

SECTION A

Getting Started

SHOPPING
AND SHOPS

A. Where do you go shopping? What for and who with? Answer the questions. Then tell the class about your shopping experiences.

Example: *I like going to street markets / shopping centres to buy bags and accessories / electronic gadgets...*



SHOPPING

B. Match these pictures to the shops / shopping areas listed below.



-
- | | | |
|----------------|------------------|--------------------------|
| 1. supermarket | 2. shoe shop | 3. fruit and fish market |
| 4. drugstore | 5. street market | 6. arts & crafts shop |
-

2. Make a list of products you can buy in:

- a supermarket
- a street market
- a drugstore
- an arts and crafts centre



Focus on Reading

A. Read the text about shopping and shops in Hong Kong and do the tasks which follow.

A UNIQUE SHOPPING EXPERIENCE

* brands = marcas

* huge malls = centros comerciais enormes

* featuring = exibindo

* bustling = animados

* bargaining skills = capacidade de negociar para obter um preço mais baixo

* ivory = marfim

* fabric = tecido

For a great variety of products and brands*, Hong Kong is a unique shopping experience. From huge malls* to colourful street markets, and trendy boutiques to traditional Chinese product stores and shopping centres, you can find everything from the latest designer fashions and electronic gadgets to antiques. There are numerous shopping areas on Hong Kong Island, in Kowloon and in the New Territories, featuring* stylish shopping malls, department stores as well as bustling* open-air markets.

Hong Kong's street markets are always full of excitement and colour. The market stalls are where Hong Kong's dedicated shoppers practise their bargaining skills*. There are so many for you to explore: Stanley Market, Temple Street Night Market, Ladies Market and Jade Market.

It's this extraordinary variety that makes Hong Kong such an enjoyable and enriching shopping destination. If you need to buy the latest in Western fashion, electronics or optical goods, you will find what you are looking for in Hong Kong. If you like to shop, you will be in heaven!

Hong Kong, the city where East meets West! Residents and visitors alike have chosen these six must buys for visitors to Hong Kong. If you like shopping, read on!

Handicrafts: Chinese and Asian artefacts, art, textiles, crafts and other souvenirs will tempt you to pick them up and take them home. Jade, ivory* and other traditional Chinese goods will help you remember your trip.

Chinese clothing: Chinese clothing has always been distinctive in style and had its own sense of fashion, from the mandarin style jackets and tops to decorative silk robes and clothes made from other fine fabrics*.

Chinese Tea: Enter any tea shop and you can breathe in the exotic aromas of the hundreds of varieties of traditional Chinese teas on offer. You will have no trouble finding the perfect tea to take home, if you take the time to try a few.

Gold Jewellery: You'll have so much to choose from if you visit one of the many specialist stores offering a wide selection of modern and traditional gold jewellery and fashion accessories.

Fashion & Beauty: If you are looking for something special to make you feel good, you won't have a problem in Hong Kong. You will find designer clothes in every imaginable style, cosmetics, make-up and skin care products to suit every taste.

Consumer Electronics & Computers: Hong Kong is consumer electronics heaven. Mobile phones, DVD players, audio and video equipment, computers, iPods, digital cameras, MP3 players can be found at tax-free prices. Vibrant competition keeps prices low.

If you want a taste of this "Shoppers' Paradise", come and visit us.

adapted from: <http://www.discoverhongkong.com/eng/jsp/shopping-malls/shopping-malls-index.jsp>



B. Fill in this table with information from the text.

Types of shops shopping areas	Main street markets	Most popular products
Example: <i>malls, street markets</i>		

1. Explain the meaning of this sentence from the text.

Hong Kong, the city where East meets West!

2. What do you think is the purpose of this text? Choose one or more purposes from this list:

- a. to give people information about shopping opportunities
- b. to describe a place what it is like
- c. to persuade people to buy things
- d. to entertain the reader
- e. to give instructions on how to shop in Hong Kong

3. Go through the text and find all the adjectives used to describe the Hong Kong shopping experience. Make a list.

Examples: *unique, huge, colourful, ...*

C. Go through the text and find all the sentences containing 'if'.

1. What tenses are the verbs in?

Example: *If you like to shop, you will be in heaven!* → (If + Present Simple, + Future with will)

2. This kind of sentence is called a conditional sentence. Which conditional sentences ...

- ... express a probability
- ... recommend a course of action
- ... challenge the reader to take a course of action?

