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With your host GEORGIANA
Founder of SpeakEnglishPod.com

Episode #039

*How to Pronounce
Technology Brands
like an American*

Hi, dear students!

I'm Georgiana, founder of SpeakEnglishPod.com. My mission is to help YOU to speak English fluently and confidently.

- Today you'll practice some pronunciation with the most popular technology brands on the market. I'll help you to pronounce these brands just like an American.
- Later you'll **practice your listening** with an interesting point of view **story**.

As you can see, you can learn English in a fun and effective way, only by listening! Please help me to spread the word by sharing it with your friends and family or by writing a review on iTunes. That means a lot to me. Thanks.

Before you continue listening make sure you get the text. Visit my website: SpeakEnglishPod.com and look for episode #039.

Now let the fun begin!

Today I'll try something new. I'll be giving you some information about each brand and you'll need to guess the name of the brand. Believe me it'll be fun!

Let's get started!

1. Adobe Systems

Have you heard of PDF documents? The PDF is the most common digital document format. And can you guess what company created it?

_____ (Answer my question.)

It's **Adobe** Systems! **Adobe** also created Photoshop, which is the most popular image editing software.

2. Amazon.com

Imagine a website where you can purchase almost anything you want. Can you guess which website am I referring to?

_____ (Answer my question.)

Yes! **Amazon.com**! And it's my favorite place to buy!! **Amazon** is mostly known for its widely selection of books, although **Amazon** has expanded to sell electronics, music, furniture, etc.

3. Apple

Now I'm gonna to ask you to guess what's the name of this American multinational founded in the seventies. I'll give you a first hint: One of the founders is called Steve Wozniak.

_____ (Try to guess the name of the company.)

Still not sure? What if I tell you that the other founder was Steve Jobs?

_____ (Say the name of the company.)

Yes! The name of the company is **Apple**. **Apple's** most popular products are the iPhone, iPad, and iTunes. And millions of people enjoy other products like the iMac and the MacBook.

4. Canon or Nikon?

So, you wanna to get serious about photography. In fact, any expert will recommend you one these two photography brands. Let me give you a hint: Both brands are Japanese.

_____ (Try to guess the two brands.)

Yes! I was referring myself to **Canon** and **Nikon**.

Just keep in mind that both **Cannon** and **Nikon** offer a great quality so, when choosing between camera brands, it's best to compare each camera individually.

5. eBay

What if you want to sell your second-hand items online? You could set up your own website, but it's much quicker and safer to use this popular website. Can you guess its name?

_____ (Guess the name of the website.)

Yes, I was talking about **eBay**! **eBay** is the most popular online second-hand platform. In fact, I used to buy very often on **eBay** when **Amazon.com** was selling just books. People sell on **eBay** things on that they don't need any more from books to furniture.

6. Facebook

Now I'd like you to tell me the name of the most popular website that allows you to have literally thousands of friends (virtual friends, of course). This one's easy. Can you guess?

_____ (Tell me the name of the website.)

Yes!! **Facebook**! As you already know, **Facebook** is a website where people can connect with their family and friends and like I said earlier, it's a place where you can make new friends too. I often use **Facebook** to connect with my amazing students from the *Speak English Now Community*.

7. Google

Are you looking for something? Then you need the best tool to find what you're looking for. I'll give you another hint: It's a website with a really strange name. What am I talking about?

_____ (Say the name of the website.)

Yes!! **Google!**

Google is a multinational technology company. Their most popular invention is the **Google Search**. Millions of people use this free tool to search things on the Internet. **Google** is by far the most-used search engine on the World Wide Web.

8. HP

Now think about printers and you'll guess the name of the company. This is an easy one! So, which company am I referring to?

_____ (Say the name of the website.)

Yes!! **HP**, which is one of the world's largest computer and electronics companies. **HP** is best known today for its line of LaserJet and DeskJet printers. The name **HP** comes from their founders, Bill **Hewlett** and David **Packard**. The **HP** founders were classmates at the Stanford university.

9. IBM

Do you know what's the largest computer company in the world? I'll give you two hints: The company is also called The Big Blue and the name of the company has only three letters.

_____ (Say the name of the company.)

Yes! I am talking about **IBM**! **IBM** is short for **International Business Machines**, and it's also known as The Big Blue.

IBM launched their first computer in 1953 and like I said before **IBM** is the largest computer company in the world.

It's not clear why it's been nicknamed The Big Blue but it could be due to its blue logo and because the employees used to wear white shirts with blue suits.

10. Microsoft Corporation (MS)

And can you guess what's the most popular software company in the world? I'll give you two hints: Most personal computers use this software and the name of the company starts with the letter M.

_____ (Tell me the name of the company.)

Yes!! I'm talking about **Microsoft**!! I'm sure that many of you are currently using **Microsoft's** operating system (OS). It's the most popular software in the world and almost everybody has used **Microsoft's** software at work or even at home.

11. Netflix

Now let's see if you can guess the name of this service. You get home, turn on the TV and then you choose among hundreds of TV shows, movies, etc. and it's really affordable too.

_____ (Tell me the name of the service.)

It's **Netflix**! **Netflix** is a streaming software that allows you to instantly watch films and series on different devices, including smart TVs, game consoles, smartphones, or tablets. Honestly, before using **Netflix** I didn't watch TV. I started using it on my PC and now I watch **Netflix** on a smart TV.

