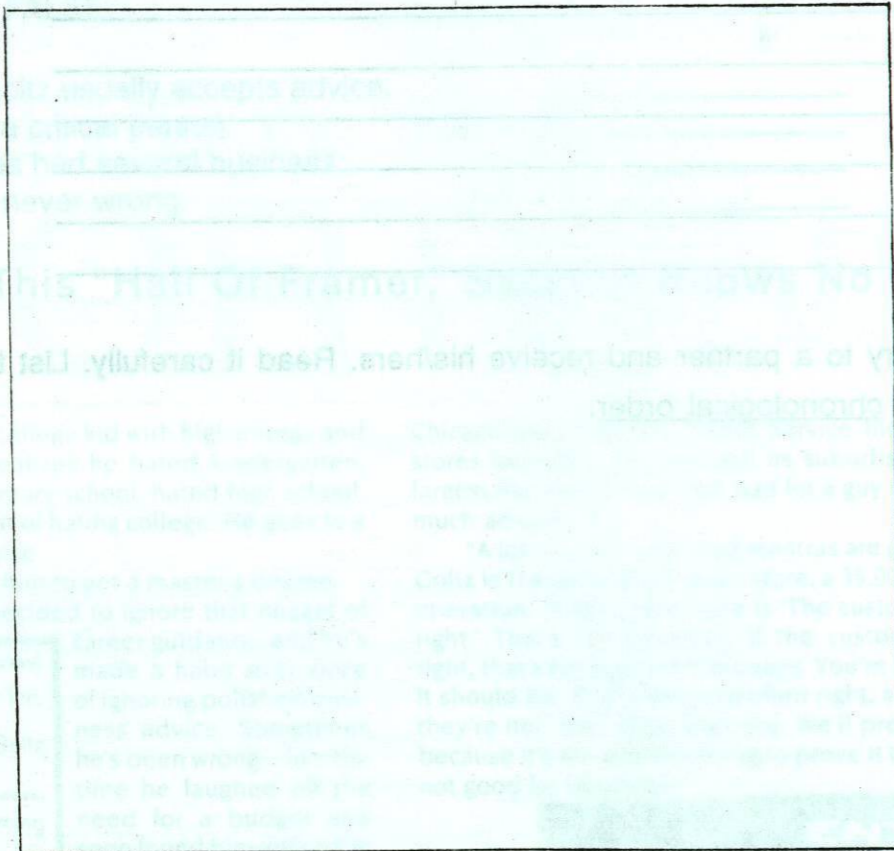


Words at work

Task

a) Try to make your own puzzle! Skim this unit and try to find as many words as you can for achievements.



Four horizontal lines for writing words found in the puzzle.

b) Work in pairs. Give your puzzle to your partner and see if he/she can solve it.

7 History

Time to read! (1)

Look at the following texts and decide whether they...

- Give instructions
-Warn
-Invite
-Try to persuade

1 After sun exposure, apply evenly on face and body, avoiding eyebrows and hair line to enhance and prolong golden color. Wash hands roughly after use. Wait 30 minutes before dressing.

3 Mental Fitness is the most advanced nutritional formula to help you to meet the demands of a mentally and intellectually challenging world. This innovative and unique combination of ingredients offers men, women and students a food supplement they can count on daily. Be your best the natural way!

4 Children and teenagers should not use this medicine for chicken pox or flu symptoms before a doctor is consulted about Reye's Syndrome, a rare but serious illness reported to be associated with aspirin.

5 Smoking by Pregnant Women may result in Fetal Injury Premature Birth And Low Birth Weight.

Read the text on page 166 as quickly as you can.

The text is about:

- a big industry a famous beverage a production process

The text probably comes from:

- a newspaper a magazine a specialized journal

The text style is mainly:

- descriptive narrative argumentative

What kinds of verbs reflect this style. Write some of them.

Three horizontal lines for writing verbs.

