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## Level 3

### Russian weapons maker now a fashion brand

9th May, 2016

<http://www.breakingnewsenglish.com/1605/160509-kalashnikov.html>

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**Please try Levels 0, 1 and 2 (they are easier).**

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# THE ARTICLE

From <http://www.BreakingNewsEnglish.com/1605/160509-kalashnikov.html>

The Russian arms maker Kalashnikov is branching out into fashion. The weapons manufacturer is one of Russia's most famous companies. It makes the well-known AK-47 assault rifle. The company said it has to make different things because of Western sanctions. Many countries stopped buying Russian weapons after the conflict in Ukraine started. Before the sanctions, Kalashnikov sold 70 per cent of its hunting and sporting weapons to Europe and the USA. Kalashnikov will soon launch a fashion label. It will make 'military style' casual clothing and accessories. There are also plans to open 60 Kalashnikov clothes stores across Russia by the end of this year.

Kalashnikov is not the first Russian arms company to move into fashion. UralVagonZavod, the makers of tanks and other military vehicles, opened a shop in 2014 selling T-shirts, jackets, shoes and bags. Most of its products have images of its tanks on them. The Kalashnikov CEO Alexei Krivoruchko said his company would still make most of its money from making guns. He said: "In addition to the development of new products, by 2017 we plan to double our sales of small arms." He said the company will, "start the mass production of not less than 10 new products". A marketing manager said Kalashnikov's fashions could sell well because of a rise in patriotism in Russia.

Sources: <http://www.bbc.co.uk/news/blogs-news-from-elsewhere-36228350>  
<http://sputniknews.com/business/20160506/1039183639/russia-kalashnikov-clothing.html#ixzz47wlxLMRB>  
<https://www.rt.com/news/342198-kalashnikov-military-style-clothing/>

# WARM-UPS

**1. MILITARY FASHION:** Students walk around the class and talk to other students about military fashion. Change partners often and share your findings.

**2. CHAT:** In pairs / groups, talk about these topics or words from the article. What will the article say about them? What can you say about these words and your life?

branching out / weapons / famous / sanctions / hunting / fashion label / stores / the first / military vehicles / T-shirts / tanks / development / double / patriotism

Have a chat about the topics you liked. Change topics and partners frequently.

**3. GUNS:** Students A **strongly** believe guns should be banned; Students B **strongly** believe they shouldn't. Change partners again and talk about your conversations.

**4. BRANCHING OUT:** What do you think of these examples of companies branching out? Complete this table with your partner(s). Change partners often and share what you wrote.

|                          | Good / bad idea? | Why? |
|--------------------------|------------------|------|
| Ferrari coffee shops     |                  |      |
| Apple cars               |                  |      |
| Louis Vuitton ice cream  |                  |      |
| Amazon banks             |                  |      |
| McDonald's mobile phones |                  |      |
| Disney make up           |                  |      |

**5. FASHION:** Spend one minute writing down all of the different words you associate with the word "fashion". Share your words with your partner(s) and talk about them. Together, put the words into different categories.

**6. FASHION LABELS:** Rank these with your partner. Put the best at the top. Change partners often and share your rankings.

- Kalashnikov
- Gap
- Louis Vuitton
- Adidas
- Zara
- Uniqlo
- Burberry
- Oakley

# BEFORE READING / LISTENING

From <http://www.BreakingNewsEnglish.com/1605/160509-kalashnikov.html>

**1. TRUE / FALSE:** Read the headline. Guess if a-h below are true (T) or false (F).

- a. Kalashnikov is the maker of a rifle called the AK-47. **T / F**
- b. Europe and the USA used to buy 50% of Kalashnikov's weapons. **T / F**
- c. Kalashnikov's clothing will be in a formal, sporting style. **T / F**
- d. Kalashnikov plans to open 60 stores across the world this year. **T / F**
- e. Kalashnikov is the first Russian arms maker to move into fashion. **T / F**
- f. Kalashnikov will still make most of its money from guns. **T / F**
- g. Kalashnikov wants to make at least 10 new products. **T / F**
- h. Kalashnikov could do well because Russians are proud of their country. **T / F**

