

## Learning objectives for this lesson

Reading for specific financial information including results, outcomes and the reasons for these. Students will recycle and extend vocabulary from Unit 12 in the Student's Book and from presenting outcomes and results in their working life.

**1** Discuss how much students go to the theatre and the costs involved. This is a lead in to the text. If some students hardly ever go to the theatre then ask them to say why; is it because of the price of tickets? Discuss the question of why governments sponsor theatres. If necessary extend this question to other public entertainment such as museums and art galleries. In most countries these types of places receive some kind of (national or local) funding. Ask students if they think their taxes are being well spent when they fund this kind of thing.

**2** Students need to read for the general meaning in terms of question 1 but they will need to read for more detailed information in order to answer question 2. Ask students to compare their list of ways afterwards before checking the answers together as a class.

### Answers

- 1 The text describes it as a 'really successful year' – especially compared to last year.
- 2 It makes money through:
  - ticket sales
  - backstage and guided tours
  - the bar and restaurant (it doesn't say this directly but we can assume)Note that it also receives money from:
  - government funding
  - corporate sponsorship
  - individual donations

**3** Students read again for more information focusing on reasons why.

### Answers

- 1 Because the number of people under the age of 18 increased by 30% (para.1)
- 2 The increase in ticket prices. (para. 2)
- 3 The weak dollar (para. 3)
- 4 Government funding (para. 4)
- 5 A new sponsorship deal with AMI which has a five year contract (para. 5)

**4** Students need to match the outcome to the reason which is in the text. But when they say the sentence, they must use one of the linking expressions *due to*, *because of*, *as a result of* in the middle of the table.

### Outcomes matched to reasons

The increase in audience numbers is - the increase in younger audiences  
Revenue from tickets remained steady - the increase in ticket prices  
The number of foreign visitors grew - the weak dollar  
The financial future is better - a new sponsorship deal  
Building work was done - government funding  
The bar uses recycled materials - a new environmental policy

**5** Allow plenty of time for students to, firstly, match the words to make word partners and then to find the definition.

### Answers

- |                       |                      |
|-----------------------|----------------------|
| 1 total revenue       | 4 sponsorship deal   |
| 2 financial support   | 5 government funding |
| 3 individual donation | 6 economic climate   |

**6** Students find words they think might be helpful to them in their own work. If you have time afterwards, ask for a few students to tell the class which words they chose and explain why.

**7** The questions for discussion involve the students thinking about their own companies and countries so it could be helpful to let students prepare answers for a few minutes before commenting. If, in some cases such as question 3, they are unsure of the answer, ask them to research the answer for the next lesson and report back.