

UNIT

1

Names

Look at the titles of the readings and their brief descriptions to preview this unit's content. Before you begin each reading, answer the questions about it.

Reading 1

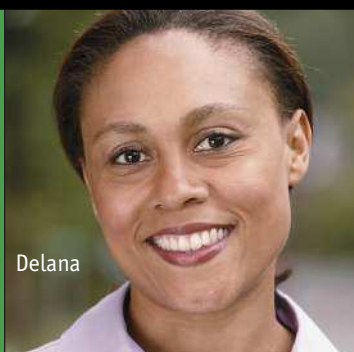


What's Your Name?

Naming traditions are not the same all over the world. This article looks at several different traditions and shows how they can create problems for computer databases.

1. How many names do you have? One? Two? Three? More?
2. Do your friends and your parents call you by the same name? How do other people address you?
3. How did your parents choose your name?

Reading 2



Delana

Do People Like Their Names?

This newspaper article discusses why names are so important to us.

1. Do you have a common name, or do you have an unusual name?
2. Do you like your name? Have you always liked it?
3. Do you have a nickname? If so, what is it? Do you prefer your nickname to your real name?

Reading 3



The Right Name

What decisions are involved in choosing the right name for a business? Find out the history behind the names of five well-known companies.

1. When you think of products with catchy names, which come to mind?
2. What are the names of three popular Web sites on the Internet? Do you think they have catchy names?
3. What qualities does a good brand name have?

Reading 1

What's Your Name?



Predicting

You are going to read about naming traditions in different cultures. Work with a partner. Check (✓) the statements you think the writer says are true.

- ___ 1. In English-speaking countries, everyone has a first name, a middle name, and a last name.
- ___ 2. Most people in Spanish-speaking countries have one family name.
- ___ 3. In some Asian countries, the family name comes before the given, or first, name.
- ___ 4. In Iceland, a brother and sister have different last names.
- ___ 5. Today, international names are not a problem for computer databases.

Skimming

Skim the reading to check your answers. Then read the whole text.

- 1 Do you ever have problems when you fill out an electronic form because it is difficult to enter your name correctly? Most forms in English-speaking countries ask for your first name, sometimes a middle name or initial, and your last name. A first name is sometimes called a given name. It refers to the name that identifies you as an individual. It's the name used by your family and friends. "Last name" is your family name, that is, the name you share with your parents, siblings, and sometimes other members of your family. Many people in English-speaking countries also have a middle name. But this pattern – first, middle, last – isn't always appropriate for names in other languages.
- 2 In some Spanish-speaking countries, it's common for single people to use their first name followed by their father's and then their mother's last names. Sometimes *de*¹ precedes the

¹ *de*: "of" in Spanish

mother's last name. For example, Maria-Jose Carreño Quiñones might be the daughter of Antonio Carreño Rodríguez and Anna Quiñones Marqués. If she includes *de*, she would be Maria-Jose Carreño de Quiñones. You would refer to her as *Señorita*² Carreño, not *Señorita* Quiñones.

In some Asian countries, people usually write their family name first, followed by their given name. For example, in the Chinese name Yao Ming, *Yao* is the family name and *Ming* is the given name. If he is in an English-speaking country, Yao Ming may replace his given name with an English name, for example, Fred. His English name would then be Fred Yao.

In the Icelandic name Björk Jónsdóttir, Björk is the given name. The second part of the name indicates the father's (or sometimes the mother's) name, followed by *-sson* for a male and *-sdóttir* for a female. Björk's father, Jón, was the son of Gunnar, and he is called Jón Gunnarsson. Icelanders prefer to be called by their given name (Björk) or their full name (Björk Jónsdóttir). In fact, in Iceland, telephone directories are sorted by given names. To avoid confusion, people's professions appear next to their names.

