

The 7 Steps -
February



1. CONTEXT



Super Bowl

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

- When was the original NFL founded?
_____.
- When did the NFL agree to merge with the AFL?
_____.
- What was the game between the AFL and NFL champions called?
_____.
- What day of the week are most NFL games played on?
_____.
- What is the average attendance of an NFL game?
_____.

Listening Questions 2

- When was the first Super Bowl played?
_____.
- What is the day of the Super Bowl called?
_____.
- How many people watched the Super Bowl in the US in 2017?
_____.
- In 2013, how much did a 30-second commercial during the Super Bowl cost?
_____.
- Why are Super Bowls usually played in warm weather cities?
_____.

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

- What are some major sporting events in your country? What is your opinion of them?
- What is a memorable advertisement you have seen? Why is it memorable?

4. CHECK ANSWERS

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

TRANSCRIPT 1

The National Football League, or NFL, dates back to 1920. However, the modern NFL started in 1966 when it agreed to merge with its **rival**, the AFL. The **merger** was effective as of 1970, but the champions of each league began playing each other at the end of the 1966 season. The championship game was called the 'Super Bowl.'

The NFL currently has 32 teams that each play 16 games per season. Most games are played on Sundays with one game per week on Thursdays and one on Mondays.

The league is **by far** the most popular professional sports league in the United States in terms of attendance per game and TV ratings. In fact, the NFL has the highest average attendance of any league in the world with 67,591 fans per game. It has contracts with 4 TV networks worth **approximately** \$4.9 billion a year.

5. CHECK VOCABULARY

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

MATCH THE ANTONYMS BY DRAWING LINES BELOW:

Rival	Mildly
Merger	Exactly
Approximately	Just
Extremely	Separation
Sponsor	Ally
By far	Opposer

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

The first Super Bowl was played in January 1967. It is always played on a Sunday which has become known as Super Bowl Sunday.

Each year the Super Bowl is the highest-rated TV program in the US with an average of over 113 million viewers in 2017. Due to the **extremely** high viewership, commercials broadcast during the game are expensive. In Super Bowl LII (52) in 2013, a 30-second commercial cost at least \$5 million. Many companies introduce new advertising campaigns or their most interesting ads during the Super Bowl.

Super Bowls are usually hosted in warm weather cities so the games can be played on fields in good condition. Also, the warm weather is more appealing to representatives of the NFL's corporate partners and **sponsors**, who often attend the game.

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