

Adult English Lessons

TRENDS

Business and Culture Reports

By Robert, Donald, and Michael Kinney

2nd Edition



Kinney
Brothers
Publishing

Articles & Discussion Activities
for Intermediate to Advanced
Adult ESL / EFL Students

Trends: Business and Culture Reports, brings you 60 topical Business Reports that will entertain, inform, and prompt your adult intermediate and advanced students toward lively discussions. Utilizing charts, graphs, puzzles, surveys, discussion activities, and more, these Business Reports invite students to explore and compare cultural, business, and language matters.

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What's Included

A Yen for Sushi

Business and Culture Report

In 2005, Yamao Masahiro and Dewarandhi De Silva, working for Food Service Research International, published a report about Japanese consumers' sushi habits and attitudes. Using questionnaires and informal interviews, the researchers interviewed 108 people from Hiroshima Prefecture in Japan. For those interviewed, sushi was consumed once a month on average. Older women were the heaviest consumers, preferring to purchase sushi from supermarkets rather than from sushi bars. Sushi made from tuna was in the highest demand (70%). Salmon was the second most popular choice. Freshness and price were the most important factors for the final purchasing decision.

Source: Food Service Research International

Comprehension Questions

- When was the report published?
- How many people were interviewed?
- How often was sushi consumed on average?
- Who were the heaviest consumers of sushi?
- What kind of sushi was in the highest demand?
- Was price an important factor?

Translation Task: Sushi

Below are the English names for the fish and seafood that are used to make sushi. Match the English and Japanese words.

1. Tuna	2. Octopus	3. Squid	4. Marbled Tuna	5. Abalone
6. Salmon	7. Mackerel	8. Red Snapper	9. Sea Eel	10. Sweet Shrimp
11. Salmon Roe	12. Sea Urchin	13. Shrimp	14. Fresh Water Eel	
15. Halibut	16. Yellow Tail	17. Salmon	18. Giant Clam	

See Answer Key on page 121

Magari

Magari	Homachi	Ika	Unagi	Hirame	Ebi
Tako	Saba	Tamago	Tai	Anago	Awabi

Talent

Business and Culture Report

Alan Turing was born on June 23, 1912, in London, England. He studied at universities in England and America. Later he developed important ideas for computers and computer technology. For this reason, he is called the "father of modern computer science." During World War II, he helped the British government break secret German codes. He also enjoyed running and was asked to join the British Olympic Team in 1948. In 1952, Turing was arrested when the British police found he was having a sexual relationship with a man in Manchester, England. The police forced him to take special drugs for one year. In 1954, he ate an apple poisoned with cyanide and died.

Source: www.turing.org.uk/biography

Comprehension Questions

- When was Alan Turing born?
- Where did he study?
- What did he develop important ideas for?
- When was he asked to join the British Olympic Team?
- Why was he arrested?
- How did he die?

Presentation Task

Using the charts and information below to make a short presentation about worldwide research and development.

Leading Countries in Scientific Publications - 2018

Country	Publications
China	422,808
U.S.A.	135,788
India	104,306
Germany	90,793

Scientific Publication Input from Asia has Surged

According to the U.S. National Science Foundation (NSF) in 2018, global research has grown around 4 percent worldwide since the start of the decade.

Aimee Mullins

Business and Culture Report

Aimee Mullins was born in 1976 in Allentown, Pennsylvania. She is an American athlete, actress, and fashion model. She is best known for her collegiate-level athletic success, even though both her legs were amputated when she was a year old. While attending Georgetown University, she competed against able-bodied athletes in track and field events and set records at the Paralympics in Atlanta, Georgia. These are her personal bests: 15.37 seconds for the 100-meter dash, 34.6 seconds for the 200-meter, and 1.5 meters for the long jump. Mullins has worked for the Pentagon and has also made appearances as a motivational speaker.

Source: TED.com

Comprehension Questions

- Where was she born? When was she born?
- What is she known for?
- When were her legs amputated?
- What is her personal best for the 100-meter dash?
- What is her personal best for the long jump?
- Who has she worked for?

