

3 WHAT'S IN A NAME?



Get THINKING

Watch the video and think:
do you have a favourite logo? Why do you like it?

OBJECTIVES

FUNCTIONS:

giving advice; expressing obligation; giving recommendations, warnings and prohibitions

GRAMMAR:

(don't) have to / ought to / should(n't) / must; had better (not); can't / must(n't)

VOCABULARY:

making and selling; expressions with name

swatch® 



WhatsApp



READING

- Look at the names and logos and answer the questions.
 - These are the names and logos of various companies. What kind of products do they offer?

Jaguar sells cars.
 - Add two more names of companies or products that are famous around the world.
- SPEAKING** Work in pairs. Some people think the name of a brand is very important. What do you think is the reason for this?
- Read the blog entry on the next page quickly. Which of the brands shown above does it mention?
- 3.01** Read the blog entry again and listen. Answer the questions.
 - Why do companies think a lot about a brand name?
 - What makes a good brand name?
 - Why were each of these names chosen?
 - Jaguar
 - Pret A Manger
 - WhatsApp
 - Why was Nova a bad name for a car in Spain?
 - Why do some teenagers choose to buy more expensive products (like clothes)?

Train to THINK

Identifying the main topic of a paragraph

Writers use a new paragraph when they want to change the topic. The opening line of a paragraph usually gives you a clue about its topic.

- Look at paragraphs 3 and 4. What is the topic of each paragraph? Tick (✓) two options.
 - A what teenagers wear to school
 - B brand names are important in the teenage market
 - C some really bad brand names
 - D ways to pick a brand name



- 1 OK, so imagine you've thought of a great idea for a product to make and sell – a game, or an app, or clothes, for example. You know you can sell millions of them, but first of all, you must give the product a name – a brand name. And that may not be as easy as you think.
- 2 The brand name is the thing that distinguishes your product from all others, and it's really important that it makes an impact. Businesses spend a lot of time thinking about brand names; when the name has been picked, it's very difficult to change, so companies have to get it right first time.
- 3 So how do you choose a name? A brand name ought to be unique, memorable and easy to understand. It should create some kind of emotional connection with people who buy the product – the target market. Some companies use the family name. When Henry Ford started making cars, he just called the company Ford. But you don't have to use a family name – you can go for an image. Staying with cars, think about the brand name

Jaguar, a beautiful but dangerous wild cat. What does that say about the manufacturer's product? Some companies use wordplay. It's a common technique for naming apps, for example WhatsApp (from the English expression 'What's up?'). Others like to use foreign words because they sound special or different. For example, in Britain, in Europe and in the US there's a chain of sandwich shops with the French name Pret A Manger, which means 'ready to eat'. And what do you have to be careful about when choosing a name? Well, you shouldn't choose one that might not work in certain countries or cultures. Many years ago, a car company launched a new car that they called Nova. They thought it suggested something nice and new, but in Spanish it can be read as *no va* ('it doesn't go'). Not a good name for a car in Spain, then!

- 4 These days, the choice of brand name is particularly important if your product is targeted at the teenage market. Teenage consumers are perhaps more concerned with brand names and company logos than any other group. When a brand, especially a clothing brand, becomes popular with teenagers, then there's a lot of pressure to wear those clothes and have the name and/or logo visible. A teacher in an American high school said: 'I certainly see that kids are obsessed with brand names. They won't buy something that's almost identical – and cheaper – simply because they feel they must wear something with the right logo.' So if you want to get into the teenage market, you have to find a product and a brand name that works with that age group, and create some great advertisements, too.
- 5 Companies know that the name isn't everything – the product itself has to be good, of course – but it's an essential part of the package.



SPEAKING

- 6 Work in pairs. Discuss these questions.
 - 1 Can you think of any more brand names which:
 - a use a family name?
 - b try to create an image?
 - c are in another language?
 - 2 Have you ever bought or wanted something just because of the brand? Give examples.



'I'm so glad that we don't have to wear school uniforms any more!'



GRAMMAR

(don't) have to / ought to / should(n't) / must

1 Complete the sentences from the article on page 31. Then complete the rule with *have to*, *don't have to*, *ought to*, *should*, *shouldn't* and *must*.

- 1 First of all, you _____ give the product a name.
- 2 Companies _____ get it right first time.
- 3 A brand name _____ be unique, memorable and easy to understand.
- 4 But you _____ use a family name.
- 5 And what _____ you _____ be careful about?
- 6 Well, you _____ choose a name that might not work in certain countries or cultures.

