

Conv. 4

Week 7

Complete the sentences with the correct idioms

1. I didn't recognize(know) him, because he was _____.
2. My friend just got married and she's _____ next June.
3. A: Severn's really stupid! He's too fat! He's the worst teacher ever!
B: Hey! That's not nice! Stop _____.
4. My mom asked me to _____ after we finished eating dinner.
5. I wanted to buy that book, but it's _____ now.
6. A: Excuse me, but can you tell me where the Starbucks is?
B: Sure! Turn left here and it's just _____.
7. I don't like 노래방's, because I can't really _____.
8. A: Can I have another piece of cake?
B: Sorry, but it's _____.
9. I have an exam this afternoon, so I studied _____.
10. I left my home for college, so I'm _____ now.
11. My boss just gave me a raise, but the _____ was a new BMW.
12. She was really tired, so she decided to _____ today.
13. I've been teaching at Mokwon too long. I think I need _____ now.
14. A: Hi Severn! Can I talk to you for a few minutes?
B: Sure! What's _____?
15. I was feeling kind of sick, so I _____ from class.
16. My friend's always complaining about everything. He's really a _____.
17. I think my friends _____ on my birthday. They gave me way too many presents.
18. A: Did you hear about that student?
B: No! What happened?
A: He was kicked out of Mokwon for cheating.
B: Really? Well, I guess you _____.

- a. all night long
- b. clear the table
- c. went overboard
- d. icing on the cake
- e. a change of scenery
- f. excused myself
- g. down the street
- h. expecting a child
- i. all gone
- j. in disguise

k.on my own
l.on your mind
m.out of print
n.sleep in
o.carry a tune
p.calling him names
q.wet blanket
r.reap what you sow

Conv. 21

Week 7

Sophomore Idioms
(idiomsandslang.com)

- 1.in the wake of
- 2.let it slide
- 3.out of (my) hands
- 4.in a bubble
- 5.nope
- 6.(not)kosher
- 7.how come?
- 8.slim pickings
- 9.follow your heart
- 10.by all means
- 11.tons of
- 12.mother tongue
- 13.take a stab at
- 14.raise eyebrows
- 15.mom-and-pop
- 16.count your blessings
- 17.pet peeve
- 18.piece de resistance

Soph. Conv. 4

Correct these sentences

1. I very like baseball.

2. He waked up 9 a.m. (2 mistakes)

3. I really expect winter vacation.

4. She went to home yesterday.

5. I met him yesterday night.

6. She's very kindly.

7. I made a promise to meet my friend.

8. He's so good athlete.

Week 7

Soph^s
Conv. 4

Count Noun

(For example:cup...1 cup...2 cups...3 cups...)

(Use many...a few...a lot of...several...hardly any)

Noncount Noun

(For example:water)

(Use much...a little...a lot of...hardly any)

Both

(Can be Noncount or Count)

(For example:Hair)

(Noncount...hair in general...a lot of hair)

(Count...each hair...1 hair...2 hairs...3 hairs)

Tell me if the noun is Noncount(NC)...Count(C)...Both(B)

- 1.pencil
- 2.desk
- 3.money
- 4.university
- 5.luggage
- 6.friend
- 7.fruit
- 8.advice
- 9.suggestion
- 10.job
- 11.furniture
- 12.suitcase
- 13.work
- 14.travel
- 15.car
- 16.apple
- 17.trip
- 18.problem
- 19.information
- 20.fact

6

Hitting the big time

Expressions of quantity • 'export or ex'port • Business expressions and numbers

STARTER

1 Underline the words that can complete the expressions of quantity.

a few ... cars/traffic/holdups/pollution
not many ... crimes/criminals/violence/accidents
several ... times/letters/furniture/people

very little ... time/room/hope/ingredients
not much ... jobs/unemployment/work/success
a bit of ... luck/knowledge/fun/herbs

a lot of ... enthusiasm/energy/children/ingredients
enough ... eggs/food/knives/cutlery
plenty of ... fresh air/fluids/sleep/walks
hardly any ... money/experience/photos/friends

