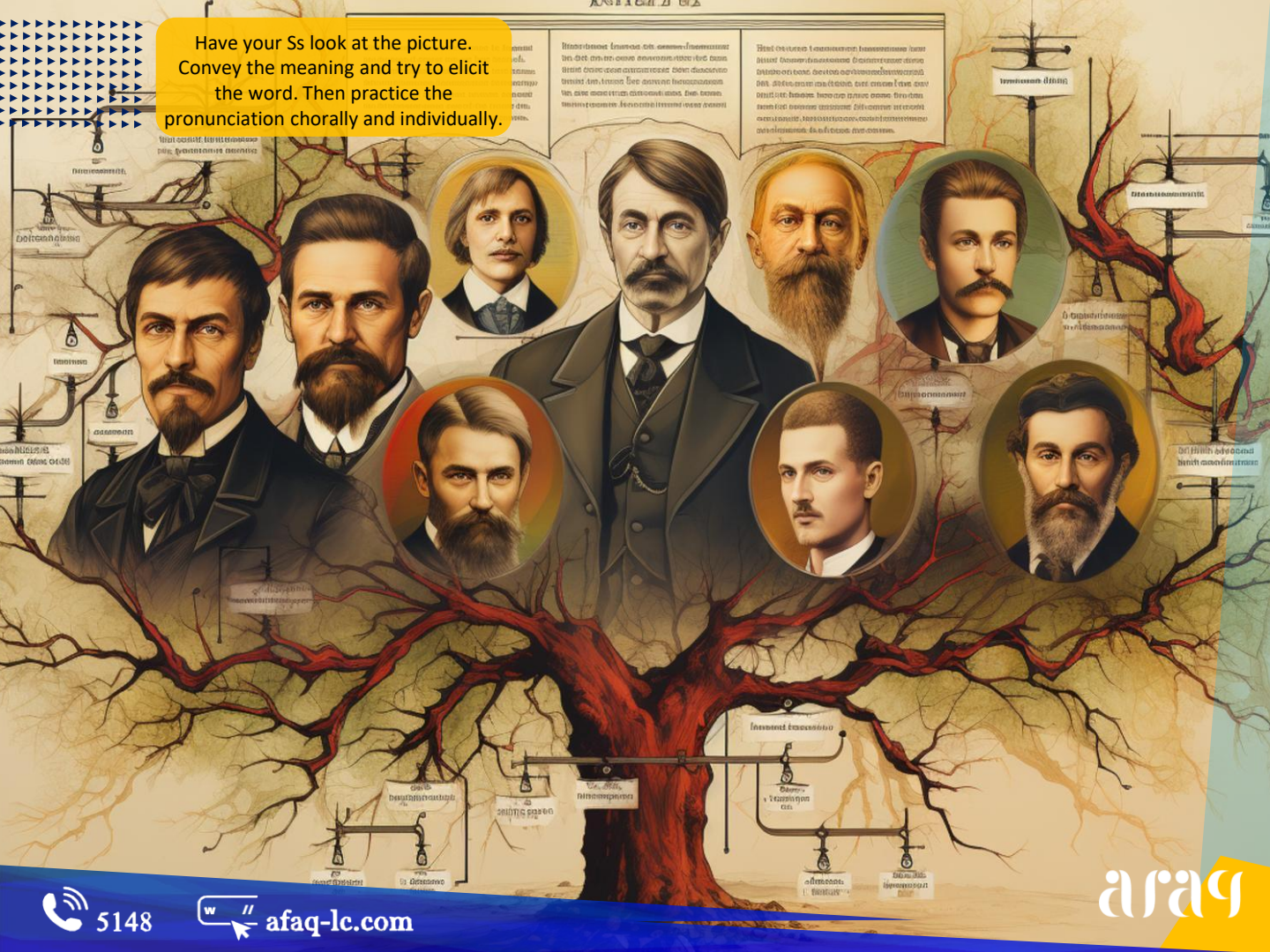
