

IKEA OFFERS HELP WITH NAMES

June 29th, 2022

WARM-UP QUESTIONS: *Discuss the following questions with your partner(s).*

1. What pieces of furniture do you have in your house?
2. Read the headline above. Have you heard this news story? If so, say what you know. If not, can you guess what it is about?

VOCABULARY: *Match the following vocabulary words with a description. Use a dictionary if you need to.*

- | | |
|---------------------------------|--|
| 1. Settle on | a) (as used in stage instructions) introduces the following thing into a situation |
| 2. Boom | b) the way a word sounds when spoken aloud |
| 3. Enter | c) to make a choice after considering a few options |
| 4. Alphabetically | d) the attention that a person, product, or organization gets from the media |
| 5. Pronunciation | e) arranged according to the order of the letters in the alphabet |
| 6. Publicity | f) a sudden increase |
| 7. Name [sb/sth] after [sb/sth] | g) to give someone or something the same name as someone or something else |

LISTEN: *Listen to the audio track on [eslnewstories.com](https://www.eslnewstories.com) or to a reader of the text. Try to fill in the missing words. Then check your answers with the full text.*

Furniture company Ikea is offering to help parents find baby names. Choosing a new child's name can be challenging, and many parents _____ several names before finally settling on the name their child is likely to keep for life. With several countries experiencing pandemic-related baby booms, a lot of parents are going _____ this process.

Enter Ikea's Norway branch, which has published a list of potential names online. The list is an alphabetically arranged _____ of the names of Ikea furniture. Ikea, a giant furniture and home-decorating company from Sweden, often names their furniture _____ Swedish towns and geographical features, as well as uses names that are traditionally given to people.

The list includes the names of furniture models from as far _____ as the 1950s, like *Balder*, up to 2022's *Eirik*. Some of the names, for example *Vanessa* and *Billy*, are common names among English speakers. Others, such as *Poäng*, are known better as furniture models _____ Ikea fans.

Whether many people will consider naming their child after a piece of furniture is unclear. For people outside Scandinavia, the _____ pronunciation of Ikea products is not always obvious, and pronunciation is something parents consider when naming children. One thing is clear - Ikea's offer has brought them some _____ publicity.

WORD FORMS: Fill in different forms for the vocabulary from the article. Use a dictionary if you need to. Where there is an **x**, the word is unimportant for ESL students, has a different meaning, or doesn't exist. Sometimes there are multiple possible answers, and sometimes the adjective form is a past or present participle.

VERB	ADJECTIVE	ADVERB	NOUN
			boom
enter		x	
x		alphabetically	
name		x	
			pronunciation
			publicity

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Whether many people will consider naming their child after a piece of furniture is unclear. For people outside Scandinavia, the exact pronunciation of Ikea products is not always obvious, and pronunciation is something parents consider when naming children. One thing is clear - Ikea's offer has brought them some free publicity.

Sources: apnews.com, apartmenttherapy.com

For source links, see the article on ESLNewsStories.com

COMPREHENSION: *Decide if the following are true (T) or false (F), and then discuss your answers with your partner(s).*

1. Ikea is a furniture company from Norway. (T / F)
2. In some countries, more babies than usual are being born. (T / F)
3. Ikea names their furniture after famous people. (T / F)
4. Vanessa, Billy, and Balder are examples of furniture made by Ikea. (T / F)

COMPLETE: *Re-order the following sentences. Capitalize certain words and add punctuation.*

1. published / ikea / baby / a / names / list / of

2. for / can / choosing / your / be / a / difficult / name / child

DISCUSSION: *Discuss the following questions with your partner(s). Try to speak in sentences and ask follow-up questions.*

1. Do you like your name? Why or why not?
2. What names of other people do you like? Do you have a favorite?
3. How did your parents choose your name(s)?
4. What should parents think about when naming a child?
5. Some people name their children after celebrities or politicians. Would you consider doing this? Why or why not?
6. Have you been to an Ikea store? What was it like? If not, what have you heard about Ikea?
7. What's your favorite piece of furniture? Describe it in as much detail as possible.
8. What do you think about Ikea's offer? Would you consider using a name from their list to name a child?

- Have you ever been to Scandinavia? What was it like? If not, are you interested in going there? To do or see what?
- Why did the pandemic lead to a baby boom in some places?

WRITING: Write a paragraph that clearly states your opinion on the above news article. Give reasons for your opinion.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins or other markings on the paper.

ANSWERS

VOCABULARY: 1-c, 2-f, 3-a, 4-e, 5-b, 6-d, 7-g

WORD FORMS: boom, booming, boomingly, entered, entry, alphabetical, alphabet, named, name, pronounce, pronounced, pronouncedly, publicize, public, publicly

COMPREHENSION: 1-F, 2-T, 3-F, 4-T

COMPLETE: 1. Ikea published a list of baby names. 2. Choosing a name for your child can be difficult.