

## Get a job riding a Harley-Davidson all summer

24th April, 2018



There is a special job opening for eight people who love riding motorbikes, enjoy long, hot summers, and like feeling the wind in their hair. The position is a summer

internship for the legendary motorcycle maker Harley-Davidson. The company is looking for people to learn to ride its bikes and then ride them across the USA all summer. It is offering this job to celebrate the 115th anniversary of the founding of Harley-Davidson. The successful candidates will get special training to ride a Harley and must then share their experiences of their adventures of riding around the USA on social media. The lucky riders must also attend a number of events, including anniversary celebrations.

Harley-Davidson CEO Matt Levatich explained why his company wants eight interns to ride motorcycles all summer. He said: "We're continuously working to grow the sport of motorcycling. What better way to engage future riders than to have a whole team of newly-trained enthusiasts share personal stories as they immerse themselves in motorcycle culture and community - all while gaining marketable career skills. I'm looking forward to following their journeys, learning about their experiences, and seeing them out on the road." To qualify, candidates must show they are good storytellers, be able to use social media well, and describe what freedom means in an essay, video or photo portfolio.

Sources: [prnewswire.com](http://prnewswire.com) / [fortune.com](http://fortune.com) / [harley-davidson.com](http://harley-davidson.com)

## Writing

What are the advantages and disadvantages of motorcycles? Would you like one?

## Chat

Talk about these words from the article.

special / job / motorbikes / hot summers / wind / legendary / anniversary / lucky / intern / summer / motorcycling / enthusiasts / career skills / candidates / storytellers

## True / False

- Harley-Davidson is looking for eight interns for the summer. T / F
- The Harley-Davidson company will soon be 150 years old. T / F
- People who apply for the job must already be able to ride a Harley. T / F
- Harley-Davidson said the interns will not be allowed to use social media. T / F
- Harley-Davidson's boss wants to make motorcycling more popular. T / F
- The boss wants the interns to get skills in marketing. T / F
- You must be good at telling stories to get the job. T / F
- You need to write about what freedom is to get the job. T / F

## Synonym Match

(The words in **bold** are from the news article.)

- |                        |                  |
|------------------------|------------------|
| 1. <b>opening</b>      | a. constantly    |
| 2. <b>legendary</b>    | b. applicants    |
| 3. <b>founding</b>     | c. selection     |
| 4. <b>candidates</b>   | d. opportunity   |
| 5. <b>celebration</b>  | e. getting       |
| 6. <b>explained</b>    | f. famous        |
| 7. <b>continuously</b> | g. demonstrate   |
| 8. <b>gaining</b>      | h. commemoration |
| 9. <b>show</b>         | i. described     |
| 10. <b>portfolio</b>   | j. setting up    |

## Discussion – Student A

- What do you know about Harley-Davidson?
- Why does Harley-Davidson have a cool image?
- Do you enjoy feeling the wind in your hair?
- Would you like to apply for this internship?
- What do you think of internships?
- Why is Harley-Davidson doing this?
- Where would you go if you won this internship?
- Are motorcycles the best form of transport?

# BreakingNewsEnglish - The Mini Lesson

## Phrase Match

1. a special job
  2. feeling the wind
  3. the legendary motorcycle
  4. celebrate the 115th
  5. attend a number
  6. his company wants eight interns
  7. grow the sport
  8. immerse themselves
  9. seeing them out
  10. describe what freedom
- a. in motorcycle culture
  - b. maker
  - c. anniversary
  - d. to ride motorcycles
  - e. on the road
  - f. in their hair
  - g. of events
  - h. means
  - i. opening for eight people
  - j. of motorcycling

## Discussion – Student B

- a) What do you think about what you read?
- b) What do you think about motorbikes?
- c) How much would you enjoy riding a motorcycle around the USA?
- d) What is "motorcycle culture"?
- e) What career skills might the interns learn?
- f) How good a storyteller are you?
- g) How would you describe the word "freedom"?
- h) What questions would you like to ask the Harley-Davidson boss?

## Spelling

1. a special job pneoiing for eight people
2. The otisipon is a summer internship
3. eecrblate the 115th anniversary
4. successful anicaddtes
5. share their xpreneicees
6. ttaned a number of events
7. ngaege future riders
8. motorcycle tlcurue
9. gaining marketable arecer skills
10. following their onruejys
11. ecdirsbe what freedom means
12. video or photo frtpoloio

### Answers – Synonym Match

1. d	2. f	3. j	4. b	5. h
6. i	7. a	8. e	9. g	10. c

## Role Play

### Role A – Harley-Davidson

You think Harley-Davidson is the best place to work. Tell the others three reasons why. Tell them what is wrong with their places. Also, tell the others which is the worst of these places (and why): your local city hall, Hollywood or a jungle.

### Role B – Your Local City Hall

You think your local city hall is the best place to work. Tell the others three reasons why. Tell them what is wrong with their places. Also, tell the others which is the worst of these places (and why): Harley-Davidson, Hollywood or a jungle.

### Role C – Hollywood

You think Hollywood is the best place to work. Tell the others three reasons why. Tell them what is wrong with their places. Also, tell the others which is the worst of these places (and why): your local city hall, Harley-Davidson or a jungle.

### Role D – A Jungle

You think a jungle is the best place to work. Tell the others three reasons why. Tell them what is wrong with their places. Also, tell the others which is the worst of these places (and why): your local city hall, Hollywood or Harley-Davidson.

## Speaking – Jobs

Rank these with your partner. Put the best places to work for at the top. Change partners often and share your rankings.

- Hollywood
- Apple Computer
- in a jungle
- NASA
- an expensive restaurant
- your local city hall
- Harley Davidson
- a university

### Answers – True False

a	T	b	F	c	F	d	F	e	T	f	F	g	T	h	T
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Answers to Phrase Match and Spelling are in the text.