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NOKIA

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



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THE LISTENING / READING SCRIPT

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

Nokia is a Finnish telecommunications corporation. It is Finland's largest company and accounts for 25% of the country's exports and a third of the value of the Helsinki Stock Exchange. Nokia has its roots in another form of communication – paper. It was established in 1865 by mining engineer Fredrik Idestam who started manufacturing paper. The company is named after the Nokianvirta River which it used for its paper mill. In 1902, the company started producing electricity. It merged with two other companies in 1967 to form the Nokia Corporation and produced household goods. In the 1980s the company decided to solely focus on mobile phone technology. Today, it employs 123,000 people in 120 countries. It is the world's largest producer of mobile phones.





WARM UPS

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

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

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

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

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

5. TRUE OR FALSE: Students find out several facts about Nokia. 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 Nokia. 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/nokia.html>

Nokia is a Finnish telecommunications corporation. It is Finland's _____ 25% of the country's exports and _____ the _____ Helsinki _____ Stock _____ Exchange. _____ another form of communication – paper. It was established in 1865 by mining engineer Fredrik Idestam who started manufacturing paper. _____ the Nokianvirta River _____ mill. In 1902, the company started producing electricity. It _____ companies in 1967 to form the Nokia Corporation and produced household goods. In the 1980s the company _____ on mobile phone technology. Today, it employs 123,000 people in 120 countries. It is the _____ of mobile phones.





CORRECT THE SPELLING

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

Nokia is a Finnish telecommunications corporation. It is Finland's largest company and otccansu for 25% of the country's exports and a rhidt of the value of the Helsinki Stock Exchange. Nokia has its roots in another form of communication – paper. It was sbhedtsaiel in 1865 by mining engineer Fredrik Idestam who started manufacturing paper. The company is named after the Nokianvirta River which it used for its paper mill. In 1902, the company started uipcgrndo electricity. It rgeedm with two other companies in 1967 to form the Nokia Corporation and produced dhelhoous goods. In the 1980s the company decided to yslloe ucfso on mobile phone technology. Today, it myeplos 123,000 people in 120 countries. It is the world's largest producer of mobile phones.





UNJUMBLE THE WORDS

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

Nokia is a Finnish telecommunications corporation. It is for accounts and company largest Finland's % 25 of the country's the and value a of third the of exports Helsinki Stock Exchange. in roots its has Nokia of form another communication – paper. It was established in 1865 by Fredrik engineer mining started who Idestam manufacturing paper. The company is named after the Nokianvirta River mill paper its for used it which. In 1902, the company started producing electricity. It merged to 1967 in companies other two with form the Nokia Corporation and produced household goods. In the focus the decided solely 1980s company to on mobile phone technology. Today, it employs 123,000 people in 120 countries. mobile of producer largest world's the is It phones.





INSERT THE VOWELS

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

N_k__ _s__ _ F_nn_sh__ t_l_c__mm_n_c_t__ns
 c_rp_r_t__n. _t__s F_nl_nd's l_rg_st__ c_mp_ny
 _nd__cc__nts f_r 25% _f th__ c__ntry's __xp_rts
 _nd__ th_rd__ f th__ v_l__ _f th__ H_ls_nk__ St_ck
 __xch_ng__. N_k__ h_s__ts r__ts __n __n_th_r f_rm
 __f c__mm_n_c_t__n - p_p_r. _t w_s__st_bl_sh_d
 __n 1865 by m_n_ng__ng_n__r Fr_dr_k__d_st_m
 wh__st_rt_d m_n_f_ct_r_ng p_p_r. Th__c_mp_ny
 __s n_m_d__ft_r th__ N_k__nv_rt__R_v_r wh_ch__t
 __s_d f_r __ts p_p_r m_ll. __n 1902, th__c_mp_ny
 st_rt_d pr_d_c_ng__l_ctr_c_ty. _t m_rg_d w_th
 tw__ _th_r c_mp_n__s __n 1967 t__f_rm th__ N_k__
 C_rp_r_t__n __nd pr_d_c_d h__s_h_ld g__ds. __n
 th__ 1980s th__c_mp_ny d_c_d_d t__s_l_ly f_c_s
 __n m_b_l__ph_n__t_chn_l_gy. T_d_y, __t__mpl_ys
 123,000 p__pl__ __n 120 c__ntr__s. _t__s th__
 w_rld's l_rg_st pr_d_c_r__f m_b_l__ph_n_s.





PUNCTUATE THE TEXT AND ADD CAPITALS

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

nokia is a finnish telecommunications corporation it is finland's largest company and accounts for 25% of the country's exports and a third of the value of the helsinki stock exchange nokia has its roots in another form of communication – paper it was established in 1865 by mining engineer fredrik idestam who started manufacturing paper the company is named after the nokianvirta river which it used for its paper mill in 1902 the company started producing electricity it merged with two other companies in 1967 to form the nokia corporation and produced household goods in the 1980s the company decided to solely focus on mobile phone technology today it employs 123000 people in 120 countries it is the world's largest producer of mobile phones





CHOOSE THE CORRECT TENSE

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

Nokia (be) a Finnish telecommunications corporation. It is Finland's largest company and (account) for 25% of the country's exports and a third of the value of the Helsinki Stock Exchange. Nokia (have) its roots in another form of communication – paper. It was (establish) in 1865 by mining engineer Fredrik Idestam who (start) manufacturing paper. The company is (name) after the Nokianvirta River which it (use) for its paper mill. In 1902, the company (start) producing electricity. It (merge) with two other companies in 1967 to (form) the Nokia Corporation and (produce) household goods. In the 1980s the company (decide) to solely focus on mobile phone technology. Today, it (employ) 123,000 people in 120 countries. It (be) the world's largest producer of mobile phones.





CHOOSE THE CORRECT WORD

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

Nokia is a Finnish telecommunications _____ . It is Finland's largest company and accounts for 25% of the country's _____ and a third of the _____ of the Helsinki Stock Exchange. Nokia has its _____ in another form of communication – paper. It was established in 1865 by mining engineer Fredrik Idestam who started manufacturing paper. The company is _____ after the Nokianvirta River which it used for its paper mill. In 1902, the company started producing electricity. It _____ with two other companies in 1967 to _____ the Nokia Corporation and produced _____ goods. In the 1980s the company decided to _____ focus on mobile phone technology. Today, it employs 123,000 people in 120 countries. It is the world's largest _____ of mobile phones.

value
household
corporation
named
producer
form
exports
solely
merged
roots





PROJECT NOKIA

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

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

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





NOKIA – ROLE PLAY 1

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

Role A – Nokia 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 – Nokia 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 – Nokia customer

You are a customer of Nokia. 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 Nokia. 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.





NOKIA – ROLE PLAY 2

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

Role A – Nokia New Products Director

You have created a new product for Nokia. 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 Nokia.

Role B – Nokia 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 – Nokia 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 – Nokia Shareholder

You know a lot about Nokia'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. _____





NOKIA SURVEY

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

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

