

The end of the traditional camera?

Level

Elementary

Tasks

Discussing which type of camera students own

Scanning an article about Kodak and answering questions

Reading the full article and finding words to complete a time line

Using the time line as a basis for writing and presenting a short company history

How to use the lesson

- 1 Write down some adjectives / phrases on the board for describing cameras, such as: *cheap / easy-to-use / light / digital / high quality / traditional* etc. Hand out the worksheet. Elicit answers to question 1 and write the makes of different cameras on the board (e.g. Sony / Nikon / Kodak etc). Ask students to say why they like their camera, using some of the expressions on the board. You can hold a class vote: who prefers traditional cameras and who prefers digital cameras?
- 2 Pre-teach a number of key business words from the text, such as: *strategy / founded / launched / share price / invest / to cut*. Ask students to scan the article and answer the three questions.

Answers

a) 12.5 million b) \$3 billion c) Canon, Fuji and Nikon

- 3 Ask the students to read the whole article and complete the time line with the four missing words.

Answers

a) film b) jobs c) digital d) price

- 4 Ask students to work in small groups. They should write a short history of another company in six sentences. If possible, get your students to search the internet to gather specific information about their company. Ask them to present their history to the rest of the class by using a time line as in exercise 3. If available, they can draw this on an OHP.

Related websites

Send your students to these websites, or just take a look yourself.

<http://www.kodak.com>

http://www.nikon.co.jp/main/eng/photo_world/kumon/

<http://electronics.howstuffworks.com/digital-camera.htm>