

RYANAIR plan to charge for Life jackets!



Have you ever flown with Ryanair or another low-budget airline before? How was the experience?

Common low-budget airline
complaints

Video Comprehension – In-flight instructions

<http://www.youtube.com/watch?v=g3so6AJe4UQ>

How much must you pay for seatbelts?

When does the flight attendant serve food?

Where are the lavatories?

How much are the oxygen masks 1) _____ 2) _____

Analysing data and making suggestions for improvement

Task: Look at the following market research results and (1) draw conclusions from the information and (2) suggest how it could be improved.

For example:

- (1) **According to recent findings**, 50% of customers are not satisfied with the amount of space on the plane, **therefore we suggest increasing** the space between seats by 20cm.

International hotel, London



Customer review:

7/10 customers felt the staff were very rude

55% of all guests said the streets outside were too noisy at night.

Score breakdown(/10)

- Clean= 6.4
- Comfort= 5.7
- Staff= 3
- Location= 7.8
- Services= 5.9
- Value for money= 6.6

Air United



Customer Review:

68% of customers found the seats too cramped
3/10 passengers complain about the delays

Score Breakdown (/10)

- | | |
|---------------|-----------------------|
| Comfort = 3.5 | Entertainment = 2.4 |
| Staff = 7.7 | On board prices = 5.2 |
| Food = 4.1 | Clean = 8.6 |

1) Concluding information from sources such as market research, statistics and reports.

Based on our research, _____

According to recent findings, _____

Our research has told us that, _____

The results show us that, _____

It's clear that, _____

2) Making suggestions for improvement based on this research.

Therefore we suggest + verb 'ing' _____

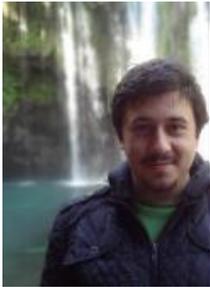
So to improve this area, we plan to _____

As a result of this, we've decided to _____

It would be a good idea if we + "past simple" _____

Communication: Improving the budget airline industry

You are working as part of the marketing team for the popular low-budget airline Cheap-as-Chips Air. Recently, sales figures have declined and customers have expressed more and more dissatisfaction with the airline. Look at the customer comments below and create a new, realistic marketing strategy to improve some or all of the areas mentioned.



“Cheap-as-Chips, yeah right! I am absolutely disgusted by the airline’s highly secretive and completely unreasonable extra charges. I mean, I had to pay £40 just to print my boarding pass!

John, Liverpool



“Shocked! I ordered a cheese sandwich and a soft drink on one of your flights and it cost me £9! The sandwich was tasteless and I spilled my drink over my lap, and guess what..... The airhostess wanted me to pay an extra £3 for a towel to clean myself!”

Laura, Italy



“Yawn, Yawn, Yawn! I know it’s a short flight but, c’mon, at least provide some sort of entertainment. Surely there are low cost ways of providing entertainment on board your flights.”

José, Madrid



“So clearly Cheap-as-Chips Air doesn’t care about their passengers. I was left stranded at an airport in Spain for 10 hours. Their customer service team were clueless and treated the delayed passengers terribly. We didn’t even receive food coupons. I would like to know how the airline plans to compensate us.”

Mehmet, Istanbul

Answer Key – Video Comprehension (Page 1)

How much must you pay for seatbelts?

\$5 for the seatbelt and \$7 for the release flap = \$12

When does the flight attendant serve food?

Once they've reached their cruising altitude

Where are the lavatories?

At the front and rear of the airport

How much are the oxygen masks

1) ___ oxygen mask = free of charge ___

2) ___ to start the flow of oxygen = \$75.63 cents ___

Low-budget airline Lesson Plan – Teacher's Notes

Areas Covered: **Discussion:** low budget airlines, **Listening:** Security information, **language focus:** analysing statistics and making suggestions, **communication:** Improving the budget airline industry

This lesson's strengths lie in your participants' experience with budget airlines. Ideal for adults (as I think it's fair to say they generally have more flying experience), the lesson begins with a general discussion on the quality and participants' experiences with low-budget airlines. It then moves onto a YouTube video, which takes a satirical look at the safety instructions before take-off. The lesson then focuses on the language point of analysing information and suggesting improvements. The language derives from two customer surveys (page 2) and contains useful phrases to explain these surveys (page 3). It finishes with a communication activity where the participants become part of a marketing team to improve their airline, using customer comments.