3. Complete these sentences about shopping in your community.

- a. If you need ..., then you will find it in ...
- b. If you only have a little money, then you can ...
- c. If you want ... , then go to ...
- d. You will see ... if you go to the market.

You will find some useful information about If Constructions in Grammar Box 1.

Your Experience

A. Look at the words you listed in B 3 above. Which of these apply to shopping in your community? Add some more adjectives to the list.

B. Choose a business from your area and write a slogan in English.

C. Now write some promotional phrases to accompany your slogan:
Example: *'You can rely on our security' – If you go away, we will look after your home.*

Here are some examples of slogans used by businesses in East Timor:

Maubere – 'You can rely on our security'

Tiger Fuel – 'Everything you forgot to get is now available'

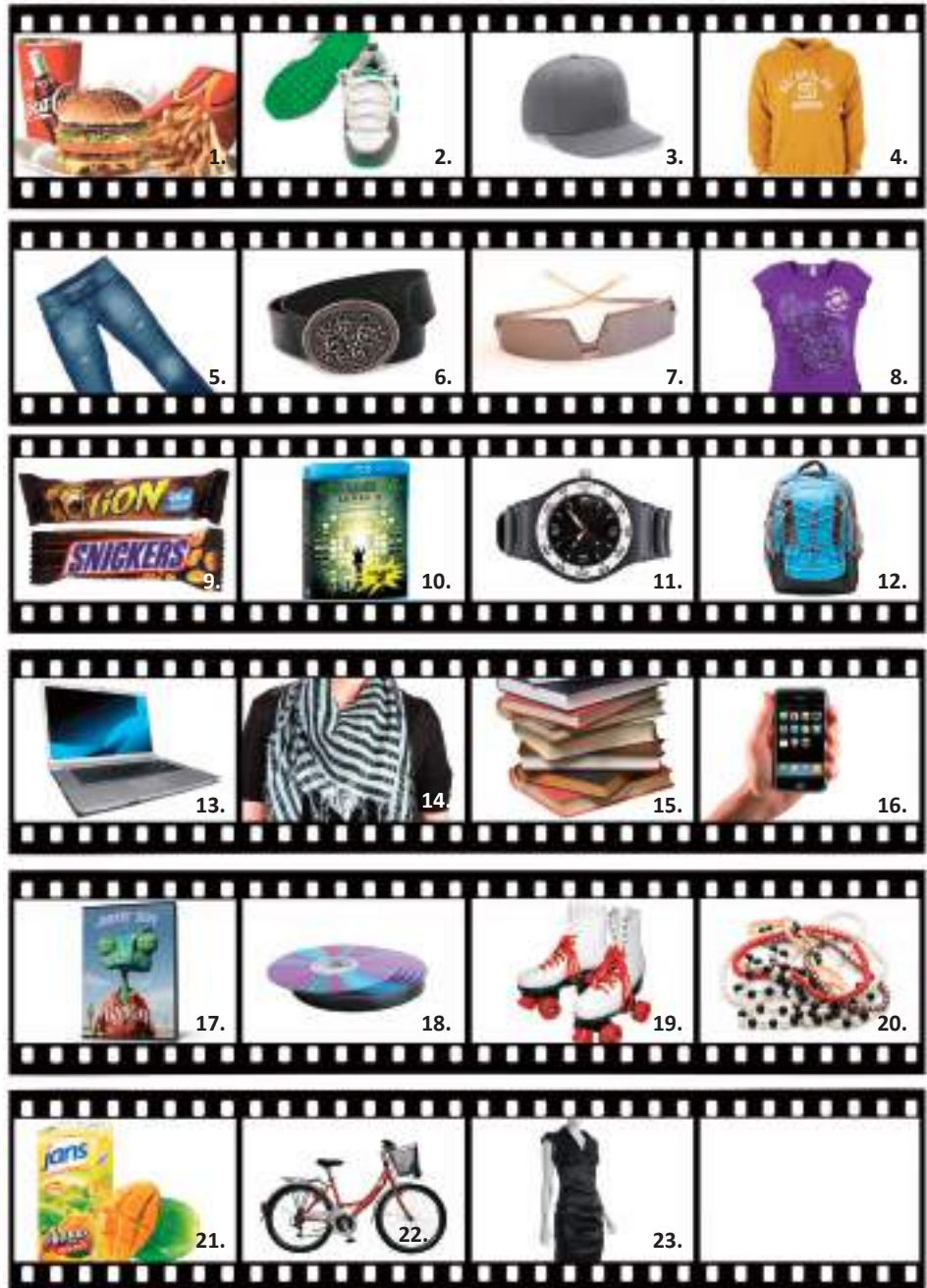
One More Bar – 'Feel like you're home'

