

**WHY DID THEY  
CALL YOU THAT?**

**What are the two most popular brand names in your country for phones, sportswear, and cars? Do you know what country the brands are from, or what the names mean?**

**Read about how the Kindle got its name. Do you think it's a good name? Why (not)?**



The Kindle eBook reader first appeared in 2007, and since then, millions of **them** have been sold. But how did **it** get its unusual name? Amazon's founder, Jeff Bezos, asked an American designer, Michael Cronan,



to think of a name for the new device. Bezos told **him** that **he** didn't want a high-tech name because Amazon's customers loved traditional paper books. Cronan and his wife talked to each other about the warm, comfortable feelings people get from reading. Finally, he chose the word 'kindle', which means 'to light a fire'. Cronan thought that **it** would make people think of the excitement they feel when they are enjoying **their** favourite book. The name was also inspired by a line from the French novelist Victor Hugo: 'to read is to light a fire'.



# Pronouns and possessive adjectives

1 subject pronouns	2 object pronouns	3 possessive adjectives	4 possessive pronouns
I	me	my	mine
you	you	your	yours
he / she / it	him / her / it	his / her / its	his / hers
we	us	our	ours
you	you	your	yours
they	them	their	theirs

**Listen and change  
the word order.  
Change the direct  
object to *it* or  
*them*.**



- 1 )) Give me **the book**. ( Give **it** to me.  
2 )) Give her **the shoes**. ( Give **them** to her.

**3 We gave him the present. - We gave it to him.**

**4 Show me the photo. – Show it to me.**

**5 I'll give them the information. – I'll give it to them.**

**6 Did you give her your number? – Did you give it to her?**

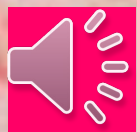
**7 She didn't send me an email. – She didn't send it to me.**

**8 He can't give us the details. – He can't give them to us.**

# LISTENING

Look at the brand names in the photos. What do you associate with these brands? How do you think the names are pronounced in English?

Listen and check the pronunciation. Which ones are pronounced differently in your language?



**Which of the brand names, A – H, do you think these are?**

- 1  It means 'three stars' in the local language.
- 2  It means 'snow white' in Latin.
- 3  It's a combination of three words.
- 4  It's named after a character in a book.
- 5  It's a translation of the name of a Viking king.
- 6  It's named after a Greek goddess.
- 7  They are named after the people who started the companies.

**Now listen to the radio programme about naming and match photos A – h to 1-7.**



# Listen again and answer the question



- 1 What two words does the name Microsoft come from?
- 2 In what year was the name Samsung chosen?
- 3 What was Nike's original name?
- 4 Why did the Starbucks founders want a name beginning *St*-?
- 5 What two Viking letters is the Bluetooth symbol made of?

**Think of some popular brands from your country.  
Do you know where the names come from?**

# SPEAKING

*Kickstarter.com* is a website that helps people raise money for creative projects, including new product ideas. Read about one product from the website. Do you think it's a good idea? Why (not)?



The screenshot shows a Kickstarter product page. At the top, there are navigation links for "Explore" and "Start a project", and a search bar with a magnifying glass icon and a "Sign in" link. The main content area is split into two columns. The left column features a photograph of several colorful drinking straws in shades of purple, pink, orange, and yellow. The right column contains a text description of the product, a "PRE-ORDER NOW" button, and a glossary entry for "seaweed".

Explore Start a project Search  Sign in



500 million plastic drinking straws are thrown away every day in the United States. Our organic straw is made from seaweed. It feels like plastic, but it's 100% plastic-free. You can eat it – it's delicious, fun, and has zero calories. It lasts up to 24 hours in a drink.

[PRE-ORDER NOW](#)

**Glossary**  
**seaweed** a plant that grows in the sea, or on rocks at the edge of the sea



- what the product is for.
- why it's special.
- how you want people to feel about the product.
- the sound and length of the name.



We make nice things that are good for the planet. We created this amazing lamp for a student competition. It produces warm light from a low energy bulb. The lamp is made from a wine bottle from a local restaurant and oak wood from local trees. The lamp is very easy to take apart and all the parts are entirely recyclable.



Our simple building system is for creative people of all ages. You can make almost anything you can think of, in either 2D or 3D, from a picture or a model, to large, complex sculptures, and even furniture. The small magnetic coloured blocks click together easily and are available in a wide range of modern colours. Use it in your workplace, at home, or simply as a fun hobby. Start small, but dream big.



These are the first snack bars that improve your brainpower. They are high in healthy fats and low in carbohydrates and are made only from natural ingredients. They come in three delicious flavours using nuts, fruit, and chocolate; much better for you than snacks with lots of salt, sugar, or caffeine.