

Conv. 3

Students

Complete these sentences with the correct idiom(s)

1. She's a real _____, so she spends a lot of time in the library.
2. Joe Biden is the _____. He gave a _____ last week to talk about covid-19. (2 idioms)
3. A: What's your _____?
B: It's May 11, 2002.
4. Most models have their _____. (2 idioms)
5. A: I'm really tired of online classes.
B: I am too, but _____. There's nothing we can do about it right now.
6. A: What do you want to do after you graduate from Mokwon?
B: Well, I've always dreamed about being a teacher, but my _____ is to study translating.
7. My classmates always _____ me, because I fall asleep in class.
8. _____ That 삼겹살 is soooooooooooooooooooooo good!
9. Severn never stops talking. He talks about this and that and _____.
10. He's really _____. He never changes his mind about anything.
11. _____. What's that terrible smell?
12. A: How was your weekend?
B: Oh, it was a _____. I caught a bad cold and then I lost my cell phone.
13. _____ is an exciting world, but it's also full of dangerous temptations.
14. _____. Did you see Severn and IU's baby? It's so so cute!
15. She's a great _____. I've known her since elementary school.
16. _____. Who hit me?

- a. DOB
- b. make fun of
- c. it is what it is
- d. nightmare
- e. plan B
- f. bookworm
- g. pig-headed
- h. pics
- i. blah blah blah
- j. POTUS
- k. cyberspace

l.ow
m.photoshopped
n.presser
o.mmm
p.pal
q.pu

Conv. 3

Write the meanings for these idioms

(www.goenglish.com)

- 1.all the rage
- 2.clear the table
- 3.out of print
- 4.you reap what you sow
- 5.in disguise
- 6.excuse yourself
- 7.can't carry a tune
- 8.coming in handy
- 9.expecting a child
- 10.have a green thumb
- 11.in the meantime
- 12.under age
- 13.following in his footsteps
- 14.feel like it
- 15.changing your tune
- 16.call the roll

2 The right stuff Conv. 3

1 SNAPSHOT



COMPANY	MAIN PRODUCTS	FACT
Coca-Cola	soft drinks, juice, and bottled water	Coca-Cola is the best-known English word in the world after OK.
Sony	electronics equipment, movies, and TVs	Some early products included tape recorders and rice cookers.
Levi Strauss	jeans and casual clothing	The first jeans were made for men looking for gold in California.
Google	Internet-based products and services	Google comes from <i>googol</i> , which is the math term for the number 1 followed by 100 zeros.
Nestlé	chocolate, instant coffee, and bottled water	Nestlé means <i>little nest</i> , which symbolizes security and family.

Sources: Hoover's Handbook of American Business 2003; www.sony.net; www.google.com; www.nestle.com

Which of these products exist in your country? Are they successful?
Can you think of three successful companies in your country? What do they produce?

2 PERSPECTIVES

A Listen to the survey. What makes a business successful?
Number the choices from 1 (most important) to 3 (least important).

What makes a business successful?

☒ 1 Most important
☐ 2 Somewhat important
☐ 3 Least important

- In order for a language school to succeed, it has to have
☒ a variety of classes ☐ a convenient location ☐ inexpensive courses
- To run a popular Internet café, it's a good idea to have
☒ plenty of computers ☐ good snacks and drinks ☒ a fast connection
- In order to operate a successful movie theater, it has to have
☐ the latest movies ☒ good snacks and drinks ☒ big screens
- To establish a trendy restaurant, it's important to have
☐ fashionable servers ☒ delicious food ☐ good music
- For an athletic center to be profitable, it needs to have
☐ good trainers ☒ modern exercise equipment ☐ a variety of classes
- For a concert hall to be successful, it should have
☐ excellent acoustics ☐ comfortable seats ☐ affordable tickets

B GROUP WORK Compare your answers. Do you agree on the most important success factors?

3 PRONUNCIATION *Reduced words*

A Listen and practice. Notice how certain words are reduced in conversation.

In order ~~for~~ a café ~~to~~ succeed, it needs ~~to~~ have good food ~~and~~ service.
~~For~~ an airline ~~to~~ be successful, it has ~~to~~ maintain a good safety record.

B PAIR WORK Take turns reading the sentences in Exercise 2 aloud. Use your first choice to complete each sentence. Pay attention to reduced words.

4 GRAMMAR FOCUS

Describing purpose

Infinitive clauses

To run a popular Internet café,
(In order) to establish a trendy restaurant,

it's a good idea to have plenty of computers.
 it's important to have fashionable servers.

Infinitive clauses with for

For an athletic center **to be** profitable,
(In order) for a language school **to succeed**,

it needs to have modern exercise equipment.
 it has to have a convenient location.

