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NBA

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THE LISTENING / READING SCRIPT

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

The NBA (National Basketball Association) is the professional body that controls basketball in the U.S.A. and Canada. It consists of 30 franchised teams, of which 29 are in the U.S. and one is in Canada. It was founded in 1946 as the Basketball Association of America and changed its name three years later. The NBA is now a multi-billion-dollar business and has spread its appeal to an international audience. Many players from outside North America play in it, helping basketball become more popular. Among recent players is Yao Ming, who has increased basketball's fan base in his native China. The 2009–10 season had a record 83 international players. This internationalization means the NBA is televised in over 200 countries.





WARM UPS

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

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

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

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

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

5. TRUE OR FALSE: Students find out several facts about NBA. 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 NBA. 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/nba.html>

The NBA (National Basketball Association) is the professional _____ in the U.S.A. and Canada. It consists _____, of which 29 are in the U.S. and one is in Canada. It was founded in 1946 as the Basketball Association of America and changed its name three years later. The NBA is now _____ business and has spread its appeal to _____. Many players from outside North America play in it, helping basketball become more popular. _____ is Yao Ming, who has increased basketball's _____ China. The _____ 83 international players. This internationalization means the NBA _____ countries.





CORRECT THE SPELLING

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

The NBA (National Basketball Association) is the professional body that cnlrstoo basketball in the U.S.A. and Canada. It consists of 30 ehdcfnrsia teams, of which 29 are in the U.S. and one is in Canada. It was eofundd in 1946 as the Basketball Association of America and changed its name three years later. The NBA is now a multi-billion-dollar business and has padrse its aleapp to an international audience. Many players from uodtise North America play in it, helping basketball become more poplaru. Among recent players is Yao Ming, who has cerdenias basketball's fan base in his eniatv China. The 2009–10 season had a record 83 international players. This internationalization means the NBA is svdeletei in over 200 countries.





UNJUMBLE THE WORDS

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

The NBA (National Basketball Association) is the basketball controls that body professional in the U.S.A. and Canada. teams franchised 30 of consists It of , which 29 are in the U.S. and one is in Canada. It was founded of Association Basketball the as 1946 in America and changed its name three years later. The NBA is now a business - and billion has - spread dollar multi its appeal to an international audience. Many players from outside North America play in it, helping basketball become more popular. Among recent players is Yao Ming, who has basketball's his fan native base increased in China. The 2009–10 83 record a had season international players. This internationalization televised is NBA the means in over 200 countries.





INSERT THE VOWELS

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

Th_ NB_ (N_t__n_l B_sk_tb_ll __ss_c__t__n) __s
 th_ pr_f_ss__n_l b_dy th_t c_ntr_ls b_sk_tb_ll __n
 th_ __.S.__. __nd C_n_d__. __t c_ns_sts __f 30
 fr_nch_s_d t__ms, __f wh_ch 29 __r__n th_ __.S.
 __nd __n__s __n C_n_d__. __t w_s f__nd_d __n 1946
 __s th_ B_sk_tb_ll __ss_c__t__n __f __m_r_c__nd
 ch_ng_d __ts n_m__thr__y__rs l_t_r. Th_ NB__s
 n_w __m_lt_-b_ll__n-d_ll_r b_s_n_ss __nd h_s
 spr__d __ts __pp__l t__n __nt_rn_t__n_l
 __d__nc__. M_ny pl_y_rs fr_m __ts_d_ N_rth
 __m_r_c__pl_y __n __t, h_lp_ng b_sk_tb_ll b_c_m__
 m_r__p_p_l_r. __m_ng r_c_nt pl_y_rs __s Y__
 M_ng, wh_ h_s __ncr__s_d b_sk_tb_ll's f_n b_s__
 __n h_s n_t_v__Ch_n__. Th_ 2009-10 s__s_n h_d __
 r_c_rd 83 __nt_rn_t__n_l pl_y_rs. Th_s
 __nt_rn_t__n_l z_t__n m__ns th_ NB__s
 t_l_v_s_d __n __v_r 200 c__ntr__s.





PUNCTUATE THE TEXT AND ADD CAPITALS

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

the nba (national basketball association) is the professional body that controls basketball in the usa and canada it consists of 30 franchised teams of which 29 are in the us and one is in canada it was founded in 1946 as the basketball association of america and changed its name three years later the nba is now a multi-billion-dollar business and has spread its appeal to an international audience many players from outside north america play in it helping basketball become more popular among recent players is yao ming who has increased basketball's fan base in his native china the 2009-10 season had a record 83 international players this internationalization means the nba is televised in over 200 countries





CHOOSE THE CORRECT TENSE

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

The NBA (National Basketball Association) (be) the professional body that (control) basketball in the U.S.A. and Canada. It (consist) of 30 franchised teams, of which 29 (be) in the U.S. and one is in Canada. It was (found) in 1946 as the Basketball Association of America and (change) its name three years later. The NBA is now a multi-billion-dollar business and has (spread) its appeal to an international audience. Many players from outside North America (play) in it, helping basketball (become) more popular. Among recent players (be) Yao Ming, who has (increase) basketball's fan base in his native China. The 2009–10 season (have) a record 83 international players. This internationalization (mean) the NBA is televised in over 200 countries.





CHOOSE THE CORRECT WORD

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

The NBA (National Basketball Association) is the professional _____ that controls basketball in the U.S.A. and Canada. It _____ of 30 _____ teams, of which 29 are in the U.S. and one is in Canada. It was founded in 1946 as the Basketball Association of America and changed its name three years later. The NBA is now a _____-billion-dollar business and has spread its _____ to an international _____. Many players from outside North America play in it, helping basketball become more _____. Among recent players is Yao Ming, who has increased basketball's fan _____ in his native China. The 2009–10 season had a _____ 83 international players. This internationalization means the NBA is _____ in over 200 countries.

- body*
- audience*
- base*
- multi*
- appeal*
- televised*
- franchised*
- record*
- popular*
- consists*





PROJECT NBA

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

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

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





NBA – ROLE PLAY 1

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

Role A – NBA 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 – NBA 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 – NBA customer

You are a customer of NBA. 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 NBA. 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.





NBA – ROLE PLAY 2

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

Role A – NBA New Products Director

You have created a new product for NBA. 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 NBA.

Role B – NBA 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 – NBA 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 – NBA Shareholder

You know a lot about NBA'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. _____





NBA SURVEY

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Write five GOOD questions about NBA 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.





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

