





5:08 79°  
  
f CBSNewYork

- 1. What city was mentioned in the news report?**  
*(Newark, New Jersey)*
- 2. What product have people manufactured on their factory?**  
*(Cowboy hats)*
- 3. Have you noticed any other products of This country in the video?**  
*(Pies, cookies, sweatshirts, special equipment for baseball)*
- 4. Can you guess what country it is?**  
*(the USA)*
- 5. What is the main idea of the video?**



# *Vocabulary*

To wonder /'wʌndə/ - to think about  
the reason why

задуматься



A story /'stɔ:ri/ - history

история, рассказ



To go back /gəʊ bæk/ - to date back to  
a certain time

вернуться назад



Durable cotton /' djʊərəbl kɒtn/ - a natural fabric that resists wear and tear



прочный  
хлопок



A manual worker /'mænjʊəl 'wɜ:kə/ -  
a person whose job involves physical  
labour

рабочий



A big hit /big hit/ - a huge success

успех



Generation /dʒenə'reɪʃn/ - a group of people who were all born around the same time and who share similar experiences

ПОКОЛЕНИЕ



To ban /bæn/ - to state officially that  
sth is not allowed

запретить



A staple item /steɪpl 'aɪtəm/ - sth that is basic and important in everyday life



необходимые  
вещи

To take revenge /teɪk rɪ'vɛndʒ/ - to get even with sb who you feel has wronged you

ОТОМСТИТЬ



Fussy diner /'fʌsɪ 'daɪnə/ - a person at a restaurant who complains about their food



A batch of fries /bæʃ ɒv fraɪz/ - a portion of fries cooked at the same time

пачка

картошки

фри





Crispy /'krispi/ - dry and hard

хрустящий



To fast-forward / fɑ:st 'fɔ:wəd/ - to skip ahead in time

перемотать



Formula /'fɔ:mjʊlə/ - the amounts of various substances that make up another substance



рецепт

A brass kettle /brɑ:s ketl/ - a container for boiling water made from a yellow metal (made from copper and zinc)



МЕДНЫЙ  
ЧАЙНИК

Serving /'sɜ:vɪŋ/ - portion



порция

Sales rise /seilz raiz/ - a large number of products are sold

рост продаж





A trade secret /treɪd 'si:kɹɪt/ - information that is kept hidden from others by a company so their competitors don't steal their business

совершенно  
секретно





## Task 1. Fill in the table.

<b>Products</b>	<b>When invented /by whom</b>	<b>How it became popular</b>	<b>The product today</b>
Jeans			
Potato chips			
Coca-col a			

## Text 1. Jeans

The story of jeans goes back to the 19th century when **sailors** from Genoa, Italy wore durable cotton and wool denim trousers. Then, in 1853, 24-year-old Levi Strauss travelled to San Francisco from Germany and decided to design trousers for **manual workers** from this material. They were a **big heat**, and by the 1950s jeans had become very popular with a whole generation of young people. At first, many places such as theatres and restaurants **banned** them. Nowadays, jeans are a **staple item** of clothing in everyone's wardrobe!

## Text 2. Potato chips

In 1853, George Crum was working as a chef at a restaurant in New York. One day, a customer sent Crum's French fries back to the kitchen, saying they were too **thick**. Crum got very angry and decided to **take revenge** on the **fussy diner**; he made a new batch of fries so thin and **crispy** that the customer couldn't eat them with a fork! To George's surprise, the guest was **thrilled** with them and other diners began asking for them, too. Fast-forward to the 21st century and, in the US alone, sales of potato chips amount to over \$6 billion per year.

### Text 3. Coca-cola

John Pemberton, a pharmacist from Georgia, invented the original Coca-Cola formula in a three-legged brass kettle in his backyard! The soft drink was first sold as a medicine in a chemist's on 8th May, 1886. Dr Pemberton sold about 9 **servings** each day. He made about \$50 in the first year, but unfortunately it cost him about \$70 to make the cola! In 1887, a businessman bought the **formula** and by 1900 sales had risen by over 4000%. Coca-Cola remains the most famous soft drink in the world, but its exact **ingredients** are still a trade secret!

<b>Products</b>	<b>When invented /by whom</b>	<b>How it became popular</b>	<b>The product today</b>
<b>Jeans</b>	1853, Levi Strauss	manual workers liked jeans	staple item of clothing
<b>Potato chips</b>	1853, George Crum	a customer complained about thick French fries	sales of \$6 billion a year in the USA
<b>Coca-cola</b>	1886, John Pemberton	a businessman bought the formula	most famous soft drink in the world

# *Template*

- I. Many people around the world wear jeans, drink cola and eat potato chips. But have we ever wondered what the stories are behind these products?
- II. First off, I would like to tell you about Jeans. ...
- III. Secondly, ... .
- IV. Finally, ... .
- V. In conclusion, I'd like to say we have many products from different countries which make our life comfortable and better.

Made in the

USA

## Task 2. Match the words/phrases in bold from the text with their meanings.

1. difficult-to-please restaurant customer
  2. very pleased
  3. forbade
  4. popular
  5. punish
  6. portions of food or drinks
  7. men who work on a ship
  8. people who work with their hands
  9. not thin
  10. recipe
  11. basic
  12. crunchy
  13. components of a mixture
- a) ~~servings~~
  - b) ~~formula~~
  - c) ~~thrilled~~
  - d) ~~sailors~~
  - e) ~~big heat~~
  - f) ~~thick~~
  - g) ~~fussy diner~~
  - h) ~~crispy~~
  - i) ~~ingredients~~
  - j) ~~banned~~
  - k) ~~staple~~
  - l) ~~manual workers~~
  - m) ~~take revenge~~





**Well done!**



