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**Level 6 – 11th January, 2019**

## Mastercard removes its name from its logo

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<https://breakingnewsenglish.com/1901/190111-company-logo.html>

### Contents

The Article	2	Discussion (Student-Created Qs)	15
Warm-Ups	3	Language Work (Cloze)	16
Vocabulary	4	Spelling	17
Before Reading / Listening	5	Put The Text Back Together	18
Gap Fill	6	Put The Words In The Right Order	19
Match The Sentences And Listen	7	Circle The Correct Word	20
Listening Gap Fill	8	Insert The Vowels (a, e, i, o, u)	21
Comprehension Questions	9	Punctuate The Text And Add Capitals	22
Multiple Choice - Quiz	10	Put A Slash ( / ) Where The Spaces Are	23
Role Play	11	Free Writing	24
After Reading / Listening	12	Academic Writing	25
Student Survey	13	Homework	26
Discussion (20 Questions)	14	Answers	27

**Please try Levels 4 and 5 (they are easier).**

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# THE ARTICLE

From <https://breakingnewsenglish.com/1901/190111-company-logo.html>

The world-famous credit card company Mastercard is removing its name from its company logo. It will follow the likes of Apple and Nike to have a logo that has a symbol only and no writing. Mastercard had traditionally used a logo that had overlapping yellow and red circles with the word "Mastercard" written over the top. The company has decided to drop the word "Mastercard" and use just the two intersecting circles as a wordless logo. The new logo will be used as the brand's symbol on credit cards and in stores, as well as on advertising at sports and other events. The company's marketing officer said over 80 per cent of people spontaneously recognized the new symbol without the word "Mastercard".

Mastercard conducted extensive research for more than 20 months on how recognizable the new logo would be without its name being on it. The new logo is part of a wider strategy to transition from being a credit card company to a digital payments and financial services company. The world is now full of instantly recognizable logos that contain no words. Apple's bitten apple logo and Nike's swoosh are prime examples. Most of the logos of apps on people's smartphones are just symbols. A design expert spoke about maximizing the effect of a small logo on a phone or watch. He said: "You're trying to optimize for a very small piece of real estate on a very small piece of glass....A 10-letter name is kind of a monster."

Sources: <https://www.businessinsider.com/mastercard-new-logo-drops-name-2019-1>  
<http://fortune.com/2019/01/07/mastercard-drops-its-name-from-company-logo-post-text-future-target-nike-apple/>  
<https://www.wsj.com/articles/mastercard-drops-its-name-from-logo-11546858800>

# WARM-UPS

**1. COMPANY LOGOS:** Students walk around the class and talk to other students about company logos. 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?

world-famous / credit card / logo / circles / word / brand / symbol / marketing / research / strategy / transition / digital payments / financial services / smartphone

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

**3. WORDLESS:** Students A **strongly** believe logos are better if they are wordless; Students B **strongly** believe logos with words are better. Change partners again and talk about your conversations.

**4. MY LOGOS:** What kind of logo would you design for these things in your life? Complete this table with your partner(s). Change partners often and share what you wrote.

	Logo	Why?
You		
Your town		
Your family		
Your school / company		
Your country		
The world		

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

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

- Apple
- Twitter
- Shell
- Nike
- Mastercard
- World Wildlife Fund
- United Nations
- Ferrari

# VOCABULARY MATCHING

## Paragraph 1

- |                  |  |
|------------------|--|
| 1. the likes of  | a. Covering part of the same area.   |
| 2. symbol        | b. Someone or something regarded as a (similar) type.                              |
| 3. overlapping   | c. Abandon; no longer use.   |
| 4. drop          | d. A type of product manufactured by a particular company under a particular name. |
| 5. brand         | e. A shape or sign used to represent something such as an organization.            |
| 6. spontaneously | f. Identify someone or something from having encountered them (it) before.         |
| 7. recognize     | g. As a result of a sudden impulse and without thinking or planning first.         |

## Paragraph 2

- |                 |   |
|-----------------|---|
| 8. conducted    | h. Covering or affecting a large area.  |
| 9. extensive    | i. Of first importance; main.   |
| 10. strategy    | j. Organized and carried out.   |
| 11. transition  | k. A plan of action or policy designed to achieve a major or overall aim.                         |
| 12. prime       | l. A person who has a comprehensive and authoritative knowledge of or skill in a particular area. |
| 13. expert      | m. Undergo or cause to undergo a process or period of change.                                     |
| 14. real estate | n. Property consisting of land or buildings; and area of something (valuable) that people own.    |

