

1c Sony



Student A

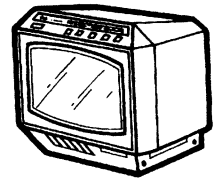


SONY KK has its headquarters in _____. The company was set up in 1946 by two men: _____ and _____. Their aim was to apply new technology developed during World War II to consumer electronics. Start-up capital was provided by Morita's father.

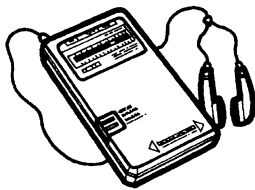
The company's original name was _____ Corporation. They changed it to Sony in 1958.

One of the early products was _____, but the first major product which Sony brought to market was an audio tape recorder in 19 _____. At that time company headquarters were in a garage. For the prototype, Morita Akio had to _____ by hand.

In 1963 Sony opened an overseas sales division to sell to the USA. In the 1970s they began to sell _____ products in Japan, and later opened a US factory in San Diego, California.



The company has always been a pioneer in its field. They revolutionised the TV market with the first commercial transistorised television set in 19 _____, and then introduced a new simplified picture tube in 1969. But Sony's most famous product is _____, introduced in 1979. When it was introduced Akio Morita said, '_____



_____.' After 2 years on the market total sales were 1,500,000 units. In 1986 the word 'Walkman' appeared as a word in _____.

Sony is now also a giant in the world of entertainment: in 1991 the company bought the CBS music company.



Student B



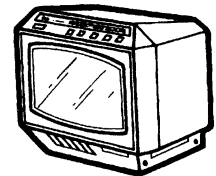
SONY KK has its headquarters in Tokyo. The company was set up in 19 _____ by two men: Morita Akio and Ibuka Masaru. Their aim was to apply new technology developed during World War II to consumer electronics. Start-up capital was provided by _____.

The company's original name was Tokyo Telecommunications Engineering Corporation. They changed it to Sony in 19 _____.

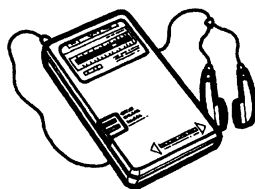
One of the early products was an electrically heated cushion, but the first major product which Sony brought to market was _____ in 1950. At that time company headquarters were in _____. For the prototype, Morita Akio had to make the magnetic tape by hand.

In 1963 Sony opened _____ to sell to the USA.

In the 1970s they began to sell American-made products in Japan, and later opened a US factory in _____.



The company has always been a pioneer in its field. They revolutionised the TV market with the first commercial transistorised television set in 1960, and then introduced a new simplified picture tube in 19 _____. But Sony's most famous product is the Walkman, introduced in 19 _____. When it was introduced Akio Morita said, 'If it doesn't sell well, I'll resign as chairman.' After 2 years on the market total sales were _____



units. In 1986 the word 'Walkman' appeared as a word in the Oxford English Dictionary.

Sony is now also a giant in the world of entertainment: in 1991 the company bought _____ company.

Teacher's Notes

Sony

Worksheet

1c

ACTIVITY

Pairwork: speaking

AIM

To exchange information about the Sony corporation.

GRAMMAR AND FUNCTIONS

Asking and answering questions

VOCABULARY

to set up a company, start-up capital, headquarters, prototype, consumer electronics, overseas sales, giant, factory, pioneer, failure, losses, to bring a product to market

PREPARATION

Make a copy of the worksheet for each pair of students in the class and cut it in two as indicated.

TIME

15-25 minutes

PROCEDURE

- 1 Tell the class that they are going to read about the development of Sony and practise asking and answering questions.
- 2 Divide the class into equal numbers of Student As and Student Bs.
- 3 Give a copy of the appropriate part of the worksheet to each student.
- 4 Explain the task. The information which is missing from Student A's text is in Student B's text and vice versa. Each student completes the text about Sony by asking his or her partner appropriate questions. For example:
 A *Where are Sony's headquarters?*
 B *In Tokyo. When was the company set up?*
 A *In 1946. Who...*
- 5 Write these rules on the board and draw attention to them.

Complete the text by asking questions.
 Speak only in English.
 Do not show your worksheet to your partner until it is complete.

- 6 Allow a minute or two for reading, checking vocabulary and mental preparation.
- 7 Ask the students to work in pairs, an A and a B in each pair.
- 8 Students fill in the missing information to complete their texts.

FOLLOW-UP 1

In mixed groups the students can ask about each other's companies; if one of them works for Sony, sorry! If they all work for the same company, they can tell you about it.

FOLLOW-UP 2

Either as classwork (in pairs) or homework, ask the students to write a similar text about their own company.