Live

2

Which ways to this summer fashion? GLAMOUR Magazine will show you! See the newest shapes and colors in motion...watch makeovers in progress...take home great giveaways

GLAMOUR's Merchandising Editors will make it all happen. BE THERE!

Augusta Mall, Augusta, GA
April 3-5.00 P.M. April 4-11.00 A.M.
(404) 733-1001.

Call for further information.



# Coke

It is not without reason that American intrusion into foreign economies in the 1960s was called "Cocacolonization" or that Pepsi executives grow apoplectic from their inability to portray "Coke" as merely a brand name and not the generic term for cola. Coke, which celebrated its hundredth birthday in 1986, is in every sense of the word a national institution.

That institution was created in 1886 by an Atlanta druggist named John S. Pemberton, who stirred up a syrup of coca leaves and cola nuts in his backyard and sold it in his own drugstore as a medicine. He experimented by adding soda water to the syrup, and expanded his distribution. In 1891 another pharmacist, Asa B. Candler, who had taken the elixir for headaches, acquired the rights to Pemberton's formula for the staggering sum of \$ 2,000. Eight years later he set up the franchising system that is the basis of the company's success even today, and put the stuff into bottles. Ready to drink, its availability spreading coast to coast, Coke was on its way to becoming a multibillion dollar concern.

Various theories were advanced to account for the success of the product, including the idea that the "cocaine" in it was addictive. But, as Waverley Root and Richard de Rochemont tell us, Coke's success has had much more to do with its skillful advertising, which, like all effective advertising, pushes the symbolic rather than the pragmatic value of the product. Anthropologist Sidney Mintz suggests that the appeal of the homey, good old-fashioned Coke is related to the "sociability of ingestion." The ads show happy peer groups repeatedly consuming Coke, and so "an illusory good fellowship is endlessly reimagined and reenacted." So Coke sells because, thanks to the ad department, consuming it makes us feel loved.

## Task 1

Put these events in their chronological order according to the text.

- Many factors influenced the success of Coke.
- Coke's 100th Anniversary.
- Coke commercialization and marketing.
- Coke was sold as a medicine.

## Task 2

Underline the sentence which best describes the main idea of each paragraph.

- 1 The rivalry between Coke and Pepsi.  
The world-wide fame of Coke.  
Coke is a national institution.
  - 2 Coke is sold for medical purposes.  
How Coke became a successful drink.  
Coke's profitability.
  - 3 Coke ads.  
Coke consumption promotes social happiness.  
Factors influencing Coke's success.
- The final paragraph suggests one of the reasons for Coke's success is the ads of happy groups of people drinking it.

Is this still true today?

Find as many different ads as you can for Coke and Pepsi.

Compare them. Are they similar?

Do they show other scenes besides "social well-being"?



**Skill:** Summarizing

**Summary 1**

This article describes why people like to drink Coke.

**Summary 2**

Coke: the most famous drink.

**Summary 3**

This article explains how Coke, since its creation has become, the most famous soft drink all over the world.

Coke is synonymous with the American way of life and has become a generic name for all cola drinks.

It was first created as a medicine, but later, with soda water added, the syrup became the popular drink.

Experts say that publicity is the major cause for so much Coke consumption.

**Summary 4**

In Atlanta in 1886 a druggist named John S. Pemberton created a drink for curative purposes but later he added soda water to the medicine. Another pharmacist, Asa B. Candler, bought the rights for selling the formula. He then marketed the product coast to coast, and it soon turned into a multibillion dollar business

**Task 1**

Read page 168 and answer.

The best Summary is... *Summary number* \_\_\_\_\_

Now consider the summaries you have rejected and decide why they are not acceptable.