# BEFORE READING / LISTENING

From <https://breakingnewsenglish.com/1901/190111-company-logo.html>

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

- a. Mastercard is following the likes of Apple by having a wordless logo. **T / F**
- b. Mastercard's logo has a red circle and an orange circle. **T / F**
- c. Mastercard's new logo will not be used on its credit cards. **T / F**
- d. More than 80% of people recognized Mastercard's new wordless logo. **T / F**
- e. Mastercard spent 20 years doing research on its new logo. **T / F**
- f. Mastercard wants to change to be a digital payments company. **T / F**
- g. Most of the logos on apps on our smartphones contain words. **T / F**
- h. A design expert said a wordless logo is like a monster. **T / F**

## 2. SYNONYM MATCH:

Match the following synonyms. The words in **bold** are from the news article.

- |                         |                     |
|-------------------------|---------------------|
| <b>1. removing</b>      | a. thorough         |
| <b>2. drop</b>          | b. emblem           |
| <b>3. logo</b>          | c. bit              |
| <b>4. stores</b>        | d. action plan      |
| <b>5. spontaneously</b> | e. abandon          |
| <b>6. extensive</b>     | f. typical          |
| <b>7. recognizable</b>  | g. deleting         |
| <b>8. strategy</b>      | h. without thinking |
| <b>9. prime</b>         | i. identifiable     |
| <b>10. piece</b>        | j. shops            |

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

- |                                    |                            |
|------------------------------------|----------------------------|
| 1. removing its name from          | a. research                |
| 2. It will follow the              | b. circles                 |
| 3. overlapping yellow              | c. of real estate          |
| 4. use just the two intersecting   | d. the new symbol          |
| 5. people spontaneously recognized | e. a credit card company   |
| 6. Mastercard conducted extensive  | f. its company logo        |
| 7. transition from being           | g. expert                  |
| 8. full of instantly               | h. and red circles         |
| 9. A design                        | i. recognizable logos      |
| 10. a very small piece             | j. likes of Apple and Nike |

# GAP FILL

From <https://breakingnewsenglish.com/1901/190111-company-logo.html>

The world-famous credit card company Mastercard is (1) \_\_\_\_\_ its name from its company logo. It will follow the (2) \_\_\_\_\_ of Apple and Nike to have a logo that has a (3) \_\_\_\_\_ only and no writing. Mastercard had traditionally used a logo that had (4) \_\_\_\_\_ yellow and red circles with the word "Mastercard" written over the top. The company has decided to (5) \_\_\_\_\_ the word "Mastercard" and use just the two intersecting circles as a (6) \_\_\_\_\_ logo. The new logo will be used as the brand's symbol on credit cards and in stores, as well as on (7) \_\_\_\_\_ at sports and other events. The company's marketing officer said over 80 per cent of people spontaneously (8) \_\_\_\_\_ the new symbol without the word "Mastercard".

*overlapping*  
*advertising*  
*likes*  
*symbol*  
*recognized*  
*removing*  
*wordless*  
*drop*

Mastercard conducted (9) \_\_\_\_\_ research for more than 20 months on how recognizable the new logo would be without its name being on it. The new logo is part of a wider (10) \_\_\_\_\_ to transition from being a credit card company to a (11) \_\_\_\_\_ payments and financial services company. The world is now full of instantly recognizable logos that (12) \_\_\_\_\_ no words. Apple's bitten apple logo and Nike's swoosh are (13) \_\_\_\_\_ examples. Most of the logos of apps on people's smartphones are just symbols. A design expert spoke about (14) \_\_\_\_\_ the effect of a small logo on a phone or watch. He said: "You're trying to optimize for a very small piece of real (15) \_\_\_\_\_ on a very small piece of glass....A 10-letter name is kind of a (16) \_\_\_\_\_."

*digital*  
*prime*  
*estate*  
*extensive*  
*monster*  
*contain*  
*strategy*  
*maximizing*

