

Lesson 5B

GRAMMAR | comparative and superlative structures

VOCABULARY | advertising; money

PRONUNCIATION | linking r in phrases

VOCABULARY

advertising

1 A Choose the correct word or phrase to complete the sentences.

- 1 Otis is a **bargain** / **a deal** / **an offer** hunter. He only buys stuff if it's cheap.
- 2 I read reviews before I **do** / **make** / **buy** a big purchase.
- 3 Aziza usually buys whatever is on **deal** / **offer** / **cheap** at the supermarket.
- 4 I don't pay attention to advertisements, but my friends' **power** / **influence** / **effect** what I buy.
- 5 We should book tickets now. The website says there's limited **number** / **available** / **availability**.
- 6 Brand **faith** / **trust** / **loyalty** isn't important to Jamal. He buys whatever is inexpensive.

B Complete the quiz with the words in the box.

brand consumer good hunter influence
limited purchase quality worth

What kind of shopper are you?

• Do you often buy products advertised on TV?

- A Yes – If it's a ¹ deal.
B Only if I was already thinking of getting it.
C No, advertisements don't ² me at all.

• Do you read reviews of products before you buy them?

- A It depends. If I see something with ³ availability, I'll buy it in case it sells out quickly.
B Yes, always before I make a ⁴
C No, I always buy from companies I know.

• Do you often buy luxury brands?

- A No, it's not ⁵ paying a lot of money for a label when I can buy the same thing for less.
B Yes, expensive products are usually better ⁶ and last longer than cheaper ones.
C Sometimes, it depends if it's a brand that I like.

Mostly As: You are a bargain ⁷ You don't like spending a lot of money.

Mostly Bs: You're a smart ⁸ You don't make decisions on the spot.

Mostly Cs: For you ⁹ loyalty is more important than price.

money

2 Complete the sentences with one word in each gap.

- 1 Maxime gets a fifteen percent d on tickets because he works at the theatre.
- 2 Last year the company made a l of €2 million, so it really needs to do better this year.
- 3 There are plans to increase course f for students.
- 4 Instead of giving me a present, Joel made a d to my favourite charity.
- 5 Is there a c for using the hotel pool?
- 6 My new shoes were a b Usually, they cost £75, but I got them for £40!
- 7 I sold my car for twice what I bought it for, so I made a nice p
- 8 Keep your r in case you want to return it.
- 9 How much is the train f to Marseille?
- 10 I took the radio back and I got a full r

GRAMMAR

comparative and superlative structures

3 A The sentences below have a mistake. Choose the best option to correct the mistake.

- 1 What's the most cheap supermarket in town?
a more cheap b cheaper c cheapest
- 2 The film wasn't as dramatic I thought it would be.
a dramatic as b as dramatic as
c as dramatic than
- 3 This is far the most I've ever spent on a coat.
a far the more b by far the more
c by far the most
- 4 This city has among the best restaurants in Spain.
a some of b some c between

B Complete the blog post with the comparative or superlative form of the adjectives in brackets.

Companies are working ¹ (hard) than ever to persuade us to buy their products. Take the sports company, Nike, for example. In the 1980s, the majority of Nike's customers were serious marathon runners, and Nike sold far ² (few) trainers than its main competitor, Reebok. When fitness started becoming more and ³ (popular) in the USA in the late 1980s, Nike was keen to reach more people and become ⁴ (big) than Reebok.

It started a campaign with an advert showing an elderly man running over a bridge. Customers loved the simple message, which encouraged them to push themselves further. Nike's sales rose to more than \$9.2 billion in 1998, making it one of ⁵ (successful) advertising campaigns ever.

PRONUNCIATION

4A  **5.03 | linking r in phrases | Listen and choose the words in bold where r is pronounced at the end.**

- 1 Brands **are** spending **more** and **more** money on advertising.
- 2 The **harder** I work, the **happier** I feel.
- 3 Computers **are** getting **easier** and **easier** to use.
- 4 The worst **ever** advert I've seen was one **for** chocolate.

B  **5.03 | Listen again and repeat. Focus on the pronunciation of the r sounds.**

READING

5A Read the article. Choose the best title (a–c).

- a The problems with influencer marketing
- b The success of influencer marketing
- c How to become an influencer

B Choose four things that the article includes.

- a the type of people who are influencers
- b when brands began using influencer marketing
- c the amount influencers get paid
- d the names of the biggest influencers
- e the reason why influencer marketing is successful
- f problems with influencer marketing

C Complete the sentences with one word from the article in each gap.

- 1 Emily's social media posts talk about the _____ of bringing up children and working as a nurse.
- 2 The people who _____ Emily on social media think that she is friendly and honest.
- 3 Companies pay influencers to _____ their products on social media.
- 4 Influencers come from a variety of _____.
- 5 People are more _____ to buy a product recommended by an influencer that they trust.
- 6 Some people have doubts about the _____ of influencers who may not clearly show that they are advertising something.