- 1 They are too short and the main idea is not expressed.
- 2 They are too long.
- 3 There are too many details.
- 4 The wrong key ideas have been selected.
- 5 The information they contain is wrong

*Summary* \_\_\_\_\_ : \_\_\_\_\_

*Summary* \_\_\_\_\_ : \_\_\_\_\_

*Summary* \_\_\_\_\_ : \_\_\_\_\_

**Clearing it up**

■ Read

- 1 Maria and Juan are in the living room. There is a terrible storm outside. Suddenly they hear a loud noise. Juan looks through the window. He sees a big tree on the ground. He says

Hey! A tree *has been blown down*.

- 2 Mrs. Alcorta saw some very good television sets on sale in a department store two days ago. She went back there this morning, but all the TVs sets had gone.

The clerk says

I'm sorry Ma'am, all those TV sets *have been sold*.

- 3 Richard Bayley comes back to Monterrey after many years. The city has changed a lot. Richard is talking to an old friend, and says

Wow! A lot of streets *have been widened*.

Look at what each person said... that is the **Present Perfect Passive**. It is formed by *have/has + been + Past Participle* but... what does this mean?



Task 1  
Read

Some executives from the US came to Monterrey in order to do some business. In their free time they visited the old downtown area ("Barrio Antiguo") that was being restored, and then they saw an article about the same thing in the local newspaper.

The following is the summary of the newspaper article about the restoration of the "Barrio Antiguo."

An old section of Monterrey has recently been restored. Most of the old houses have been repaired and painted. New businesses have been opened. Some old buildings have been converted into theaters, restaurants, galleries, and many other cultural centers. A new magnificent History Museum has been built, and a new library has recently been opened.

Now, this old section of the city is no longer a forgotten neighborhood. It has been changed from a run-down area into an exciting place to live, work and relax.

Read the newspaper article and answer if:

	Yes	No
-It expresses the present results of past actions.	<input type="checkbox"/>	<input type="checkbox"/>
-It expresses past actions for which the precise time is not given.	<input type="checkbox"/>	<input type="checkbox"/>
-It tells us who performed the actions.	<input type="checkbox"/>	<input type="checkbox"/>

so, this is the **Present Perfect Passive**.

Task 2

Read the newspaper article again and underline all the examples of the **Present Perfect Passive**.

Task 3

Change these sentences into passive sentences using *just*.

1 They have recently restored an old section of the city.

— *An old section of the city has just been restored.*

2 They have recently repaired many of the old houses.

Many of the old \_\_\_\_\_

3 They have recently opened many new businesses.

Many \_\_\_\_\_

4 They have recently converted one old building into a theater.

One \_\_\_\_\_

5 They have recently developed many new cultural activities.

Many \_\_\_\_\_

6 They have recently built new cultural centers.

New \_\_\_\_\_

7 They have recently built new galleries.

New \_\_\_\_\_

8 They have recently opened a new Mexican History Museum.

A new \_\_\_\_\_

9 They have recently changed the run-down area into an exciting place to live, work and relax.

The run-down area has \_\_\_\_\_



**Words at work**

*"Coke tastes sugary, smells sweet, looks refreshing and feels sticky"*

**Task 1**

List some other things which:

- a) Taste:      sweet      sour      salty      hot  
 \_\_\_\_\_
- b) Feel:      soft      rough      sticky      cold  
 \_\_\_\_\_
- c) Smell:      Pleasant      acrid      rotten      humid  
 \_\_\_\_\_
- d) Look:      dangerous      ugly      relaxing      exciting  
 \_\_\_\_\_

**Task 2**

These are different types of smells. Put **+** or **-** against **each one** to show if they are pleasant or unpleasant. You can consult your dictionary!

- \_\_\_\_\_ fragrance
- \_\_\_\_\_ aroma
- \_\_\_\_\_ stink
- \_\_\_\_\_ stench
- \_\_\_\_\_ perfume

**Task 3**

Write the following words into the appropriate column.