So how would Maria-Jose Carreño de Quiñones fill out a form that asks for first name, middle name or initial, and last name? Should she write Carreño or Quiñones as her last name? Will a database recognize the hyphen between the first and last parts of her first name? If Yao Ming writes his name in that order, he will be addressed as Mr. Ming, but "Ming" is actually his first, or given, name. If you were addressing Björk Jónsdóttir, she would be surprised if you called her Ms. Jónsdóttir.

Electronic forms also have trouble with apostrophes or capital letters in the middle of a name. For example, the Irish name O'Reilly may print out as "Oreilly" or "O. Reilly." And the Scottish name McAlister may print as "Mc Alister" or "Mcalister."

These are just a few of the problems that software designers encounter and are trying to solve. Today, the only truly useful electronic form or database is one that is able to accommodate international names.

² *Señorita*: "Miss" in Spanish

A Comprehension Check

Circle the letter of the correct answer.

- What do you know about Anna Quiñones Marqués?
 - Her father's last name is Marqués.
 - Her mother's last name is Quiñones.
 - Her mother's last name is Marqués.
 - Her husband's last name is Quiñones.
- Yao Ming's father's first name is Zhiyuan. What is his father's full name?
 - Zhiyuan Ming
 - Ming Zhiyuan
 - Yao Ming Zhiyuan
 - Yao Zhiyuan
- Björk Jónsdóttir is married to Stefán Magnússon. What is the most probable choice for the name of their daughter Unnur?
 - Unnur Jónsdóttir
 - Unnur Magnússon
 - Unnur Magnúsdóttir
 - Unnur Stefánsdóttir

B Vocabulary Study

Find the words in the box in the reading. Then complete the sentences.

fill out (par. 1)	enter (par. 1)	siblings (par. 1)
precedes (par. 2)	indicates (par. 4)	accommodate (par. 7)

- I have two _____. My brother's name is Harris, and my sister's name is Rebecca.
- In the English alphabet, the letter Y _____ the letter Z.
- All new employees have to _____ this form.
- Then the company can _____ your personal information into its database.
- We can't _____ everyone. We have space for only 100 people.
- An initial between a first and last name _____ that the person has a middle name.

C Recognizing Point of View

Sometimes a writer expresses a point of view, or an opinion. An important part of reading critically is the ability to recognize if the writer has expressed a point of view and if so, to understand what that point of view is.

Check (✓) the statement that best expresses the writer's point of view.

- ___ 1. People should learn about naming traditions in other countries.
- ___ 2. Things would be simpler if there weren't different naming traditions.
- ___ 3. Electronic databases make it easy for people to enter their names correctly.
- ___ 4. Electronic databases need to be improved so that they can deal with names from all over the world.

D Relating Reading to Personal Experience

Discuss these questions with your classmates.

- How would your name be different if you were in one of the parts of the world mentioned in the reading?
- How would you explain the naming traditions of your culture to someone from a different culture?
- Do people ever change their names in your culture? If so, when is it common to change names?

Do People Like Their Names?



Ember



Delana

Thinking About the Topic

Check (✓) the statements that are true for you.
 Compare your answers with a partner.

- ___ 1. I'm glad I have a nickname.
- ___ 2. I like my name because it is original.
- ___ 3. I like my name now. But when I was a child, my name bothered me because it is unusual.
- ___ 4. I'm not sure I like my name.
- ___ 5. Sometimes people mispronounce my name.

Skimming

Skim the reading to see which statements are true for Delana and which are true for Ember. Write *D* or *E* next to each statement. Then read the whole text.

As a shy girl growing up, Delana Pence got a lot of teasing from other children. Her unusual first name didn't help matters. "People would mispronounce it or make fun of it," said Pence. "I asked myself why my parents named me this. Why couldn't I be a Cindy or a Rhonda?" Life got easier in junior high school when someone – Pence can't remember who – started calling her Dee, and the nickname stuck. "I have been called Dee ever

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since, except by my family, who has always called me Delana.” In time, Pence came to terms with her name. “It’s a pretty name, but it took me all these years to struggle with it and figure that out,” she said.

