



Hard Rock Café	
Fertigkeit: Leseverstehen	Niveau B1 Ich kann in unterschiedlichen Texten das Wesentliche erfassen. Auch wenn ich nicht alles verstehe, kann ich die Bedeutung einzelner Wörter und Äußerungen aus dem Zusammenhang erschließen.
Deskriptor: Ich kann den Gedanken und Argumenten in einem Text folgen, ohne diesen in allen Einzelheiten zu verstehen.	
Beschreibung: Die Schülerinnen und Schüler lesen Text und Aufgabenapparat selbstständig durch und bearbeiten die Aufgaben. Danach vergleichen sie ihre Ergebnisse mit dem Lösungsblatt. Für diejenigen, die nicht alle Aufgaben richtig gelöst haben, gibt es <i>follow-up tasks</i> .	
Organisationsform: Einzelarbeit	
Zeitaufwand: ca. 20 Minuten	
Erfüllungsgrad: Die Aufgabe gilt als erfüllt, wenn 14 von 23 Punkten richtig angekreuzt bzw. gefunden wurden.	
Spiegelbild-Aufgabe: <u>Schreiben:</u> Die Schülerinnen und Schüler schreiben einen kurzen Text zu dem folgenden Thema: <i>Write a letter to a Hard Rock Café, in which you congratulate them on their decorations.</i>	
Material / Medien: Arbeitsblätter mit Text und Aufgaben für alle Schülerinnen und Schüler Lösungsblätter und <i>follow-up tasks</i> in geringerer Anzahl zum Nachsehen	

- Read the following text:

The Hard Rock Café Story



"No matter where you are or what time it is, there's something going on at a Hard Rock Café. All over the world our cafés not only serve great food, but they serve up great music." Hard Rock Cafés 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 Café (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.

With more than 108 Hard Rock Cafés in 41 countries Hard Rock Café 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 Café 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 Cafés 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 Café 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 safer, healthier and a better place to live. For example, HRC cafés 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 Café International is an entertainment and leisure company that continues to successfully expand the Hard Rock brand through countless music-related activities.

Source:

Adapted from: www.hardrock.com/corporate/history.

- Now deal with the tasks connected with this text:

Task 1

- Decide whether the statements below are correct or incorrect.
- If they are correct, **tick (✓) A.**
- If they are not correct, **tick (✓) B.**

		A True	B False
1.	Hard Rock Cafés always offer good music as well as delicious meals.	<input type="checkbox"/>	<input type="checkbox"/>
2.	Hard Rock Cafés have had a great influence on rock music over the last few decades.	<input type="checkbox"/>	<input type="checkbox"/>
3.	After initial difficulties, Hard Rock Café has become a big success.	<input type="checkbox"/>	<input type="checkbox"/>
4.	Recently, Hard Rock Café has been trying to stop the decline in customers by opening new branches in exotic places of the world.	<input type="checkbox"/>	<input type="checkbox"/>
5.	Eric Clapton and Pete Townshend both sent some instrument to the London Hard Rock Café.	<input type="checkbox"/>	<input type="checkbox"/>
6.	Hard Rock Café owns nearly 60,000 pieces of interesting music icons.	<input type="checkbox"/>	<input type="checkbox"/>
7.	Hard Rock Café has never had any customer restrictions concerning age or sex.	<input type="checkbox"/>	<input type="checkbox"/>
8.	Hard Rock Café has always felt responsible for the public interest.	<input type="checkbox"/>	<input type="checkbox"/>
9.	Hard Rock Café is trying to promote the Hard Rock brand through its own brand of leisure-wear clothes.	<input type="checkbox"/>	<input type="checkbox"/>
10.	Hard Rock Café was founded by two Irishmen.	<input type="checkbox"/>	<input type="checkbox"/>
11.	Hard Rock Café often helps to get money for a good purpose like buying books for a library.	<input type="checkbox"/>	<input type="checkbox"/>

Task 2

- Look at the statements below.
- Decide whether the statements are correct or not.
- If they are correct, tick (✓) them.