# LISTENING – Guess the answers. Listen to check.

From <https://breakingnewsenglish.com/1901/190111-company-logo.html>

- 1) world-famous credit card company Mastercard is removing its name from \_\_\_\_\_
  - a. its companion logo
  - b. its companies logo
  - c. its company logo
  - d. its accompany logo
- 2) It will follow the \_\_\_\_\_ Apple
  - a. like of
  - b. likely of
  - c. ilks of
  - d. likes of
- 3) Mastercard had traditionally used a logo that had overlapping yellow \_\_\_\_\_
  - a. and red circles
  - b. end lead circles
  - c. and red encircles
  - d. and lead encircles
- 4) The new logo will be used as the brand's symbol on credit cards \_\_\_\_\_
  - a. ending stores
  - b. and in stores
  - c. an din stores
  - d. and din stores
- 5) over 80 per cent of people spontaneously recognized \_\_\_\_\_
  - a. the new cymbal
  - b. the new symbols
  - c. the new symbolic
  - d. the new symbol
- 6) research for more than 20 months on how recognizable the new \_\_\_\_\_
  - a. logos wood be
  - b. logo wood be
  - c. logos would be
  - d. logo would be
- 7) a wider strategy to transition from being a credit card company to \_\_\_\_\_
  - a. a digitally payments
  - b. a digital payments
  - c. a digitalize payments
  - d. a digitals payments
- 8) Apple's bitten apple logo and Nike's swoosh are \_\_\_\_\_
  - a. prime examples
  - b. crime examples
  - c. grime examples
  - d. rhyme examples
- 9) Most of the logos of apps on people's smartphones \_\_\_\_\_
  - a. are justly symbols
  - b. are just symbols
  - c. are justice symbols
  - d. are adjust symbols
- 10) You're trying to optimize for a very small piece \_\_\_\_\_
  - a. of really estate
  - b. of reality estate
  - c. of real estate
  - d. of realism estate

# LISTENING – Listen and fill in the gaps

From <https://breakingnewsenglish.com/1901/190111-company-logo.html>

The world-famous credit card company Mastercard (1) \_\_\_\_\_ name from its company logo. It will (2) \_\_\_\_\_ of Apple and Nike to have a logo that has a symbol only and no writing. Mastercard had traditionally used a logo (3) \_\_\_\_\_ yellow and red circles with the word "Mastercard" written over the top. The company has decided to drop the word "Mastercard" and use just the (4) \_\_\_\_\_ as a wordless logo. The new logo will be used as the brand's symbol on credit cards and in stores, as well (5) \_\_\_\_\_ at sports and other events. The company's marketing officer said over 80 per cent of people spontaneously (6) \_\_\_\_\_ symbol without the word "Mastercard".

Mastercard conducted (7) \_\_\_\_\_ more than 20 months on how recognizable the new logo would be without its name being on it. The new logo is part of (8) \_\_\_\_\_ to transition from being a credit card company to a digital payments and financial services company. The world is now (9) \_\_\_\_\_ recognizable logos that contain no words. Apple's bitten apple logo and Nike's swoosh are prime examples. Most of the (10) \_\_\_\_\_ on people's smartphones are just symbols. A design expert spoke about maximizing the effect of a small logo on a phone or watch. He said: "You're trying (11) \_\_\_\_\_ a very small piece of (12) \_\_\_\_\_ a very small piece of glass....A 10-letter name is kind of a monster."



# COMPREHENSION QUESTIONS

From <https://breakingnewsenglish.com/1901/190111-company-logo.html>

1. What two companies is Microsoft following the example of?
2. What colour are the two circles on Mastercard's logo?
3. What kind of pattern did the article say Mastercard's circles form?
4. What will the new logo be used on?
5. How many people spontaneously recognized the new, wordless logo?
6. How long did Mastercard spend researching its new logo?
7. What kind of payments company is Mastercard transitioning to?
8. What kind of examples did the article call Apple's logo?
9. What kind of logos form the apps on smartphones?
10. What did a design expert call a 10-letter name?

# MULTIPLE CHOICE - QUIZ

From <https://breakingnewsenglish.com/1901/190111-company-logo.html>

- 1) What two companies is Microsoft following the example of?
  - a) Visa and Amex
  - b) Apple and Nike
  - c) Apple and Amex
  - d) Visa and Nike
- 2) What colour are the two circles on Mastercard's logo?
  - a) orange and yellow
  - b) red and orange
  - c) red and yellow
  - d) black and white
- 3) What kind of pattern did the article say Mastercard's circles form?
  - a) concentric circles
  - b) a circular pattern
  - c) a beautiful pattern
  - d) intersecting circles
- 4) What will the new logo be used on?
  - a) smartphones
  - b) credit cards
  - c) billboards
  - d) cash registers
- 5) How many people spontaneously recognized the new, wordless logo?
  - a) over 80%
  - b) under 80%
  - c) about 80%
  - d) exactly 80%
- 6) How long did Mastercard spend researching its new logo?
  - a) more than 20 months
  - b) less than 20 months
  - c) exactly 20 months
  - d) about 20 months
- 7) What kind of payments company is Mastercard transitioning to?
  - a) a US-dollar payments company
  - b) an electronic payments company
  - c) a cash payments company
  - d) a digital payments company
- 8) What kind of examples did the article call Apple's logo?
  - a) good examples
  - b) clear examples
  - c) prime examples
  - d) bad examples
- 9) What kind of logos form the apps on smartphones?
  - a) boring logos
  - b) tiny logos
  - c) colourful logos
  - d) symbols
- 10) What did a design expert call a 10-letter name?
  - a) optimization
  - b) a kind of monster
  - c) readable
  - d) prime real estate