Important Information:

Aim: to improve participants' ability to analyse information and suggest improvements

Level: Pre-Intermediate, Intermediate and Upper-Intermediate.

Length of Lesson: 1 hour and 30 minutes (can be longer with extension activities).

Number of Participants required:1+

Lesson Plan Stages

- 1) Write a few well-known budget airlines on the board. If you have a mono-lingual group, use a well-known budget airline from their country. For multi-lingual classes, write "Low-Budget airlines" on the board. Elicit the participants' experiences with these airlines, both good and bad stories. It can also be nice at this stage to discuss more general flying and airport experiences (e.g. delays, reducing fear of flying techniques, best and worst airports etc.).
- 2) Pair / group participants and ask them to complete the "**common low-budget airline complaints.**" Review with the participants either as a whole group or for larger classes you can form larger groups.
- 3) Listening (page 1) – YouTube Video: Introduce task by telling the participants that the video is a funny look at air travel. Direct the participants to the video comprehension questions at the end of page 1 and check meaning for "seatbelt, flight-attendant, lavatories and oxygen masks." A nice way to check this language is to write "**Security information**" on the board and elicit the different instructions given by the flight attendant. (Note; It's an American English speaker, hence the use of "lavatories" in the question).

Play the video once and allow participants time at the end of the first viewing to check their answers with their partners. Play once more and then review as a whole class. The answers will naturally derive humour so it will provide a nice light hearted discussion.

Please note: If you are in a classroom without internet, you can download the video from YouTube and play it without an internet connection on your laptop / computer device. Go to <http://www.youtubebyclick.com/> and follow the instructions.

As a post-listening exercise, you can ask the participants to come up with new ideas for a low-budget airline to make money. Group the participants and tell them to come up with 2 or 3 new ideas. A few ideas are: charge for looking out the window (the shutter automatically closes), extra cushions and charge for life jackets (*The BBC series "Come fly with me" by Matt Lucas and David Walliams also provides a few humorous airport situations, a potential resource*).

- 4) The next stage introduces the language point for the lesson. Begin by writing the customer review of Air United on the board (page 2) – this can be prepared whilst participants are watching the video for a second time. Then under the review, write the sentence "**Our research has told us that 68% of customers thought that the flight was uncomfortable, therefore we suggest adding cushions to the seats.**"

Hand out the page 2 and page 3 and quickly review the language on page 3. Then invite the participants to make sentences using both the language points (Analysing information and making suggestions) about the Air United customer review on page 2. Elicit a 2 or 3 sentences (If participants are a little weak / slow to answer, pair them and give them 3-4 minutes to come up with a few sentences). Encourage participants to create amusing suggestions, as the language point is best learnt with laughter.

Ask participants to then do the same activity with the International hotel, London, this time putting them into pairs or groups. Encourage lots of the new language and allow about 10 minutes for this activity and then invite the participants to give their suggestions. Listen carefully to their use of the new language and correct where necessary.

5) Communication Activity: Improving the budget airline industry.

Begin by telling the participants they now work as part of the marketing team for the airline "Cheap-as-Chips Air." They have recently received a lot of criticism from customers due to poor quality of service. The customers' comments can be found under the task description.

Read through each comment together. The comments offer a great chance for more colloquial English so be sure to ask for and describe unknown words and phrases.

Group the participants evenly (If 3 or less, group the participants altogether). The participants must come up with new, realistic ideas to improve the company's image. Allow the participants ample time to come up with their ideas and encourage use of new language. If appropriate allow participants to develop their marketing strategies on poster paper, laptops etc. Remember, you know your room resources; this is a great opportunity to exploit them.

If the participants are struggling with the content, encourage them with the following areas:

- Customer (and potential customer) numbers, profiles, demographics,
- Customer perceptions, needs, preferences, buying patterns, trends,
- Products and services to be offered,
- Prices and offers and customer perceptions in these areas,
- Marketing methods
- Competitor activities, strengths and weakness of competitor, sales methods

<http://www.businessballs.com/freebusinessplansandmarketingtemplates.htm>

- This is an excellent website if you wish to research marketing methods further.

Monitor participants' progress and ask each group for regular overviews of their ideas. Remind participants that everyone should contribute during the feedback session.

Once the participants have finished and are ready, allow them time to get their presentation together and present to the class. Encourage the other participants to ask questions once the presentation is over. Whilst the participants are presenting, make a note of language errors for delayed error correction.

At the end of all the presentations, summarise the main and humorous points of each presentation and review the language correction.