

Restructuring: job cuts continue

Level

Intermediate

Tasks

Matching companies with the names of their competitors

Reading an article about re-structuring

Finding words and expressions from their definitions

Discussing points arising from the article

How to use the lesson

1 Ask students what they understand by the word "re-structuring"? It is frequently used to imply that job cuts will be inevitable.

2 Ask students to match the names of the three companies with their rivals.

Answers

Sony – Sanyo, Samsung

Kodak – Hewlett Packard, Canon

Ericsson – Motorola, Nokia

Sony makes digital cameras, so is also a rival in this market with Canon. (Sony Ericsson make mobile-phones). Students may suggest other possible combinations, depending on product range.

3 Ask students to read the article and check which companies are mentioned as rivals.

Answers

As for 2: Sanyo is not mentioned in the article.

You may wish to ask for any reactions to the figures in the article: were they surprising?

4 Ask students to read the article again and find words that match the meanings given.

Answers

(a) massive

(d) unveiled

(b) joint venture

(e) return to the black

(c) peak

(f) outlook

5 Students discuss their answers to the questions in groups, then report their ideas to the class. Hold a class feedback session.

Related websites

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

www.kodak.com

www.sony.com

www.ericsson.com