# ROLE PLAY

From <https://breakingnewsenglish.com/1901/190111-company-logo.html>

## **Role A – Apple**

You think Apple's logo is the best logo. Tell the others three reasons why. Tell them what is wrong with their logos. Also, tell the others which is the worst of these (and why): Nike's logo, Ferrari's logo or the United Nations logo.

## **Role B – Nike**

You think Nike's logo is the best logo. Tell the others three reasons why. Tell them what is wrong with their logos. Also, tell the others which is the worst of these (and why): Apple's logo, Ferrari's logo or the United Nations logo.

## **Role C – Ferrari**

You think Ferrari's logo is the best logo. Tell the others three reasons why. Tell them what is wrong with their logos. Also, tell the others which is the worst of these (and why): Nike's logo, Apple's logo or the United Nations logo.

## **Role D – United Nations**

You think the United Nations logo is the best logo. Tell the others three reasons why. Tell them what is wrong with their logos. Also, tell the others which is the worst of these (and why): Nike's logo, Ferrari's logo or Apple's logo.

# AFTER READING / LISTENING

From <https://breakingnewsenglish.com/1901/190111-company-logo.html>

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

credit	card

- 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>• world</li><li>• likes</li><li>• used</li><li>• top</li><li>• stores</li><li>• officer</li></ul>	<ul style="list-style-type: none"><li>• research</li><li>• wider</li><li>• full</li><li>• prime</li><li>• small</li><li>• letter</li></ul>
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# COMPANY LOGOS SURVEY

From <https://breakingnewsenglish.com/1901/190111-company-logo.html>

Write five GOOD questions about company logos 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 _____	STUDENT 2 _____	STUDENT 3 _____
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.

# COMPANY LOGOS DISCUSSION

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

1. What did you think when you read the headline?
2. What images are in your mind when you hear the word 'logo'?
3. What do you know about Mastercard?
4. What company logos do you like?
5. Why is a company logo important?
6. What do you think of the Apple and Nike logos?
7. Should logos be wordless?
8. What would it be like to work in marketing?
9. What makes a great logo?
10. What bad logos do you know of?

*Mastercard removes its name from its logo – 11th January, 2019*  
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# COMPANY LOGOS DISCUSSION

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

11. Did you like reading this article? Why/not?
12. What do you think of when you hear the word 'credit card'?
13. What do you think about what you read?
14. Will we still use credit cards in the future?
15. What do you think of the logos on your smartphone?
16. What would the logo of your family name be like?
17. What would you be like at designing a logo?
18. Why is a logo like real estate?
19. Why is a 10-letter name a "monster" in marketing?
20. What questions would you like to ask Mastercard's CEO?

## 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 <https://breakingnewsenglish.com/1901/190111-company-logo.html>

The world-famous credit card company Mastercard is (1) \_\_\_\_\_ its name from its company logo. It will follow the (2) \_\_\_\_\_ of Apple and Nike to have a logo that has a symbol only and no writing. Mastercard had traditionally used a logo that had overlapping yellow and red (3) \_\_\_\_\_ with the word "Mastercard" written over the top. The company has decided to (4) \_\_\_\_\_ the word "Mastercard" and use just the two intersecting circles as a wordless logo. The new logo will be used as the brand's symbol on credit cards and in stores, as well as on advertising at sports and (5) \_\_\_\_\_ events. The company's marketing officer said over 80 per cent of people spontaneously recognized the new (6) \_\_\_\_\_ without the word "Mastercard".

Mastercard conducted extensive research for more than 20 months on how recognizable the new logo would be without its name (7) \_\_\_\_\_ on it. The new logo is part of a wider strategy to transition from being a credit card company to a digital payments and financial services company. The world is now full (8) \_\_\_\_\_ instantly recognizable logos that (9) \_\_\_\_\_ no words. Apple's bitten apple logo and Nike's swoosh are (10) \_\_\_\_\_ examples. Most of the logos of apps on people's smartphones are just symbols. A design expert spoke about (11) \_\_\_\_\_ the effect of a small logo on a phone or watch. He said: "You're trying to optimize for a very small piece of real (12) \_\_\_\_\_ on a very small piece of glass....A 10-letter name is kind of a monster."