2 Her change of heart doesn’t surprise Cleveland Kent Evans, an associate professor of psychology at Bellevue University, who has studied given names for more than 30 years. “A great many people – more women than men – go through a period during their adolescence where they dislike their names as part of the general adolescent concern with identity and what other people think of them,” he said. “But I think for most people these feelings subside by the time they are in their 30s.” Most people, Evans and other psychologists say, go through life with a favorable view of their names.

3 What is it about names that makes them important, anyway? Why do they matter? In the book *The Language of Names*, Justin Kaplan and Anne Bernays try to answer such questions. “Names penetrate the core of our being and are a form of poetry, storytelling, magic, and compressed history,” the authors write. “Apparently there has never been a society able to get along without them. They are among the first things we ask or learn when we meet someone new, and we use them to form immediate but often unreliable conclusions about personality and ethnicity.” Names define us. “They’re the anchor around which we build our identity,” Evans said. “When you think of yourself, the first thing you think of is your name.”

4 Ember Gibson, a student, seems to be struggling with an identity issue. She is unsure about how she feels about her name. “I get teased often, but then I have people compliment me, too,” Ember said. “Most of the kids call me Amber. Some say, ‘Are you on fire?’ And others say, ‘What?’ When I stop and think about it, though, I like that it’s original. . . . Maybe by the time I graduate, I’ll know if I like it or not.”

Adapted from *The Columbus Dispatch*

A Comprehension Check

Every paragraph in the reading is about one topic. Write the correct paragraph number for each topic.

- _____ a. This paragraph discusses why names are so important to people.
- _____ b. This paragraph explains why one person is not sure whether or not she likes her name.
- _____ c. This paragraph describes how one person’s feelings have changed over a period of time.
- _____ d. This paragraph explains that most adults like their names, despite how they felt when they were younger.

B Vocabulary Study

Find the words and phrases in *italics* in the reading. Then match the words and phrases with their meanings.

- | | |
|---|-----------------------------------|
| ___ 1. <i>stuck</i> (par. 1) | a. the most important part |
| ___ 2. <i>came to terms with</i> (par. 1) | b. become less and less |
| ___ 3. <i>change of heart</i> (par. 2) | c. different opinion |
| ___ 4. <i>subside</i> (par. 2) | d. accepted a difficult situation |
| ___ 5. <i>favorable</i> (par. 2) | e. laughed at |
| ___ 6. <i>core</i> (par. 3) | f. continued or stayed |
| ___ 7. <i>teased</i> (par. 4) | g. positive |

C Making Inferences

Sometimes the reader must infer, or figure out, what the writer did not explain or state directly in the text.

Check (✓) the statements that you can infer from the reading.

- ___ 1. Delana didn't know why her parents chose her name.
- ___ 2. Cindy and Rhonda are common names.
- ___ 3. Delana's family prefers her real name to her nickname.
- ___ 4. Adolescent males like their names.
- ___ 5. Names were important in ancient societies.
- ___ 6. Amber is a more common name than Ember.
- ___ 7. Ember will like her name when she's an adult.

D Relating Reading to Personal Experience

Discuss these questions with your classmates.

- If you have children, what will you name them? Why? If you already have children, what names did you choose? Why?
- What are your three favorite English names for males? For females?
- If you could change your name, what would you change it to? Why?

Reading 3

The Right Name

Thinking About the Topic

Look at the names of these companies. Which companies do you think have good or memorable names? Do you know how the companies got those names? Discuss your answers with a partner.



Scanning

Scan the reading to find and circle the company names. Find out the original names of these companies. Then read the whole text.

- 1 What is a six-letter word that immediately comes to mind when you need some information on the Internet? You probably thought of Google. But Google wasn't always the name of the famous search engine. In fact, the original name was BackRub!
- 2 BackRub was the name two graduate students gave to the new search engine they developed in 1996. They called it BackRub because the engine used backlinks¹ to measure the popularity of Web sites. Later, they wanted a better name – a name that suggests huge quantities of data. They thought of the word *googol*. (A googol is a number followed by 100 zeros.) When they checked the Internet registry of names to see if *googol* was already taken, one of the students misspelled the word by mistake, and that's how Google was born.

