



# A Good Buy



## VOCABULARY

### 1. Complete the dialogues with the correct form of the words and phrases below.

snap up • get rid of • afford • nag stuff • merchandise • make excuses on sale • overpriced • pay the bills make an effort • belongings

**Mark:** I had no idea that this shop was so expensive!

I can't <sup>1</sup> ..... **afford** ..... anything, not even the things that are <sup>2</sup> ..... **on sale** .....

**Rose:** You're right. Everything's terribly

<sup>3</sup> ..... **overpriced** ....., but it doesn't seem to matter to all of these customers who are

<sup>4</sup> ..... **snapping up** ..... the shop's

<sup>5</sup> ..... **merchandise** ....., especially the sweaters.

**Mark:** I wonder if they'll regret buying them when

they have to <sup>6</sup> ..... **pay the bills** ..... at the end of the month.



**Mum:** I want you to tidy up your room – today! I'm

tired of seeing so many of your <sup>7</sup> ..... **belongings** ..... on the floor and piled on your chair.

**Lucy:** I know! You keep <sup>8</sup> ..... **nagging** ..... me

about it! But I don't have anywhere else to put some of that <sup>9</sup> ..... **stuff** ..... !

**Mum:** Stop trying to <sup>10</sup> ..... **make excuses** .....

I'm sure you've got things you don't wear or use any more. I suggest that you <sup>11</sup> ..... **make an effort** ..... to look

through your things and see what you're willing to <sup>12</sup> ..... **get rid of** .....

We can donate it to the charity shop, and then you'll have plenty of space.

**Lucy:** But, Mum!

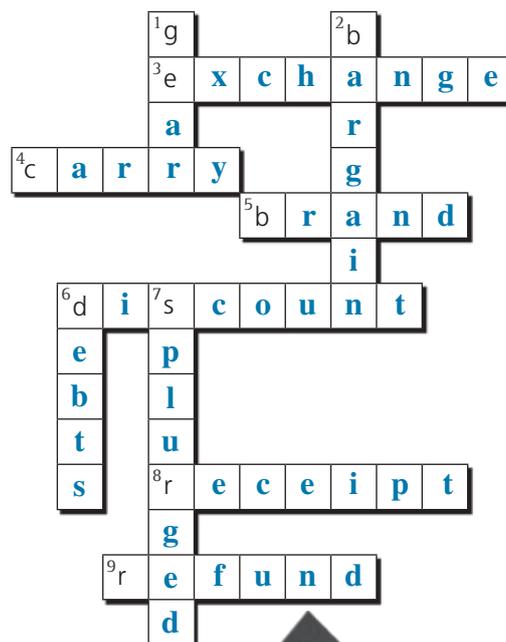
### 2. Complete the puzzle using the clues below.

#### Across ➡

- This shirt is too large, so I'd like to ..... it for a smaller size.
- We don't ..... swimsuits at this time of year, but the sports shop has them all year round.
- What ..... of shampoo do you use?
- There's a huge ..... on gym memberships this month. We can save 40%!
- If you want to return an item, you must have your .....
- I'm sorry you weren't satisfied with the product, sir. I'll be happy to give you a full .....

#### Down ↓

- Is rental of the scuba-diving ..... included in the price of the lessons?
- These shoes are a real ..... at only £20.
- Michelle has a large amount of credit-card .....
- I ..... on dessert and ate a huge piece of chocolate cake.



**3. Complete the sentences with the correct form of do, make or pay.**

- I'll speak with Edna about the problem, but that might do more harm than good.
- It took Joe quite a while to make friends at his new school.
- We paid a fortune for the concert tickets, but they were worth it.
- They were in the neighbourhood, so they paid us a visit.
- We order our groceries online now, so we don't have to go out to do the shopping.
- Many of my friends now do their best to eat locally-grown food.
- His parents have refused to help him pay his debts.

