

3 Our surroundings

VOCABULARY • Money and marketing

I can express my attitude to shopping and money.

Culture p92

Language Focus

Reference p101

THINK! What are the five most expensive things you will spend money on in your life?

1 Read the quiz. Then copy and complete the table with the words in **blue**.

Verbs	Nouns
afford	product

2 Do the quiz. Then compare your answers with a partner's.

In the 18th century, pineapples became **status symbols** in Europe because they were exotic, rare and delicious. They only arrived fresh from South America on the fastest ships and could **cost** the equivalent of¹ today. Sometimes people **rented** them for a day to put on a table for a party.

a \$80 b \$8,000 c \$80,000



The price puzzle

Can you guess the prices of some of the most expensive **products** in the world?
Could you **afford** any of them?

2



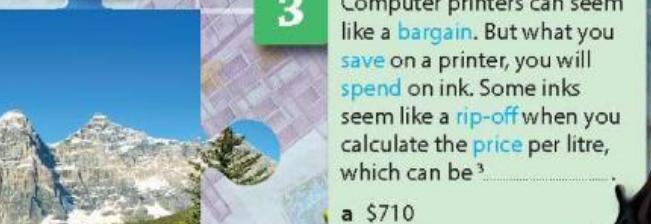
In small doses, venom from animals can help people with medical problems. Scorpion venom is the most expensive. Its **value** is approximately² per litre.

a \$100 b \$10 million c \$100 million

3

Computer printers can seem like a **bargain**. But what you **save** on a printer, you will **spend** on ink. Some inks seem like a **rip-off** when you calculate the **price** per litre, which can be³

a \$710 b \$71,000 c \$71 million



4

You probably thought that fresh air was free, but it can be a **luxury** for people in some parts of the world. A Canadian **company** sells cans of air from the Rocky Mountains to **consumers** in cities where pollution is a big problem. Large cans cost⁴

a \$20 b \$200 c \$2,000

30



3 Choose the correct words in the consumer survey.

Consumer survey

1 What do you **spend** / **promote** most money on?

2 Are you **saving** / **renting** for anything at the moment?

3 Which shops or products are good **value** / **cost** and which are a **rip-off** / **seller**?

4 What luxury **brand** / **price** would you buy if you could **cost** / **afford** it?

5 What **products** / **consumers** are popular with your age group at the moment?

6 Which companies have the best marketing and **advertisements** / **businesses**?

5

Fragrances are big **business**, but the perfume in a \$100 bottle probably only **costs**⁵ The bottle is worth three times more than that. **Marketing** and advertising cost about \$8. The rest of the money goes to the **producer** and the **retailer**.

a about \$2
b about \$20
c about \$80

6

Companies often pay famous people to **promote** their luxury **brands** – and not only in **advertisements**. Reports say that some watch brands paid **celebrities**⁶ of dollars to wear their watches to film premieres and Oscars ceremonies.

a hundreds
b thousands
c millions

4 1.18 Watch or listen to three people talking about their spending habits. Answer the questions.

1 What is Sam saving for?
2 What is Tegan's one luxury?
3 Where does Daniel buy his games?

KEY PHRASES

Talking about spending habits

It's (not) worth spending a lot of money on (clothes).
If money was no object, I'd (get a nice red bike).
My one luxury is (this pair of sunglasses).
This brand is really 'in' at the moment.
I can afford (a tablet).
I can't afford (anything there).

5 USE IT! Work in groups. Ask and answer the questions in the consumer survey. Use the key phrases.

3 READING • An interview

I can infer the attitudes of people from what they say in a text.

THINK! Which bloggers and celebrities have got most online followers? Why?

1 **1.19** Read and listen to the text. Decide if you think a–d are true or false. Explain your answers.

The person asking the questions ...

a ... knows something about this topic
b ... isn't interested in making money online.

The person answering the questions ...

c ... thinks it's easy to become an influencer.
d ... thinks that influencers can be effective.

2 Read the text again and answer the questions.

- 1 What products does Harper mention?
- 2 How do companies decide how much to pay influencers?
- 3 How much do influencers pay for the products which they promote?
- 4 Give two reasons why marketing companies want to reach teenagers.

3 **VOCABULARY PLUS** Complete the noun + noun combinations. Find the missing words on pages 30–33. How do you say them in Vietnamese?

1 scorpion	(page 30)
2 computer	(page 30)
3 beauty	(page 32)
4 luxury	(page 31)
5 internet	(page 32)
6 fashion	(page 32)
7 music	(page 33)

4 Choose the noun from a–c which does not make a compound noun with words 1–6.

1 hip hop	a feet	b artist	c concert
2 shop	a assistant	b window	c paper
3 head	a ache	b child	c phones
4 football	a win	b match	c shirt
5 maths	a man	b teacher	c exam
6 film	a star	b industry	c TV

5 **USE IT!** Work in pairs. Ask and answer the questions.

- 1 Do you follow any online bloggers, comedians or tutorials? Which ones?
- 2 Do you think that marketing influences you? Why / Why not?

Influencers: the online stars who set the trends

An interview with marketing specialist Harper Tanner

Who or what are influencers?

Erm ... people who have influence on others, obviously. @Young people who are stars on social media have thousands, sometimes millions, of followers. Companies pay them a lot of money to advertise products because they are like internet celebrities. A famous example from the UK is Zoella – she has about ten million subscribers to her beauty channel.



Really? How does that work?

OK. Imagine I'm a fashion blogger or a popular gamer or someone who makes really funny videos. Marketing companies give me a product because of my popularity on social media. I recommend the product and my followers think, 'Hey, that must be cool because Harper likes it. I'm going to buy it.' The marketing company pays me, and everyone is happy.

