



Haunted House Ltd.

MASSACRE FILMS of Los Angeles, the studio responsible for movies like *The Man Who Ate His Head* and *The Phantom of the Subway* are looking for a new investment in Europe. Their studio head, Josh Karol, has announced his intention of setting up a Massacre Films theme park based around a haunted house in a European country. 'There are plenty of theme parks based around cute cartoon characters, but a lot of today's audience is looking for something different from that,' he told us, 'something which expresses the darker side of life.' Since being set up only three years ago Massacre has turned out over sixty low-budget horror films aimed at the teenage market. Many have become huge successes in the video rental sector. Some, like *Attack of the Killer Brains from Venus* have become cult favourites, playing midnight shows in cinemas all over the USA and Europe. Josh Karol announced that Massacre

PARTNER SOUGHT FOR MASSACRE IN EUROPE

Films will be putting \$25m dollars into the new theme park. 'We want to explore the supernatural, give people a thrill, but at the same time get them thinking. What we need now is the right local partner. Somebody with local contacts and good ideas,' he said, before leaving for a run accompanied by his personal trainer, his bodyguard, and two production assistants.

(Screen World, July)

Haunted House Theme Park

Name of the place and geographical location

Information about the location (local demographics, infrastructure etc.)

Target customer(s)

Product characteristics, unique selling points

Price structure and anticipated volume/income

Haunted House Ltd.

Worksheet

8b

ACTIVITY

Group or pairwork: speaking

AIM

To invent a set of characteristics for a proposal for a theme park based around a haunted house and to give a presentation.

GRAMMAR AND FUNCTIONS

Giving presentations

VOCABULARY

partner, to set up, investment, low-budget, demographics, infrastructure, unique selling point, price structure, volume

PREPARATION

Make one copy of the worksheet for each group of three students, plus one extra worksheet.

TIME

20-30 minutes

PROCEDURE

- 1 Tell the students they are going to practise giving presentations.
- 2 Divide the class into groups of three, with one student who will work alone. He or she should be someone fairly extrovert.
- 3 Give each group, and the student working alone, a worksheet.
- 4 In each group, ask one student to read the article to the others.
- 5 Ask a few comprehension checking questions. For example: *Who is Josh Karol? What is the name of his studio? Name some of his films. Who is his main audience? What does he want to do now? How much is he going to invest? What kind of person is he looking for?*

- 6 Explain the task. Students have to think of a location (which could be in their own country) and fill out the form together, deciding on the characteristics of the theme park, who they would market it to, what prices they would charge (for example: individual tickets, groups, families...) and how much money they would expect to make. They then make a formal presentation to Josh Karol. The student working alone is Josh Karol. While they are preparing, Josh Karol will visit all the groups to ask about their ideas and give his opinion. Allow 10-15 minutes for preparation.

- 7 While the students are preparing, write the following on the board:

Start a presentation This afternoon I'd like to talk to you about...

Explain the structure of your talk I've divided my talk into three sections...

Sequence information Firstly, secondly, lastly...

Change topics Moving on to consider prices...

Add more information about a topic Furthermore...

Close a presentation Thank you for your attention.

Does anyone have any questions?

- 8 Point out the language on the board. Ask if any students can suggest other expressions to write on the right hand side.
- 9 Ask the students to plan their presentations so that each person in the group gives one section. Allow 2-3 minutes. Tell them there will be a minute or two at the end of each presentation when Josh Karol or other groups can ask questions.
- 10 Students give their presentations.
- 11 Josh Karol decides who gets the money and explains why.

FOLLOW-UP

Students write the text for a press or TV advertisement for their theme park.