

# 3

## How much is it?

### 1 SNAPSHOT



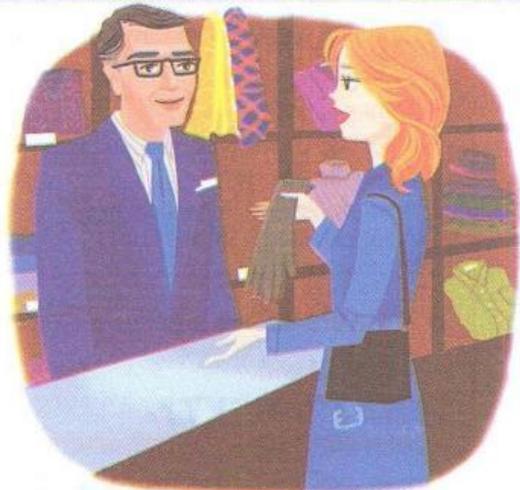
Sources: Based on information from Think Quest; Hewlett-Packard, *The Meaning of Color*

Which words have a positive meaning? Which have a negative meaning?  
 What meanings do these colors have for you?  
 What does your favorite color make you think of?

### 2 CONVERSATION *It's really pretty.*

**A** Listen and practice.

Salesclerk: Can I help you?  
 Customer: Yes, thank you. How much are these gloves?  
 Salesclerk: The gray ones? They're \$18.  
 Customer: Oh, that's not bad. Do they come in black?  
 Salesclerk: No, sorry, just gray.  
 Customer: OK. Um, how much is that scarf?  
 Salesclerk: Which one? The blue and orange one?  
 Customer: No, the yellow one.  
 Salesclerk: Let's see . . . it's \$24.95.  
 Customer: It's really pretty. I'll take it.



**B** Listen to the rest of the conversation. What else does the customer look at? Does she buy it?

### 3 GRAMMAR FOCUS

#### Demonstratives: one, ones



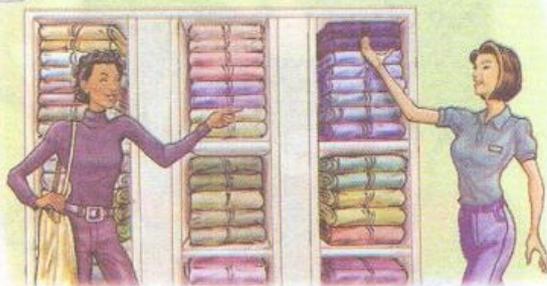
How much is	<b>this</b> scarf?	<b>that</b> scarf?	Which <b>one</b> ?	<b>It's</b> \$24.95.
	<b>this one</b> ?	<b>that one</b> ?	The yellow <b>one</b> .	
How much are	<b>these</b> gloves?	<b>those</b> gloves?	Which <b>ones</b> ?	<b>They're</b> \$18.
	<b>these</b> ?	<b>those</b> ?	The gray <b>ones</b> .	

#### saying prices

79¢ = seventy-nine cents  
 \$18 = eighteen dollars  
 \$24.95 = twenty-four ninety-five

**A** Complete these conversations. Then practice with a partner.

1



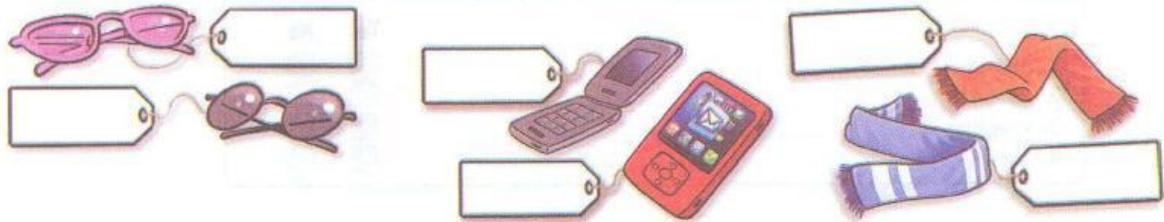
A: Excuse me. How much are those jeans?  
 B: Which .....? Do you mean .....?  
 A: No, the light blue .....  
 B: Oh, ..... are \$59.95.  
 A: Wow! That's expensive!