Common Disabilities

autism	epilepsy	diabetes
ADHD	dyslexia	dementia
cerebral palsy	depression	Down syndrome

Disabilities can take many forms. All of the people below overcame their disabilities to achieve greatness in their fields. Who are you most familiar with? What are you aware of their disability?

Bagels

Business and Culture Report

A bagel is a bread product. It is shaped by hand, boiled in water for a short time, and then baked. In recent years, bagels have become popular in the United States, the United Kingdom, Canada, and other places with large Jewish populations. Historians believe that bagels were invented in Krakow, Poland, many centuries ago. By the 16th and 17th centuries, bagels were standard items in the Polish diet. Because of strict traditions and food restrictions, bagels also became very popular in European Jewish communities. Later, bagels were introduced to the United States by Jewish immigrants in the early 20th century. In cities such as New York City and Boston, the Jewish communities established bakeries that made and sold bagels.

Source: Encyclopedia Britannica

Comprehension Questions

- How is a bagel made?
- Where have bagels become popular?
- Where were bagels invented?
- When did bagels become popular in the Polish diet?
- Why did Jewish people begin eating bagels?
- Where were bagels introduced to the U.S?

Business Advice

Potato Chips

Selig Potato Chip Company is a small regional company in the southwestern United States. It has been in business for thirty years. Profits are good, and their potato chips have a large, unchanging, and loyal market share. The company still sells its potato chips in the same simple red and white wax paper bag designed thirty years ago. Selig's only competition is from the large multinational snack food companies, such as Frito Lay. Recently, Selig did a demographic study and discovered the population has changed dramatically in this region of the U.S. (see the bar chart below). Taking these issues into account, Selig Potato Chip Company has decided to make a change. They outlined three choices:

60 topical two-page lessons for intermediate & advanced English students.

Marshmallow Test

Business and Culture Report

In the late 1960s, researchers at Stanford University created the "Marshmallow Test." The research tested a child's ability to delay desire (delayed gratification). A researcher put a marshmallow in front of a four-year-old. He told the child that he or she could eat the marshmallow immediately or wait fifteen minutes. The children in the study were told that, if they waited fifteen minutes, they would receive a second marshmallow. Then the researcher left the room. Two-thirds of the children ate the marshmallow within the first five minutes. When visited later in life, the children who had waited for the second marshmallow had higher grades, better relationships, and a stronger ability to concentrate on goals.

Source: "Don't," by Jonah Lehrer, The New Yorker, 2009

Comprehension Questions

- Where was the research done?
- When was the research done?
- What did the test measure?
- How long did the children have to wait?
- How many children ate the marshmallow?
- What did researchers find later?

Growth Mindset

In the early 21st century, Stanford University professor, Dr. Carol Dweck, explored the idea of fixed and growth mindsets. Read the information below and reflect on the educational programs in your country. Do they promote a fixed or growth mindset in children?

Researcher	Fixed Mindset	Growth Mindset
Carol Dweck	Intelligence is static.	Intelligence can be developed.

Challenges are obstacles. Challenges are challenges.

The Future of English

Business and Culture Report

Out of the world's approximately 7.5 billion inhabitants, 1.35 billion speak English as a first or second language. Native English is spoken by about 360 million people with the majority being in the U.S. English is also the most commonly studied foreign language in the world. Today, for every native speaker of English there are five non-native speakers. We are moving toward a time when no one will be able to claim sole ownership of the English language. It will become a common property of all a Global English with many varieties. With native speakers in the minority, the course of the English language may well be dependent on the billion people speaking it as a second language. This is English playing its role as a global lingua franca, helping speakers of other languages connect with each other.

Comprehension Questions

- How many people speak English as a native language?
- Where are the majority of native English speakers?
- Is English commonly studied?
- In the future, who will own the English language?
- What will the course of English depend on?
- Does English help people connect?

