




Pre-Reading Activities

A: Make a Choice

You have to choose a toy for a seven-year old boy. Which toy would you choose? 

1. A doll that talks and tells jokes.
2. A toy gun that looks real.
3. A computer game.
4. A toy electric train.
5. A set of little plastic building blocks. (For example: A Lego set.)
6. A _____ (Your idea.)



B: Vocabulary

Match these words and meanings. (The words are from today's article.)

Match each word on the left with its meaning on the right.

Words

Software means...
 Technology means...
 On-line means...
 A manufacturer is...
 A retailer is...
 An analyst is...
 A kid is...

Meanings

a child.
 using and studying science and ideas about how things work to make things.
 using the Internet.
 programs for a computer.
 a person or company that makes things in a factory using machines.
 a person who sells things to people.
 a person who studies information to see what is happening.

Reading Activities

A: Completing Sentences

Read **Part One** of the article. Complete the gaps in the sentences about **Part One**.

At the American International _____ toy makers show their new _____ to buyers.
 They hope this year will be a _____ year for toy sales.

Part One

New York Toy Fair kicks off on cheerful note

NEW YORK, Sun Feb 13 (Reuters)
 - The first day of the American International Toy Fair in New York was cheerful as manufacturers like Mattel Inc, MEGA Brands Inc and Spin Master try to encourage buyers from around the world.

"It is going to be a stronger sales year for the toy business," said Jim Silver, a toy analyst at Timetoplaymag.com. Lots of summer movies should help toy sales. There are lots of toys connected with movies for sale this year. (Continued.../)

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B: Matching Information

Use **Part One** and **Part Two** of the article to match the names in A. with the information in B.

A	B
Toys R Us Inc...	is a manufacturer.
Jim Silver...	is a retailer.
Lego ...	a person who studies toys.
Spin Master...	is from Denmark.

Part Two

(Continued.../) Lego is [hoping for big sales] with Ninjago toys, ninjas who use an ancient martial art to fight an evil lord. The Danish toymaker, which has done...well even during the recession, is also using toys connected to movies.

Toy retailer Toys R Us Inc is showing its first-ever collection of wood vehicles, track and playsets using the Disney Pixar movie "Cars". Hasbro is making toys connected with "Transformers -- Dark of the Moon" "Thor" and "Star Wars"...(Continued.../)

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C: Completing A Table of Information

Use **Part Three** of the article to complete this table of information about new toys.

Name of toy	Name of company	Description of toy
	Mattel	Tabletop game
Jigazo	Hasbro	
		Cars with movie cameras
	Jakks	Makes your voice sound like rapper T-Pain

Part Three

(Continued.../) 2011 toys [at the Fair] show how manufacturers are making toys using ideas from newer technology and even iPhone **apps**.

For example, one of Mattel's bets for 2011 is the "Angry Birds Knock On Wood" game. This game is played on a table and is a copy of the current No. 1 paid game app for Apple Inc's iPhone.

Jakks is showing a microphone, that takes an idea from 2010's top-selling music iPhone app. When you sing into the I Am T-Pain microphone, it makes you you sound like rapper T-Pain...

Manufacturers are adding technology to classic toys as they try to win kids, who like to play on their parents' smartphones or spend more time online...

Celebrating Ken's 50th anniversary, Mattel has the \$20 "Sweet Talkin' Ken" doll with a built-in microphone that lets kids record whatever they want Ken to say. Hasbro's \$25 Jigazo puzzle uses advanced software, while the Mattel's new Hot Wheels Videoracer cars have video cameras.

Even young kids can enjoy technology with a..."Let's Rock Elmo," featuring a microphone, a tambourine and a drum set.

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Glossary: app - application program - a program that gives computer instructions to help the user do something

D: Answering True or False Questions

Read the article carefully and decide if these sentences are **true (T)** or **false (F)**.

- Manufacturers showed new toys at the New York Toy Fair in March.
- New toys will make people buy movie tickets for new movies.
- In 2011 many toys have new technology.
- Traditional toys are not using new technology.
- The "Sweet Talkin' Ken" doll costs twenty dollars.
- Young children may like "Let's Rock Elmo."

Post-Reading Activities

You may do one or more of these.

A: What do you think?

"Should all toys be educational?"

Discuss this in small groups.

B: Role Play

Student A: You and Student B are parents and you have a seven-year old child. You need to buy him/her a birthday present. You must choose between a Lego kit and the computer Lego game. You think the Lego kit is better for your child.

Student B: You and Student A are parents and you have a seven-year old child. You need to buy him/her a birthday present. You must choose between a Lego kit and the computer Lego game. You think the computer Lego game is better for your child.

C: Tell someone else...

What was your favorite toy when you were a child? Why did you like this toy?

Share your answers with your partner.

You could use the language below to help you:

When I was a child my favorite toy was... (what kind of toy was it?)

It was... (What did the toy look like? What color was it? How big was it?)

My ... (who gave it to you? Your parents? Your friend?) gave it to me when I was (how old were you?) years old.

I liked this toy because... (Why did you like this toy?)

I used to play with this toy... (Where did you play with the toy?)



TEACHERS' NOTES AND ANSWER KEY

Pre-Reading Activities

A: Make a Choice - Notes

This activity encourages students to think about what toys they think a seven-year old boy would prefer. (Of course, if you wish you can change the subject to a girl.) They can then check their choice with the article.

This activity introduces a key word used in the article: Lego. Make sure students know what Lego is before you continue. Lego has its website at <http://www.lego.com/en-us/Default.aspx>

B: Vocabulary - Answers

Software means...programs for a computer

Technology means...using and studying science and ideas about how things work to make things

On-screen means...using the Internet.

A manufacturer is...a person or company that makes things in a factory using machines.

An analyst is...a person who studies information to see what is happening.

A kid is...a child.

A retailer is...a person who sells things to the public.

Reading Activities

A: Completing Sentences - Answers

At the American International **Toy Fair** toy makers show their new **toys** to buyers.

They hope this year will be a **good/strong/positive** year for toy sales.

B: Matching Information - Answers

Jim Silver... a person who studies toys.

Spin Master... is a manufacturer.

Lego...is from Denmark.

Toys R Us Inc...is a retailer.

C: Completing A Table of Information - Answers

Name of toy	Name of company	Description of toy
Angry Birds Knock On Wood	Mattel	Tabletop game
Jigazo	Hasbro	Puzzle
Hot Wheels Videoracer Cars	Mattel	Cars with movie cameras
I Am T-Pain microphone	Jakks	Makes your voice sound like rapper T-Pain

D: Answering True or False Questions - Answers

1. F (in February), 2. F (new movies may help people buy toys because the toys are linked to the movies), 3. T, 4. F, 5. T, 6. T.