**2. SYNONYM MATCH:** Match the following synonyms from the article.

- |                  |                |
|------------------|----------------|
| 1. arms          | a. war         |
| 2. branching out | b. start       |
| 3. sanctions     | c. pictures    |
| 4. conflict      | d. expanding   |
| 5. launch        | e. increase    |
| 6. making        | f. nationalism |
| 7. images        | g. weapons     |
| 8. products      | h. producing   |
| 9. rise          | i. goods       |
| 10. patriotism   | j. penalties   |

**3. PHRASE MATCH:** (Sometimes more than one choice is possible.)

- |                                 |                         |
|---------------------------------|-------------------------|
| 1. Kalashnikov is branching     | a. than 10 new products |
| 2. after the conflict           | b. from making guns     |
| 3. Kalashnikov will soon launch | c. of this year         |
| 4. casual clothing and          | d. vehicles             |
| 5. by the end                   | e. out into fashion     |
| 6. military                     | f. our sales            |
| 7. most of its money            | g. in Ukraine started   |
| 8. we plan to double            | h. accessories          |
| 9. mass production of not less  | i. in patriotism        |
| 10. because of a rise           | j. a fashion label      |

# GAP FILL

From <http://www.BreakingNewsEnglish.com/1605/160509-kalashnikov.html>

The Russian arms maker Kalashnikov is (1) \_\_\_\_\_ out into fashion. The weapons manufacturer is one of Russia's most famous companies. It makes the well-(2) \_\_\_\_\_ AK-47 assault rifle. The company said it has to make different things because of Western (3) \_\_\_\_\_. Many countries stopped buying Russian weapons after the (4) \_\_\_\_\_ in Ukraine started. Before the sanctions, Kalashnikov sold 70 per cent of its (5) \_\_\_\_\_ and sporting weapons to Europe and the USA. Kalashnikov will soon launch a fashion (6) \_\_\_\_\_. It will make 'military style' casual clothing and accessories. There are also (7) \_\_\_\_\_ to open 60 Kalashnikov clothes stores across Russia by the (8) \_\_\_\_\_ of this year.

*known*  
*hunting*  
*sanctions*  
*plans*  
*branching*  
*end*  
*conflict*  
*label*

Kalashnikov is not the first Russian arms company to (9) \_\_\_\_\_ into fashion. UralVagonZavod, the makers of tanks and other military (10) \_\_\_\_\_, opened a shop in 2014 selling T-shirts, jackets, shoes and bags. Most of its products have (11) \_\_\_\_\_ of its tanks on them. The Kalashnikov CEO Alexei Krivoruchko said his company would still make (12) \_\_\_\_\_ of its money from making guns. He said: "In (13) \_\_\_\_\_ to the development of new products, by 2017 we plan to double our (14) \_\_\_\_\_ of small arms." He said the company will, "start the mass production of not (15) \_\_\_\_\_ than 10 new products". A marketing manager said Kalashnikov's fashions could sell well because of a (16) \_\_\_\_\_ in patriotism in Russia.

*images*  
*move*  
*less*  
*addition*  
*rise*  
*vehicles*  
*most*  
*sales*

# LISTENING – Guess the answers. Listen to check.

From <http://www.BreakingNewsEnglish.com/1605/160509-kalashnikov.html>

- 1) The Russian arms maker Kalashnikov is branching \_\_\_\_\_
  - a. out onto fashion
  - b. out tin to fashion
  - c. out ton to fashion
  - d. out into fashion
- 2) It makes the well-known AK-47 \_\_\_\_\_
  - a. assault ruffle
  - b. assault rifle
  - c. assault rifled
  - d. assault rival
- 3) The company said it has to make different things because \_\_\_\_\_
  - a. on Western sanctions
  - b. off Western sanctions
  - c. of Western sanctions
  - d. of Western sanction
- 4) Many countries stopped buying Russian weapons after the conflict \_\_\_\_\_
  - a. on Ukraine started
  - b. in Ukraine started
  - c. of Ukraine started
  - d. an Ukraine started
- 5) It will make 'military style' casual clothing \_\_\_\_\_
  - a. and access or rise
  - b. and accessories
  - c. and excess arise
  - d. and excess or rise
- 6) UralVagonZavod, the makers of tanks and \_\_\_\_\_
  - a. other military vehicles
  - b. other military vehicle
  - c. another military vehicles
  - d. other military vehicles
- 7) Most of its products have images of its \_\_\_\_\_
  - a. tanks on them
  - b. thanks on them
  - c. tacks in them
  - d. tanks in them
- 8) CEO Alexei Krivoruchko said his company would still make most of its money \_\_\_\_\_
  - a. from making gun
  - b. from making guns
  - c. from make in guns
  - d. from make in gun
- 9) In addition to the development of new products, by 2017 we plan to \_\_\_\_\_
  - a. double your sale
  - b. double hour sales
  - c. double our sells
  - d. double our sales
- 10) A marketing manager said Kalashnikov's fashions could sell well because of \_\_\_\_\_
  - a. a raise in patriotism
  - b. arise in patriotism
  - c. a risen in patriotism
  - d. a rise in patriotism

