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ИВТ 4 курс

**Unit 1**

**File Brands**

**Page 1 ex.A:**

Since I love everything related to computers, my favorite brands would be from the IT sector. For example, my favorite brand of computer peripherals is Logitech, and of course, when it comes to computers, we should not forget what operating system the computer runs on. I prefer Windows. **(1)**Naturally, these are international brands, but originaly Logitech brand appeared in Switzerland, and Windows was created by Microsoft in the USA. **(2)**Logitech associated with well-made and relatively inexpensive computer devices. On the othe hand Windows has proven itself as top of the renge and reliable operating system. **(5)**I can not imagine using a computer on another OS. In most cases I will coose Windows. My position will be different when it comes to computer peripherals. I admit the possibility of using another brand if it interests me in some way.

**Page 2 ex.A**:

1)d

2)c

3)b

4)e

5)a

6)i

7)j

8)f

9)h

10)g

**Page 2 ex.B:**

Brand 1 – brand stretching, 2 – brand loyalty, 3 – brand awareness

Product 1 – product endorsement, 2 – product lifecycle, 3 – product placement

**Page 3 ex.C:**

1)true

2)true

3)true

4)Sanyo’s store in Tokyo sells Burberry products imported from Europe

5)According to Domenico de Sole, the best luxury products are made in Europe

6)Gucci will not move production offshore

7)Patrizio Bertelli believes that luxury fashion products not always need to be produced in Europe.

8)true

**Page 3 ex.D:** c

**Page 4 ex.A:**

Usually – present simple

Often – present simple

Currently – present continious

This year - both

Nowadays - both

At the moment - present continious

Every day - present continious

Once a month – present simple

These days - present continious

Now - present continious

**Page 4 ex.B:**

1: a – are trying, b - develop

2: a - create, b – are looking

3: a - sell, b - is investing

4: a - keeps, b – is trying

**Page 4 ex.C:**

1- am working, 2 - sell, 3 – are dominating, 4 – is doing, 5 - becomes, 6 – is growing, 7 – develop, 8 - extend, 9 - standing, 10 – are creating

**Video How to create a great brand name?**

3 steps: 1 – Select the type of name that you want; 2 – Decide what you want the name to say; 3 – Check that the name is available

What types of brand names are there?: Eponypous, Descriptive, Acronymic, Suggestive, Assiciative, Non-english, Abstract

Examples:

Eponypous - Toyota

Descriptive – Cartoon Network

Acronymic - IBM

Suggestive - IKEA

Associative - Вконтакте

Non-english - Mondelez

Abstract - Spotify