

The 7 Steps - November



1. CONTEXT

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



Citizen

2. QUESTIONS

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

Listening Questions 1

1. What was the original name of the company Citizen?
_____.
2. Who named the first watch?
_____.
3. Why was the first watch named 'Citizen'?
_____.
4. What year did the company introduce the 'Parawater'?
_____.
5. According to the American President of Citizen, what do people demand?
_____.

3. LISTEN

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

Listening Questions 2

1. What is a landmark technology from Citizen called?
_____.
2. How does this technology work?
_____.
3. What are two brands that have been acquired by Citizen?
_____.
4. Where is the new flagship store located?
_____.
5. What is unique about the new flagship store?
_____.

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

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

Discussion Questions

1. Is it important for you to wear a watch? Why or why not?
2. What have been some new or interesting features with wearable technology recently?

4. CHECK ANSWERS

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

TRANSCRIPT 1

In 1924, the Shokosha Watch Research Institute produced its first pocket watch the "CITIZEN." It was named by the then Mayor of Tokyo, Mr Shimpei Goto with the hope that the watch, a luxury item of those times, would become widely available to **ordinary** citizens and be sold throughout the world.

Citizen has always tried to innovate and make watches an important part of modern life. It introduced the Parashock in 1956 which was the first shock **resistant** watch made by a Japanese manufacturer. And three years later, the Parawater was the company's first water resistant watch.

The president of Citizen Watch Company of America, Jeffrey Cohen, believes that people demand world class design and technological **innovation** and he believes that Citizen can provide these types of watches.

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:

Ordinary	Unknown
Resistant	Tradition
Innovation	Secondary
Notable	Receptive
Flagship	Special

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

One of their most **notable** milestones is the Eco-Drive system. The green technology of Citizen Eco-Drive watches was designed to provide the wearer a lifetime of use while having a low impact on the environment. It features a permanently rechargeable battery which takes light from natural and artificial sources and changes it into energy.

In addition to the Eco-Drive line, Citizen Watch group has acquired several other brands over the years. Some examples are Alpina, Arnold and Son, and Campanola. In April 2017 Citizen opened a new **flagship** store in Ginza Six that features all Citizen Watch groups together in one location.

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