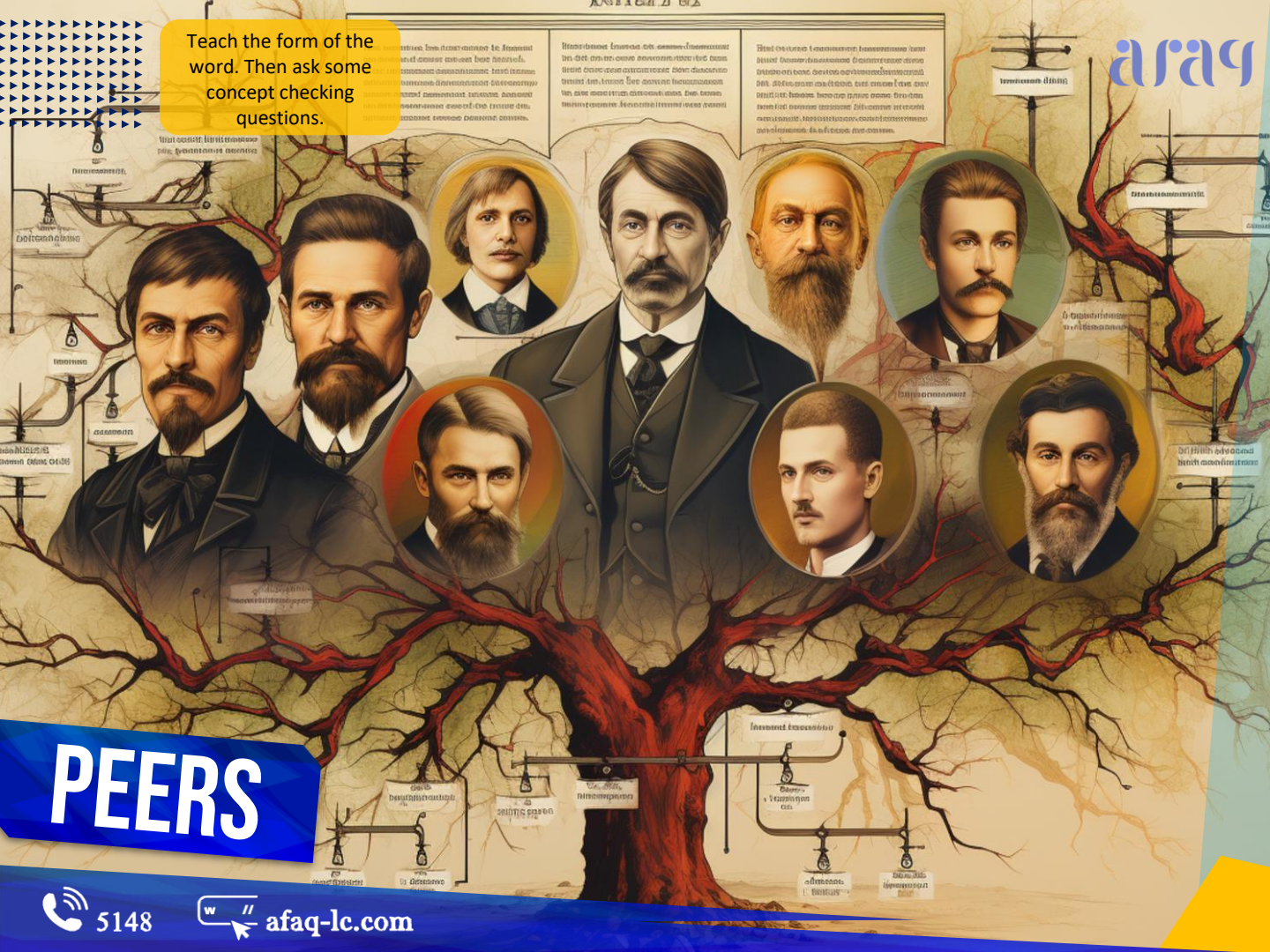