A Match each goal with a suggestion. Then practice the sentences with a partner.

Goals

1. For a health club to attract new people,
2. In order to run a profitable restaurant,
3. To establish a successful dance club,
4. For a coffee bar to succeed,
5. To run a successful clothing boutique,

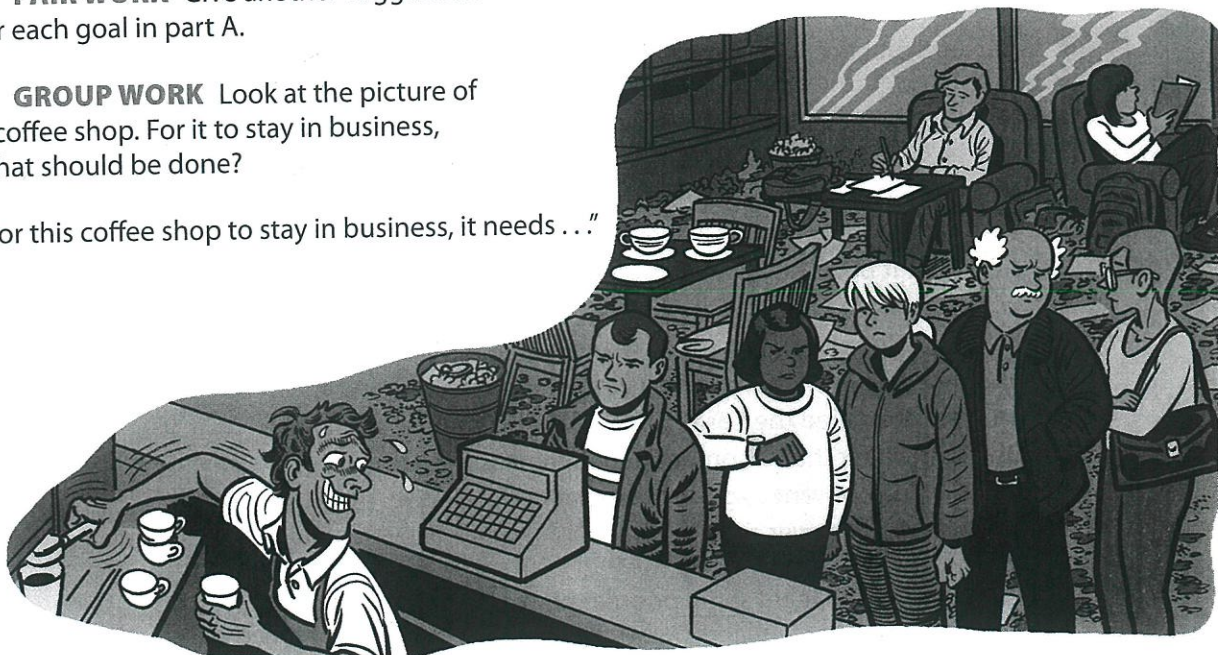
Suggestions

- a. you need to hire a talented chef.
- b. it's a good idea to offer desserts, too.
- c. you need to keep up with the latest styles.
- d. it needs to have great music and lighting.
- e. it has to offer the latest equipment.

B PAIR WORK Give another suggestion for each goal in part A.

C GROUP WORK Look at the picture of a coffee shop. For it to stay in business, what should be done?

"For this coffee shop to stay in business, it needs ..."



8 GRAMMAR FOCUS

Giving reasons

I like the Casablanca **because** it's always packed.

Since it's always so packed, there's a long wait outside the club.

It's popular **because of** the fashionable people.

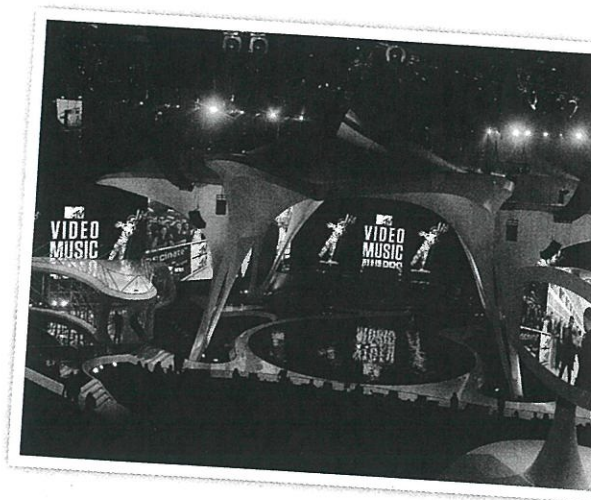
The Soul Club is famous **for** its fantastic music.

Due to the crowds, the Casablanca is difficult to get in to.

