

afaq

StartUp 5

Listening

Unit4 – Lesson3

Page47



Have your Ss look at the picture. Convey the meaning and try to elicit the word. Then practice the pronunciation chorally and individually.


Teach the form of the word. Then ask some concept checking questions.
GOAL-ORIENTED

Have your Ss look at the picture. Convey the meaning and try to elicit the word. Then practice the pronunciation chorally and individually.





Teach the form of the word. Then ask some concept checking questions.





WILLING TO

Have your Ss look at the picture. Convey the meaning and try to elicit the word. Then practice the pronunciation chorally and individually.



Teach the form of the word. Then ask some concept checking questions.



COUPON



Have your Ss look at the picture. Convey the meaning and try to elicit the word. Then practice the pronunciation chorally and individually.

Teach the form of the word. Then ask some concept checking questions.



EDIBLE

Familiarize the students with the listening part. Play the video once to do the task.



WHICH STATEMENT MATCHES THE SPEAKER'S POINT OF VIEW?

a. Men and women will probably always have different shopping behaviors.

b. The shopping behaviors of men and women will probably change in the future.

B 04-16 Read the Listening Skill. Listen or watch again. Complete the definitions.

1. Men are usually more goal oriented, meaning that they focus on making _____ when shopping.
2. Women are more likely to make impulse purchases, that is, to _____ they hadn't planned on buying.

LISTENING SKILL Listen for definitions

Sometimes speakers define words as they are speaking. Listen for definitions beginning with *that is* or *meaning*.

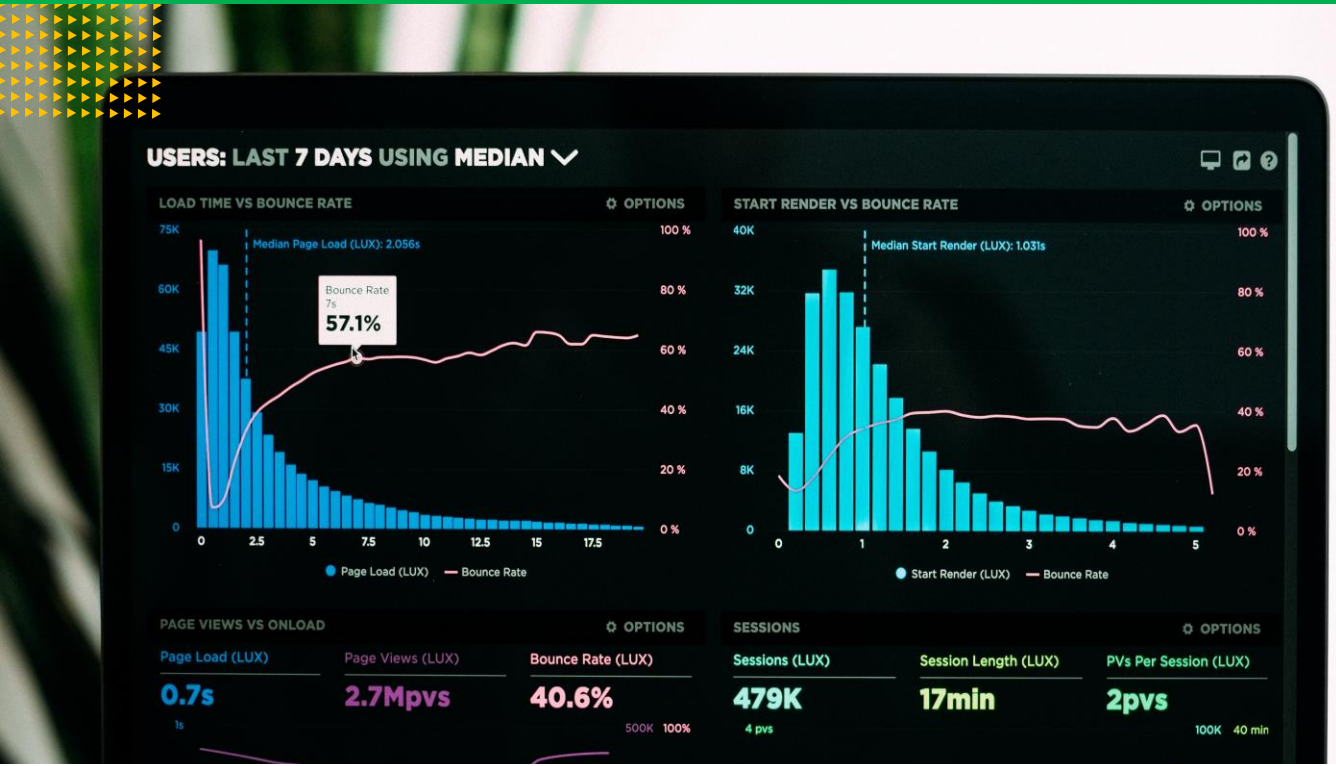
*They often give customers a survey, **that is**, a list of questions, to find out what they think.*

*Companies need to do market research, **meaning** that they need to gather information about whether people want or need their product.*

C 04-17 Listen or watch again. Circle all correct answers.

