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PIXAR

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



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THE LISTENING / READING SCRIPT

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

Pixar Animation Studios is the world's most successful CGI animation film studio. It was started by Star Wars producer George Lucas, before Apple co-founder Steve Jobs bought it in 1986. Disney then bought the studios in 2006. Pixar has been responsible for some of the greatest children's movies ever made, including the Toy Story franchise, Finding Nemo, The Incredibles, Cars, Wall-E and Up. The studio has won 24 Oscars, among dozens of other awards, acknowledgments and achievements and has made \$5.5 billion worldwide. Its website says: "Pixar's objective is to combine...technology and world-class creative talent to develop computer-animated feature films with memorable characters and heartwarming stories that appeal to audiences of all ages."





WARM UPS

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

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

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

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

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

5. TRUE OR FALSE: Students find out several facts about Pixar. 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 Pixar. 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/pixar.html>

Pixar Animation Studios is the world's most successful
_____. It was started by Star
Wars _____ producer _____ George _____ Lucas,
_____ Steve Jobs bought it in
1986. Disney then bought the studios in 2006. Pixar
_____ some of the greatest
_____ made, including the Toy
Story franchise, Finding Nemo, The Incredibles, Cars,
Wall-E and Up. The studio has won 24 Oscars,
_____ awards, acknowledgments
and achievements and has made \$5.5 billion worldwide.
Its website says: " _____
combine...technology and world-class creative talent to
develop _____ computer-animated _____ feature _____ films
_____ and heartwarming stories
_____ of all ages."





CORRECT THE SPELLING

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

Pixar Animation Studios is the world's most successful CGI atnimniao film studio. It was started by Star Wars producer George Lucas, before Apple co-fndreou Steve Jobs bought it in 1986. Disney then bought the studios in 2006. Pixar has been sieblersonp for some of the greatest children's movies ever made, including the Toy Story chnaeirsf, Finding Nemo, The Incredibles, Cars, Wall-E and Up. The studio has won 24 Oscars, angmo dozens of other awards, acknowledgments and achievements and has made \$5.5 billion rewdowdli. Its website says: "Pixar's ievocjtjeb is to combine...technology and world-class eeacrivt talent to develop computer-animated feature films with lrmeaomeb characters and heartwarming stories that apalpe to audiences of all ages."





UNJUMBLE THE WORDS

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

Pixar Animation most world's the is Studios successful
CGI animation film studio. It was started by Star Wars
producer George Lucas, before Apple co-founder Steve
Jobs bought it in 1986. Disney then bought the studios in
2006. Pixar the of some for responsible been has
greatest ever children's made movies, including the Toy
Story franchise, Finding Nemo, The Incredibles, Cars,
Wall-E and Up. studio The among , Oscars 24 won has
dozens and acknowledgments , awards other of
achievements and has made \$5.5 billion worldwide. Its
website says: "Pixar's objective is to combine technology"
and talent develop - creative to world class computer-
animated feature films with memorable characters and
stories heartwarming audiences to appeal that of all
ages."





INSERT THE VOWELS

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

P_x_r _n_m_t__n St_d__s _s th_ w_rld's m_st
s_cc_ssf_l CG_ _n_m_t__n f_lm st_d___. _t w_s
st_rt_d by St_r W_rs pr_d_c_r G__rg_ L_c_s,
b_f_r_ _ppl_ c_-f__nd_r St_v_ J_bs b__ght _t _n
1986. D_sn_y th_n b__ght th_ st_d__s _n 2006.
P_x_r h_s b__n r_sp_ns_bl_ f_r s_m_ _f th_
gr__t_st ch_ldr_n's m_v__s _v_r m_d_,
_ncl_d_ng th_ T_y St_ry fr_nch_s_, F_nd_ng
N_m_, Th_ _ncr_d_bl_s, C_rs, W_ll-_ _nd _p. Th_
st_d__ h_s w_n 24 _sc_rs, _m_ng d_z_ns _f
_th_r _w_rds, _ckn_wl_dgm_nts _nd
_ch__v_m_nts _nd h_s m_d_ \$5.5 b_ll__n
w_rldw_d_. _ts w_bs_t_s_ys: "P_x_r's _bj_ct_v_
s t c_mb_n...t_chn_l_gy _nd w_rld-cl_ss
cr__t_v_ t_l_nt t_ d_v_l_p c_m_p_t_r-_n_m_t_d
f__t_r_ f_lms w_th m_m_r_bl_ ch_r_ct_rs _nd
h__rtw_rm_ng st_r__s th_t _pp__l_t_ __d__nc_s
_f _ll _g_s."





PUNCTUATE THE TEXT AND ADD CAPITALS

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

pixar animation studios is the world's most successful cgi animation film studio it was started by star wars producer george lucas before apple co-founder steve jobs bought it in 1986 disney then bought the studios in 2006 pixar has been responsible for some of the greatest children's movies ever made including the toy story franchise finding nemo the incredibles cars wall-e and up the studio has won 24 oscars among dozens of other awards acknowledgments and achievements and has made \$55 billion worldwide its website says "pixar's objective is to combine...technology and world-class creative talent to develop computer-animated feature films with memorable characters and heartwarming stories that appeal to audiences of all ages"





CHOOSE THE CORRECT TENSE

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

Pixar Animation Studios (be) the world's most successful CGI animation film studio. It was (start) by Star Wars producer George Lucas, before Apple co-founder Steve Jobs (buy) it in 1986. Disney then bought the studios in 2006. Pixar has (be) responsible for some of the greatest children's movies ever (make), including the Toy Story franchise, Finding Nemo, The Incredibles, Cars, Wall-E and Up. The studio has (win) 24 Oscars, among dozens of other awards, acknowledgments and achievements and has (make) \$5.5 billion worldwide. Its website (say): "Pixar's objective (be) to combine...technology and world-class creative talent to (develop) computer-animated feature films with memorable characters and heartwarming stories that (appeal) to audiences of all ages."





CHOOSE THE CORRECT WORD

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

Pixar Animation Studios is the world's most _____ CGI animation film studio. It was started by Star Wars producer George Lucas, before Apple co-_____ Steve Jobs bought it in 1986. Disney then bought the studios in 2006. Pixar has been _____ for some of the greatest children's movies ever made, _____ the Toy Story _____, Finding Nemo, The Incredibles, Cars, Wall-E and Up. The studio has won 24 Oscars, among _____ of other awards, acknowledgments and achievements and has made \$5.5 billion _____. Its website says: "Pixar's objective is to combine...technology and world-class creative talent to _____ computer-animated feature films with _____ characters and heartwarming stories that _____ to audiences of all ages."

responsible

dozens

successful

appeal

founder

including

develop

franchise

memorable

worldwide





PROJECT PIXAR

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

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

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





PIXAR – ROLE PLAY 1

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

Role A – Pixar 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 – Pixar 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 – Pixar customer

You are a customer of Pixar. 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 Pixar. 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.





PIXAR – ROLE PLAY 2

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

Role A – Pixar New Products Director

You have created a new product for Pixar. 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 Pixar.

Role B – Pixar 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 – Pixar 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 – Pixar Shareholder

You know a lot about Pixar'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. _____





PIXAR SURVEY

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

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

