

Unit 9 Products

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Playtime

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Keynotes

Each **product** has its own **special features**, the things that make it useful or different from other products on the **market**. A **product description** contains details about these features, and about what the product does and what it is for. It also gives information about the **size**, **weight** and **shape** of the product.



Preview



1 Complete the product descriptions with the verbs in the box. Match the descriptions with the pictures.

clean travel play listen

- 1 People used it to _____ video cassettes.
- 2 I use mine to _____ to music when I go jogging.
- 3 You use it to _____ the floor.
- 4 It was a new way to _____ in cities.

2 Which two products were successful?

Listening 1

1 Listen to four people talking about the products above. Tick (✓) the adjectives that you hear.

☐ good	☐ small	☐ expensive	☐ light
☐ slow	☐ attractive	☐ reliable	☐ long
☐ interesting	☐ popular		

2 Write the letter of each product next to the correct adjectives. Listen again and check.

Vocabulary 1 Match the adjectives in the box above with their opposites.

- | | |
|------------------------------|----------------------|
| 1 unreliable <u>reliable</u> | 6 cheap _____ |
| 2 large _____ | 7 unattractive _____ |
| 3 heavy _____ | 8 fast _____ |
| 4 unpopular _____ | 9 boring _____ |
| 5 short _____ | 10 bad _____ |

Practice

Revelation is a new skin cream for men and women. Look at the sentences in *italics* from a marketing meeting about the product. Fill in the gaps with one of the adjectives above.

- 1 *The test group all like Revelation.* → Revelation is popular.
- 2 *But they think it costs a lot of money.* → It's _____.
- 3 *65 per cent said that the bottle looks good.* → The bottle is _____.
- 4 *But 35 per cent said it didn't look interesting.* → It looks _____.
- 5 *The packaging isn't light.* → The packaging is _____.
- 6 *This product does what you expect it to do.* → It's a _____ product.

Adjectives

We use adjectives to describe nouns. Study the examples and complete the rules below with the correct words in *italics*.

- It wasn't a *successful* product.
- It was a *cheap* and *reliable* way to travel.
- They are very *popular* products.
- It's an *interesting* design but it's also *expensive*.

- In a phrase using a noun and an adjective, the adjective goes *after* / *before* the noun.
- You *can* / *can't* use an adjective without a noun.
- Adjectives *don't* / *do* change with a plural noun.
- You *can't* / *can* put more than one adjective before a noun.

An adjective can also be used without a noun after certain verbs, for example, look, feel, sound:

It looks new. This package feels heavy. That sounds interesting!



For more information, see page 160.

Practice

Complete each dialogue with an adjective and a noun in the box.

boring meeting ~~new~~ apartment bag perfume large job heavy expensive

- A Do you still work for ICI?
B No, I have a new job with General Motors now.
- A Did Gina buy that small house in Turin?
B No, she bought a _____ in Rome.
- A Can I help you? That _____ looks really _____.
B No, it's fine, thanks. I can carry it.
- A Is this an _____ ?
B Yes, it cost \$140, but it smells great.
- A Was the product presentation interesting?
B Yes, it was, but then we had a _____ for two hours.

Speaking

Use adjectives to make sentences about these products.

A Ferrari is fast and expensive.



a Ferrari



Nike trainers



an Apple iPhone

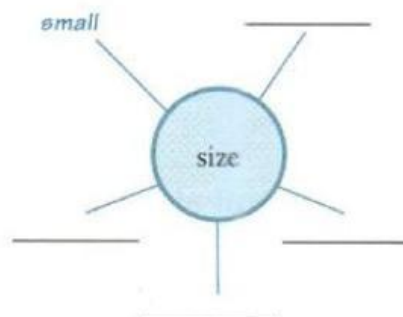
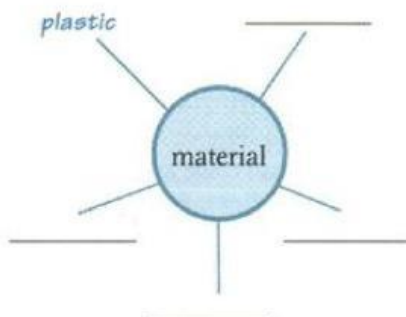
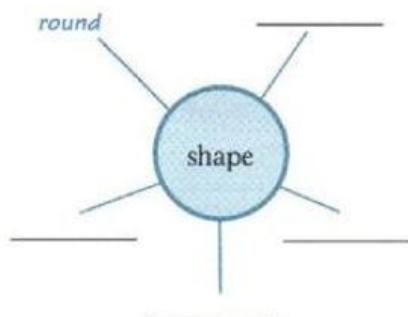


a Trabant

Vocabulary 2 Size, shape and material

1 Match these words with the correct circle. Add any others you know.

metal big square tiny glass rectangular wood
huge triangular



2 Work in pairs. Take turns to describe these things to your partner.

It's big and rectangular and it's made of wood.



3 Describe objects in the room you are in.

Listening 2

1 Listen to a conversation between Frank Taylor and Sue Tang, two buyers for a sports company. What product do they discuss? Who likes it?

2 Listen again and complete the product description.

Product description

1	Material:	_____
2	Size:	_____ high and _____ wide
3	Weight:	_____ kilos
4	Colour:	_____
5	Price:	£ _____

Speaking

Think about a product that you bought recently. Describe it to your partner and include adjectives to describe the size, shape and material.

