

VIDEO TIME

UNIT 14

Business World

Date: _____

Name: _____

Class: _____

Titre de la vidéo : The Factory – Red Wing Shoe Company

Durée : 2'37"

Sous-titres : non

Lien vers la vidéo :

https://www.youtube.com/watch?v=KC3DINBb32w&feature=player_detailpage

PART 1 ► Watch the whole video.

1 Find the following information.

a. The name of the company.

The name of the company is the Red Wing Shoe Company.

b. The man's position in the factory.

He is the plant manager.

c. The name of the city.

The name of the city is Red Wing.

d. The name of the product written on the box.

The name of the product is Red Wing Shoes.

HELP!

a shoemaker un cordonnier

leather le cuir

a process le procédé

stitching la couture, la piqûre

to bond (with) lier / se lier (avec)

PART 2 ► Watch the video from the beginning to 0:38.

2 Choose whether the sentences are true or false.

	TRUE	FALSE
a. The Red Wing Factories started back in 1925.		X
b. Four generations of shoemakers have worked in the factories.	X	
c. The production demand is about 25 pairs of shoes a week.		X
d. About 5,000 pairs a day goes through this factory every day.	X	

PART 3 ▶ Watch the video from 0:38 to 0:51.

3 Answer the questions.

a. How long did Shirley work in the cutting room?

Shirley worked in the cutting room for 40 years.

b. Why do the people work together?

The people work together to make the best shoe that they can make.

PART 4 ▶ Watch the video from 0:51 to 1:56.

4 Match the sentences from column A to the sentences of column B.

- | | | | |
|--|---|---|--|
| a. There's different degrees of craftsmanship | • | • | e. pick the colours and the imperfections in a hide. |
| b. and there're many parts in the shoemaking process | • | • | f. it's hand and eye coordination... |
| c. and a machine can't do that, | • | • | g. that require a critical eye |
| d. Stitching our parts together, | • | • | h. starting with the leather cutting |

5 Complete the script with the following words.

critical – computerized machinery – high-quality – process – technology

And many of our shoes are manual-stitched because there's not **computerized machinery** available to stitch the shoes the way that we want to stitched them together.

In the bottoming room, in seaming and sole stitching, again there's not new **technology** out there, that allows us to automate things like this so it's very **critical** for every shoe- and boot-building **process**.

It is truly a team effort to build a **high-quality** boot from start to finish in this facility.

PART 5 ► Watch the video from 1:56 to 2:15.

6 Tick the sentences which correspond to the video.

- a. It takes a lot of true artists to build the product.
- b. It takes a lot of true craftsmen to build the product.
- c. If a person is wearing a pair of Red Wing boots that's a sad event.
- d. If a person is wearing a pair of Red Wing boots that's a pride thing.
- e. Roy Smith feels very proud to see the boots worn on the public.
- f. Roy Smith feels very angry to see the boots worn on the public.

7 Highlight the jobs mentioned by Roy.



A baker



A farmer



A contractor



A mechanic



A construction worker



A truck driver

PART 6 ► Watch the video from 2:15 to the end.

8 Complete what Shirley Sommerfield says.

The city of Red Wing and the Red Wing shoe company bond I would say hand in hand. We're very, very **proud** to be able to say we **made** this, it stands up well, **very well**. We put our **heart** and soul into what we **do**.