

The 7 Steps -
February



1. CONTEXT



Hallmark

Listening Questions 1

1. How old is Hallmark and where are their headquarters?
_____.
2. When did Hallmark start making greeting cards?
_____.
3. What creative initiative did Hallmark introduce?
_____.
4. When did Hallmark purchase Crayola?
_____.
5. Approximately how many people did Hallmark employ in 2019?
_____.

Listening Questions 2

1. How many homes did the Hallmark Channel reach in 2019?
_____.
2. Name two TV shows the Hallmark Channel carries.
_____.
3. What do Pablo Picasso and Salvador Dali have in common?
_____.
4. What did Eisenhower do when he was president of the USA?
_____.
5. Apart from greeting cards, what are two things Hallmark also sells?
_____.

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

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

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

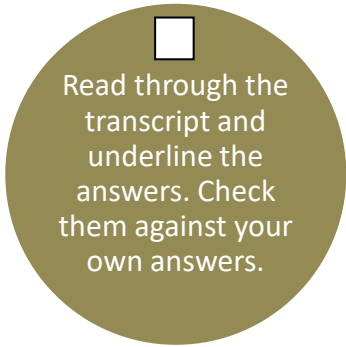
Listening 1				
1	2	3	4	5
%	%	%	%	%

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

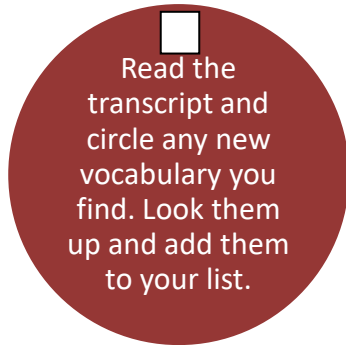
Discussion Questions

1. What kind of card giving culture is there in your country? In what situations is it common?
2. Will the emergence of SNS and messaging lead to the end of card giving in the future?

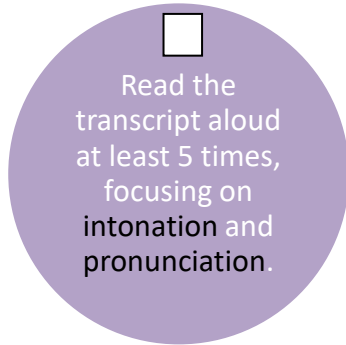
4. CHECK ANSWERS



5. CHECK VOCABULARY

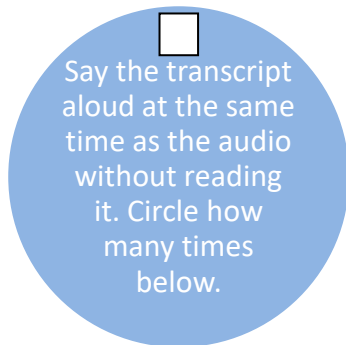


6. READ ALOUD



1	2	3	4	5
1	2	3	4	5

7. SHADOWING



1	2	3	4	5
1	2	3	4	5

TRANSCRIPT 1

Hallmark's history goes all the way back to 1910 when it was established by Joyce C. Hall. The company famous for its greeting cards is headquartered in Kansas City, Missouri. When Hall was in his teens, he and his two brothers started the Norfolk Post Card Company and sold **imported** postcards.

Early on in the company's history their office and **inventory** were **ruined** by a fire. From postcards they eventually **branched out** into greeting cards which they started making in 1915.

One interesting idea the company introduced was displaying cards in racks rather than drawers, which according to Hallmark, was the first time this had been done in the industry.

In 1982, at the age of 91, Joyce Hall passed away. Two years later, Hallmark **acquired** Crayola, makers of the colorful and famous crayons. Like Hallmark, Crayola can trace its roots back more than 100 years.

As of 2019, Hallmark was a privately owned company with about 30,000 employees. The company's Hallmark Greetings division's products can be found in over 100 countries and are available in 30+ languages. In 2018, Hallmark generated roughly \$4 billion in revenue.

MATCH THE ANTONYMS BY DRAWING LINES BELOW:

Associate with	Sell
Import	Separate
Ruin	Downsize
Branch out	Domestically produced
Acquire	Lack of
Inventory	Save

TRANSCRIPT 2

Part of the Hallmark family is the 24-hour cable TV network called the Hallmark Channel. The Hallmark Channel is known for its family shows and their website says their shows are seen in over 80 million households.

The Hallmark Channel carries several classic American TV programs that enjoyed long runs when they originally aired, including Frasier, Cheers, and the Golden Girls. Kelsey Grammer and John Ratzenberger, who both appeared in Cheers, voiced characters in the very popular Toy Story movies. Grammer provided the voice for "Stinky Pete the Prospector" while Ratzenberger voiced "Hamm".

Hallmark is probably best known for its cards and just a few examples of the special occasions that they produce cards for are graduations, Halloween, and retirement.

Over the years a number of famous artists have been **associated with** Hallmark cards including Norman Rockwell, Pablo Picasso, and Salvador Dali. And even U.S. presidents have sent out Hallmark cards while in office starting with Dwight D. Eisenhower.

In addition to cards, Hallmark also sells products ranging from office accessories to books, to items for babies.