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HONDA

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



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THE LISTENING / READING SCRIPT

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

Honda Motor Company Ltd. is a Japanese multinational company mainly known for its cars and motorcycles. It's the sixth largest car maker in the world. The company was started by a mechanic Soichiro Honda. He made small motorbikes after WWII and by 1964 had become the world's largest manufacturer of motorbikes. Honda also manufactures garden equipment, boat engines, power generators and jet engines. Since 1986, the company has been involved with robotics research. It developed what is today the world's best-known robot - the ASIMO - in 2000. Honda is also heavily involved in motorsports and has racing teams in both Formula 1 and motorbike events. Honda's slogan is "The Power of Dreams". Its website says: "Dreams inspire us to create innovative products that enhance mobility and benefit society."





WARM UPS

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

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

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

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

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

5. TRUE OR FALSE: Students find out several facts about Honda. 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 Honda. 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/honda.html>

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CORRECT THE SPELLING

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UNJUMBLE THE WORDS

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

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INSERT THE VOWELS

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

H_nd_ M_t_r C_mp_ny Ltd. _s _ J_p_n_s_ m_lt_n_t__n_l c_mp_ny m__nly kn_wn f_r _ts c_rs _nd m_t_rcycl_s. _t's th_ s_xth l_rg_st c_r m_k_r _n th_ w_rld. Th_ c_mp_ny w_s st_rt_d by _ m_ch_n_c S__ch_r_ H_nd_. H_ m_d_ sm_ll m_t_rb_k_s _ft_r WW__ _nd by 1964 h_d b_c_m_ th_ w_rld's l_rg_st m_n_f_ct_r_r _f m_t_rb_k_s. H_nd_ _ls_ m_n_f_ct_r_s g_rdn _q__pm_nt, b__t _ng_n_s, p_w_r g_n_r_t_rs _nd j_t _ng_n_s. S_nc_ 1986, th_ c_mp_ny h_s b__n _nv_lv_d w_th r_b_t_cs r_s__rch. _t d_v_l_p_d wh_t _s t_d_y th_ w_rld's b_st-kn_wn r_b_t - th_ _S_M_ - _n 2000. H_nd_ _s _ls_ h__v_ly _nv_lv_d _n m_t_rsp_rts _nd h_s r_c_ng t__ms _n b_th F_rm_l_ 1 _nd m_t_rb_k_ _v_nts. H_nd_'s sl_g_n _s "Th_ P_w_r _f Dr__ms". _ts w_bs_t_ s_ys: "Dr__ms _nsp_r_ _s t_ cr__t_ _nn_v_t_v_ pr_d_cts th_t _nh_nc_ m_b_l_t_y _nd b_n_f_t_s_c__ty."





PUNCTUATE THE TEXT AND ADD CAPITALS

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

honda motor company ltd is a japanese multinational company mainly known for its cars and motorcycles it's the sixth largest car maker in the world the company was started by a mechanic soichiro honda he made small motorbikes after wwii and by 1964 had become the world's largest manufacturer of motorbikes honda also manufactures garden equipment boat engines power generators and jet engines since 1986 the company has been involved with robotics research it developed what is today the world's best-known robot - the asimo - in 2000 honda is also heavily involved in motorsports and has racing teams in both formula 1 and motorbike events honda's slogan is "the power of dreams" its website says "dreams inspire us to create innovative products that enhance mobility and benefit society"





CHOOSE THE CORRECT TENSE

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

Honda Motor Company Ltd. (be) a Japanese multinational company mainly (know) for its cars and motorcycles. It's the sixth largest car maker in the world. The company was (start) by a mechanic Soichiro Honda. He (make) small motorbikes after WWII and by 1964 had (become) the world's largest manufacturer of motorbikes. Honda also (manufacture) garden equipment, boat engines, power generators and jet engines. Since 1986, the company has been (involve) with robotics research. It (develop) what is today the world's best-known robot - the ASIMO - in 2000. Honda is also heavily (involve) in motorsports and has racing teams in both Formula 1 and motorbike events. Honda's slogan is "The Power of Dreams". Its website (say): "Dreams inspire us to (create) innovative products that enhance mobility and benefit society."





REWRITE WITH SPACES

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

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CHOOSE THE CORRECT WORD

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Honda Motor Company Ltd. is a Japanese multinational company _____ known for its cars and motorcycles. It's the sixth largest car _____ in the world. The company was started by a _____ Soichiro Honda. He made small motorbikes after WWII and by 1964 had become the world's largest manufacturer of motorbikes. Honda also manufactures garden _____, boat engines, power generators and _____ engines. Since 1986, the company has been involved with robotics _____. It developed what is today the world's best-known robot - the ASIMO - in 2000. Honda is also _____ involved in motorsports and has racing teams in both Formula 1 and motorbike _____. Honda's slogan is "The Power of Dreams". Its website says: "Dreams _____ us to create innovative products that enhance mobility and _____ society."

- maker*
- heavily*
- equipment*
- inspire*
- mainly*
- mechanic*
- benefit*
- research*
- events*
- jet*





PROJECT HONDA

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

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

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





HONDA – ROLE PLAY 1

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

Role A – Honda 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 – Honda 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 – Honda customer

You are a customer of Honda. 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 Honda. 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.





HONDA – ROLE PLAY 2

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

Role A – Honda New Products Director

You have created a new product for Honda. 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 Honda.

Role B – Honda 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 – Honda 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 – Honda Shareholder

You know a lot about Honda'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. _____





HONDA SURVEY

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

Write five GOOD questions about Honda 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

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

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





WRITING 2 – LETTER OF COMPLAINT

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

Write a letter to Honda. Complain about one of its products. Ask for a refund. Show your partner your paper. 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 Honda. Talk about what you discover with your partner(s) in the next lesson.
- 3. MAGAZINE ARTICLE:** Write a magazine article about Honda. 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. HONDA POSTER** Make a poster about Honda. 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 HONDA LESSON:** Make your own English lesson on Honda. 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 Honda. Share your findings with the class.

