UNIT 7

Shopping and Advertising

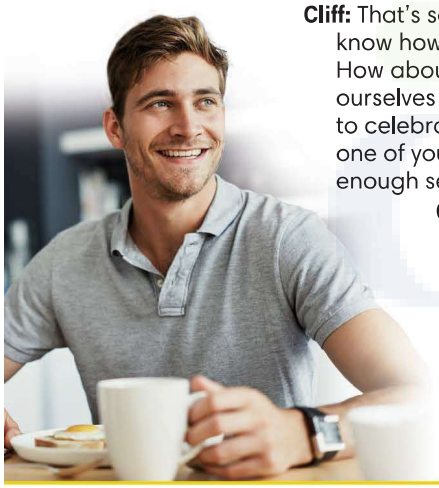
PREVIEW

A REACTIONS TO ADVERTISEMENTS | Listen to the reactions of two people to an advertisement. Which person do you think has a more realistic perspective? Explain.

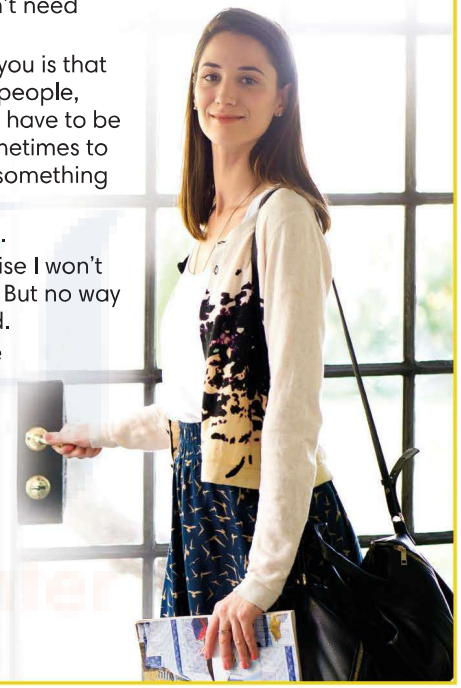
B ZOOM-IN | Read and listen to a husband and wife discuss shopping. Notice the featured words and phrases.

UNDERSTAND A VARIETY OF ACCENTS
Cliff = US (standard)
Gina = US (regional)

Cliff: Are you leaving?
Gina: Yeah, I am. Be back at four, OK?
Cliff: OK! Where are you off to?
Gina: The mall, for some "retail therapy." They're having a big sale at Larson's, and I need a new pair of running shoes and some stuff for the house . . . And I've been thinking of someone's birthday coming up. I thought I'd do a little browsing.



Cliff: That's so sweet of you, but you know how I feel about presents. How about the two of us just cook ourselves a special dinner that night to celebrate, and you make me one of your carrot cakes? That'd be enough self-indulgence for me.
Gina: Aw, Cliff. That's letting me off too easy. I would have made you that cake anyway. I'd really like to get you something, even if it's not a big deal. Just to mark the occasion.
Cliff: You know me, Gina. I'm just not that into "things." And besides, I really don't need anything right now.
Gina: One of the things I love about you is that you're not materialistic like most people, but to my mind a present doesn't have to be something you need. It's nice sometimes to get something you *don't* need—something you wouldn't buy for yourself.
Cliff: I guess you've got a point there.
Gina: Well, just leave it to me. I promise I won't splurge on something expensive. But no way I'm coming home empty-handed.
Cliff: Thanks, Gina. You always make me feel so cared for. I don't mean to be unappreciative.
Gina: No worries, Cliff. I didn't take it that way, and you know, you always make me feel cared for too . . . Anyway, enough of this lovey-dovey stuff. I'd better run or I'll never get back in time for dinner.



C UNDERSTAND FROM CONTEXT | With a partner, answer the questions about the meaning of the featured words and phrases in Zoom-In.

1 What's another way to ask, "Where are you off to?"
2 What does Cliff mean when he says, "I'm just not that into 'things'"?
3 Why does Cliff say, "You've got a point there"?
4 What's another way to say, "Just leave it to me"?
5 Why does Gina say, "That's letting me off too easy"?
6 Why does Cliff say, "I don't mean to be unappreciative" to Gina?
7 What does Gina mean when she responds, "I didn't take it that way"?

D LOOK IT UP AND SHARE | Find a word or phrase in Zoom-In that was new to you. Look it up and use it in a sentence. Share your sentence with a partner.

E THINK AND EXPLAIN | With a partner, answer each question.

1 In what ways do you think Gina and Cliff are different?
2 What do you think Gina means by the term "retail therapy"?
3 What are some of the things Gina and Cliff appreciate about each other?

