

**The 7 Steps -**  
**December**



**Hasbro**

**1. CONTEXT**

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**

1. When was Hasbro founded?  
\_\_\_\_\_.
2. Where did the name Hasbro come from?  
\_\_\_\_\_.
3. What did Hasbro sell before it sold toys?  
\_\_\_\_\_.
4. What was Mr. Potato Head the first toy to do?  
\_\_\_\_\_.
5. Why were G.I. Joe toys called "action figures?"  
\_\_\_\_\_.

**Listening Questions 2**

1. In the 80s, how did Hasbro market the G.I. Joe and Transformers toy lines?  
\_\_\_\_\_.
2. Other than G.I. Joe and Transformers, what are 2 brands that Hasbro controls?  
\_\_\_\_\_.
3. What is one company it has a major licensing agreement with?  
\_\_\_\_\_.
4. What was Hasbro's net revenue in 2018?  
\_\_\_\_\_.
5. How many employees did Hasbro have in 2018?  
\_\_\_\_\_.

**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 are some toys from your childhood that are no longer popular or in production? How do you feel about this?
2. How much time should children be allowed to play? What are some of the benefits of playing for children?

#### 4. CHECK ANSWERS

Read through the transcript and underline the answers. Check them against your own answers.

#### TRANSCRIPT 1

It's almost **impossible** to go to a toy store and not see products from Hasbro. It is one of the biggest toy companies in the world and it started in 1923. The company started as Hassenfeld Brothers and the name was later shortened to Hasbro. It was founded by brothers Henry and Hillel Hassenfeld in Providence, Rhode Island, USA. Although it is a major toy company now, it originally sold textile **remnants** and later sold school supplies. Hasbro sold its first toys, doctor and nurse kits, in the 40s.

In 1952, Hasbro launched its first hit toy, Mr. Potato Head. Mr. Potato Head was the first toy to ever be advertised on TV and the toy line has been in production for over 60 years.

Hasbro made another major **innovation** in 1964 when it launched G.I. Joe, the first toy to be called an "action figure." G.I. Joe toys were 12-inch tall figures that looked like American military men. Hasbro called them "action figures" because they thought boys would not want to play with dolls.

**MATCH THE SYNONYMS BY DRAWING LINES BELOW:**

Impossible	Strategy
Remnant	Remainder
Innovation	Contract
Demand	Impractical
Tactic	Desire
Agreement	Modernization

#### 5. CHECK VOCABULARY

Read the transcript and circle any new vocabulary you find. Look them up and add them to your list.

#### 6. READ ALOUD

Read the transcript aloud at least 5 times, focusing on intonation and pronunciation.

1	2	3	4	5
1	2	3	4	5

#### TRANSCRIPT 2

Over the decades, Hasbro continued to innovate and acquire other companies. In the 80s, the company used animated series to help drive **demand** for its toy lines, in particular G.I. Joe and Transformers. Hasbro and other companies continue to use this marketing **tactic** to sell toys to kids.

In 1984, Hasbro acquired the board game company Milton Bradley and in the early 90s, it acquired Tonka, Parker Brothers, Kenner, and Nomura Toys. Hasbro now controls major brands such as Play-Doh, Nerf, My Little Pony, Monopoly, Transformers, and G.I. Joe. It also has major licensing **agreements** to make toys for Star Wars, Disney, and Marvel.

In 2018 Hasbro had total revenue of \$5.2 billion and profits of \$397 million. As of 2018 the company had 5,400 employees worldwide.

#### 7. SHADOWING

Say the transcript aloud at the same time as the audio without reading it. Circle how many times below.

1	2	3	4	5
1	2	3	4	5