2



A: How much is ..... backpack?  
 B: Which .....?  
 A: The red .....  
 B: It's \$36.99. But ..... green ..... is only \$22.25.  
 A: That's not bad. Can I see it, please?

**B PAIR WORK** Add prices to the items. Then ask and answer questions.



A: How much are these sunglasses?  
 B: Which ones?  
 A: The pink ones.  
 B: They're \$86.99.  
 A: That's expensive!

#### useful expressions

That's cheap.  
 That's reasonable.  
 That's OK/not bad.  
 That's expensive.

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## 4 PRONUNCIATION *Sentence stress*

**A** Listen and practice. Notice that the important words in a sentence have more stress.

Excuse me.

That's expensive.

I'll take it.

Do you mean these?

**B PAIRWORK** Practice the conversations in Exercise 3, part B again. Pay attention to the sentence stress.

## 5 ROLE PLAY *Can I help you?*

**A PAIRWORK** Put items "for sale" on your desk, such as notebooks, watches, phones, or bags.

*Student A:* You are a salesclerk. Answer the customer's questions.

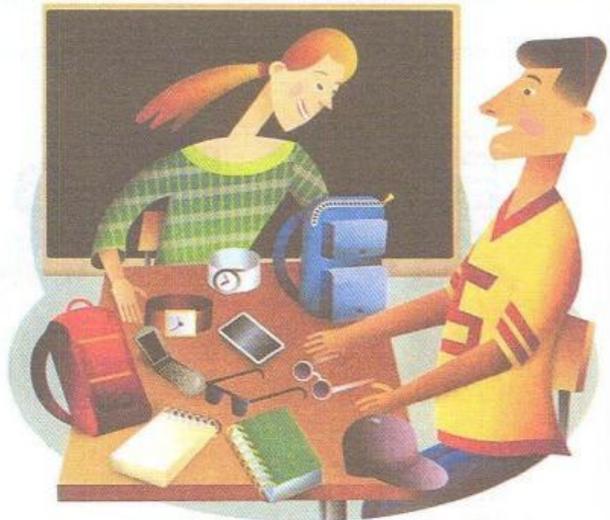
*Student B:* You are a customer. Ask the price of each item. Say if you want to buy it.

A: Can I help you?

B: Yes. I like these sunglasses.  
How much are they?

A: Which ones?

**B** Change roles and try the role play again.



## 6 LISTENING *Look at this!*

**A** Listen to two friends shopping. Write the color and price for each item.

Item	Color	Price	Do they buy it?	
			Yes	No
1. phone	.....	.....	<input type="checkbox"/>	<input type="checkbox"/>
2. watch	.....	.....	<input type="checkbox"/>	<input type="checkbox"/>
3. sunglasses	.....	.....	<input type="checkbox"/>	<input type="checkbox"/>
4. T-shirt	.....	.....	<input type="checkbox"/>	<input type="checkbox"/>

**B** Listen again. Do they buy the items? Check (✓) Yes or No.

## 7 INTERCHANGE 3 *Flea market*

See what kinds of deals you can make as a buyer and a seller. Go to Interchange 3 on pages 116–117.

## 8 WORD POWER Materials

**A** What are these things made of? Label each one. Use the words from the list.

cotton  
rubber

gold  
silk

leather  
silver

plastic  
wool



1. a ..... silk ..... tie



2. a ..... bracelet



3. a ..... ring



4. a ..... shirt



5. a ..... jacket



6. ..... earrings



7. ..... boots



8. ..... socks

**B PAIR WORK** What other materials are the things in part A sometimes made of? Make a list.

**C CLASS ACTIVITY** Which materials can you find in your classroom?

"Pedro has a cotton shirt, and Ellen has leather shoes."

## 9 CONVERSATION I prefer the blue one.

**A** Listen and practice.

Brett: These wool sweaters are really nice.  
Which one do you like better?

Lisa: Let's see ... I like the green one more.

Brett: The green one? Why?

Lisa: It looks warmer.

Brett: That's true, but I think I prefer the blue one.  
It's more stylish than the green one.