Official Languages of the United Nations

Language	Official or National	Secondary or Minority
English	360 M	1.35 B
Chinese	1.3 B	1.5 B
Spanish	450 M	525 M

English 55.7%

CCD

Business and Culture Report

In 2006, bees in many parts of the world began dying in record numbers. What was the cause? Scientists didn't know, but they labeled the problem Colony Collapse Disorder (CCD). Then in 2007, bee keepers in Australia, Brazil, Canada, China, Europe, and other regions reported losses of nearly 40%. The bee loss is dangerous because one third of the world's agricultural production depends on bees to pollinate crops. One 2009 economic study said that the value of bee pollination is about 212 billion dollars. Without the bees, many foods could become too rare and expensive for most people to buy. This includes fruit and fruit products, almonds, and even milk. CCD has waned since 2007, but high losses have continued through 2020, averaging about 30 percent.

Source: Scientific American

Comprehension Questions

- According to this article, when did bees begin dying in record numbers?
- When did bee keepers in China report losses of bees?
- What are scientists calling the problem?
- What countries and regions were mentioned in the article?
- Why is the loss of bees dangerous?
- Without bees, what kinds of food may become too expensive to buy?

Identification Task: Bugs

Try to identify the English names for the bugs below.

1. ant	14. spider
2. bee	15. slug beetle
3. butterfly	
4. cicada	
5. cockroach	
6. dragonfly	

Kidnapped!

Business and Culture Report

Patricia Hearst was born on February 20, 1954. Her family lived in a wealthy area of San Francisco, California. In the United States, Patricia Hearst's grandfather, William Randolph Hearst, was a very rich, very powerful, and very famous newspaper owner. In 1973, Patricia went to university in Berkeley, California. On the night of February 4, 1974, two men and one woman, who were members of an American terrorist group called the Symbionese Liberation Army (SLA), broke into Patricia Hearst's apartment and kidnapped her.

Source: Penny Hearst/Her Own Story

Comprehension Questions

- When was Patricia Hearst born?
- Who was Patricia Hearst's grandfather?
- Where did Patricia Hearst go to university?
- How many people kidnapped Patricia Hearst?
- What terrorist group were they members of?
- Where did the SLA kidnap Patricia Hearst?

Identification Task: Objects

What was the name of the object SLA members arrested?

What many was Patricia Hearst kidnapped with?

What was the name of the object SLA members arrested?

Readings, statistics, and exercises prompt students toward lively conversation.



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Using in Class...

Guns

Business and Culture Report

According to the 2021 National Gun Survey, there were about 400 million guns in the United States with 90% of those guns in civilian hands. The average gun-owning American has five firearms with pistols being the most common. In 2021, about 41 to 45% of households in the United States had a firearm. Gun ownership in rural communities was surveyed at about 58% of households, the suburbs at 41%, and urban areas at 29%. What were the reasons for owning a firearm? Over 2/3 of gun owners said they bought a firearm for protection. The other third said they purchased a gun for hunting, sports shooting, collecting, or requirements for a job.

Source: National Gun Survey

Comprehension Questions

1. What percentage of households have a gun?
2. In 2021, how many guns were there in the U.S?
3. What percentage of American households had guns in 2021?
4. What percentage of guns do civilians own?
5. What percentage of gun owners have a gun for protection?
6. What percentage have a gun for recreation?

Gun Ownership and Deaths

Compare the two maps below. Is there a correlation between gun ownership and the number of deaths? What states have the most guns and the greatest number of deaths? What states have the least number of guns and the fewest deaths?

Gun Ownership **Gun Deaths per 100,000 people**

Gutenberg

Business and Culture Report

Life magazine and Time magazine agree that the most important invention of the last one thousand years was the printing press. The printing press was invented by Johannes Gutenberg in Germany around 1440. Gutenberg was a professional goldsmith, and he used this knowledge to design every part of the printing process. The invention revolutionized book production, making it possible to print and sell books on a mass scale. By 1500, over twenty million books were in print in western Europe. One hundred years later, there were two hundred million books in print. For the first time, children and adults of every class could learn to read. In addition, a community of scientists could print and share their ideas, greatly increasing our understanding of the world.

