

Prepare to ... speak for or against a topic

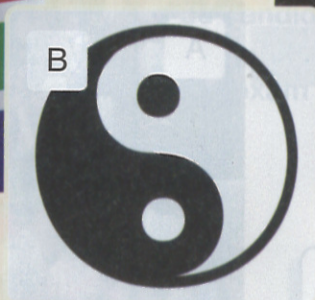


- 1** Read the words for different symbols. Write them under the correct headings in the table.

a brand name	a coat of arms	a flag	a logo
a slogan	a symbol	a trademark	an icon

a distinctive image we associate with something	an image that represents a national or local identity	an image that represents a company or product

- 2** Look at the icons and symbols below. What do you associate with each one? What do you think they represent?




- 3** Listen and check. For each symbol, make notes about ...

- when the symbol was first used.
- what it means or represents.
- any other interesting details.

- 4** Work in groups. Discuss the questions.

- Look at your clothes and personal belongings. How many logos can you see?
- Do you like logos being visible on your clothes and personal items?
- When buying clothing or shoes, which particular brands do you prefer and why?
- Think about the following products. How many logos can you remember?
cars sports shoes computers technology
- Are there any logos you particularly like?
- Given the choice, is it better to buy one product from a well-known brand or two own-brand products at the same price?

- 5  Listen to a student speaking about a topic. Which option represents the structure of his speech?

1 *Introduction*
Arguments for
Arguments against
Conclusion


2 *Introduction*
Reason 1
Reason 2
Reason 3
Conclusion

- 6 Look at the phrases the candidate uses in 5. Match them to headings a–e.

- | | |
|-------------------------------|---------------------------------------|
| a Giving an opinion | 1 Firstly... |
| b Expressing preference | 2 I'd rather (infinitive)... |
| c Expressing a strong opinion | 3 I'm not that bothered about... |
| d Expressing indifference | 4 As a matter of principle... |
| e Structuring your answer | 5 That's more of a priority for me... |
| | 6 I'm really against... |
| | 7 In my opinion... |
| | 8 I'd opt for... |
| | 9 The most important thing is... |
| | 10 Another reason is that... |

Task

Young people today care more about the label and the logo than the product itself. Make a speech for or against this statement.

- 7 Work individually. Prepare your speech for the task. Use expressions from 6.
- 8  Work in pairs. Decide who is Student A and Student B, then read your roles. Do the task.

Student A

Make your speech. Use expressions from 6.

Change roles and repeat the task.

Student B

Listen. Is Student A's opinion clear? Which expression from 6 did he/she use?

Change roles and repeat the task.

