

# UNIT 8

## Language focus

### 1 3rd Conditional and Mixed Conditionals

- 1 Read the texts about the six famous fashion designers. Finish the sentences below by changing the form of the verb and adding information from the texts.

Chanel	Coco Chanel was born in 1883. She had lost both her parents by the time she was 12 and spent seven years in an orphanage. It was there that she learnt to sew. In 1909 she met Arthur Capel, who lent her the money to buy a shop. It was here that she started making women's hats.
Prada	The company was founded in 1913 by Mario Prada in Milan. In 1978, Mario's granddaughter, Miuccia Prada, inherited a leather goods business from her mother, and led the company's expansion into fashion. Prada built the family's luggage business into a company worth billions of dollars.
Gucci	Gucci began as a small, family-owned leather goods store. In 1994 the position of creative director went to Tom Ford, who was 32 years old. Ford's '1995' ready-to-wear line for Gucci dazzled fashion critics and put Gucci back on the fashion map.
Yves Saint Laurent	Saint Laurent left home at the age of 17 to work for the French designer Christian Dior. Following Dior's death in 1957, Saint Laurent, at the age of 21, was put in charge of the effort of saving the Dior house from financial ruin. In 1962, after a nervous breakdown, Saint Laurent was released from Dior and started his own label, YSL, financed by his partner, Pierre Bergé.
Christian Dior	The 'New Look' was the name given to the women's clothing fashions introduced by Parisian fashion designer Christian Dior in the spring of 1947. This collection strongly influenced fashion and other designers for over ten years.
Calvin Klein	Calvin Klein is an American brand name of clothing which was launched in 1968. In the mid 1960s, Calvin Klein met Baron de Gunzburg, through whose introductions he became the toast of the New York elite fashion scene.

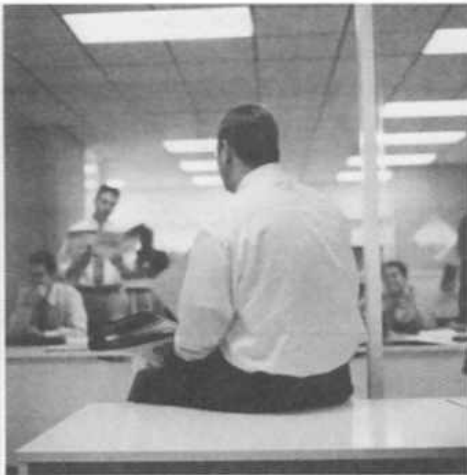
- 1 If Coco Chanel (not go) an orphanage, she (learn) how to \_\_\_\_\_.
- 2 If Arthur Capel (not lend) her money, she (buy) the shop where she \_\_\_\_\_.
- 3 If Miuccia Prada (not inherit) the business from her mother, the company (be) worth \_\_\_\_\_.
- 4 If the position of creative director (not go) to Tom Ford, he (design) the 1995 line which \_\_\_\_\_.
- 5 If Yves Saint Laurent (not be put) in charge of saving the Dior house, the company might (face) financial ruin.
- 6 If Christian Dior (not introduce) the New Look in 1947, fashion (be) different \_\_\_\_\_.
- 7 If Calvin Klein (not meet) Baron de Gunzburg, he (become) the \_\_\_\_\_.

2 What would/could/might/should you have done in these situations?

- 1 A candidate came for an interview for a management position dressed in jeans. The manager told him to go home.

If I'd been the manager, ...

- a I should have ignored the candidate's clothes and given him a full interview.
- b I might have explained the company's dress code and given him a second chance.
- c I would have asked the candidate a few questions and then told him he wasn't suitable for the job.
- d I would have done the same as the manager.



- 2 A team has been working for two weeks including weekends and evenings to meet an important deadline. The company doesn't pay overtime. The manager spent five minutes enthusiastically thanking the team for their hard work.

If I'd been the manager, ...

- a I would have offered them two days off on full pay.
- b I might have taken them all out to a restaurant on company expenses.
- c I should have negotiated a one-off bonus for them.
- d I would have done the same as the manager.

- 3 A manager has been told to lay off ten warehouse staff to cut costs. She chose the ten oldest staff.