StartUp 7
Video Talk

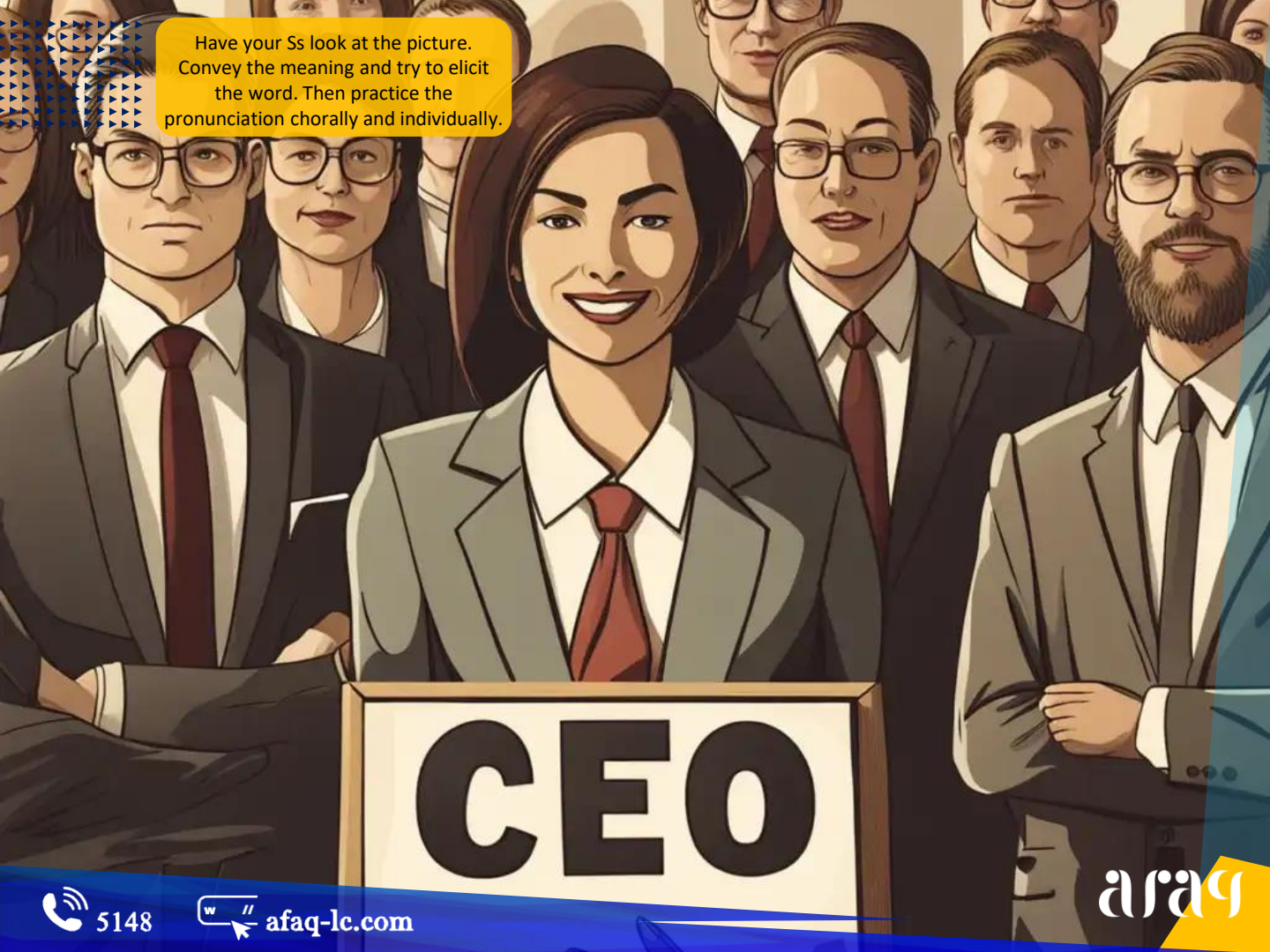
Unit8 – Lesson3
Page95


Have your Ss look at the picture. Convey the meaning and try to elicit the word. Then practice the pronunciation chorally and individually.

