

3a

Corporate image



Microsoft is an American company.
The number is 501.
It is the company which designed the CD player.
It manufactures luxury cars.
They are known for being extremely comfortable and practical.
Its distinctively shaped bottle makes it instantly recognisable.

His name is Bill Gates.
Its jeans are famous all over the world.
It produces quality electronic goods.
She had a Spanish name.
They have been fashionable since the 1960s in Britain and now sell everywhere in the world.
Coca Cola is an American company.

It designs software.
Levi Strauss is an American company.
Its first product was a light bulb.
Of all automobile manufacturers founded in the nineteenth century it is the only one still in existence.
Its main products are boots and shoes.
It may be the world's best known brand.

One of its best known products is a computer operating system.
It was founded in California in the nineteenth century.
It has invented 10,000 products and filed 65,000 patents world-wide.
It is partly named after the daughter of a racing car driver.
Dr Martens is a British company.
NASA took it along on a trip into space.

It was founded in 1980.
It is a clothing company.
Philips is a Dutch company.
It was the first company to introduce crash testing.
It is a clothing company.
It is in the food industry.

Its president is one of the richest men in the world.
Its most famous product doesn't have a name: it has a number.
An average British home contains more than five products manufactured by this company.
Mercedes-Benz is a German company.
Their special sole was originated by a German doctor for his own use after a skiing accident.
Its main product is a carbonated drink.

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Worksheet

3a

ACTIVITY

Groupwork: reading, speaking

AIM

To identify six companies or products from six facts about each one.

GRAMMAR AND FUNCTIONS

Present and past simple

VOCABULARY

patents, to found (a company), to manufacture, to sell well, brand

PREPARATION

Make one copy of the worksheet for each group of six students and cut it up as indicated

TIME

10-20 minutes

PROCEDURE

- 1 Tell the students they are going to identify some famous companies and products from facts about them.
- 2 Divide the class into groups of six.
- 3 Give each student in each group one of the cards from the worksheet. Each student should have a different card. If there are fewer than six students in the group, give some more than one card.
- 4 Each group identifies the companies or products which the sentences on the cards refer to. There are six sentences about each of six companies and they are distributed throughout the six cards. Students may not show their cards to each other, but should read the sentences out or explain the facts in their own words.

You may want to write the names of the six companies on the board before they begin this stage.
- 5 Go through the answers with the class, asking which sentences refer to which companies, and what else they know about the companies.
- 6 Ask them to dictate the sentences to you in a logical order and write them on the board.

FOLLOW-UP 1

Students write key facts about their own company, or another they know well, and pass them around the class for others to read.

FOLLOW-UP 2

Working in pairs, the students list what they think are the world's ten most famous products and companies.

ANSWERS

Microsoft is an American company. It was founded in 1980. It designs software. Its president is one of the richest men in the world. His name is Bill Gates. One of its best known products is a computer operating system.

Levi Strauss is an American company. It was founded in the nineteenth century. It is a clothing company. Its jeans are famous all over the world. Its most famous product doesn't have a name: it has a number. The number is 501.

Philips is a Dutch company. An average British home contains more than five products manufactured by this company. Its first product was a light bulb. It produces quality electronic goods. It has invented 10,000 products and filed 65,000 patents world-wide. It is the company which designed the CD player.

Mercedes-Benz is a German company. It manufactures luxury cars. Of all automobile manufacturers founded in

the nineteenth century it is the only one still in existence. It was the first company to introduce crash testing. It is partly named after the daughter of a racing car driver. She had a Spanish name.

Dr Martens (*manufactured by R Griggs*) is a British company. It is a clothing company. Its main products are boots and shoes. Their special sole was originated by a German doctor for his own use after a skiing accident. They are known for being extremely comfortable and practical. They have been fashionable since the 1960s in Britain and now sell well everywhere in the world.

Coca Cola (*manufactured by CCSB*) is an American company. It is in the food industry. Its main product is a carbonated drink. It may be the world's best known brand. NASA took it along on a trip into space. Its distinctively shaped bottle makes it instantly recognisable.