

Popcorn

Gap fill

Listen to the story and fill in the blanks.

What's the first thing you _____ inside a movie theatre? The smell of popcorn. Popcorn and movies are a _____, but it wasn't always that way. The history of popcorn and movies begins in the _____ in America.

The world was in a _____. Finding work was hard and most people didn't have _____ for entertainment. A few people saw an _____. They _____ a popcorn machine in front of a movie theatre. A bag of fresh popcorn was a _____ snack and people loved to eat it while watching a movie. At that time, movie theatres _____ snacks or drinks like they do today.

Popcorn was _____. Some popcorn sellers were making more money than movie theatre _____. After watching popcorn sellers _____ remarkable success with little _____, movie theatre owners copied the idea. Within a few years, popcorn machines and snack _____ were common in theatres. Popcorn was an _____ choice. It was cheap to make and didn't require expensive _____.

During World War II, the _____ between popcorn and movies grew _____. Sweet snacks were hard to find because of a sugar _____. Theatres sold salty popcorn instead. From that time forward, people began to _____ popcorn with movies.

Why is popcorn so expensive? _____ the movie studios. Most of your _____ money goes to the movie companies. Theatre owners keep _____ 30% of ticket _____. That's not enough to pay for air conditioning, rent, sound systems and other costs. So, theatre owners need other ways to _____, like selling really expensive popcorn. Sales of snacks and drinks _____ for 50 to 70% of the _____ theatre's profit.

Popcorn is a _____ component of the movie business. As one theatre owner said, "I'm not in the movie business. I'm in the popcorn _____."

Synonym match

Match the words or phrases.

- | | |
|-----------------|-------------|
| 1. notice | a. collapse |
| 2. depression | b. scant |
| 3. parked | c. earnings |
| 4. hard to find | d. detect |
| 5. revenue | e. placed |

True or false

Choose the correct answer.

1. In America, popcorn sales inside movie theatres started after WW2. T or F
2. Snacks and drinks are a negligible part of a theatre's profit. T or F
3. Popcorn machines are inexpensive to purchase. T or F
4. Movie companies retain most of the ticket revenue. T or F
5. Movie theatres have always had snack counters. T or F

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Anagrams

Move letters. Make a new word.

NOOPNCMTE _____

AATOSSECI _____

OTRFPI _____

OUVOISB _____

UEENVER _____

AVECEIH _____

ESL discussion questions

Talk about the story

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1. What kind of story is this?
 2. Do you like popcorn? What's your favorite flavour?
 3. Besides cost, does popcorn have any downsides?
 4. Summarize the history that connects popcorn with movie theatres.
 5. Let's say a movie theatre owner asked you to suggest a new snack for movie goers. What would you add to the menu?
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Writing practice

Put the words in the correct order.

1. were / snacks / hard / of / to / a / shortage / find / Sweet / because / sugar

2. people / and / have / much / for / most / work / Finding / was / entertainment / money / didn't / hard

3. generate / owners / income / really / need / ways / other / expensive / So / popcorn / selling / like / to / theatre

4. was / a / a / watching / bag / it / snack / while / of / movie / and / loved / people / popcorn / fresh / to / A / eat / cheap

5. the / with / watching / achieve / little / owners / movie / sellers / remarkable / investment / theatre / idea / After / popcorn / success / copied
