

PRESIDENT'S MESSAGE

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Subject: President's message

Level: Intermediate and above

Time: 90 minutes

Aims:

1. To analyse and compare two pieces of writing (President's messages)
2. To practise the style used by Public Relations

Technical requirements: One computer per group of 2-3 students with an Internet connection and a Web browser

Required knowledge: students should have basic skills of searching for information in the Internet

Procedure:

I. Pre-stage

1. The teacher asks: 'How many departments can you differentiate in a company?' Students give answers
2. If students don't mention 'Public Relations', the teacher explains the term to them: 'Public Relations is responsible for creating a positive public image of a company'

3. The teacher asks: 'What might be some specific responsibilities of people working in that department?' Students give answers.

4. The teacher tries to elicit the answer: 'Creating a company's website'

II. While-stage

1. The teacher divides the students into two groups: 'Yamaha group' and 'General Motors group'.

2. The teacher asks them to go <http://www.global.yamaha.com> and <http://www.gm.com> respectively.

3. Students are to check the sites and report to the class what's most appealing about them. Then they give answers to the whole class.

4. The teacher asks students to check if the President of the company is introduced at the site and what he has to say about the policy or philosophy of the company. Both groups find the Presidents' messages on their sites as follows: 'GMability: Demonstrating Our Commitment to Doing it Right' and 'About Yamaha: President's Message'.

5. Students are given texts with gaps (1st group gets Yamaha , 2nd gets GM) and are asked to find the missing words.

GMability: Demonstrating Our Commitment To Doing it Right

General Motors enjoys a long tradition of....., integrity, and that has helped establish our reputation as a leader in corporate We place a high value on communicating clear,, and truthful information about our performance to our employees, suppliers, dealers, investors, and customers.

GM developed the GMability web site in 2000 to further underscore our commitment to corporate responsibility. We realize that our annual reports do not reach everyone interested in our activities; GMability allows us to use the Internet to help bridge geographic and cultural boundaries.

GMability provides information about many of our initiatives, including those in the areas of environment, safety, community, and Visitors to GMability can learn about our promising work in, including.....; find detailed information on the GM plants in their communities; compare our fuel economy to that of our competitors; discover more about the safety features of GM vehicles; and even contribute online to disaster relief efforts through GM Global Aid.

Visitors can also find our annual Corporate Responsibility and Sustainability Report, which documents our work to improve our operations and products, and toeconomic, environmental, and social objectives into our daily business. GM has been issuing this report since 1994, and was the first automaker to do so.

At GM, we believe it is critical that we achieve success by doing things the right way, all around the globe. GMability helps keep track of our efforts. We encourage you to use it to follow our.....

Rick Wagoner

President and Chief Executive Officer

Welcome to Yamaha's Website

At Yamaha, we believe that musictime and borders - barriers that usually prevent the world's people from forming strongbonds. That's why we're committed to combining progress andcraftsmanship with richandto provide products and services that will bring our

customers immense satisfaction. With our brand slogan, "**CREATING 'KANDO' TOGETHER**", we aim to create 'Kando' (it is a Japanese word that signifies an state of mind) that exceeds all expectations.

In this spirit, we look forward to serving you and hope you will enjoy your visit to our Website.

Shuji Ito

President & Representative Director

6. Both groups are asked to try to name the features of the style, using words like: *matter-of-fact, technical, sterile, spiritual, emotional, inspired*. Students report back

III. Post-stage

1. Students cross out any names or references to the names of the companies; what is left may serve as a structure for another President's message.
2. The teacher asks them to think of other brands that would fit into the image of matter-of-factness presented by GM or the inspirational approach of Yamaha's message. Then they write own message for one of the brands.
3. Learners now check if the website of the brand they have chosen contains a President's message. If so, they compare the two.