

The 7 Steps -
December

1. CONTEXT

Mindmap anything you know about the topic, including vocabulary. Do some research online to help.



Crayola

2. QUESTIONS

Read the listening questions to check your understanding. Look up any new vocabulary.

Listening Questions 1

1. What was Crayola's original name and when did they change it?
_____.
2. How many different colors did their first box of crayons have?
_____.
3. Which company purchased Crayola in 1984 and what are they known for?
_____.
4. When did they add coloring pencils to their product line?
_____.
5. How many crayons do they make every year?
_____.

Listening Questions 2

1. What four smells are mentioned and where did they rank on the list?
_____.
2. How many Crayola Experience locations do they have?
_____.
3. What's 'Big Blue' and how much does it weigh?
_____.
4. How many crayons went into making Big Blue?
_____.
5. Name two of Crayola's unique colors.
_____.

3. LISTEN

Listen and answer the questions using full sentences. Circle the number of times and % you understood.

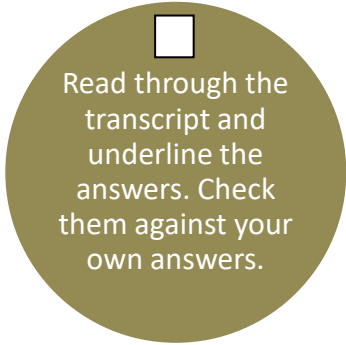
Listening 1				
1	2	3	4	5
%	%	%	%	%

Listening 2				
1	2	3	4	5
%	%	%	%	%

Discussion Questions

1. What toys did you play with when you were a child? How has this changed over time?
2. What are some other examples of companies diversifying their product range?

4. CHECK ANSWERS



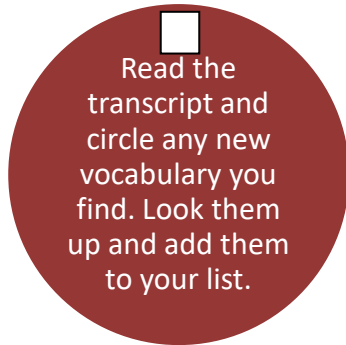
TRANSCRIPT 1

In 1903 Crayola introduced their first wax crayons. The company's original name was Binney & Smith, but it was changed to its current name in 2007.

Their first box of crayons had 8 different colors, but over the next 50 years or so Crayola added a lot more and by 1958 they were selling boxes with 64 colors. In 1984 they were bought by the famous greeting card company, Hallmark Cards, and three years later Crayola **diversified** their product line by adding coloring pencils and washable markers.

The Crayola family also includes Silly Putty, a popular children's toy which the company **purchased** the rights to in 1977. Silly Putty is a unique rubbery material. In 2016 Crayola said they manufacture something like 3,000,000,000 crayons every year.

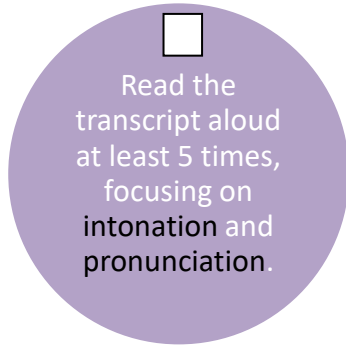
5. CHECK VOCABULARY



MATCH THE SYNONYMS BY DRAWING LINES BELOW:

Odor	Noticeable
Diversify	Give
Distinctive	Smell
Stand out	Buy
Donate	Unique / Particular
Purchase	Expand

6. READ ALOUD



TRANSCRIPT 2

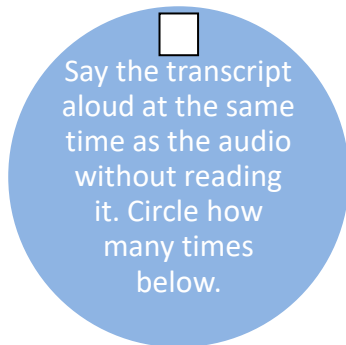
Some smells **stand out** more than others and it turns out crayons have quite a **distinctive odor**. According to Crayola's website in 2016, participants in a study were given 80 different smells and asked to name them and crayons came in 18th on the list. In other words, a lot of people know a crayon when they smell one. Also on the list were coffee (#1), chocolate (#4), and beer (#10).

In 2019 the company had five locations in the U.S. called 'Crayola Experience' featuring Crayola related activities. For example, at their Pennsylvania facility they have an extremely large crayon called 'Big Blue'. Crayola explains they made it by using 123,000 blue crayons that were **donated**. Big Blue weighs nearly 700 kg.

In their long history Crayola has come up with many interesting names for their crayons and a few of them are: wild watermelon; inchworm; unmellow yellow; and tumbleweed.

1	2	3	4	5
1	2	3	4	5

7. SHADOWING



1	2	3	4	5
1	2	3	4	5