Teach the form of the word. Then ask some concept checking questions.



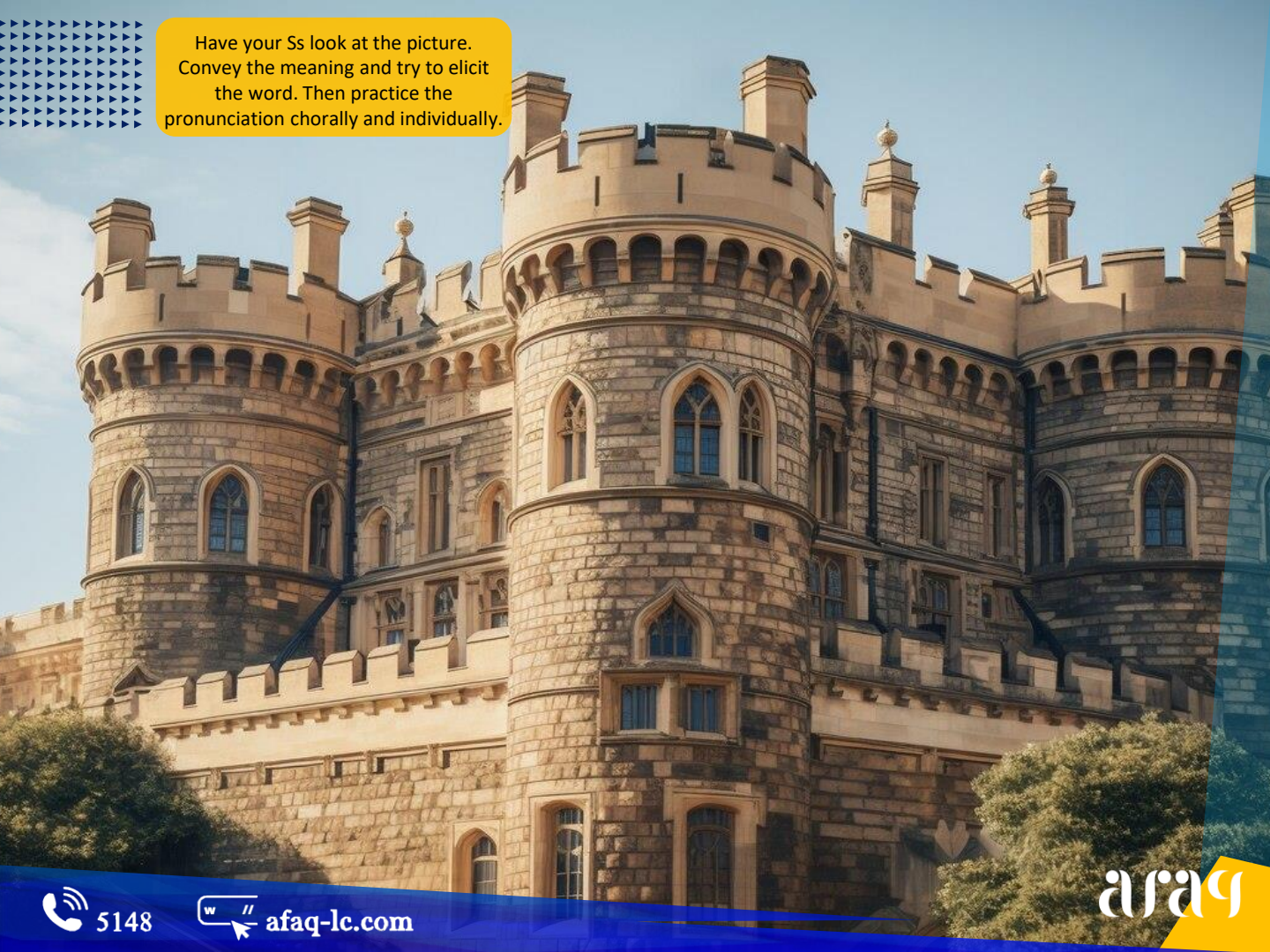
PEERS


Have your Ss look at the picture. Convey the meaning and try to elicit the word. Then practice the pronunciation chorally and individually.
CEO

Teach the form of the word. Then ask some concept checking questions.



DESIGNATE


Have your Ss look at the picture. Convey the meaning and try to elicit the word. Then practice the pronunciation chorally and individually.

Teach the form of the word. Then ask some concept checking questions.



HISTORICAL LANDMARK

Have your Ss look at the picture. Convey the meaning and try to elicit the word. Then practice the pronunciation chorally and individually.



Teach the form of the word. Then ask some concept checking questions.



DOWNPLAY

Familiarize the students with the video talk. Play the video once to do the task.



WHAT TWO STORIES DOES THE SPEAKER TALK ABOUT?

VIDEO SOURCE: STARTUP VIDEO/STARTUP 7 VIDEOS/UNIT8-LISTENING.MP4



B ▶08-16 Listen or watch again. Take notes in the chart.

Reason for corporate origin stories:		
Company	Story	Truth

C ▶08-16 Read the Note-taking Skill. Then listen again and complete the sentences.

In essence, _____.

To sum up, _____

_____.

NOTE-TAKING SKILL Listen for restatement

Speakers use a variety of expressions to restate or summarize an important point. Listen for signal expressions like these, and make a note of what is said:

in essence	*in brief*
in other words	*on the whole*
that is to say	*to sum up*
in short	*in conclusion*

Have the students answer the question in class.

D **PAIRS** **REACT** Are you surprised that the corporate origin stories are exaggerated?



Ask follow-up questions

One way to demonstrate interest in a conversation or discussion is to ask follow-up questions like these to get more information.

What happened next? *Why / How did they…?*

Give a couple of minutes to your Ss to think about the topic they intend to share. Provide adequate samples.