1. What are some traditional male shopping behaviors?
   a. They don't like shopping.
   b. They look for a specific purchase.
   c. They shop with friends.
   d. They look for deals.
2. What are some traditional female shopping behaviors?
   a. They like shopping.
   b. They view it as a social activity.
   c. They go to several stores.
   d. They look for deals.
3. What differences have been found between younger and older men?
   a. Older men like to browse online.
   b. Older men spend more time looking for bargains.
   c. Younger men enjoy shopping more.
   d. Younger men shop with friends.

Have Ss identify the correct meaning. Go over the answer as a class.



D VOCABULARY EXPANSION Read the sentences. What do the underlined expressions mean?

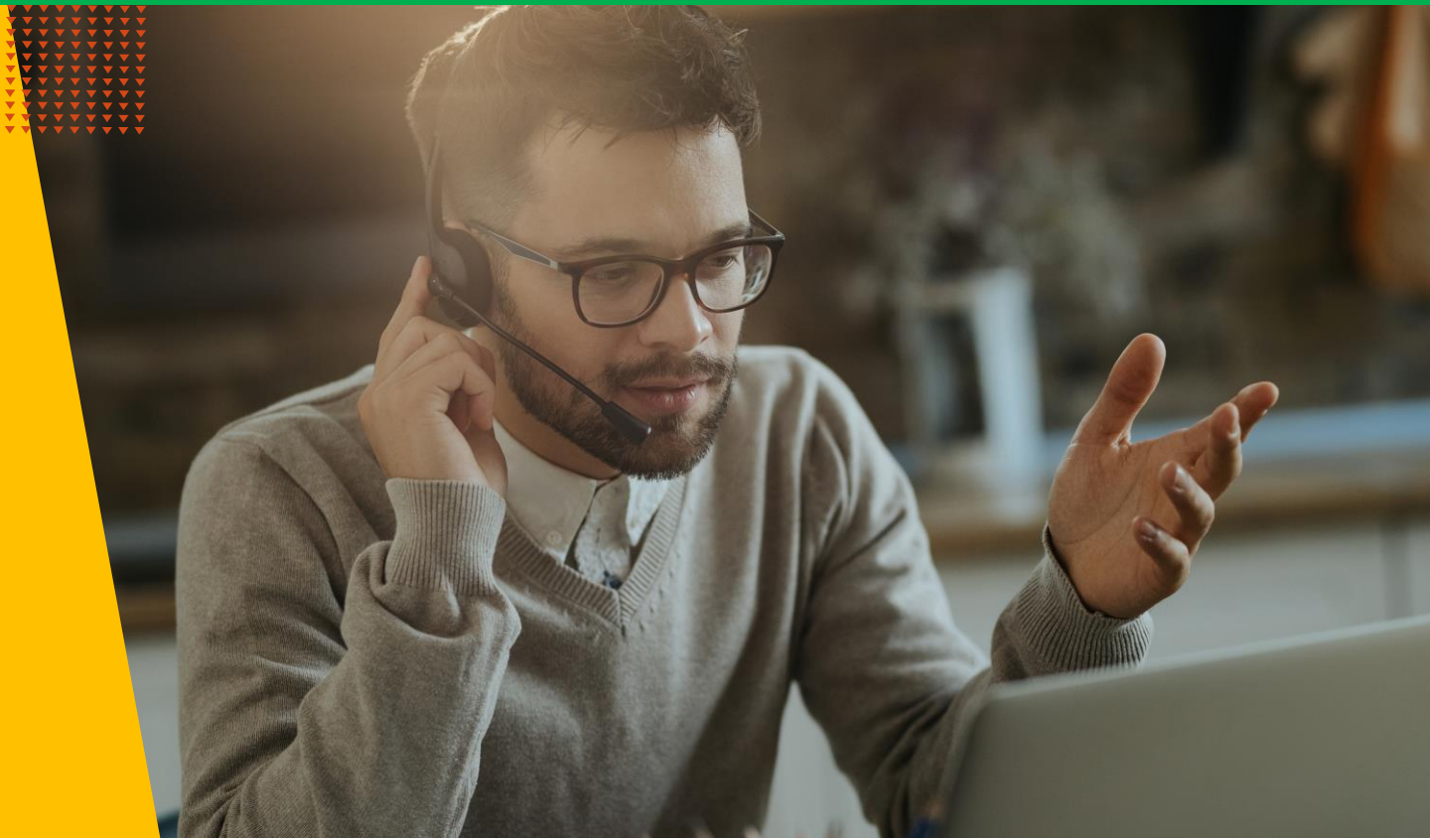
1. Of course, I'm not describing everyone, but we can make these <u>generalizations</u> about men and women because there are many market research surveys to confirm them.
2. Differences between men's and women's shopping habits are explained by our history of hunting and gathering. These ancient behaviors still <u>influence</u> us today.
3. No matter what our <u>ancestors</u> did, these traditional habits appear to be changing.

