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NINTENDO

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



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THE LISTENING / READING SCRIPT

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

Nintendo is a Japan-based multinational video game manufacturer and developer. It was founded in 1889 by Fusajiro Yamauchi as a maker of Japanese handmade *hanafuda* cards. The company tried various industries over the next century before turning to toys in 1966 and video games in 1977. It became one of the most popular and most influential in the world. It is also Japan's third most valuable company, with a value of almost \$100 billion. The company website says 'Nintendo' means 'Leave luck to Heaven'. A game developer called Shigeru Miyamoto was hired by Nintendo and he changed the company's fortunes with successes like Donkey Kong and Super Mario. Miyamoto is now a gaming superstar. The introduction of the Nintendo DS and the Wii game console further established Nintendo as a major player.





WARM UPS

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

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

Nintendo is _____ video game manufacturer and developer. It was founded in 1889 by Fusajiro Yamauchi as a _____ *hanafuda* cards. The company _____ the next century before _____ 1966 and video games in 1977. It became one of the most _____ in the world. It is also Japan's third most valuable company, with a value of almost \$100 billion. The company website says 'Nintendo' means 'Leave luck to Heaven'. A game developer called Shigeru Miyamoto was hired by Nintendo and he changed the company's _____ like Donkey Kong and Super Mario. Miyamoto is _____. The introduction of the Nintendo DS and the Wii game _____ Nintendo as a major player.





CORRECT THE SPELLING

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

Nintendo is a Japan-based multinational video game manufacturer and deeeorlvp. It was founded in 1889 by Fusajiro Yamauchi as a maker of Japanese handmade *hanafuda* cards. The company tried oisvrua industries over the next century before nrgtniu to toys in 1966 and video games in 1977. It became one of the most popular and most nlituaenifl in the world. It is also Japan's third most avaebull company, with a value of almost \$100 billion. The company website says 'Nintendo' means 'Leave luck to Haneev. A game developer called Shigeru Miyamoto was hired by Nintendo and he changed the company's etnfrous with successes like Donkey Kong and Super Mario. Miyamoto is now a gaming asrrtpues. The introduction of the Nintendo DS and the Wii game nlocsoe further slbadsetihe Nintendo as a major player.





UNJUMBLE THE WORDS

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

Nintendo is game video multinational based - Japan a manufacturer and developer. It was founded in 1889 by Fusajiro a of handmade as maker Japanese Yamauchi *hanafuda* cards. The company tried various industries before next over toys turning century the in to 1966 and video games in 1977. It became one of the most popular and world the in influential most. It is also Japan's third most valuable company, with a value of almost \$100 billion. ' means company says Nintendo' The website 'Leave luck to Heaven'. A game developer called Shigeru was Miyamoto changed he and Nintendo by hired the company's fortunes with successes like Donkey Kong and Super Mario. superstar Miyamoto is now a gaming. The introduction of the Nintendo DS and the Wii game console as further a established major Nintendo player.





INSERT THE VOWELS

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

N_nt_nd_ _s_ _ J_p_n-b_s_d m_lt_n_t_ _n_l v_d_ _
g_m_ _ m_n_f_ct_r_r_ _nd_ d_v_l_p_r. _t_ w_s
f__nd_d_ _n_ 1889 by F_s_j_r_ Y_m__ch_ _s_ _
m_k_r_ _f_ J_p_n_s_ h_ndm_d_ *h_n_f_d_ c_rds.*
Th_ c_mp_ny tr__d v_r__s_ _nd_ str__s_ v_r th_
n_xt c_nt_ry b_f_r_ t_rn_ng t_ t_ys_ _n_ 1966 _nd
v_d__ g_m_s_ _n_ 1977. _t_ b_c_m_ _n_ _f_ th_
m_st p_p_l_r_ _nd_ m_st _nfl__nt__l_ _n_ th_ w_rld.
t s_ _ls_ J_p_n's th_rd m_st v_l__bl_ c_mp_ny,
w_th_ _ v_l__ _f_ _lm_st \$100 b_ll__n. Th_
c_mp_ny w_bs_t_ s_ys 'N_nt_nd_' m__ns 'L__v_
l_ck_ t_ H__v_n'. _ g_m_ d_v_l_p_r_ c_ll_d
Sh_g_r_ M_y_m_t_ w_s h_r_d by N_nt_nd_ _nd
h_ ch_ng_d_ th_ c_mp_ny's f_rtn_s_ w_th
s_cc_ss_s l_k_ D_nk_y K_ng_ _nd_ S_p_r M_r__.
M_y_m_t_ _s_ n_w_ _ g_m_ng_ s_p_rst_r. Th_
_ntr_d_ct__n_ _f_ th_ N_nt_nd_ DS_ _nd_ th_ W__
g_m_ c_ns_l_ f_rth_r_ st_bl_sh_d N_nt_nd_ _s_ _
m_j_r pl_y_r.