RULE: We use ⁷_____ or _____ to say 'this is important or necessary'. We use ⁸_____ to say 'this isn't important or necessary'. We use ⁹_____ or ¹⁰_____ to tell someone that something is a good idea. We use ¹¹_____ to tell someone that something isn't a good idea. (*Ought to* isn't as frequent as *should*. It is used mostly in writing, and the negative form is rare.)

2 Complete the conversation with the correct form of *have to*.

- Mandy Mum, there's a new mobile phone out. It's brilliant. I ¹_____ get one!
- Mum No way! Your mobile phone is fine. You ²_____ buy another one.
- Mandy But you know what it's like at school. Everyone ³_____ have the latest product!
- Mum Yes, and it's terrible. Why ⁴_____ you all _____ wear the same clothes, for example?
- Mandy Because it's what teenagers do. You were young once. Don't you remember?
- Mum I see. And I ⁵_____ go to work to pay for all these things, right?
- Mandy Oh, Mum! You ⁶_____ be difficult!

3 Complete the conversation with suitable modal verbs. There is often more than one possible answer.

- Gill The new café is great – you ¹_____ go there.
- Jack I've heard it's a bit expensive.
- Gill Yes, that's true. You ²_____ go there every day. But you ³_____ try the cakes – they're delicious!
- Jack OK. What's the place called, anyway?
- Gill Can you believe it's called The Coffee Shop?!
- Jack What a boring name! You ⁴_____ be a genius to think of that! They ⁵_____ have a foreign name, like Le Café.
- Gill Well, OK. But it ⁶_____ be easy to pronounce. There's a shop in town called Arighi Bianchi and no one knows how to say it.
- Jack But the owner is Italian. It's his name!
- Gill I guess I ⁷_____ know that. Anyway, I ⁸_____ go home and do my homework for tomorrow.
- Jack You ⁹_____ worry about that. It's easy.
- Gill Really? OK, so let's go to the cinema. There's a new film that we ¹⁰_____ see!

→ workbook page 28



VOCABULARY

Making and selling

4 Complete the sentences with the words.

advertisement | brand | chain | consumers
image | logo | manufacturer | products

- 1 They make cleaning _____, like washing powder.
- 2 The prices have gone up a lot, so now _____ have to pay more.
- 3 I always buy the same _____ of shoes – they're so comfortable.
- 4 It's a _____ that has shops in every town.
- 5 That shop has a really funny _____ on TV.
- 6 The Nike _____ is a large tick.
- 7 When the company's director went to prison, it damaged the company's _____.
- 8 If it doesn't work, send it back to the _____.

5 **SPEAKING** Answer the questions. Then work in pairs and compare your answers.

Can you name ...

- 1 three places where you find advertisements?
- 2 a manufacturer of mobile phones?
- 3 a chain of shops and a chain of restaurants?
- 4 one thing you always buy the same brand of?

→ workbook page 30



LISTENING

- 6  3.02 Listen to Paul talking to Alexandra. What is their conversation about? Choose the correct option.
- A why it's good to have a nickname
B how people get their nicknames
C why some people don't like their nicknames
- 7  3.02 Listen again. Mark the sentences T (true) or F (false).
- There are at least two shortened versions of the name Alexandra.
 - Paul got the nickname Smithy because he lived in a town called Smith.
 - Paul's brother liked his nickname.
 - Sting got his nickname because he liked bees.
 - Miley Cyrus's real name is Destiny.
 - Lady Gaga got her name from a text message.



FUNCTIONS

Giving advice

- 10  3.03 Put the sentences in the correct order to make two conversations. Then listen and check.
- Liam Why? What's her name?
 Liam What's the matter, Jo?
 Liam Well, you'd better get some help – quickly!
 Jo It's something like Sharita Wass Ikonor.
 Jo I've got to phone someone and I've no idea how to pronounce her name.
 - Bob Well, I wrote the wrong name in my birthday card to her son. I called him Jason, not Jacob.
 Bob I know. She's really cross.
 Bob My sister's really angry with me.
 Mia Why?
 Mia You'd better not do that again!

- 11 **SPEAKING** Work in pairs. Imagine you forgot your best friend's birthday. Write a conversation using *had better (not)*.

SPEAKING

People and their names

- 12 Complete the questionnaire with 1–5 (1 = I strongly agree; 5 = I strongly disagree).

