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CNN

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CNN (Cable News Network) is an American-owned cable news channel that is viewed in over 200 countries. It was founded in 1980 by media giant Ted Turner. He succeeded in his vision of providing 24-hour television news coverage. CNN was the first all-news TV channel in the USA. It is owned by parent company Time Warner. The CNN websites says: "CNN is constantly updated to bring you the top news stories from around the world. It is produced by dedicated staff in London and Hong Kong, working with colleagues at CNN's world headquarters in Atlanta, Georgia, and with bureaus worldwide. CNN relies heavily on its global team of over 4,000 news professionals." Estimates are that CNN reaches 100 million American households and a million U.S. hotel rooms.

🎗 WARM UPS

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

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

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

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

5. TRUE OR FALSE: Students find out several facts about CNN. 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 CNN. The winner is the group with the most facts. Teacher may wish to have groups share their facts to make sure they are real.

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✔ CORRECT THE SPELLING

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cnn (cable news network) is an american-owned cable news channel that is viewed in over 200 countries it was founded in 1980 by media giant ted turner he succeeded in his vision of providing 24-hour television news coverage cnn was the first all-news tv channel in the usa it is owned by parent company time warner the cnn websites says "cnn is constantly updated to bring you the top news stories from around the world it is produced by dedicated staff in london and hong kong working with colleagues at cnn's world headquarters in atlanta georgia and with bureaus worldwide cnn relies heavily on its global team of over 4000 news professionals" estimates are that cnn reaches 100 million american households and a million us hotel rooms

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☃ REWRITE WITH SPACES

CNN(CableNewsNetwork)isanAmerican-ownedcablenewschannelthatisviewedinover200countries.Itwasfoundedin1980bymediagiantTedTurner.Hesucceededinhisvisionofproviding24-hourtelevisionnewscoverage.CNNwasthefirstall-newsTVchannelintheUSA.ItisownedbyparentcompanyTimeWarner.TheCNNwebsitessays:"CNNisconstantlyupdatedtobringyouthetopnewsstoriesfromaroundtheworld.ItisproducedbydedicatedstaffinLondonandHongKong,workingwithcolleaguesatCNN'sworldheadquartersinAtlanta,Georgia,andwithbureausworldwide.CNNreliesheavilyonitsglobalteamofover4,000newsprofessionals."EstimatesarethatCNNreaches100millionAmericanhouseholdsandamillionU.S.hotelrooms.

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🔵 CHOOSE THE CORRECT WORD

CNN (Cable News Network) is an American-owned cable news channel that is _____ in over 200 countries. It was founded in 1980 by _____ giant Ted Turner. He succeeded in his vision of providing 24-hour television news _____. CNN was the first all-news TV channel in the USA. It is _____ by _____ company Time Warner. The CNN websites says: "CNN is constantly _____ to bring you the top news stories from around the world. It is produced by dedicated _____ in London and Hong Kong, working with colleagues at CNN's world headquarters in Atlanta, Georgia, and with bureaus _____. CNN relies _____ on its global team of over 4,000 news professionals." Estimates are that CNN _____ 100 million American households and a million U.S. hotel rooms.

owned

worldwide

updated

media

heavily

coverage

reaches

viewed

staff

parent

👔 PROJECT CNN

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

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

👔 CNN – ROLE PLAY 1

Role A – CNN 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 – CNN 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 – CNN customer

You are a customer of CNN. 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 CNN. 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.

👔 CNN – ROLE PLAY 2

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Role A – CNN New Products Director

You have created a new product for CNN. 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 CNN.

Role B – CNN 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 – CNN 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 will him/her.

Role D – CNN Shareholder

You know a lot about CNN'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. _____

👔 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. _____

DISCUSSION (Write your own questions)

STUDENT B's QUESTIONS (Do not show these to student A)

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

👔 CNN SURVEY

Write five GOOD questions about CNN 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 1 – SPEED WRITING

Write anything about CNN for 10 minutes. Show your partner your paper. Correct each other's work.

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👔 WRITING 2 – LETTER OF COMPLAINT

From: **http://www.businessenglishmaterials.com/cnn.html**

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

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WRITING 3 – LETTER OF APOLOGY

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.

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🎗 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 CNN. Talk about what you discover with your partner(s) in the next lesson.

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