Source: Time and Life magazines

Comprehension Questions

1. What two magazines were mentioned?
2. What was the most important invention?
3. Who invented the printing press?
4. In what country was the printing press invented?
5. In 1500, how many books were in print?
6. What could children and adults of all classes do for the first time?

Typewriter

The invention of the typewriter was developed by numerous inventors working independently or in competition with each other. The first commercial typewriters were introduced in 1824 and had some common features by the mid-1850s. The typewriter

3M

Business and Culture Report

3M Company formerly the Minnesota Mining and Manufacturing Company is an American multinational corporation with offices worldwide. Withover 95,000 employees, they produce 60,000 products under many brands and across many industries. In the United States, 3M operates 80 manufacturing facilities in 29 states, and 125 manufacturing facilities in 37 countries outside the U.S. The company's early innovations include water-repellent sandpaper (1921), masking tape (1925), and cellophane tape (1930). In 1980 the company introduced Post-it® notes.

Source: 3M

Comprehension Questions

1. What did 3M use to be called?
2. Where does the company have offices?
3. How many employees does the company have?
4. How many manufacturing facilities are outside the U.S.?
5. What were the company's early innovations?
6. What did the company innovate in 1937?

Tape Art

Tape art, like the work by Pauline Filoux below, is created with adhesive tape such as duct tape or packing tape. It developed from urban art in the 1960s. Contemporary artists include Slava Ostap and the international collective, Tape Oves, that began in 2010 in Berlin's electronic music scene.

The Op-Ed

Business and Culture Report

On September 21, 1970, the New York Times premiered a new section called the Op-Ed (Opposition-Editorial) page. The newspaper hired a French artist, Jean Claude Suenes, as the art director for the page. Suenes hired artists for the Op-Ed pages from the American underground movements of the 1960s and 1970s. Later, in the 1980s, the Op-Ed art director began hiring immigrant artists from East Germany, Russia, Hungary, Poland, Czechoslovakia, and Romania. These artists had escaped the Cold War politics of the Soviet Bloc. Because of the censorship they experienced in their home countries, they were very skilled at questioning ideas, making messages, and creating symbols in interesting and creative ways.

Source: <http://www.nytimes.com>

Comprehension Questions

1. When was the Op-Ed page premiered?
2. Who was the art director, and where was he from?
3. Who did Suenes hire as artists for the Op-Ed page?
4. When did the art director for the Op-Ed page begin hiring immigrants from the Soviet Bloc?
5. What countries were these artists from?
6. What were these artists very skilled at doing?

Art: M. Kasper for the New York Times Op-Ed Page

Crossword Puzzles

The first "Word-Cross" puzzle was published in the New York World on December 21, 1913. It was created by Arthur Wynne, a journalist from Liverpool, England. During the 1920s, the idea was picked up by other publishers and crossword puzzles soon became a permanent feature in many American newspapers. The first appearance of a crossword in a British publication was in Pearson's Magazine in February 1922. Over time, more countries developed their own puzzle styles and quickly gained popularity. The New York Times, an early critic of the crossword craze during the 1920s, didn't begin publishing puzzles until 1942. Their decision was based on the idea that a puzzle feature would be a welcome distraction from the harsh news of World War I.

Exercises include discussions, surveys, presentation tasks, Q&A, and drills.

Discussion Questions

1. Have you ever shot a gun? If so, when and where?
2. Would you like to shoot a gun?
3. If you had a gun, would you feel safer?
4. Do you believe people should be able to open carry a gun?

Discussion Questions

1. What do you think is an important invention? Why?
2. What modern invention do you not like? Why?
3. What invention needs to be improved?
4. What inventions are changing?

Discussion Questions

1. What is the history of your company?
2. What kind of service or product does your company offer?
3. Is your company a multinational corporation?
4. Before you worked in your company, what did you use to do?

Discussion Questions

1. Do you regularly read a printed newspaper?
2. Which sections do you usually read?
3. Which sections do you avoid?
4. What is your main source of daily news?

