

Coke

Pre-Reading

A. Warm-Up Questions

1. What is a soft drink?
Do you drink a lot of soft drinks?
2. Do you like Coke? If so, what type of Coke do you usually drink (Coke Lite, Diet Coke, Coke Classic, Coke with Lime, etc.)?
3. Do you know who invented Coke and when it was invented?
4. Do you know why the drink was named Coca-Cola?
5. What are some of the famous advertising slogans for Coke?
6. What is a 'soda fountain'?



B. Vocabulary Preview

Match up as many words and meanings as you can.

Check this exercise again after seeing the words in context on page 2.

- | | |
|-------------------|--|
| ___ 1. pharmacist | a) a rule |
| ___ 2. invent | b) ingredients and directions to make something |
| ___ 3. beverage | c) an easily remembered phrase used to advertise something |
| ___ 4. formula | d) a druggist |
| ___ 5. local | e) in the area |
| ___ 6. public | f) to eat, drink, or use |
| ___ 7. syrup | g) to come up with, to create something new |
| ___ 8. regulation | h) a thick, sweet liquid |
| ___ 9. consume | i) people in general |
| ___ 10. slogan | j) a drink such as tea, coffee, or soft drink |

Reading

1. Coca-Cola, or 'Coke', is the world's favorite soft drink.
2. Dr. John Pemberton, a **pharmacist** from Atlanta, Georgia, **invented** the sweet, carbonated **beverage** in a kettle in his backyard in early May 1886. His **formula** included tiny amounts of cocaine, as well as caffeine-rich kola nuts. Pemberton's bookkeeper, Frank Robinson, took the words 'cocaine' and 'kola' and came up with the name 'Coca-Cola'. The logo on Coke products was handwritten by Robinson.
3. In those days, people met at the soda fountain counter in their **local** chemist or in their local ice cream parlour to have soft drinks. On May 8, 1886, the soda fountain in Jacob's Pharmacy in Atlanta was the first place to offer Coca-Cola to the **public**. The drink was not a great success at first, mostly because few people knew about it.
4. This began to change in 1887, when Asa Candler bought the rights to Pemberton's formula for \$2,300 (about £1760). He advertised Coca-Cola throughout the United States and, by the late 1890s, Coke had become very popular with the American public. When soft drinks began to be bottled, Candler sold coke **syrup**, the basis of the drink, to bottling companies. These companies paid the Coca-Cola Company for the syrup and the right to bottle its product, and soon Coke was even more successful.
5. Coke became one of the most widely advertised products in the United States and other countries, and today the Coca-Cola Company is the biggest soft-drink company in the world. About 1905, American health **regulations** were changed and cocaine could no longer be used in Coke, but this did not hurt its popularity. It is estimated that more than one billion Coke products are now **consumed** each day.
6. Today, Coca-Cola is more than just a soft drink. Its advertising **slogans**, such as 'the pause that refreshes', and its multicultural advertising campaigns are now part of popular culture and Coke is known around the world.

*The word **Coca-Cola** is often sited as 'the second-most understood word in the world' (behind **OK**). Do you believe this?*

Comprehension

A. True or False?

Read the statements below.

If the statement is true, write T beside the sentence.

If it is false, write F and correct the information in your notebook.

- _____ 1. Frank Robinson invented Coca-Cola.
- _____ 2. Coke contains caffeine.
- _____ 3. Coca-Cola was first sold in a chemist.
- _____ 4. Dr. John Pemberton sold the rights to the Coke formula.
- _____ 5. Nation-wide advertising made Coca-Cola a success.

B. Ask & Answer

Practise asking and answering the following questions with your partner.

Then write your answers in complete sentences in your notebook.

- 1. What is Coke and who invented it?
- 2. How did Coca-Cola get its name?
- 3. Where did people in the United States meet to have soft drinks in the late 1880s?
- 4. Why was Coke not a great success at the beginning?
- 5. How did the Coca-Cola Company become successful?
Give two reasons.
- 6. In what way was Coke changed in the early 1900s and why did this happen?

Vocabulary Practice

A. Complete the Sentences

Complete the sentences using vocabulary from the list to the right.

1. In most countries, _____ is an illegal drug.
2. He is a very _____ president, so he will probably win the next election.
3. Please turn on the _____. I want to make a cup of tea.
4. The 'golden arches' symbol of McDonald's restaurant is probably the most famous _____ in the world.
5. He doesn't like Coke or most other _____ drinks. He prefers to have tea or coffee with his meals.
6. The election is next month, so the political _____ has already begun.
7. I don't know the exact cost of that computer, but I _____ it to be about £200.

Word List

- carbonated
- kettle
- cocaine
- estimate
- campaign
- popular
- logo

B. Expressions

Explain the meaning of the following expressions and give an example of each.

#	Expression	Meaning	Example
1	come up with		
2	buy the rights		
3	did not hurt		

Discussion

1. What does the slogan 'the pause that refreshes' mean to you? Do you think that this is a good slogan for Coke?
2. Discuss several advertising slogans that you like. What products do they represent? Why do you like these slogans?
3. Do you think that the formula for Coke is the same all over the world or do you think that it differs in different countries because of local cultural tastes?
4. Why do you think Coke became so popular all over the world?