

Teacher's notes | Reading file 9

Learning objectives for this lesson

Skimming for gist, scanning for specific information, focusing on key vocabulary from the text, using vocabulary from the text, and giving opinions about the topic of the text.

- 1 Get students to work in pairs to discuss the questions then take whole class feedback.

Suggested answers

- 1 A franchise is a business where you take the business idea and systems of the franchise owner and open up a replica business. You pay a joining fee to the franchise owner and usually a percentage of your turnover.
- 2 McDonalds is probably the most famous name. Fast food businesses lend themselves to being franchises. The names of other franchises may change from country to county. For example, Kwik Fit is called Speedy in France.

- 2 Get students to skim read the text quickly.

Answer

People seem generally favourable.

- 3 Ask students to discuss their answers in pairs before taking whole class feedback.

Answers

- | | |
|------------|------------|
| 1 handyman | 5 loopy |
| 2 loopy | 6 handyman |
| 3 bella23 | 7 handyman |
| 4 loopy | 8 bella23 |

- 4 Get students to work together in pairs or groups. Give them five minutes to discuss the questions, then ask each pair or group for two interesting points that they raised.

Suggested answers

Advantages

Safer / less chance of failure

Tried and tested business

You don't have to worry about the business plan or advertising.

The franchisor can get better prices because he has bigger buying power than a small organization.

You are your own boss.

You are part of something bigger.

Disadvantages

Someone else's business idea not your own dream.

Quite anonymous

If bad publicity affects the franchise it can affect you.

You have to pay a joining fee and a royalty to the franchise owner.

You are tied to the franchisor for supplies.

- 5 You can probably do this as a quick whole class activity.

Answers

- 1 franchisor
- 2 franchisee
- 3 joining fee
- 4 turnover
- 5 royalty
- 6 profit

- 6 Students match the beginnings of expression to their ends. Follow this up by asking students to choose two or three expressions and make some sentences about their own experiences.

Answers

- 1 d 2 f 3 e 4 c 5 a 6 b

- 7 Ask students to look at the text again and find three words that would be useful in their line of work. Get them to discuss their answers with their partner giving reasons why.

- 8 Get the students to discuss the question in pairs or small groups and then take whole class feedback