**4. Choose the correct answer. Pay attention to the underlined words.**

- We had a huge bonfire on the beach / in our flat yesterday.
- My neighbour's a doctor, whose pastime is working in a hospital / painting landscapes.
- Due to our culture of consumerism, many of us eat / spend more than we should.
- Some small shopkeepers lost customers when the new supermarket / cinema opened.
- One of the benefits of living here is being able to enjoy this incredible view / having no view.
- I've got too many gadgets. For instance, I don't need three MP3 players / frying pans.
- The company recently improved the exercise equipment / working conditions in this sweatshop.
- We were teasing Sam, but he thought we were joking / serious.
- Every day, thousands of commuters / free newspapers are given out during rush hour in cities all over Europe.
- It took a long time to pick out a pair of earrings for Laura, but I eventually found the perfect gift for her / helped her get them out of her ears.

**5. Complete the online consumer column with the correct form of the words and phrases below.**

stock up on • shop around • afford outlet • price tag • come to • merchandise go out of business

**SHOPPING WITH** *CYNDI*



For consumers who want designer brands at prices they can

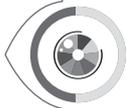
- afford, the best places to go are
- outlets.
- Merchandise ends up there for various reasons. Some items may have small flaws, such as a missing button; others may be from a previous season, or left over odd sizes and colours; others come from small clothing companies that have failed and
- gone out of business. To fully appreciate the bargains you're likely to get in an outlet,
- shop around and take a look at the
- price tags on things in trendy boutiques.

Then, make your way to the nearest outlet and

- stock up on clothing. You'll be pleasantly surprised at how little the final bill
- comes to.

**6. Complete the sentences. Make them true for you.**

- The gadget I couldn't do without is Accept all logical and grammatically correct answers.
- My favourite pastime is .....
- The most recent bargain I got was .....
- My parents sometimes nag me .....
- The last time I did someone a favour .....
- When someone pays me a compliment, I feel .....
- I once exchanged .....
- When I want to treat myself to something, I splurge on .....
- One of the benefits of living where I do is .....



# GRAMMAR

## 1. Complete the sentences with the correct form of the verbs in brackets.

- If Dave **had smiled** (smile), this would have been a better photo of all of us.
- It would be more pleasant to shop here if the sales assistants **were** (be) a bit nicer.
- If you arrange the furniture differently, the room **will look** (look) bigger.
- Ron can't exchange the DVD unless he **has** (have) the receipt.
- I wouldn't have been able to afford this coat if it **hadn't been** (not be) on sale.
- Call me when you **arrive** (arrive) at the station.
- You **shouldn't/mustn't buy** (not buy) the shoes if they aren't comfortable.
- Let's call Lesley. If she **is** (be) at home now, we can pay her a visit.
- I would have been angry if I **hadn't received** (not receive) a full refund.
- Mary won't be able to come to the party unless someone **gives** (give) her a lift.

## 2. Complete the sentences. Do not change the original meanings. There may be more than one correct answer.

- Jody hated the film, so she walked out in the middle.  
If **Jody hadn't hated the film, she wouldn't have walked out in the middle**.
- You can't use the pool without being a hotel guest.  
Unless **you're a hotel guest, you can't use the pool**.
- I think you should buy those sunglasses.  
If I **were you, I'd buy those sunglasses**.
- Because I know everyone here, I'm not too nervous about speaking to the group.  
If I **didn't know everyone here, I'd be nervous about speaking to the group**.

## 3. Complete the thought bubbles with a logical continuation.

### Possible Answers

1

I wish I **had taken the bus**.

2

If only I **had studied**.

3

I wish we **had arrived earlier**.

4

I wish I **had bought petrol**.

5

I wish they **would turn it down**.

