**Week 3 (March, 02-06)**

**TEACHER’S COPY**

READING CAFÉ 2

**“In a good book the best is between the lines.” (**Swedish Proverb)

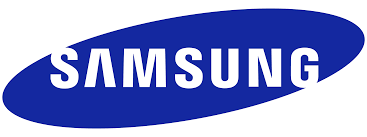
**On the menu this week is:**

**PART I**

**VOCABULARY REVISION**

1. **Complete the text with the words given in the box.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **handle** | **considerable** | **displaying** | **emphasis** | **derived** | **budget** |
| **exported** | **commercials** | **obtain** | **purchase** | **renowned** | **distinct** |



**WHAT MAKES SUCH AN INNOVATIVE COMPANY?**

Recently a flood of TV **(1)** **commercials** and newspaper ads show us new smartphones of Samsung to push people to **(2)** **purchase** a new phone.

There are critics of [Samsung](http://www.samsung.com/) who argue that its success is mostly due to copying and then adjusting the innovations of others. There is a good deal of truth in this, especially around the early Galaxy designs. But Samsung is a global leader and especially **(3) renowned** for its screen technology, TVs, batteries, and chip design.



We know that within [Apple](http://www.google.com/finance?q=NASDAQ:AAPL) when a project gets to a critical stage, the company assigns three teams to **(4)** **handle** its development, and each team competes against the other with **(5)** **emphasis** on design and customer experience.

What does Samsung do in comparison? How does it line up against these American masters, does it have **(6)** **distinct**, innovative ideas or are Google and Apple good enough to compete against Samsung? The developments convinced the company in the late 1990s and early 2000s that they could adopt a systematic approach to innovation and it seems their current success has **(7)** **derived** from this approach.

In the late 1990s they were able to **(8)** **obtain** a source of cheap scientific expertise in the former Soviet Union. Samsung has had a close relationship with the [Russian Academy of Science](http://maps.google.com/maps?ll=55.7107944444,37.5778138889&spn=0.01,0.01&q=55.7107944444,37.5778138889%20(Russian%20Academy%20of%20Sciences)&t=h) since then, and Samsung has spent a **(9)** **considerable** amount of time on the IT department in Russia. In return, Samsung devices become available in Russia as they are **(10)** **exported**.

Has the Russian connection shown concrete value for Samsung? [Right now Samsung is working on 3D projection and **(11)** **displaying** with the Academy](http://www.ewdn.com/2012/05/02/russian-scientists-and-samsung-engineers-offer-adaptative-3d-display/http:/), and the company has spared a huge **(12)** **budget** to employ hundreds of talented Russian university researchers. The message is clear for Apple and Google – get used to it because Samsung is not only on a roll, it has enough talented people to keep pushing.

**PART II**

***STRATEGY* PRACTICE MAKES PERFECT**

**Identifying points of reference**

Reference words are used to avoid repeating a word, sentence or part of a sentence. **They usually refer back to words or ideas already written about.** When identifying points of reference one should notice whether the reference word is singular or plural, whether the reference word is replacing a noun, verb, time, place, a group of words or a whole phrase or clause that expresses a whole idea. The best way to test which word, words or sentence(s) are replaced by the reference word is to replace the reference word with the word(s) you think it points to and then read the sentences to see if it makes sense in the context.

**Exercises:**

1. Many people in industry **who** have practical experience of noise regard any investigation of **this question** as a waste of time; **they** are not prepared even to admit the possibility that noise affects people. On the other hand, those who dislike noise will sometimes use most inadequate evidence to support their pleas for a quieter society. **This** is a pity.

