



Upper intermediate 2 – Unit 6

Quick Exercise :

Choose the correct answer...

- I have *a few / few* cousins but not many.
- We have *very little / a little* money, I'm afraid.
- I earn *less / fewer* money than I did in my old job!
- *Less / fewer* people buy CDs these days.
- *All people / Everyone* came to my party.
- My house was robbed last month. *All / everything* was stolen.
- *Everyone / All the people* was watching the World Cup Final.
- Last week the *all / whole* school had the flu.
- There are *much / some* people who like liver.
- I have *a lot of / lot of* respect for my best friend.

Match a line in A with a line in B

A	B
1. He told the police he knew. 2. He didn't tell the police	a. Anything b. Nothing
3. I think they live 4. I don't mind. I'll live.	c. Somewhere in Denver d. anywhere in Denver
5. Anybody 6. Nobody	e. Called you. Sorry f. Can cook. It's easy
7. I've searched 8. I can't find it	g. Anywhere h. Everywhere
9. I thought I'd know 10. I didn't know	i. somebody at the party j. Anyone at the party.
11. My parents never took me. 12. My parents took me	k. Everywhere when I was young l. Anywhere when I was a kid.
13. Jane always got 14. Jane didn't have	m. Everything she wanted n. Anything to wear
15. I've already had 16. I've had	o. Something to eat p. Nothing to eat

Read this news and underline the stressed syllables in these words.

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“ Exports increased in the last quarter due to the present buoyant economy. Government officials are content with the results, calling it the result of decreased regulation for small businesses. They say that the increase in exports will lead to a decrease in unemployment.

In other economic news, tax refunds are on the increase as invalid assessments multiply at the tax office. Tax officials protested against the criticism leveled against them, saying that they were insulted by suggestions that they were not able to produce the correct results. They said they were compiling a report that would present in minute detail the problems they were experiencing since their contract for computer services had been placed with a new company.”

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Let's define these words

Divide into two groups: search online for the meanings, part of speech, and notice how the pronunciation changes with each part of speech.

A	B
Export	Import
Refuse	Increase
Decrease	Record
Progress	Permit
content	Protest
Minute	Present
Invalid	desert
Produce	Object
Insult	Contract

Complete the following sentences with one of the words in its correct form.

Export – decrease – progress – produce – insult – import – increase – record – permit – protest

1- Japan _____ a lot of its oil from other countries. Its _____ include cars and electronics.

2- I'm very pleased with my French. I'm making a lot of _____.

3- Government officials are worried. There has been an _____ in the unemployment rate.

4- But the number of crimes has _____, so that's good news.

5- How dare you call me a liar and a cheat! What an _____!

6- There was a demonstration yesterday. People were _____ about the price of gasoline.

7- He ran 100 meters in 9.45 seconds and broke the world _____.

8- Don't touch the DVD player! I'm _____ a movie.

9- Britain _____ about 50% of its own oil

Answer the following questions using your words...

refuse – minute – content – invalid – present – desert – object – contract

1. What's another name for garbage?
2. What's a UFO?
3. What's the Sahara?
4. What do you get lots of on your birthday?
5. What are pages ii-v of this book?
6. What's another way of saying....?
 - Happy
 - A written agreement
 - Incorrect (PIN NUMBER)
 - Very small
 - You won't do something

Work in groups and use your words....

Imagine you are going to start your own restaurant. You have to make many important decisions. Discuss these questions and summarize the result

1. What kind of restaurant will you open?
2. How will you raise money to start the restaurant?
3. What are some other things you need to start a business?
4. Where will the restaurant be located?
5. What kind of customers do you want to attract?
6. Where will you get your products from?
7. How many workers will you hire and how much will you pay them?

Two Famous Brands

Starbucks Coffee: Anyone for coffee? What about Skinny latte, or perhaps an Almond Truffle Mocha, or even a Raspberry Mocha Chip Frappuccino? These are just a few of the many specialty coffees on offer at Starbucks, the world's leading coffee roaster and retailer.

Starbucks serves over 25 million customers a week in 15,000 stores in 44 countries around the world. And this figure is increasing rapidly. So how did a company currently worth \$5 billion get started?