4. Complete the passage with the correct form of the verbs in brackets.

BUY WHILE YOU FLY



If you <sup>1.</sup> **could buy** (buy) Internet access or train tickets during a flight to New York or London, <sup>2.</sup> **would** you **choose** (choose) to do so? Passengers on some flights are already being offered this kind of on-board retail service, and as soon as some minor technological problems with in-flight sales <sup>3.</sup> **are solved** (solve), theatre and theme park tickets <sup>4.</sup> **may be offered** (may offer) as well. If this <sup>5.</sup> **turns out** (turn out) to be a profitable experiment, there's little doubt that the trend will spread. Passengers interviewed recently at London's Heathrow Airport expressed varying opinions on the subject. Patricia Lowry, who frequently visits her boyfriend in New York, said, "I wish there <sup>6.</sup> **were** (be) Internet access on all flights. I <sup>7.</sup> **would** definitely **use** (use) it, even if I had to pay a few pounds for it." Robert Jones, a software designer, said, "I <sup>8.</sup> **would hate** (hate) it if I <sup>9.</sup> **had** (have) to read and respond to work-related e-mails while flying. However, I <sup>10.</sup> **wouldn't mind** (not mind) being able to buy a Travelcard for the Underground on board." What's your opinion? Is there something you wish you <sup>11.</sup> **had bought / could have bought** (buy) on your last flight?

5. Rewrite the sentences with the words in brackets. Do not change the original meaning of the sentences.

- I didn't bring my wallet, so I can't buy this. (if)  
**If I had brought my wallet, I could/would have bought this. / I could/would have bought this if I had brought my wallet.**
- It's too bad I don't drive. (wish)  
**I wish I could drive.**
- We aren't going to the beach today because it's raining. (if)  
**If it weren't raining, we would go to the beach. / We would go to the beach if it weren't raining.**
- I hate being so short! (wish)  
**I wish I weren't so short.**
- I regret not studying for the exam. (if only)  
**If only I had studied for the exam.**
- I won't be able to concentrate if Gwen doesn't turn down the music. (unless)  
**Unless Gwen turns down the music, I won't be able to concentrate. / I won't be able to concentrate unless Gwen turns down the music.**

6. Correct the errors.

- She won't buy that T-shirt unless they gave her a discount.  
**She won't buy that T-shirt unless they give her a discount.**
- If it hadn't snowed last night, the roads would haven't been slippery.  
**If it hadn't snowed last night, the roads wouldn't have been slippery.**
- We wish we would go to the sale tomorrow.  
**We wish we could go to the sale tomorrow.**
- As soon as Sam will arrive, we'll go out for dinner.  
**As soon as Sam arrives, we'll go out for dinner.**
- If only we knew the truth yesterday.  
**If only we had known the truth yesterday.**

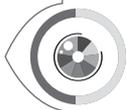
7. Translate the following sentences.

- Please let me know as soon as you make a decision.  
**Si us plau, tan aviat com prenguis una decisió, fes-m'ho saber / avisa m.**
- If I were you, I would pay back all my debts.  
**Si jo fos tu, pagaria tots els meus deutes.**
- I wish I hadn't forgotten my belongings at the airport.  
**Tant de bo no hagués oblidat les meves pertinences a l'aeroport.**
- We wouldn't have stocked up on olive oil if there hadn't been a sale.  
**No hauríem comprat tant oli d'oliva si no hi hagués hagut una oferta.**
- If only we could get rid of all these old boxes.  
**Tant de bo / Si almenys poguéssim desfer-nos de totes aquestes caixes velles.**

Grammar Review 1 2 3 4 5 6

8. Choose the correct answer.

- My brother, who / **whom** / that none of you have met, is finally coming to visit!
- They had worked / **had been working** / worked for hours before they finally took a break.
- Jessica suggested that we went / **going** / to go to the beach.
- My muscles hurt! I wish I **didn't work out** / wouldn't have worked out / **hadn't worked out** so much yesterday.
- I can't understand Jim unless he **speaks** / will speak / would speak slowly.