Day of the Dead

Business and Culture Report

Day of the Dead is a Latin American holiday that combines indigenous Aztec ritual with Catholicism. It is celebrated in Mexico, the U.S., Canada, and Spain with a focus on family and friends. They come together to remember and pray for friends and family members who have died. The celebration occurs on the first and second of November. Traditions connected with the holiday include creating private altars honoring the deceased. The altars are decorated with sugar skulls, marigolds, and the favorite food and drinks of the deceased. Family members and friends also visit graves with these gifts. Day of the Dead is a time of noisy celebrations that include colorful parties and parades.

Comprehension Questions

1. Where is Day of the Dead celebrated?
2. What is the focus of the holiday?
3. What do friends and family members do?
4. When does the celebration occur?
5. What are the altars decorated with?
6. What public events occur during this holiday?

Día de los Muertos

November 1st and 2nd

Though Day of the Dead has gained a lot of attention in the past two decades, it should not be confused with Halloween, a separate holiday. The Day of the Dead originated in Mesoamerica 3000 years ago. Halloween

Little Brown Bat

Business and Culture Report

In 2006, a fungus was discovered on bats in New York State that was killing them in record numbers. The fungus is called White Nose Syndrome, and it has now decimated the little brown bat population in the North America. An early study published in Science magazine predicted that little brown bats would likely be extinct within two decades. As of 2021, 90% of vulnerable bat species have been killed by the cold-killing fungus. Because bats eat their own body weight in insects every night, their extinction would have a dramatic impact on the ecosystem. Currently, this is the most dangerous decline of North American wildlife in recorded history—faster than the American bison and the passenger pigeon.

Source: Science magazine and National Wildlife Federation

Comprehension Questions

1. Where was the fungus discovered?
2. What is the name of the fungus?
3. By 2021, what percentage of bats have died?
4. How much do the bats eat every night?
5. What kind of impact will this have on the ecosystem?
6. Name the two other animals mentioned.

Reading Comprehension

TIP: Always read the questions first!

When will the subscriber get the free gift?

A. In 1 to 3 weeks
B. When the subscription is paid for
C. Before the first issue
D. After the last issue

Crash

Business and Culture Report

On the foggy morning of Saturday, July 28, 1945, Lt Colonel William Smith was flying a U.S. Army B-25 bomber airplane over New York City. He wanted to land his plane at LaGuardia Airport in New York City. However, because of the foggy weather, LaGuardia Airport advised against it. Smith decided to try to land anyway. At 9:49 am, the plane crashed into the north side of the Empire State Building. The bomber hit between the 79th and 80th floors. A fire started, and the police and fire departments were called. Fourteen people were killed in the accident. The crash created a hole in the side of the building that was 5.5 m x 7 m. Even so, the building was open for business on the following Monday morning.

Source: The New York Daily News, July 29-August 2, 1945

Comprehension Questions

1. When was Smith flying his plane?
2. Where was he flying?
3. What time did the plane crash?
4. Between what floors did the plane hit the building?
5. How many people were killed?
6. How large was the hole the crash created?

More of the Story

Betty Lou Oliver was twenty years old. She was an elevator operator in the Empire State Building. She was on the 80th floor when the plane hit the north side of the building. She was hurt in the accident. The rescuers decided to lower her in the East River on a rope.

A B-25 AMERICAN MILITARY BOMBER CRASHED INTO THE EMPIRE STATE BUILDING IN NEW YORK CITY

At 9:49 in the morning, the B-25 bomber hit between the 79th and 80th floors of the Empire State Building.

The bomber was flying low. When Smith saw the Chrysler Building in midtown, he turned and flew up.

Band-Aid®

Business and Culture Report

Band-Aid® is the brand name for Johnson & Johnson's line of adhesive bandages and other products. The Band-Aid® was invented in 1920 by Earle Dickson, an employee of Johnson & Johnson. He invented it for his wife, Josephine Dickson, who frequently cut and burned herself while cooking. The prototype product allowed his wife to take care of her wounds without assistance. Dickson introduced the idea to his employer. The company decided to produce and market the product as the Band-Aid®. Dickson had a successful career at Johnson & Johnson, becoming vice president before his retirement in 1957.

