

Vocabulary Activities

Word Form Chart

Noun	Verb	Adjective	Adverb
acknowledgement	acknowledge	_____	_____
enormity	_____	enormous	enormously
founder	found	_____	_____
purchaser	purchase	_____	_____

A. Replace the words in parentheses with a target word from the Word Form Chart. Use the correct form and tense of the target words.

- The business was (*started*) founded in 1964.
- The (*person who established the business*) _____ was a man named Theodore Stilton.
- In 1982, the business was (*bought*) _____ by my grandfather.
- He was (*very*) _____ successful.
- However, in 2004, he had to (*admit*) _____ that he was losing money.
- So he looked for someone to (*buy*) _____ the company.

B. Identify the correct meaning of *acknowledge* in each of the sentences below.

- to accept that something is real or true
- to show that you have noticed someone
- to indicate that you have received a letter, email, etc.

- a 1. We have to acknowledge that the advertising campaign is not working.
 ___ 2. I saw Tom at the meeting, but he didn't acknowledge me.
 ___ 3. I sent my daughter a gift, but she hasn't acknowledged it.
 ___ 4. The company acknowledged its mistake and changed the design.

C. Write the target word from the box that works best with the phrases below. Then add one phrase to each item.

enormous goal positive purchase

1. enormous influence, responsibility, task

an enormous house

2. _____ an expensive, an important, an online

3. _____ reach a, score a, set a, the ultimate

4. _____ attitude, opinion, results, response

D. Work with a partner. Say these sentences in another way. Use a form of *acknowledge*.

1. The manager said that he had made a mistake.

The manager acknowledged that he had made a mistake.

2. We know that many people disagree with us.

3. After the speech, the president smiled and waved at the crowd.

4. The researcher admitted that he had not solved the problem.

E. Work with a partner to match the items on the left with the dates and places where each was founded.

b 1. Google

___ 2. McDonald's Corporation

___ 3. Apple Inc.

___ 4. The United Nations

___ 5. Toyota Motor Corporation

a. 1976, Cupertino, California

b. 1998, Menlo Park, California

c. 1945, San Francisco, California

d. 1937, Japan

e. 1940, San Bernardino, California

Vocabulary Activities

A. In the paragraph below, cross out the word or phrase with a different meaning from the other two choices. Use a dictionary to help you understand new words.

When you are designing a logo for a company, it's important to get the details just right. Even a 1. (~~large~~ / minor / small) change can have a big impact. The 2. (aim / result / goal) of a good logo is to communicate a clear and simple message and to 3. (emphasize / highlight / remember) the important things about the product. When a company redesigns a well-known logo, consumer reaction is not always 4. (good / negative / positive), so it's important to test the idea carefully before making a change. 5. (A lot of / minority of / small number of) people may complain, but, as the designer, you hope that most people will like it!

B. Some of the target words have multiple meanings. For the target words below, match the dictionary definitions on the left with the example sentences on the right.

positive (adjective)

Definitions

- b 1. sure or definite
- ___ 2. confident that something good will happen
- ___ 3. effective, good, or useful
- ___ 4. not negative (in math or science)

Example Sentences

- a. The test results were positive.
- b. Are you positive that you locked the door?
- c. I think I will get the job. I feel very positive about my interview.
- d. The advertising campaign had a positive effect.

minor (adjective, noun)

Definitions

- ___ 1. not very large, important, or serious
- ___ 2. a person who is under the age at which you legally become an adult
- ___ 3. a second subject that you study in college

Example Sentences

- a. He's studying French with a minor in art history.
- b. Don't worry about it. It's only a minor problem.
- c. If you are a minor, your parent must sign this document.

C. Complete the sentences, using *minor* and one of the words from the box.

character damage details illness injury

1. The president is not at work today. He is suffering from a minor illness.
2. There was some _____ to the car after the accident.
3. The soccer player was hurt, but it was only a _____.
4. The actor first played a _____ in a Shakespeare play.
5. Just give us the important information. Don't tell us all the _____.

D. To *highlight* something means to give it special attention, or to emphasize it. Imagine you are designing an advertisement for each of the following products and services. Work with a partner. Share what features you would highlight for each one.

1. a laptop computer *I would highlight that it's fast and lightweight.*
2. a luxury car
3. a new type of laundry detergent
4. an online grocery delivery service
5. a dry-cleaning service

E. Look at the different uses of the word *positive* below. Work with a partner. Discuss what the word means in the context of each sentence.

1. I really believe in positive thinking.
Positive thinking means being optimistic and believing that the future will be good.
2. My son's teacher is having a positive influence on him.
3. It's important to make a positive impression at a job interview.
4. The customers had a positive reaction to the new website design.

F. A *goal* is a purpose or aim, something you hope to achieve. Work with a partner to discuss and answer the questions.

1. What is the goal of each of the following?
a student a professional athlete a doctor an advertisement
2. What are your goals ...
for this week? for this semester? for this year? for the next few years?

About the Topic

Company logos are everywhere nowadays. A good logo has to communicate the company's message in one simple, recognizable image. However, it can be difficult to design a good logo; in fact, some logos are more successful than others.

LEARN

Sequence words and phrases put information in order for the listener. They are signal words that speakers use in presentations and that you can use in conversations, too.

A. Go online to listen to the following examples of sequence words and phrases.

First of all / Secondly / Thirdly	Next
Last	Then
Finally	Later
To begin with	Meanwhile
Before that	After that

B. Sequence words and phrases make up a chunk, or a meaningful word or group of words in a sentence. Remember that after a chunk, you pause (|). Listen to the sentences below.

First, | my goal was to win the logo design contest on my own.
Then, | I decided that it was better to work with a team.

C. With sequence words, the intonation, or the rise and fall of your voice, rises at the beginning of the sentence. Then, at the end of the sentence, the intonation falls. Listen to the sentences.

Later, | I was positive I had made the right decision since we won.
Finally, | the highlight of the experience was getting to see our logo in print.

APPLY

A. Listen to the sentences. Draw a line (|) to show a pause after a sequence word or phrase. Then draw arrows showing rising or falling intonation above the sequence words and phrases and at the end of the statement. Compare your answers with a partner.

1. First of all, | it is important for us to discuss the trip.
2. Secondly, we should talk about marketing feedback.
3. Then, let's break into small groups to talk about the slogan.
4. Next, we can discuss the minor details.
5. Finally, I want to acknowledge all of your hard work.