



High School

ELD 3/4

WEEK #2

THE ARTICLE

From <https://breakingnewsenglish.com/2003/200318-hand-sanitiser.html>

As with many countries, France is experiencing a shortage of hand sanitiser. To help combat this, the luxury goods maker Louis Vuitton (LVMH) will start making sanitiser to help fight the COVID-19 virus. The company will repurpose its perfume production lines to start making anti-viral products. A spokesperson said the company wants to help tackle the shortage of sanitiser across France. He announced: "LVMH will use the production lines of its perfume and cosmetic brands to produce large quantities of alcoholic gels. These gels will be delivered free of charge to health authorities." He added: "LVMH will continue to honour this commitment for as long as necessary, in connection with the French health authorities."

LVMH is a luxury goods conglomerate that owns well-known brands such as champagne maker Moët & Chandon, watchmaker Tag Heuer and jeweller Bulgari. Its factories manufacture perfume and makeup for brands like Christian Dior and Givenchy. In a warlike effort, they will change production to help France's health system. More commercial companies could start helping out in the fight against the coronavirus. The UK government has asked the car and jet-engine maker Rolls Royce to start making ventilators. These are urgently required to help people hospitalised with the virus breathe. The UK's health service has a huge shortage of ventilators and is readying itself for more people to contract the virus.

Sources: <https://www.vogue.com/article/lvmh-to-produce-hand-sanitizer-coronavirus>
<https://edition.cnn.com/2020/03/15/business/coronavirus-lvmh-dior-hand-sanitizer-trnd/index.html>
<https://www.bbc.com/news/business-51868756>

VOCABULARY MATCHING

Paragraph 1

- | | |
|--------------------|---|
| 1. shortage | a. Make big efforts to deal with a problem or difficult task. |
| 2. combat | b. The state or quality of being dedicated to a cause. |
| 3. repurpose | c. A state or situation in which something needed cannot be obtained in sufficient amounts. |
| 4. production line | d. Take action to reduce, destroy, or prevent something undesirable. |
| 5. tackle | e. A factory system in which a thing being made passes through a set sequence of mechanical or manual operations. |
| 6. honour | f. Keep a promise or obligation or keep to an agreement. |
| 7. commitment | g. Adapt for use in a different purpose. |

Paragraph 2

- | | |
|-----------------|--|
| 8. conglomerate | h. Take air into the lungs and then expel it as a regular physiological process. |
| 9. warlike | i. In a way which requires immediate action or attention. |
| 10. commercial | j. A machine for helping people breathe. |
| 11. ventilators | k. A large corporation formed by the merging of separate and diverse firms. |
| 12. urgently | l. Catch or develop a disease. |
| 13. breathe | m. Of plans, preparations, or munitions directed toward or prepared for war. |
| 14. contract | n. Concerned with or engaged in business. |

BEFORE READING / LISTENING

From <https://breakingnewsenglish.com/2003/200318-hand-sanitiser.htm>

1. TRUE / FALSE: Read the headline. Guess if a-h below are true (T) or false (F).

- a. Hand sanitiser is not scarce in France. **T / F**
- b. Louis Vuitton will build new factories to make hand sanitiser. **T / F**
- c. Louis Vuitton will make alcoholic gels. **T / F**
- d. Louis Vuitton will provide the hand sanitiser at low prices. **T / F**
- e. Louis Vuitton is part of a group that owns the jeweller Bulgari. **T / F**
- f. The article says Louis Vuitton's effort was "warlike". **T / F**
- g. Rolls Royce has been asked to make ventilators for hospitals. **T / F**
- h. The UK has enough ventilators to last for two years. **T / F**

2. SYNONYM MATCH:

Match the following synonyms. The words in **bold** are from the news article.