The reason (that/why) people go there **is** just to be seen.

A Complete the paragraph with *because, since, because of, for, due to, and the reason*. Then compare with a partner. (More than one answer is possible.)

MTV is one of the most popular television networks in the world. People love MTV not only because of its music videos, but also because its clever and diverse programming. Since it keeps its shows up-to-the-minute, young people watch MTV for the latest fads in music and fashion. MTV is also well known for its music awards show. The reason so many people watch it is to see all the fashionable guests. MTV even has reality shows. These shows are popular because they appeal to young people. due to MTV's widespread popularity, many teenagers have become less industrious with their homework!



B What reason explains the success of each situation? (More than one answer is possible.) Compare ideas with a partner.

Situation

1. Nokia is a successful company
2. People love Levi's jeans
3. The BBC is well known
4. Huge supermarket chains are popular
5. People everywhere drink Coca-Cola
6. Apple products are famous
7. Nike is a popular brand of clothing
8. Many people like megastores

Reason

- a. since prices are generally more affordable.
- b. due to its ever-changing product line.
- c. because they have always been fashionable.
- d. for their innovative designs.
- e. because of its informative programming.
- f. for their big choice of products.
- g. since it advertises worldwide.
- h. because the advertising is clever and entertaining.

C PAIR WORK Suggest two more reasons for each success in part B.

A: Nokia is a successful company because its commercials are very clever.

B: I think another reason why they are successful is ...

Conv. 3

Call
Me

Complete these sentences

In order for a/an _____ to succeed it(he/she) has to _____
it(he/she) needs to _____

1. president

a.

b.

c.

2. student

a.

b.

c.

3. coffee shop

a.

b.

c.

4. university

a.

b.

c.

5. athlete

a.

b.

c.

6. airlines

a.

b.

c.

7. nightclub

a.

b.

c.

8. supermarket

a.

b.

c.

9. model

a.

b.

c.

S

Conv. 3

Call
Me

Unit 12

(Page 81/#8)(Giving Reasons)

Why do you think _____ is so successful or popular?

For example: Why do you think Starbucks is so successful?

I think they're so successful, because they offer a good variety of drinks and a comfortable atmosphere.

Give 2 reasons each(Answer in complete sentences)

1. Why do you think Bill Gates is so successful.

a.

b.

2. Why do you think BTS is so popular?

a.

b.

3. Why do you think people take drugs?

a.

b.

4. Why do you think students don't like chapel?

a.

b.

5. Why do you think the rate of suicide is so high in Korea?

a.

b.

6. Why do you think the birth rate is so low in Korea?

a.

b.

7. Why do you think soccer is so popular in the world?

a.

b.

8. Why do you think learning English is so popular in Korea?

a.

b.

9. Why do you think people are reading fewer books these days?

a.

b.

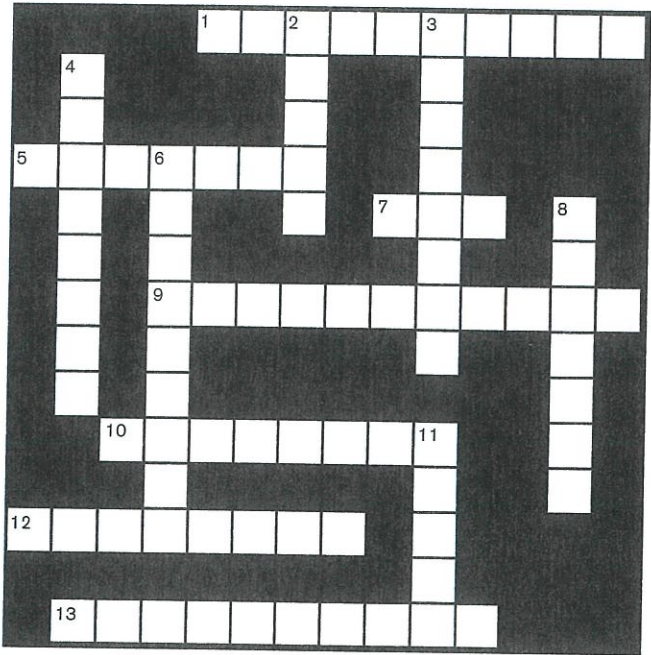
10. Why do you think women don't have to serve in the Korean army?

a.

b.

6

Use the words in the box to complete this crossword puzzle.