- It's cool to have a nickname.
- I only remember the names of people I like.
- I hate it when people forget my name.
- Your name is an important part of who you are.
- I feel sorry for people who have unusual names.

- 13 Compare your answers in small groups. Which question(s) do you agree on?



GRAMMAR

had better (not)

- 8 Complete these sentences from the listening. Then choose the correct words to complete the rule.
- We _____ go now.
 - You _____ tell anyone at school.

RULE: We use *had ('d) better* to warn someone that something bad will happen if they ³*do / don't do* something. We use *had ('d) better not* to warn someone that bad things will happen if they ⁴*do / don't do* something.

- 9 Complete the sentences with *had better (not)*.
- The bus goes in two minutes. You _____ run.
 - I'll lend you my pen – but you _____ break it!
 - It's going to rain. We _____ go inside.
 - You have to get up very early tomorrow, so you _____ go to bed. It's 1 am.
 - You _____ eat any more sweets. You'll be sick.

→ workbook page 29

READING

1 Can you match these American cities with their nicknames?

- | | | |
|------------|--------------------------|------------------|
| 1 New York | <input type="checkbox"/> | a The Windy City |
| 2 Chicago | <input type="checkbox"/> | b The Big Apple |

2 Here are seven names of real towns. What country do you think each city town is in? Choose from the list.

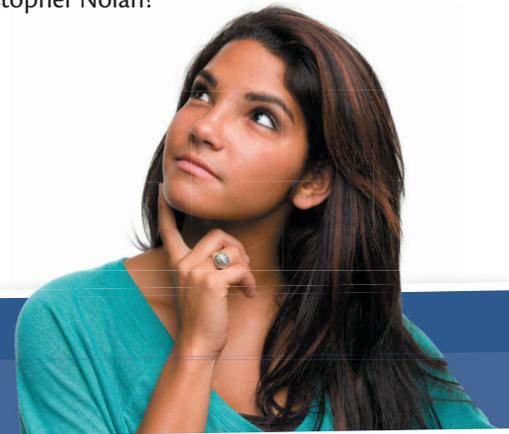
Austria | Belgium | Scotland
the Netherlands | the US (x2) | Turkey



3 3.04 Read and listen to the article and check your answers to Exercise 2.

4 Read the article again. Answer the questions.

- How did Mr Deakins choose which land to take?
- What or who is an Accidental?
- Why was Levi Davis's store in a good position?
- When did the place name Hot Coffee become official?
- What problem did the village of Lost have?
- How did they solve this problem?
- How did the city of Batman probably get its name?
- Why was the mayor of Batman annoyed with Christopher Nolan?



FUNNY place names

Around the world, there are lots of names for towns and villages that sound funny in English – for example, Monster in the Netherlands, Egg in Austria and Silly in Belgium. Here are a few of my favourites.

Accident

In around 1751, George Deakins was offered some land in the US by King George II of England as payment for a debt. 'You can choose a piece of land anywhere in Western Maryland,' the king said. Mr Deakins sent two teams of engineers to find the best land, without actually working together. The two teams came back with their maps and to their surprise, they discovered they had chosen exactly the same piece of land. Mr Deakins called it, 'The Accident Tract', and that's how the town got its name. And guess what a person from Accident is called: an Accidental!

In Mississippi, in the late 1800s, you had to travel a long way to take your crops to market and to buy food and provisions. When Levi Davis built a store halfway between Natchez and Mobile, it provided a welcome break. He always offered tired travellers a good pot of hot coffee which he advertised as 'the best coffee around'. Soon his store became well known as a place to stop for hot coffee and the surrounding area became known as Hot Coffee, too. In the 1920s, the name Hot Coffee began appearing on maps. Today, you can still see the road signs to Hot Coffee, but maybe it's not really 'the best coffee around' any more.

Welcome to
Hot Coffee

Welcome to LOST

There is a little village in Aberdeenshire, Scotland called Lost. (The name comes from the word *Lòsda* in Scottish Gaelic.) Visitors loved the name and local road signs were often stolen. In fact, the longest time a sign stayed there was for three months, and the council became so fed up with this that they decided to change the name to Lost Farm. However, the local people complained. 'We're happy with the name,' they said. 'You mustn't change it.' So the name wasn't changed and instead the council made the road signs stronger. Now people can't take the signs, but they can still have their photograph taken beside them.