If I'd been the manager, ...

- a I would have laid off the most recently employed staff.
- b I would have asked for voluntary redundancies.
- c I could have suggested an alternative way of cutting costs.
- d I would have done the same as the manager.

- 4 An employee had been with a company for five years and had always done a good job. Unexpectedly she started arriving late. After four days the manager gave her a verbal warning. After ten consecutive days the manager sacked her.

If I'd been the manager, ...

- a I would have asked Human Resources to talk to her.
- b I could have offered her a few days leave to sort things out.
- c I should have talked to her myself and tried to find out what was wrong.
- d I would have done the same as the manager.

1 Match the terms related to advertising on the left with the definitions on the right.

- |                        |   |
|------------------------|---|
| 1 logo                 | a activities done in order to increase the sales of a product   |
| 2 slogan               | b the impression that a product gives to consumers  |
| 3 advertisement/advert | c a notice, picture, or short film promoting a company's products or services                           |
| 4 (a) commercial       | d a product or group of products which has a name, often that of the company that produces it           |
| 5 trademark            | e an easy to remember phrase or sentence that is used for promoting a product                           |
| 6 promotion            | f a form of advertising using audio or video  |
| 7 brand                | g a name, symbol, or design that a company uses for its products that cannot be used by another company |
| 8 image                | h a printed design or symbol that is used to represent the company                                      |

2 Read the text about the Apple Inc. brand and answer the questions.

# Apple Inc.

**B**rands are often identified by a logo, for example, Apple Inc. are identified by the 'bitten' apple symbol. This was originally multi-coloured, but was turned into monochrome in 1999. The company slogan is another element of the brand. Their first slogan was 'Byte into an Apple', which was replaced in 1998 by 'iThink, therefore iMac'. The 'i' was then carried on to their most successful product, the iPod, and the 'i' has itself become an important part of the brand. The slogan for the iPod is '5,000 songs in your hand'.

Brands are also identified by the advertising they are supported by. For example, the iPod advert features the silhouettes of people listening to their iPods and dancing in front of a brightly coloured background. The Apple commercials, including their famous '1984', and 'Think different' commercials, have further enhanced the company image which appeals to more individualistic and creative customers. The 'Think different' campaign featured famous creative and inspirational figures such as Picasso and John Lennon.



The product itself is perhaps the most important element of a brand. In the case of the iPod, this was a groundbreaking design that allows users to download, store, and listen to thousands of songs on a device that can fit into a pocket. It is also notable for its unique user interface. The 'i' brand is further enhanced by iTunes, which is an application for playing and organizing digital music and video files, and the iTunes Store which allows users to download purchased digital music, music videos, television shows, iPod games, audiobooks, various podcasts, and feature length films.

- 1 Which elements of a brand are mentioned in the text?
  - 2 What happened to the 'i' in iMac and iPod?
  - 3 The Apple brand is associated with what sort of people?
  - 4 Why has the iPod been so successful?
  - 5 How has Apple built on the 'i' brand?
- 3 Match the name of the companies with the products.

Company	Product
1 Nike	a cars
2 Nintendo	b computer software and hardware
3 BMW	c mobile phones
4 eBay	d audio equipment
5 IBM	e credit cards
6 Nokia	f sportswear and shoes
7 Bose	g cosmetics
8 L'Oreal	h online auction and shopping website
9 American Express	i cameras and binoculars
10 Pentax	j video games and game consoles

- 4 Use the key words in these slogans to identify the companies in exercise 3 they relate to.
- |                                  |                                 |
|----------------------------------|---------------------------------|
| a Born to play                   | f Just Do It                    |
| b The Ultimate Driving Machine   | g Don't Leave Home Without It   |
| c The World's Online Marketplace | h We Make IT Happen             |
| d Connecting people              | i Better Sound Through Research |
| e Because I'm Worth It           | j For Your Precious Moments     |
- 5 Choose a company you know well and list all the components that make up the company's brand.
- 6 Find twelve words which can be put together to form six compound nouns.