- | | |
|------------------------|----------------|
| 1. shortage | a. promise |
| 2. combat | b. volumes |
| 3. quantities | c. preparing |
| 4. authorities | d. corporation |
| 5. commitment | e. fight |
| 6. conglomerate | f. endeavour |
| 7. manufacture | g. respirator |
| 8. effort | h. scarcity |
| 9. ventilator | i. produce |
| 10. readying | j. officials |

3. PHRASE MATCH: (Sometimes more than one choice is possible.)

- | | |
|-------------------------------------|--------------------------|
| 1. As with | a. of ventilators |
| 2. repurpose its perfume production | b. as necessary |
| 3. start making anti- | c. conglomerate |
| 4. LVMH will continue to honour | d. required |
| 5. for as long | e. this commitment |
| 6. LVMH is a luxury goods | f. to contract the virus |
| 7. the car and jet- | g. many countries |
| 8. These are urgently | h. engine maker |
| 9. a huge shortage | i. lines |
| 10. readying itself for more people | j. viral products |

COMPREHENSION QUESTIONS

From <https://breakingnewsenglish.com/2003/200318-hand-sanitiser.html>

1. What did the article say France is experiencing?
2. What will Louis Vuitton repurpose to make hand sanitiser?
3. What will Louis Vuitton make large quantities of?
4. How much is Louis Vuitton charging for the hand sanitiser?
5. For how long will Louis Vuitton make the hand sanitiser?
6. What jeweller does the Louis Vuitton group own?
7. What brand does the LVMH group make perfume for besides Givenchy?
8. Which car company might start making ventilators?
9. What do ventilators help people do?
10. What is the UK government readying itself for?

MULTIPLE CHOICE - QUIZ

From <https://breakingnewsenglish.com/2003/200318-hand-sanitiser.html>

- 1) What did the article say France is experiencing?
 - a) masks
 - b) a shortage of hand sanitiser
 - c) a crisis
 - d) sad times
- 2) What will Louis Vuitton repurpose to make hand sanitiser?
 - a) its tanning factories
 - b) perfume bottles
 - c) chemicals
 - d) its perfume production lines
- 3) What will Louis Vuitton make large quantities of?
 - a) alcoholic gels
 - b) bags
 - c) tissues
 - d) perfumes
- 4) How much is Louis Vuitton charging for the hand sanitiser?
 - a) \$10
 - b) one euro
 - c) nothing
 - d) they haven't decided yet
- 5) For how long will Louis Vuitton make the hand sanitiser?
 - a) a year or two
 - b) for as long as necessary
 - c) a week
 - d) until the end of the year
- 6) What jeweller does the Louis Vuitton group own?
 - a) Bulgari
 - b) Tiffany
 - c) Chopard
 - d) Cartier
- 7) What brand does the LVMH group make perfume for besides Givenchy?
 - a) Burberry
 - b) Coach
 - c) Christian Dior
 - d) Chanel
- 8) Which car company might start making ventilators?
 - a) Rolls Royce
 - b) Ferrari
 - c) Renault
 - d) Tesla
- 9) What do ventilators help people do?
 - a) breathe
 - b) vent
 - c) stay calm
 - d) relax
- 10) What is the UK government readying itself for?
 - a) the worst case scenario
 - b) chaos
 - c) the end of the virus
 - d) more people to get the virus

PUT THE TEXT BACK TOGETHER

From <https://breakingnewsenglish.com/2003/200318-hand-sanitiser.html>

Number these lines in the correct order.

- () virus. The company will repurpose its perfume production lines to start making anti-viral
- () LVMH is a luxury goods conglomerate that owns well-known brands such as champagne maker Moët & Chandon, watchmaker Tag Heuer
- () like Christian Dior and Givenchy. In a warlike effort, they will change production to help France's health
- () and jeweller Bulgari. Its factories manufacture perfume and makeup for brands
- (**1**) As with many countries, France is experiencing a shortage of hand sanitiser. To help combat this, the luxury
- () the virus breathe. The UK's health service has a huge shortage of ventilators and is readying itself for more people to contract the virus.
- () products. A spokesperson said the company wants to help tackle the shortage of sanitiser across France. He announced:
- () to honour this commitment for as long as necessary, in connection with the French health authorities."
- () "LVMH will use the production lines of its perfume and cosmetic brands to produce large quantities
- () system. More commercial companies could start helping out in the fight against the
- () of alcoholic gels. These gels will be delivered free of charge to health authorities." He added: "LVMH will continue
- () goods maker Louis Vuitton (LVMH) will start making sanitiser to help fight the COVID-19
- () making ventilators. These are urgently required to help people hospitalised with
- () coronavirus. The UK government has asked the car and jet-engine maker Rolls Royce to start