SECTION B

Getting Started

FOOD,
CLOTHING AND
ENTERTAINMENT

A. Identify the following items.



B. Organise the items under the following categories:

Footwear	Clothing / Accessories	Gadgets
<i>Example: tennis shoes</i>		
Entertainment	Sports equipment	Food

Don't forget that you are not supposed to write in this space.

Copy the exercise into your notebook and do it there.



1. Young people are important consumers. Which of these items would you like to buy? Where can you buy them?

Example: *books - bookshop - Gracia Bookstore*

C. Carry out a survey about your class's consumer habits. First make five questions.

- Favourite purchase
- Favourite shop
- Something you would like for Christmas
- Something you see advertised a lot
- Favourite drink in a café

Now ask ten people your questions.

1. Give some feedback to the class. Use the expressions below.

Most of the / Many of / Some of the / A few of / None of the people I asked...

Examples:

Most of the people I asked prefer to drink Coca-Cola when they go to the café.

A few of the people I asked drink tea.

Nobody I asked likes to drink hot chocolate in the café.

You will find some useful information about Definite / Indefinite determiners in Grammar Box 2.

Focus on Reading

A. Read the text which is about the consumer habits of young Singaporeans. Then do the tasks below.



Singapore

Singapore is a hi-tech, wealthy city-state in south-east Asia. The country consists of the main island - linked by bridge to southern Malaysia - and around 50 smaller islands. Once a British colony, Singapore has become one of the world's most prosperous places - with enormous skyscrapers and a busy port. Singapore is often referred to as one of Asia's economic "tigers". Its economy is driven by electronics manufacturing and financial services and has survived many crises, including the 1997 fall in Asian markets, the 2003 Sars virus and the 2009 world banking crisis.

* *markedly* = *assinaladamente*

* *findings* = *resultados*

* *survey* = *inquérito*

* *national issues* = *assuntos de interesse nacional*

'Generation Z' is the influential new consumer group to watch, Singapore's leading marketers, government representatives and top youth brands were told at the Next Generation forum.

The Forum revealed the results of more than 12 months of research into the characteristics, values and media and brand consumption habits of Singapore youth currently known as Generation Z.

The online research looks at responses from thousands of teens in Singapore, South East Asia and around the world, and demonstrates there is a sub generation of youths with markedly* different characteristics and value systems to that of their generation predecessors.

The findings* are part of eight separate surveys*, each of which included an average of 1,500 participants aged 12 to 18 years old. The findings were today by Habbo Singapore, Singapore's most popular online playground for teenagers with 500,000 unique visitors a month. Some of the major findings included:

Generation Z are extremely altruistic, caring deeply about the environment, their community and global humanitarian issues. Accordingly, they prefer brands which align with their personal value systems.

Generation Z are an ambitious and determined generation who are open to learning - Singapore teens identified willingness to learn as the most important quality to an employer.

Generation Z has a deep connection with Singapore and its characteristics - they seek to understand and comment on national issues*, and they are proud of Singapore's sense of security.

Gen Z prefers humour in advertising above other characteristics.



Having a sense of community is very important to Generation Z. They gravitate towards* media channels which provide a sense of LIVE community.

**gravitate towards = ser atraído por*

Singapore teens are informed purchasers – the majority of teens want to know when something is being promoted to them and they will do their research on a product they have seen on TV before they purchase it.