# LISTENING – Listen and fill in the gaps

From <http://www.BreakingNewsEnglish.com/1605/160509-kalashnikov.html>

The Russian arms maker Kalashnikov is (1) \_\_\_\_\_ fashion. The weapons manufacturer is one of Russia's most famous companies. It makes (2) \_\_\_\_\_ AK-47 assault rifle. The company said it has to make different (3) \_\_\_\_\_ Western sanctions. Many countries stopped buying Russian weapons (4) \_\_\_\_\_ in Ukraine started. Before the sanctions, Kalashnikov sold 70 per cent of its hunting and sporting weapons to Europe and the USA. Kalashnikov will soon (5) \_\_\_\_\_ label. It will make 'military style' casual clothing and accessories. There are also plans to open 60 Kalashnikov clothes stores across Russia (6) \_\_\_\_\_ this year.

Kalashnikov (7) \_\_\_\_\_ Russian arms company to move into fashion. UralVagonZavod, the makers of tanks (8) \_\_\_\_\_ vehicles, opened a shop in 2014 selling T-shirts, jackets, shoes and bags. Most of its products (9) \_\_\_\_\_ its tanks on them. The Kalashnikov CEO Alexei Krivoruchko said his company would still make most of its money from making guns. He said: "(10) \_\_\_\_\_ the development of new products, by 2017 we plan to (11) \_\_\_\_\_ of small arms." He said the company will, "start the mass production of not less than 10 new products". A marketing manager said Kalashnikov's fashions (12) \_\_\_\_\_ because of a rise in patriotism in Russia.

# COMPREHENSION QUESTIONS

From <http://www.BreakingNewsEnglish.com/1605/160509-kalashnikov.html>

1. What is the Russian company Kalashnikov branching out into?
2. What is the name of Kalashnikov's famous rifle?
3. How much of Kalashnikov's sporting and hunting rifles did Europe and the USA buy?
4. What style of clothing will Kalashnikov's clothes be?
5. How many stores does Kalashnikov want to open?
6. How many Russian arms makers moved into fashion before Kalashnikov?
7. What image did UralVagonZavod put on its clothes?
8. What will Kalashnikov make most of its money from?
9. How many new products does Kalashnikov want to start making?
10. What is there a rise in that might make the Kalashnikov clothes sell well?



# MULTIPLE CHOICE - QUIZ

From <http://www.BreakingNewsEnglish.com/1605/160509-kalashnikov.html>

- 1) What is the Russian company Kalashnikov branching out into?
  - a) fashion
  - b) trees
  - c) Europe
  - d) sporting goods
- 2) What is the name of Kalashnikov's famous rifle?
  - a) the Kalash
  - b) Ak-Ak
  - c) AK-47
  - d) CP-18
- 3) What style of clothing will Kalashnikov's clothes be?
  - a) hip-hop style
  - b) military style
  - c) haute couture
  - d) sporting style
- 4) How much of Kalashnikov's sporting and hunting rifles did Europe and the USA buy?
  - a) 75%
  - b) 65%
  - c) 60%
  - d) 70%
- 5) How many stores does Kalashnikov want to open?
  - a) 60
  - b) 70
  - c) 80
  - d) 120
- 6) How many Russian arms makers moved into fashion before Kalashnikov?
  - a) 4
  - b) 3
  - c) 2
  - d) 1
- 7) What image did UralVagonZavod put on its clothes?
  - a) the Russian flag
  - b) tanks
  - c) bears
  - d) cabbages
- 8) What will Kalashnikov make most of its money from?
  - a) tanks
  - b) vodka
  - c) clothes
  - d) guns
- 9) How many new products does Kalashnikov want to start making?
  - a) around 10
  - b) up to 10
  - c) at least 10
  - d) 10
- 10) What is there a rise in that might make the Kalashnikov clothes sell well?
  - a) prices
  - b) patriotism
  - c) tourism
  - d) height