Give a couple of minutes to your Ss to think about the topic they intend to share. Provide adequate samples.

A THINK Do you fit the traditional description of male or female shopping behavior? How do you think people's shopping behavior will change in the future?



Have your Ss share what they have prepared in their breakout rooms. Monitor the groups and prepare your FEEDBACK.



B DISCUSS In small groups, talk about your ideas in 4A. Take notes about the ways your group thinks people's shopping behavior will change in the future.

I'm really careful when I shop online for electronics. I read reviews and compare prices. I think people will get more particular as they shop online more.

C EVALUATE As a class, discuss the ways you think shopping behaviors will change. Which ideas seem the most likely?



Men, Women, and Shopping

They say, “Men like to buy. Women like to shop. "What exactly does that mean? Do you believe it? Generally, could it be true? Well, we can look at market research that has shown that men are usually more goal-oriented, meaning they focus on making a specific purchase when shopping. They need a product, they go to the store, they find it, they buy it, end of story. In general, research shows that men shop because they need to, and many don’t enjoy it. Women, however, are more likely to enjoy the experience of shopping, searching out the perfect item. It’s also a social activity. Many women get together with friends to go shopping, whereas men more often shop alone. And who knows, perhaps because they enjoy the shopping process, women are more particular, are more willing to spend time looking for deals, and more likely to use coupons to save money. Here’s another thing: women are more likely to make impulse purchases, that is, to buy something they hadn’t planned on buying. Of course I’m not describing everyone; there have always been men who love to shop and women who hate it. But we can make these generalizations because market research surveys confirm them.

However, when we begin to talk about why differences between men and women exist, there’s a lot more disagreement. Some suggest that differences in female and male brains cause differences in shopping habits. Brain scans seem to confirm this. But it’s hard to make a connection between a laboratory brain scan and people’s actions in the real world. Some psychologists have said that the differences between men and women’s shopping habits are explained by our history of hunting and gathering. There was a time when women searched for edible plants, while men focused on finding and killing animals and getting home before the meat went bad. The idea is that these ancient behaviors still influence us today. Does that make sense? How true does that sound to you? What we can agree on is that no matter what the brain scans say or what our ancestors did, traditional habits appear to be changing. Researchers say that male shoppers, aged 18 to 24, behave differently than older males. Online, for example, while older men are more likely to quickly search for a specific item, younger men prefer to browse around the internet, often shopping for fun. This behavior is also true in the real world—younger men enjoy shopping more than older men do, and they are more likely to go shopping with friends. In addition, male shoppers are becoming more particular, for example, reading detailed product descriptions and customer reviews before making a purchase. It’s likely shopping habits will continue to change. So, will market researchers still identify differences between male and female shoppers 20 years from now? And if our behaviors change, will our brain scans change as well? Ask me in 20 years.

READ THE SCRIPT AND UNDERLINE ANY NEW WORDS YOU DO NOT KNOW.

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AS HOMEWORK USE A DICTIONARY TO LOOK UP THE WORDS AND LEARN THEM.

Homework

Provide the Ss with the audio link of the Listening. Highlight the page number of the script. Familiarize them with the concept of shadowing if necessary. Assign them to perform shadowing to the conversation.



Listen to the Listening using the link.

Perform shadowing by practicing the rhythm, intonation, and pace of the speakers.