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

- |     |                |                |               |              |
|-----|----------------|----------------|---------------|--------------|
| 1.  | (a) removal    | (b) removes    | (c) removing  | (d) removed  |
| 2.  | (a) likes      | (b) liked      | (c) likely    | (d) liken    |
| 3.  | (a) circulates | (b) circles    | (c) circulars | (d) circuses |
| 4.  | (a) drab       | (b) drip       | (c) drape     | (d) drop     |
| 5.  | (a) others     | (b) the others | (c) other     | (d) another  |
| 6.  | (a) symbolize  | (b) symbol     | (c) symbolic  | (d) cymbals  |
| 7.  | (a) being      | (b) been       | (c) be        | (d) begin    |
| 8.  | (a) at         | (b) in         | (c) on        | (d) of       |
| 9.  | (a) contents   | (b) container  | (c) contain   | (d) contains |
| 10. | (a) rhyme      | (b) crime      | (c) grime     | (d) prime    |
| 11. | (a) maximum    | (b) maximizing | (c) maximal   | (d) maxim    |
| 12. | (a) estate     | (b) field      | (c) property  | (d) agency   |



# SPELLING

From <https://breakingnewsenglish.com/1901/190111-company-logo.html>

## Paragraph 1

1. Mastercard is igeonmvr its name
2. aepoilnrgv yellow and red circles
3. two reiettcisngn circles
4. as well as on gdriiaesntv
5. The company's tarengkmi officer
6. recognized the new msylob

## Paragraph 2

7. Mastercard conducted xetivnees research
8. part of a wider erttsgay
9. iagtlid payments
10. ntiasty| recognizable logos
11. A design extpre
12. trying to mipizteo for a very small piece

# PUT THE TEXT BACK TOGETHER

From <https://breakingnewsenglish.com/1901/190111-company-logo.html>

**Number these lines in the correct order.**

- ( ) top. The company has decided to drop the word "Mastercard" and use just the two intersecting
- ( ) circles as a wordless logo. The new logo will be used as the brand's symbol on credit cards and in
- ( ) examples. Most of the logos of apps on people's smartphones are just symbols. A design expert spoke about maximizing the
- ( ) being a credit card company to a digital payments and financial services company. The world is now
- ( ) piece of real estate on a very small piece of glass....A 10-letter name is kind of a monster."
- ( ) stores, as well as on advertising at sports and other events. The company's marketing officer said over 80 per cent
- ( ) of people spontaneously recognized the new symbol without the word "Mastercard".
- ( ) Mastercard conducted extensive research for more than 20 months on how recognizable the new
- ( **1** ) The world-famous credit card company Mastercard is removing its name from its company logo. It will follow
- ( ) logo would be without its name being on it. The new logo is part of a wider strategy to transition from
- ( ) traditionally used a logo that had overlapping yellow and red circles with the word "Mastercard" written over the
- ( ) full of instantly recognizable logos that contain no words. Apple's bitten apple logo and Nike's swoosh are prime
- ( ) the likes of Apple and Nike to have a logo that has a symbol only and no writing. Mastercard had
- ( ) effect of a small logo on a phone or watch. He said: "You're trying to optimize for a very small

# PUT THE WORDS IN THE RIGHT ORDER

From <https://breakingnewsenglish.com/1901/190111-company-logo.html>

1. logo . removing name its Mastercard from its is
2. had overlapping The circles . yellow red logo and
3. a two The logo . wordless intersecting as circles
4. the as Used credit symbol cards . brand's on
5. without symbol the spontaneously word . People recognized the
6. extensive conducted research over months . Mastercard 20 for
7. recognizable logos . instantly world is of The full
8. spoke the about design A effect . maximizing expert
9. for a piece real-estate . small Optimize of very
10. of name 10-letter a A kind monster . is

# CIRCLE THE CORRECT WORD (20 PAIRS)

From <https://breakingnewsenglish.com/1901/190111-company-logo.html>

The world-famous credit card company Mastercard is *removal / removing* its name from its company logo. It will follow the *liking / likes* of Apple and Nike to have a logo that has a *symbol / symbolism* only and no writing. Mastercard had traditionally used a logo that had overlapping yellow and red *circles / circulars* with the word "Mastercard" written over the *stop / top*. The company has decided to *drop / drape* the word "Mastercard" and use just the two *interesting / intersecting* circles as a wordless logo. The new logo will be used *has / as* the brand's symbol on credit cards and in stores, as well as on advertising at sports and *other / another* events. The company's marketing officer said over 80 per cent of people spontaneously recognized the *new / newly* symbol without the word "Mastercard".