Emily is a 35-year-old nurse and mother of three. In her free time, she posts photos and videos of her children on social media and shares her thoughts on the challenges of working full-time and raising a family. She doesn't only share her posts with family and friends, but with the thousands of people who follow her on social media. To these people, known as followers, Emily seems friendly and honest. They feel like they know her and, most importantly, want to be just like her and buy the things she has.

Emily is an influencer – someone who is paid by companies to promote their products on social media. Almost forty percent of the world's population – around three billion people – use social media, and paying influencers to reach as many of them as possible is an increasingly popular marketing technique.

There are millions of influencers with a range of interests and backgrounds. Some have become famous because of their social media content, while others were already celebrities. The biggest influencers are followed by hundreds of millions of people, and some are paid up to \$1 million per post by brands.

For companies, it's worth paying that much money – influencer marketing is big business and getting bigger. The industry has grown quickly in recent years, from \$1.7 billion in 2016 to \$8 billion in 2019. And it shows no sign of stopping. Experts think that it'll be worth more than \$15 billion by the end of the year and will keep growing.

Influencer marketing is so successful because of the ability of influencers to create content that seems real and honest and to connect with their audience. While celebrity influencers do sell products (demand for a certain brand of shoe rose almost 5,000 percent after a singer posted photos of herself wearing them), research shows consumers are more likely to buy products promoted by 'regular' people that they understand and trust.

But how much can you really trust even a regular influencer? Many people question influencers' honesty and whether their posts hide the fact that they are advertising something. UK consumer law says that influencers have to state if they're advertising something, but many hide this fact among other comments on their posts. This makes it difficult for their followers to know if the influencer is recommending something because they think it is good or because they're being paid.



Lesson 5C

HOW TO ... | summarise information from different sources

VOCABULARY | describing products

PRONUNCIATION | intonation in summarising phrases

VOCABULARY

describing products

1 A Choose the correct words to complete the reviews.



★★★★★

Perfect family table

Very pleased with our new table – it looks great, and the quality is ¹**stable** / **superb**. The description says that it's ²**impressive** / **suitable** for around six people, but you can fit eight people around it comfortably. For the ³**reasonable** / **value** price of £249, it's a great buy.

★★

Not worth the money

The table looks ⁴**fair** / **decent**, but the quality is poor. The wood gets damaged easily and it isn't very strong or ⁵**acceptable** / **stable**. Very disappointed with my purchase.

★★★★

Great purchase

A wonderful, ⁶**solid** / **reasonable** table, but quite heavy to move around. I love the simple style and it looks much more expensive than it is. Excellent value for money.

B Complete the conversation using words from the box.

acceptable discount impressive pleasant
reasonable stable suitable superb

A: That's an ¹ bike. Is it new?

B: Yes, I got it last week.

A: It looks great!

B: Thanks. I'm very pleased with it. The quality is absolutely ², and the price was very ³

A: Is it ⁴ for cycling in the mountains?

B: Yes, and the city. It's a bit heavy but it feels very strong and ⁵, so I don't mind.

How to ...

summarise information from different sources

2 A 5.04 | Listen to two people choosing a hotel for a holiday. Which hotel do they choose?

B 5.04 | Listen again. Choose the correct option to complete the extracts from the recording.

1 From / By what she says, there are lots of options ...

2 ... it's a question of **do** / **whether** we want to be in the centre ...

3 According **to** / **with** the reviews, it has big rooms ...

4 ... all in **short** / **all**, I think it's a better hotel.

5 Well, **only** / **just** because something's cheaper, it doesn't mean it's worse.

6 The **only** / **An only** thing is, the marina is a bit further from the train station.

7 Well, taking everything in / **into** account ...

PRONUNCIATION

3 5.05 | intonation in summarising phrases | Listen to two speakers saying the same phrase. Choose the speaker who uses appropriate intonation (A or B).

1 Speaker

4 Speaker

2 Speaker

5 Speaker

3 Speaker

6 Speaker

SPEAKING

4A 5.06 | Complete the conversation with one word in each gap. Then listen and check.

A: Have you bought a new laptop yet?

B: No, I'm still trying to decide which one to get, the X200 or the Pro-Top.

A: What's the difference?

B: According ¹ reviews, the Pro-Top has more memory and a bigger screen than the X200. But the X200 is much cheaper.

A: Well, just ² something's cheap, it doesn't mean it isn't any good.

B: I know! The only thing ³, the Pro-Top is very solid and heavy. I cycle to work, so I want something light that I can carry in my backpack.

A: Is the X200 lighter?

B: Yes, it's much smaller. And ⁴ what the reviews say, it's slightly faster than the Pro-Top.

A: So, it's a matter ⁵ whether you want a computer with more memory or a lighter one.

B: Yes. All ⁶ all, I think the X200 is a better choice for me.

B 5.07 | You are B in Ex 4A. Listen and speak after the beep. Record the conversation if you can.

C Listen to your recording and compare it to Ex 4A.