The Turkish city Batman takes its name from a river and not from the comic book superhero. The river's name was probably inspired by the Bati Raman Mountain. However, there is still a connection with the Batman we've seen on the screen. In 2008, the mayor of Batman said that Christopher Nolan, the director of *The Dark Knight*, should have to pay money to the city for using the name Batman without permission. 'There is only one Batman in the world,' he said. 'The American film producers used the name of our city without informing us.' Of course, Nolan didn't have to pay, though. It's true that filmmakers can't steal information and ideas, but the name Batman has been around since the character was created in 1939.



SPEAKING

5 Work in pairs. Discuss these questions.

- 1 Do you know how your town or city got its name?
- 2 What funny or unusual town names are there in your country?

GRAMMAR

can('t) / must(n't)

6 Complete these sentences from the reading. Then complete the rule with *can*, *can't* and *mustn't*.

- 1 'You _____ choose a piece of land anywhere in Western Maryland.'
- 2 'We're happy with the name. You _____ change it.'
- 3 It's true that filmmakers _____ steal information and ideas.

RULE: To talk or ask about permission, we often use the modal verb ⁴_____. To say what isn't allowed, we often use ⁵_____ or _____.

7 Complete the sentences with *mustn't* and the verbs. Then match them with the pictures.

be | miss | run | talk

- 1 You _____ so loudly!
- 2 I _____ late.
- 3 I _____ the goal!
- 4 You _____.



8 Rewrite the sentences using modal verbs from this unit and the pronouns in brackets. There is often more than one possible answer.

- 0 Diving isn't allowed. (you) *You can't dive here.*
- 1 It isn't necessary for us to wear uniforms. (we)
- 2 It's a good idea to buy a new phone. (you)
- 3 It's OK for you to use my laptop. (you)
- 4 It's necessary for them to work harder. (they)
- 5 Are we allowed to play here? (we)

VOCABULARY

Expressions with *name*

9 Match the underlined expressions with the definitions.

- 1 Tony Hawk is a big name in skateboarding.
 - 2 He's upset because some of the other kids call him names.
 - 3 Jay-Z isn't his real name – it's his stage name.
 - 4 Fish, meat, vegetables, fruit – you name it, I eat it.
 - 5 Look! It's what's-his-name / what's-her-name.
 - 6 We want to get married, but we haven't named the day yet.
 - 7 I know you don't want to do the exams, but it's the name of the game for university entry.
 - 8 He made a name for himself as a great actor.
- a decide the date of an event, often a wedding
 b someone whose name I can't remember
 c something necessary that you have to accept
 d a person who is important or famous in their profession
 e a name that an actor or musician uses in their profession
 f use rude names about, or to, a person
 g become known or respected by many people
 h anything you say (or choose)

10 Complete the missing word(s).

- 1 She's been to Europe, Asia and Australia – you _____, she's been there!
- 2 Hard work is the _____ of _____ if you want to do well in your exams.
- 3 My uncle's a doctor. He's a _____ in the field of cancer research.
- 4 Some of her classmates _____ her _____. It's horrible for her.
- 5 You're engaged? That's wonderful! When are you going to _____ day?
- 6 Oh look! There's _____-his- _____ – you know, that boy who lives in your street.
- 7 She made a _____ for _____ on a reality TV show and became a famous singer.
- 8 Bruno Mars is the _____ name of Pete Gene Hernandez.

→ workbook page 30

PRONUNCIATION

Strong and weak forms: /ɒv/ and /əv/

Go to page 120. 🔊

→ workbook page 29

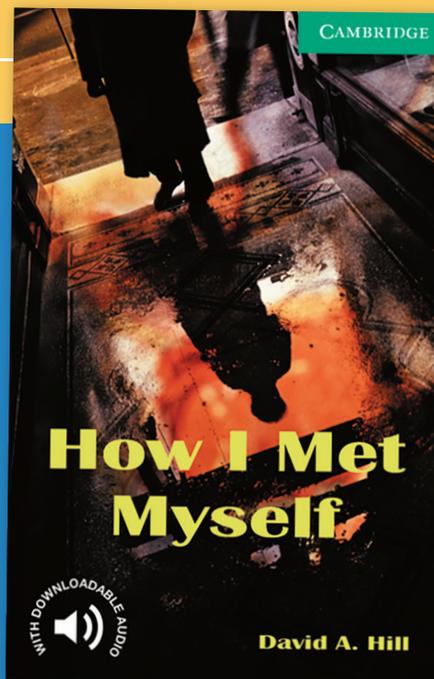
1 Read the introduction. What kind of story is this?