Mastercard *conduction / conducted* extensive research for more than 20 months on how recognizable the new logo would be *within / without* its name being on it. The new logo is part of a *width / wider* strategy to transition from *being / been* a credit card company to a digital payments and financial *service / services* company. The world is now full of instantly recognizable logos that *contain / contents* no words. Apple's bitten apple logo and Nike's swoosh are prime examples. Most of the logos of apps on people's smartphones are *justly / just* symbols. A design expert spoke about maximizing the effect of a small logo *on / at* a phone or watch. He said: "You're trying to optimize for a very small piece of *really / real* estate on a very small piece of glass....A 10-letter name is kind of a *monster / master*."

**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 <https://breakingnewsenglish.com/1901/190111-company-logo.html>

T h \_ w \_ r \_ l \_ d - f \_ m \_ \_ s \_ c \_ r \_ d \_ t \_ c \_ r \_ d \_ c \_ m \_ p \_ n \_ y \_ M \_ s \_ t \_ r \_ c \_ r \_ d \_ \_ s \_ r \_ m \_ v \_ n \_ g \_ \_ t \_ s \_ n \_ m \_ \_ f \_ r \_ m \_ \_ t \_ s \_ c \_ m \_ p \_ n \_ y \_ l \_ g \_ . I t \_ w \_ l \_ l \_ f \_ l \_ l \_ w \_ t h \_ l \_ k \_ s \_ \_ f \_ A \_ p \_ p \_ l \_ \_ n \_ d \_ N \_ k \_ \_ t \_ h \_ v \_ \_ l \_ g \_ \_ t h \_ t \_ h \_ s \_ \_ s \_ y \_ m \_ b \_ l \_ \_ n \_ l \_ y \_ \_ n \_ d \_ n \_ \_ w \_ r \_ t \_ n \_ g \_ . M \_ s \_ t \_ r \_ c \_ r \_ d \_ h \_ d \_ t \_ r \_ d \_ t \_ \_ n \_ l \_ l \_ y \_ \_ s \_ d \_ \_ l \_ g \_ \_ t h \_ t \_ h \_ d \_ \_ v \_ r \_ l \_ p \_ p \_ n \_ g \_ y \_ l \_ l \_ w \_ \_ n \_ d \_ r \_ d \_ c \_ r \_ c \_ l \_ s \_ \_ w \_ t \_ h \_ t h \_ \_ w \_ r \_ d \_ " M \_ s \_ t \_ r \_ c \_ r \_ d " \_ w \_ r \_ t \_ t \_ n \_ \_ v \_ r \_ t h \_ \_ t \_ p \_ . T h \_ c \_ m \_ p \_ n \_ y \_ h \_ s \_ d \_ c \_ d \_ d \_ t \_ d \_ r \_ p \_ t h \_ \_ w \_ r \_ d \_ " M \_ s \_ t \_ r \_ c \_ r \_ d " \_ \_ n \_ d \_ \_ s \_ \_ j \_ s \_ t \_ t h \_ t \_ w \_ \_ n \_ t \_ r \_ s \_ c \_ t \_ n \_ g \_ c \_ r \_ c \_ l \_ s \_ \_ s \_ \_ w \_ r \_ d \_ l \_ s \_ s \_ l \_ g \_ . T h \_ n \_ w \_ l \_ g \_ \_ w \_ l \_ l \_ b \_ \_ s \_ d \_ \_ s \_ t h \_ \_ b \_ r \_ n \_ d \_ ' \_ s \_ s \_ y \_ m \_ b \_ l \_ \_ n \_ c \_ r \_ d \_ t \_ c \_ r \_ d \_ s \_ \_ n \_ d \_ \_ n \_ \_ s \_ t \_ r \_ s \_ , \_ \_ s \_ w \_ l \_ l \_ \_ s \_ \_ n \_ \_ d \_ v \_ r \_ t \_ s \_ n \_ g \_ \_ t \_ s \_ p \_ r \_ t \_ s \_ \_ n \_ d \_ \_ t h \_ r \_ \_ v \_ n \_ t \_ s \_ . T h \_ c \_ m \_ p \_ n \_ y \_ ' \_ s \_ m \_ r \_ k \_ t \_ n \_ g \_ \_ f \_ f \_ c \_ r \_ \_ s \_ \_ d \_ \_ v \_ r \_ 8 0 \_ p \_ r \_ c \_ n \_ t \_ \_ f \_ p \_ \_ p \_ l \_ \_ s \_ p \_ n \_ t \_ n \_ \_ \_ s \_ l \_ y \_ r \_ c \_ g \_ n \_ z \_ d \_ t h \_ n \_ w \_ s \_ y \_ m \_ b \_ l \_ \_ w \_ t \_ h \_ \_ t \_ t h \_ \_ w \_ r \_ d \_ " M \_ s \_ t \_ r \_ c \_ r \_ d " \_ .