# ROLE PLAY

From <http://www.BreakingNewsEnglish.com/1605/160509-kalashnikov.html>

## **Role A – Kalashnikov**

You think Kalashnikov is the best fashion brand. Tell the others three reasons why. Tell them things that are wrong with their brands. Also, tell the others which is the worst of these (and why): Adidas, Gap or Louis Vuitton.

## **Role B – Adidas**

You think Adidas is the best fashion brand. Tell the others three reasons why. Tell them things that are wrong with their brands. Also, tell the others which is the worst of these (and why): Kalashnikov, Gap or Louis Vuitton.

## **Role C – Gap**

You think Gap is the best fashion brand. Tell the others three reasons why. Tell them things that are wrong with their brands. Also, tell the others which is the worst of these (and why): Adidas, Kalashnikov or Louis Vuitton.

## **Role D – Louis Vuitton**

You think Louis Vuitton is the best fashion brand. Tell the others three reasons why. Tell them things that are wrong with their brands. Also, tell the others which is the worst of these (and why): Adidas, Gap or Kalashnikov.

# AFTER READING / LISTENING

From <http://www.BreakingNewsEnglish.com/1605/160509-kalashnikov.html>

**1. WORD SEARCH:** Look in your dictionary / computer to find collocates, other meanings, information, synonyms ... for the words 'fashion' and 'brand'.

| fashion | brand |
|---------|-------|
|         |       |

- Share your findings with your partners.
- Make questions using the words you found.
- Ask your partner / group your questions.

**2. ARTICLE QUESTIONS:** Look back at the article and write down some questions you would like to ask the class about the text.

- Share your questions with other classmates / groups.
- Ask your partner / group your questions.

**3. GAP FILL:** In pairs / groups, compare your answers to this exercise. Check your answers. Talk about the words from the activity. Were they new, interesting, worth learning...?

**4. VOCABULARY:** Circle any words you do not understand. In groups, pool unknown words and use dictionaries to find their meanings.

**5. TEST EACH OTHER:** Look at the words below. With your partner, try to recall how they were used in the text:

|  |   |
|--|---|
| <ul style="list-style-type: none"><li>• branching</li><li>• known</li><li>• stopped</li><li>• 70</li><li>• launch</li><li>• 60</li></ul> | <ul style="list-style-type: none"><li>• first</li><li>• other</li><li>• images</li><li>• most</li><li>• 2017</li><li>• 10</li></ul> |
|--|---|

# MILITARY FASHION SURVEY

From <http://www.BreakingNewsEnglish.com/1605/160509-kalashnikov.html>

Write five GOOD questions about military fashion in the table. Do this in pairs. Each student must write the questions on his / her own paper. When you have finished, interview other students. Write down their answers.

|      | STUDENT 1<br>_____ | STUDENT 2<br>_____ | STUDENT 3<br>_____ |
|------|--------------------|--------------------|--------------------|
| Q.1. |                    |                    |                    |
| Q.2. |                    |                    |                    |
| Q.3. |                    |                    |                    |
| Q.4. |                    |                    |                    |
| Q.5. |                    |                    |                    |

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.

# MILITARY FASHION DISCUSSION

STUDENT A's QUESTIONS (Do not show these to student B)

1. What did you think when you read the headline?
2. What springs to mind when you hear the word 'gun'?
3. What do you know about Kalashnikov?
4. What do you think about what you read?
5. What do you think of Kalashnikov branching out into fashion?
6. What other things could Kalashnikov make?
7. How successful do you think Kalashnikov clothes will be?
8. What's your favourite fashion label, and why?
9. What do you think of military style clothes?
10. Would you like to go to a Kalashnikov store?

