

Отработка 1

Transcription

Task 1

Apple, Samsung and Xiaomi are an international brand that occupies a leading position in the production of mobile equipment. Apple and Samsung produce stylish, high-quality, top-level, luxurious devices. Xiaomi also produces low-cost, but high-quality devices for the mass consumer. My first devices were a Samsung phone and tablet, I like this company, but after a while I started using Xiaomi devices because of its performance and relatively low cost. However, at this point in time, my favorite are Apple devices, for their high-quality software, materials used in production and their ecosystem. Based on this, I can say that I am loyal to their devices, but I am somewhat skeptical about Samsung or Xiaomi devices.

Task 2

Ex. A

BRAND					PRODUCT				
1	2	3	4	5	6	7	8	9	10
d	c	b	e	a	i	j	f	h	g

Ex. B

BRAND

- 1) brand stretching
- 2) brand loyalty
- 3) brand awareness

PRODUCT

- 1) product endorsement
- 2) product lifecycle
- 3) product placement

Task 3

Ex. C

- 1) true
- 2) true
- 3) true
- 4) false
- 5) false
- 6) false
- 7) false
- 8) true

Ex. D

Answer: c

Task 4

Ex. A

Present Simple: usually, every day, often, once a month

Present Continuous: this year, now, currently, at the moment, these days

Both: nowadays

Ex. B

1. a) are trying b) develop
2. a) create b) are looking
3. a) sells b) is investing
4. a) keeps b) is trying

Ex. C

- 1) am working
- 2) sell

- 3) dominates
- 4) is doing
- 5) is becoming
- 6) is growing
- 7) develop
- 8) extend
- 9) stands
- 10) are creating

Video How to create a great brand name?

- 1) What are the 3 essential steps when creating a successful brand?
 - Select what type of name you want
 - Decide what you want the name to say
 - Check the name is not already taken
- 2) What types of brand names are there? Provide your own example of a brand to each type
 - Eponymous: Ford
 - Descriptive: General Motors
 - Acronymic: IBM
 - Suggestive: Netflix
 - Associative: Nike
 - Non-English: Volkswagen
 - Abstract: Kodak