2 What do you notice about the three groups of quantifiers?

THE CELEBRITY CHEF

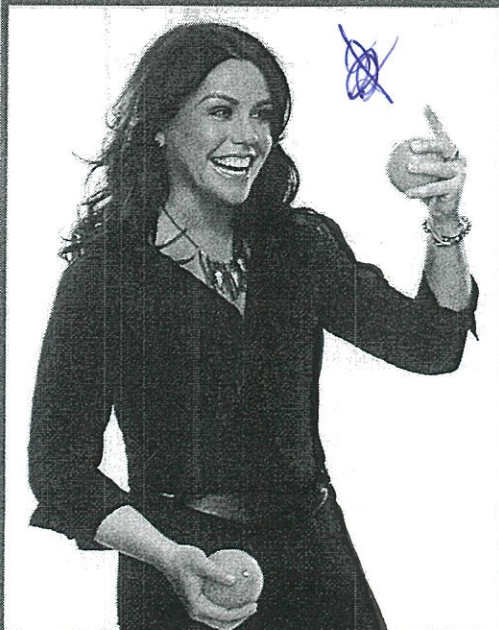
Expressions of quantity

1 Rachael Ray is a famous American chef. Read the article. How did she "hit the big time"?

2 Complete the questions. Ask and answer them with a partner.

- 1 How _____ cookbooks has she written?
- 2 How _____ cookbooks has she sold over the years?
- 3 How _____ time has she spent improving diets for US kids?
- 4 How _____ did she work at Macy's Marketplace?
- 5 How _____ time does it take to make one of her recipes?
- 6 How _____ ingredients did she use to make her meals?
- 7 How _____ experience did she have when she was first on TV?
- 8 How _____ children do she and husband have?

Rachael Ray



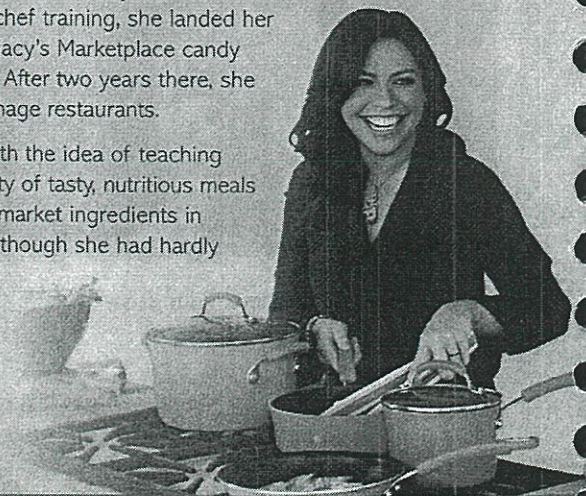
Rachael Ray

has hit the big time in a big way. She's famous as an extremely successful chef, cookbook writer, spokeswoman, and media personality. Her numerous TV shows have been broadcast in more than 10 countries around the world including the US, Australia, Canada, Brazil, and Turkey. In addition, she has written over 20 cookbooks that have sold more than 1 million copies. Since 2006, she has given a great deal of time and energy to improving unhealthy diets for kids in the US.

Her rise to fame and fortune was swift. She began her career working in her parents' restaurants, where it was easy to earn a few dollars.

In 1995, with no formal chef training, she landed her first professional job at Macy's Marketplace candy counter in New York City. After two years there, she moved back home to manage restaurants.

In 1998, she came up with the idea of teaching people how to make plenty of tasty, nutritious meals using a few simple supermarket ingredients in 30 minutes or less. Even though she had hardly any TV experience, she had plenty of enthusiasm, and she found herself doing



3 **CD2 29** Listen to a similar text about Rachael Ray. Write the differences you hear in the chart.

Reading text	Listening text
numerous TV shows	many
more than 10 countries	several
over 20 cookbooks	
more than 1 million	
a great deal of time	
two years	
plenty of meals	
a few simple supermarket ingredients	
hardly any TV experience	
plenty of enthusiasm	
several TV shows	

GRAMMAR SPOT

1 Why do we say ...?

a few dollars but *a little* spending money
a great number of countries but *a great deal/amount of* time
a lot of/plenty of meals and *a lot of/plenty of* fun

2 Who is happier, A or B?

A I have a few friends and a little money.
 B I have few friends and little money.

▶▶ Grammar Reference p. 141

cooking segments on local news shows, and quickly thereafter landed on the Food Network hosting several TV shows. In 2005, she launched her own lifestyle magazine, *Everyday with Rachael Ray*. And in 2006, she debuted in a daily talk show, which is produced in association with Oprah Winfrey.

Rachael is married to lawyer and rock and roll singer John Cusimano. They don't have any children, but they do have one dog named Isaboo.

So what's her recipe for success? Having fun. "I was raised in a household that taught us that everybody has the right to have a lot of fun," she says.



PRACTICE

Call and ask me questions

Count or noncount?

1 Work with a partner. Ask and answer the questions.

How much ...? How many ...?

