

ENGLISH

Chapter 7 Week 7

2nd
SECONDARY

GOALS



 **SACO OLIVEROS**

HELICOMOTIVATION





Goals

WDYT?

(What do you think?)

What is your idea of success?

Vocabulary: success and achievements; word families: verbs and nouns

Grammar: past progressive; simple past and past progressive; *when* and *while*

Reading: an online article about three famous brands


Listening: a presentation about the Afghan girls' robotics team

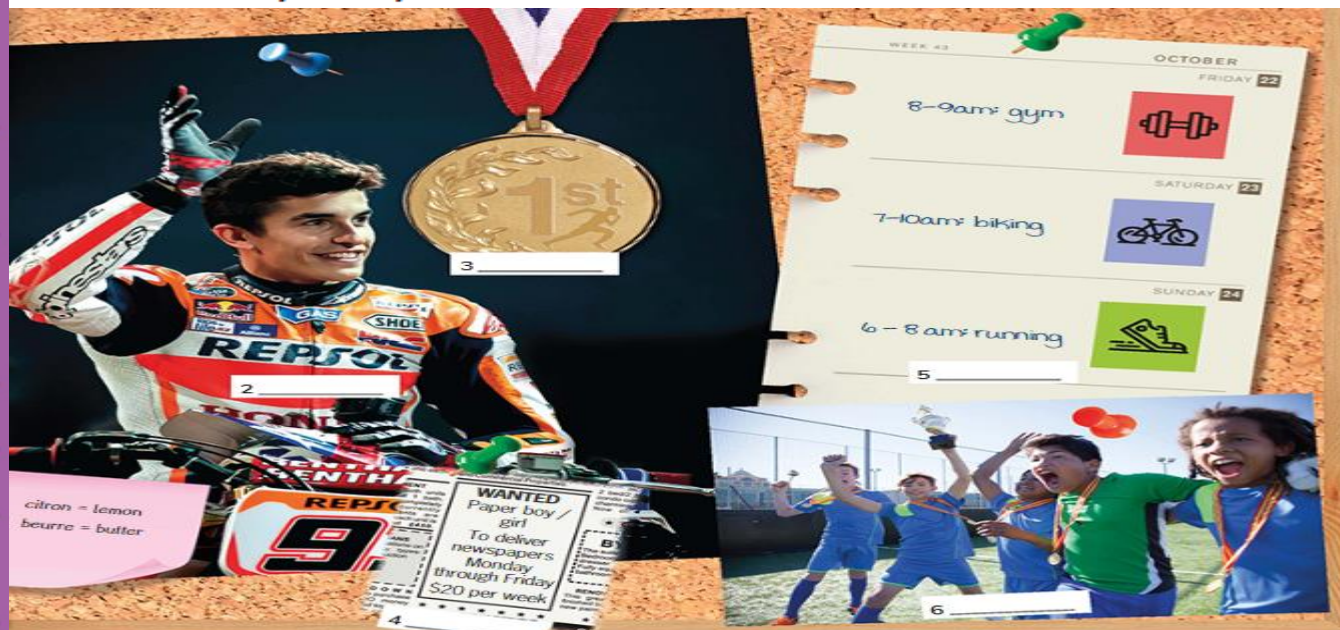
Speaking: telling a story

Writing: a story

Project: make an infographic about a success story

Success and achievements

- 1**  Work in pairs. Look at the bulletin board from Liam's bedroom. What can you say about Liam's hobbies and interests?



2



Match the phrases in the box to pictures 1–6 on the bulletin board

1

pain = bread
œuf = egg

pomme = apple
fraise = strawberry

citron = lemon
beurre = butter

poulet = chicken
poisson = fish

LEARN A LANGUAGE

2



BE FAMOUS

5



GET FIT

3



WIN A RACE

4



MAKE MONEY

6



FEEL HAPPY

3  Complete the expressions with the verbs in exercise 2 to describe other types of achievement.

1 **WIN** a prize/a competition

4 **BE** popular/rich

2 **LEARN** something new/to surf

5 **MAKE** friends/a difference

3 **GET** a good job/good
grades

6 **FEEL** part of a team/proud

4 Complete the sentences with an expression from exercise 3.

- 1 I like water sports, so I'd love to learn to surf.
- 2 My friend was really happy to win a prize in this year's writing competition.
- 3 My dad says it isn't so important to get good grades on all your exams. What's important is working hard and doing your best.
- 4 I'm not very good at running, so I feel proud that I finished a 10k race last weekend.
- 5 Money isn't very important to me. I think it's more important to be happy than to be rich.
- 6 My brother is studying to be a doctor because he wants to make a difference.

5 Complete the table with achievements from exercises 2 and 3. Give reasons for your answers.

	Achievement	Reasons
Important	<i>get good grades</i>	<i>study what you want</i>
Not important	<i>be rich</i>	<i>money doesn't make you happy</i>

6





Work in pairs. Compare your opinions in exercise 5 with your partner.

Do you think it's important to be rich?

No because I think that money doesn't make you happy. What do you think?



- 7**  Watch the video. What is the vlogger's main goal? Is she successful?
- 8**  Work in pairs. Discuss the questions.
- 1** Why do people make 'how to' videos?
 - 2** Why are 'how to' videos popular?
 - 3** Why is watching a 'how to' video a good way to learn something new?
 - 4** What could you make a 'how to' video about?



