

Unit 9

Products



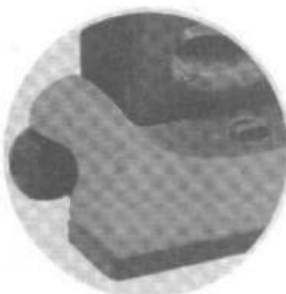
Vocabulary: **Products**
 Language: **Adjectives and adverbs**
 Career skills: **Describing a product**
 Writing: **Email asking for information**

Vocabulary 1 **1** What is the opposite of these adjectives?

- | | | | |
|------------|-------------------|---------------|-------|
| 1 reliable | <u>unreliable</u> | 6 expensive | _____ |
| 2 large | _____ | 7 attractive | _____ |
| 3 heavy | _____ | 8 fast | _____ |
| 4 popular | _____ | 9 interesting | _____ |
| 5 short | _____ | 10 good | _____ |

2 Read the information and complete the product description with some of the adjectives in exercise 1.

THE WIPEOUT XT CLEANER



It doesn't go wrong
It isn't slow
It isn't heavy
It looks good
People like it
It's not a bad price

The Wipeout XT cleaner is ¹ reliable and ² _____. It's made of plastic and it's very ³ _____. Available in five ⁴ _____ colours, the Wipeout XT is a ⁵ _____ product at a ⁶ _____ price.



Language check 1

A colleague wrote a report and wants you to check it. In some of the sentences 1-7 there is one wrong word. Put a tick (✓) next to the correct sentences and correct the mistake in the other sentences.

Report on microwave oven: new model 690WP

- 1 The new model is light and attractive. ☒
- 2 But it expensive is. It costs €278. ☐
- 3 It weighs 12 kilos. So it heavy feels. ☐
- 4 The new model is an interesting design. ☐
- 5 The old designs were very successfulls. ☐
- 6 But it isn't a good idea to sell it at the moment. ☐
- 7 The R&D team say it needs more research because it not reliable is. ☐

Reading

Read the article and choose the correct answer a-c to complete the sentences.

- 1 About 30 years ago, most computers were not ... **a**
a cheap. b expensive. c slow.
- 2 The IBM PC was ...
a \$240. b \$2,500. c \$176.
- 3 Mr Negroponte wants to help children to ...
a make computers. b sell computers. c learn on computers.
- 4 He tested the product in Africa and ...
a Europe. b South America. c Asia.
- 5 The computers are unusual because they ...
a need electricity. b use oil. c don't need electricity.
- 6 The XO is not ...
a heavy. b fast. c strong.

The Economist

A computer in every school

In the 1970s computers were new and most were expensive. An IBM PC cost \$2,500, more than \$6,000 in today's money. But there was one computer that was different. The Sinclair ZX80 was small and cheap. It was possible to buy one for less than \$100 – that is about \$240 in today's money. Many students were happy to use the machine to learn about computers.

Today a man called Nicholas Negroponte wants to make cheap laptop computers. He started the

project to help children to use computers at school. The laptops aren't expensive, so schools all over the world can buy them. Mr Negroponte and his team spent five years developing the computers. They tested the products in Nigeria and Brazil.

The laptops are unusual because they don't need electricity. They run on batteries, solar power and other types of natural energy. The first computers cost \$176 each. In the future, Mr Negroponte wants to sell



the computers for \$100.

The name of these laptops is XO. They are fast, light and very strong. They are designed to be used in lots of different locations from the desert to the jungle. Now the question is: when can the rest of us get laptops that are as cheap and clever as the XO?

Vocabulary 2 **Circle** the odd one out in these groups.

- | | | |
|----------------|---------|---------------|
| 1 a big | b huge | c wood |
| 2 a square | b glass | c round |
| 3 a tiny | b metal | c plastic |
| 4 a triangular | b kilos | c rectangular |
| 5 a wide | b long | c green |

Language check 2 **1** What is the adverb form of these adjectives?

- | | |
|---------|----------------|
| 1 cheap | <u>cheaply</u> |
| 2 good | _____ |
| 3 slow | _____ |
| 4 bad | _____ |
| 5 hard | _____ |
| 6 easy | _____ |

2 Complete the sentences with the adverbs above.

- Lukas doesn't like to drive fast; he always drives slowly.
- He arrives at the office at 7am and leaves at 8pm. He works _____.
- Sara did _____ in her exam – she got 98 percent.
- They make the products _____ and then sell them at a profit.
- The office is quiet this week, so I can _____ finish the report by Friday.
- You look angry. Did the interview go _____?

3 Complete the text. **Circle** the adjective or adverb in italics.

Keel and Major are a new design company. They produce ¹ *beautiful* / **beautifully** made furniture for the workplace. When the objects that we use every day are ² *bad* / *badly* manufactured, the office becomes a ³ *difficult* / *difficultly* place to work in. All of Keel and Major's furniture is ⁴ *good* / *well* designed. The materials they use are not ⁵ *cheap* / *cheaply* – expect to pay €700 for a chair and €950 for a desk. But the quality is ⁶ *great* / *greatly*.

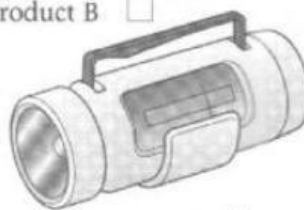
Listening

1 Listen to three conversations. Number the products in the order that you hear their description.

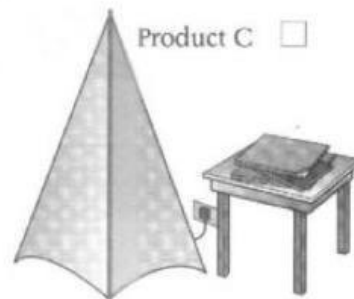
Product A ☐



Product B ☐



Product C ☐



2 Listen again and complete the product descriptions.

1

The Golvlampa is an attractive new floor lamp by the Swedish designer Lovisa Rylander.

Shape: 1 triangular

Height: 2 _____ metres

Weight: 3 _____ kilos

Material: 4 _____ and wood

2

The Dymo torch is great for the car, home or office.

Special features: Lights change colour and the torch has a 5 _____.

It uses 6 _____ R20 batteries.

3

Clear View light

A bright light for the garden

Shape: 7 _____ Size: 8 _____ cm long

and 9 _____ cm wide Energy: 10 _____ power

Writing

Read the email from your colleague. Write a reply (40–60 words). Use the prompts below. Then compare your answer with the suggested answer on page 93.

- Ask questions to get more information about the product. Ask about size, material, weight and shape.
- Ask for the information by 5pm – you have a meeting tomorrow morning to talk about new products.

Hi

I went to an exhibition and saw a great product for the new catalogue. You can use it anywhere in the office or at home. It's strong and useful and it's perfect for our customers!

Regards

Laurie

Dear Laurie

Thanks for your email. Can I have some more information about the product? ...