# READING

## 1. Read the text and decide who or what the words in bold refer to.

- it (paragraph 1) **advertising**
- them (paragraph 2) **advertises**
- that (paragraph 3) **advertising luxury / designer brands**
- them (paragraph 3) **consumers**

## 2. Find words in the text that mean the opposite of:

- in an obvious way (paragraph 1) **subtly**
- easy to forget (paragraph 2) **memorable**
- in the same way (paragraph 2) **conversely**

## 3. Choose the correct answer according to the text.

- Mob phones are mentioned because ...
  - they're simple to advertise
  - of the way they're advertised
  - adverts are sent to some of them
  - they all advertise products
- Humorous advertisements ...
  - are less effective than adverts with sex appeal
  - account for approximately one-third of adverts
  - don't succeed in helping people remember a product
  - are the third most successful type

## 4. Answer the questions according to information in the text.

- Why is sex appeal not always successful in an advert?  
**Because it focuses people's attention on the models rather than on the product or brand name.**
- What is the message in some adverts for luxury brands?  
**To remind consumers of the privileged lifestyle that the brand represents.**
- What is breakfast cereal an example of?  
**It is an example of a product that sometimes uses nostalgia as an advertising approach.**



## WHAT ARE THEY REALLY SELLING YOU?

There seems to be no escape from advertising. We're exposed to **it** through hoardings, on public transport, in newspapers, magazines, in the cinema, on television and radio, online, and even on some mobile phones. Although the aim of advertising is to sell a product, the message is rarely as simple as, "Buy This!" Instead, adverts are usually designed to subtly influence a consumer by selling something beyond the product, such as an attitude, a personality, a lifestyle or a feeling of belonging.

Think about adverts you've seen recently. Most likely, many of **them** involve humour or sex appeal – two popular approaches. Surprisingly, some advertising professionals say that humour can be more effective than sex appeal, which is perhaps why it's estimated to have a role in nearly a third of adverts. Apparently, humour quickly captures our attention and makes the product memorable. Conversely, adverts that rely on sex appeal – with, for instance, provocative photos of good-looking men or women – often focus people's attention on the models rather than on the product or brand name.

However, for luxury or designer brands, **that** is not necessarily a disadvantage. In adverts for high-end products like expensive cars and clothing, sex appeal is often paired with snob appeal. These types of adverts treat the brand as already so well-known, respected and desired, that it's unnecessary to try to "sell" it to the targeted consumers. All that's necessary is to remind **them** of the privileged lifestyle that the brand represents.

Among the other advertising approaches used are celebrity spokespeople (George Clooney selling coffee machines), self-improvement (a favourite in cosmetics adverts), nostalgia (often used for everyday, "unexciting" products, such as breakfast cereals), and crowd appeal (often used to sell gadgets, by implying that "everyone" is buying and talking about them).

The next time an advertisement touches your emotions, makes you feel envious, or tempts you to buy a product, stop for a moment and analyse why!

# WRITING

Read the text and summary below. Underline the two unnecessary sentences in the summary.

## Faces, Faces, Everywhere

Since 1916, Planters Peanuts, a popular American product, has featured a character called Mr Peanut on its product labels and in adverts. For more than a century, advertisements for Tio Pepe have featured a bottle of the product wearing clothes, and those for Michelin, the French tyre, map and guidebook company, have used the Michelin Man – who looks as if he's made of tyres.



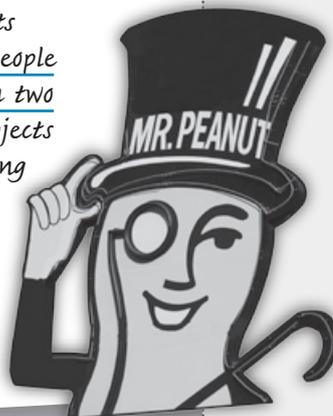
What these, and countless other examples, have in common is that they all present a product with distinctly human characteristics. And that, according to some recent studies, may be part of the reason for their success.

One study by researchers from the University of Toronto and the University of Chicago found that people respond most positively to packaging or products which look human. The tendency to see a face in an object is particularly pronounced when it comes to cars. In a recent study, nearly one-third of the participants perceived the fronts of cars as faces, and even saw them as having happy, serious or aggressive expressions.

As for why we see human forms and faces in objects and give them human traits, some researchers think the reason is that this evolved as an important survival skill during human development. This caused the brain to eventually become biologically programmed to see "faces" everywhere.