A **THINK** Read the beginnings of origin stories for three businesses. Choose one and take notes about its founder(s) and the business.

Restaurant: A woman learned to cook in her grandmother's kitchen. Then neighbors helped her attend a famous cooking school...

A clothing store: A man worked in his parents' tiny store as a teenager and had an idea to sell their specialty clothes online...

A car company: Two people who loved cars used to draw them after school. They went to work at a dealership and then went to engineering school together...



Have your Ss share what they have prepared in their breakout rooms. Monitor the groups and prepare your FEEDBACK.

B **PAIRS** Work with someone who chose the same business. Share your ideas and develop the origin story together.



The Geniuses in the Garage

Everyone loves a good story, right? A story is entertaining. It gives us characters we can relate to and the pleasure of a satisfying conclusion. Stories help us maintain a cultural identity. So, it's really no surprise that businesses tell stories about themselves to project a positive corporate identity and to help build brand loyalty. When it comes to technology companies, these stories usually feature a founder, or a pair of cofounders, who, while tinkering away in a garage, stumbled upon an idea so brilliant that it changed technology forever. We like this kind of story because there's a lot of satisfaction in the idea of people succeeding against all odds. And it's so much more interesting and inspiring than what's usually the reality: People learn from mentors and become experts in a field while working for a big company and then go on to apply that expertise to a similar product idea, while consulting with their peers. Just doesn't sound as good as "geniuses in a garage," does it?

Let's look at couple of corporate origin stories that you've probably heard before…and that you might believe are true.