F TALKING POINTS | Complete the opinion survey about bad reasons to buy something. Compare your rankings with a partner. Explain your reasons.

BAD REASONS TO BUY SOMETHING

Put the reasons in order of seriousness, with 4 being the worst reason.



"When I'm feeling down in the dumps, it cheers me up to go shopping. It's my therapy."

MOOD BOOSTING



"When I see that a famous movie star uses a certain product, I know it's good!"

CELEBRITY COPYCATTING



"I just can't pass up a good sale, even if I don't strictly need the things."

GOING OVERBOARD



"Everyone's buying these. I was lucky to get one!"

GETTING ON THE BANDWAGON

START TALKING

DISCUSSION In your opinion, what causes people to make shopping mistakes? How are the people in the pictures similar to each other? Do you think Gina or Cliff from Zoom-In would be likely to make these mistakes? Why or why not?

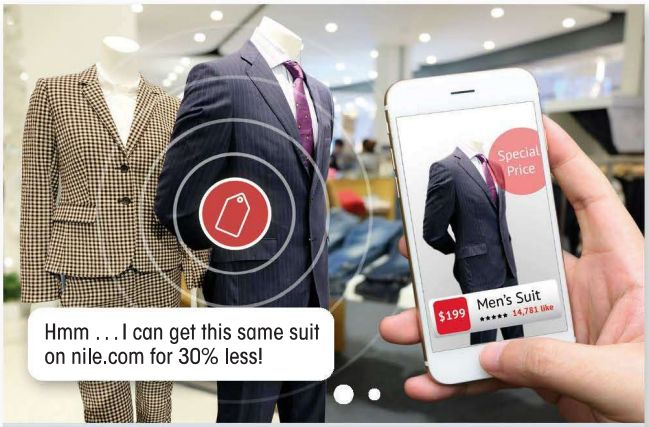
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1 COMMUNICATION GOAL Compare different ways to shop

A VOCABULARY | Ways to shop | Read and listen. Then listen again and repeat.



window shop look at things in store windows without going inside or intending to buy them



comparison shop look at the prices of the same or similar items in order to find the lowest price



browse take one's time looking at things without necessarily wanting to buy anything



bargain hunt look around for things one can buy cheaply or for less than their usual price

B LISTEN TO ACTIVATE VOCABULARY | Listen to the conversations about shopping. Infer what the people are doing. Complete each statement with the correct verb phrase.

1 The shoppers are (browsing / bargain hunting).
2 The people are (comparison shopping / window shopping).
3 The men are (window shopping / comparison shopping).
4 The woman is (window shopping / browsing).

C PAIR WORK | Complete the chart. Then compare information with a partner.

Shopping activity	When and why I do it
window shopping	
comparison shopping	
browsing	
bargain hunting	

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COMMUNICATION ACTIVATOR

Now let's compare different ways to shop.



A CONVERSATION MODEL | Read and listen.

A: Hey, Zoe, I didn't expect to run into you here. Long time no see!

B: Scott! Is that you? What a surprise!

A: Yeah. I haven't been here in a while.....Hey, which way are you headed?

B: I wish I knew. I need to get a gift for a colleague and I can't figure out what to get him.

A: Maybe I can help. What's your budget?

B: No more than $30. I don't want to go overboard. It would seem inappropriate.

A: You could try the office store on the second floor. They have things at every price level.

B: Maybe I will.

A: I think it's a good place for browsing. I'm sure you'll find something there. I just got a really nice desk lamp there last week.

Social language

Express surprise on seeing someone after a long while

Long time no see!	What a surprise!
Is that you?	What are *you* doing here?

B PRONUNCIATION PRACTICE | Listen again and repeat. Then practice the Conversation Model with a partner.

C TALKING POINTS | Write notes about the best places or websites for the activities on the notepad.

browsing	R.L. Roberts' Suits: a little pricey but very trendy
comparison shopping	
bargain hunting	
window shopping	

I've heard the outdoor market is a great place for bargain hunting.

It totally is. And so is the mall near the airport.

D IN YOUR OWN WORDS | Use your Talking Points to create your own conversation about where to shop. Start like this: *I didn't expect to run into you here.* Be sure to change roles and then partners. (Option: Use the Unit 7 Energizer Worksheet.)

KEEP TALKING! ●●●

- Talk about other things you're looking for. Describe your budget.
- Tell your partner what you bought at a certain place.
- Give more advice.
- Say as much as you can.

Watch the video for ideas!



