

TASK 3 Group activity -Brand names origins

각 브랜드가 어떻게 만들어졌는지 아래에서 찾아 써봅시다.

1. Toyota () 2. Channel No.5 () 3. Rolls Royce ()

4. Reebok () 5. Nike () 6. Nivea ()

- a) From the Latin word meaning, 'snow-white'
- b) This was the fifth perfume made by the same company.
- c) Named after the Greek goddess of victory
- d) A Japanese family name Toyoda. The inventors changed one letter.
- e) Named after an African gazelle
- f) The family names of two men, a motor enthusiast and an engineering genius

TASK 4 Group activity (Invent a new product and give it a name.)

상품을 개발하고 이름을 붙일 때 고려할 점

What is special or unusual about your product? 제품의 특별한 점은?

Why would people want to use or buy it? 사람들이 왜 쓰고 싶어 할까?

How does the name relate to the product? 상품명이 상품과 어떤 관련이 있나?

If you can't think of any ideas for a new product, use one of these ideas:

- 1. A thick slimy green jelly soda drink
- 2. A flying schoolbag that you can control by remote control
- 3. An alarm clock that switches off when you shout at it
- 4. A television computer
- 5. A digital watch with a built in mobile phone and mini-computer
- 6. A new digital homework personal organizer
- 7. A new high speed flying carpet

product name:

What is special?

Why the name?