More than three-quarters (91%) of Singapore teens surveyed like advertising. They don't distrust it. Instead they welcome it. Advertising is successful – 59% of teens acknowledge that advertising makes them purchase products. More than three-quarters (82%) of teens will go to a website for further information about a product after watching an advertisement on TV.

Kenniss Wong, Managing Director, Interactive Hub said it's time to start paying attention to habits and preferences of this influential new teenage market: "Generation Z is our next generation of purchasers – and they are emerging as a powerful youth demographic with a clear sense of identity and purpose. Immaturity is not one of their characteristics. There are distinct attitudinal differences developing within this generation that will impact advertising decisions to youth audiences. This is a group that is already influencing the purchasing choices of their parents and will soon be powering our nation financially, environmentally and of course socially."

adapted from: www.habbo.com.sg



1. Match the two halves of the sentences according to the information in the text.

- | | |
|--|--|
| a. Singapore youth consumer habits | 1. from all over the world. |
| b. Generation Z | 2. being influenced by advertising. |
| c. The survey involves young people | 3. make informed decisions when buying a product. |
| d. Teenagers can't help | 4. differs a lot from the previous youth generation. |
| e. The major findings show that youngsters | 5. on what is bought for them.. |
| f. This generation is having a huge impact | 6. should be taken into account by marketers. |

2. Rewrite the following expressions from the text using the words in brackets.

- a. They prefer brands which align with their personal value systems. (match / preferences)
- b. They gravitate towards media channels. (move / TV & radio)
- c. Teens acknowledge that advertising makes them purchase products. (agree / buy)

Focus on Vocabulary

A. Find the words in the first column in the text you have just read. Then match them to their meanings on the right.

- | | |
|-----------------|--|
| a. marketers | 1. becoming |
| b. research | 2. try |
| c. predecessors | 3. made available |
| d. released | 4. readiness or desire |
| e. willingness | 5. survey or study to get information |
| f. seek | 6. buyers |
| g. purchasers | 7. people who promote goods or services to consumers |
| h. emerging | 8. the previous generation |

B. Word formation. Look at the following words from the text.

connection	willingness	advertisement	consumption
distrust	marketers	security	immaturity

Each of these words is made up of a base word plus either a prefix or a suffix.

Example: *Government = govern + ment (suffix)*

Interactive = inter + active (prefix)

Identify the base word and the prefix/suffix for each of the words in the box above.

1. Identify the prefixes in the words below.

precondition	intermediate	repaint	impossible
uncomfortable	interchange	reread	irresponsible

Now put the prefixes in the correct category according to their meaning.

Not / opposite of	Between	Before	Again

Don't forget that you are not supposed to write in this space.

Copy the exercise into your notebook and do it there.



You will find some useful information about Word Formation in Grammar Box 1.

C. Make sentences about teenagers' spending habits. Complete the following sentences in an appropriate way, using some of the words we have looked at in this section:

1. When I see advertisements I ...
2. One thing I buy that wasn't available to the previous generation in my community is ...
3. Three brands which I like are ...
4. Consumption of amongst teenagers is growing.
5. Research of buying habits amongst teenagers in my community would show...
6. My generation is caring about ...

Your Experience

A. What items have you bought over the last month? Which services have you purchased? Make a list and then fill in the table below.

Essential Items	Non-essential items

B. Now answer these questions about yourself.

- Do you feel that you handle your spending money well?
- Why or why not?
- When you buy something, do you think about why you really want it?
- What kinds of things influence your shopping habits
- Are you generally satisfied with the things you buy?

C. Now get together in groups and compare your answers with those of the other students. What conclusions can you draw about the spending habits of your group/ the class?



