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FORD

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



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THE LISTENING / READING SCRIPT

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

The Ford Motor Company is one of the world's largest automakers. It was founded by Henry Ford in 1903. He made the company famous for mass-producing cheap family cars on moving assembly lines. The Model T Ford is an important part of automobile history. His production methods were copied by companies all over the world. The company has stayed in family hands since the beginning, making it one of the largest family-controlled businesses in the world today. Ford has an annual revenue of over \$100 billion and employs around 250,000 people worldwide. The company also owns Sweden's Volvo and has shares in Japan's Mazda and the UK's Aston Martin. The faltering global economy means most of Ford's profits now come from financing car loans through the Ford Motor Credit Company.





WARM UPS

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

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

The Ford Motor Company is one _____
automakers. It was founded by Henry Ford in 1903. He
made the company famous _____
cheap family cars _____ lines. The
Model T Ford is an important part of automobile history.
His production _____ by companies all
over the world. The company _____
hands since the beginning, making it one of the largest
_____ businesses in the world today.
Ford has _____ of over \$100 billion and
employs around 250,000 people worldwide. The company
also owns Sweden's Volvo and has shares in Japan's
Mazda and the UK's Aston Martin. The faltering global
_____ of Ford's profits now come
from financing car loans through the Ford Motor Credit
Company.





CORRECT THE SPELLING

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

The Ford Motor Company is one of the world's lsrgtae automakers. It was founded by Henry Ford in 1903. He made the company famous for mass-producing pheca family cars on moving saybmise lines. The Model T Ford is an important part of automobile history. His production dostemh were idpeco by companies all over the world. The company has stayed in family hands since the beginning, making it one of the largest family-nlltrocedo businesses in the world today. Ford has an laanun veneuer of over \$100 billion and employs around 250,000 people worldwide. The company also owns Sweden's Volvo and has hsersa in Japan's Mazda and the UK's Aston Martin. The faltering global economy means most of Ford's profits now come from afgncinin car loans through the Ford Motor Credit Company.





UNJUMBLE THE WORDS

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

The Ford Motor Company world's the of one is largest automakers. It was founded by Henry Ford in 1903. He made producing - mass for famous company the cheap family lines assembly moving on cars. The Model T Ford is an important part of automobile history. His production methods were by all the copied companies over world. The company has stayed in family hands since the beginning, largest making one the family it of-controlled businesses in the world today. Ford has an annual revenue employs and billion 100 \$ over of around 250,000 people worldwide. The company also owns Sweden's Volvo Mazda Japan's in shares has and the and UK's Aston Martin. The faltering global economy means most of Ford's now from car profits come financing loans through the Ford Motor Credit Company.





INSERT THE VOWELS

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

Th_ F_rd M_t_r C_mp_ny _s _n_ _f th_ w_rld's
l_rg_st _t_m_k_rs. _t w_s f__nd_d by H_nry
F_rd _n 1903. H_ m_d_ th_ c_mp_ny f_m__s f_r
m_ss-pr_d_c_ng ch__p f_m_ly c_rs _n m_v_ng
_ss_m_bly l_n_s. Th_ M_d_l T F_rd _s _n
_mp_rt_nt p_rt _f __t_m_b_l_ h_st_ry. H_s
pr_d_ct__n m_th_ds w_r_ c_p__d by c_mp_n__s
_ll _v_r th_ w_rld. Th_ c_mp_ny h_s st_y_d _n
f_m_ly h_nds s_nc_ th_ b_g_nn_ng, m_k_ng _t
n _f th_ l_rg_st f_m_ly-c_ntr_ll_d b_s_n_ss_s
n th w_rld t_d_y. F_rd h_s _n _nn__l r_v_n__
_f _v_r \$100 b_ll__n _nd _mpl_ys _r__nd
250,000 p__pl_ w_rldw_d_. Th_ c_mp_ny _ls_
_wns Sw_d_n's V_lv_ _nd h_s sh_r_s _n J_p_n's
M_zd_ _nd th_ _K's _st_n M_rt_n. Th_ f_lt_r_ng
gl_b_l _c_n_my m__ns m_st _f F_rd's pr_f_ts
n_w c_m_ fr_m f_n_nc_ng c_r l__ns thr__gh th_
F_rd M_t_r Cr_d_t C_mp_ny.





PUNCTUATE THE TEXT AND ADD CAPITALS

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

the ford motor company is one of the world's largest automakers it was founded by henry ford in 1903 he made the company famous for mass-producing cheap family cars on moving assembly lines the model t ford is an important part of automobile history his production methods were copied by companies all over the world the company has stayed in family hands since the beginning making it one of the largest family-controlled businesses in the world today ford has an annual revenue of over \$100 billion and employs around 250000 people worldwide the company also owns sweden's volvo and has shares in japan's mazda and the uk's aston martin the faltering global economy means most of ford's profits now come from financing car loans through the ford motor credit company





CHOOSE THE CORRECT TENSE

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

The Ford Motor Company (be) one of the world's largest automakers. It was (found) by Henry Ford in 1903. He (make) the company famous for mass-producing cheap family cars on moving assembly lines. The Model T Ford (be) an important part of automobile history. His production methods were (copy) by companies all over the world. The company has (stay) in family hands since the beginning, making it one of the largest family-controlled businesses in the world today. Ford (have) an annual revenue of over \$100 billion and (employ) around 250,000 people worldwide. The company also (own) Sweden's Volvo and has shares in Japan's Mazda and the UK's Aston Martin. The faltering global economy (mean) most of Ford's profits now come from financing car loans through the Ford Motor Credit Company.





CHOOSE THE CORRECT WORD

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

The Ford Motor Company is one of the world's _____ automakers. It was founded by Henry Ford in 1903. He made the company famous for mass-producing cheap family cars on _____ assembly lines. The Model T Ford is an important part of automobile _____. His production _____ were copied by companies all over the world. The company has _____ in family hands since the beginning, making it one of the largest family-controlled businesses in the world today. Ford has an _____ revenue of over \$100 billion and employs around 250,000 people worldwide. The company also _____ Sweden's Volvo and has shares in Japan's Mazda and the UK's Aston Martin. The _____ global economy means most of Ford's profits now _____ from financing car _____ through the Ford Motor Credit Company.

stayed
moving
methods
come
owns
largest
loans
history
faltering
annual





PROJECT FORD

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

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

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





FORD – ROLE PLAY 1

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

Role A – Ford 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 – Ford 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 – Ford customer

You are a customer of Ford. 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 Ford. 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.





FORD – ROLE PLAY 2

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

Role A – Ford New Products Director

You have created a new product for Ford. 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 Ford.

Role B – Ford 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 – Ford 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 – Ford Shareholder

You know a lot about Ford'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. _____





FORD SURVEY

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

Write five GOOD questions about Ford 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.





HOMWORK

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