a	p	s	e	l	f	y	t	o
t	r	e	n	d	r	e	a	q
t	o	t	e	v	e	r	y	n
r	i	t	m	a	k	i	n	g
u	h	i	t	t	i	n	g	r
m	o	n	e	y	r	e	s	o
a	r	g	r	a	u	n	d	u
d	a	y	b	r	e	a	k	n
e	t	h	a	r	d	g	h	d
b	r	e	a	k	i	n	g	b

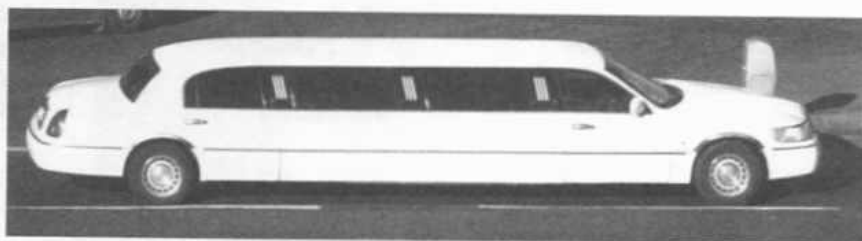
- 7 Which of the products in exercise 3 would you describe as trendsetting or groundbreaking?

**1 Personal image**

1 Complete the table so that it is true for your country.

Importance to your personal image in your country	very	quite	not at all
the job you have			
how much money you earn			
having material possessions			
being in a particular social class			

2 **8.1** Three people, Laura from the USA, Richard from Australia, and Ravi from India, are talking about the factors in exercise 1. Before listening, decide which words/phrases you think will be said by which person. Then listen and check your answers.



	Laura	Richard	Ravi
big corporations			
driving a car			
farming			
getting enough to eat			
materialistic culture			
middle class			
money, jobs, and success			
penniless immigrant			

**2 Pronunciation**

1 **8.2** Listen to these phrases. Which of the *d*, *g*, *r*, and *t* sounds in bold do you not hear clearly and in some cases not at all?

- 1 If you think about what America's supposed to stand for, it's supposed to stand for the fact that you can come from nothing.
- 2 Because farming's, you know, not as successful as it used to be, ...
- 3 So getting enough to eat is the most important thing, not what you might be wearing, or driving a car.

## 1 Bad news



1 8.3 James and Nicola are talking about the best way to break bad news and how to react to it. Listen and answer the questions.

- 1 For breaking bad news, why is email
  - a a good way?
  - b a bad way?
- 2 With what kind of person would email be
  - a a good way to break bad news?
  - b a bad way to break bad news?
- 3 What should you do before you break bad news to someone?
- 4 What phrases can you use to
  - a introduce bad news?
  - b outline a possible solution?
- 5 What other possible advantage does email have?

2 Write one of the following emails. Break the bad news and then propose a solution.

- You have invited a friend, Jo, from Australia to come and stay with you for two weeks. Jo has already booked and paid for her flight. You now find you have to go to an important conference for 10 days during that period. Email Jo.
- Your boss asked you to prepare a presentation to give to a client. It is now the evening before the presentation and your computer has just crashed and you've lost the presentation. You made no back-up. Email your boss.

3 8.4 Listen and note down any differences between what you hear and what you read in the dialogue below.

J This is Jo Binns. I'm not at my desk right now, but if you'd like to leave a message and your contact details, I'll get back to you as soon as I can.

G Hi, this is Gunther. I'm afraid I have some bad news, Jo. My boss has just told me that I have to go to a ten-day conference in Berlin and it's exactly when you are coming to stay. I really don't know what to say, but there's nothing I can do about it. I was thinking that maybe you could bring a friend with you, and use my flat as a base for visiting Germany, or other parts of Europe. (*Jo listens to the message and calls Gunther.*)

G Gunther Neuermeir.

J Hey, Gunther, it's me, Jo. Sorry I was out in a meeting. I've just listened to your message.

G Oh Jo, I'm really sorry.

J Gunther, don't worry, it's no problem. I've thought of another solution. How about if I came with you to Berlin, I mean not for the whole conference, but just over the weekend period, and then maybe I could join you at the end?

G That's a terrific idea. I mean it would be terrific. But I've got to tell you there's been some more bad news. It's going from bad to worse.

J Oh no, what now? It sounds like something really serious has happened.

G Well, you know I told you about ...