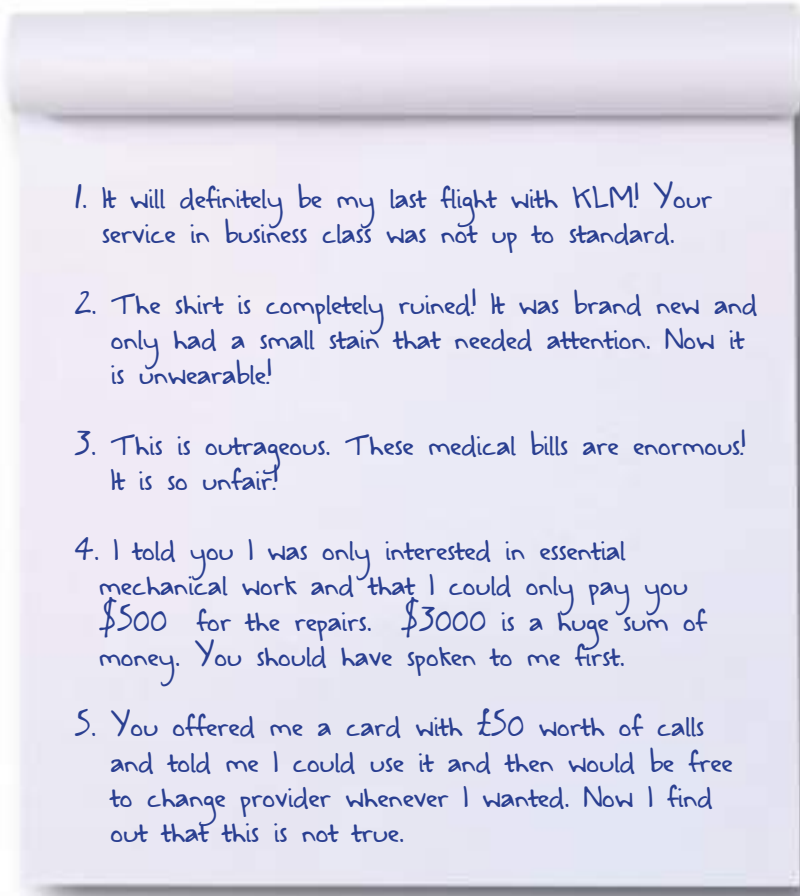
SECTION C

Getting Started

YOUR RIGHTS AND RESPONSIBILITIES

A. Here are some consumers' complaints. What are these people complaining about? Why? Which services have they used?

Example: 1. Poor service provided by an airline company.



Focus on Listening

A Listen to these phone calls made by consumers to a Consumer Organisation advice line and fill in the table below.

Write the advice in note form.

Don't forget that you are not supposed to write in this space.

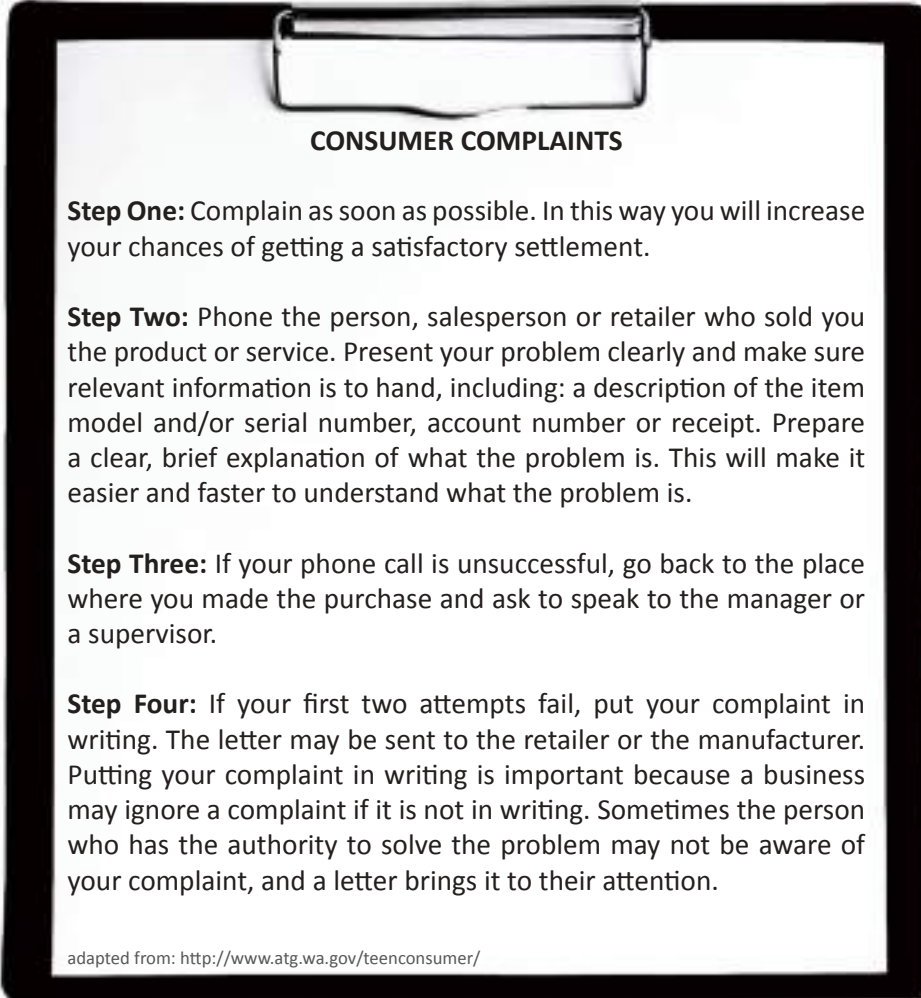
Copy the exercise into your notebook and do it there.