Reading

1 Read the article on the opposite page. What does the writer think?

- a Children like expensive toys.
- b Japanese toys are popular around the world.
- c Adults don't play with toys.

2 Complete the article with the following phrases and sentences.

- a Some manufacturers now produce simple toys and games
- b They want to come home and forget the office
- c Japan uses modern technology
- d The top-selling toys in the USA and Europe are often Japanese
- e Japan has a successful toy industry

3 Read the article again and answer the questions.

- 1 What is surprising about Japan's success in the toy market?
- 2 How old are the men that buy robots?
- 3 Is the walking robot a simple toy? Give reasons for your answer.
- 4 What toy is popular with women?
- 5 What do the toys help people to do?



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Glossary

low-cost economies (n) countries where the cost of living isn't high

generally (adv) usually, often

top-selling (adj) selling more than other products

Japanese toys

Playtime

Toy manufacturers make adults feel young again

¹ Two things are often true about toy production. First, toys are usually made cheaply in low-cost economies. And secondly, toy manufacturers generally need a large population of children to sell their products to. Japan is big, expensive and rich. It also has a low population of children. So, do toys sell badly in the Japanese market?

The surprising answer is no. In fact, ¹ _____. One reason that the market is a success is that ² _____ and the toys are well designed. Another reason is that many manufacturers now market toys to adults as well as children.

² Toy makers happily design more and more new toys for adults. Some of the toys are very expensive. There is a

walking robot toy that is popular with middle-aged men. It has a 100-page instruction manual and costs ¥126,000 (\$1,105). And there is a talking boy doll that is popular with women over 40. Not all the toys use modern technology. ³ _____ that are also popular. One example is a baseball game with small plastic players.

³ Why are toys so popular with adults? One reason is that modern employees work hard. ⁴ _____. These toys help people to relax and play. Some of the products now sell well in other countries, too. ⁵ _____. Toys for adults could soon be in a toyshop near you. ■

Speaking

1 Do you know any modern toys that companies market to adults? Are they popular?

2 Tell your partner about the toys or games that you liked as a child. Are there any toys and games from the past that adults could enjoy today?

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Language check 2 Adverbs

We use adverbs to describe how something happens. The adverb gives information about the verb. Study the examples from the article on page 79 and complete the rules below.

- a Toys are usually made **cheaply**.
 - b Do toys sell **badly** in the Japanese market?
 - c Toy makers **happily** design more and more new toys.
 - d Modern employees work **hard**.
 - e Some of the products sell **well** in other countries.
- 1 Most adjectives add to the end of a word to make an adverb. Adjectives that end in -y drop the y and add .
 - 2 Some words are adjectives and adverbs, for example fast, late and .
 - 3 The adjective good is irregular. The adverb form is .



For more information, see page 160.

Practice

1 Change the adjectives in brackets into adverbs to complete the product information.

Toy storage box

Product information

You can make the toy storage box
1 (quick) and
2 (easy). It is
3 (attractive)
designed in wood and plastic and
is very 4 (good)
made. Read the instructions
5 (careful). Do not
place the box near heat as this
may 6 (bad)
damage the product.



2 Complete the sentences with the correct adjective or adverb in *italics*.

- 1 We can manufacture the product in two months – it is very *easy* / *easily* to make.
- 2 This machine works *efficient* / *efficiently*.
- 3 Is the computer system *simple* / *simply* to operate?
- 4 Do you think that the product is too *expensive* / *expensively*?
- 5 It's *beautiful* / *beautifully* made, but what do you use it for?
- 6 This product description is *unreliable* / *unreliably*.
- 7 The new model sold *good* / *well* in Bulgaria.
- 8 I spoke *slow* / *slowly* in the product presentation. It helped my nerves.

Career skills

Describing a product

When we describe a product, we need to talk about what it looks like and what it does. It is also a good idea to point out any special features – the things that the product does that are particularly useful or unusual. Look at these ways of asking about and talking about products. Match the questions 1–7 with the responses a–g.

- | | |
|--------------------------------------|-----------------------------------|
| 1 What is it? | a It's made of metal and plastic. |
| 2 What's it for? | b It can connect to the internet. |
| 3 What's it made of? | c It weighs 14 grams. |
| 4 How big is it? | d It's a personal organiser. |
| 5 What shape is it? | e It's 10cm long and 7cm wide. |
| 6 How heavy is it? | f It's rectangular. |
| 7 Does it have any special features? | g It's for listing appointments. |

Working English

We use *for* and *to* to talk about the purpose of something.

It's **for talking** on the internet.

You use it **to talk** on the internet.

Listening 3

1 Listen to four people describing products. Number the products in the order that you hear them.

2 Listen again and answer the questions.

Which speaker (1, 2, 3 or 4) ...

- ... doesn't have all the information?
- ... doesn't talk about the size of the product?
- ... presents the information in a confusing way?
- ... is very enthusiastic about the product?

3 Listen to the last product description again and complete the sentences. Practise describing the product.

- Ah, this is an interesting _____.
- It's an attractive _____.
- And it's for wearing when you do _____.
- As you can _____, it's made of metal and plastic.
- The strap is 2cm _____ and 12cm long.
- It has some good special features – press this button and you can see how _____ you run.
- It's _____, isn't it?

Speaking

Take turns to ask questions to complete your product description. Then describe your product. Student A turn to page 139. Student B turn to page 144.

a ☐



b ☐



c ☐



d ☐