- | | |
|--------------------------------------|-------------------------------------|
| <input type="checkbox"/> advertising | <input type="checkbox"/> megastore |
| <input type="checkbox"/> athletic | <input type="checkbox"/> new |
| <input type="checkbox"/> calculated | <input type="checkbox"/> persuasive |
| <input type="checkbox"/> concepts | <input type="checkbox"/> risky |
| <input type="checkbox"/> dynamic | <input type="checkbox"/> style |
| <input type="checkbox"/> gimmick | <input type="checkbox"/> talented |
| <input type="checkbox"/> maintain | |

Across

- 1 I was going to buy a cheap printer for my computer. However, the salesperson was very _____, so I bought a more expensive one.
- 5 Our local Vietnamese restaurant has a great new _____ to encourage people to eat early – two dinners for the price of one if you arrive before 7:00!
- 7 Everything is brand-_____ and modern in the disco on First Street.
- 9 No one knows about Club Pacifico, so it's always empty. It needs some really good _____ in the newspaper.
- 10 Charlie's Coffee Shop was just sold to a new owner. She has some interesting new ideas and _____ to improve it.
- 12 The jazz club has a great new band. They're supposed to be very _____ musicians.
- 13 My aunt took several _____ risks when she opened her boutique. Luckily, her ideas worked, and her shop is now much more successful.

Down

- 2 It's _____ to run a grocery store right next to a supermarket. Most people will probably think the supermarket is cheaper and buy all their food there.
- 3 The waitress at the Spanish restaurant is very _____. She works out at the gym and goes jogging every day.
- 4 For a taxi company to keep a good name, it has to _____ a very reliable service.
- 6 There's a _____ near my home. I can get everything I need there, so I never shop anywhere else!
- 8 Eva is a great flight attendant because she's really _____. In fact, she has more energy than anyone else I know.
- 11 Maybe I'm old-fashioned, but I don't like the latest _____ in clothes.

12

The right stuff

(8) 30-1:00

1

Complete these sentences with **In order for** or **In order to**.

1. *In order to* _____ speak a foreign language well, it's a good idea to use the language as often as possible.
2. _____ a movie to be entertaining, it has to have good actors and an interesting story.
3. _____ succeed in business, you often have to work long hours.
4. _____ attract new members, a sports club needs to offer inexpensive memberships.
5. _____ a restaurant to be popular, it has to have attractive decor.
6. _____ a travel agency to succeed, it has to be able to find the cheapest airline tickets.
7. _____ make friends when you move to a new town, it's a good idea to join a club.
8. _____ a magazine to be successful, it needs to be well written and entertaining.



a successful n

2

Write sentences. Use the information in the box and **In order to**.

- | | |
|---|---|
| <input type="checkbox"/> hire talented salespeople | <input type="checkbox"/> work extremely long hours |
| <input type="checkbox"/> think of a good gimmick | <input type="checkbox"/> provide excellent customer service |
| <input checked="" type="checkbox"/> keep up with your studies | |

1. be a successful student
In order to be a successful student, you have to keep up with your studies.
2. run a profitable clothes store

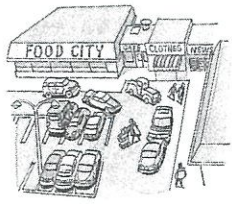
3. manage your own business

4. create a persuasive advertisement

5. run a successful automobile company

5 A nice thing about it is . . .

A Look at the pictures. Describe two positive or negative features of each place. Use the words from the list or your own ideas.



1. shopping center



2. hotel



3. restaurant

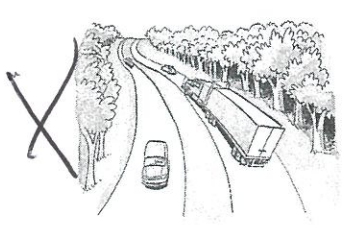


4. disco

- | | | | |
|---|---|--------------------------------|--------------------------------|
| <input type="checkbox"/> attractive | <input checked="" type="checkbox"/> crowded | <input type="checkbox"/> dingy | <input type="checkbox"/> old |
| <input checked="" type="checkbox"/> clean | <input type="checkbox"/> dancing | <input type="checkbox"/> music | <input type="checkbox"/> quiet |

1. A nice thing about the shopping center is that it's clean.
Another nice thing is that it's not too crowded.
2. A bad thing _____
Another bad thing _____
3. A good thing _____
Another good thing _____
4. A great thing _____
Another great thing _____

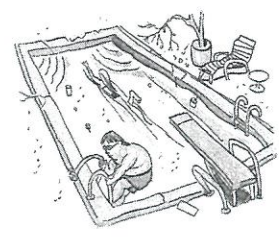
B Give two reasons why you like or dislike each place. Use your own ideas.



1. freeway



2. park



3. swimming pool



4. picnic

1. I like the freeway because it's not too crowded.
Also, I like it because of the trees.
2. The park is popular _____
Also, I like it _____
3. I don't like the swimming pool _____
Also, it's unpopular _____
4. The reason people go there _____
I don't like it _____