UNIT 5 - LESSON 8 - HOMEWORK

Speaking

1. *Read the Part 2 prompt card on the next page. You have one minute to make notes on this topic.*

Describe something you have bought recently.
You should say:
what it was
where you bought it
whether it was good value
and explain why you bought it.

2. *Now, listen to the candidate speaking and check whether he talks about something different or similar to your idea.*

3. *Use some of the same language to help you speak to your partner on the same topic.*

- I recently bought a _____.
- The _____ I bought was from a _____.
- I went shopping there _____.
- This _____ was/was not good value, because _____ _____.
- I really like/enjoy _____, which is why I bought the _____.
- I would like to buy _____ because _____.

4. *Read the example Part 3 questions below. Then, look at each example question in more detail.*

a. In your country, how do people express wealth and affluence?
b. What are the advantages and disadvantages of consumerism?
c. Is society now more materialistic than it used to be in previous generations?
d. How has technology affected patterns of purchasing behaviour?

a. In your country, how do people express wealth and affluence?
This means: What do people buy to show they are rich/to show their status? For example: big houses.
Write your ideas.

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b. What are the advantages and disadvantages of consumerism?

This means: What are the advantages and disadvantages of a society that buys and sells a lot of goods, often resulting in people having more than they need?

Write your ideas.

Advantages	Disadvantages
Good for economy	Greed

5. *Listen to the candidate answering the Part 3 questions.*

Examiner: Now, I'd like to move on to ask you some more general questions. Firstly, could you tell me how people express wealth and affluence in your country?

Candidate: Well, I think more and more people are choosing to show their status through the clothes they wear and the cars they drive. For example, wealthy people might wear expensive labels as a symbol of their status or drive an expensive car to show they have lots of money. Some other people see their job as an expression of wealth, for example, a CEO or an accountant.

Examiner: And what do you see as the advantages and disadvantages of consumerism?

Candidate: I believe that consumerism is positive in terms of creating jobs and boosting the economy. I mean as people buy things, the need for production is increased, so more people are employed and so on. However, the disadvantage of consumerism is that people become too concerned about buying the latest product or item, and I think actually, people can become a bit greedy. You know, they have to have what their friends have and so on.

Examiner: Okay. So thinking about that, do you believe society nowadays is more materialistic than in previous generations?

Candidate: I think so, absolutely. I mean, for my grandparents', it was totally different. They had different values, and they were probably more basic values of hard work and family. Whereas today, people might say that my generation is too spoilt, or you know, materialistic. For instance, while my grandparents might have been focused on getting enough food to feed their family, some young people today are more interested in the latest movies and fashion. It's different.

Examiner: Okay, and finally, how do you think technology has affected purchasing behaviour?

Candidate: It has changed the way people buy things, totally. Take the Internet as an example. People can buy things from all over the world, so they have much more choice. For example, I can buy a book from someone in England or a computer from a company in Hong Kong. Technology has changed shopping patterns considerably, and I think it is a big improvement.

6. *Ask and answer the same questions with your partner. Use your notes from Exercise 18 and the language from the dialogue above to help you.*

Q1: Now, I'd like to move on to ask you some more general questions. Firstly, could you tell me how people express wealth and affluence in your country?

- I think more and more people are choosing to show their status through _____.
- For example, wealthy people might _____ or _____ _____ to show that they have lots of money. Some other people see _____ as an expression of wealth, for example, _____.

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Q2: And what do you see as the advantages and disadvantages of consumerism?

- I believe that consumerism is positive in terms of _____ and _____ _____.
- However, the drawback of consumerism is that _____ _____.
- I think people become _____.

Q3: Okay. So thinking about that, do you believe society nowadays is more materialistic than in previous generations?

- I think so./I don't think so.
- For my grandparents' generation, it was _____.
- Whereas today, people might say that my generation is _____ _____.
- For instance, while my grandparents might have been focused on _____ _____, some young people today are more interested in _____ _____.

Q4: Okay, and finally, how do you think technology has affected purchasing behaviour?

- It has/has not changed the way people buy things.
- Take _____ as an example.
- _____, so _____ (reason/result).

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Reading

Clothing and shopping vocabulary

1 Find pairs of adjectives with opposite meanings used to describe clothes.

Example: *bright – dark*

~~bright~~ casual clashing cool ~~dark~~ formal loose matching patterned plain simple smart sophisticated tight unfashionable untidy

2 Which of the adjectives in Exercise 1 form adverbs that can be used with *dressed* in phrases such as *smartly dressed* or *a smartly dressed woman*?

