

# Lesson 1

31-03-2021



# Study Aims and Level Evaluation 1/2



**Krystyna Nedoluzhenko**

to me ▾

Mon, 29 Mar, 13:32 (2 days ago)



I from Ukraine , Odessa)

I found your page on Instagram)

I study English from my childhood, have a lot practicing, but know I don't have any opportunities to speak with someone and my self-organisation not very satisfactory)

I want to improve my vocabulary and my grammar not really high , but I can easily speak )

About first lesson on Skype - Yes, with pleasure )

Really , I prefer meet with you 1 or 2 a week , it's also depends on price . I want to meet up with on Skype , that you can tell me about how are your classes going and also you will see my abilities.

Отправлено с iPhone

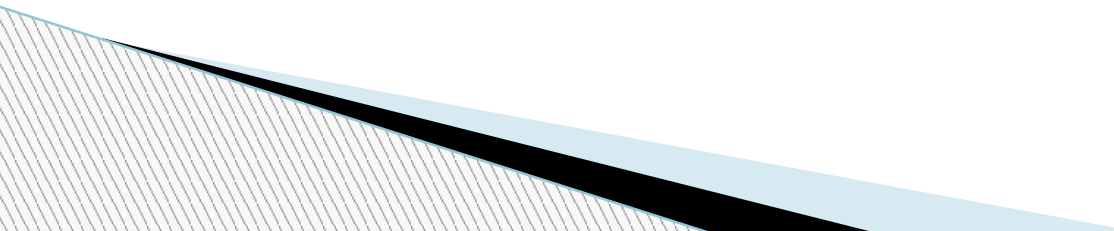
# Study Aims and Level Evaluation 2/2

I **am** from Ukraine, Odessa) I found your page on Instagram)  
I **have been studying** English from my childhood, **?have a lot practicing?**, but I know **that I** don't have any opportunities to speak with ~~someone~~ **anyone** and my self-organization **is** not ~~very~~ satisfactory)

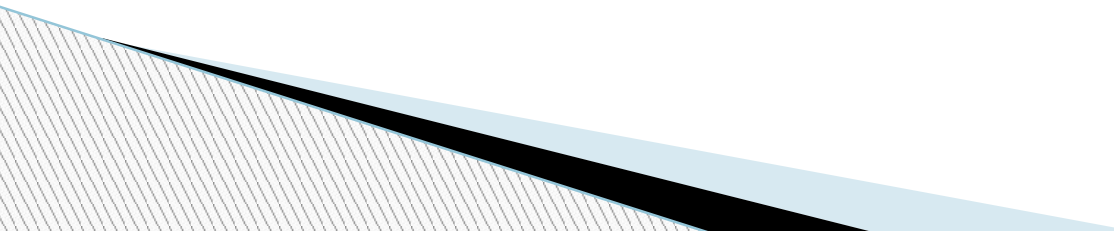
I want to improve my vocabulary and my grammar, **which not on a very high level**, but I can easily speak )  
About first lesson on Skype - Yes, with pleasure )

Really, I prefer meeting **ing** with you 1 or 2 a week , it'~~s~~ also depends on price. I want to meet up with **you** on Skype, **so** that you can tell me about how ~~are~~ your classes are organized ~~going~~ and ~~also~~ you will **also** see my abilities.

# Brands Vocabulary

- Value for money
  - Top of the range
  - Timeless
  - Well-made
  - Fashionable
  - Durable
  - Reliable
  - Advertising hype around brands
  - Logo
  - Genuine
  - illegal copy
  - inflated prices
  - a fancy logo
  - Image
  - Loyalty
  - Mass market
- 

# With translation

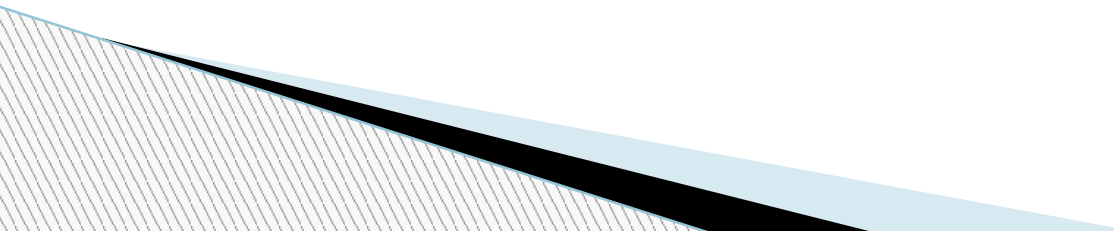
- Value for money - оправданная цена
  - Top of the range - самый лучший
  - Timeless - вечный
  - Well-made - хорошо сделанный
  - Fashionable - модный
  - Durable - прочный
  - Reliable - надёжный
  - Advertising hype around brands - активная реклама брендов
  - Logo - фирменный знак
  - Genuine - подлинный
  - illegal copy - подделка
  - inflated prices - вздутые цены
  - a fancy logo - модный бренд
  - Image - образ, репутация
  - Loyalty - преданность
  - Mass market - предметы массового производства
- 

# Products

## **Products can be ...**

- Cool
- Affordable
- Defective
- High priced
- Inexpensive
- Luxurious
- Stylish

## **YOU CAN ... a product**

- Develop
  - Endorse
  - Launch
  - Modify
  - Outsource
  - Place
  - Promote
  - Test
  - Replace
  - Reposition
  - Redesign
- 

# Speaking phrases

- to do a lot of talking about...
  - to pop in with comments
  - to pull out even more from this conversation
  - a short add-on
  - it slipped my mind
  - never mind
  - Easy, tiger!
  - Got it.
  - Are you for real?
- 