

**1. CONTEXT**

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



Canon

**2. QUESTIONS**

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

**Listening Questions 1**

1. What was the name of the company before Canon?  
\_\_\_\_\_.
2. How many founders did Canon have?  
\_\_\_\_\_.
3. What company supplied the lenses for Canon's early model cameras?  
\_\_\_\_\_.
4. Why was the company's branding confusing?  
\_\_\_\_\_.
5. When did the company change its name to Canon?  
\_\_\_\_\_.

**3. LISTEN**

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

**Listening Questions 2**

1. What was Canon's sales total in 2018?  
\_\_\_\_\_.
2. Other than Image Systems, what other business units does Canon have?  
\_\_\_\_\_.
3. What is Canon's top market?  
\_\_\_\_\_.
4. What percentage of Canon's sales were in Japan in 2017?  
\_\_\_\_\_.
5. How many patents does Canon hold in the US?  
\_\_\_\_\_.

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

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

**Discussion Questions**

1. How has the quality of photography changed over the years?
2. What are some examples of other companies rebranding or diversifying their business?

#### 4. CHECK ANSWERS

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

#### 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

#### 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

### TRANSCRIPT 1

Canon Inc's history dates back to 1937 when it was called Precision Optical Industry Co., Ltd. The company was founded by Goro Yoshida, Saburo Uchida, and Takeo Maeda.

The company's early camera models used Nikkor lenses from Nippon Kogaku Kogyo, which eventually went on to become Canon's **rival** Nikon.

The company's operations were **interrupted** by WWII, but within a year of the end of the war, it was selling 2 models: the JII and the SII. Allied Occupation Forces **complained** that the branding was confusing as they used 'Canon' for cameras, 'Serendar' for lenses, and Precision Optical Industry for the manufacturer. Company President Takeshi Mitarai made the decision to change the company name to Canon Camera Co., Ltd in 1947 and the lenses were finally branded as Canon in 1953.

Interrupt	Rival	Complain	Segment	Patent
<b>Fill-in the blanks with the appropriate word / phrase above:</b>				
1. If you have a good business idea, you should _____ it so you have the rights to it.				
2. The company was divided into 5 _____ to increase focus and productivity.				
3. Many of our customers _____ when we had trouble with our delivery.				
4. That sports brand is our _____ so we should never wear their clothing.				
5. The game was _____ by an important announcement.				

### TRANSCRIPT 2

Canon has grown into a large global company and in 2018, it had almost \$38 billion in sales and nearly \$2.2 billion in profit. Canon also had close to 198,000 employees worldwide.

As of 2017 Canon was producing a range of products in addition to cameras. Their business units included the Office, Image Systems, Medical Systems, and Industry. The Office Business unit made up the largest **segment** of their business at 45.7 percent.

Canon's sales are quite balanced between Europe, Asia/Oceania (excluding Japan), the Americas, and Japan. The Americas are its top market as they account for 27.1% of the company's sales, while Japan is the top individual country with 21.7% of sales in 2017.

In 2015, Canon ranked third behind IBM and Samsung for the most **patents** held in the US with 3,179.