***who*** *refers to "many people in industry" (only "many people" is wrong because it changes the meaning when it replaces the reference word).*

***this question*** *refers to the question of "noise".*

*. \*

***they*** *refers to "many people in industry who have practical experience of noise"*

***This*** *refers to the whole idea mentioned in the previous sentence. ( ... those who dislike..... society.)*

1. The use of sound technology and especially **its** most developed form, the CD, has become very widespread.

*The pronoun* ***its*** *refers to "sound technology's"*

*(The****'s*** *is added as* ***its*** *is a possessive pronoun and to replace it with the word it refers to, the word aIso needs to be possessive )*

1. Most children know that they should not play with matches because if they **do so,** their mothers will punish them.

***Do so*** *refers to* ***play with matches***

1. Sports events, competitions and physical education are essential components of a good school curriculum. **Such activities** give students a chance to discover their physical abilities and get rid of their stress.

***Such activities*** *refers to* ***sports events, competitions and physical education***

1. Ahmet, my best friend, phoned me last night. **He** said he had some good news. I asked him what **it** was, but he wouldn’t say. He said he was at the airport and wanted me to pack a bag and meet him **there**. I drove to meet him, and now **we** are in Antalya on a two-week vacation! **It**’s a fantastic place. What a wonderful **present** for my holiday!

**He** refers to **Ahmet**

**it** refers to **some good news**

**there** refers to **at the airport**

**we** refers to **Ahmet and I**

**It** refers to **Antalya**

**present** refers to **a two-week vacation**

***Reference words can refer forward, too.***

* **‘this’ and ‘these’**

You may not believe **this**, but I haven’t smoked for 20 days.

***this*** *refers to “I haven’t smoked for 20 days”*

On the board **these** words were written: Reading, writing, music.

**These** refers to “Reading, writing, music”

* **‘following’**

I draw the **following** conclusions: that natural childbirth should be available for all who want them.

**following** refers to **“**that natural childbirth should be available for all who want them.”

* **‘those’**

**Those** who live in rural areas have some difficulties.

**Those** refers to “people living in rural areas.”

* **‘it’**

**It** is a fact that the earth is round.

**It** refers to “that the earth is round.”

**Identify the reference words that refer back and forward in the following paragraphs.**

1. Cars with hybrid motors or **the ones** with nuclear energy do not seem imaginary in that the current oil reserves will run out in the near future. **Both** will probably reduce environmental pollution and reduce transportation costs.

**the ones** refers to **cars**

**Both** refers to **cars with hybrid motors and cars with nuclear energy**

1. For adults who remain physically childlike in old age, there has to be a strong wish for life. **Those** who want a long life with an alert old age should never retire. If **such people** are retired by force, they should direct themselves in some new, absorbing activity.

**Those** refers to **people who want a long life with an alert old age**

**such people** refers to **people who want a long life with an alert old age**

1. Knowledge of farming was brought to Central Europeans by immigrants from the Middle East and appears to have spread widely during 5000 B.C. **This practice** was encouraged by the presence of extensive areas of fertile soils, and this made **them** use the farming techniques by the immigrants from the east.

**This practice** refers to **farming**

**them** refers to **Central Europeans**

1. Communities become more dependent on food from outside and less able to feed themselves. **Either** is too critical to ignore. **This** means that something must be done urgently.

**Either** refers to **becoming more dependent on food from outside or less able to feed themselves**

**This** refers to **being too critical to ignore**

1. The European Union has announced that **its** members will be imported labor force. But **it** has also been reported that only **those** who have a bachelor degree will be suitable to work in the EU states.

**its** refers to **The European Union’s**

**it** refers to **The European Union**

**those** refers to **people who have a bachelor degree**

1. Any period of social change brings **its** conflicts as well as its benefits and **it** is essential that solutions can be worked out against a background of internal peace. The deadly acts of the terrorist, serious crimes, violent protests, **each** in their own way can threaten our democratic institutions. The police try to ensure that **these dangers** are unpleasant. Less dramatically, it is **their** job to see that ordinary life goes on with disturbance and that people can go about **their** business safely.