How I Met Myself

by David A. Hill

John Taylor is an Englishman living in Budapest with his wife and daughter. One day he is knocked over in the street by a man who looks exactly like him – his ‘doppelgänger’. He starts to look for more information about the man, and learns that he is a Hungarian called János Szabó. But he also learns that Szabo died in the 1956 Hungarian Revolution.

2  3.07 Read and listen to the extract. What does the Hungarian word *szabó* mean in English? Why is this important for John?



The next day, I was walking home from work. [...] As I went along a street I saw some men putting up a new sign on an old shop. There was the owner's name in red, and below it the word *szabó* in green. In the window there were suits, jackets and trousers. *Szabó*. Tailor. The tailor's was getting a new sign. '*Szabó*,' I thought. Then I said 'János Szabó' out loud. Then I thought, 'Janos the tailor. John the tailor. John Taylor.' I stopped in the street. János Szabó was John Taylor! My doppelgänger and I shared a name. John Taylor was the English for the Hungarian János Szabó. My hair stood up. Here was something new and important: we shared the same name!

I [...] thought about what I had discovered. I tried to decide what to do. Should I tell Andrea about this? Perhaps it would help her to believe me? I didn't know. [...] I decided to go and see Mrs Fischer again. I walked quickly round to [...] her flat. 'Do you remember I came to ask you about János Szabó, Mrs Fischer?' I asked when she let me in.

'Oh, the poor young man,' she said, looking at me sadly. 'And do you know something – you look so like him, too.'

This was quite a surprise. 'Really?' I asked.

'Come here under the light,' she said.

I moved under the strong light in the hall.

'Yes,' she said, looking at me carefully. 'You look very much the same. The eyes, the nose, the mouth. Very much the same. I didn't look at you carefully when you came last time. Oh, the poor young man.'

I felt myself getting very hot.

'Mrs Fischer, I came to ask you something different,' I said. Then I went on very slowly, because I was so afraid of her possible answer. 'Can you remember the names of the wife and daughter who were killed in the cellar?'

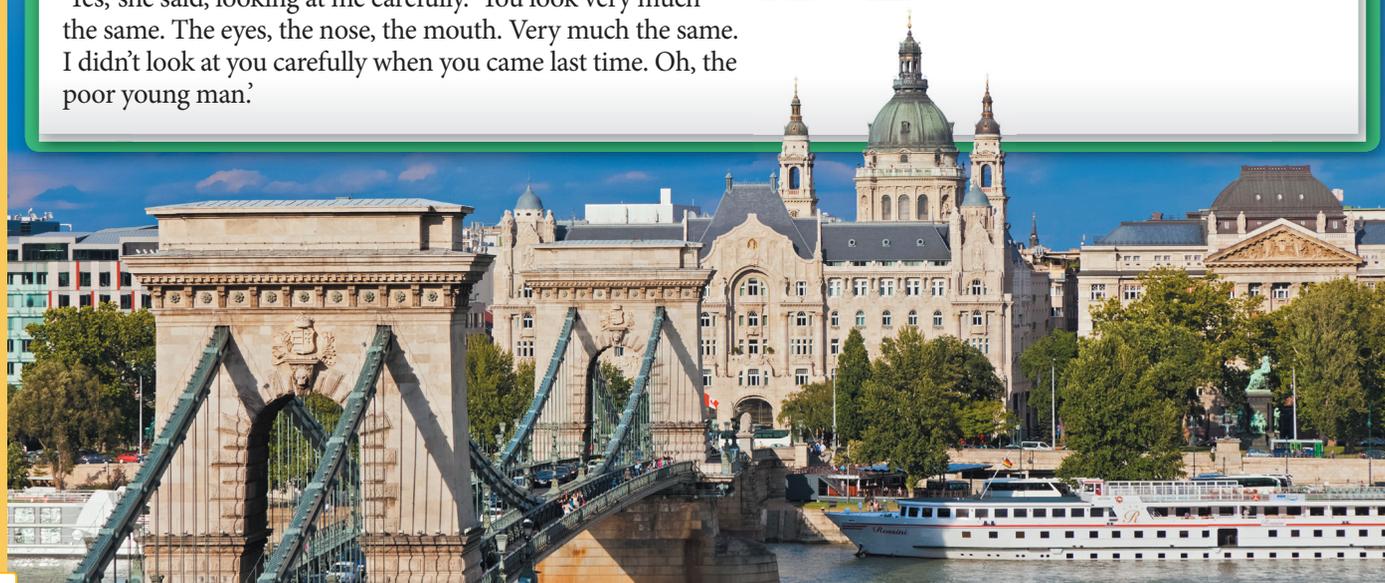
'Well, I know the wife was called Andrea,' she started, and I felt my face go white, 'but as for the little girl ... let's think ...'