Source: Johnson & Johnson

Comprehension Questions

1. When was the Band-Aid® invented?
2. Why did Dickson create the prototype?
3. What did the invention allow his wife to do?
4. Who did Dickson introduce the idea to?
5. What was Dickson's position at Johnson & Johnson when he retired?
6. When did he retire from Johnson & Johnson?

Vocabulary Exercise

Below are product brand names that have become synonymous with the products the companies manufacture. First, match the product brand names with the products. Then, answer the questions.

Saran Wrap®	Post-It®	Band-Aid®	Pampers®	Mr. Clean®	IntelliPen®
Velcro®	Zippo®	Bino	Glaxo®	Aspirin®	Kleenex®

A. lighter	D. a ballpoint pen	G. a stapler	J. a disposable bandage
B. memo pad	E. a tissue	H. hook and loop tape	K. flying disc
C. a photocopy	F. plastic food cover	I. disposable diapers	L. pain reliever

Students are invited to discuss business, social, cultural, and historical topics.

Kinney Brothers Publishing

A Closer Look...

Cup Noodle

Business and
Culture Report

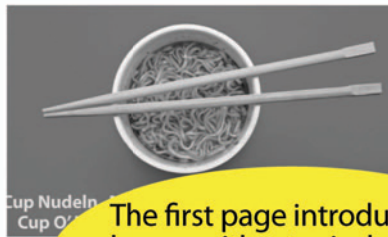


Gô Pek-hok was born on March 5, 1910. He was born into a wealthy Taiwanese family in Taiwan. After WWII, Gô Pek-hok moved to Japan, became a Japanese citizen, and changed his name to Ando Momofuku. He saw the long lines of people waiting to buy ramen in the black market after the war. From this experience, he got the idea for pre-cooked instant noodles. Ando began to sell Cup Noodle on September 18, 1971. Since then, sales have increased dramatically. About 70 billion servings were sold in 2004 alone. Ando died on January 5, 2007. He was ninety-six years old.

Source: various

Comprehension Questions

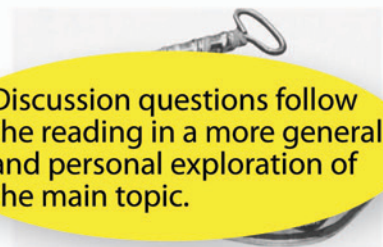
1. When was Ando born?
2. When did Ando become a Japanese citizen?
3. What did he see at the black market?
4. When did Ando begin to sell Cup Noodle?
5. How many servings were sold in 2004?
6. When did Ando die?



The first page introduces the lesson with a topical reading followed by comprehension questions.

Canning

The process of canning in glass jars for food preservation to feed armies during the Napoleonic Wars. The tin can was invented by the Frenchman Philippe de Girard in London in 1810, with the approval of the Royal Navy. Improvements in the canning process, increasing urbanization in the 19th and 20th centuries, saw a skyrocketing need for large quantities of cheap, high-calorie food to feed the millions of soldiers and populations unable to acquire fresh food.



Discussion questions follow the reading in a more general and personal exploration of the main topic.

Discussion Questions

1. How often do you buy instant foods?
2. How often do you buy canned food?



Source: Wikimedia Commons

3. Do you can your own food?
4. What are the most famous brands of canned foods in your country?

Gutenberg Drill

Mirror the question when responding.

Business and
Culture Report



1. Did *Life* magazine and *Time* magazine agree?
2. Is the printing press the number one invention?
3. Was the printing press invented by Gutenberg?
4. Was it invented around 1540?
5. Was Gutenberg a professional goldsmith?
6. Did the printing press revolutionize book production?
7. Was it invented around 1540?

Regular drills encourage students to expand their speaking abilities with a language-mirroring exercise.

