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REUTERS

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



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THE LISTENING / READING SCRIPT

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

Reuters is a United Kingdom-based news agency that provides reports to news media worldwide. It was founded in 1851 by Paul Julius Reuter, who used new submarine cables under the English Channel to wire stock prices from bourses on continental Europe back to his London office and then to the London Stock Exchange. The company built a reputation for high quality financial information and for being first to report on high-profile world events. It became a public company in 1984 and in 2007, it merged with Canada's Thomson Corp. to become Thomson Reuters. The company employs several thousand journalists around the globe and generates annual revenues in excess of \$4 billion. Its website says: "Reuters is the world's leading source of intelligent information for businesses and professionals."





WARM UPS

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

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

Reuters is a United Kingdom-_____ provides reports to _____. It was founded in 1851 by Paul Julius Reuter, who used new - _____ the English Channel to wire stock - _____ continental Europe back to his London office and then to the London Stock Exchange. The company - _____ high quality financial information and for being first to - _____ world events. It became a public company in 1984 and in 2007, it merged with Canada's Thomson Corp. to become Thomson Reuters. The company employs several thousand journalists around the - _____ annual revenues in excess of \$4 billion. Its website says: "Reuters is the world's - _____ intelligent information for businesses and professionals."





CORRECT THE SPELLING

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

Reuters is a United Kingdom-asbde news agency that provides reports to news media worldwide. It was ofnddeu in 1851 by Paul Julius Reuter, who used new submarine bclsea under the English Channel to wire stock prices from surebos on continental Europe back to his London office and then to the London Stock Exchange. The company built a rtiupneto for high quality financial information and for being first to report on high-piolfer world events. It became a public company in 1984 and in 2007, it mgdree with Canada's Thomson Corp. to become Thomson Reuters. The company employs several thousand journalists around the globe and trasgnee annual revenues in csxee of \$4 billion. Its website says: "Reuters is the world's leading roeucs of intelligent information for businesses and professionals."





UNJUMBLE THE WORDS

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

Reuters news based - Kingdom United a is agency that reports to news media worldwide provides. It was founded in 1851 by Paul Julius Reuter, who used new cables submarine wire to Channel English the under stock on bourses from prices Europe continental back to his London office and then to the London Stock Exchange. The a for quality built reputation high company financial information on high and for being first to report-profile world events. It became a public company in 1984 and in 2007, it merged with Canada's Thomson Corp. to become Thomson Reuters. The company employs several thousand and globe the around journalists generates annual revenues in excess of \$4 billion. Its website says: "Reuters is world's source intelligent the leading of information for businesses and professionals."





INSERT THE VOWELS

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

R__t__rs __s __ __n__t__d K__ngd__m-b__s__d n__ws
 __g__ncy th__t pr__v__d__s r__p__rts t__ n__ws m__d__
 w__rldw__d__. __t w__s f__nd__d __n 1851 by P__l
 J__l__s R__t__r, wh__ __s__d n__w s__bm__r__n__ c__bl__s
 __nd__r th__ __ngl__sh Ch__nn__l t__ w__r__st__ck pr__c__s
 fr__m b__rs__s __n c__nt__n__nt__l __r__p__ b__ck t__ h__s
 L__nd__n __ff__c__ __nd th__n t__ th__ L__nd__n St__ck
 __xch__ng__. Th__ c__mp__ny b__lt __r__p__t__t__n f__r
 h__gh q__l__ty f__n__nc__l __nf__rm__t__n __nd f__r
 b__ng f__rst t__ r__p__rt __n h__gh-pr__f__l__ w__rld
 __v__nts. __t b__c__m__ __p__bl__c c__mp__ny __n 1984 __nd
 __n 2007, __t m__rg__d w__th C__n__d__'s Th__ms__n
 C__rp. t__ b__c__m__ Th__ms__n R__t__rs. Th__ c__mp__ny
 __mpl__ys s__v__r__l th__ __s__nd j__rn__l__sts __r__nd th__
 gl__b__ __nd g__n__r__t__s __nn__l r__v__n__s __n __xc__ss
 __f \$4 b__ll__n. __ts w__bs__t__s__ys: "R__t__rs __s th__
 w__rld's l__d__ng s__rc__ __f __nt__ll__g__nt
 __nf__rm__t__n f__r b__s__n__ss__s __nd pr__f__ss__n__ls."





PUNCTUATE THE TEXT AND ADD CAPITALS

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

reuters is a united kingdom-based news agency that provides reports to news media worldwide it was founded in 1851 by paul julius reuter who used new submarine cables under the english channel to wire stock prices from bourses on continental europe back to his london office and then to the london stock exchange the company built a reputation for high quality financial information and for being first to report on high-profile world events it became a public company in 1984 and in 2007 it merged with canada's thomson corp to become thomson reuters the company employs several thousand journalists around the globe and generates annual revenues in excess of \$4 billion its website says "reuters is the world's leading source of intelligent information for businesses and professionals"





CHOOSE THE CORRECT TENSE

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

Reuters (be) a United Kingdom-based news agency that (provide) reports to news media worldwide. It was (found) in 1851 by Paul Julius Reuter, who (use) new submarine cables under the English Channel to (wire) stock prices from bourses on continental Europe back to his London office and then to the London Stock Exchange. The company (build) a reputation for high quality financial information and for (be) first to (report) on high-profile world events. It (become) a public company in 1984 and in 2007, it (merge) with Canada's Thomson Corp. to (become) Thomson Reuters. The company (employ) several thousand journalists around the globe and (generate) annual revenues in excess of \$4 billion. Its website (say): "Reuters (be) the world's leading source of intelligent information for businesses and professionals."





CHOOSE THE CORRECT WORD

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

Reuters is a United Kingdom-_____ news agency that provides reports to news _____ worldwide. It was founded in 1851 by Paul Julius Reuter, who used new submarine _____ under the English Channel to _____ stock prices from bourses on continental Europe back to his London office and then to the London Stock Exchange. The company built a _____ for high quality financial information and for being first to report on high-_____ world events. It became a public company in 1984 and in 2007, it _____ with Canada's Thomson Corp. to become Thomson Reuters. The company employs _____ thousand journalists around the globe and generates annual revenues in _____ of \$4 billion. Its website says: "Reuters is the world's leading _____ of intelligent information for businesses and professionals."

reputation

source

several

cables

profile

based

excess

merged

media

wire





PROJECT REUTERS

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

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

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





REUTERS – ROLE PLAY 1

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

Role A – Reuters 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 – Reuters 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 – Reuters customer

You are a customer of Reuters. 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 Reuters. 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.





REUTERS – ROLE PLAY 2

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

Role A – Reuters New Products Director

You have created a new product for Reuters. 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 Reuters.

Role B – Reuters 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 – Reuters 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 – Reuters Shareholder

You know a lot about Reuters' 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. _____





REUTERS SURVEY

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

Write five GOOD questions about Reuters 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 2 – LETTER OF COMPLAINT

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

Write a letter to Reuters. Complain about one of its products. Ask for a refund. Show your partner your paper. Correct each other's work.





WRITING 3 – LETTER OF APOLOGY

From: <http://www.businessenglishmaterials.com/reuters.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.





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

