

# Conv 4

Complete these sentences with the correct idiom(s)

1. The comedian was hilarious. I almost \_\_\_\_\_ at his jokes.
2. Ok everybody! \_\_\_\_\_ that we have a midterm exam in 3 weeks. Make sure you study hard.
3. My best friend's not perfect, but I still like him, \_\_\_\_\_.
4. MBC just \_\_\_\_\_ that Japan has a new Prime Minister.
5. The first class was really interesting. It \_\_\_\_\_ for the rest of the semester.
6. People are always buying the newest things, because they want to \_\_\_\_\_.
7. The electronics store \_\_\_\_\_ on its computers from 1,000,000 won to 1,500,000 won.
8. I wanted to see a movie, but I got \_\_\_\_\_ with all my homework.
9. A: What is love?  
B: Well, it's...it's...Well, it's hard to \_\_\_\_\_, but it's something that fills your heart and fills your soul.
10. Some students were bothering my friend, so I told them to \_\_\_\_\_ and leave him alone.
11. It's a CPA's job to \_\_\_\_\_ for a company.
12. I thought what his work was pretty bad. It really was \_\_\_\_\_.
13. His mother was upset with him, so he kept saying, "Mom, you look so beautiful today". That was just a \_\_\_\_\_ though.
14. Student: Professor, can you start another class for freshmen?  
Professor: I'm sorry, but that's \_\_\_\_\_. The university's the one who makes the schedule.

- a. warts and all
- b. whetted my appetite
- c. red herring
- d. put into words
- e. died laughing
- f. jacked up the price
- g. back off
- ~~h. be there for~~
- i. bogged down
- j. bush league
- k. keep up with the Joneses
- l. balance the books
- m. keep in mind
- n. beyond my pay grade
- o. broke the news

# Conv. 4

Write the meanings for these idioms in English  
([www.idiomsbykids.com](http://www.idiomsbykids.com))

- 1.hands down
- 2.heads or tails
- 3.huh
- 4.wait up
- 5.up to no good
- 6.the big picture
- 7.sucker
- 8.rabbit food
- 9.pass for
- 10.on edge
- 11.number one
- 12.middle of nowhere
- 13.make fun of
- 14.Murphy's law
- 15.junk mail
- 16.family tree

Conv. 4

Call Me

Make these sentences stronger

1.The comedian told a funny joke.

2.It was really cold last winter.

3.She was very tired after studying all day.

4.I didn't eat breakfast, so I'm really hungry now.

5.I love BTS.

6.The actress was really pretty.

7.I had a big pimple on my nose.

8.I'm always happy when I take Severn's class.

9.The teacher was angry, because the student didn't do their homework.

10.I thought the new James Bond movie was really interesting.

# Conv. 41

## 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 Count or Noncount)

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

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

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.car
- 15.apple
- 16.problem
- 17.information
- 18.fact

## Conn. 4

Complete these sentences with much or many or long

(Then find the answers about Rachael Ray)

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 \_\_\_\_\_ 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 her husband have?



# Rachael Ray

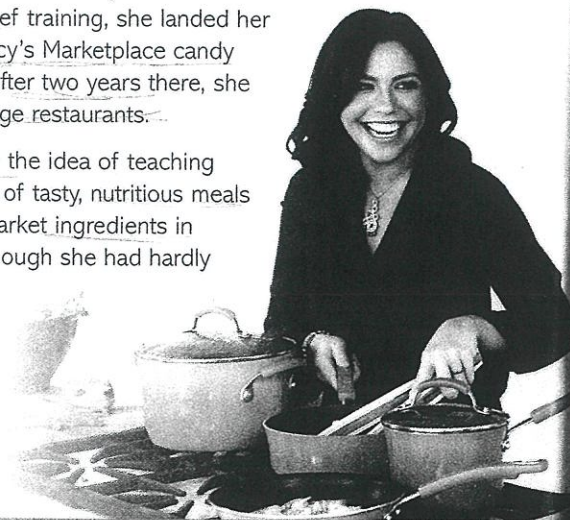


## Rachael Ray

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



▶▶ 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.



4 There was \_\_\_\_\_ 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?

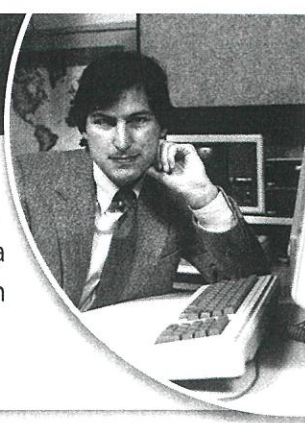
3 Find a partner from the other group. Compare and exchange information.

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.