*Russian weapons maker now a fashion brand – 9th May, 2016*  
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# MILITARY FASHION DISCUSSION

STUDENT B's QUESTIONS (Do not show these to student A)

11. Did you like reading this article? Why/not?
12. What kind of clothes do you like?
13. What kind of clothes should Kalashnikov make and sell?
14. What do you think of clothes with images of tanks and guns on them?
15. What do you think of gun companies?
16. What other companies would do well at selling clothes?
17. What advice do you have for the Kalashnikov CEO?
18. Would Kalashnikov clothes sell well in your country?
19. How patriotic are you?
20. What questions would you like to ask the CEO of Kalashnikov?

# DISCUSSION (Write your own questions)

STUDENT A's QUESTIONS (Do not show these to student B)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

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# DISCUSSION (Write your own questions)

STUDENT B's QUESTIONS (Do not show these to student A)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

# LANGUAGE - CLOZE

From <http://www.BreakingNewsEnglish.com/1605/160509-kalashnikov.html>

The Russian arms maker Kalashnikov is (1) \_\_\_\_\_ out into fashion. The weapons manufacturer is one of Russia's most famous companies. It makes the well- (2) \_\_\_\_\_ AK-47 assault rifle. The company said it has to make different things because (3) \_\_\_\_\_ Western sanctions. Many countries stopped buying Russian weapons after the conflict in Ukraine started. Before the sanctions, Kalashnikov sold 70 per cent of its (4) \_\_\_\_\_ and sporting weapons to Europe and the USA. Kalashnikov will soon launch a fashion label. It will make 'military style' (5) \_\_\_\_\_ clothing and accessories. There are also plans to open 60 Kalashnikov clothes stores across Russia by the (6) \_\_\_\_\_ of this year.

Kalashnikov is not the first Russian arms company to move into fashion. UralVagonZavod, the makers of tanks and other (7) \_\_\_\_\_ vehicles, opened a shop in 2014 (8) \_\_\_\_\_ T-shirts, jackets, shoes and bags. Most of its products have images of its tanks on them. The Kalashnikov CEO Alexei Krivoruchko said his company would still (9) \_\_\_\_\_ most of its money from making guns. He said: "In addition to the development of new products, by 2017 we plan to (10) \_\_\_\_\_ our sales of (11) \_\_\_\_\_ arms." He said the company will, "start the mass production of not less than 10 new products". A marketing manager said Kalashnikov's fashions could sell well because of a (12) \_\_\_\_\_ in patriotism in Russia.

## Put the correct words from the table below in the above article.

- |     |               |               |               |              |
|-----|---------------|---------------|---------------|--------------|
| 1.  | (a) branching | (b) brunching | (c) blanching | (d) bunching |
| 2.  | (a) knowing   | (b) knows     | (c) known     | (d) know     |
| 3.  | (a) for       | (b) by        | (c) of        | (d) at       |
| 4.  | (a) hunted    | (b) hunts     | (c) hunters   | (d) hunting  |
| 5.  | (a) casual    | (b) causal    | (c) causes    | (d) casually |
| 6.  | (a) ends      | (b) end       | (c) ended     | (d) endure   |
| 7.  | (a) millet    | (b) militant  | (c) militia   | (d) military |
| 8.  | (a) sales     | (b) selling   | (c) sold      | (d) seals    |
| 9.  | (a) have      | (b) do        | (c) make      | (d) feed     |
| 10. | (a) duo       | (b) double    | (c) twice     | (d) twofold  |
| 11. | (a) tiny      | (b) miniscule | (c) little    | (d) small    |
| 12. | (a) up        | (b) rise      | (c) risen     | (d) increase |

# SPELLING

From <http://www.BreakingNewsEnglish.com/1605/160509-kalashnikov.html>

## Paragraph 1

1. rnhcnaigb out into fashion
2. the well-known AK-47 autsasl rifle
3. because of Western stnisonac
4. after the tlnciof in Ukraine started
5. hauncl a fashion label
6. saluca clothing and accessories

## Paragraph 2

7. tanks and other mayrliti vehicles
8. T-shirts, ktejsac, shoes and bags
9. Most of its sdutrcop have images
10. we plan to ouebld our sales
11. start the mass rdnuocoitp
12. a rise in osrtaitpmi