3 Describe the people and clothes in the photos.

4 Make sure you understand the words in *italics*. Then discuss these questions.

1 Which celebrities do you think wear the most *stylish outfits*?
2 How far do you think people's clothes *reflect* their personalities?
3 Do you prefer comfortable *items of clothing*, or fashionable ones?
4 How important to you is it that clothes have *designer labels*?
5 What styles and colours of clothes *suit* you best?
6 What do you like to buy in the *sales*?

5 For each sentence, explain the difference between the expressions in *italics*. Some are opposites, others are not.

1 Size 38 is currently *out of stock*, but I think we have a size 40 *in stock*.
2 If it's *a bargain* I'll buy it, but if it's *poor value for money* I won't.
3 No, I don't want to *exchange* the item. Please give me *a refund*.
4 A week after their new style of shirt was *launched*, it was *sold out*.
5 Unfortunately, this country *imports* more clothes than it *exports*.
6 Our online store sells *false* eyelashes made from *genuine* hair.
7 *Budget* airlines offering cheap fares have made traditional airlines *uncompetitive*.
8 *Consumers* need to be careful if they buy from *dealers* in second-hand goods.
9 The new line in jeans was so popular that *shopkeepers* soon ran out and asked their *suppliers* for more.
10 Customers are making fewer clothes *purchases*, so the store must increase *sales* of other items.

6 What kinds of job are there in the fashion industry? Which would you like to do? Why?

Part 6

Quick steps to Reading and Use of English Part 6
- Look for ideas, opinions or events that develop through the main text.
- Look for language clues before you decide on each answer.

7 Quickly read the exam task instructions and the main text. In which order does the writer mention these aspects of the work?

a negative aspects of the job
b pay and career development
c the kind of person suited to the job
d how to do well in the industry
e positive aspects of the job
f what the job consists of

8 Underline the words and phrases in A–G that may provide clues.

Example: A *them, one*

9 Do the exam task, using the words you underlined to help you.

Exam tip

Don't choose an option just because it contains the same word, number or name as a particular paragraph.

10 Make sure that the completed text makes sense, and that you've chosen a letter for all the answers.

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Exam task

You are going to read an article about a woman who works for a department store. Six sentences have been removed from the article. Choose from the sentences **A–G** the one which fits each gap (**1–6**). There is one extra sentence which you do not need to use.

My job: fashion buyer

Lindsey Friedman, 27, is a product development manager at a major department store in the capital. She is in charge of buying men's branded casualwear.

What do I actually do? Well, I work with clothing suppliers to select and build the perfect range of clothes for our target customer. **1** [ ] Much of the job involves building relationships with our suppliers, negotiating prices and making sure that deliveries of new stock arrive on time. I also work with department managers and a marketing team within the store to build my vision.

The most satisfying thing for me about the job has been building my department into a credible fashion destination, as people often think of a department store as just a place to buy their cushions. **2** [ ] When you've spent months planning a new collection, seeing it launched is so exciting. It's amazing when we take a gamble and include an unconventional look and it quickly takes off and sells really well.

On the other hand, it's my job to stay on top of the trends and create newness, so if I want to try out a new brand I have to drop an existing one, even if we've always had a long working relationship. **3** [ ] The other side of the coin is that we're playing catch-up in fashion terms, and sometimes we get rejected too. There are cool brands of clothing that we'd like to sell that don't want to have too many accounts, so they won't let us stock them, unfortunately.

People sometimes ask me what skills you need to be a successful buyer, and I reply that any type of fashion degree is a good way to start – mine was in textiles and clothing management. **4** [ ] Obviously, you need to be really enthusiastic and motivated. You also have to be strategic, analytical and very well-organised, and you need to have a creative vision of what the perfect collection should look like. And you have to be good with figures, too, because you need to balance your budget.

The advice I would give to someone starting out in buying is to join an executive training programme. **5** [ ] For instance, you can go from being a buyer's administrative assistant to an assistant buyer to a junior buyer in just a few years. You also need to stay on top of the fashion industry and keep reading fashion magazines. Learn as much as you can about the product you are buying, and think carefully about the target customer you are selling to.

In general, the salaries are competitive and the career path is quite well defined. At the lower end, a buyer's administrative assistant might earn a little over the average national wage, but an experienced buyer might earn more than double that. You can move into the supply side, or work your way up to become a buying manager for a department store. **6** [ ] Most of them, sadly, fail in their first year.

A Many department stores run them, and if you can get a place on one it will move you up the ladder very quickly.

B But whether or not you're a graduate in something like that the main thing is to get retail experience by working on the shop floor.

C This has led to an overall drop in sales, a trend that isn't likely to be reversed for quite a while.

D This means I need to find the right balance between choosing some unusual, on-trend fashion pieces, as well as other clothes, such as classic white T-shirts, which I know will sell really well.

E That can be unpleasant, but you have to take the emotion out of it and remember that it's business.