**its** refers to **social change’s**

**it** refers to **that solutions can be worked out against a background of internal peace**

**each** refers to **The deadly acts of the terrorist, serious crimes, violent protests**

**these dangers** refers to **The deadly acts of the terrorist, serious crimes, violent protests**

**their** refers to **The police**

**their** refers to **people**

**PART III**

**READING**

**PRE-READING ACTIVITIES**

**GETTING INTO THE TOPIC**

**Look at the photographs below and then discuss the following questions with a partner.**

1. What do you know about the companies or products in the photographs?
2. Why do you think companies chose those names for their businesses?
3. Do you think the name of a company or product is important?



**NAMES IN BUSINESS**

**I. The Importance of Names**

**1** The names of companies and products have many different origins. Older   
companies often got their names from people. Car companies are a good example. Many car companies, such as Ford, Toyota, and Tata, all have the names of the men who started them. Other car companies, such as SAAB, *FIAT,* and BMW have names that are initials. For example, BMW are the initials for Bavarian Motor Works. Today, most new companies do not choose names like these. They want more interesting names, because they know that company and product names are very important.

**2** A new company must choose its name **cautiously**. It must also think carefully when it names its products. A name can influence what people think about a company or a product. People will **recall** a good name. They may choose that company or product because of its name. This means that a company or a product with a good name may not need many advertisements. ***This*** can save the company a lot of money.

**II. Connecting A Name to A Company**

**3**  Some companies choose their own name. However, because this is a very important decision, other companies hire professionals to **assist** them. There are specialists that do just one thing: they think of names for new companies and products. ***They*** research names and give advice about how people will respond them. If it is an international company, they **consider** international factors. Companies want to know how people all over the world will respond to their company or product name. International companies have to be cautious. Sometimes a good name in one language could also mean something bad or embarrassing in another language.

**4** Companies consider many things when they choose a name. They want a name that customers will connect with the company. If a company makes shoes for running, it should consider names that are **related to** feet or shoes. "Green Moon" or "Crazy Cow" would not be good names for shoes. ***It*** is commonly accepted that a good name should also be easy to remember. However, the name should not be too ordinary. It is probably not a good idea to choose a name like "Shoe Store" or "The Shoe Company". These names are boring and don’t show how unique the company is.

**5**  A good name for a company should be easy to say and easy to spell. Correct spelling is especially important, because customers often look for the company on the Internet. If the company sells cheese, the name should use the correct spelling of "cheese". ***It*** should not use a name like "Chees Pleez".

**III. Emotional Response to Names**

**6**  Perhaps the most important factor that a company must consider is the emotion that people will feel when they hear the name of the company. What will they think about when they hear the name? A good name tells a story. If a shoe company chooses a name like "Fast Feet", this explains the business to the customers. There is an **apparent** connection between shoes and feet, but the name is a little ordinary. Two companies that make running shoes chose names that are more interesting: "Nike" -the Greek goddess of victory - and "Reebok" - a large animal from Africa that runs very fast. ***These names*** tell good stories. The companies hope their customers will think about victory and speed when they buy their shoes.

**7** The names of some electronic products and medicines also provide good examples of **responses** to products. The names for these products should make people think about modern science and technology. Sometimes this choice relates to sounds. For example, words that begin with *e-* or *i,* like "e-mail" and "iPhone", make people think about technology. In English, words that begin or end with x, such as "x-ray", often sound very scientific or technical. A good example of a product name is "Xerox". It sounds very technical, but it is also easy to remember. Another good example is the company name "Google". This name comes from the word "googol", which means a very large number: 10100. The company chose "Google" because ***it*** makes the company sound scientific and powerful. Today, "Google" is a very successful company.

**8** Finally, sometimes businesses want to find a new name. As understood by its name, "Kentucky Fried Chicken" sells lots of fried chicken. Today, ***those customers*** who eat too much fat are getting worried about their health. A few years ago "Kentucky Fried Chicken" didn't want its customers to just think about its fried food. Thus, the company decided to change its name to "KFC". "KFC" wanted customers to think about its other products, which are not fried. A company may also change its name when something bad happens. For example, there was an airplane crash İn Florida In 1997. The company that owned the airplane, "Valuiet", wanted its customers to forget the crash, so it changed its name to "AirTran".

