

ENGLISH

Chapter 7 Session B

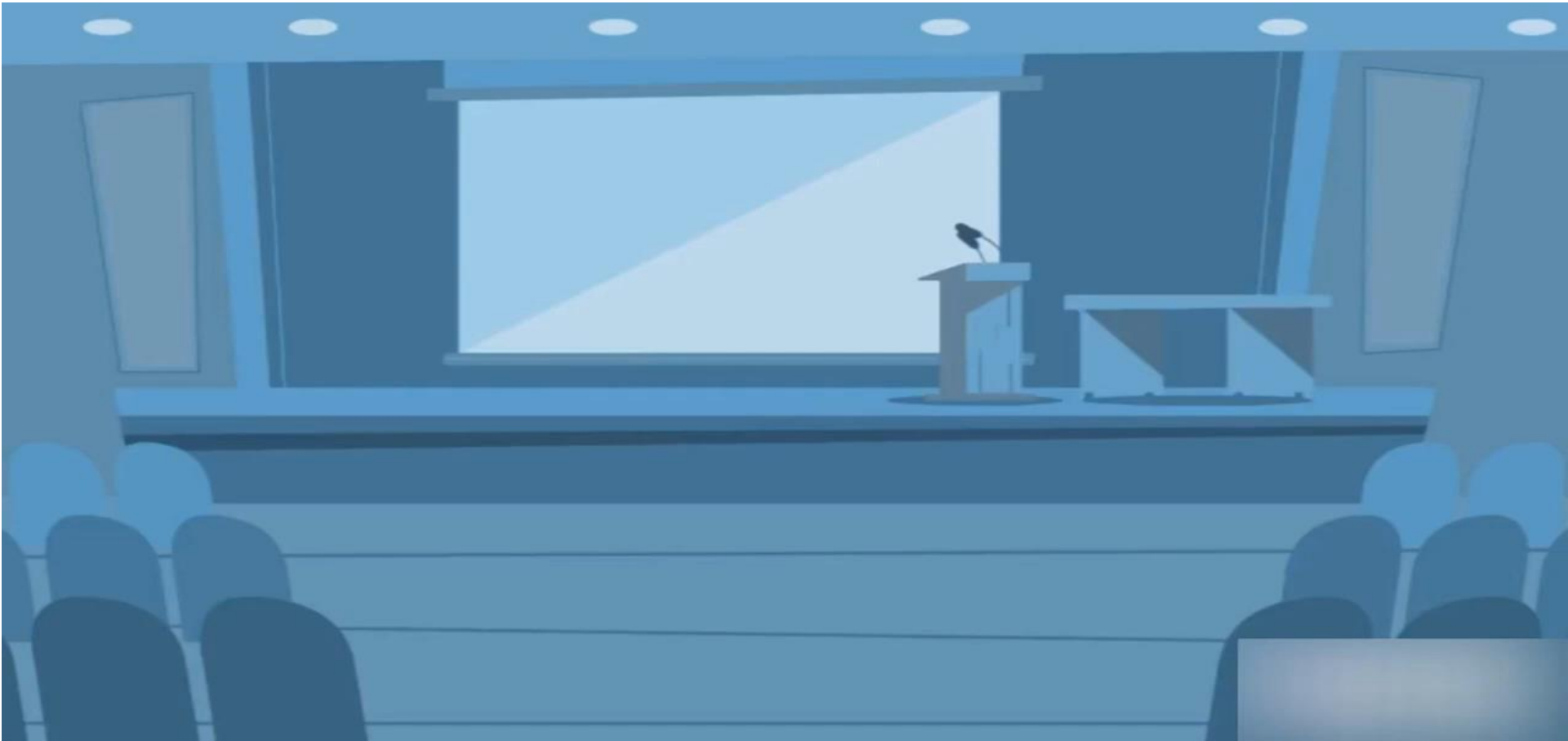
2nd
SECONDARY

GOALS



 **SACO OLIVEROS**

HELICOMOTIVATION





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 make money, friends, a difference

3 get fit, a good job, good grades

4 be famous, popular, rich

5 learn 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.



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

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.





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 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.



Edwin and 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.



 **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 one ... **day**
- 3 Most people who first wore Vans® shoes were ... **skateboarders**
- 4 Apart from making shoes, the Vans company organizes ... **festivals and competitions**
- 5 A big problem for Polaroid® cameras was ... **digital photography**
- 6 Today some people buy instant cameras for ... **weddings and parties**

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 download that new game yesterday.
- 6 A lot of big companies sponsor sports teams.

CRITICAL THINKING

SUPER
SKILLS

- 1 **Understand** Which of the brands in the text had the most difficulty? Why?
- 2 **Apply** Can you think of other difficulties businesses can have? Give some examples.
- 3 **Evaluate** Why do people like buying famous brands? Are brands important to you? Why/Why not?

Research

Vans holds a competition every year for high school students to design Vans shoes. Find this year's winning designs in the Van's Custom Culture Art competition.

- 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