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**Level 5** – 11th January, 2019

## Mastercard removes its name from its logo

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<https://breakingnewsenglish.com/1901/190111-company-logo-5.html>

### Contents

The Reading	2
Phrase Matching	3
Listening Gap Fill	4
No Spaces	5
Survey	6
Writing and Speaking	7
Writing	8

Please try Levels 4 and 6. They are (a little) harder.

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# THE READING

From <https://breakingnewsenglish.com/1901/190111-company-logo-5.html>

The credit card company Mastercard is removing its name from its logo. It will follow Apple and Nike in having a logo that has no writing. Mastercard traditionally used a logo that had overlapping yellow and red circles with the word "Mastercard" written on them. It has decided to drop the word "Mastercard" and use just the two circles in a wordless logo. The new logo will be the symbol on its credit cards and in stores and at sports events. The company said over 80 per cent of people instantly recognized the new symbol without the word "Mastercard".

Mastercard did much research for more than 20 months on how recognizable the new wordless logo was. The logo is part of a wider strategy to move from being a credit card company to a digital payments company. The world is full of well-known logos that have no words. Apple's bitten apple logo and Nike's swoosh are examples. Most logos of apps on smartphones are just symbols. A design expert said a small logo on a phone or watch needed to be powerful. He said: "You're trying to optimize for 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>

# PHRASE MATCHING

From <https://breakingnewsenglish.com/1901/190111-company-logo-5.html>

## PARAGRAPH ONE:

- |                                    |                        |
|------------------------------------|------------------------|
| 1. It will follow Apple            | a. "Mastercard"        |
| 2. having a logo that              | b. events              |
| 3. overlapping yellow and red      | c. has no writing      |
| 4. It has decided to drop the word | d. the new symbol      |
| 5. two circles in a wordless       | e. circles             |
| 6. the symbol                      | f. logo                |
| 7. sports                          | g. and Nike            |
| 8. instantly recognized            | h. on its credit cards |

## PARAGRAPH TWO:

- |                                     |                      |
|-------------------------------------|----------------------|
| 1. Mastercard did much              | a. just symbols      |
| 2. how recognizable the new         | b. strategy          |
| 3. part of a wider                  | c. monster           |
| 4. a digital payments               | d. research          |
| 5. well-known logos that            | e. wordless logo was |
| 6. logos of apps on smartphones are | f. of glass          |
| 7. a very small piece               | g. have no words     |
| 8. kind of a                        | h. company           |

# LISTEN AND FILL IN THE GAPS

From <https://breakingnewsenglish.com/1901/190111-company-logo-5.html>

The credit card company Mastercard (1) \_\_\_\_\_ name from its logo. It will follow Apple and Nike in (2) \_\_\_\_\_ that has no writing. Mastercard traditionally used a logo that had (3) \_\_\_\_\_ red circles with the word "Mastercard" written on them. It has decided to (4) \_\_\_\_\_ "Mastercard" and use just the two circles in a wordless logo. The new logo will be the symbol on its credit cards (5) \_\_\_\_\_ and at sports events. The company said over 80 per cent of people (6) \_\_\_\_\_ new symbol without the word "Mastercard".

Mastercard did (7) \_\_\_\_\_ more than 20 months on how recognizable the new wordless logo was. The logo is (8) \_\_\_\_\_ strategy to move from being a credit card company to (9) \_\_\_\_\_ company. The world is full of well-known logos that have no words. Apple's bitten apple logo and Nike's swoosh are examples. Most (10) \_\_\_\_\_ on smartphones are just symbols. A design expert said a small logo on a phone (11) \_\_\_\_\_ to be powerful. He said: "You're trying to optimize for a very small piece...of glass....A 10-letter name is kind (12) \_\_\_\_\_."

# PUT A SLASH ( / ) WHERE THE SPACES ARE

From <https://breakingnewsenglish.com/1901/190111-company-logo-5.html>

The credit card company Mastercard is removing its name from its logo. It will follow Apple and Nike in having a logo that has no writing. Mastercard traditionally used a logo that had overlapping yellow and red circles with the word "Mastercard" written on them. It has decided to drop the word "Mastercard" and use just the two circles in a wordless logo. The new logo will be the symbol on its credit cards and in stores and at sport events. The company said over 80 percent of people instantly recognized the new symbol without the word "Mastercard". Mastercard did much research for more than 20 months on how recognizable the new wordless logo was. The logo is part of a wider strategy to move from being a credit card company to a digital payments company. The world is full of well-known logos that have no words. Apple's bitten apple logo and Nike's swoosh are examples. Most logos of apps on smartphones are just symbols. A design expert said a small logo on a phone or watch needed to be powerful. He said: "You're trying to optimize for a very small piece... of glass.... A 10-letter name is kind of a monster."

# COMPANY LOGOS SURVEY

From <https://breakingnewsenglish.com/1901/190111-company-logo-4.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.

## WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student A: Do not show these to your speaking partner(s).

a) \_\_\_\_\_

b) \_\_\_\_\_

c) \_\_\_\_\_

d) \_\_\_\_\_

e) \_\_\_\_\_

f) \_\_\_\_\_

*Mastercard removes its name from its logo – 11th January, 2019*  
More free lessons at [breakingnewsenglish.com](http://breakingnewsenglish.com)

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## WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student B: Do not show these to your speaking partner(s).

a) \_\_\_\_\_

b) \_\_\_\_\_

c) \_\_\_\_\_

d) \_\_\_\_\_

e) \_\_\_\_\_

f) \_\_\_\_\_

# WRITING

From <https://breakingnewsenglish.com/1901/190111-company-logo-5.html>

Write about **company logos** for 10 minutes. Read and talk about your partner’s paper.

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