

Module 9

Eye it, try it, then buy it

Skills and language focus

- talking about brands, money and shops
- describing shops
- writing about shopping habits
- comparing ways of shopping
- giving advice on money
- stating preferences
- using conditional sentences

Scenario

"Money makes the world go round". So you occasionally babysit, mow the lawn or distribute flyers to earn some extra money to shop for the little extras.



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JUMP IN

1 Advertising slogans are one way to make us buy certain products and services.

Get together in pairs. Look at the advertising slogans below.

a Match the slogans to the brands on page 105.

b Which products or services do they sell?

Slogan	Picture No.	Products/Services
I'm loving it		
What else?		
Just do it		
Just for the taste of it		
Have a break, have a ...		
Have it your way		
Melt in your mouth, not in your hands.		
Think different		
The ultimate driving machine		
Fly with friends		
Nothing is impossible		
Connect the world		
Fashion for living		
Colour your life		
There's no better way to fly		
Connecting people		
We love to entertain you		
make.believe		



c

Add three English slogans you often hear or read in your country.

Slogan	Company	Products/Services



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2 At your age pocket money is the only source of income.

Exchange information with your partner about pocket money:

- how much pocket money you get;
- if you get it monthly or weekly;
- if you save or spend most of it;
- if you prefer presents or money for your birthday.

SKILLS AND LANGUAGE PRACTICE

1 An exchange student from the UK is staying in Austria for some months. He informs you about the account he has at home. He shows you this folder.



Read it and take notes on the advantages this account offers, so you can later compare it with the SPARK7 card.



BARCLAYS

Children's bank account: BarclayPlus

BarclayPlus: the **ideal children's bank account** for ages 11 to 15.

- Barclays Cash Card gives you **easy access to your money**.
- Take along your **ID** and come to one of our **branches**.
- The more you save, **the more interest you earn**.

What you get

- A children's bank account that you can **open with as little as £1**.
- **Earn credit interest** – and the more you save, the more interest you'll earn.
- **Barclays Cash Card** for withdrawing up to £50 a day from Barclays cash machines.
- **Barclays debit card** that lets you shop or withdraw up to £300 a day from cash machines, as long as you've got money in your account.

- Pay cash straight into your account – **perfect for saving** your pocket money.
- **No monthly account fee** and free day-to-day banking.

This could suit you if

- you are 11 to 15 years old.
- you want to earn interest.
- you'd like a Cash Card.





As he would like to have an account in Austria during his stay, you accompany him to your bank. Listen to what the bank clerk tells him about the SPARK7 card and note down the missing words.

Bank clerk:

“Good afternoon. Can I help you?”

Paul:

“Good afternoon. I am interested in getting information about your youth accounts. In England, I have a children’s bank account at Barclays and because I’ll be here in Austria the next six months, I would like to open a similar account here.”

Bank clerk:

“You can open a youth account at our bank. If you are under 15, your parents can open a [] for you. But your [] shows that you are already 15. So the ideal account is a SPARK7. This account is designed especially for young people [].



This is a SPARK7 account card. The [] of this card are as follows: You have [] to your account 24 hours a day, 7 days a week, and 365 days a year! You can [] money from your SPARK7 account at all [] machines in Austria.

You needn’t [] in shops. We offer [] and mobile banking. Further, the more you save, the [] you will get. Of course, we don’t charge you any []. Your parents can [] money straight onto your account.

There is one more thing. If you want to withdraw money from the cash machine, just [] your card, enter your Personal Identification Number and choose the [] you’d like to withdraw. And finally press the [] button. That’s all you have to do.

Paul:

“This account nearly has the same features as the one I have in England. I’d like to open a SPARK7 account today.”

Bank clerk:

“We have a special offer this month. € 10 are already on your account.”





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2 The visit to the bank has made your friend and you interested in currencies.

Work in pairs. Write down the name of the countries in which the following banknotes and coins are used.

- a Match the coins to the banknotes.
- www b Find out about the exchange rates.
- c Which additional currencies do you know?

1



2



3



A



B



C



Countries	Banknotes	Coins	Exchange rate

Additional currencies	Countries	Exchange rate

3 After saving up some money, you plan to go on a shopping tour. You can go to shops in town, you can visit a shopping centre or you can shop online.

It's time for a competition. Get together in groups of three, look at the pictures of shopping facilities in the UK and come up with a list of goods sold there. The first group who has got five items for each facility is the winner.

1



2



3



4



5



6



4 A friend's birthday is coming nearer and nearer.



Track 15

While looking around for a present, you listen to a shop assistant and a customer. Find a partner to work with. You fill in the missing words from the phrases used by the shop assistant. Your partner fills in the ones missing from the customer's phrases. Exchange your notes to complete the dialogue.

Shop assistant: Can I _____

Customer: Yes, I'm _____

Where do I _____

Shop assistant: They are over there _____

Are you looking for _____

Customer: I'd like _____

Shop assistant: Let's _____

Which _____

Customer: My friend needs _____



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Shop assistant: What _____

Customer: That looks _____

How _____

Shop assistant: It is _____

Customer: Can I _____

Shop assistant: The fitting rooms _____

Customer: It _____

Shop assistant: The colour _____

Customer: I'll _____

Can I _____

Shop assistant: You can either pay _____



Choose one of the shops shown in the pictures on page 109 and practise the phrases in a role play.