M \_ s \_ t \_ r \_ c \_ r \_ d \_ c \_ n \_ d \_ c \_ t \_ d \_ \_ x \_ t \_ n \_ s \_ v \_ \_ r \_ s \_ \_ r \_ c \_ h \_ \_ f \_ r \_ m \_ r \_ \_ t h \_ n \_ 2 0 \_ m \_ n \_ t \_ h \_ s \_ \_ n \_ h \_ w \_ r \_ c \_ g \_ n \_ z \_ b \_ l \_ \_ t h \_ n \_ w \_ l \_ g \_ \_ w \_ \_ l \_ d \_ b \_ \_ w \_ t \_ h \_ \_ t \_ \_ t \_ s \_ n \_ m \_ \_ b \_ \_ n \_ g \_ \_ n \_ \_ t \_ . T h \_ n \_ w \_ l \_ g \_ \_ s \_ p \_ r \_ t \_ \_ f \_ \_ w \_ d \_ r \_ s \_ t \_ r \_ t \_ g \_ y \_ t \_ \_ t \_ r \_ n \_ s \_ t \_ \_ n \_ \_ f \_ r \_ m \_ b \_ \_ n \_ g \_ \_ c \_ r \_ d \_ t \_ c \_ r \_ d \_ c \_ m \_ p \_ n \_ y \_ t \_ \_ d \_ g \_ t \_ l \_ p \_ y \_ m \_ e \_ n \_ t \_ s \_ \_ n \_ d \_ f \_ n \_ n \_ c \_ \_ l \_ \_ s \_ r \_ v \_ c \_ s \_ c \_ m \_ p \_ n \_ y \_ . T h \_ w \_ r \_ l \_ d \_ \_ s \_ n \_ w \_ f \_ l \_ l \_ \_ f \_ \_ n \_ s \_ t \_ n \_ t \_ l \_ y \_ r \_ c \_ g \_ n \_ z \_ b \_ l \_ \_ l \_ g \_ s \_ t h \_ t \_ c \_ n \_ t \_ \_ n \_ n \_ w \_ r \_ d \_ s \_ . A \_ p \_ p \_ l \_ ' \_ s \_ b \_ t \_ t \_ n \_ \_ p \_ p \_ l \_ \_ l \_ g \_ \_ \_ n \_ d \_ N \_ k \_ ' \_ s \_ s \_ w \_ \_ s \_ h \_ \_ r \_ \_ p \_ r \_ m \_ \_ \_ x \_ m \_ p \_ l \_ s \_ . M \_ s \_ t \_ \_ f \_ t h \_ \_ l \_ g \_ s \_ \_ f \_ \_p \_ p \_ s \_ \_n \_ p \_ \_ p \_ l \_ ' \_ s \_ s \_ m \_ r \_ t \_ p \_ h \_ n \_ s \_ \_r \_ \_j \_ s \_t \_ s \_y \_m \_ b \_ l \_ s \_ . A \_ d \_s \_g \_n \_ \_x \_p \_r \_t \_s \_p \_k \_ \_b \_ \_t \_m \_x \_m \_z \_n \_g \_t h \_ \_f \_f \_c \_t \_ \_f \_ \_s \_m \_l \_l \_l \_g \_ \_n \_ \_p \_h \_n \_ \_r \_w \_t \_c \_h \_ . H \_ \_s \_ \_d \_ : " Y \_ \_ ' \_r \_t \_r \_y \_n \_g \_t \_ \_p \_t \_m \_z \_ \_f \_r \_ \_v \_r \_y \_s \_m \_l \_l \_p \_ \_c \_ \_f \_r \_ \_l \_s \_t \_t \_ \_n \_ \_v \_r \_y \_s \_m \_l \_l \_p \_ \_c \_ \_f \_g \_l \_s \_s \_ . . . . A \_ 1 0 - l \_t \_t \_r \_n \_m \_ \_s \_k \_n \_d \_ \_f \_ \_m \_n \_s \_t \_r \_ . "

