

Global markets

VOCABULARY

LEVEL
Intermediate

NUMBER
EN_BE_2621V

LANGUAGE
English

lingoda





Goals

- Can talk in simple terms about globalisation and multinational companies.
- Can identify the names of the most common world regions.







Preview and warm-up

In this lesson, you are going to learn words and phrases related to **global markets**.



Multinational companies can benefit from globalisation.



New words

to trade

We **trade** when we buy and sell goods or services.



trading

Trading goods became popular between China and the USA.





Types of companies

multinational

A **multinational** company works in more than two countries.



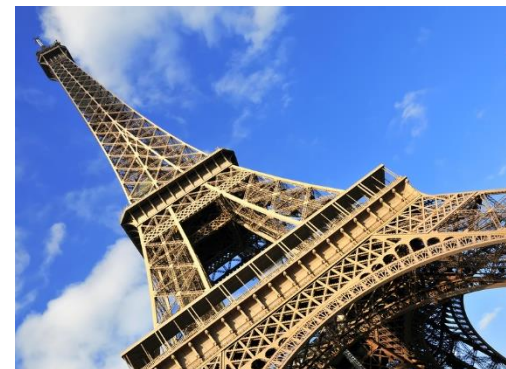
foreign

A French company working in Germany is a **foreign** company there.



domestic

A French company working in France is a **domestic** company there.





New words

developed countries

Usually **developed countries** have industry and people who earn a lot of money.



developing countries

Developing countries have less industry and lower wages.



global village

A **global village** is a term used to describe a world where distance has been reduced thanks to electronic media.



Our world has become a **global village** thanks to the internet.



Fill in the gaps

Fill in the gaps with the correct word from the box.

1. Sarah works for a _____ company with offices in Europe, Asia and North America.
2. This Brazilian company sells its products in the U.K., so it's a _____ company there.
3. There are many _____ countries in Africa and South America.
4. _____ with overseas countries brings most of the company's money.
5. Communicating with people from other continents makes this world a _____ .
6. Companies from _____ countries often use workers and factories in developing countries.
7. We are a _____ company, we only trade locally.

domestic

developed

trading

foreign

developing

multinational

global village



Writing

Write sentences with the words. Use the sentences from the previous exercise to help you.

domestic

multinational

developing
country

to trade

foreign

global village

A spiral-bound notebook with lined pages. The pages are white with light blue horizontal ruling. There are faint, large circular icons on the pages, including a play button, a document, a magnifying glass, and a speech bubble. The notebook is shown from a slightly elevated angle, with the spiral binding visible on the left side.



Speaking

Discuss the following questions below as a group.

What are some developing countries?

What are some developed countries?

What are some multinational companies you know?

Is the world really a global village? Why or why not?



New words

consumer

Someone who buys goods or services for themselves is a **consumer**.

competitors

Companies that compete against each other are **competitors**.

brands

Brands are products made by particular companies.

strategy

Strategy is a plan for achieving a long-term goal.

to expand

When something grows in size, number or importance, it **expands**.



Examples



Consumers like buying the most popular **brands**.

Thanks to our new **strategy**, the company **is expanding** rapidly.



Coca-Cola and Pepsi are **competitors** in the food and drink industry.



Unscramble

A

The company

offices

in France

and Germany.

by opening

was expanding

B

beat

our
competitors.

We have to

improve

in order to

production





Unscramble

C

the U.S.

are among

brands

in

Google, Amazon
and Apple

the most
popular



D

strategy.

More and more

eco-friendly

consumers

our company's

like



Discuss

Discuss the questions below as a group.



1

What are some popular brands from your country?

2

Which brands are competitors with them in your country?

3

Can you think of a brand from your country that has expanded overseas?



Read the quotation below

Do you agree or disagree with it? Explain your answer.

“

Consumers should only buy local products.

”





New words

industrialised

The UK and Germany are two **industrialised** countries, with a lot of industry.



to manufacture

Mercedes and BMW both **manufacture** cars.





New words

labour

Manual **labour** is work using your hands.

**working
conditions**

Low pay and no lunch breaks are bad **working conditions**.

factories

Cars and clothing are both made in **factories**.

sweatshops

Small factories where employees work many hours for very little money are **sweatshops**.



Unscramble the words

Unscramble the words below.





Matching

Complete the sentences by matching the two parts.

1. Industrialised countries

a) sweatshops are very poor.

2. Working conditions in

b) very little money in sweatshops.

3. Child labour in some Asian

c) have a large manufacturing sector.

4. Workers do many hours for

d) brick factories is common.



Speaking

Answer the questions. The previous sentences may help you to give your answers.



What are some industrialised countries?

What kind of working conditions are there in a sweatshop?

What can we manufacture in factories?

Can you name any industries that use child labour?