I waited for a moment. She didn't seem able to remember.

'It wasn't ...' I waited, and then said, 'It wasn't Kati, was it?'

Mrs Fischer looked at me and smiled. 'Yes, that was it,' she said. 'Quite right. Andrea and Kati. The poor young things.'

I thanked her and left as quickly as I could. My head was turning round and round. I felt sick. Outside in the cold street, I stood against the wall of the building. There were too many new things inside my head to understand at once: my doppelgänger had the same name as me – Szabó, or Taylor – I looked like him, and his wife and daughter had the same names as mine!



3 Read the extract again. Mark the statements T (true) or F (false).

- 1 John Taylor goes into a shop to buy a suit.
- 2 He realises that János Szabó is a translation of John Taylor.
- 3 John's wife Andrea doesn't believe something he told her.
- 4 It is not the first time he has talked to Mrs Fischer.
- 5 He is scared to ask Mrs Fischer about the wife and daughter's names.
- 6 He is happy when he leaves Mrs Fischer's flat.

4 SPEAKING Work in pairs. Discuss these questions.

- 1 Why does Mrs Fischer call Szabó 'the poor young man'?
- 2 What do you think happened in the cellar?
- 3 What might happen next to solve this mystery?
- 4 Would you like to meet someone who looks exactly like you and has the same name? Why or why not?



WRITING

A reply to a letter asking for advice

1 INPUT Read the letter and the reply. Then answer the questions.

- 1 What is Alan's problem?
- 2 What question does Susannah suggest that Alan asks himself?

2 Complete the missing words from Susannah's reply.

- 1 This is the first question you _____ ask yourself.
- 2 If the answer is no, then maybe _____ end the friendship now.
- 3 ... you _____ talk to him about the name-calling ...
- 4 ... and explain that he _____ stop saying those things.
- 5 Finally, _____ to talk to your parents.

3 ANALYSE Read Susannah's reply again. In which paragraph does she ...

- 1 offer advice to make the friendship work?
- 2 outline Alan's problem?
- 3 tell him to speak to others about his problem?
- 4 ask Alan to think more carefully about the situation?

4 PLAN Read another letter to Susannah. Write three pieces of advice for Lara.

5 PRODUCE Write a reply to Lara (150–200 words). Say what you think she should do.



SUSANNAH'S

ADVICE PAGE

Write with your problem and Susannah will give you advice. This week's letter is from Alan in Salisbury, UK.



Dear Susannah,

Last month, we moved to a new town. My parents quickly made friends with the people who live next door. They've got a son of about my age. He's friendly and invites me to do things with him. But the thing is, when we see other kids, he calls them names and makes horrible comments. He wants me to join in, but I don't want to.

What can I do? If I tell my parents, it'll be hard because they really like his parents. And to be honest, I haven't got many other friends yet. If I stop hanging out with him, maybe he'll start calling me names, too.

What should I do?

 Alan, Salisbury

Dear Alan,

It's often difficult to make new friends when you move to a new town, so it was almost perfect that your new neighbours had a son your age and that he wanted to be your friend. What a shame that you're finding it difficult to spend time with him. You don't say in your letter if you think you could be friends if his behaviour was better. This is the first question you ought to ask yourself. If the answer is no, then maybe you'd better end the friendship now. Don't worry – I'm sure you'll soon make lots of friends when you start school.

However, if you think you could be friends, then you should definitely talk to him about the name-calling and explain that he had better stop saying those things. If he's going to be a good friend, he'll listen to you. If he ignores you, then this friendship probably isn't going to work.

Finally, it's a good idea to talk to your parents. They're the people who know you best and are often the best people to give you advice.

Good luck!



Susannah



Dear Susannah,

I have very bad eyesight and need to wear glasses. Because of this, some people at school call me names. I tried not to let it bother me too much, but the problem is that it happens quite often. I've always enjoyed school and had lots of friends, but I'm starting to hate going there. My grades are also getting worse and some of the teachers have said they're disappointed with me. I know I should talk to the teachers, but I'm sure this is only going to make things worse. Can you help?

 Lara, Ipswich