

The Potter phenomenon

Level

Intermediate

Tasks

Talking about students' experience(s) reading books in the Harry Potter series

Completing a chart of sales figures

Reading an article about sales and marketing

Creating sentences with business expressions from the article

Discussing ideas for a new product launch

How to use the lesson

- 1 Write the name 'Harry Potter' on the board and see if anyone knows the title of the latest book in the series (*'Harry Potter and the Half-Blood Prince'*). Hand out the worksheet and ask students to discuss their answer with a partner. Elicit feedback. Do students read the books in English or wait for the translations? Ask students who don't read the books to tell you why not.
- 2 Ask students to complete the table with the figures. They then scan paragraph one of the article to check their answers.

Answers

First print run: 10.8 million

UK sales: 2 million

US sales: 6.9 million

Amazon advance orders: 400,000

- 3 Ask students to read the article and give their reactions to the marketing ideas in the text. Ask follow-up questions. Deal with any useful vocabulary such as: *span / trailers*.
- 4 Ask students to create sentences about their own company products using the words and expressions.
- 5 Set up the activity by brainstorming new products e.g. a new book / film or a product which the students can choose themselves. Divide the class into small groups. If appropriate, hand out an OHT for students to write up their ideas. Ask each group to present their ideas. After the presentations, hold a vote for the best marketing idea. Provide language feedback.

Related websites

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

<http://www.bloomsbury.com/harrypotter/>

<http://www.scholastic.com/harrypotter/home.asp>

http://news.bbc.co.uk/1/hi/in_depth/entertainment/2002/harry_potter/default.stm