<i>bump</i>	<i>flash</i>	<i>glow</i>
<i>twinkle</i>	<i>crash</i>	<i>knock</i>
<i>pop</i>	<i>bang</i>	<i>rear</i>
<i>rumble</i>	<i>glimmer</i>	<i>shine</i>

You can see them:

You can hear them:


**Task 4**

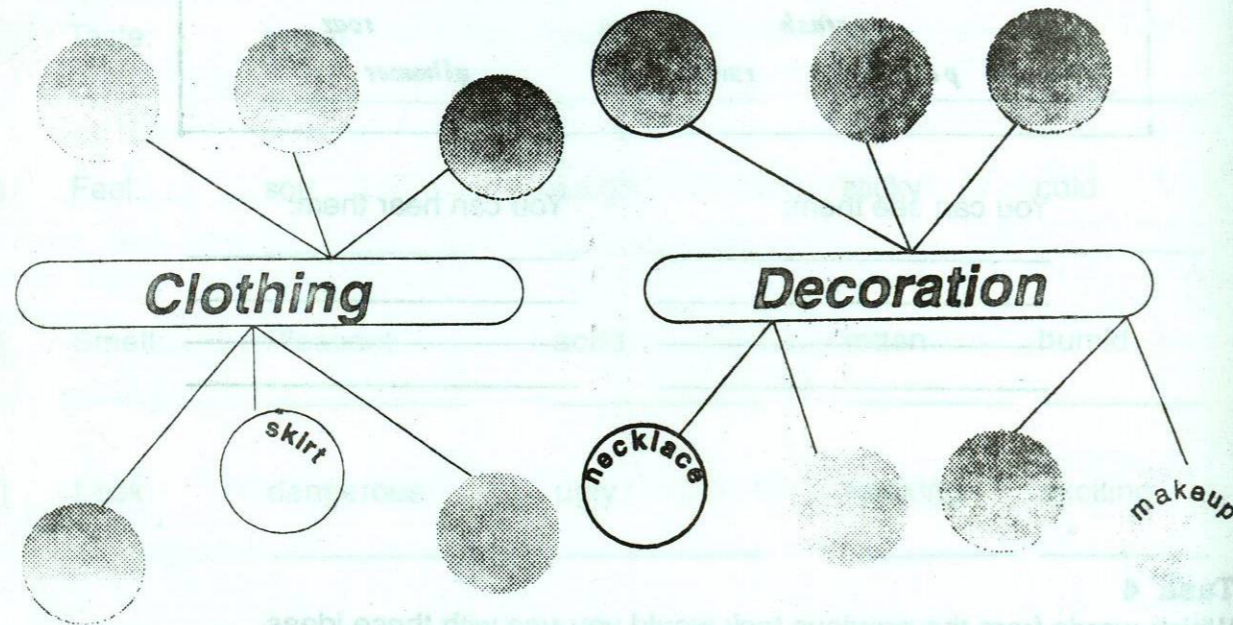
Which words from the previous task would you use with these ideas.

- Thunder during a storm \_\_\_\_\_
- a cork coming out of a bottle \_\_\_\_\_
- fireworks on Independence Day \_\_\_\_\_
- an angry lion \_\_\_\_\_
- a stone smashing a window \_\_\_\_\_



Time to read! (2)

Can you complete the "bubbles"?



Match the word with the corresponding picture

- 1 sari
- 2 fur coat
- 3 head-dress
- 4 kilt
- 5 sandals
- 6 robe
- 7 beret
- 8 boots



The Beginnings of Costume



From the beginning the subject of costume has received a full share of the world's interest and attention. Dress now is so much a matter of course that we scarcely ever think of its beginnings in the remote past. And yet the impulse toward adornment was just as marked and vital in our primitive ancestor in his paint, tattoo, and human bones, as it is today expressed in Jeans, rings and diamond studs indeed tattoos are again in fashion. Looking back through eons of time we find that man, in that dim, distant age, lived in caves and under rocky cliffs. He was concerned mainly with the securing of food and the preservation of his life. Dress did not exist. However, the impulse toward dress grew out this early life which was dedicated to the hunt and the chase. Evidence is unmistakable that costume as we know it today emerged after a long and tedious process of evolution. The beginnings of dress. Was in the form of body decoration. The painting, cutting, and tattooing of the skin are forms of body decoration, which were the first steps toward modern dress.