# PUT THE TEXT BACK TOGETHER

From <http://www.BreakingNewsEnglish.com/1605/160509-kalashnikov.html>

Number these lines in the correct order.

|              |   |
|--------------|---|
| ( )          | and bags. Most of its products have images of its tanks on them. The Kalashnikov CEO Alexei Krivoruchko said          |
| ( )          | arms." He said the company will, "start the mass production of not less than 10 new                                   |
| ( )          | to make different things because of Western sanctions. Many countries stopped buying Russian weapons after the        |
| ( )          | style' casual clothing and accessories. There are also plans to open 60 Kalashnikov                                   |
| ( )          | Kalashnikov is not the first Russian arms company to move into fashion. UralVagonZavod, the makers                    |
| ( )          | addition to the development of new products, by 2017 we plan to double our sales of small                             |
| ( )          | weapons to Europe and the USA. Kalashnikov will soon launch a fashion label. It will make 'military                   |
| ( )          | his company would still make most of its money from making guns. He said: "In   |
| ( )          | of Russia's most famous companies. It makes the well-known AK-47 assault rifle. The company said it has               |
| ( )          | of tanks and other military vehicles, opened a shop in 2014 selling T-shirts, jackets, shoes                          |
| ( )          | products". A marketing manager said Kalashnikov's fashions could sell well because of a rise in patriotism in Russia. |
| ( )          | clothes stores across Russia by the end of this year.   |
| ( )          | conflict in Ukraine started. Before the sanctions, Kalashnikov sold 70 per cent of its hunting and sporting           |
| ( <b>1</b> ) | The Russian arms maker Kalashnikov is branching out into fashion. The weapons manufacturer is one                     |

# PUT THE WORDS IN THE RIGHT ORDER

From <http://www.BreakingNewsEnglish.com/1605/160509-kalashnikov.html>

1. fashion into out branching is Kalashnikov maker arms Russian The .
2. weapons Russia's manufacturer most is famous one The of .
3. of It make because sanctions to things Western has different .
4. in weapons Ukraine after Stopped the buying conflict Russian .
5. 60 clothes across Open Kalashnikov stores Russia .
6. fashion first company into the arms move Not Russian to .
7. tanks on them Most of its products have images of its .
8. we plan to double our sales of small arms By 2017 .
9. than 10 new products Start the mass production of not less .
10. in could because rise Fashions well a patriotism sell of .

# CIRCLE THE CORRECT WORD (20 PAIRS)

From <http://www.BreakingNewsEnglish.com/1605/160509-kalashnikov.html>

The Russian arms *maker / market* Kalashnikov is branching out *into / onto* fashion. The weapons manufacturer is one *for / of* Russia's most famous companies. It makes the well-known AK-47 assault rifle. The company said it has to make *difference / different* things because of Western sanctions. Many countries stopped *buying / bought* Russian weapons after the conflict in Ukraine *starts / started*. Before the sanctions, Kalashnikov *sold / selling* 70 per cent of its *hunted / hunting* and sporting weapons to Europe and the USA. Kalashnikov will *soon / sooner* launch a fashion label. It will make 'military style' *casual / causal* clothing and accessories. There are also plans to open 60 Kalashnikov clothes stores across Russia by the end of this year.

Kalashnikov is not the *firstly / first* Russian arms company to move into fashion. UralVagonZavod, the makers of *thanks / tanks* and other military vehicles, opened a shop in 2014 *sales / selling* T-shirts, jackets, shoes and bags. Most of its products have *image / images* of its tanks *on / in* them. The Kalashnikov CEO Alexei Krivoruchko said his company would still make most *by / of* its money from making guns. He said: "*On / In* addition to the development of new products, by 2017 we plan *to / two* double our sales of small arms." He said the company will, "start the *mass / masses* production of not less than 10 new products". A marketing manager said Kalashnikov's fashions could sell well because of a *raise / rise* in patriotism in Russia.