**9** Choosing and changing names is an important part of any business. Names can have a powerful **influence** on customers. With a good response from customers, a company can make a lot of money. With a bad response, a company may lose a lot of money.

**POST READING ACTIVITIES**

**Task 1: Main Idea Check**

**Here are the main ideas of each paragraph in the reading text. Match each paragraph to its main idea. Write the number of the paragraph on the blank line.**

**Paragraph 1** - **2**

\_\_**2**\_\_\_\_ **A** A name can have a strong influence on the success of a product.   
\_1\_ **B** Company and product names are chosen in different ways.

**Paragraph 3** - **5**

\_\_**5**\_\_\_\_ **C** Companies should be careful that their product names aren’t misspelled.

\_\_**4**\_\_\_\_ **D** A name should have a close connection to a product, but not ordinary.

\_\_**3**\_\_\_\_ **E** Many companies employ experts when they need to choose a name.

**Paragraph 6 - 9**

\_\_**7**\_\_\_\_ **F** Many electronic products and medicines have names that sound scientific.   
\_\_**9**\_\_\_\_ **G** Product names can influence how much money a company makes.   
\_**8**\_ **H** Companies sometimes need to change their name.

\_\_**6**\_\_\_\_ **I** Different names result in different emotional responses.

**Task 2: A Closer Look**

1. Re-read the first paragraph and write two common ways for how companies chose their names in the past.

**Older companies often got their names from their founder.**

**They can also have names that are initials of word combinations.**

1. A good name can save money for a company. **True** or False? (Par. 2)
2. What do some professionals do to find names for new businesses or products? Circle three answers.
3. **They do research about how people will respond to a name. (Par. 3)**
4. **They give advice about names.**
5. They find customers for the company.
6. **They think about international factors.**
7. The most important factor that companies must consider is the \_**emotion\_** that people feel when they hear a product name.
8. Which three letters sound technical or scientific in English?
9. **i** b) z
10. **x**  d**) e**
11. Why do some companies decide to change their name?
12. **They want customers to change their ideas about the company or product.**
13. They think customers will be more interested in a new name.
14. They think the old name has become too boring.
15. They hope that the new name will save the company money.
16. What do the following words **refer to** in the passage?

(Par. 2) **This** **that** **a company or a product with a good name may not need**

**many advertisements**

(Par. 3) **They specialists**

(Par. 4) **It that a good name should also be easy to remember**

(Par. 5) **It the company**

(Par. 6) **These names "Nike" and "Reebok"**

(Par. 7) **It** **"Google"**

(Par. 8) **Those customers *customers* who eat too much fat**

**Task 3. Finding Synonyms**

**Look at the passage again and try to guess the meaning of each boldly written word. Then, complete the sentences with those words given in the table that are synonyms of the phrases in the parantheses.**

|  |  |  |  |
| --- | --- | --- | --- |
| **cautiously** | **assist** | **consider** | **recall** |
| **related to** | **response** | **apparent** | **influence** |

1. The scientists are doing experiments **(very carefully)** **cautiously** about using enzyme therapy on humans.
2. There was a good **(reaction) response** to my idea. Everyone said they liked it very much.
3. The public is urgently requested to **(help)** **assist** the police in tracing the murderer.
4. She wanted to call his son, but couldn’t **(remember)** **recall** his number.
5. The school has an interest in action-learning techniques and this is **(clear)** **apparent** in its programme and assessment system.
6. The parents **(thought about)** **consider** it for a long time before they made a decision about what to name their baby.
7. Discrimination is sometimes **(connected to) related to** a person’s religion or ethnic group.
8. Van Gogh had a major **(effect)** **influence** on the development of modern painting.

**Note to the Teacher:**  After completing all the tasks above, you may get your students to do the following as an **extra activity** if you have time.

In groups, students may write a short paragraph about the topic below by choosing at least 5 words that they have covered in this worksheet.

**“Imagine you start a new business and you need to choose a name for your company.**

* **State what kind of name you choose and why?**
* **How do you think it will help increase your sales?”**