

The 7 Steps -
January



1. CONTEXT



Campbell's

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 Campbell's soup founded? Who founded it?
_____.
- What scientific discovery was made by Campbell's in 1897?
_____.
- From what university did Campbell's adopt its label colors?
_____.
- What other types of products do Campbell's now sell?
_____.
- What percentage of U.S. households have Campbell's products?
_____.

Listening Questions 2

- What artist incorporated Campbell's soup cans into his work?
_____.
- How many cans were in his original Campbell's piece? What did they represent?
_____.
- When and where did the piece debut?
_____.
- What happened at the Springfield Museum in 2016?
_____.
- What are two series that have been featured on Campbell's cans?
_____.

3. LISTEN

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

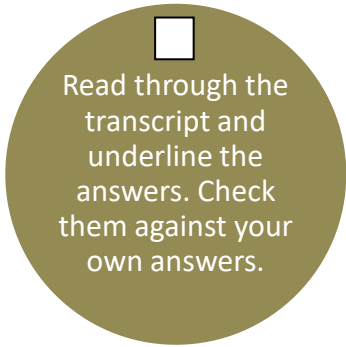
Listening 1				
1	2	3	4	5
%	%	%	%	%

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

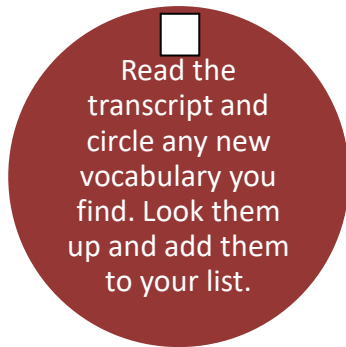
Discussion Questions

- Do you have any Campbell's products in your home? What kind of brands do you strongly associate with Japanese culture?
- What are some other examples of companies succeeding through a strong relationship with famous people?

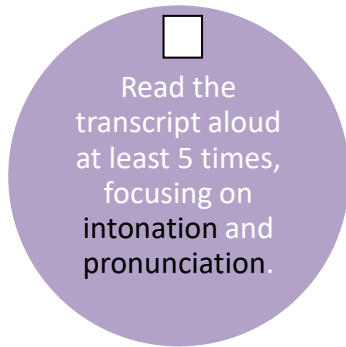
4. CHECK ANSWERS



5. CHECK VOCABULARY

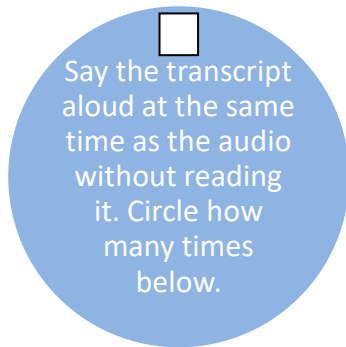


6. READ ALOUD



1	2	3	4	5
1	2	3	4	5

7. SHADOWING



1	2	3	4	5
1	2	3	4	5

TRANSCRIPT 1

Chances are that when one thinks about canned soup, the first thought that comes to mind is Campbell's soup. In nearly every grocery store in the U.S. and in many around the world, consumers can find the **iconic** red and white can. The company was originally founded in 1869 in Camden, New Jersey by Joseph Campbell, a fruit **merchant**, and Abraham Anderson, an icebox manufacturer. One of their first products was a ready-to-eat tomato soup. In 1897 a chemist working for the company, Dr. John T. Dorrance, created the formula for condensed soup from which five varieties of soup were created. The tomato soup remains one of the top ten shelf-stable products in the U.S. today.

The iconic Campbell's label came into being later due to a **confluence** of events. First an executive attended a football game between Cornell University and Penn State University, and was so impressed with the red and white uniforms of Cornell that he **convinced** Campbell's to use the colors for the label. Second in 1900, the medal is added to the Campbell's can after they win a medal of excellence at the Paris Exposition.

These days Campbell's has a wide range of products including other soups, baked goods, and juices. According to Campbell's there is one of their products in 95.8% of U.S. households and 80 Campbell's products bought in North America every second.

Iconic	Merchant	Confluence	Staple	Solidify
Fill-in the blanks with the appropriate word / phrase above:				
1. The company needs to _____ its position in the Japanese market in order to have a presence in Asia.				
2. Rice is a _____ of any Japanese meal.				
3. My grandfather was a clock _____ whose store was in Frankfurt.				
4. A _____ of events led to the fall of the Roman Empire.				
5. The iPhone is Apple's most _____ product.				

TRANSCRIPT 2

The Campbell's can is so recognizable that it has become a **staple** of Americana and has even had considerable impact on the art world. This is due largely to the works of Andy Warhol, the 20th century artist best known for his works of "Pop Art." During his artistic career, Warhol had a series of works that prominently featured Campbell's soup cans. In fact, his works related to Campbell's soup helped to **solidify** his fame and reputation as an up and coming force in the U.S. art scene.

His initial work involving Campbell's soup cans was a series of 32 canvases featuring each of the types of soups offered by Campbell's at that time. The pictures themselves were produced by a printmaking method and looked more like commercial art than traditional paintings. The series was debuted on July 9th, 1962 in the Ferus Gallery of Los Angeles. Over the years of his career, Warhol would do several different pieces which featured Campbell's soup in some way or another. The prints themselves are quite valuable, selling at auction for millions of dollars. Seven of the prints were stolen from the Springfield Museum in 2016.

Campbell's has taken a page out of Warhol's book themselves by offering limited edition special design cans. These are frequently used in promotion and feature characters from series such as Star Wars, Marvel, and Disney.