

**The 7 Steps -**  
**November**



**1. CONTEXT**



**KFC**

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

**2. QUESTIONS**

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

**Listening Questions 1**

- How was Harland Sanders' appearance unique?  
\_\_\_\_\_.
- What kind of food did Harland Sanders serve at his gas station?  
\_\_\_\_\_.
- How many KFC franchises were there in North America by 1965?  
\_\_\_\_\_.
- When did KFC introduce their first bucket?  
\_\_\_\_\_.
- What was the name of the honorary title Sanders was given in the 1930s?  
\_\_\_\_\_.

**3. LISTEN**

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

**Listening Questions 2**

- When did the KFC franchise first come to Japan and for what reason?  
\_\_\_\_\_.
- Which country has more KFC outlets, Japan or China? By how many?  
\_\_\_\_\_.
- When and why did KFC launch their first Christmas campaign in Japan?  
\_\_\_\_\_.
- Where was the Sanders statue thrown into when Hanshin Tigers won?  
\_\_\_\_\_.
- When was the statue of Colonel Sanders found and by who?  
\_\_\_\_\_.

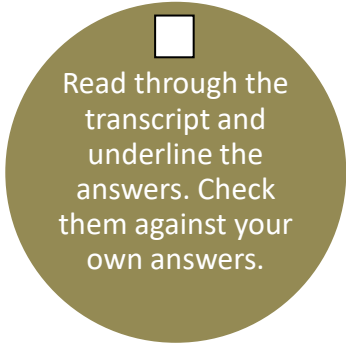
Listening 1				
1	2	3	4	5
%	%	%	%	%

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

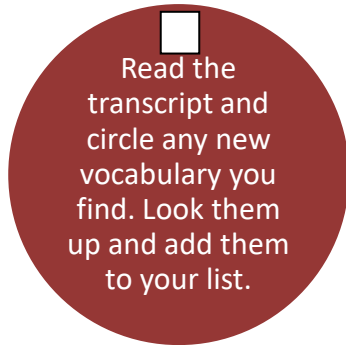
**Discussion Questions**

- Are there big differences between fast-food restaurants in Japan? Are you concerned with how popular they are?
- What are some examples of overseas traditions becoming part of Japanese culture?

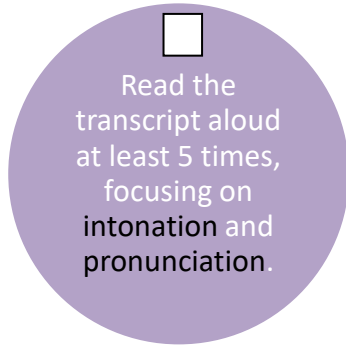
#### 4. CHECK ANSWERS



#### 5. CHECK VOCABULARY

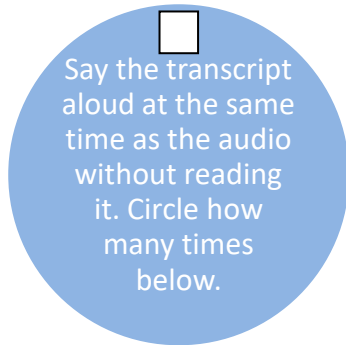


#### 6. READ ALOUD



1	2	3	4	5
1	2	3	4	5

#### 7. SHADOWING



1	2	3	4	5
1	2	3	4	5

### TRANSCRIPT 1

One of the most famous restaurant chains in the world is KFC (Kentucky Fried Chicken). The company is based in Kentucky, U.S.A. and in 2019 their website said they had more than 21,000 stores around the world.

The company was **founded** by Harland Sanders who developed a very unique and **distinguished** look for himself. Later in life he had white hair and a white goatee, and famously wore a white suit and a black string necktie. When Sanders was about 40 years old he owned a gas station where he also served fried chicken. In 1955 Sanders started franchising his company and within a decade there were over 600 locations in North America. Sanders eventually sold his company in 1964.

One thing many people probably associate with KFC is the KFC bucket. The famous container **debuted** in 1957. Harland Sanders is probably better known as Colonel Sanders. In the mid-1930s he was given the **honorary** title of Kentucky Colonel because **apparently** the state's governor was a big fan of the chicken he cooked. Sanders was 90 years old when he died in 1980.

MATCH THE ANTONYMS BY DRAWING LINES BELOW:

Found	Ordinary
Distinguished	Go bankrupt
Debut	Unlikely
Apparently	Official
Honorary	Retire

### TRANSCRIPT 2

KFC came to Japan in 1970 at the Osaka World Expo and later that same year the first store opened its doors in Nagoya. As of 2017 there were in the neighborhood of 1,100 stores in Japan, over 5,000 locations in China, and just over 4,100 outlets in the United States.

In December 1974, a Christmas campaign was launched in Japan which helped KFC meals become a popular choice for some people on or around December 25<sup>th</sup>. According to KFC Japan's website, a Christian mission school placed an order for some chicken and asked that it be delivered by someone wearing a Santa costume. Based on this experience an employee at KFC suggested that the company could create an advertising campaign promoting KFC for Christmas.

And finally, a Japanese baseball story associated with the company. In 1985, some Hanshin Tiger fans were celebrating their team's Japan Series victory and threw a statue of Colonel Sanders into the Dotonbori river. Twenty-four years later it was found during some construction work that the city of Osaka was doing on the river.