

Guinness

Look at the pictures below. What do they have in common?



Speaking

Discuss the questions below with a partner.

1. What do you know about Guinness?
2. What drinks are popular in your country?
3. What are the drinking laws like in your country?
4. What part does alcohol play in the culture of your country?
5. Is alcohol a drug?
6. What should be the legal age to drink alcohol?
7. Have you seen any Guinness adverts?
8. Can you drink in public places in your country?
9. What kind of social problems can alcohol cause?
10. Do you think people from different countries act differently when drunk?



Watch the Guinness advert. Why do you think Guinness adverts are so popular?

Watch again. With a partner order the sentences below to create the story shown in the advert.

He serves a pint in a pub. ____

He walks in a blizzard. ____

He finds a cave. ____

He sings to himself while he is walking. ____

He thinks about home. ____

He walks across the glacier. ____

With a partner watch another Guinness advert and create your own sentences. Ask another group to order your sentences correctly.

The Guinness Book of Records



- What is the Guinness Book of Records?
- Read the text below. When was the book first published?

In 1951, Sir Hugh Beaver, the director of the Guinness Brewery, went on a hunting trip with friends in Ireland. He thought he was an excellent hunter but wasn't able to shoot any birds. Beaver said the bird might be the fastest in Europe and that way why he couldn't shoot it. His friends didn't believe him. When they returned from the trip, neither he nor his friends were able to locate a reference book that provided the answer.

The argument triggered an idea. Thinking that pub-goers would be grateful for a record book that settled debates and bar bets, Beaver created the Guinness book of records. The idea was to distribute the book free of charge to bars to generate publicity. The first edition, first titled the Guinness Book of World Records, was published in 1955. It was a hit. 50,000 copies were sold; it was so popular that three more editions were published over the next 12 months.

Think of 3 questions you can ask your partner about the text.

- 1.
- 2.
- 3.

Watch the video clip from the Guinness Book of Records. What do you think the records are?