

Discussion task:

What do you know about **Elon Musk**?

Reading task:

Read this profile of Elon Musk. Which of Musk's businesses or projects is the most exciting?

Elon Musk

The South African-born computer programmer and businessman is worth about \$21bn (£15bn) today. He was catapulted into the super-rich ranks with the sale of PayPal to eBay, which netted him \$165m

In 2002, he used \$100m to found SpaceX, which aims to cut the cost of space travel through technology such as reusable rockets. One of Musk's ultimate goals is to pioneer efforts to establish a Mars colony.



Image: <https://www.pexels.com/photo/close-up-of-illuminated-text-against-black-background-258083/>

Musk became a major investor in electric car company Tesla in 2004 and took over the reins in 2008. Tesla has focused on building a vehicle with mass market appeal. Despite low sales, its stock market value overtook Ford last year.

Another ambitious Musk project is the Hyperloop, his vision of a super-fast underground transport system to whisk passengers between major US cities, such as LA and San Francisco, at hypersonic speed. He has called the idea a "cross between a Concorde and a railgun and an air hockey table". Critics say it is too impractical and expensive.

More recent ideas include OpenAI, a not-for-profit firm researching artificial intelligence, and Neuralink, a company exploring ways to connect the brain with AI.

Taken from *The Guardian*: 8th August, 2018: <https://www.theguardian.com/commentisfree/2018/aug/08/elon-musk-capitalist-rolatile-investors-tesla>

Pattern identification task:

What two or more word expressions are used in relation to Musk? What two or more word expressions are used to describe his businesses or projects? Fill in the table below. There are two examples given.

Musk

South African-born computer programmer

major investor

super-rich ranks

ultimate goals

Musk's businesses

mass market appeal

artificial intelligence

space travel

reusable rockets

electric car company

stock market value

not-for-profit firm

super-fast underground transport system

Pattern identification cont.

There are two descriptive patterns here. Fill in the table with examples from the text.

		<i>adjective</i>	<i>NOUN</i>
		Pattern 2.1 <i>adj N</i>	South African
Reusable	Rockets		
ultimate	goals		
Major	investor		
Low	sales		
ambitious	project		
Artificial	intelligence		

		<i>Noun</i>	<i>NOUN</i>
		Pattern 2.1 <i>n N</i>	computer
Space	travel		
Mars	colony		
electric car	Company		
Mass-market	Appeal		
Stock-market	value		
Not-for-profit	firm		

Pattern production task:

Think of a famous entrepreneur, businessperson or famous company. Think about how you can describe them/it using the above patterns.

Name	
Pattern 2.1	Pattern 2.2