_n b__ght th_ n_m_ 'M_t_r_l_' _n 1930. Th_ c_mp_ny s_ys: "F_r m_r_ th_n 80 y__rs, __r c_mm_n_c_t__n s_l_t__ns h_v_ _ll_w_d p__pl_, b_s_n_ss_s _nd g_v_rnm_nts t_ b_ m_r_ c_nn_ct_d _nd m_r_ m_b_l_." _n 1969, N__l _rmstr_ng sp_k_ h_s f_m__s w_rds "_n_ sm_ll st_p f_r _ m_n, _n_ g__nt l__p f_r m_nk_nd" fr_m th_ M__n _n _ M_t_r_l_ r_d__.





PUNCTUATE THE TEXT AND ADD CAPITALS

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

motorola is a manufacturer of wireless mobile phones two-way radios microprocessors and wireless network infrastructure equipment its website says "motorola is a global communications leader powered by a passion to invent and an unceasing commitment to advancing the way the world connects" the company was founded in 1928 by paul galvin under the name galvin manufacturing corporation its first product was a battery component for radios galvin bought the name 'motorola' in 1930 the company says "for more than 80 years our communication solutions have allowed people businesses and governments to be more connected and more mobile" in 1969 neil armstrong spoke his famous words "one small step for a man one giant leap for mankind" from the moon on a motorola radio





CHOOSE THE CORRECT TENSE

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

Motorola (be) a manufacturer of wireless mobile phones, two-way radios, microprocessors and wireless network infrastructure equipment. Its website (say): "Motorola is a global communications leader (power) by a passion to invent and an unceasing commitment to advancing the way the world connects." The company was (found) in 1928 by Paul Galvin under the name Galvin Manufacturing Corporation. Its first product (be) a battery component for radios. Galvin (buy) the name 'Motorola' in 1930. The company (say): "For more than 80 years, our communication solutions have (allow) people, businesses and governments to (be) more connected and more mobile." In 1969, Neil Armstrong (speak) his famous words "one small step for a man, one giant leap for mankind" from the Moon on a Motorola radio.





REWRITE WITH SPACES

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

Motorola is a manufacturer of wireless mobile phones, two-way radios, microprocessors and wireless network infrastructure equipment. Its website says: "Motorola is a global communications leader powered by a passion to invent and an unceasing commitment to advancing the way the world connects." The company was founded in 1928 by Paul Galvin under the name Galvin Manufacturing Corporation. Its first product was a battery component for radios. Galvin bought the name 'Motorola' in 1930. The company says: "For more than 80 years, our communications solutions have allowed people, businesses and governments to be more connected and more mobile." In 1969, Neil Armstrong spoke his famous words "one small step for a man, one giant leap for mankind" from the Moon on a Motorola radio.





CHOOSE THE CORRECT WORD

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

Motorola is a manufacturer of _____ mobile phones, two-way radios, microprocessors and wireless _____ infrastructure equipment. Its website says: "Motorola is a global communications leader _____ by a passion to invent and an unceasing commitment to advancing the way the world _____." The company was founded in 1928 by Paul Galvin _____ the name Galvin Manufacturing Corporation. Its first product was a battery _____ for radios. Galvin bought the name 'Motorola' in 1930. The company says: "For more than 80 years, our communication _____ have allowed people, businesses and governments to be more _____ and more mobile." In 1969, Neil Armstrong spoke his famous words "one small step for a man, one giant _____ for _____ " from the Moon on a Motorola radio.

solutions

under

network

connects

mankind

wireless

leap

component

connected

powered





PROJECT MOTOROLA

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

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

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





MOTOROLA – ROLE PLAY 1

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

Role A – Motorola 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 – Motorola 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 – Motorola customer

You are a customer of Motorola. 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 Motorola. 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.





MOTOROLA – ROLE PLAY 2

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

Role A – Motorola New Products Director

You have created a new product for Motorola. 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 Motorola.

Role B – Motorola 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 – Motorola 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 – Motorola Shareholder

You know a lot about Motorola'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. _____





MOTOROLA SURVEY

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

Write five GOOD questions about Motorola 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.





HOMWORK

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