# PUNCTUATE THE TEXT AND ADD CAPITALS

From <https://breakingnewsenglish.com/1901/190111-company-logo.html>

the world famous credit card company mastercard is removing its name from its company logo it will follow the likes of apple and nike to have a logo that has a symbol only and no writing mastercard had traditionally used a logo that had overlapping yellow and red circles with the word mastercard written over the top the company has decided to drop the word mastercard and use just the two intersecting circles as a wordless logo the new logo will be used as the brands symbol on credit cards and in stores as well as on advertising at sports and other events the companys marketing officer said over 80 per cent of people spontaneously recognized the new symbol without the word mastercard

mastercard conducted extensive research for more than 20 months on how recognizable the new logo would be without its name being on it the new logo is part of a wider strategy to transition from being a credit card company to a digital payments and financial services company the world is now full of instantly recognizable logos that contain no words apples bitten apple logo and nikes swoosh are prime examples most of the logos of apps on peoples smartphones are just symbols a design expert spoke about maximizing the effect of a small logo on a phone or watch he said youre trying to optimize for a very small piece of real estate on a very small piece of glass a 10 letter name is kind of a monster"

# PUT A SLASH ( / ) WHERE THE SPACES ARE

From <https://breakingnewsenglish.com/1901/190111-company-logo.html>

The world-famous credit card company Mastercard is removing its name from its company logo. It will follow the likes of Apple and Nike to have a logo that has a symbol only and no writing. Mastercard had traditionally use a logo that had overlapping yellow and red circles with the word "Master card" written over the top. The company has decided to drop the word "Mastercard" and use just the two intersecting circles as a wordless logo. The new logo will be used as the brand's symbol on credit cards and in stores, as well as on advertising at sports and other events. The company's marketing officers said over 80 percent of people spontaneously recognized the new symbol without the word "Mastercard". Mastercard conducted extensive research for more than 20 months on how recognizable the new logo would be without its name being on it. The new logo is part of a wider strategy to transition from being a credit card company to a digital payments and financial services company. The world is now full of instantly recognizable logos that contain no words. Apple's bitten apple logo and Nike's swoosh are prime examples. Most of the logos of apps on people's smartphones are just symbols. A design expert spoke about maximizing the effect of a small logo on a phone or watch. He said: "You're trying to optimize for a very small piece of real estate on a very small piece of glass.... A 10-letter name is kind of a monster."







# 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 this news story. Share what you discover with your partner(s) in the next lesson.

**3. COMPANY LOGOS:** Make a poster about company logos. Show your work to your classmates in the next lesson. Did you all have similar things?

**4. LOGOS:** Write a magazine article about company logos not having any writing on them. Include imaginary interviews with people who are for and against this.

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 company logos. Ask him/her three questions about them. Give him/her three of your opinions on company logos. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

# ANSWERS

## VOCABULARY (p.4)

1. b    2. e    3. a    4. c    5. d    6. g    7. f  
8. j    9. h    10. k    11. m    12. i    13. l    14. n

## TRUE / FALSE (p.5)

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

## SYNONYM MATCH (p.5)

- |                  |                     |
|------------------|---------------------|
| 1. removing      | a. deleting         |
| 2. drop          | b. abandon          |
| 3. logo          | c. emblem           |
| 4. stores        | d. shops            |
| 5. spontaneously | e. without thinking |
| 6. extensive     | f. thorough         |
| 7. recognizable  | g. identifiable     |
| 8. strategy      | h. action plan      |
| 9. prime         | i. typical          |
| 10. piece        | j. bit              |

## COMPREHENSION QUESTIONS (p.9)

- Apple and Nike
- Red and yellow
- Intersecting circles
- Credit cards
- Over 80%
- More than 20 months
- A digital payments company
- Prime examples
- Symbols
- A kind of monster

## WORDS IN THE RIGHT ORDER (p.20)

- Mastercard is removing its name from its logo.
- The logo had overlapping yellow and red circles.
- The two intersecting circles as a wordless logo.
- Used as the brand's symbol on credit cards.
- People spontaneously recognized the symbol without the word.
- Mastercard conducted extensive research for over 20 months.
- The world is full of instantly recognizable logos.
- A design expert spoke about maximizing the effect.
- Optimize for a very small piece of real-estate.
- A 10-letter name is kind of a monster.

## MULTIPLE CHOICE - QUIZ (p.10)

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

## ALL OTHER EXERCISES

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