Starbucks Coffee, Tea, Spice as it was originally known, roasted its first coffee beans in 1971. This tiny coffee house in Seattle, named after a character in the Moby Dick, was the vision of three men – Baldwin, Siegel, and Bowker- who cared passionately about fine coffee and tea. Their determination to provide the best quality coffee helped their business succeed, and a decade later, their fourth store in Seattle opened.

Meanwhile in New York, Howard Schultz, a businessman specializing in kitchen equipment, noticed that a small company in Seattle was ordering a large number of a special type of coffeemaker. Out of curiosity, he made the cross-country trip to Seattle to find out more. As soon as he saw the Starbucks store, he knew that he wanted to be a part of it.

The three founding members weren't initially eager, but a persistent Schultz was eventually hired to be the head of Starbucks marketing in 1982. He modeled the Starbucks stores on Italian espresso bars and made them comfortable places to relax. Within the next ten years, Schultz had already opened 150 new stores all over Europe, Asia, and the Middle East. Today Starbucks is one of the world's most recognized

“15,000 stores in 44 countries”

But global success comes at a price. Facing competition from lower-priced coffee offered by McDonald's, Starbucks recently closed about 600 stores in the USA and although Starbucks has a company policy of fair trade and employee welfare, it has been a recent target of antiglobalization protests. Many people feel that big corporations, even responsible ones, are never a good thing, as small, independent companies can't compete and go out of business. However, Starbucks's continued success in the face of opposition shows that its blend of commercialism and comfy sofas is still proving an irresistible recipe for world domination.

Apple Computer: Are you a Mac user? For many home computers have become synonymous with Windows and Bill Gates, but there has always been a loyal brand to Apple and Macintosh users whose devotion to the Apple brand and its co-founder Steven Jobs is almost religious.

Steven Jobs and Steven Wozniak dropped out of college and got jobs in Silicon Valley, where they founded the Apple Computers company in 1976, the name based on Job's favorite fruit. They designed the Apple I computer in Job's bedroom, having raised the capital by selling their most valued possessions – an old Volkswagen bus and a scientific calculator. The later model, the Apple Macintosh, introduced the public to point and click graphics. It was the first home computer to be truly user friendly, or as their advertisements put it, “the computer for the rest of us.”

When IBM released its first PC in 1981, jobs realized that Apple would have to become a more – grown company to compete effectively. He brought in John Sculley, the president of Pepsi- Cola, to do the job, asking him, “Do you want to just sell sugared water, or do you want to change the world?” Sculley and Jobs began to argue bitterly, however, and after a power struggle, Jobs was reluctantly forced to resign.

‘The computer for the rest of us’

By 1996 Apple was in trouble due to the dominance of Windows software and the increasing number of PC clones that used it. Jobs, having had great success with his animation studio Pixar, was brought back to the ailing firm for an annual salary of \$1, and the company gradually returned to profitability.

Apple's computers cost more than most PCs and have a more limited range of software available for them, but their great appeal has been the attention to design, making Apple the cool computer company. The launch of the stunning multicolored iMac in 1997, followed by the sleek new iMac in 2002, marked the end of the computer as an ugly, utilitarian machine and brought the home computer out of the study and into the lounge. As Steve Jobs put it “Other companies don't care about design. We think it's vitally important”

Apple's fortunes were transformed again with the development of the iPod in 2003 and The iPhone in 2007, which soon became must-have gadgets that brought about a boom in internet music sales and transformed the cell phone industry. And, of course, they were beautifully stylish.

Let's answer these questions

Group A : Starbucks

Group B: Apple computers

- When and where did the company begin?
- Who founded it?
- Where did the name of the company come from?
- Why did the product become a success?
- Has business always been easy for the company?
- What makes the brand special?
- What features of the product or company do people see as negative?
- What are some examples of the company's products?

Oral Quiz 3

- Choose any brand you enjoy to buy things from (ex. Cars, phones, clothes, food etc.)
- Explain why this brand in particular.
- What do you usually buy?
- What are some competitor brands?
- What is involved in creating a successful brand?
- What is the most important quality of a good brand for you?

Thank You!

