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WALT DISNEY

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



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THE LISTENING / READING SCRIPT

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

Walt Disney is the world's largest and best-known media and entertainment company. It was founded in 1926 by animator brothers Walt and Roy Disney. They became pioneers in making cartoons and full-length animated movies. Their creations are now an established part of our culture. Mickey Mouse, Fantasia, Snow White, Dumbo and Bambi are all cinema classics. The company's theme parks are also world-famous. Disney has moved with the times and made several key acquisitions. In 2006, Disney bought Pixar Animation Studios from Apple founder Steve Jobs, and three years later it bought Marvel Entertainment. Disney thus added cultural icons like Toy Story and Spiderman. The Disney website explains the company's "commitment to produce unparalleled entertainment experiences based on the rich legacy of quality creative content and exceptional storytelling".





WARM UPS

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

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

Walt Disney is the world's largest and _____ entertainment company. _____ 1926 by animator brothers Walt and Roy Disney. They became _____ cartoons and full-length animated movies. Their creations are now _____ our culture. Mickey Mouse, Fantasia, Snow White, Dumbo and Bambi _____. The company's theme parks are also world-famous. Disney has moved with the times and made _____. In 2006, Disney bought Pixar Animation Studios from Apple founder Steve Jobs, and three years later it bought Marvel Entertainment. Disney thus _____ like Toy Story and Spiderman. The Disney website explains the company's "commitment to produce unparalleled entertainment experiences _____ legacy of quality creative content and exceptional storytelling".





CORRECT THE SPELLING

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

Walt Disney is the world's largest and best-known dmaie and entertainment company. It was founded in 1926 by armoitan brothers Walt and Roy Disney. They became nirpees in making cartoons and full-length animated movies. Their creations are now an established part of our lctreuu. Mickey Mouse, Fantasia, Snow White, Dumbo and Bambi are all cinema lascscsi. The company's theme parks are also world-famous. Disney has moved with the times and made saeervl key acquisitions. In 2006, Disney bought Pixar Animation Studios from Apple founder Steve Jobs, and three years later it bought Marvel Entertainment. Disney thus added cluaturl icons like Toy Story and Spiderman. The Disney website sepnxali the company's "commitment to produce unparalleled entertainment experiences based on the rich aglecy of quality veraitce content and exceptional storytelling".





UNJUMBLE THE WORDS

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

Walt Disney largest world's the is known - best and media and entertainment company. It was founded in 1926 by animator brothers Walt and Roy Disney. They became cartoons and full - length pioneers in making animated movies. part creations now established Their are an of our culture. Mickey Mouse, Fantasia, Snow White, Dumbo all are Bambi and classics cinema. The company's theme parks are also world-famous. Disney has moved with the and times acquisitions key several made. In 2006, Disney bought Pixar Animation Studios from Apple founder Steve Jobs, bought and years it Marvel three later Entertainment. added icons Toy thus cultural like Disney Story and Spiderman. The Disney website explains the company's "commitment to produce unparalleled entertainment experiences based on the rich legacy of quality creative content and exceptional storytelling".





