

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 Nguyêñ.

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 Nguyêñ 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
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One product I would highly (29)_____ foreign tourists in Vietnam is Vietnamese coffee, particularly from (30)_____ like Trung Nguyêñ. 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
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Another product I'd recommend to foreign tourists is Vietnamese silk, especially from (34)_____ and workshops in places like Hôi 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
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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
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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.