1.	The first Hard Rock Café was opened	A <input type="checkbox"/>	in London.
		B <input type="checkbox"/>	in Paris.
		C <input type="checkbox"/>	in New York.
2.	Lots of people like these cafés because there you can hear	A <input type="checkbox"/>	rock'n'roll music.
		B <input type="checkbox"/>	all kinds of music.
		C <input type="checkbox"/>	your favourite heavy metal music.
3.	Pete Townshend sent his guitar to the first HRC in London because	A <input type="checkbox"/>	Eric Clapton had done it, too.
		B <input type="checkbox"/>	it was a present to the staff.
		C <input type="checkbox"/>	he wanted to pay his bill with it.
4.	HRC's big collection of rock memorabilia	A <input type="checkbox"/>	is shown in a museum in the USA.
		B <input type="checkbox"/>	can be seen in the London HRC.
		C <input type="checkbox"/>	is passed from café to café all over the world.
5.	Hard Rock Cafés organize	A <input type="checkbox"/>	instrument sales for musicians.
		B <input type="checkbox"/>	school concerts.
		C <input type="checkbox"/>	activities to help people or the environment.

Task 3

- find the words and expressions in the text which tell you this

1. since its opening, HRC **has been like a magnet to large numbers** of customers.

2. the food at HRC is **not very expensive**.

3. HRC has branches **all over the world**.

4. HRC **started** in London.

5. HRC owns a **unique** collection of rock memorabilia.

6. HRC **has followed** a **clear service strategy**.

7. HRC **collects money** for local charities.

Lösungen**Solutions and follow-up tasks****Task 1**

No.	Solution	<i>If you have marked the wrong letter, look again in line(s):</i>	<i>Write down the words which give you this information:</i>
1	A	2 - 3	
2	A	4 -5	
3	B	8 - 9	
4	B	14 - 15	
5	A	17 - 21	
6	B	23	
7	A	30 - 31	
8	A	32 – 36	
9	B	39 - 40	
10	B	7 - 8	
11	A	35 - 36	

Key for the follow-up task:**Task 1**

No.	Solution	<i>If you have marked the wrong letter, look again in line(s):</i>	<i>Write down the words which give you this information:</i>
1	A	2 - 3	All over the world our cafés not only serve great food, but they serve up great music.
2	A	4 -5	... that have helped to shape rock music over the last centuries.
3	B	8 - 9	HCR was a classic at once
4	B	14 - 15	... to its devoted, ever-expanding clientele.
5	B	17 - 21	It all started when Eric Clapton ... "Mine's as good as his! Love, Pete."
6	B	23	Their unparalleled collection consists of more than 60,000 pieces.
7	A	30 - 31	HRC is a place where all people have always been welcome, regardless of age, sex or class.
8	A	32 – 36	Since it was established Hard Rock Café has taken part in a wide variety of human activities around the world. ... to connect its business and its passion to make the earth safer, healthier and a better place to live. They have also founded special initiatives like 'Save the Planet' or 'Ambassador Program'.
9	B	39 - 40	... Hard Rock Café International is an entertainment and leisure company that continues to successfully expand the Hard Rock brand through countless music-related activities.
10	B	7 - 8	Founded by, two enterprising ... Americans
11	A	33 - 34	organizing parties to raise funds for different local charities

Task 2

No.	Solution	<i>If you have marked the wrong letter, look again in line(s):</i>	<i>Write down the words which give you this information:</i>
1	A	6 - 7	
2	A	10	
3	A	19 -21	
4	C	23 - 24	
5	C	32 – 38	

Key for the follow-up task:**Task 2**

No.	Solution	<i>If you have marked the wrong letter, look again in line(s):</i>	<i>Write down the words which give you this information:</i>
1	A	6 - 7	... opened its doors ... in London.
2	A	10	... and ever present rock'n'roll music.
3	A	19 - 21	... and a note with the message, "Mine's as good as his! Love, Pete."
4	C	23 - 24	It is rotated from restaurant to restaurant ...
5	C	32 - 38	<p>... Hard Rock Café has taken part in a wide variety of human activities around the world.</p> <p>..., Hard Rock tries to connect its business and its passion to make the earth safer, healthier and a better place to live.</p> <p>... organizing parties to raise funds for different local charities</p> <p>They have also founded special initiatives like 'Save the Planet' or 'Ambassador Program'.</p>

Task 3

No.	Word / Expression	<i>If you haven't found the right word or expression, look again in line(s):</i>
1	..., HRC was a classic at once, attracting crowds of customers ...	8 - 9
2	..., but moderately priced American bill of fare, ...	9
3	... Hard Rock Café has become a truly global phenomenon.	11 - 12
4	The first Hard Rock Café (HRC) opened its doors to the public on June 14, 1971, in London. From its launch in London, ...	6 – 7 12
5	Their unparalleled collection ...	23
6	..., HRC has been governed by a special service philosophy: ...	29
7	... to raise funds for different local charities.	36