The Humble Bicycle

In a national survey of people's favorite inventions conducted in 1999, the bicycle was ranked as the most ecologically sound means of transport. The advent of the bicycle in the late 19th century transformed societies all over the world. There was no more need for expensive horses and carriages. The bicycle was known as the "people's nag." It was lightweight, affordable, and easy to maintain. It was also the fastest thing on the roads. John Kemp Starley is credited as the inventor of the modern bicycle. In 1885, Starley created several safer bicycle prototypes. Finally, he came up with the Rover Safety Bicycle, a design that is easily recognizable as a common bicycle today.



Rover Safety
Bicycle 1887

The second page includes additional readings, exercises, presentation tasks, collaborative research, and language quizzes.

invention of the 21st century?

1. Who produced the Blackberry device?
2. Is RIM an American company?
3. Where was this phone manufactured?
4. How long was this phone sold?
5. What was this phone priced at?
6. When was the service discontinued?



Model: Blackberry
Producer: RIM/Canada
Manufactured in China
Sold from 2002-2015
Retail Price: \$300 US
Services terminated
1/4/2022



A Closer Look...

Official Language

Business and
Culture Report



"Official language" means the language used in government. "Dominate language" refers to the most frequently spoken language. Although the United States does not have an official language, the dominate native language, comprising 82% of the population, is English. If the U.S. made English the official language, this would mean ALL business carried out in government offices would have to be in English. This includes the post office, police stations, courts, and all city, county, and federal offices. Because the U.S. has no official language at the federal level, areas where other languages are largely spoken can receive government materials, announcements, etc., in those languages. Despite there being 350 different languages spoken across the country, a full 96% of United States citizens speak English fluently. In the foreseeable future, English will remain the de facto language of the

Comprehension Questions

1. What does "official language" mean?
2. Does "official language" refer to the most frequently spoken language?
3. Does the U.S. have an official language?
4. How many different languages are spoken in the U.S.?
5. What percentage of U.S. citizens speak English fluently?
6. Is English the de facto language in the U.S.?



Air and Sea



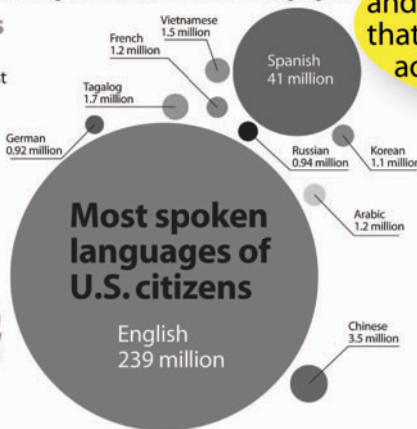
IMO

Established in 1944, Aviation English is a highly formalized and standardized system of communication between pilots and air traffic control. Air traffic controllers use a neutral accent that makes them as intelligible as possible. Pilots are required to study to pass the tests.

In 1983, a group of linguists and shipping experts created "Seaspeak." English was chosen as the principle lexicon because it is the most widely spoken on ships. Clear communication in Maritime English is essential for the safety and general safety at sea and at ports.

Discussion Questions

1. What is the official language of the U.S.?
2. Is it possible to have an official language in the U.S.?
3. Does your country have an official language?
4. What is the dominate language in your country?



Exercises encourage students to research and present their findings in collaborative tasks, reports, and surveys.

Students compare and contrast topics with vocabulary that challenges intermediate and advanced language learners.

McDonald's Drill

Mirror the question when responding.

Business and
Culture Report



1. Is McDonald's a restaurant chain?
2. Does McDonald's have 60,000 restaurants?
3. Are many people served every day?
4. Are 50 million served every day by McDonald's?
5. Are franchises operated individually?
6. Do the franchises have to pay rent?
7. Did Ray Kroc own McDonald's Corp.?
8. Was the company owned by Ray Kroc?
9. Was Ray Kroc in the hamburger business?
10. Does McDonald's Corp. own a lot of land?

Role-play: Restaurant Reservation

...clients next Saturday. You want to take them to Lucky Lobster, which is the restaurant and make a reservation. Use the check-list below.