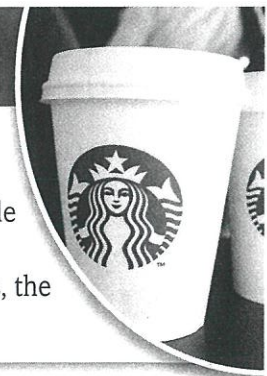


Within minutes of his death on October 5, 2011, Twitter was overwhelmed with tributes from shocked fans. In the hours and days that followed, thousands of people made their way to Apple headquarters in California and to Apple Stores right across the world to lay flowers and light candles. In a fitting 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

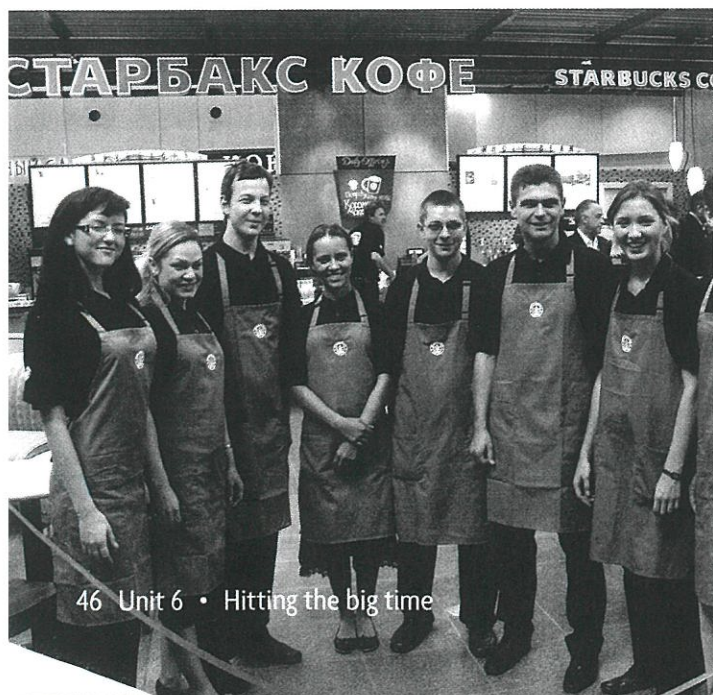
**Coffee anyone?** What about a Skinny Latte, or perhaps an Iced Caramel Macchiato, or even a Mocha Cookie Crumble Frappuccino? These are just a few of the many speciality coffees for sale at Starbucks, the world's leading coffee roaster and retailer.



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.



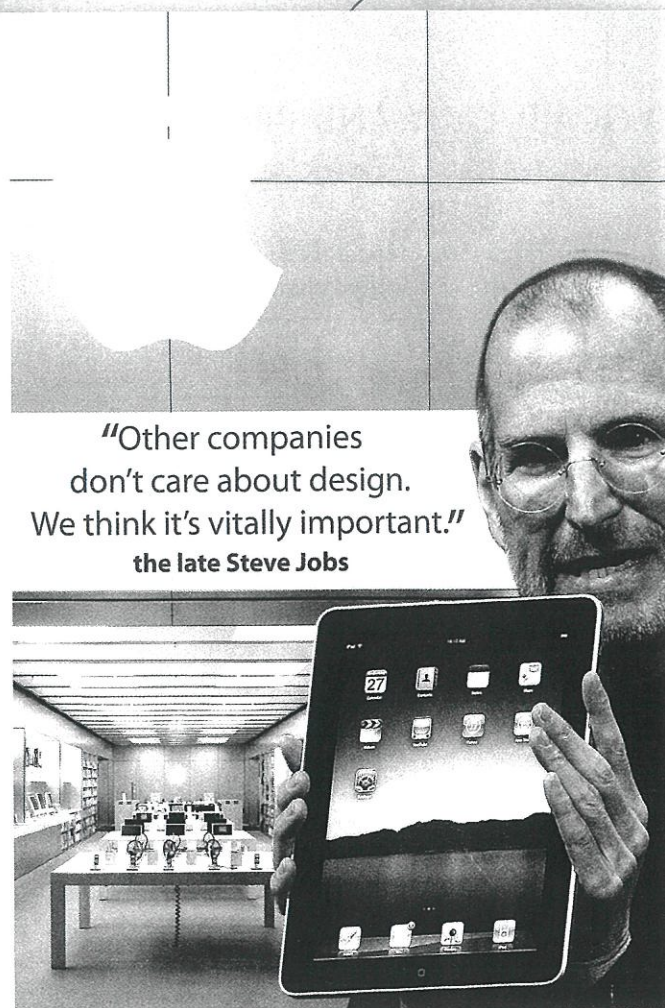


When IBM released its first PC in 1981, Jobs realized that Apple would have to become a more grown-up company in order to compete effectively. He brought in John Sculley, the president of PepsiCo, to do the job, asking him, "Do you want to just sell sugared water for the rest of your life, or do you 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.



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?



Conv. 4

Call Me

Tell me about these companies

(Answer these questions)

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

1. 정영훈...Fila
2. 김민경...Gucci
3. 강민지...Sony
4. 강종관...Cass
5. 라원엽...Lotteria
6. 박서윤...7-11
7. 서해성...Haitai
8. 소하영...Prada
9. 오승현...Hyundai
10. 윤준영...Pepsi
11. 전치연...Angel-in-us
12. 현지수...Bulgari
13. 황인혁...Mom's Kitchen
14. 채수희...Ferragamo
15. 안재영...Levi's
16. 양희태...Asics
17. 이진...Samsung
18. 김원휘...H and M
19. 김선아...Calvin Klein
20. 김가은...Asiana