READING COMPREHENSION B2.2

Read this text about brand naming and use the words in the box to fill the gaps. There are some extra words in the box that you will not need.

AT	BASIS	DESPITE	ESSENTIALLY	FAIRLY	FIASCO	FOR	GO
MEDICAMENT	MUCH	ONCE	RUN	SUBJECT	TAKE	THROUGH	WHILE

What's got 10 letters, three syllables and costs up to £100,000?

Answer: the perfect name

OLIVER BURKEMAN

He's not a doctor, or a research chemist, but when a pharmaceuticals firm wants to launch a major new drug, James Detorre, president of Brand Institute, charges companies up to £100,000 a time to perfect something that is becoming almost as crucial to a drug's success as its very clinical effectiveness: its name.

Christening a new treatment used to be a ____(1)_____ simple task. In 1899, Felix Hoffman's remedy for rheumatism was called Aspirin, simply because it was based on extracts from the Spirea plant. But with the increase in lifestyle drugs such as Viagra, the naming of drugs has grown into a multi-million-pound industry.

All new drugs receive a generic name, ____(2)_____ to approval by the World Health Organisation, but the trade name, owned by the manufacturer, is where naming consultants really come in. The process begins with brainstorming sessions among pharmacists, physicians, nurses and consumers. Names chosen consist of 10 letters or fewer, and no more than three syllables. But ____(3)_____ depends on changing fashions. Where once drugs companies chose scientific and Latinate names, now abstract names embodying hope, wellness, the promise of transformation, are being used. Zyban, aimed ____(4)_____ people trying to quit smoking, implies it will 'ban' their habit, while the name of stomach-acid treatment Prevacid is ____(5)_____ self-explanatory. Then there's the 'vigour' and 'virility' of Viagra, or the miraculous powers of the Parkinson's drug Mirapex. Others opt for an altogether more subtle approach. The antibiotic Vantin hints at advantage, ____(6)_____ Prozac carries the suggestion of the 'exact' targeting of brain functions. And that upbeat prefix 'pro' never goes amiss.

Pharmaceuticals firms frequently opt for names beginning with A to place them near the beginning of drugs formularies. Some ____(7)_____ advantage of well-known brand names; Detorre cites the case of Abbot Laboratories' AIDS drug Norvir, with its echoes of Glaxo's AZT brand Retrovir. 'Do you develop a truly unique name, or use a me-too strategy, to try to link to an existing market?,' he asks.

____(8)_____ formulated, the consultancies call in linguistics experts to check that names are pronounceable worldwide and don't have embarrassing meanings in other languages: nobody wants a repeat performance of the Vauxhall Nova ____(9)_____ - a car whose name means something close to 'doesn't go' in a large number of languages.

Unsubstantiated claims can also lead to conflict. Pharmacia and Uphohn's plans to market its baldness treatment as Regaine was blocked on the ____(10)_____ that it didn't really stimulate permanent hair regrowth, and the name was changed to Rogaine.

'Naming is becoming more and more complicated,' says Detorre. 'Trying to create unique names, firms come up with words that can't be written or aren't pronounceable. Some say we might even ____(11)_____ out of names,' he adds, with just a hint of worry in his voice.

The Guardian – January 11, 2000

LIVEWORKSHEETS