¹ **backlink:** If you publish a Web page, other people's links to your site are called backlinks.

Google is just one example of a name change in the business world. Many other companies have decided to change their names or the names of their products. Their reasons are usually different, but the goal is always the same: to find a name that is unique, easy to pronounce, and easy to remember. 3

Here are some more examples: 4

Jerry Yang and David Filo, two young computer specialists, developed a guide to Internet content in 1994. They called it "Jerry and David's Guide to the World Wide Web." But they soon realized that this wasn't a very catchy name, so they searched through a dictionary and found a better one: "Yahoo."

Sometimes companies change their names because of the popularity of one of their products. The Xerox Corporation is a good example. Xerox has been a familiar name in workplaces and schools for many years, but the company wasn't always called Xerox. Its original name was the Haloid Company, and it produced photographic paper. In 1947, the company developed a photocopy machine based on a technique known as xerography. The photocopiers became so well known that Haloid decided to change its name to Xerox in 1961. 5

A similar situation occurred in the world of athletic sportswear. In 1962, a young runner named Phil Knight started a company called Blue Ribbon Sports. He wanted to distribute Japanese running shoes, called Tigers, to the United States. In 1971, Knight decided to design and manufacture his own brand of shoes. He named the shoes after the Greek goddess of victory – Nike. Nike shoes became so well known that Knight changed the name of the whole company to Nike. 6

Name changes in business go back many years. Consider "Brad's Drink." This was the name of a soft drink invented by an American pharmacist, Caleb Bradham, in 1893. Bradham discovered a new way to make a sweet, fizzy cola drink. He decided that a better name would help sell the product worldwide. He called both the drink and his company Pepsi-Cola. Some people believe that this name was based on two ingredients in the drink – pepsin and cola nuts. Today Pepsi-Cola is one of the most popular soft drinks, and the company's current name, PepsiCo, is famous around the world. 7

A Comprehension Check

Complete the statements with *Google*, *Yahoo*, *Xerox*, *Nike*, or *PepsiCo*.

- Before it became the official name of a company, the name _____ was well-known in offices and schools.
- The name _____ is not related to its product, and it's much shorter than the original name.
- The original company name of _____ came from two ingredients in a drink.
- Both _____ and _____ changed the names of their companies to the names of their most popular products.
- _____ got its name from a word for a number.

B Vocabulary Study

Find the words and phrases in *italics* in the reading. Then circle the correct meanings.

- If a name *suggests* something, it **makes you think of / describes** something. (par. 2)
- If you *misspelled* a word, you **didn't spell / spelled** it correctly. (par. 2)
- If you do something *by mistake*, you do it **accidentally / without any errors**. (par. 2)
- When you *distribute* a product, you **make it available / stop selling it**. (par. 6)
- When you are *named after* someone, you have **a different / a similar or the same** name. (par. 6)
- A *fizzy* drink has **bubbles / sugar**. (par. 7)

C Organizing Information into a Chart

Organizing information into a chart can help you deepen your understanding of a reading and see how different parts of the reading relate to each other.

Complete the chart with information about each company.

Name of company	Person(s) who started company	Original name of company	Origin of current name of company
Google			
Yahoo			<i>a catchy word in the dictionary</i>
Xerox			
Nike			
PepsiCo			

D Relating Reading to Personal Experience

Discuss these questions with your classmates.

- How important is the name of a product to its success? For example, if Google had never changed its name from BackRub, would it be as popular as it is today?
- Name three products that are not mentioned in the reading. Are the names of the products unique, easy to pronounce, and easy to remember? Which product has the best name?
- Make up a name for a new product. Can your classmates guess what the product is?

Reread one of the unit readings and time yourself. Note your reading speed in the chart on page 124.