12. Nintendo

Ok, let's continue! I'll give two words: game consoles. Do you need more hints? Video games. What's the first name that comes to your mind?

_____ (Tell me the name of the brand.)

Yes! It's **Nintendo**! **Nintendo** is a Japanese Company widely known for their video game Super Mario. The video game became popular in the 80's and it's still available on **Nintendo** DS and on PlayStation.

13. Nokia

You can easily guess the next brand if I'll tell you their slogan. And the slogan started with the name of the company...connecting people.

_____ (What's the name of the brand?)

Yes! It's **Nokia**! **Nokia** was the most popular phone company until 2008. I remember a time when everybody was proud to own a **Nokia** cell phone. The company launched their first mobile phone in 1992.

14. PayPal

When you pay online, you need to use a reliable payment tool. Try to guess the most popular one.

I'll give you a really good hint: the name of this payment tool starts with the word "pay."

_____ (What's the name of the payment tool?)

Yes! I was referring myself to **PayPal**, of course.

PayPal is the preferred method of online payment. It allows secure online payment with your credit card or bank account. And many people don't know this, but **eBay** actually bought **PayPal** in 2002. However, the two companies eventually split in 2015.

15. Samsung

If you want to buy a smartphone you might wanna check out this company's smartphones. I'll give you a hint: the company is from South Korea.

_____ (What's the name of the company?)

Yes! **Samsung**. Right now, **Samsung** is popular for the **Samsung** Galaxy smartphones and has been the world's largest television manufacturer for the last 10 years. But **Samsung** has a full line of home appliances, including fridges, microwaves, washing machines, dishwashers and more.

15. Sony

Let's continue with another multinational company. I'll give you a hint: this company came up with the first portable music player.

Can you guess its name?

_____ (What's the name of the company?)

And the correct answer is **Sony**. **Sony** introduced the Walkman in the 80's. It was a portable cassette player that allowed people to listen to music outside their homes. **Sony** is also widely known for inventing the PlayStation console.

16. YouTube

And this will be the last brand for today. As you already know Internet gives you unlimited possibilities. One of them is to have your personal TV channel. You can watch anything you like whenever you like or even create your own content. I'm sure this is an easy one. Can you guess the name of the website?

_____ (What's the name of the website?)

It's **YouTube! YouTube** is a video sharing service where you can watch, like, share, comment and upload your own videos; like I just said, it's your personal TV! The interesting fact about **YouTube** is that it was founded by three former **PayPal** employees. They were having difficulties sharing some videos online.

POV Story

(Improve your Listening)

Now you'll practice with the point of view story. This kind of story will help you to improve your English **grammar**. It's very simple. I tell you the same story more than once. Every time I change a grammatical aspect. So, you can see how grammar changes and you can compare. You just have to listen.

OK! Let's start!

I'll start telling the story from Charlie's point of view in the present tense.

I'm Charlie, and I'm an engineer. I used to work at **IBM**, but I'm currently working at **HP**. I love being surrounded by technology, and I'm a big fan of reviewing products on **YouTube**. My most requested videos are the comparisons between **Nikon** and **Canon** cameras and **Samsung** and **Sony** TVs.

I'm also a collector. I'm proud to have the very first **Nokia** cell phone, and the first **Nintendo** console, both purchased on **eBay**, using **PayPal**. In fact, I scanned the manuals, and I read the pdf documents with the **Adobe** app.

I have a **Facebook** and **Google+** profile, where I post my reviews. I use several devices: sometimes I like posting from my **Apple** MacBook laptop, my **Samsung** Galaxy smartphone, or my PC, with the **Microsoft** Windows installed.

When I want to relax, I turn on my **Sony** TV and watch **Netflix** TV shows.

*I must say that Charlie is really awesome! Do you think so?
Now I'll tell you the story from a different point of view
(Third Person Present Tense)*

Charlie is an engineer, and he used to work at **IBM**, but he's currently working at **HP**. He loves being surrounded by technology, and he's a big fan of reviewing products on **YouTube**. His most requested videos are the comparisons between **Nikon** and **Canon** cameras and **Samsung** and **Sony** TVs.

He's also a collector. He's proud to have the very first **Nokia** cell phone, and the first **Nintendo** console, both purchased on **eBay**, using **PayPal**. In fact, he scans the manuals, and he reads the pdf documents with the **Adobe** app.

He has a **Facebook** and **Google+** profile, where he posts his reviews. He uses several devices: sometimes he likes posting from his **Apple** MacBook laptop, his **Samsung** Galaxy smartphone, or his PC, with the **Microsoft** Windows installed.

When he wants to relax, he turns on his **Sony** TV and watches **Netflix** TV shows.

This is the end of this story. I hope you enjoyed.

Now imagine a whole story told this way. It's incredible how much you can learn with this method. Instead of having to memorize boring grammar rules you can use this method to learn grammar. It's more enjoyable but also more effective.

My new English course, the *Enchanted Course* will help you to **improve your spoken English and your grammar. It will take your English to an advanced level.**

Go to **EnchantedCourse.com** and bring your **spoken English** to an **advanced** level!

I'll be back with a new episode next week!

Bye! Bye!