Product / service			
Consumer problem			
Advice	a. Example: submit a complaint...	a.	a.
	b.	b.	b.
	c.	c.	c.

Focus on Reading

A. Read this text on how to complain.



CONSUMER COMPLAINTS

Step One: Complain as soon as possible. In this way you will increase your chances of getting a satisfactory settlement.

Step Two: Phone the person, salesperson or retailer who sold you the product or service. Present your problem clearly and make sure relevant information is to hand, including: a description of the item model and/or serial number, account number or receipt. Prepare a clear, brief explanation of what the problem is. This will make it easier and faster to understand what the problem is.

Step Three: If your phone call is unsuccessful, go back to the place where you made the purchase and ask to speak to the manager or a supervisor.

Step Four: If your first two attempts fail, put your complaint in writing. The letter may be sent to the retailer or the manufacturer. Putting your complaint in writing is important because a business may ignore a complaint if it is not in writing. Sometimes the person who has the authority to solve the problem may not be aware of your complaint, and a letter brings it to their attention.

adapted from: <http://www.atg.wa.gov/teenconsumer/>

B. Complete these sentences according to the information from the text.

Use: to, in order to, so as (not) to or so that. Follow the example:

You should complain as soon as possible...

You should complain as soon as possible in order to increase your chances of a satisfactory settlement.

- a. First you should phone the person who sold you the product _____.
- b. If phone contact is unsuccessful, go back to the retailer _____.
- c. You should give a clear and brief explanation _____.
- d. Knowing your consumer rights and responsibilities is invaluable _____.
- e. Present your complaint in writing _____.

1. How are purpose clauses built?

What comes after to/ in order to/ so as to?

2. Which verbs are used after so that and in order that?

If you need help with with Linkers of Purpose, check Grammar Box 2.

C. All the sections of this letter of complaint are jumbled. Organise them correctly. Don't forget the layout of the letter (the design of the page).

13th August 2007
Dear Mr. Desmond,

a)

We have the names and addresses of all the people making complaints to us. We have attached a copy of those names. We ask that you take all complaints received seriously, and move to ensure that an outcome such as this never occurs again.

d)

Yours sincerely,
Dermott Jewell
Chief Executive (Consumers Association)

b)

Mr. Denis Desmond
MCD,
7 Park Rd.,
Dun Laoghaire,
Co. Dublin

c)

Ref: Complaints received by the Consumers Association about the Justin Timberlake Concert in Celbridge, Co Kildare in July 2007.

e)

We hope that this report assists you in reaching a decision in favour of your customers earlier than you have indicated.

f)

As of Friday 10th August we have received many complaints about the organisation of the concert. As the organisers, you are no doubt aware of the many difficulties experienced by people attending the concert. We have 57 complaints about traffic problems getting to the venue. All noted that there was only one entrance open. 42 concert goers complained about the car parking facilities that they believed to be, in some cases, quite dangerous. This office received 26 complaints about the venue in general. These ranged from poor toilet facilities to the unrealistic cost of refreshments and programmes.

g)

With regard to complaints received, we believe that the poor organisation was the main cause behind most of the complaints and, accordingly, these concert goers should be refunded and compensated for their disappointment. We feel it should be pointed out that, in our view, this is one of the worst examples of a failure to deliver the quality of customer service that your company claims to provide.

h)

adapted from: <http://www.consumerassociation.ie/choice.html>

Read the letter again to find information about the following issues.