1 Write the missing verbs for each group of expressions. Which ones are reasons to work for a successful company?

- 1 win a race, a prize, a competition
- 2 get money, friends, a difference
- 3 learn fit, a good job, good grades
- 4 be famous, popular, rich
- 5 make a language, something new, to surf
- 6 feel part of a team, happy, proud

2  **Work in pairs. Look at the photos and discuss the questions.**



- 1** How many brands can you name for each of the products in the photos?
- 2** Do you have a favorite or least favorite brand for these products? Explain your reasons.

3



15

Read and listen to the online article about three brands and answer the questions.



TIMELINE

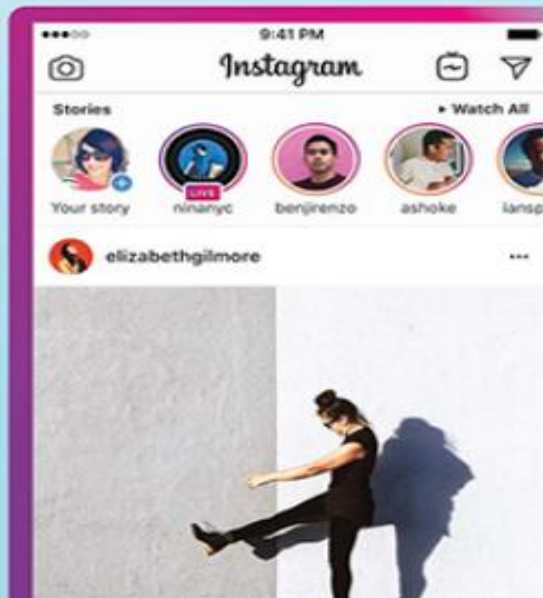
1943

1948

1966

How it all started: the story of three brands

Instagram® **founders** Kevin Systrom and Mike Krieger originally launched their app as Burbn. When it proved too complicated for many users, they decided to make the app much simpler: take a nice photo, share it with your friends, comment on other people's photos. It was an instant success: on October 6, 2010, 25,000 people **downloaded** it in 24 hours. Instagram became popular really fast, but the team was very small. Just 13 people were working for Instagram when Mark Zuckerberg bought the company in 2012 for 1 billion dollars. Systrom and Krieger made a lot of money and both men are very rich today.



1960s
and 70s

The Van Doren brothers started the Vans company in 1966 and their shoes were soon very popular with skateboarders. Before long, people were wearing Vans as a fashion shoe as well as for sports. The company had some financial problems in the 1980s, but soon it was doing much

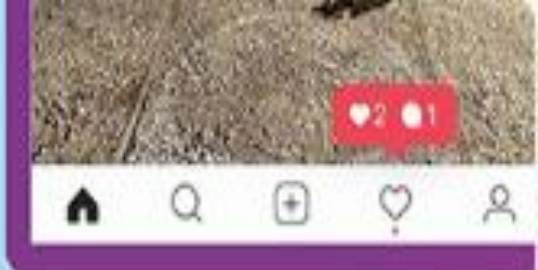
1980s

better. Now they make boots for snowboarders, sponsor sports competitions and organize an annual art competition for high school students. It's a company that also tries to make a difference, with environmentally friendly offices and community projects.

2010

VANS.

"OFF THE WALL"




2012

NOW

Edwin Land first had the idea of instant photography when he was traveling with his daughter in 1943, and the first Polaroid Land camera went on sale in 1948. They became really popular in the 1960s and 70s. But when people started to use digital cameras, the Polaroid company had a very hard time: people weren't taking photos in the same way. Today it's a different story. Retro things are popular again and today people are buying instant cameras to use at weddings and parties.

Polaroid



3  15 Read and listen to the online article about three brands and answer the questions.

For which brand was the key to success ...

1 making new products and doing new things **Vans**

2 old things coming back in fashion? **Polaroid**

3 making things easy for users? **Instagram**

5 Complete the sentences with information from the text, using a word or phrase.

- 1 The name of the app before Instagram was **Burbn**
- 2 25,000 people downloaded Instagram in on **day**
- 3 Most people who first wore Vans **skateboarders**
- 4 Apart from making shoes, the Vans company organizes **festivals and competitions**
- 5 A big problem for Polaroid is **digital photography**
- 6 Today some people buy it for **weddings and parties**

6

Word work

Match the definitions to the words in bold in the text. Then answer any additional questions.

- 1 was in the stores for people to buy
(What's the base form?)
- 2 give financial help
- 3 green, helping the planet
- 4 people who start an organization
(What's the singular noun?)
- 5 from the recent past
- 6 took data from the internet onto a
computer or smartphone (What's
the base form?)

HOMEWORK
from 1 to 5

downloaded

download

7

Complete the sentences with the words or phrases in exercise 6.

- 1 I prefer biking to going by car, because it's more environmentally friendly.
- 2 People used to stand in line for hours when a new *Harry Potter* book went on sale.
- 3 My aunt loves fashion from the 1970s: she's really into retro clothes.
- 4 Larry Page and Sergey Brin were the founders of Google.
- 5 I downloaded that new game yesterday.
- 6 A lot of big companies sponsor sports teams.