

An Evil Corporation

Level – Pre-Intermediate and Up

Objective – Vocabulary Building (Advertising/Business Terms)

Speaking - Fluency

Procedure - Brainstorm big companies present in the students' country. After this write pros and cons on the board. Choose one corporation and then put the students in groups and have them come up with the pros and cons of this corp. I usually go with Wal-mart, but you should choose one that students will be familiar with. (Pros: It provides jobs, prices are cheap, their is a standard of service, etc. Cons: It treats workers badly, drives out local run businesses, pollutes the environment, monoculture, etc.) Now come together as a class and put some of these on the board. Focus on the cons and add a few of your own ideas. Ask if big corporations are are always good.

Now draw McDonald's golden arches on the board. Ask what company it is. Write Company Name in the upper right corner of your board. Ask them what the picture is (a logo). Write "I'm loving it" on the board. What's this (a slogan). Is it good English (no, love is a state verb and can't take -ing). Proceed to elicit Product, Service, Advertisement/Advertising. As you elicit them add them to your list in the corner.

Now tell the students that you want them to make an evil corporation (you may have to explain evil). Demo it. I usually make Bombs R' Us. I draw a pic of a smiley bomb for a logo. My slogan is "We blow the competition away". Etc.

Put the students in pairs and have them create their own evil corporation. Give them 2 minutes to come up with a name and a logo. This way you can check that they understood it needs to be an evil corporation. Give them another 6-8 minutes to complete their corporation.

Come together as a class and have the students ask each group about their coporation. After some of the groups have gone elicit the word "parternship." Do this by describing a partnership between McDonald's and another company, for example Ned's Chicken Ranch or Coca-Cola. Now tell the students that they need to talk to other corporations and see how they can benefit each other. They should create some partnerships that are mutually beneficial. Demo this interaction with the evil corporation you created in the beginning and another groups you think is appropriate.

After 10 minutes come back together as a class and have groups tell about what partnerships they made and why.