Type of complaints	Example: <i>traffic problems</i>
No. of complaints	
Which services were affected?	
What is wrong / what happened?	
What should be done to remedy the situation?	

Don't forget that you are not supposed to write in this space.

Copy the exercise into your notebook and do it there.



Your Experience

- A. Have you or any of your friends ever had a problem as consumers? Describe the situation.
- B. Where can you go for advice and assistance if you have a consumer problem in your community?
- C. Write a short letter complaining about a product or a service that you have purchased.
- D. Exchange letters with a colleague. Write a reply.

Grammar Reference Section

Grammar Box 1 – Linkers of Condition

Look at the examples of Zero and Type 1 conditions:

1. A business **may** ignore a complaint if it **is** not in writing.
2. If phone contact **is** unsuccessful, **try** to go to the retailer in person.
3. If your first two attempts **fail**, **put** your complaint in writing.
4. If you **want** to have a taste of this “Shoppers’ Paradise”, **come** and visit us.
5. If you **need** to buy the latest in Western fashion, you **will find** what you are seeking in Hong Kong.

Zero Conditional – Certainty / factual conditions

Zero conditionals are used when the result of the condition is always true, like a scientific fact. They usually have both verbs in the present tense.

IF	CONDITION	RESULT
	Present simple	Present simple
<i>If</i>	<i>a product has a hidden defect,</i>	<i>you are entitled to a refund.</i>

RESULT	IF	CONDITION
Present simple		Present simple
<i>You are entitled to a refund,</i>	<i>if</i>	<i>a product has a hidden defect.</i>

In such constructions, it is normally possible to replace if with when, whenever.

Note that we may use an imperative form in the conditional clause to give advice or instructions. See examples 2 and 3 above.

Conditional – Type 1 – real possibility

Conditional Type 1 or First Conditionals express a particular condition or situation in the future, and the result of this condition. There is a real possibility that this condition will occur and so the dependant action or event will also occur.

IF	CONDITION	RESULT
	Present simple	Future simple (will + base verb)
<i>If</i>	<i>you need to buy the latest in Western fashion,</i>	<i>you will find what you are seeking in Hong Kong.</i>

RESULT	IF	CONDITION
Present simple		Future simple (will + base verb)
<i>You will find what you are seeking in Hong Kong,</i>	<i>if</i>	<i>you need to buy the latest in Western fashion.</i>

Sometimes we use **shall, can, or may** instead of **will**, for example:

*A business **may** ignore a complaint if it **is** not in writing.*

Extra practice

Complete the sentences with the correct tense of the verb in brackets. Use can or may whenever necessary.

- a) If you postpone making a complaint, the company _____ (not be) responsible for solving your problem.
- b) If it _____ (suit) you and the retailer, you can have the speakers repaired or replaced.
- c) If the goods _____ (be) unfit for use, the retailer must sort out your complaint.
- d) You _____ (have) a healthier lifestyle, if you improve your consumer habits.
- e) If youngsters change their spending habits, they _____ (be able) to save up for something they really want to buy.
- f) You _____ (have) no rights if faults are due to misuse of the product after purchase.
- g) If you buy goods that you know have faults, you _____ (not return) them to the shop.

Grammar Box 2 – Linkers of Purpose

Purpose Clauses are used to indicate the purpose of an action.

The most common way of forming a purpose clause is to use a **to + infinitive** construction.

Example: *She complained to the retailer **to get** a refund.*

So as to and **in order to** are more common before verbs like **be, have, and know**.

Example: *She complained to the retailer **in order to / so as to have** a refund.*

Before a negative infinitive, we normally use **so as (not) to, or in order (not) to**.

Example: *I am leaving now **so as not to lose** my temper.*

We can also introduce a purpose clause with **so that** or **in order that**. These clauses usually contain a modal.

