

# 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 | products |

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

In the 18<sup>th</sup> 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 of<sup>1</sup>..... 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 approximately<sup>2</sup>..... 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 be<sup>3</sup>.....

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 cost<sup>4</sup>.....

a \$20    b \$200    c \$2,000



5

Fragrances are big **business**, but the perfume in a \$100 bottle probably only costs <sup>5</sup>. 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 <sup>6</sup> of dollars to wear their watches to film premieres and Oscars ceremonies.

- a hundreds
- b thousands
- c millions



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**?

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.

- What products does Harper mention?
- How do companies decide how much to pay influencers?
- How much do influencers pay for the products which they promote?
- 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?

- scorpion ..... (page 30)
- computer ..... (page 30)
- beauty ..... (page 32)
- luxury ..... (page 31)
- internet ..... (page 32)
- fashion ..... (page 32)
- 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.

- Do you follow any online bloggers, comedians or tutorials? Which ones?
- 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.