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2 COMMUNICATION GOAL Describe reactions to advertisements

A GRAMMAR CLOSE-UP | Read what the people say about how they respond to advertisements. Notice the featured grammar.

Ads? Those things everyone loves to hate!

We asked three people what they dislike about ads.

What really irritates me are those TV commercials with a catchy jingle—those annoying refrains they sing over and over with the product's name in it—like that one for the oat milk yogurt. I resent being forced to listen to that nonsense every 15 minutes when I'm watching a show. But I suppose it's effective because I can't get the jingle out of my head!



Gal Soo, Busan, South Korea



Wu Bao, Shanghai, China

Am I the only one who hates to be shown ads for cough medicine while I'm eating dinner? I mean, some of them are so disgusting they turn my stomach. And what about the ads for antacids with people describing their stomach issues? Who wants to be hit with that when they're eating? Those remedy ads are my pet peeve. Oh, and one more thing that I don't appreciate: being called on the phone by salespeople in the middle of dinner.

Pop-up ads! Ugh! They really get me all worked up. I hate being bombarded with them. Every time I open a browser window these days, I see pictures of men in underwear. I kid you not. Why? Well, I've been shopping for some new underwear for my husband, so every underwear company under the sun thinks I want to be sold men's underwear. It gives me the creeps and makes me feel like I'm being spied on and manipulated. I know I shouldn't allow this to get to me. It's just a part of life today, and I ought to get over it.



Lisa Fontana, Atlanta, U.S.

B ACTIVATE LANGUAGE FROM A TEXT | Complete each statement with something *other than an ad*.

1 ..... turns my stomach.
2 ..... really irritates me.
3 ..... gives me the creeps.
4 ..... gets me all worked up.

C GRAMMAR | Passive forms of gerunds and infinitives

Use the passive form of a gerund (being + a past participle) or an infinitive (to be + a past participle) to focus on an action instead of on who or what performed the action.

Statements

Gerunds: affirmative and negative

I dislike **being forced** to listen to stupid jingles.
Most people hate **not being told** the original price of a sale item.

Infinitives: affirmative and negative

I'd like **to be informed** when the shoes are back in stock.
He was angry **not to be offered** the sale price.

Questions

Don't you resent **being spied on** online?
Didn't your son complain about **being bombarded** by pop-ups?
When do you object to **being chosen** for a survey?
Do you like **to be shown** ads for prescription medications?
Who wants their dinner **to be interrupted** by scammers?

Remember:
- Some verbs are followed by gerunds, some by infinitives, and some by either.
- Most adjectives are followed by infinitives.
- Some expressions are followed by gerunds.

See pages 113-114 for a complete list.

GRAMMAR EXPANDER p. 126
The passive voice: review and expansion

D PAIR WORK | Complete the conversations with passive gerunds or infinitives.

1 **A:** When I see a political ad on TV, I'd like (tell) ..... who's paying for it.
B: I know how you feel. I want (treat) ..... with respect.

2 **A:** I think people prefer (inform) ..... when a product is defective.
B: True. And they need (tell) ..... right away. It's a matter of safety.

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3 **A:** The all-night sale has some fabulous deals. Don't you think it's great (offer) ..... an opportunity to get all those expensive things at a bargain?
B: Actually, (require) ..... to get in line hours before the sale starts really gets to me. I mean, why can't they have the sale during regular business hours?

4 **A:** Companies want their products (advertise) .....on TV during prime time, when most people are watching.
B: Well, they can't have it both ways. They complain about (charge) ..... an arm and a leg for the advertising time. And on the other hand, they like their ads (see) ..... by tons of people.

5 **A:** It's terrible (force) .....to look at pictures of injured and abandoned animals—just because animal charities know you'll feel guilty.
B: I agree. I'm happy (ask) ..... to contribute to a charity without (show) ..... those pathetic photos.

E **PAIR WORK** | **With a partner, practice the conversations in Exercise D.**

PRONUNCIATION LESSON p. 136
Vowel sounds /i/ and /ɪ/

F **GRAMMAR PRACTICE** | **Rewrite each sentence, using a passive gerund or infinitive to replace the underlined words. (Don't use a by phrase.)**

Example: I can't stand <u>advertisers' forcing me</u> to watch the same ad every 15 minutes during prime time.

I can't stand being forced to watch the same ad every 15 minutes during prime time.

1 I don't mind <u>when advertisers show me</u> a pop-up ad about a product I've been searching for.
2 Lots of people object to <u>telemarketers' calling them</u> during the dinner hour.
3 I expect <u>stores to tell me</u> when a product will be going on sale.

