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CANON

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



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THE LISTENING / READING SCRIPT

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

Canon is one of the world's top makers of digital imaging and photography equipment. The company was founded in Tokyo, Japan in 1937. It started life as Kwanon but changed to Canon in 1947. It has grown to become synonymous for high quality and affordable products. It has three main areas of operations: Its Office Business Unit manufactures copy machines and printers; its Consumer Business Unit produces SLR and digital cameras and lenses, and video cameras; and its Industry and Other Business Unit is responsible for semiconductor equipment, medical image recording equipment, computers, scanners and calculators. It has an annual revenue in excess of \$35 billion. Canon recently topped a survey of 56 companies by the Clean Air-Cool Planet organization for climate-friendliness.





WARM UPS

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

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

Canon _____ makers of digital imaging and photography equipment. The company was founded in Tokyo, Japan in 1937. _____ Kwanon but changed to Canon in 1947. It has grown to _____ high quality and affordable products. _____ of operations: Its Office Business Unit manufactures copy _____; its Consumer Business Unit produces SLR and digital cameras and lenses, and video cameras; and its Industry and Other Business Unit _____ semiconductor equipment, medical image recording equipment, computers, scanners and calculators. It has _____ excess of \$35 billion. Canon recently topped a survey of 56 companies by the Clean Air-Cool Planet organization _____.





CORRECT THE SPELLING

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

Canon is one of the world's top mekasr of digital imaging and photography eeuntpmiq. The company was founded in Tokyo, Japan in 1937. It started life as Kwanon but changed to Canon in 1947. It has grown to become synonymous for high tqauliy and frlbfadaeo products. It has three main areas of operations: Its Office Business Unit cueatnafmsru copy machines and printers; its Consumer Business Unit odseupcr SLR and digital cameras and lenses, and video cameras; and its Industry and Other Business Unit is bolpnisesre for semiconductor equipment, medical egmia recording equipment, computers, scanners and calculators. It has an lannau revenue in excess of \$35 billion. Canon recently topped a survey of 56 companies by the Clean Air-Cool Planet organization for telicma-friendliness.





UNJUMBLE THE WORDS

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

Canon one is of makers top world's the of digital imaging and photography equipment. The company was founded in Tokyo, Japan in 1937. life started It but Kwanon as changed to Canon in 1947. It has grown to become affordable and quality high for synonymous products. It three has operations of areas main: Its Office Business Unit manufactures copy machines and printers; its Business Consumer and SLR produces Unit digital cameras and lenses, and video cameras; and its Industry and Other for responsible is Unit Business semiconductor equipment, medical image recording equipment, computers, scanners and calculators. It has an annual revenue in excess of \$35 billion. Canon recently topped a companies the survey 56 by Clean of Air-Cool Planet organization for climate-friendliness.





INSERT THE VOWELS

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

C_n_n _s _n _f th_ w_rld's t_p m_k_rs _f
d_g_t_l _m_g_ng _nd ph_t_gr_phy _q__pm_nt.
Th_ c_mp_ny w_s f__nd_d _n T_ky_, J_p_n _n
1937. _t st_rt_d l_f_ _s Kw_n_n b_t ch_ng_d t_
C_n_n _n 1947. _t h_s gr_wn t_ b_c_m_
syn_nym__s f_r h_gh q__l_ty _nd _ff_rd_bl_
pr_d_cts. _t h_s thr__ m__n _r__s _f
_p_r_t__ns: _ts _ff_c_ B_s_n_ss _n_t
m_n_f_ct_r_s c_py m_ch_n_s _nd pr_nt_rs; _ts
C_ns_m_r B_s_n_ss _n_t pr_d_c_s SLR _nd
d_g_t_l c_m_r_s _nd l_ns_s, _nd v_d__ c_m_r_s;
_nd _ts _nd_stry _nd _th_r B_s_n_ss _n_t _s
r_sp_ns_bl_ f_r s_m_c_nd_ct_r _q__pm_nt,
m_d_c_l _m_g_ r_c_rd_ng _q__pm_nt,
c_mp_t_rs, sc_nn_rs _nd c_lc_l_t_rs. _t h_s _n
_nn__l r_v_n__ _n _xc_ss _f \$35 b_ll__n. C_n_n
r_c_ntly t_pp_d _s_rv_y _f 56 c_mp_n__s by th_
Cl__n __r-C__l Pl_n_t _rg_n_z_t__n f_r cl_m_t_
fr__ndl_n_ss.





PUNCTUATE THE TEXT AND ADD CAPITALS

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

canon is one of the world's top makers of digital imaging and photography equipment the company was founded in tokyo japan in 1937 it started life as kwanon but changed to canon in 1947 it has grown to become synonymous for high quality and affordable products it has three main areas of operations its office business unit manufactures copy machines and printers its consumer business unit produces slr and digital cameras and lenses and video cameras and its industry and other business unit is responsible for semiconductor equipment medical image recording equipment computers scanners and calculators it has an annual revenue in excess of \$35 billion canon recently topped a survey of 56 companies by the clean air-cool planet organization for climate-friendliness





CHOOSE THE CORRECT TENSE

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

Canon (be) one of the world's top makers of digital imaging and photography equipment. The company was (found) in Tokyo, Japan in 1937. It started life as Kwanon but (change) to Canon in 1947. It has (grow) to (become) synonymous for high quality and affordable products. It (have) three main areas of operations: Its Office Business Unit manufactures copy machines and printers; its Consumer Business Unit produces SLR and digital cameras and lenses, and video cameras; and its Industry and Other Business Unit (be) responsible for semiconductor equipment, medical image recording equipment, computers, scanners and calculators. It (have) an annual revenue in excess of \$35 billion. Canon recently topped a survey of 56 companies by the Clean Air-Cool Planet organization for climate-friendliness.





CHOOSE THE CORRECT WORD

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

Canon is one of the world's top _____ of digital imaging and photography equipment. The company was _____ in Tokyo, Japan in 1937. It started life as Kwanon but changed to Canon in 1947. It has grown to become synonymous for high _____ and _____ products. It has three main areas of operations: Its Office Business Unit manufactures _____ machines and printers; its Consumer Business Unit produces SLR and digital cameras and _____, and video cameras; and its Industry and Other Business Unit is _____ for semiconductor equipment, medical image recording equipment, computers, scanners and calculators. It has an annual _____ in excess of \$35 billion. Canon recently topped a _____ of 56 companies by the Clean Air-Cool Planet organization for _____-friendliness.

affordable

climate

lenses

revenue

makers

survey

quality

copy

responsible

founded





PROJECT CANON

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

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

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





CANON – ROLE PLAY 1

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

Role A – Canon 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 – Canon 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 – Canon customer

You are a customer of Canon. 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 Canon. 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.





CANON – ROLE PLAY 2

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

Role A – Canon New Products Director

You have created a new product for Canon. 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 Canon.

Role B – Canon 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 – Canon 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 – Canon Shareholder

You know a lot about Canon'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. _____





CANON SURVEY

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

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

