

What's your first name?

It's Caroline, but most people call me Caro.









1A Why did they call you that?

1 SPEAKING & LISTENING

- a Work with a partner. Talk about your names.
- My **full name** is...
 - I'm **named after**...
 - Some people **call me**... for short.
 - I have a **nickname**. It's...
 - I hate it when people **call me**...
- b 1 2)) Listen to four people talking about their names. Write the names down, and tick (✓) the people who are happy with their names.
- c Listen again and answer the questions for each person.
- 1 Why did their parents choose the name?
 - 2 Do they have a nickname, or are they called something for short?
 - 3 Do they like their name? Would they like to change it?
- d Are *you* happy with your name? Would you like to change it?

2 PRONUNCIATION vowel sounds

- a 1 3)) Look at the first names in the chart. Listen and **circle** the name which doesn't have the sound in the sound picture.

1 	Chris Bill Olivia Brian
2 	Peter Steve Emily Eve
3 	Alex Adrian Andrew Ann
4 	Sean George Paula Charlotte
5 	Adele Ben Leo Jessica
6 	Sam Grace James Kate
7 	Tony Joe Robert Sophie
8 	Ryan Liam Michael Simon

- b With a partner, decide if they are men's names, women's names, or both. Write **M**, **W**, or **B** in the box. Are any of them short for another name?
- c ► p.166 **Sound Bank**. Look at the typical spellings of the sounds in a.
- d Look at some common British surnames. How do you think they are pronounced?

Adams Evans Harrison Johnson Jones
 Mason Murray Taylor Walker Wright


- e 1 4)) Listen and check.

3 READING & VOCABULARY

working out meaning from context

- a You're going to read an article about names. Before you read, look at the title of the article. In what ways do you think a name can help or hurt you?
- b Read the article and write the headings in the correct paragraphs. There is one heading you don't need to use.
- A** Life expectancy **D** Popular names in history
B Names and careers
C How people see you **E** Success at school

- c Read the article again. Answer the questions with a partner.
- 1 How do people see you differently if you're called Elizabeth, or Sophie, or Ann?
 - 2 What kind of names might help you to get better results at school?
 - 3 Why might someone called Ellie choose to be an electrician?
 - 4 When you are applying for a job, is it an advantage or a disadvantage to have an unusual name?
 - 5 What kind of initials should you have if you want to live longer?

 **Guessing the meaning of new words and phrases**
 When you are reading and find a word or phrase you don't know:

- 1 Decide if you think it's a noun, a verb, an adjective, etc.
- 2 Try to work out the meaning from the context (the other words around it).
- 3 If you still can't work out what it means, either ignore it and carry on reading, or use a dictionary to help you.

Is your name helping or hurting you?

Most of us never think about our names. They're just names and they usually don't mean much – or do they? New research has come out which suggests that our names can affect everything from our emotional well-being to our career paths, and even how long we live.

1 _____
A recent **survey** asked 6,000 people in the UK to **rank** common names for men and women in three categories: successful, lucky, and attractive. The results showed a strong preference for certain names. People called James and Elizabeth were seen as the most successful, Jack and Lucy were the luckiest, and Sophie and Ryan were the most attractive. **Overall**, it seems that the best name for men is James, which came near the top in all three categories. The least desirable ones were George and Ann, which ranked near the bottom in all categories.

2 _____
The potential effects of your name go **beyond** perceptions. According to several studies, teachers give higher marks to children with attractive names. In the US, where grades are given on a **scale** from A (excellent) to D (poor), another study found that students with first names beginning with A or B received higher marks than students whose first names started with C or D.

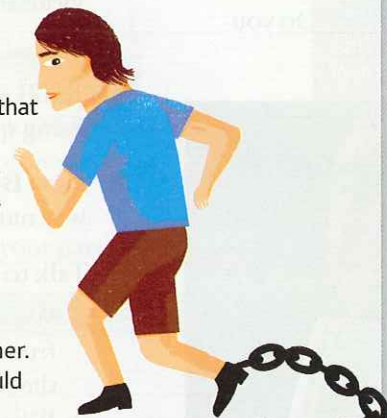
3 _____
Some experts also believe that people are attracted to jobs that sound like their names. One study found that people called Dennis and Denise are more **likely** to become dentists. There are hairdressers called Harry, artists called Art, and even a lawyer called Sue Yoo*. Even if your name and job don't match, your name could affect your job prospects. A study found that American employers were more likely to consider the CVs of applicants who have 'normal-sounding' names. **Researchers** also say that companies are more likely to promote people if their names sound successful.