- | | |
|--------------------------|--------------------------|
| 1 money/in your pocket | 6 pairs of jeans |
| 2 cups of coffee/day | 7 books/read in one year |
| 3 times/been on a plane | 8 homework/every day |
| 4 time/spend watching TV | 9 English teachers/had |
| 5 sugar/in your coffee | 10 movies/a month |

CD2 30 Listen and compare your answers.

2 Some nouns can be both count (C) and noncount (N).

Chocolate is fattening. **N** I do a lot of business in China. **N**
 Have a chocolate. **C** I've opened a business there. **C**

Complete the sentences with *a* or nothing.

- I'd like _____ single room for the night.
Is there _____ room for me to sit down?
- You shouldn't let children play with _____ fire.
Can we light _____ fire? It's getting cold.
- Canada is a land of _____ great beauty.
You should see my new car. It's _____ beauty.
- There was _____ youth standing in front of me.
_____ youth is wasted on the young.

3 Find word pairs linked according to meaning. Which are usually count nouns, and which noncount? Write them in the correct column.

dollar	truck	suitcase	job	furniture
advice	apple	trouble	fact	money
suggestion	fruit	journey	chair	problem
work	traffic	information	luggage	travel

Count nouns	Noncount nouns
dollar	money

With a partner, choose a pair of words. Write two sentences to illustrate their use. Use the count nouns in the plural.

We need some new furniture. We need four more chairs.

READING AND SPEAKING

Two famous brands

1 What do you know about these brands? What is their reputation? Are they popular among your friends and family? Who are their rivals?

2 Work in two groups.

Group A Read about Apple.

Group B Read about Starbucks.

Read your article and answer the questions.

- 1 When and where did the company begin?
- 2 Who founded it?
- 3 Where did the name of the company come from?
- 4 Why did the brand become a success?
- 5 Has the company's progress always been easy?
- 6 What makes the brand special?
- 7 What features of the product or company do people see as negative?
- 8 What are some examples of the company's products?

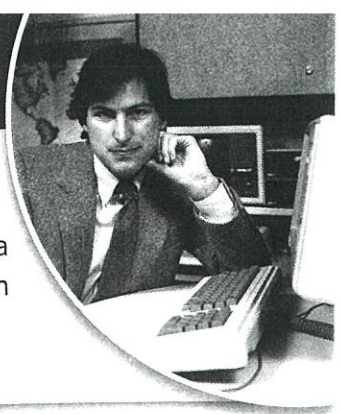
3 Find a partner from the other group. Compare and exchange information.

4 Here are eight answers. Decide which four are about your article. Then write the questions.

- In Silicon Valley.
- About 900.
- \$13 billion.
- In 1997. (*When ... launched?*)
- Ten years. (*How long ... take ...?*)
- Because he argued with his partner. (*Why ... resign?*)
- Because they can't compete. (*Why ... out of business?*)
- By selling some of their possessions. (*How ...?*)

Apple

Mac or PC? For many, home computers have become synonymous with Windows and Bill Gates, but there has always been a loyal band of Apple users, whose devotion to the brand and its co-founder, the late Steve Jobs, is almost religious.

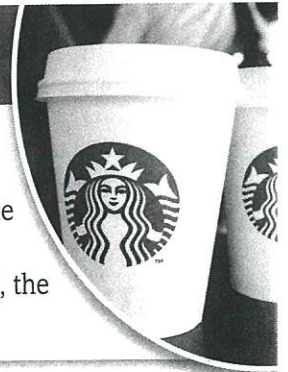


Within minutes of his death on October 5, 2011, Twitter was overwhelmed with tributes from shocked fans. In the hours and days that followed, thousands of people made their way to Apple headquarters in California and to Apple Stores right across the world to lay flowers and light candles. In a fitting tribute to this gadget guru, many held up an image of a burning candle on their iPhone or iPad. So how did a company named after a fruit create so many fans?

Steve Jobs and Stephen Wozniak dropped out of college and got jobs in Silicon Valley, where they founded the Apple Computer company in 1976, the name based on Jobs's favorite fruit. They designed the Apple I computer in Jobs's bedroom, having raised the capital by selling their most valued possessions – an old Volkswagen bus and a scientific calculator. The later model, the Apple Macintosh, introduced the public to point-and-click graphics. It was the first home computer to be truly user-friendly, or as the first advertising campaign put it, "the computer for the rest of us."

