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YAHOO!

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



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THE LISTENING / READING SCRIPT

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

Yahoo! is one of the biggest Internet service companies in the world. It is one of the top search engines and e-mail providers. Yahoo! was founded in 1994 by Jerry Yang and David Filo. They originally named it "Jerry and David's Guide to the World Wide Web" but changed it to "Yahoo!" Officially, 'Yahoo' means "Yet Another Hierarchical Officious Oracle". They chose the word because it has a generally understood meaning worldwide. The company has assets valued at \$15 billion and employs 15,000 people around the world. The Yahoo! website says the company is very customer focused: "We respect our customers above all else and never forget that they come to us by choice...We listen and respond to our customers and seek to exceed their expectations."





WARM UPS

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

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

Yahoo! is one of the biggest Internet service companies in the world. It is _____ and e-mail providers. Yahoo! was founded in 1994 by Jerry Yang and David Filo. _____

"Jerry and David's Guide to the World Wide Web" but changed it to "Yahoo!" Officially, 'Yahoo' means "Yet Another Hierarchical Officious Oracle". They chose the word because it _____ meaning worldwide. The _____ at \$15 billion and employs 15,000 people around the world. The Yahoo! website says the _____

focused: "We respect _____

else and never forget that _____

...We listen and respond to our customers and seek to _____."





CORRECT THE SPELLING

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

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UNJUMBLE THE WORDS

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

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INSERT THE VOWELS

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

Y_h__! _s _n_ _f th_ b_gg_st _nt_rn_t s_rv_c_
 c_mp_n__s _n th_ w_rld. _t _s _n_ _f th_ t_p
 s__rch _ng_n_s _nd _-m__l pr_v_d_rs. Y_h__!
 w_s f__nd_d _n 1994 by J_rry Y_ng _nd D_v_d
 F_l_. Th_y _r_g_n_lly n_m_d _t "J_rry _nd
 D_v_d's G__d_ t_ th_ W_rld W_d_ W_b" b_t
 ch_ng_d _t t_ "Y_h__!" _ff_c__lly, 'Y_h__' m__ns
 "Y_t _n_th_r H__r_rch_c_l _ff_c__s _r_cl_".
 Th_y ch_s_ th_ w_rld b_c__s_ _t h_s _g_n_r_lly
 _nd_rst__d m__n_ng w_rldw_d_. Th_ c_mp_ny
 h_s _ss_ts v_l__d _t \$15 b_ll__n _nd _mpl_ys
 15,000 p__pl_ _r__nd th_ w_rld. Th_ Y_h__!
 w_bs_t_ s_ys th_ c_mp_ny _s v_r_y c_st_m_r
 f_c_s_d: "W__r_sp_ct __r c_st_m_rs _b_v__ll
 ls _nd n_v_r f_rg_t th_t th_y c_m_ t_ _s by
 ch__c_...W_ l_st_n _nd r_sp_nd t_ __r c_st_m_rs
 _nd s__k t_ _xc__d th__r _xp_ct_t__ns."





PUNCTUATE THE TEXT AND ADD CAPITALS

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

yahoo is one of the biggest internet service companies in the world it is one of the top search engines and e-mail providers yahoo was founded in 1994 by jerry yang and david filo they originally named it "jerry and david's guide to the world wide web" but changed it to "yahoo" officially 'yahoo' means "yet another hierarchical officious oracle" they chose the word because it has a generally understood meaning worldwide the company has assets valued at \$15 billion and employs 15000 people around the world the yahoo website says the company is very customer focused "we respect our customers above all else and never forget that they come to us by choice...we listen and respond to our customers and seek to exceed their expectations"





CHOOSE THE CORRECT TENSE

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

Yahoo! (be) one of the biggest Internet service companies in the world. It (be) one of the top search engines and e-mail providers. Yahoo! was (found) in 1994 by Jerry Yang and David Filo. They originally (name) it "Jerry and David's Guide to the World Wide Web" but (change) it to "Yahoo!" Officially, 'Yahoo' (mean) "Yet Another Hierarchical Officious Oracle". They (choose) the word because it (have) a generally (understand) meaning worldwide. The company (have) assets (value) at \$15 billion and (employ) 15,000 people around the world. The Yahoo! website says the company (be) very customer focused: "We (respect) our customers above all else and never forget that they (come) to us by choice...We (listen) and (respond) to our customers and (seek) to (exceed) their expectations."





REWRITE WITH SPACES

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

Yahoo! is one of the biggest Internet service companies in the world. It is one of the top search engines and e-mail providers. Yahoo! was founded in 1994 by Jerry Yang and David Filo. They originally named it "Jerry and David's Guide to the World Wide Web" but changed it to "Yahoo!" Officially, "Yahoo" means "Yet Another Hierarchical Official Oracle". They chose the word because it has a generally understood meaning worldwide. The company has assets valued at \$15 billion and employs 15,000 people around the world. The Yahoo! website says the company is very customer focused: "We respect our customers above all else and never forget that they come to us by choice... We listen and respond to our customers and seek to exceed their expectations."





CHOOSE THE CORRECT WORD

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

Yahoo! is one of the biggest Internet service companies in the world. It is one of the top search engines and e-mail _____.

Yahoo! was founded in 1994 by Jerry Yang and David Filo. They _____ named it "Jerry and David's Guide to the World Wide Web" but changed it to "Yahoo!" _____, 'Yahoo' means "Yet Another Hierarchical Official Oracle". They _____ the word because it has a _____ understood meaning worldwide. The company has _____ valued at \$15 billion and _____ 15,000 people around the world. The Yahoo! website says the company is very customer focused: "We _____ our customers above all else and never _____ that they come to us by choice...We listen and respond to our customers and seek to _____ their expectations."

officially
providers
forget
assets
chose
exceed
employs
originally
generally
respect





PROJECT YAHOO!

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

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

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





YAHOO! – ROLE PLAY 1

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

Role A – Yahoo! 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 – Yahoo! 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 – Yahoo! customer

You are a customer of Yahoo!. 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 Yahoo!. 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.





YAHOO! – ROLE PLAY 2

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

Role A – Yahoo! New Products Director

You have created a new product for Yahoo!. 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 Yahoo!

Role B – Yahoo! 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 – Yahoo! 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 – Yahoo! Shareholder

You know a lot about Yahoo!'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. _____





YAHOO! SURVEY

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

Write five GOOD questions about Yahoo! 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/yahoo.html>

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





WRITING 2 – LETTER OF COMPLAINT

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

Write a letter to Yahoo!. Complain about one of its products. Ask for a refund. Show your partner your paper. Correct each other's work.





WRITING 3 – LETTER OF APOLOGY

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

Write a letter of apology to the customer. Explain why you cannot give a refund. Show your partner your letter. Correct each other's work.





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