Opinions vary in regard to the origin of clothing, but the most important may be classified: (1) as a protection against the elements; (2) to satisfy the aesthetic sense; (3) as an expression of modesty. Exception has been found to the first theory. Nude natives have been seen in the extreme south of South America they wear very little clothing. Throughout centuries man has justified decorating himself in various ways in order to attract the opposite sex. The owner of a bear's-tooth necklace, for example, was able to attract the object of his affection, not only because the teeth were thought beautiful, but also because possession of such a necklace signified bravery. He would be considered a valiant man and be recognized as a good provider.

There are arguments against modesty as a reason for putting on clothes. Tribes that wear the most clothing are not necessarily the most modest. The costumes of some tribes show the marital status of the individual, such as skirts of coconut leaves worn by yap women of the Caroline Islands and the longer skirts of the Indian women of Chichicastenango, Guatemala.

Modern dress, that is, the fitted garment as we know it today, emerged during the Middle Ages when Frank, Gaul, and Latin mingled. Climatic conditions in western Europe necessitated a more clinging garment which would sustain the warmth of the body. So the men of these parts wrapped their legs in cloth and skins. They were ridiculed by the romans as "trousered barbarians". As the Romans, however, pushed their conquest farther north they were compelled to adopt the same costume. Though trousers are undoubtedly of oriental origin, it was at this period of the Middle Ages, during the fusion of the races, that trousers became the established type of men's dress, while the skirt remained the conventional dress of women.



**Task 1**

Answer the following questions:

Do you think human beings have always used clothes and decoration?

yes \_\_\_\_\_

no \_\_\_\_\_

If yes, why? \_\_\_\_\_

If not, why? \_\_\_\_\_

Now read the text as quickly as you can and check your ideas.

**Task 2**

Mark the statements T (true) or F (false) according to the information in the text. Underline the sentence (s) on which you based your answers.

- 1 For a long time, man paid no attention to the subject of costume.
 

T	<input type="checkbox"/>
F	<input type="checkbox"/>
- 2 Fashion is the most important factor regarding dress in modern times.
 

T	<input type="checkbox"/>
F	<input type="checkbox"/>
- 3 Primitive man was more concerned with dress than with food.
 

T	<input type="checkbox"/>
F	<input type="checkbox"/>
- 4 The interest in fashion grew out of the early periods of primitive man.
 

T	<input type="checkbox"/>
F	<input type="checkbox"/>
- 5 The natives in the extreme south of South America used to wear a lot of clothing.
 

T	<input type="checkbox"/>
F	<input type="checkbox"/>

- 6 Trousers were first worn during the Middle Ages.
 

T	<input type="checkbox"/>
F	<input type="checkbox"/>
  - 7 The Romans' opinion of trousers was very positive at the beginning.
 

T	<input type="checkbox"/>
F	<input type="checkbox"/>
  - 8 Attracting the opposite sex is the only goal that justifies the decoration we use.
 

T	<input type="checkbox"/>
F	<input type="checkbox"/>
  - 9 The style of fitted garments started in the 20th century.
 

T	<input type="checkbox"/>
F	<input type="checkbox"/>
  - 10 Nowadays women wear skirts and men wear trousers. This difference was established during primitive times.
 

T	<input type="checkbox"/>
F	<input type="checkbox"/>
- Make a list of clothing worn in different centuries in a) North America and b) South America.*

**Skill: Summarizing.**

Characteristics of summaries

- 1 Present only main ideas. (omit details, illustrations, etc.).
- 2 Reduce the original by two-thirds.
- 3 Use your own words.
- 4 Do not add any personal opinions.