**Talk about the connection between each pair of words in italics, and why the correct word is correct.**

# INSERT THE VOWELS (a, e, i, o, u)

From <http://www.BreakingNewsEnglish.com/1605/160509-kalashnikov.html>

Th\_ R\_ss\_\_ n \_rms m\_k\_r K\_l\_shn\_k\_v \_s br\_nch\_ng \_\_ t  
\_nt\_ f\_sh\_\_n. Th\_ w\_\_p\_ns m\_n\_f\_ct\_r\_r \_s \_n\_ \_f  
R\_ss\_\_'s m\_st f\_m\_\_s c\_m\_p\_n\_\_s. \_t m\_k\_s th\_ w\_ll-  
kn\_wn \_K-47 \_ss\_\_lt r\_fl\_. Th\_ c\_m\_p\_ny s\_\_d \_t h\_s t\_  
m\_k\_ d\_ff\_r\_nt th\_ngs b\_c\_\_s\_\_ \_f W\_st\_rn s\_nct\_\_ns.  
M\_ny c\_\_ntr\_\_s st\_pp\_d b\_y\_ng R\_ss\_\_n w\_\_p\_ns \_ft\_r  
th\_ c\_nfl\_ct\_n \_kr\_\_n st\_rt\_d. B\_f\_r\_ th\_ s\_nct\_\_ns,  
K\_l\_shn\_k\_v \_s ld 70 p\_r c\_nt \_f \_ts h\_nt\_ng \_nd  
sp\_rt\_ng w\_\_p\_ns t\_\_ \_r\_p\_ \_nd th\_ \_S\_. K\_l\_shn\_k\_v  
w\_ll s\_\_n l\_\_nch \_ f\_sh\_\_n l\_b\_l. \_t w\_ll m\_k\_  
'm\_l\_t\_ry styl\_' c\_s\_\_l cl\_th\_ng \_nd \_cc\_ss\_r\_\_s.  
Th\_r\_ \_r\_ \_ls\_ pl\_ns t\_\_ \_p\_n 60 K\_l\_shn\_k\_v cl\_th\_s  
st\_r\_s \_cr\_ss R\_ss\_\_ by th\_ \_nd \_f th\_s y\_\_r.

K\_l\_shn\_k\_v \_s n\_t th\_ f\_rst R\_ss\_\_n \_rms c\_m\_p\_ny t\_  
m\_v\_\_ \_nt\_ f\_sh\_\_n. \_r IV\_g\_nZ\_v\_d, th\_ m\_k\_rs \_f  
t\_nks \_nd \_th\_r m\_l\_t\_ry v\_h\_cl\_s, \_p\_n\_d \_sh\_p\_n  
2014 s\_ll\_ng T-sh\_rts, j\_ck\_ts, sh\_\_s \_nd b\_gs. M\_st\_f  
\_ts pr\_d\_cts h\_v\_\_ \_m\_g\_s \_f \_ts t\_nks \_n th\_m. Th\_  
K\_l\_shn\_k\_v C\_\_ \_l\_x\_\_ Kr\_v\_r\_chk\_ s\_\_d h\_s  
c\_m\_p\_ny w\_\_ld st\_ll m\_k\_ m\_st \_f \_ts m\_n\_y fr\_m  
m\_k\_ng g\_ns. H\_ s\_\_d: "\_n \_dd\_t\_\_n t\_\_ th\_  
d\_v\_l\_p\_m\_nt \_f n\_w pr\_d\_cts, by 2017 w\_ pl\_n t\_  
d\_\_bl\_\_ \_r s\_l\_s \_f sm\_ll \_rms." H\_ s\_\_d th\_ c\_m\_p\_ny  
w\_ll, "st\_rt th\_ m\_ss pr\_d\_ct\_\_n \_f n\_t l\_ss th\_n 10  
n\_w pr\_d\_cts". \_ m\_rk\_t\_ng m\_n\_g\_r s\_\_d  
K\_l\_shn\_k\_v's f\_sh\_\_ns c\_\_ld s\_ll w\_ll b\_c\_\_s\_\_ \_f \_  
r\_s\_\_n p\_tr\_\_t\_sm \_n R\_ss\_\_.

