Brands and Brands Names worksheet

the most important element of ~ ~의 가장 중요한 요소 successful 성공적인 Packaging 포장 advertising 광고 products 제품 sources 근원 inventor 발명가 just completely made up 그냥 완전히 만들어지다 mean 의미하다 in Latin 라틴어로 made up by ~에 의해 만들어지다 unusual 흔치않은 fifth perfume 5번째 향수 Named after ~의 이름을 따다 Greek goddess of victory 그리스 승리의 여신 letter글자 gazelle 가젤 motor enthusiast 자동차광 engineering genius 천재기술자

TASK1 Reading 1(문장을 해석해 봅니다.)

Ⓐ The name is the most important element of a successful brand.

_____

Ⓑ Packaging changes, advertising changes, products change but brand names never change.

_____

Ⓒ Where do great brand names come from?

_____

Ⓓ All different sources, they may come from family names or the inventor's favorite color or animal or sometimes the names are just completely made up.

_____

Ⓐ For example, McDonald's is a family name. _____

Ⓑ Adidas was created from the inventor's name Adi Dassler.

_____

Ⓒ Volvo is "to roll" in Latin . _____

Ⓓ KODAK was completely made up by the inventor George Eastman because he thought it was unusual and different.

_____

TASK1 Reading 2

(해석이 끝나고 조별로 모여 서로 해석을 맞춰보며 가장 적절한 해석을 골라 조장은 라이브 워크시트를 작성하세요)

TASK2 Discussion (각조는 의논하여 질문의 답을 정해 라이브 워크시트 작성하세요)

1. Why are brand names important?
2. What are the sources of brand names? (3가지)
3. What is your favorite brand and why?

LIVEWORKSHEETS

Here are some useful phrases that may help you with your presentation:
We would like to introduce our new product…
We chose the name… because…
You can use it to…

LIVEWORKSHEETS