4 _____
It may seem incredible, but there is **evidence** that your name could affect how long you live. Researchers compared the death certificates of people with 'positive' initials (such as J.O.Y. or F.U.N.) and people with 'negative' ones (such as D.I.E. or S.A.D.). The results? People with positive initials live about four years longer than **the average**, while people with negative initials die about three years sooner.

So if you have an 'undesirable' name, should you change it to a new one? Most experts say no. For most people, having a positive attitude will help more than giving yourself a new name.

* The name Sue Yoo sounds like the phrase 'sue you', which means to make a claim against somebody in court.

Wendy
Isabel
Nichols



Brian
Adams
Davies

d Look at the **highlighted** words or phrases in the article which are related to research. Try to work out what they mean, and how they are pronounced.

e Now match them with 1–9.

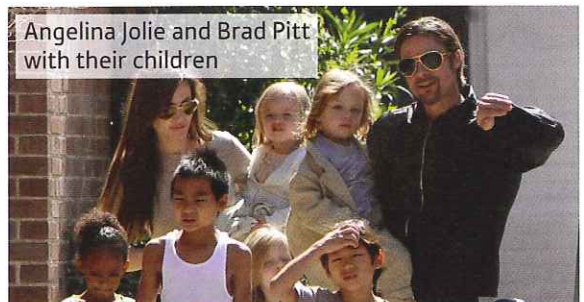
- 1 _____ *noun* people who study something carefully to discover new facts about it
- 2 _____ *noun* the facts that make you believe something is true
- 3 _____ *noun* an investigation of the opinions of a particular group of people
- 4 _____ *noun* the number you get when you add two or more numbers and then divide the total by the number of figures you added
- 5 _____ *noun* different levels or numbers used for measuring something
- 6 _____ *verb* to put in order according to quality, importance, etc.
- 7 _____ *adjective* probable or expected
- 8 _____ *adverb* generally
- 9 _____ *preposition* further than

f (15)) Listen and check. Underline the stressed syllable.

g Do you think *your* name is helping or hurting you? Why?

4 SPEAKING

Do the questionnaire in groups.



Angelina Jolie and Brad Pitt with their children

WHAT'S IN A NAME?

- What are three first names you really like and three you don't like at all? Why do you like or dislike them?
- What are the advantages and disadvantages of...?
 - having a very common name
 - having a very old-fashioned name
 - having a very unusual name or a foreign name
 - being named after a celebrity or royalty
 - having the same first name as your father or mother
- Can you think of people who...
 - have a name that suits their appearance or personality? Why does it suit them?
 - have a name that doesn't suit them? Why doesn't it suit them?

5 (16)) **SONG** Rio 🎵



6 LISTENING & SPEAKING

- a Look at the brand names. How do you pronounce them? What do these companies make?



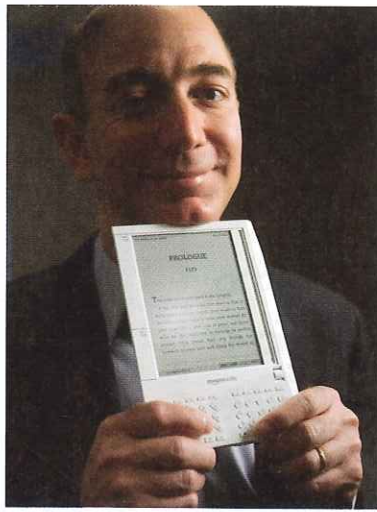
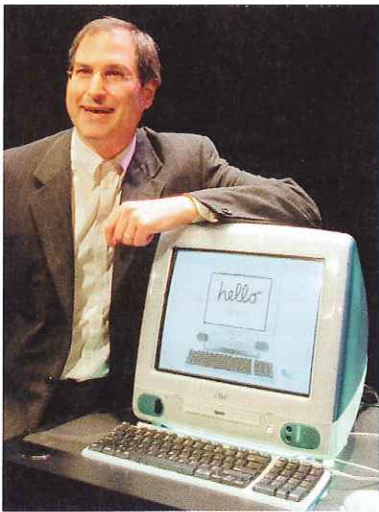
- b (17)) Listen to a radio programme about brand names. Which of the brands...?

- 1 is named after a Greek goddess _____
- 2 is named after the company's founder _____
- 3 has a name which means 'three stars' _____
- 4 is named after a very large number _____
- 5 has a name which means 'sound' plus 'boy' _____

- c Listen again and answer the questions.