Lisa: Hmm. There's no price tag.

Brett: Excuse me. How much is this sweater?

Clerk: It's \$139. Would you like to try it on?

Brett: Uh, no. That's OK. But thanks anyway.

Clerk: You're welcome.



**B** Listen to the rest of the conversation.  
What does Brett buy? What does Lisa think of it?

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# 10 GRAMMAR FOCUS

## Preferences; comparisons with adjectives

Which sweater do you **prefer**?

I **prefer** the blue one.

Which one do you **like more**?

I **like** the blue one **more**.

Which one do you **like better**?

I **like** the blue one **better**.

It's **nicer than** the green one.

It's **prettier than** the green one.

It's **more stylish than** the green one.

### Spelling

cheap → cheaper

nice → nicer

pretty → prettier

big → bigger

**A** Complete these conversations. Then practice with a partner.



1. A: Which of these jackets do you like more?  
 B: I prefer the leather one. The design is .....  
 (nice), and it looks ..... (expensive)  
 the wool one.

2. A: These T-shirts are nice. Which one do you prefer?  
 B: I like the green and white one better. The colors are ..... (pretty). It's ..... (attractive)  
 the gray and black one.

3. A: Which earrings do you like better?  
 B: I like the silver ones more. They're .....  
 (big) the gold ones. And they're .....  
 (cheap).

**B PAIR WORK** Compare the things in part A. Give your own opinions.

- A: Which jacket do you like more?  
 B: I like the wool one better.  
 The color is prettier.

### useful expressions

The color is prettier.  
 The design is nicer.  
 The style is more attractive.  
 The material is better.

# 11 WRITING Comparing prices

How much do these things cost in your country? Complete the chart. Then compare the prices in your country with the prices in the U.S.

	Price in my country	Price in the U.S.
a cup of coffee	.....	\$1.40
a movie ticket	.....	\$12.50
a paperback novel	.....	\$8.95
a video game	.....	\$50.00

Many things are more expensive in my country than in the United States. For example, a cup of coffee costs about \$2.00 at home. In the U.S., it's cheaper. It's only \$1.40. A movie ticket costs ...

# 12 READING

## Tools for Better Shopping

Scan the article. Find the names of popular websites. Do you use any of them for shopping?

**1** Do you like to shop online? Like millions of people, you want to find the best things for the best price. There are so many choices that it can be difficult to find the things you need and want. Here's where technology comes in! Popular websites like Facebook and Twitter aren't just for social networking anymore.

**3** Another helpful shopping tool is the smartphone. Smartphone users can go into a store, find an item they like, and then type the item number into their smartphone. They can compare prices, read reviews, and make better decisions about their purchase. Many people find a better price online or at another store. People often want to see and touch an item before they buy. They can do just that – and pay a lower price, too.



**2** The websites Facebook and Twitter are popular because people can connect to friends and get their most recent news. But people also use these sites as powerful shopping tools. Members can ask about an item and then get opinions from people they trust. Twitterers can also search for news from other users and then find stores nearby that sell the item.



**4** But you don't have to be a Facebook or Twitter member or have a smartphone to find a bargain. Websites like Shopzilla compare prices, give reviews, and find stores near you with the best bargains. Google does all these things but also lets you buy items directly through its site. Be a smart shopper. The information you need is at your fingertips!

**A** Read the article. Answer these questions. Then write the number of the paragraph where you find each answer.

- ..... a. How are Shopzilla and Google similar? .....
- ..... b. What are Twitter users called? .....
- ..... c. How do smartphones help find bargains? .....
- ..... d. What are two social networking sites? .....

**B** According to the article, which shopping tools do these things? Check (✓) the correct boxes.

	Facebook	Twitter	Smartphone	Shopzilla	Google
1. get opinions from friends	<input type="checkbox"/>				
2. find product reviews	<input type="checkbox"/>				
3. compare prices	<input type="checkbox"/>				
4. find stores with items you want	<input type="checkbox"/>				
5. buy items directly	<input type="checkbox"/>				

**C PAIR WORK** Do you shop mostly in stores or online? How do you find good prices?

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