Example: *He put on his glasses **so that he would be able to / could / might** see the mall more clearly.*

Extra practice

Make a new sentence with a sentence from column A and one from column B. Use 'in order to' or 'so that'. Make any necessary changes.

- | A | B |
|--|--|
| 1. Marketers bring their messages to the Internet. | a. They want to entice teenage consumers. |
| 2. They sent researchers to music clubs. | b. He complained about the poor quality of the service. |
| 3. Companies use advertising. | c. They want teens to buy their brands. |
| 4. He wrote a letter to the hotel. | d. They wanted to find out how teens wore the latest styles. |

Grammar Box 3 – Countable / Uncountable Nouns | Definite / Indefinite Determiners

Countable nouns can be counted. With countable nouns the plural is normally formed by adding **-s** or **-es**.
Example: *a/one pen - a lot of pens; a potato – many potatoes*

Uncountable nouns cannot be counted. They have only one form.
Example: *water, milk, sugar, money, advice, news,*

But we can say a piece of advice; a news item.
Countable and uncountable nouns may take different determiners:

with COUNTABLE NOUNS	with UNCOUNTABLE NOUNS
a, an, the, zero article	the, zero article
some, any, no	some, any, no
every	-
few, a few, many, fewer, fewest, more, most, most of the a lot of, lots of, plenty of	little, a little, much, less, least, more, most, most of the a lot of, lots of, plenty of etc.
none of the	none of the

Determiners modify nouns and are always placed before the noun which they modify.

Example:
Most shopaholics are insecure people.
*There were **a few/ few** shoppers at the mall.*
*She spends **a lot of** money.*
***None** of the items appealed to me.*

Definite, indefinite determiners

Look at these examples from the unit texts:
*...**the** right purchase*
*...up to **a** computer*
***the** Hong Kong shopping district*

Note that determiners such as **the** and **a/an** can be used for many different reasons.

No article is used when generalising (with plural, abstract and uncountable nouns) but the **or a/an** is used when talking about particular examples.

- The definite article **the** is used when it is clear which noun we mean.
- The indefinite article **a/an** is used when a noun is referred to for the first time.
- **The** is also used with:

the superlative of adjectives

Example: *the most incredible purchase*

plural names of countries

Example: *the United States.*

the names of musical instruments

Example: *He plays the saxophone very well*

the names of seas, oceans and rivers

Example: *The Baltic, The Amazon*

an ordinal number

Example: *It was the first document*

organisations

Example: *The University of East Timor*

Singular countable nouns must always have an article (or possessive) except in the following cases: Prepositions with *home, school, college, university, church, work, hospital, prison, bed, sea, breakfast, lunch, supper, dinner.*

Note also: *At night, on foot, by car/bus/train etc.* (means of transport).

A/An is normally used to indicate someone's profession:

Example: *He wants to train as a doctor.*

Grammar Box 4 – Noun Formation and Compound Nouns

Word formation

Derivation is the formation of new words by adding affixes (prefixes and suffixes) to a **root**. The basic part of any word is the root, and you can add a **prefix** at the beginning and/or a **suffix** at the end to change the meaning. In the word "irresponsibly" the root is responsible, while the prefix "ir-" makes the word negative, and the suffix "-ly" changes it from an adjective into an adverb.

Prefixes and their meanings:

The prefixes "il-/ir-/im-/in-/un-" make the words negative, e.g.: illegal; irresponsible; improbable; inalienable, unprepared.

Suffixes and their meanings:

When the suffix **-able** is added to a root, adjectives are formed which mean "capable or worthy of." So a likeable person is one who is capable of or worthy of being liked.

The suffix **-ment** is used to form nouns and means "an act or an instance of doing something". Thus entertainment is "the act of entertaining" and amazement is "the state of being amazed."

The suffix **-ness** is commonly attached to adjectives in order to form abstract nouns, such as strictness and destructiveness.

The suffix **-ship** is attached to adjectives and nouns and indicates a particular state or condition, e.g.: hardship, friendship.

Extra practice

1. What is the root of the following words?

colourful; unprepared; variety; traditional; designer; excitement enjoyable; enriching; destination

2. Which of these words are formed by adding a prefix? And which by adding a suffix?