- 1 What do the 'I' and 'K' in IKEA stand for?
- 2 What did Samsung originally sell?
- 3 What was Nike's original name?
- 4 Why did Sony's founders choose its name?
- 5 What does the man say about the spelling of 'Google'?

- d Look at the photos. What are the two products called? Do you know why?



- e Work in pairs **A** and **B** and read about the two products. **B** ► **Communication** p.104.
- f **A** read about how the Kindle was named. Find answers to the questions below.
- 1 Who named the product?
 - 2 What instructions did the company's founder give for choosing a name?
 - 3 What does the name mean?
 - 4 Why is the meaning appropriate?

How was the Kindle named?

There were ebook readers before the Amazon Kindle, but the Kindle was the first to become popular around the world. Since it first appeared in 2007, millions of Kindles have been sold, and in fact Amazon now sells more ebooks than paper books.

When it was time to give the Kindle a name, Amazon's founder, Jeff Bezos, asked Michael Cronan to try to think of one. Cronan, who was an American designer, also had a business that created names for companies and products. Bezos told him that he didn't want a high-tech name. Amazon's customers loved traditional paper books and Bezos didn't want to annoy them.

Cronan and his wife talked a lot about reading, and about the warm, comfortable feelings people get from it. A lot of different names were considered, but he finally chose 'kindle', which means 'to light a fire'. Cronan thought that this would remind people of the excitement they feel when they are enjoying their favourite book. The name was also inspired by a line from the French novelist Victor Hugo: 'to read is to light a fire'.

- g Tell **B** about how the Kindle was named, using questions 1–4 to help you.
- h Now **B** will tell you about how the iMac was named.
- i Talk to a partner.
- 1 What are some well-known brand names from your country? Do you know where the names came from?
 - 2 What's the name of the brand and model of your computer, car, or phone? Why do you think they were given those names?
 - 3 Can you think of a product name which you think is very clever? Why? Do you know one which doesn't suit the product well?

7 GRAMMAR pronouns

- a Look at the sentences from the texts in 6. What do the pronouns in **bold** refer to?
- 1 Bezos told **him** that **he** didn't want a high-tech name.
 - 2 Amazon's customers loved traditional paper books and Bezos didn't want to annoy **them**.
 - 3 Jobs asked Segall for a new name that had 'Mac' or 'Macintosh' in **it**.
 - 4 A few days after coming up with the name, Segall went to Jobs and suggested **it** to **him**.
- b **p.132 Grammar Bank 1A**. Learn more about pronouns and practise them.
- c (19)) Listen and change the word order in the sentence. Change the direct object to **it** or **them**.
-))) 1 Give me the book.))) 2 Give her the shoes.
 Give it to me. Give them to her.
- d Think of a couple you know well (friends or family). Tell your partner about them and try to get all of the pronouns right. Give the information below, and anything else you know about them.

names jobs how they met pets children
 appearance personality


*I'm going to tell you about my neighbours. **His** name is Mario and **hers** is Sara. **She's** a writer and **he's** an accountant. **They** haven't got any children but **they** have a dog. **Its** name is Beppo...*

8 SPEAKING

- a Read about three new products. Would you like to buy them? Why (not)?
- b In pairs or groups, talk about what would make a good name for the products. Think about:
- the name's meaning, sound, and length
 - things that the name could remind people of
 - how you want people to feel about the product
 - how easy the name would be to pronounce
 - the names of similar products
- c Make a list of possible names with your partner or group.

The car	The exercise machine	The translation app

A A CAR THAT DRIVES ITSELF!




This amazing new car does all the driving for you while you read, relax, have a snack, or even have a nap! It's had zero accidents in thousands of hours of testing.
 Target customers: Busy families, workers with long commutes

B GET A 30-MINUTE WORKOUT IN 5 MINUTES!



This exciting exercise machine works nine major muscle groups and gets your heart working in just a few minutes.
 Target customers: Men aged 18-30

C You say it in your language... they hear it in theirs!



This smartphone app translates while you talk. Works for up to 12 languages.
 Target customers: Business people

Making suggestions

What about...? What do you think about...?
 How about...? We could call it...

Accepting **Rejecting**
 That's a great idea. I think it's too...
 Yes, let's call it that. That's not bad, but...

- d Decide on the best name for each product, and think about the reasons why the names are right.
- e Present your best name to another pair or group.
- We suggest the name... for the car.
 It's a perfect name because...*