### Summary:

Both the Michelin Man and a Tio Pepe bottle, dressed like a person, have been used in the companies' adverts for over 100 years. Recent research has shown that people react most favourably to products that resemble a person. The study on how people perceived cars was done by researchers from two universities. The tendency to see faces in objects may have developed biologically because being able to recognise and understand facial expressions was crucial for survival as man developed.



## Your Task

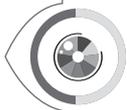
- Summarise the text on page 52. Write 50-70 words.

### WRITING A SUMMARY

1. Read the original text carefully and decide which facts to include. Choose only the main ideas, leaving out less important details, as well as examples.
2. Write this information in one paragraph. Paraphrase rather than copy the information. Shorten sentences or combine them in order to be more concise.
3. Your first attempt will probably be too long. Look it over carefully in order to find:
  - a. points you can delete while still preserving the main idea.
  - b. places where you can make your language more concise.
4. A reader of your summary should be able to get the main idea of what the article is about. See whether this is true about your summary. If not, have you included enough information? You may have to omit a minor point and add a more important point.
5. Make sure the sentences in your paragraph follow each other smoothly and make a logical whole.

#### CHECKLIST

- ✓ I followed the steps for a summary.
- ✓ I included only the main ideas.
- ✓ I paraphrased rather than copied.
- ✓ My summary forms a logical whole.
- ✓ I simplified my sentences where possible.
- ✓ I checked my grammar, spelling and punctuation.



# Progress Check Unit 6

## Vocabulary

1. Complete the blog with the words and phrases below.

consumerism • pastime • overpriced  
make an effort • afford • doing their best  
brands • pay their bills

Which country do you think has the most fashion-conscious teens: the United States, Canada, Australia, Brazil or Britain? According to a recent survey, the answer is Britain, where teens' favourite <sup>1.</sup> **pastime** seems to be shopping for clothes. In response to the survey's question of what they would continue to buy even if they couldn't <sup>2.</sup> **afford** it, British teens, more than teens in other countries, chose new clothes. And they are <sup>3.</sup> **doing their best** to prove that they mean it. Estimates are that British teens spent over £130 million a week during the summer of 2009 – and a good portion of that was on clothing and fashion accessories. Furthermore, other reports have shown that <sup>4.</sup> **brands** are important to British teens, as is being the first to buy the latest styles, even if these fashion items are <sup>5.</sup> **overpriced**. Some teens <sup>6.</sup> **pay their bills** with earnings from part-time jobs, but in most cases, parents end up paying as well. Perhaps that's why our kids never <sup>7.</sup> **make an effort** to spend less! I think it's time that we stopped supporting our children's dedication to <sup>8.</sup> **consumerism**.

2. Choose the correct answer.

- The groceries were expensive this week. They snapped up / **came to** / carried £85!
- Some people **stock up on** / splurge on / exchange bottled water for an emergency.
- Suzanne's bought a lot of sports debts / **gear** / belongings over the years.
- Everything in the shop was **on sale** / out of bounds / going out of business, so I spent less than I thought I would.
- My brother is sometimes nagged / picked out / **teased** because he's not good at football.
- Some theatres **give out** / shop around / get rid of coupons for cheap seats.

## Grammar

3. Complete the sentences with the correct form of the verbs in brackets.

- If I **don't have** (not have) enough cash for the film tonight, **will** you **lend** (lend) me some?
- I wish I **lived** (live) in a big city. Living in the country is boring.
- Jenny **will be** (be) tired when she **arrives** (arrive) tomorrow morning.
- I wish I **hadn't sold** (not sell) my motorcycle for so little money. If only I **had waited** (wait) for a better offer!

4. Rewrite the sentences with the words in brackets. Do not change the original meaning of the sentences. There may be more than one correct answer.