COMMUNICATION ACTIVATOR

Now let's describe reactions to advertisements.

A **TALKING POINTS** | **Complete the chart with specific ads you are familiar with.**

	Name or type of product	Type of ad
An ad that irritates you		
An ad that turns your stomach		
An ad that works you up		
An ad that gives you the creeps		
An ad that drives you crazy		
An ad you don't mind		
An ad you actually like		

Types of ads
- TV commercials
- online pop-up ads
- social media ads
- magazine and newspaper ads
- billboards on highways and buildings
- jingles and slogans

B **DISCUSSION** | **Using your Talking Points, describe and compare your reactions to ads you're familiar with. Use passive forms of gerunds and infinitives.**

"There's a TV commercial for cough medicine that really ticks me off. I hate being forced to watch it over and over!"

KEEP TALKING! ●●●
- **Expand your description of one or more ads.**
- **Ask questions.**
- **Make suggestions about how to avoid annoying ads.**
- **Say as much as you can.**

Watch the video for ideas!

Describing how you feel

I like . . .	I don't like . . .
I appreciate . . .	I don't appreciate . . .
I love . . .	I can't stand . . .
I don't mind . . .	I dislike . . .
I enjoy . . .	I resent . . .
I hate . . .	I miss . . .
I prefer . . .	I want . . .
I need . . .	

RECYCLE THIS LANGUAGE

It ticks me off.	It blows me away.
It bugs me.	It annoys me.
It gets on my nerves.	It drives me crazy.

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3 COMMUNICATION GOAL Talk about problem shopping behavior

A READING | Read the article. In what ways is compulsive shopping a problem?

COMPULSIVE SHOPPING

An addiction or just something to get under control?



For some, shopping is a pleasant pastime as long as they have enough money to pay for their purchases. For others, unfortunately, shopping can spiral out of control and become as serious and destructive as other addictions like alcoholism, drug abuse, and compulsive gambling.

Research has shown that compulsive shopping, like other addictions, causes the physical effect of a "high" when brain chemicals such as endorphins and dopamine are released, causing pleasurable sensations. These sensations make shopping hard to resist, and thus the habit hard to kick. What are the warning signs of a shopping addiction, or as it is sometimes called, "shopaholism"?

First, just as alcoholics tend to hide their bottles, shopaholics commonly hide their purchases. Shopaholics often lie to people in their families about how much money they've spent.

Second, the problem is long lived, or "chronic," meaning that the behavior doesn't occur just once or twice a year. Rather, it's a continuous problem that repeats itself over and over.

Third, shopaholics, like many people, purchase items on impulse. But unlike other people, who sometimes splurge and pick up an impulse item like a sweater they don't need, shopaholics might buy ten sweaters at once.

Fourth, as with any addiction, a problem exists when the behavior has obvious consequences: going into debt, going shopping instead of taking care of family or work responsibilities, or uncontrollable spending that may deprive others in the family of money needed for other things.

What Can Shopaholics Do to Get Help?

For some, simple self-help and group programs can be effective. For others, whose addiction results from underlying depression, seeing a psychotherapist or a physician can help them reduce the need to shop compulsively.

Thankfully, most people are able to splurge or buy things on impulse from time to time without being addicts. However, if you are concerned you may be a compulsive shopper, here are some tips that can help.

- ✔ Shop with a list. It keeps you focused on the things you really need and want. And it can prevent you from getting distracted by impulse items and going overboard, buying a lot of unneeded things.
- ✔ Avoid sales and special offers. Spending any money on something you don't need is overspending, even if it's a bargain. Remember: Special offers are a way for shop owners to get you into the store or onto their website.
- ✔ Follow the "thinking time" rule. Don't buy things on the spot. Force yourself to wait a day or two before making an expensive purchase. Or do some comparison shopping. You may find you don't want the item after all, or you may find it at a much better price.
- ✔ Try to be aware of your motivations when you shop. Don't go shopping when you're angry or upset. In the long run, the problems that upset you in the first place will still be there.

B UNDERSTAND FROM CONTEXT | Find each of these words and phrases in the article. With a partner, discuss what they mean and write a sentence using each one.

1 a high .....
2 hard to kick .....
3 a shopaholic .....
4 chronic .....
5 splurge .....
6 on the spot .....

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C IDENTIFY SUPPORTING DETAILS | Answer the questions, providing details from the article to support your answers.

1 In what ways is compulsive shopping like other addictions? Be specific.
2 Why are addictions so hard to overcome?
3 What are some consequences of shopaholism?
4 What is one possible cause of shopaholism in some people?
5 In what way is occasionally going overboard different from a true shopping addiction?