PUT THE WORDS IN THE RIGHT ORDER

From <https://breakingnewsenglish.com/2003/200318-hand-sanitiser.html>

1. of hand a sanitiser . shortage is France experiencing
2. repurpose lines . The perfume production its will company
3. company the tackle to shortage . wants The help
4. of charge . will delivered These gels free be
5. to honour this commitment . LVMH continue will
6. well-known brands . conglomerate owns goods A that luxury
7. help system . Change production health to France's
8. helping out . start could commercial More companies
9. hospitalised the people with breathe . To help virus
10. for to more Readying COVID-19 . itself contract people

PUNCTUATE THE TEXT AND ADD CAPITALS

From <https://breakingnewsenglish.com/2003/200318-hand-sanitiser.html>

as with many countries france is experiencing a shortage of hand sanitiser to help combat this the luxury goods maker louis vuitton lvmh will start making sanitiser to help fight the covid19 virus the company will repurpose its perfume production lines to start making antiviral products a spokesperson said the company wants to help tackle the shortage of sanitiser across france he announced lvmh will use the production lines of its perfume and cosmetic brands to produce large quantities of alcoholic gels these gels will be delivered free of charge to health authorities he added lvmh will continue to honour this commitment for as long as necessary in connection with the french health authorities

lvmh is a luxury goods conglomerate that owns wellknown brands such as champagne maker moët chandon watchmaker tag heuer and jeweller bulgari its factories manufacture perfume and makeup for brands like christian dior and givenchy in a warlike effort they will change production to help frances health system more commercial companies could start helping out in the fight against the coronavirus the uk government has asked the car and jetengine maker rolls royce to start making ventilators these are urgently required to help people hospitalised with the virus breathe the uks health service has a huge shortage of ventilators and is readying itself for more people to contract the virus

ACADEMIC WRITING

From <https://breakingnewsenglish.com/2003/200318-hand-sanitiser.html>

All companies worldwide should change to help fight COVID-19. Discuss.

ANSWERS

VOCABULARY (p.4)

1. c 2. d 3. g 4. e 5. a 6. f 7. b
8. k 9. m 10. n 11. j 12. i 13. h 14. l

TRUE / FALSE (p.5)

- a F b F c T d F e T f T g T h F

SYNONYM MATCH (p.5)

1. h	2. e	3. b	4. j	5. a
6. d	7. i	8. f	9. g	10. c

COMPREHENSION QUESTIONS (p.9)

1. A shortage of hand sanitiser
2. Its perfume production lines
3. Alcoholic gels
4. Nothing
5. For as long as necessary
6. Bulgari
7. Christian Dior
8. Rolls Royce
9. Breathe
10. More people to get the virus

WORDS IN THE RIGHT ORDER (p.20)

1. France is experiencing a shortage of hand sanitiser.
2. The company will repurpose its perfume production lines.
3. The company wants to help tackle the shortage.
4. These gels will be delivered free of charge.
5. LVMH will continue to honour this commitment.
6. A luxury goods conglomerate that owns well-known brands.
7. Change production to help France's health system.
8. More commercial companies could start helping out.
9. To help people hospitalised with the virus breathe.
10. Readyng itself for more people to contract COVID-19.

MULTIPLE CHOICE - QUIZ (p.10)

1. b 2. d 3. a 4. c 5. b 6. a 7. c 8. a 9. a 10. d

ALL OTHER EXERCISES

Please check for yourself by looking at the Article on page 2.
(It's good for your English ;-)