

1-4a

Press conference

POWER PILLS – THE FASTER, SAFER WAY TO BUILD MUSCLE

Now there's a fast and easy way to get maximum benefit out of your training. One Power Pill before each session will give you sensational muscle growth. With Power Pills every bit of effort you put in when training is converted directly into muscle, giving fantastic results within just a few weeks. And with the extra energy Power Pills give, you will be able to train longer and harder without getting tired. Power Pills are 100% natural and completely safe. We promise you will be delighted with your progress. Here's what some users have said:



'Fantastic. I wish I'd discovered it years ago.'

JD, New York.

'I've never felt – or looked – so good.'

PM, Rome.

'The best programme I've ever tried, the results are astonishing.' LL, Paris.

BOY, 18, DIES OF HEART ATTACK

Local boy Craig Sulley collapsed in convulsions at Glade Park health club yesterday during a weight training session. He was rushed to Wickham Hospital but was dead on arrival. The cause of death was heart failure brought on by overheating. Doctor Menim, in charge of the case, said 'Heart failure is unusual in so young a man, but not unknown.' Ali Uddin, a Glade Park trainer, said 'Craig had been training for four hours non-stop. I warned him that he was overdoing it, but he said he felt fine.'

West London Gazette

KILLER PILLS FINGERED BY BODYBUILDERS NATION-WIDE

LETTERS are coming in from all over the country reporting similar symptoms to the ones suffered by Craig Sulley who collapsed after taking Power Pills, a bodybuilding supplement. This story from Andrew Logan of Glasgow is typical: 'I started taking Power Pills to build muscle rapidly. They made me depressed and after three weeks I collapsed during training. I've had no problems since I stopped taking them.'

The Post

DID BODYBUILDER PILLS KILL?

Craig Sulley's sudden death in a West London gym last week may have been caused by a bodybuilding supplement according to a doctor. The teenager was taking Power Pills which claim to be 'the faster, safer way to build muscle'. Doctor Menim of Wickham Hospital said 'It is possible that bodybuilding drugs played a part in his death.' Larry Anselm, a friend, told us 'After taking Power Pills, Craig would work out for five or six hours without stopping. He also became very bad-tempered.'



The Post

POWER PILLS. OFFICIAL STATEMENT BY PACIFIC PRODUCTS

We are withdrawing the above product from sale. We are confident that enquiries will reveal that Power Pills are not in any way responsible for the recent, tragic death of Mr Craig Sulley. However, we do not wish to take even the slightest risk with the health of our customers. Pacific Products' long-term testing procedures have revealed no ill effects whatsoever from the use of Power Pills, a 100% natural product.

*Jacques Large
President, Pacific Products*

KILLER HEALTH FOOD MANUFACTURERS MAY HAVE KNOWN RISKS MONTHS AGO

According to an independent pharmacologist, Pacific Products knew about the risks associated with their Power Pills bodybuilding supplement but failed to take action. Ricardo Mancini, a consultant pharmacologist, claims that he prepared a report for the company setting out the risk to health that the product might pose. 'I reported for Pacific Products on 'Power Pills' last September,' said Mr Mancini, 'I found that there was a risk of side effects, including depression, loss of appetite and overheating. The company thanked me for the report and I heard no more from them.'

The Telegram

Press conference

Worksheet Progress check

1-4a

ACTIVITY

Individual, groupwork, pairwork, whole class: reading, speaking

AIM

To act out a press conference relating to a dangerous product.

GRAMMAR AND FUNCTIONS

Past tense

Questions

VOCABULARY

There is little business vocabulary on the worksheet; the texts are about the product and its effects.

muscle growth, weight training, overheating, convulsions, heart failure, supplement, to withdraw a product from sale, slight risk, consultant, depression, loss of appetite

And in the Teacher's Notes: *a consumer magazine, a tabloid newspaper, a quality newspaper, a sports magazine, a TV news programme*

PREPARATION

Make one copy of the worksheet for each group of three to six students and cut it up to create six documents as indicated. If possible, make sure dictionaries are available. Cut out some photos of male and female bodybuilders from magazines.

TIME

30-40 minutes

PROCEDURE

PART 1

- 1 Tell the students that they are going to look at some documents about a problem with a product and then act out a press conference with the management of the company that manufactures and distributes it.
- 2 Give out the photos of bodybuilders and ask people's opinions. Do they think these people are beautiful or ugly?
- 3 Tell them the product in question is a bodybuilding supplement.
- 4 Divide the class into groups of three to six students.
- 5 Give out the cut-up worksheets. Give each student one or two documents. Tell them not to show the documents to anyone else, but just to read them.
- 6 Allow a few minutes for reading and checking vocabulary.
- 7 Tell the students that all the documents they have, relate to a single story. Tell them to exchange information verbally to build up as complete an idea as possible.
- 8 After about 5 minutes, when they have finished, ask one group to give a summary. Ask other groups if they have anything to add.

PART 2

- 1 Divide the class into two groups: three students are directors of Pacific Products, the others are journalists. Ideally the journalists should outnumber the directors. If you have a small class, reduce the number of directors to two.
- 2 Explain the task. They are to run a press conference, the journalists questioning the board of directors about the Power Pills scandal. They will have 5 minutes to prepare. During this time the journalists decide what questions they will ask, and the board decides its position.
- 3 Discuss what happens during a press conference, for example when Mel Gibson releases a new film. How is it organised so that people are not all asking questions at the same time?
- 4 Write the following on the board:
Power Pills Press Conference. Rules for Journalists
 - 1 *If you wish to ask a question, raise your hand.*
 - 2 *Do not ask the question unless a member of the board invites you to do so.*
 - 3 *Do not attempt to engage in a dialogue with any member of the board. If you have further questions raise your hand again for each one.*
- 5 Ask what Mel Gibson could say if a journalist asks a question he does not want to answer, for example because it is too personal, or because he does not understand the question. Write suggestions on the board, and practise them if necessary. Examples could include:
I'm sorry. I'm not willing to answer that.
I will only answer questions which relate to my new film.
No comment.
- 6 Separate the two groups if you can; into different classrooms is ideal, otherwise put them at opposite ends of the room.
- 7
 - a) Ask the journalists to work in pairs. Each pair should represent a different organisation. Choose from among the following: a consumer magazine, a tabloid newspaper, a quality newspaper, a sports magazine, a TV news programme. They can decide amongst themselves, but it's quicker if you assign the roles.
 - b) Assign roles to the directors. Each group of three should be made up of the CEO, the Head of Research and the Director of Marketing. If you have only two directors, drop the last role. Tell the CEO that she or he will be expected to open the conference with a brief statement.
- 8 After 5 minutes, bring the students together and run the press conference. Allow 10 minutes for this.

FOLLOW-UP

The journalists, in their pairs, write outlines of the article for their editors. The directors, as a group, write a memo on the press conference for their Managing Director.