

The reporting month

Level

Intermediate

Tasks

- Creating sentences about companies using expressions with the word 'sales'
- Scanning a webpage and completing the missing headings
- Reading the business news
- Deciding if words from the webpage are nouns, verbs or both
- Discussing questions arising from the business news

How to use the lesson

- 1 Tell students that this lesson is about reporting and predicting sales. Hand out the worksheet. Ask students to create sentences with the word 'sales' and words from the boxes, for a company they know. Students read out their sentences. Check these are accurate.
- 2 Give students a minute to scan the webpage and complete the gaps with the missing headings.

Answers

Economy – (c) Home entertainment – (d) Supermarkets – (b)
High street retail – (a) Automobiles – (e)

- 3 Ask students to read the news items on the webpage. Ask questions such as: was anything surprising? Do they agree with the predictions? You may wish to look at useful vocabulary such as: slowdown / competitive / credit crunch / boost / hybrid.
- 4 Ask students to decide if each word is a noun, a verb, or if it can be both.

Answers

Verbs: *retail / subscribe*
Nouns: *performance / sales / industry / hybrid / product / economy*
Both: *discount / market / cut / report / forecast / boost / demand / increase / format / face*

- 5 Divide the class into groups and ask the students to discuss the questions and task. Monitor the discussions. Ask one student from each group to report back the groups' ideas to the class. Encourage questions and discussion. Finish the lesson by providing language feedback.

Related websites

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

- <http://www.marksandspencer.com>
- <http://en.wikipedia.org/wiki/Sales>
- <http://www.hybridcars.com/>
- http://en.wikipedia.org/wiki/Blu-ray_Disc
- http://images.businessweek.com/ss/07/12/1214_innovations08/index_01.htm