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MTV

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



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THE LISTENING / READING SCRIPT

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

MTV is perhaps the most famous music video TV channel in the world. It started life as Music Television on August 1, 1981. The first words spoken on the channel were, "ladies and gentlemen, rock and roll". The first music video shown on MTV was "Video Killed the Radio Star" by The Buggles. MTV became well known for its video of Apollo 11 moon landing with the U.S.A. flag having a picture of MTV's logo on it. The channel has changed a lot and no longer plays just music. It now broadcasts many different programmes, including reality television shows. In addition to TV shows, MTV has a long history of community, social and political activism, which it promotes through its <http://think.mtv.com/> website. It encourages people to fight for their rights.





WARM UPS

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

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

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

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

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

5. TRUE OR FALSE: Students find out several facts about MTV. 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 MTV. 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/mtv.html>

MTV is perhaps the most famous _____
in the world. It started life as Music Television on August
1, 1981. The _____ on the channel
were, "ladies and gentlemen, rock and roll". The first
music video shown on MTV was "Video Killed the Radio
Star" by The Buggles. MTV _____ for its
video of Apollo _____ with the U.S.A.
flag having a picture of MTV's logo on it. The channel has
changed a _____ plays just music. It
now broadcasts many different programmes, including
reality television shows. _____ shows,
MTV has a long history of community, social and political
activism, which _____ its
<http://think.mtv.com/> website. It encourages people to
_____.





CORRECT THE SPELLING

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

MTV is ehpspar the most famous music video TV channel in the world. It started life as Music Television on August 1, 1981. The first words soknep on the channel were, "liaeds and gentlemen, rock and roll". The first music video shown on MTV was "Video Killed the Radio Star" by The Buggles. MTV became well nwonk for its video of Apollo 11 moon alingdn with the U.S.A. flag having a picture of MTVs logo on it. The channel has changed a lot and no longer plays just music. It now orcbadtass many different programmes, including aryelit television shows. In atdiodin to TV shows, MTV has a long history of community, social and political iatscmiv, which it promotes through its <http://think.mtv.com/> website. It gceusrnoa people to fight for their rights.





UNJUMBLE THE WORDS

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

MTV perhaps is TV video music famous most the channel in the world. It August on Television Music as life started 1, 1981. The first words spoken on the channel were, "and , and ladies gentlemen rock roll". The first music video shown on MTV was "Video Killed the Radio Star" by The Buggles. became MTV of video its for known well Apollo 11 having flag . A S U the with landing moon a MTVs it channel of on The picture logo has. changed a lot plays longer no and music just. It now broadcasts many different programmes, including reality television shows. In addition to TV shows, MTV has a long history of community, social and political activism, which it promotes through its <http://think.mtv.com/> website. It encourages to for rights people fight their.





INSERT THE VOWELS

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

MTV _s p_rh_ps th_ m_st f_m__s m_s_c v_d__ TV
 ch_nn_l _n th_ w_rld. _t st_rt_d l_f_ _s M_s_c
 T_l_v_s__n _n __g_st 1, 1981. Th_ f_rst w_rds
 sp_k_n _n th_ ch_nn_l w_r_, "l_d__s _nd
 g_ntl_m_n, r_ck _nd r_ll". Th_ f_rst m_s_c v_d__
 sh_wn _n MTV w_s "V_d__ K_ll_d th_ R_d__ St_r"
 by Th_ B_ggl_s. MTV b_c_m_ w_ll kn_wn f_r_ts
 v_d__ _f_p_ll_ 11 m__n l_nd_ng w_th th_ __.S__.
 fl_g h_v_ng _ p_ct_r_ _f MTVs l_g_ _n _t. Th_
 ch_nn_l h_s ch_ng_d _ l_t _nd n_l_ng_r pl_ys
 j_st m_s_c. _t n_w br__dc_sts m_ny d_ff_r_nt
 pr_gr_mm_s, _ncl_d_ng r__l_ty t_l_v_s__n
 sh_ws. _n _dd_t__n t_ TV sh_ws, MTV h_s _ l_ng
 h_st_ry _f c_mm_n_ty, s_c__l _nd p_l_t_c_l
 _ct_v_sm, wh_ch _t pr_m_t_s thr__gh _ts
http://th_nk.mtv.c_m/ w_bs_t_. _t _nc__r_g_s
 p__pl_ t_f_ght f_r th__r_r_ghts.





PUNCTUATE THE TEXT AND ADD CAPITALS

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

mtv is perhaps the most famous music video tv channel in the world it started life as music television on august 1 1981 the first words spoken on the channel were "ladies and gentlemen rock and roll" the first music video shown on mtv was "video killed the radio star" by the buggles mtv became well known for its video of apollo 11 moon landing with the usa flag having a picture of mtvs logo on it the channel has changed a lot and no longer plays just music it now broadcasts many different programmes including reality television shows in addition to tv shows mtv has a long history of community social and political activism which it promotes through its <http://thinkmtv.com/> website it encourages people to fight for their rights





CHOOSE THE CORRECT TENSE

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

MTV (be) perhaps the most famous music video TV channel in the world. It (start) life as Music Television on August 1, 1981. The first words (speak) on the channel were, "ladies and gentlemen, rock and roll". The first music video (show) on MTV was "Video Killed the Radio Star" by The Buggles. MTV (become) well known for its video of Apollo 11 moon landing with the U.S.A. flag having a picture of MTV's logo on it. The channel has (change) a lot and no longer plays just music. It now (broadcast) many different programmes, including reality television shows. In addition to TV shows, MTV (have) a long history of community, social and political activism, which it (promote) through its <http://think.mtv.com/> website. It (encourage) people to fight for their rights.





CHOOSE THE CORRECT WORD

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

MTV is perhaps the most famous music video TV channel in the world. It _____ life as Music Television on August 1, 1981. The first words _____ on the channel were, "ladies and gentlemen, rock and roll". The first music video _____ on MTV was "Video Killed the Radio Star" by The Buggles. MTV became well known for its video of Apollo 11 moon _____ with the U.S.A. flag having a picture of MTVs _____ on it. The channel has changed a lot and no _____ plays just music. It now broadcasts many different programmes, including _____ television shows. In addition to TV shows, MTV has a long history of community, _____ and political activism, which it _____ through its <http://think.mtv.com/> website. It encourages people to fight for their _____.

landing

longer

spoken

promotes

social

started

rights

shown

reality

logo





PROJECT MTV

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

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

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





MTV – ROLE PLAY 1

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

Role A – MTV 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 – MTV 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 – MTV customer

You are a customer of MTV. 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 MTV. 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.





MTV – ROLE PLAY 2

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

Role A – MTV New Products Director

You have created a new product for MTV. 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 MTV.

Role B – MTV 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 – MTV 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 – MTV Shareholder

You know a lot about MTV'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. _____





MTV SURVEY

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

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

