

# UNIT 13: THE MODERN WORLD

## PART 1: Introduction & Interview (4–5 minutes)

Do you know any global brands from the western countries?

familiar to people

global brands

strong marketing

worldwide

Yes, definitely. There are many (1) \_\_\_\_\_ from Western countries that are extremely well known (2) \_\_\_\_\_. For example, **Nike**, **Coca-Cola**, and **Apple** come from the United States, while **Adidas** is from Germany and **Gucci** and **Versace** are from Italy. These brands are popular because of their (3) \_\_\_\_\_, high quality, and long history, so they've become (4) \_\_\_\_\_ in almost every country.

globally famous

global marketing

luxury brands

strong branding

Absolutely. Many Western brands are (5) \_\_\_\_\_, such as **Apple** and **Coca-Cola** from the United States, **Adidas** from Germany, and (6) \_\_\_\_\_ like **Gucci** from Italy. They've expanded worldwide thanks to (7) \_\_\_\_\_, consistent quality, and effective (8) \_\_\_\_\_.

consistent quality

For example

global reputation

world-renowned

Yes, definitely. There are many global brands from Western countries that are (9) \_\_\_\_\_. (10) \_\_\_\_\_, **Nike**, **Coca-Cola**, and **Apple** come from the United States, while **Adidas** is from Germany, and **Gucci** and **Versace** are from Italy. These brands are popular because of their strong marketing, (11) \_\_\_\_\_, and long-standing (12) \_\_\_\_\_.

Can you name a product or brand from your country that is well-known in other countries?

associated with

exported to

manufactured

production hubs

Yes, in Vietnam, although Nike and Adidas are not Vietnamese brands, many of their products are actually (13) \_\_\_\_\_ in Vietnam. Vietnam is one of the world's major (14) \_\_\_\_\_ for sportswear and footwear, so shoes and clothing made here are (15) \_\_\_\_\_ many countries. Because of this, Vietnam is often (16) \_\_\_\_\_ high-quality manufacturing rather than just local brands.

exported worldwide

global supply chain

international brands

production centre

In Vietnam, although Nike and Adidas are (17) \_\_\_\_\_, many of their products are actually manufactured here. Vietnam is a major (18) \_\_\_\_\_ for sportswear, and these products are (19) \_\_\_\_\_, so Vietnam plays an important role in the (20) \_\_\_\_\_.

Can you name a product or brand famous in Vietnam which you want to recommend to foreign tourists?

beautifully packaged

brewing style

drip coffee

home country

local brand

something practical

strong flavour

widely available

Yes, definitely. One product I'd recommend to foreign tourists visiting Vietnam is **Vietnamese coffee**, especially brands like **Trung Nguyên**.

Vietnam is one of the world's largest coffee producers, and Vietnamese coffee is well known for its (21) \_\_\_\_\_ and unique (22) \_\_\_\_\_, such as (23) \_\_\_\_\_ with condensed milk. Trung Nguyên is a popular (24) \_\_\_\_\_ that offers high-quality coffee and (25) \_\_\_\_\_ products, which are easy to buy and take home as gifts.

I'd recommend it to tourists because it's affordable, (26) \_\_\_\_\_, and gives them a real taste of Vietnamese culture. It's (27) \_\_\_\_\_ that people can enjoy even after they return to their (28) \_\_\_\_\_.

brewing style

genuine taste

recommend to

rich flavour

well-known brands

One product I would **highly** (29) \_\_\_\_\_ foreign tourists in Vietnam is **Vietnamese coffee**, particularly from (30) \_\_\_\_\_ like **Trung Nguyên**. Vietnamese coffee is famous for its (31) \_\_\_\_\_ and distinctive (32) \_\_\_\_\_, such as drip coffee with condensed milk. It's affordable, easy to find, and makes an excellent souvenir, as it allows visitors to take a (33) \_\_\_\_\_ of Vietnamese culture back home.

craftsmanship

cultural heritage

fine quality

traditional brands

Another product I'd recommend to foreign tourists is **Vietnamese silk**, especially from (34) \_\_\_\_\_ and workshops in places like Hội An. Vietnamese silk is known for its (35) \_\_\_\_\_, elegant designs, and (36) \_\_\_\_\_. It makes a meaningful souvenir because it reflects Vietnam's (37) \_\_\_\_\_ and is both beautiful and practical to use or wear.

artistic value

bamboo products

lacquerware

lightweight

unique souvenirs

Another product I would recommend to foreign tourists is **Vietnamese handicrafts**, such as (38) \_\_\_\_\_ or handmade (39) \_\_\_\_\_. These items are well known for their craftsmanship and (40) \_\_\_\_\_, and they reflect traditional Vietnamese culture. They're also (41) \_\_\_\_\_ and durable, which makes them easy for tourists to take home as (42) \_\_\_\_\_.

affordable price

contemporary side

footwear brand

local creativity

Another product I'd recommend to foreign tourists is **Biti's Hunter sneakers**, a well-known Vietnamese (43) \_\_\_\_\_. They're popular for their comfortable design, good quality, and (44) \_\_\_\_\_. What makes them especially interesting for tourists is that they combine modern style with (45) \_\_\_\_\_, so they represent a (46) \_\_\_\_\_ of Vietnam rather than just traditional culture.