PUNCTUATE THE TEXT AND ADD CAPITALS

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

nintendo is a japan-based multinational video game manufacturer and developer it was founded in 1889 by fusajiro yamauchi as a maker of japanese handmade *hanafuda* cards the company tried various industries over the next century before turning to toys in 1966 and video games in 1977 it became one of the most popular and most influential in the world it is also japan's third most valuable company with a value of almost \$100 billion the company website says 'nintendo' means 'leave luck to heaven' a game developer called shigeru miyamoto was hired by nintendo and he changed the company's fortunes with successes like donkey kong and super mario miyamoto is now a gaming superstar the introduction of the nintendo ds and the wii game console further established nintendo as a major player





CHOOSE THE CORRECT TENSE

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

Nintendo (be) a Japan-based multinational video game manufacturer and developer. It was (found) in 1889 by Fusajiro Yamauchi as a maker of Japanese handmade *hanafuda* cards. The company (try) various industries over the next century before (turn) to toys in 1966 and video games in 1977. It (become) one of the most popular and most influential in the world. It (be) also Japan's third most valuable company, with a value of almost \$100 billion. The company website (say) 'Nintendo' means 'Leave luck to Heaven'. A game developer (call) Shigeru Miyamoto was (hire) by Nintendo and he (change) the company's fortunes with successes like Donkey Kong and Super Mario. Miyamoto (be) now a gaming superstar. The introduction of the Nintendo DS and the Wii game console further (establish) Nintendo as a major player.





CHOOSE THE CORRECT WORD

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

Nintendo is a Japan-based multinational video game manufacturer and _____. It was founded in 1889 by Fusajiro Yamauchi as a maker of Japanese _____ *hanafuda* cards. The company tried _____ industries over the next century before _____ to toys in 1966 and video games in 1977. It became one of the most popular and most _____ in the world. It is also Japan's third most _____ company, with a value of almost \$100 billion. The company website says 'Nintendo' means 'Leave luck to Heaven'. A game developer called Shigeru Miyamoto was _____ by Nintendo and he changed the company's _____ with successes like Donkey Kong and Super Mario. Miyamoto is now a gaming _____. The introduction of the Nintendo DS and the Wii game console further established Nintendo as a _____ player.

various
valuable
turning
fortunes
handmade
major
influential
developer
superstar
hired





PROJECT NINTENDO

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

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

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





NINTENDO – ROLE PLAY 1

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

Role A – Nintendo 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 – Nintendo 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 – Nintendo customer

You are a customer of Nintendo. 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 Nintendo. 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.





NINTENDO – ROLE PLAY 2

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

Role A – Nintendo New Products Director

You have created a new product for Nintendo. 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 Nintendo.

Role B – Nintendo 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 – Nintendo 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 – Nintendo Shareholder

You know a lot about Nintendo'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. _____





NINTENDO SURVEY

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

Write five GOOD questions about Nintendo 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 Nintendo. Talk about what you discover with your partner(s) in the next lesson.

- 3. MAGAZINE ARTICLE:** Write a magazine article about Nintendo. 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. NINTENDO POSTER** Make a poster about Nintendo. 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 NINTENDO LESSON:** Make your own English lesson on Nintendo. 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 Nintendo. Share your findings with the class.

