

Complete Lesson Transcript – Lesson 223 [English]

Kirin: Chinese Learn Online lesson 223 .

Hello everyone , I'm Kirin .

Raphael: Hello everyone , I'm Raphael .

Adam: And hello, I'm Adam.

Kirin: Welcome to Taiwan and our progressive course teaching Mandarin Chinese . What are we studying today ?

Raphael: The topic we are going to discuss today is brand names .

Kirin: What is that ?

Raphael: It's the pǐn in products , with the pái in brand .

Kirin: Brand name .

Adam: Brand name.

Raphael: Recently we studied Apple and Microsoft - two computer brand names . In the world , some brands are known by everyone , as well, you can see them in many countries . So today we are going to teach you the names of some brand names . Now do you know why brand names are so important ?

Kirin: If you think the quality of a brand is very good , you will probably always use their products .

Raphael: Right, now if these brand names are already quite famous , why do we still have to study their names in Chinese ?

Kirin: Although some brand names are famous in China , most people don't know these companies' English names .

Raphael: You're right . Ok, today's first brand name is

Kirin: McDonald's .

Raphael: This name is similar to its English name .

Adam: McDonald's.

Kirin: McDonald's .

Raphael: Many countries have their own special foods . Sometimes when you go traveling there , if you're not used to eating local foods , you can look for a McDonald's . This way you don't have to worry about what to eat .

Kirin: As well it might be cheaper than some restaurants' food .

Raphael: Right, this way it's also more convenient , since you don't have to spend a lot of time ordering food . Ok, the second brand name is

Kirin: Starbucks .

Raphael: Do you remember what xīngxīng is ?

Adam: That means star. So together

Kirin: Starbucks .

Adam: is Starbucks.

Raphael: Starbucks is a famous coffee shop from America . Many people like to go there and chat with friends , while drinking delicious coffee .

Kirin: As well you can also bring your computer there and surf the internet , very convenient .

Raphael: Right . Ok, our next new brand is the name of a drink .

Kirin: Coca-cola .

Adam: Coca cola.

Raphael: When ordering cola , there are two brands you can choose from , one type is Coca-cola , what is the other brand called ?

Kirin: Pepsi cola .

Adam: Pepsi cola.

Raphael: So do you prefer to drink Coca-cola , or Pepsi cola ?

Kirin: I feel that that the flavors of these two colas are pretty similar .

Raphael: Ok, our next brand name , makes a lot of electronic products .

Kirin: Sony .

Raphael: Sony is the brand name of a Japanese company

Adam: Sony.

Raphael: I have a friend , who really likes this brand's products , the television he bought and computer , as well as his cell phone are all Sony branded .

Kirin: Why does he like Sony products so much ?

Raphael: He feels that Sony's quality is very good . So it doesn't matter if the products' prices are expensive or not , he will still only buy this company's products . Ok, the last brand name we want to teach today is very famous on the internet .

Kirin: Which one ?

Raphael: When you are on the internet , if you want to check some information , which website will you go to ?

Kirin: Google.com

Raphael: Right so you know this brand name , why do we use its English name ?

Kirin: Because when online , we have to type its English name .

Raphael: Right, actually it also has a Chinese name , which is

Kirin: Google .

Raphael: Previously the Google website only helped people search for information . But now they also have email, maps, youtube etc .

Kirin: Right, these features are very useful to us .

Raphael: Ok, let's take a moment to review the new words we taught you today .

Kirin: Brand name .

Adam: Brand name.

Kirin: McDonald's .

Adam: McDonald's.

Kirin: Starbucks .

Adam: Starbucks.

Kirin: Coca cola .

Adam: Coca cola.

Kirin: Pepsi cola .

Adam: Pepsi cola.

Kirin: Sony .

Adam: Sony.

Kirin: Google .

Adam: Google.

Raphael: Ok, our premium subscribers can visit our website chineselearnonline-com to see more names of brand names .

Kirin: Keep at it !