# PUNCTUATE THE TEXT AND ADD CAPITALS

From <http://www.BreakingNewsEnglish.com/1605/160509-kalashnikov.html>

the russian arms maker kalashnikov is branching out into fashion the weapons manufacturer is one of russia's most famous companies it makes the well-known ak-47 assault rifle the company said it has to make different things because of western sanctions many countries stopped buying russian weapons after the conflict in ukraine started before the sanctions kalashnikov sold 70 per cent of its hunting and sporting weapons to europe and the usa kalashnikov will soon launch a fashion label it will make 'military style' casual clothing and accessories there are also plans to open 60 kalashnikov clothes stores across russia by the end of this year

kalashnikov is not the first russian arms company to move into fashion uralvagonzavod the makers of tanks and other military vehicles opened a shop in 2014 selling t-shirts jackets shoes and bags most of its products have images of its tanks on them the kalashnikov ceo alexei krivoruchko said his company would still make most of its money from making guns he said "in addition to the development of new products by 2017 we plan to double our sales of small arms" he said the company will "start the mass production of not less than 10 new products" a marketing manager said kalashnikov's fashions could sell well because of a rise in patriotism in russia

# PUT A SLASH ( / ) WHERE THE SPACES ARE

From <http://www.BreakingNewsEnglish.com/1605/160509-kalashnikov.html>

The Russian arms maker Kalashnikov is branching out into fashion. The weapons manufacturer is one of Russia's most famous companies. It makes the well-known AK-47 assault rifle. The company said it has to make different things because of Western sanctions. Many countries stopped buying Russian weapons after the conflict in Ukraine started. Before the sanctions, Kalashnikov sold 70 percent of its hunting and sporting weapons to Europe and the USA. Kalashnikov will soon launch a fashion label. It will make 'military style' casual clothing and accessories. There are also plans to open 60 Kalashnikov clothes stores across Russia by the end of this year. Kalashnikov is not the first Russian arms company to move into fashion. Ural Vagon Zavod, the maker of tanks and other military vehicles, opened a shop in 2014 selling T-shirts, jackets, shoes and bags. Most of its products have images of its tanks on them. The Kalashnikov CEO Alexei Krivoruchko said his company would still make most of its money from making guns. He said: "In addition to the development of new products, by 2017 we plan to double our sales of small arms." He said the company will "start the mass production of not less than 10 new products". A marketing manager said Kalashnikov's fashion could sell well because of a rise in patriotism in Russia.







# HOMework

**1. VOCABULARY EXTENSION:** Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

**2. INTERNET:** Search the Internet and find out more about Kalashnikov. Share what you discover with your partner(s) in the next lesson.

**3. MILITARY CLOTHES:** Make a poster about military clothing. Show your work to your classmates in the next lesson. Did you all have similar things?

**4. KALASHNIKOV:** Write a magazine article about Kalashnikov. Include imaginary interviews with people who are for and against the company making clothes.

Read what you wrote to your classmates in the next lesson. Write down any new words and expressions you hear from your partner(s).

**5. WHAT HAPPENED NEXT?** Write a newspaper article about the next stage in this news story. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

**6. LETTER:** Write a letter to an expert on fashion. Ask him/her three questions about Kalashnikov. Give him/her three of your ideas on how Kalashnikov can make more money. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

# ANSWERS

## TRUE / FALSE (p.4)

a T    b F    c F    d F    e F    f T    g T    h T

## SYNONYM MATCH (p.4)

- |                  |                |
|------------------|----------------|
| 1. arms          | a. weapons     |
| 2. branching out | b. expanding   |
| 3. sanctions     | c. penalties   |
| 4. conflict      | d. war         |
| 5. launch        | e. start       |
| 6. making        | f. producing   |
| 7. images        | g. pictures    |
| 8. products      | h. goods       |
| 9. rise          | i. increase    |
| 10. patriotism   | j. nationalism |

## COMPREHENSION QUESTIONS (p.8)

1. Fashion
2. The AK-47
3. 70%
4. Military style casual clothing
5. 60
6. One
7. Its tanks
8. Guns
9. At least 10
10. Patriotism

## MULTIPLE CHOICE - QUIZ (p.9)

1. a    2. c    3. b    4. d    5. a    6. d    7. b    8. d    9. c    10. b

## ALL OTHER EXERCISES

Please check for yourself by looking at the Article on page 2.  
(It's good for your English ;-)