

Titel: HRC (Hard Rock Cafe)

Testaufgabe

Unterrichtsaufgabe

Themengebiet: music

Fertigkeit:

Leseverstehen

Niveau:

B1

Aufgabenformat:

multiple choice

true/false/not given

matching

short answer question

(table) completion

gap-filling

Standardbezug/GeR:

Die Schülerinnen und Schüler können weitestgehend selbstständig verschiedene Texte aus Themenfeldern ihres Interessen- und Erfahrungsbereichs lesen und verstehen.

Die Schüleinnen und Schüler können längere Texte nach gewünschten Informationen durchsuchen.

Organisationsform:

Einzelarbeit

Partnerarbeit

Gruppenarbeit

Zeitaufwand:

ca. 45 min.

Materialien/Medien:

Text, Arbeitsblatt, Wörterbuch

Hinweise:

Diese Aufgabe ist Bestandteil einer Gesamtarbeit (Abschlussprüfung RS) mit thematischem Zusammenhang, zu der auch eine Höraufgabe (Sting) und Aufgaben zum Schreiben gehören.

Aus diesem Grund liegt sie auch (nur) als Pdf Datei vor.

Varianten / Weiterarbeit:

Erladigung der anderen Teilaufgaben einzeln oder als Gesamtarbeit mündliche Arbeit zum Thema in Form von Argumentationen, Materialsammlungen, Diskussionen etc.

Reading task 1

Read the text.

Solve the tasks on the worksheet.

Note: All answers must be related to the text.



The Hard Rock Cafe Story

„No matter where you are or what time it is, there’s something going on at a Hard Rock Cafe. All over the world our cafes not only serve great food, but they serve up great music.“

Hard Rock Cafes around the world symbolize the timeless energy, originality and unifying spirit that have helped to shape rock music over the last century.

The first Hard Rock Cafe (HRC) opened its doors to the public on June 14, 1971, in London. Founded by Isaac Tigrett and Peter Morton, two enterprising and music-loving Americans, HRC was a classic at once, attracting crowds of customers with its first-rate, but moderately priced American bill of fare, warm service and ever present rock’n’ roll music and sensibility. With more than 108 Hard Rock Cafes in 41 countries Hard Rock Cafe has become a truly global phenomenon. From its launch in London, England, to New York, Los Angeles, Paris and Tokyo, and on to such exotic locales as Kuala Lumpur and Taipei, Hard Rock offers a special experience to its devoted, ever-expanding clientele.

HRC has also become the world’s leading collector and exhibitor of rock ’n’ roll memorabilia.*

It all started when Eric Clapton, a regular at the first Hard Rock Cafe in London, asked the staff if he could hang his guitar on the wall to mark his favourite bar stool as „his spot“.

They did and one week later, a package from "The Who’s" Pete Townshend arrived by messenger with a guitar and a note with the message, *"Mine’s as good as his! Love, Pete."*

Ever since then, Hard Rock Cafes have been collecting pieces of rock memorabilia and covering their walls with them. Their unparalleled collection consists of more than 60,000 pieces. It is rotated from restaurant to restaurant and provides the world’s most comprehensive „visual history“ of rock ’n’ roll.

These treasures include an awe-inspiring collection of classic guitars and other instruments, posters, costumes, music and lyric sheets, album art, platinum and gold LPs, photos and much more.

Throughout its history, HRC has been governed by a special service philosophy: "Love All - Serve All." HRC is a place where all people have always been welcome, regardless of age, sex or class.

Since it was established Hard Rock Cafe has taken part in a wide variety of human activities around the world. Following its idea of being more than just a restaurant, Hard Rock tries to connect its business and its passion to make the earth a safer, healthier and a better place to live. For example, HRC cafes take an active role in organizing parties to raise funds for different local charities.

They have also founded special initiatives like ‘Save the Planet’ or ‘Ambassador Program’. All in all, today Hard Rock Cafe International is an entertainment and leisure company that continues to successfully expand the Hard Rock brand through countless music-related activities.

(adapted from: www.hardrock.com.corporate/history/community)

*memorabilia – Erinnerungsstücke

a) *Decide which of the following sentences are true. Tick them. Only one answer is correct.*

1. The first Hard Rock Cafe (HRC) was opened by
 - a) London Hard Rock fans.
 - b) two Americans.
 - c) Eric Clapton.
2. Lots of people like these cafes because there you can hear
 - a) rock 'n' roll music.
 - b) all kinds of music.
 - c) your favourite heavy metal music.
3. The big collection of rock memorabilia
 - a) is shown in a museum in the USA.
 - b) can be seen in the London HRC.
 - c) is passed from restaurant to restaurant all over the world.
4. Pete Townshend sent his guitar to the first HRC in London because
 - a) he wanted to do the same as Eric Clapton before him.
 - b) it was a present to the staff.
 - c) he wanted to pay his bill with it.
5. Hard Rock Cafes also organize
 - a) instrument sales for musicians.
 - b) school concerts.
 - c) activities to help people or the environment.

b) *Complete the following sentences by using suitable phrases or facts from the text.*

1. About 30 years ago _____.
2. It is possible for people of every _____ or _____ to visit Hard Rock Cafes.

c) *Answer in complete English sentences. Use phrases from the text.*

1. Which things are so special with every HRC that so many people are attracted by them?

2. Why did Eric Clapton give his guitar to the first HRC in London?

3. With which aim does the Hard Rock Company want to change our world?
_____ and _____.

Reading task 2

*This is a poster that you find in Hard Rock Cafes once a year. Read it.
Give the main ideas of the text in German.*

To all our guests worldwide!

CRANK IT UP FOR KIDS

Crank up your checks* to the nearest dollar amount!

Help to make our annual six-week
“Crank It Up For Kids Program” successful.
All proceeds will be donated directly to GKTW (Give Kids The World) .
GKTW is an organisation that helps terminally ill children
by providing free meals and household necessities.

(adapted from: www.hardrock.com/corporate/community/Crank-it-up.asp)

* to crank up a check (AE)- eine Rechnung aufrunden

Part II Reading task

HRC

Key

- a) 1b, 2a, 3c, 4a, 5c
- b) 1. ... the first HRC opened its doors (to the public on June 24, 1971, in London.)
2. ... age, sex or class...
- c) 1. - serve great food
 - and great music
 - the world's leading collector and
 - exhibitor of rock'n' roll memorabilia
 (2 Fakten)
2. ... to mark his favourite bar stool as his spot
3. ... to make the earth safer, healthier and better place to live