- It's a pity you can't come to the bonfire! (if only)  
**If only you could come to the bonfire!**
- It's too bad I didn't take more photos of the street markets. (I wish)  
**I wish I had taken more photos of the street markets.**
- You won't be able to live within your budget if you don't become more price conscious. (unless)  
**You won't be able to live within your budget unless you become more price conscious.**
- I didn't meet my friends last night because I was too tired to go out. (if)  
**If I hadn't been too tired to go out, I would have met my friends last night.**

## Writing

5. Paraphrase the sentence below. Use the words provided, and make any necessary changes.

Shopaholism, a growing problem around the world, affects mainly women, approximately ten per cent of whom are currently estimated to suffer from the condition.

shopaholism • on the rise • affecting approximately • ten per cent of women • globally  
**Shopaholism is on the rise, affecting approximately ten per cent of women globally.**

# Progress Check Units 1-6

## Vocabulary

1. Complete the e-mail with the correct form of the verbs below. Some verbs are used more than once.

catch • make • pay • do • forward  
charge • take • go

Hi Anne,

I remembered to <sup>1.</sup> **charge** my laptop, so I could take it with me to Rosie's Café, where I'm sitting now. I'm finally going to <sup>2.</sup> **make** an effort to start writing my book report. I guess I'm <sup>3.</sup> **paying** the price for putting it off for so long.

You're so lucky to be in New York! It was so nice of your mum to <sup>4.</sup> **take** you by surprise and offer you the chance to <sup>5.</sup> **go** abroad with her on her business trip.

Are you <sup>6.</sup> **taking** a million photos? And – have you <sup>7.</sup> **caught** sight of any good-looking guys? I'll <sup>8.</sup> **do** my best to get by without you for the next four days. LOL. Have fun!

Susie

PS I'm <sup>9.</sup> **forwarding** an attachment that I think will make you laugh!

2. Complete the sentences with a suitable word or phrase below.

make mistakes • outrageous • deafening  
engaged • set off • approach • whisper  
out of bounds • mouth-watering • fence  
stare • taking out • available • carry • tasty  
nothing to do with • start over • fiancée

- There's a **fence** around this area because it's **out of bounds** to the public.
- So far, Jeff and his **fiancée** haven't told anyone that they're **engaged**.
- The band's rehearsal was terrible tonight. The singer kept **making mistakes**, so we had to constantly **start over**.
- Most bookshops don't **carry** her novels, but they're **available** online.
- The soup had a **mouth-watering** aroma, but it wasn't very **tasty**.

## Grammar

3. Complete the passage with the correct form of the verbs in brackets.

Imagine one day a year where nobody <sup>1.</sup> **buys** (buy) anything. Well, that's the aim of Buy Nothing Day, which <sup>2.</sup> **was created** (create) in 1991 by the artist Ted Dave. Dave <sup>3.</sup> **thought** (think) of the idea when he <sup>4.</sup> **realised** (realise) the amount of money he <sup>5.</sup> **had spent** (spend) that year on stuff like cups of coffee and desserts. That <sup>6.</sup> **started** (start) him thinking about consumerism, and he eventually <sup>7.</sup> **promoted** (promote) the idea of Buy Nothing Day. Since it was first launched, Buy Nothing Day <sup>8.</sup> **has become** (become) a global "holiday", with participants and a wide range of activities in numerous countries. If you want to participate in the next Buy Nothing Day, you <sup>9.</sup> **can/should** (look it up) **look it up** online to get details of how it <sup>10.</sup> **is** (celebrate) **celebrated** in your area.

4. Complete the sentences. Do not change the original meaning of the sentences.

- If I don't have to work late, I'll meet you at six. Unless I **have to work late, I'll meet you at six**.
- "I've been hoping you would call tonight!" James told me that **he had been hoping that I would call him that night**.
- There's Lady Gaga! I've been waiting to see her. There's Lady Gaga, **who I've been waiting to see**.

## Writing

5. Complete the sentences with a suitable word or phrase.

- My favourite types of books **are** science fiction and fantasy novels.
- I'm buying two pairs of shoes **because** they're on sale!
- Neither Gwen nor her sister **eats** meat. They're both vegetarians.