COMMUNICATION ACTIVATOR

Now let's talk about problem shopping behavior.

A TALKING POINTS | Take the self-test.

SHOPPING SELF-TEST

Everyone splurges on impulse items from time to time. Find out if your shopping is truly out of control.

- I could sometimes kick myself for how I spend money.
- When I go shopping, I can't resist the temptation to buy something—I just can't come home empty-handed.
- I feel uncomfortable if I haven't bought anything new in a week.
- I go shopping for an item I need but lose control and come home with a lot of things I don't need.
- I spend more than I should in order to get more expensive designer names and labels.
- I can't pass up a good sale. Even if I don't need anything, I just have to indulge myself and buy something.
- I sometimes lie to people about what my purchases cost.
- I get more pleasure out of spending money than saving money.
- I don't have the patience to wait a day before buying something. If I want it, I buy it on the spot.

How many shopping bags did you check?



0–3 Great!

Keep up the good habits!



4–5 Not too bad!

Congratulations for admitting you're not perfect!



6–7 Uh-oh!

Sounds like trouble may be around the corner!



8–9 Red alert!

It's time to take the bull by the horns and change the way you shop!

B GROUP WORK | Choose one or more statements from the Talking Points self-test that you checked. Discuss how the behavior affects you and others and brainstorm how you can change your shopping behavior.

C DISCUSSION | Do you think most people tend to go overboard when they shop? Should people only spend money on necessities and never on impulse items? Explain. (Option: Use the Unit 7 Soft Skills Booster, p. 157.)

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4 COMMUNICATION GOAL Persuade someone to buy a product

A VOCABULARY | Verbs to persuade | Read and listen. Then listen again and repeat.



B ACTIVATE VOCABULARY | With a partner, identify an ad you know for each of the words in Exercise A.

> "Soccer player Max Schmitz says the only car he'll own is a Cabrini. He totally **endorses** that brand."

C LISTEN TO APPLY IDEAS | Listen to a panel discussion about advertising techniques. Then match each of these five ads to the techniques described in the panel discussion.

..... 1 An ad suggests a company's tailor-made suits make wearers look successful and rich.

..... 2 An ad for a wildlife fund shows baby seals being beaten to death so their fur can be used for fur coats.

..... 3 An ad for a weight-loss program shows the average weight loss in kilograms achieved by people enrolled in the program.

..... 4 An ad for a hotel booking service shows several people being interviewed at or in hotels. They make statements praising the booking service, such as "We got the best room for the best price at Inns4ME" and "I wouldn't use any other service. Inns4Me is the best."

..... 5 An ad for men's shoes with heels that make a man taller says, "Women prefer tall men. Wear Tall Man Shoes and add centimeters to your height."

a provides facts and figures
b plays on hidden fears
c provides testimonials
d manipulates emotions
e offers snob appeal

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D LISTEN TO INFER | Listen to four short ads. With a partner, identify one or more techniques each ad uses to persuade people to buy the product. Identify the details in the ad that support your choice of techniques.

Ad 1



Technique(s)

Supporting details

Ad 2



Technique(s)

Supporting details

Ad 3



Technique(s)

Supporting details

Ad 4



Technique(s)

Supporting details

COMMUNICATION ACTIVATOR

Now let's persuade someone to buy a product.

A TALKING POINTS | In a group, choose a product and create a TV, newspaper, highway billboard, Internet pop-up, or radio advertisement for it. Use one or more advertising techniques to persuade your classmates to buy the product.

Ideas
- a car
- an airline
- a sports drink
- a phone
- a language school
- a brand of toothpaste
- your own idea:





Plan your ad

Type of product:
Name of product:
Type of ad:
Description of the ad:

Techniques we used:



B PRESENTATION | Present the ad you planned in Talking Points to the class. Show it, read it, or act it out. Analyze your classmates' ads and discuss which techniques were used. As a class, assign awards for these categories:

- the most persuasive ad
- the most annoying ad
- the most interesting ad
- the funniest ad
- the most touching ad

WRITING HANDBOOK p. 147
- **Skill** Summarize and paraphrase information from an article or a report
- **Task** Write a summary of an article

PROGRESS SELF-CHECK

NOW I CAN

- ☐ Compare different ways to shop.
- ☐ Describe reactions to advertisements.
- ☐ Talk about problem shopping behavior.
- ☐ Persuade someone to buy a product.

For more practice . . . Unit Review / *Connect TV* Test-Taking Skills Booster

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