Extra Training

Use of English
Task 2115

Read the text. Seven sentences have been removed from the article. Choose from the sentences 1-8 the one that fits each gap (A-G). There is one extra sentence.

Let's Go Shopping in the Future...

The year is 2025. You are walking down the street, when you see a girl wearing a great jacket. You pull out your mobile phone, point it at her jacket and click a button. The screen on your phone instantly reveals the brand of the jacket, information about the jacket and shops where you can purchase it. **A**_____. Sound like something out of a science fiction film?

Well, such 'point and click shopping' may not be that far off in the future. Shopping habits of consumers have changed dramatically over the years with the advent of online shopping. As popular as online shopping has become, many shoppers still prefer to see products in person and go out to the shops. Shop retailers are trying to make a traditional day out shopping a high-tech and interactive experience. **B**_____.

One piece of technology that is allowing this to happen is called Radio Frequency Identification (RFID) which uses radio waves to transfer data from an electronic tag or label on an object to a reader device with the purpose of identifying the item. **C**_____. By using RFID readers in our mobile phones, we can turn our physical world into clickable links online, providing us with useful information and purchasing options. Retailers can also send their products into the outside world. **D**_____. Passers-by can use their smart phones to point at them and click on any products they are interested in.

One area of retail which has been slow to expand into the online shopping trend is clothing. Most people want to see and try on clothing items before purchasing them. Clothing shops are bringing advanced technology to the changing room with screens instead of mirrors that provide useful information about a clothing item, suggest matching accessories and display alternative styles. **E**_____.

Afterwards, you can compare on the screen the different outfits you tried on. Tired of trying on endless amounts of clothing to find the right fit or style? Changing rooms of the future will be equipped with electronic scanners that scan your body shape and show images of you wearing the best fitting styles without having to try on anything. Furthermore, what if you want a second opinion on an outfit? A webcam in the dressing room will project an image of you wearing the outfit on a website for your friends to see. **F**_____. Once again traditional shopping is combined with the cyber world in what retailers call "social retailing". Through online shop accounts or social networking sites shoppers can share possible purchases and receive feedback from friends or even an online community of like-minded shoppers. Retailers benefit in that shoppers spread what they like through social networking sites in a form of free advertising. **G**_____. Thus, shoppers sharing items they like is probably the best advert of all.

All this exchange in electronic information in the future will transform a typical day out at the shops into an informative, interactive and personal shopping experience for consumers. Shopping has never been so much fun!

1. Consumers will become more selective as more choices become available.
2. They want to combine the opportunity to see and handle an item with the benefits of online shopping.
3. You're inside the changing room but can interact with your friends online.
4. Models will be used to walk down busy streets carrying or wearing products.
5. A camera will take your photo or video and record everything you try on.
6. These tags carry product information and can connect an item to the online marketplace.
7. If you want you can buy it online right then and there.
8. Research shows that 90% of people trust recommendations of friends above any other form of advertising.

A	B	C	D	E	F	G

LIVEWORKSHEETS