INSERT THE VOWELS

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

W_l_t D_s_n_y _s th_ w_rld's l_rg_st _nd b_st-
kn_wn m_d_ _nd _nt_rt__nm_nt c_mp_ny. _t
w_s f__nd_d _n 1926 by _n_m_t_r br_th_rs W_l_t
_nd R_y D_s_n_y. Th_y b_c_m_ p__n__rs _n
m_k_ng c_rt__ns _nd f_ll-l_ngth _n_m_t_d
m_v__s. Th__r cr__t__ns _r_n_w _n _st_bl_sh_d
p_rt _f __r c_lt_r_. M_ck_y M__s_, F_nt_s__,
Sn_w Wh_t_, D_mb_ _nd B_mb_ _r_ _ll c_n_m_
cl_ss_cs. Th_ c_mp_ny's th_m_ p_rks _r_ _ls_
w_rld-f_m__s. D_s_n_y h_s m_v_d w_th th_ t_m_s
_nd m_d_ s_v_r_l k_y _cq__s_t__ns. _n 2006,
D_s_n_y b__ght P_x_r _n_m_t__n St_d__s fr_m
ppl f__nd_r St_v_ J_bs, _nd thr__ y__rs l_t_r
_t b__ght M_rv_l _nt_rt__nm_nt. D_s_n_y th_s
_dd_d c_lt_r_l _c_ns l_k_ T_y St_ry _nd
Sp_d_rm_n. Th_ D_s_n_y w_bs_t_ _xpl__ns th_
c_mp_ny's "c_mm_tm_nt t_ pr_d_c_ _np_r_ll_l_d
_nt_rt__nm_nt _xp_r__nc_s b_s_d _n th_ r_ch
l_g_cy _f q__l_ty cr__t_v_ c_nt_nt _nd
_xc_pt__n_l st_ryt_ll_ng".





PUNCTUATE THE TEXT AND ADD CAPITALS

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

walt disney is the world's largest and best-known media and entertainment company it was founded in 1926 by animator brothers walt and roy disney they became pioneers in making cartoons and full-length animated movies their creations are now an established part of our culture mickey mouse fantasia snow white dumbo and bambi are all cinema classics the company's theme parks are also world-famous disney has moved with the times and made several key acquisitions in 2006 disney bought pixar animation studios from apple founder steve jobs and three years later it bought marvel entertainment disney thus added cultural icons like toy story and spiderman the disney website explains the company's "commitment to produce unparalleled entertainment experiences based on the rich legacy of quality creative content and exceptional storytelling"





CHOOSE THE CORRECT TENSE

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

Walt Disney (be) the world's largest and best-
..... (know) media and entertainment company. It
was (found) in 1926 by animator brothers Walt
and Roy Disney. They (become) pioneers in
making cartoons and full-length animated movies. Their
creations (be) now an established part of our
culture. Mickey Mouse, Fantasia, Snow White, Dumbo
and Bambi (be) all cinema classics. The
company's theme parks are also world-famous. Disney
has (move) with the times and (make)
several key acquisitions. In 2006, Disney (buy)
Pixar Animation Studios from Apple founder Steve Jobs,
and three years later it (buy) Marvel
Entertainment. Disney thus added cultural icons like Toy
Story and Spiderman. The Disney website
(explain) the company's "commitment to
(produce) unparalleled entertainment experiences
..... (base) on the rich legacy of quality creative
content and exceptional storytelling".





CHOOSE THE CORRECT WORD

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

Walt Disney is the world's largest and best-known _____ and entertainment company. It was founded in 1926 by animator brothers Walt and Roy Disney. They became _____ in making cartoons and full-_____ animated movies. Their creations are now an established part of our _____. Mickey Mouse, Fantasia, Snow White, Dumbo and Bambi are all cinema classics. The company's theme parks are also world-famous. Disney has moved with the _____ and made several _____ acquisitions. In 2006, Disney bought Pixar Animation Studios from Apple _____ Steve Jobs, and three years later it bought Marvel Entertainment. Disney thus added cultural _____ like Toy Story and Spiderman. The Disney website explains the company's "commitment to produce unparalleled entertainment experiences based on the rich _____ of quality _____ content and exceptional storytelling".

icons
length
times
media
founder
creative
pioneers
key
legacy
culture





PROJECT WALT DISNEY

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

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

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





WALT DISNEY – ROLE PLAY 1

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

Role A – Walt Disney 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 – Walt Disney 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 – Walt Disney customer

You are a customer of Walt Disney. 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 Walt Disney. 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.





WALT DISNEY – ROLE PLAY 2

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

Role A – Walt Disney New Products Director

You have created a new product for Walt Disney. 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 Walt Disney.

Role B – Walt Disney 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 – Walt Disney 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 – Walt Disney Shareholder

You know a lot about Walt Disney'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. _____





WALT DISNEY SURVEY

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

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