First, we have the origin of the Apple computer company. This story tells us that Steve Jobs and Steve Wozniak dreamed up their first computer in Jobs' parents' garage, and these early efforts eventually resulted in the most valuable company in the world. That garage became so iconic that it was designated as a historical landmark in 2013. Google also has a garage—their story is that Sergey Brin and Larry Page created the first version of the world-changing search engine in the garage of a friend. You can even take a virtual tour of it to see what life was like for these brilliant young men before they hit it big. Cool, huh? But it turns out that these garage stories are, well, somewhat exaggerated. In essence, they are creation myths. Jobs and Wozniak did work on and test some of their first products in that famous garage, but they never designed anything there, and the company outgrew the small space very quickly and moved into its own premises. And the Google story is even more of a stretch. Brin and Page had already raised a million dollars in funding for their young company by the time they rented that garage from a friend and, like Apple, the company didn't stay in a garage very long. Google bought the garage years later to preserve as the location for their founding creation myth. My intention here isn't to downplay the accomplishments of Jobs and Wozniak or Brin and Page. Obviously, these entrepreneurs earned their places in the history of technological achievement. I just want to point out that it's important to be aware of the power of a good story, and that we shouldn't forget that reality is often not quite as captivating as the tales we want to believe.

READ THE SCRIPT AND UNDERLINE ANY NEW WORDS YOU DO NOT KNOW.

The Geniuses in the Garage

Everyone loves a good story, right? A story is entertaining. It gives us characters we can relate to and the pleasure of a satisfying conclusion. Stories help us maintain a cultural identity. So, it's really no surprise that businesses tell stories about themselves to project a positive corporate identity and to help build brand loyalty. When it comes to technology companies, these stories usually feature a founder, or a pair of cofounders, who, while tinkering away in a garage, stumbled upon an idea so brilliant that it changed technology forever. We like this kind of story because there's a lot of satisfaction in the idea of people succeeding against all odds. And it's so much more interesting and inspiring than what's usually the reality: People learn from mentors and become experts in a field while working for a big company and then go on to apply that expertise to a similar product idea, while consulting with their peers. Just doesn't sound as good as "geniuses in a garage," does it?

Let's look at couple of corporate origin stories that you've probably heard before…and that you might believe are true.

First, we have the origin of the Apple computer company. This story tells us that Steve Jobs and Steve Wozniak dreamed up their first computer in Jobs' parents' garage, and these early efforts eventually resulted in the most valuable company in the world. That garage became so iconic that it was designated as a historical landmark in 2013. Google also has a garage—their story is that Sergey Brin and Larry Page created the first version of the world-changing search engine in the garage of a friend. You can even take a virtual tour of it to see what life was like for these brilliant young men before they hit it big. Cool, huh? But it turns out that these garage stories are, well, somewhat exaggerated. In essence, they are creation myths. Jobs and Wozniak did work on and test some of their first products in that famous garage, but they never designed anything there, and the company outgrew the small space very quickly and moved into its own premises. And the Google story is even more of a stretch. Brin and Page had already raised a million dollars in funding for their young company by the time they rented that garage from a friend and, like Apple, the company didn't stay in a garage very long. Google bought the garage years later to preserve as the location for their founding creation myth. My intention here isn't to downplay the accomplishments of Jobs and Wozniak or Brin and Page. Obviously, these entrepreneurs earned their places in the history of technological achievement. I just want to point out that it's important to be aware of the power of a good story, and that we shouldn't forget that reality is often not quite as captivating as the tales we want to believe.

AS HOMEWORK USE A DICTIONARY TO LOOK UP THE WORDS AND LEARN THEM.

Homework

Provide the Ss with the audio link of the Listening. Highlight the page number of the script. Familiarize them with the concept of shadowing if necessary. Assign them to perform shadowing to the conversation.



Listen to the Listening using the link.

Perform shadowing by practicing the rhythm, intonation, and pace of the speakers.