F Of course, not everyone can or wants to be promoted in that way, and lots of people dream of opening boutiques, but it's very risky.

G Consequently, we've had to shout about the fact that we do stylish items of clothing, not just household goods like those.

Position of adverbs of manner and opinion

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11 Find the adverbs *quickly*, *well*, *unfortunately*, *obviously*, *carefully* and *sadly* in the text. Notice their position in the sentence.

12 Correct the mistakes with adverb position in these sentences written by exam candidates. There is only one mistake in each sentence, but in some cases more than one answer is possible.

1. Most local people do not speak well English.
2. I am a member of that club because I like very much doing sports.
3. I had read carefully the store's catalogue.
4. I swore that I would never do that again and they thankfully believed me.
5. The sightseeing tour gave us the opportunity to get to know better the city.
6. You can send very quickly an email to the seller.
7. I don't like cars, so I have naturally a bicycle.
8. After a week, I learned that I hadn't unfortunately passed the examination.

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Listening

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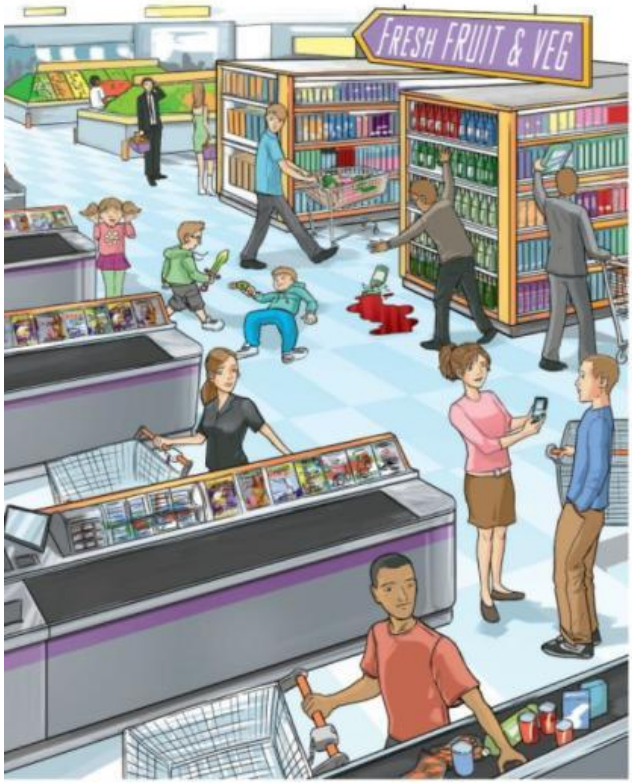
1 2.14 Complete the text with these words. Then listen to check your answers.

brand	catalogue	checkout	debit	debt
guarantee	mall	off	on offer	trolley

I always try to get everything I need for the week down at the shops and supermarket at the big shopping (1) ..... on the outskirts of town. At the supermarket, I fill up my (2) ..... with my favourite items of food, sometimes choosing a different (3) ..... from the one I usually buy if it happens to be (4) ....., for instance 'Buy 2 and get 1 free', or '20% (5) .....'. At the (6) ..... I normally pay cash or by (7) ..... card rather than by credit card, as I don't want to get into (8) ..... by spending more than I can afford. Sometimes I call in at one of the other shops to buy something for the house, though for a big item I usually look it up in the (9) ..... first. I always check it has a good (10) ..... in case anything goes wrong after I've bought it.



2 Say what you think is happening in the picture, using words from Exercise 1.

3 Look at the exam task. What will all the people be talking about?

Quick steps to Listening Part 3
- Listen for ideas similar to those in sentences A–H, not just words or phrases.
- Remember it isn't necessary to understand every word that all five speakers say.
- Don't forget that three of sentences A–H aren't needed.

4 2.15 Underline the key words in sentences A–H and think of expressions with similar or opposite meanings. Then listen and do the exam task.

Exam tip

If you think you may have answered one question incorrectly, make sure that it hasn't led to other mistakes.

Exam task

You will hear five different people talking about shopping experiences. For questions **1–5** choose from the list (**A–H**) what each speaker says. Use the letters only once. There are three extra letters which you do not need to use.

A I bought more things than I had intended to.

B I bought an item that was good value for money.

C I did something that made someone else angry.

D I asked the shop to make something specially for me.

E I was shopping over the Internet for the first time.

F I tried to get them to give me my money back.

G I realised that the advertisement had not been truthful.

H I was glad I had an alternative way of paying.

Speaker 1 [ ] **1**

Speaker 2 [ ] **2**

Speaker 3 [ ] **3**

Speaker 4 [ ] **4**

Speaker 5 [ ] **5**

5 Make sure you have answered all the questions.

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