Lucky Lobster 289-3487

- ☐ Book a table for four people next Saturday at 8 o'clock.
- ☐ Ask about special dishes.
- ☐ Nonsmoking table!

Role 2: Host/Hostess

You are a host/hostess at Lucky Lobster. A customer wants to make a reservation. Fill out the form below.

Lucky Lobster Customer Reservation Form

Party Name:	
Person Making the Reservation:	
Telephone Number:	Requests:
Date of Reservation:	
Time of Reservation:	
Smoking <input type="checkbox"/> Nonsmoking <input type="checkbox"/>	



Idioms What do these commonly used idioms mean? Discuss with your classmates their meaning and if, in your own culture, you have similar idioms.

- | | | |
|---------------------------------------|---|---|
| A a bad apple | D go bananas | G (a topic is) a hot potato |
| B turn beet-red | E lay an egg | H full of beans |
| C eat out of (someone's) hands | F jump out of the frying pan into the fire | I You can't have your cake and eat it too. |

Lessons are designed to connect to students' experiences and expand their awareness of an international, multi-cultural, and tech-driven world.



Lesson Packs



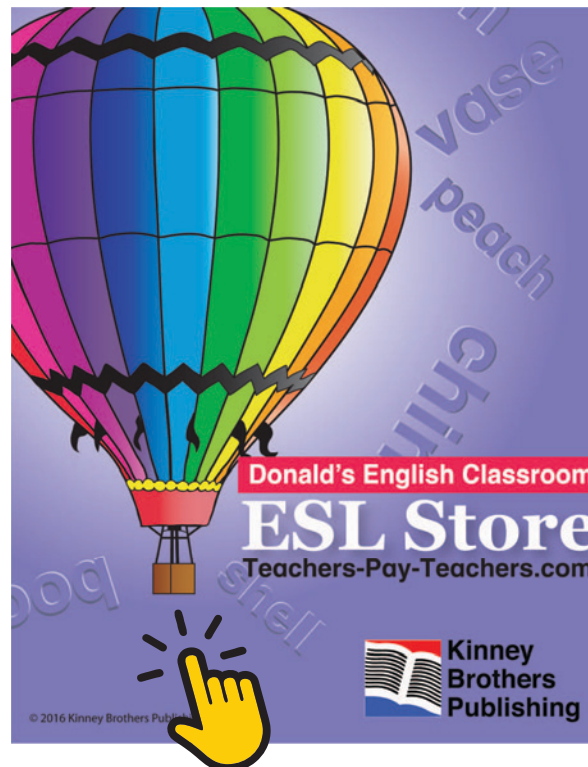
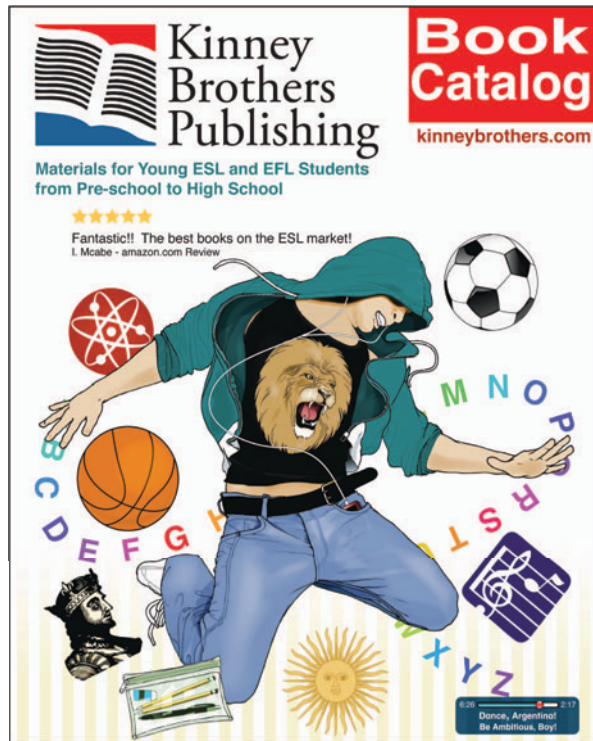
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