Read the text

Globalisation causes huge inequality between the rich and the poor. It is always the developed countries that benefit from global markets as they have better infrastructure, working conditions and access to education. Whereas many people work in sweatshops and child labour is common in poor countries. Even though it is not beneficial for developing countries, many giant companies choose to use cheap labour in poor countries. As a result, their products serve the rich in developed countries.





True or false?

	TRUE	FALSE	DOESN'T SAY
1. Globalisation causes differences between the rich and the poor.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. It is the developed countries that benefit most from global markets.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Developed countries have better infrastructure but no access to education.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Mostly women work in sweatshops.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Many big companies choose to use cheap labour in poor countries.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Their products serve the poor in developing countries.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



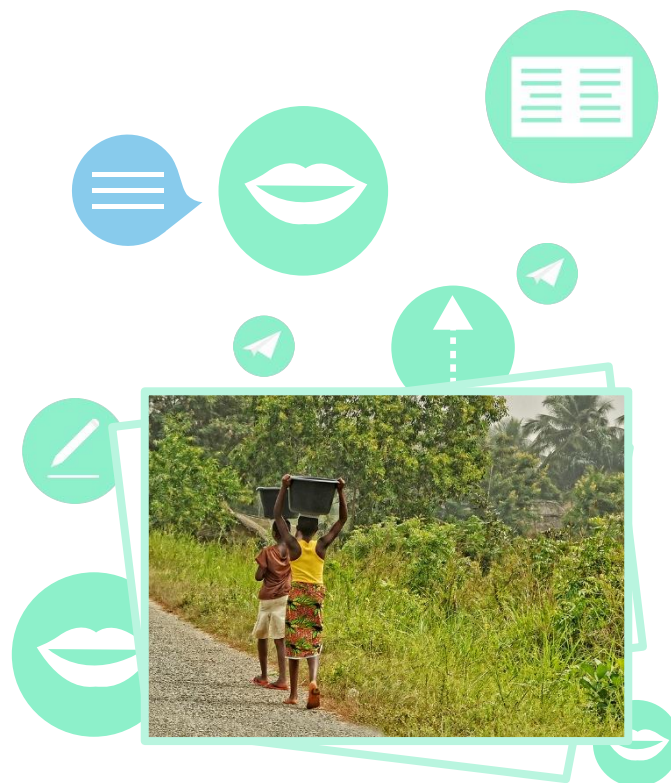
Discuss

Look at the sentence taken from the text below. Do you agree or disagree with it? Why or why not?

“

Globalisation causes huge inequality between the rich and the poor.

”





Prepare to debate

Imagine you are either a human rights activist or a senior executive of a clothing company that produces clothes in Pakistan. Choose one of the roles and prepare some arguments for a debate.

The Human Rights Activist

- You fight for sweatshop workers' rights.
- Explain the main problems the workers have.



Senior Executive

- Your company manufactures cheaply in Pakistan.
- Explain why it's also important for the economy.





Debate

Fight!

Now act out the debate between the senior executive and the activist.

Your teacher will either moderate the debate or play the other role.

Be sure to defend your position well!



Reflect on the goals

Go back to the second slide of the lesson and check if you have achieved all the goals of the lesson.

yes

no





Reflect on this lesson

Think about everything you have seen in this lesson.
What were the most difficult activities or words? The easiest?



If you have time, go over
the most difficult slides again



Answer key

1. working conditions
2. sweatshops
3. manufacture
4. industrialised
5. factories
6. labour

Exercise 3, p.20

- A The company was expanding by opening offices in France and Germany.
B We have to improve production in order to beat our competitors.
C Google, Amazon and Apple are among the most popular brands in the US.
D More and more consumers like our company's eco-friendly strategy.

Exercise 2, p.14-15

1. multinational
2. foreign
3. developing
4. trading
5. global village
6. developed
7. domestic

Exercise 1, p.9



Answer key

- Exercise 5, p. 24**
1. F
 2. T
 3. F
 4. Doesn't say
 5. T
 6. F

- Exercise 4, p. 21**
1. Industrialised countries have a large manufacturing sector.
 2. Working conditions in sweatshops are very poor.
 3. Child labour in some Asian brick factories is common.
 4. Workers do many hours for very little money in sweatshops.





Homework Quiz

**Give answers to the quiz questions.
Name three...**

developed
countries

multinational
companies in
your country

developing
countries

top world
brands

useful languages
to speak at
multinational
companies

types of
companies



Three developed countries are



Germany, Canada and Japan.





Homework writing activity

**You start a company. Answer the following questions:
Is it domestic, international or multinational? What do you
produce? Where do you manufacture? What kind of working
conditions do you offer to your employees?**

<input type="radio"/>	My company are...
<input type="radio"/>	
<input type="radio"/>	
<input type="radio"/>	
<input type="radio"/>	
<input type="radio"/>	
<input type="radio"/>	
<input type="radio"/>	
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