STARBUCKS

Coffee anyone? What about a Skinny Latte, or perhaps an Iced Caramel Macchiato, or even a Mocha Cookie Crumble Frappuccino? These are just a few of the many speciality coffees for sale at Starbucks, the world's leading coffee roaster and retailer.



Starbucks serves over 60 million customers a week in over 20,000 stores in over 60 countries around the world. And these figures continue to increase. So how did a company currently worth \$13 billion get started?

Starbucks Coffee, Tea and Spice, as it was originally known, roasted its first coffee beans in 1971. This tiny coffee house in Seattle, named after a character in the novel *Moby Dick*, was the vision of three men – Baldwin, Siegl, and Bowker – who cared passionately about fine coffee and tea. Their determination to provide the best quality coffee helped their business to succeed, and a decade later, their fourth store in Seattle opened.

Meanwhile, in New York, Howard Schultz, a businessman specializing in kitchen equipment, noticed that a small company in Seattle was ordering a large number of a special type of coffeemaker. Out of curiosity, he made the cross-country trip to Seattle to find out more. As soon as he saw the Starbucks store, he knew that he wanted to be part of it. The three founder members weren't initially very interested, but a persistent Schultz was eventually hired to be head of Starbucks marketing in 1982.

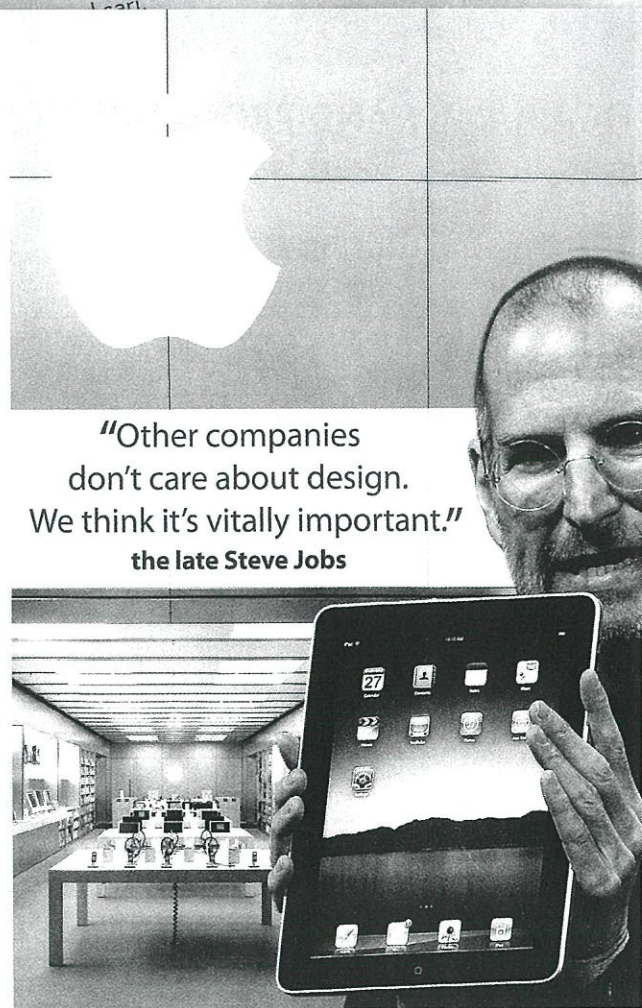


When IBM released its first PC in 1981, Jobs realized that Apple would have to become a more grown-up company in order to compete effectively. He brought in John Sculley, the president of PepsiCo, to do the job, asking him, "Do you want to just sell sugared water for the rest of your life, or do you want to change the world?" Sculley and Jobs began to argue bitterly, however, and after a power struggle, Jobs was reluctantly forced to resign.

By 1996, Apple was in trouble, due to the dominance of Windows software and the increasing number of PC clones that could use it. Jobs was brought back to the ailing firm for an annual salary of \$1, and the company gradually returned to profitability.

Apple's computers cost more than most PCs, and have a more limited range of software available for them, but their great appeal has been the attention to design, making Apple the cool computer company. The launch of the stunning multicolored iMac in 1997, followed by the sleek new iMac in 2002, marked the end of the computer as an ugly, utilitarian machine, and brought the home computer out of the study and into the lounge.

Apple's fortunes were transformed again with the development of the iPod in 2003, the iPhone in 2007, the iPad in 2010, and the iCloud data storage service in 2011. These beautifully stylish products and the ease with which they are networked, have changed the way the world reads, watches, listens, and communicates.



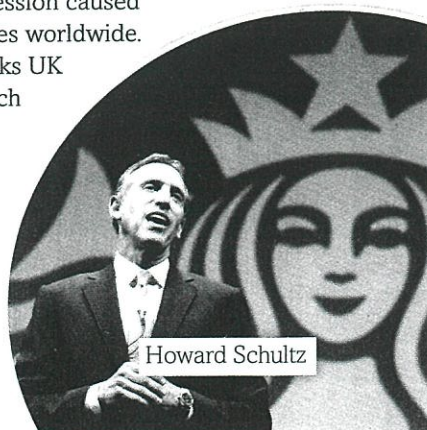
"Other companies don't care about design. We think it's vitally important."
the late Steve Jobs

He modeled the Starbucks stores on Italian espresso bars, and made them comfortable places to relax. Within the next ten years, Schultz had already opened 150 new stores and had bought the company! In 2011, a new logo was launched, surprisingly without the words "Starbucks" and "coffee." Despite criticism from branding experts, this was a clever way of allowing the company to extend its product range. The following year saw the introduction of Refreshers – energy-boosting drinks made from real fruit juice and green coffee extract.

"17,000 stores in 58 countries"

But global success comes at a price. Although Starbucks has a company policy of fair trade and employee welfare, it has been the recent target of antiglobalization protests. Many people feel that big corporations, even responsible ones, are never a good thing, as small, independent companies can't compete and so go out of business. Added to this, fierce competition from other chains in the middle of a recession caused Starbucks to close 900 of its 17,000 stores worldwide.

And its worries didn't end there. Starbucks UK came under close scrutiny over how much tax it pays to the government, resulting in some people boycotting the chain altogether. But despite these challenges, Starbucks remains one of the world's most recognized brands. Its blend of commercialism and comfy sofas is still proving a recipe for success.



Howard Schultz

Vocabulary work

Find adverbs ending in *-ly* in the texts that have these meanings.

Apple

- a slowly over a long period of time
- b in an essential way
- c doing something when you really don't want to
- d in a way that produces a successful result
- e really/genuinely
- f in a way that shows feelings of sadness or anger

Starbucks

- a in the beginning, before a change
- b unexpectedly
- c after a long time, especially after a delay
- d at the present time
- e at the beginning
- f with strong feeling and enthusiasm

What do you think?

- 1 What arguments do the antiglobalization protesters make against Starbucks and other multinational corporations? Do you agree?
- 2 What kind of technology do you regularly use? What are your favorite websites and apps?

Call Me

Conv. 4
Soph.

Tell me about these companies

(Answer these questions)

1. Who founded it?
2. Where and when was it founded?
3. What's their slogan? (For example: Nike's slogan is JUST DO IT)
4. Where does its name come from?
5. What are its main products?
6. Why do you think it's successful? (give 3 reasons)

a.

b.

c.

1. 김주용 - Kyobo
2. 강우석 - Hyundai
3. 김무진 - Fila
4. 김민규 - Gucci
5. 김영채 - Body Shop
6. 김유림 - 7-11
7. 박재훈 - Asiana
8. 박혜인 - Pascucci's
9. 송시진 - Jin Air
10. 신세희 - Haitai
11. 신은비 - Hanhwa
12. 엄선호 - Sony
13. 유진규 - Asics
14. 유태권 - Levi's
15. 윤미린 - Angel-in-us
16. 이지수 - Hermes
17. 이혜란 - Bulgari
18. 장경현 - Kirkland (Costco)
19. 정주리 - Prada
20. 조성진 - Koko
21. 주언지 - Ferragamo
22. 진영주 - Cass
23. 최수빈 - H and M
24. 최유미 - Calvin Klein
25. 최유민 - Christian Dior
26. 한강훈 - Nexon
27. 홍민표 - Letteria

1. She woke up lately.

She woke up late. (lately means recently/late means when)

2. Today morning I ate rice for breakfast.

This morning I ate rice for breakfast.

3. I drove my bicycle to school.

I rode my bicycle to school. (Use ride with animals or vehicles with 2 wheels)

4. Somerville is my English Conversation professor.

Severn or Mr. Somerville is my English Conversation professor.

(Somerville is my family name)

5. I drunk some pepsy yesterday.

I drank some pepsy yesterday. (drank is the past tense of drink)

6. My favorite dessert is coffee.

My favorite beverage is coffee.

7. I've been studying English for 10 years.

(Use since for "a point in time")

(Use "for" for a "period of time")

8. In my frtee time I like singing, dancing, and to read.

In my free time I like singing, dancing, and reading.

(-ing)