5 Imagine your hobby is reading or collecting DVDs or CDs. Sometimes you shop online, sometimes you go to the bookshop.

Write down five arguments for and five arguments against shopping online.

What have been your experiences so far?
What is your personal preference?



6 In this module we revise the conditional sentences.

If you need more detailed information, look up page 24 in your ➡ Grammar Guide.

a

It's Friday. You and your friends have planned a visit to the shopping mall for tomorrow, but some things are still uncertain. Complete the sentences.

The first one has been done for you.

1 If Dad can't give us a lift to the mall tomorrow, we will take the bus.

2 If I don't find a suitable present for my friend, I _____
(have to look) somewhere else.

3 If I don't find my mobile phone, I _____ (cannot) text my friends.

4 Will the shop assistant order the article if I _____ (not find) what I need?

5 Will Peter lend me some money if I _____ (not have) enough?

6 Mum will be very angry if I _____ (spend) all my pocket money.

b

While walking around the mall, your friend asks you what you would do or feel in the following situations. Write down your answers.

1 lost your mobile

If I lost my mobile, I would buy a new one as soon as possible.

2 broke something in a shop

3 found € 500 in front of a shop

4 saw somebody stealing things from a shop

5 a shop assistant gave you too much change

6 spent more than you have in your account

c

You are back from the shopping tour and you are thinking about what you would or wouldn't have done if certain things had or had not happened. Insert the correct forms of the verb.

1 If Peter *hadn't been late* (to be late), I *wouldn't have had to wait* (have to wait) for him for half an hour.

2 If I _____ (not spend) all my money,
I _____ (can buy) something to eat.

3 If the shop assistant _____ (be) friendlier,
I _____ (buy) two T-shirts.

4 If I _____ (take) a closer look at the new mobile,
I _____ (see) that it is scratched.

5 If I _____ (know) that there was a better offer in another shop,
I _____ (save) some money.

6 If the film at the mall's cinema _____ (start) already at 5:30 p. m.,
we _____ (watch) it.



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- d** This is a *Quick quiz* on conditionals, talking about possibilities, probabilities and fulfilled or unfulfilled conditions.

Match the first part of the sentence (1–10) with its second part (A–J).

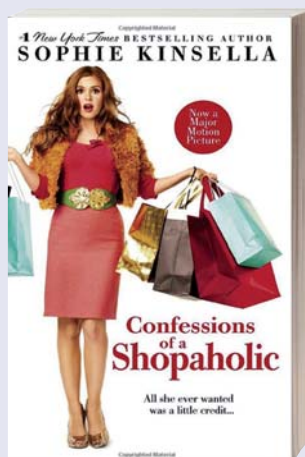
1 I would have bought a Smartphone,	F	A if I hadn't forgotten my cash card.
2 If I ever have more money,		B I would be more polite to customers.
3 If I were a shop assistant,		C I could have bought some little extras.
4 What will the bank clerk say		D I'll say <i>no</i> .
5 If I had saved more money,		E I could ask my grandparents.
6 If my friends ask me to go shopping,		F if there had been a special offer.
7 If I don't start saving now,		G I'll spend it wisely.
8 If I needed more money,		H if I overdraw my account?
9 If Dad hadn't waited at the wrong exit,		I I won't have any money for my trip.
10 I could have gone to a restaurant		J we wouldn't have been home late.

7 When looking for a book for a friend you come across an interesting title.



- a** Read the blurb of the book.

Confessions of a Shopaholic



Becky Bloomwood has a fabulous flat in London's trendiest neighborhood, a number of glamorous friends, and a closet full with the season's must-haves. The only trouble is that she can't actually afford it – not any of it.

Her job – writing articles for the magazine “Successful Savings” – not only bores her to tears, it doesn't pay much at all. And lately Becky has been haunted by letters from Visa and her bank – letters with large red sums she can't bear to read – and they're getting ever harder to ignore.

She tries cutting back; she even tries making more money. But none of her efforts are successful. Becky's only consolation is to buy herself something ... just a little something ...

Finally a story arises that Becky actually cares about, and her front-page article triggers a chain of events that will transform her life – and the lives of those around her – forever.



- b** If you have already read this book or seen the film, write a summary.
If you have not read or seen the story, create a story of your own.

- 8** Shop owners are interested in young people's shopping habits and trends. They are doing a survey in town. You are asked to answer their questions.

- | | |
|--|---|
| <p>1 Which age group are you in?</p> <p><input type="checkbox"/> 10–14</p> <p><input type="checkbox"/> 15–19</p> <p><input type="checkbox"/> 20–24</p> <p>2 Are you</p> <p><input type="checkbox"/> male?</p> <p><input type="checkbox"/> female?</p> <p>3 How much money do you spend on clothes every month?</p> <p><input type="checkbox"/> € 0–20</p> <p><input type="checkbox"/> € 20–30</p> <p><input type="checkbox"/> € 30–50</p> <p>4 How much do you spend on computer games?</p> <p><input type="checkbox"/> € 0–20</p> <p><input type="checkbox"/> € 20–30</p> <p><input type="checkbox"/> € 30–50</p> | <p>5 How much do you spend on sports equipment?</p> <p><input type="checkbox"/> € 0–20</p> <p><input type="checkbox"/> € 20–30</p> <p><input type="checkbox"/> € 30–50</p> <p>6 Where do you usually shop?</p> <p><input type="checkbox"/> local stores in town</p> <p><input type="checkbox"/> shopping centres</p> <p><input type="checkbox"/> online</p> <p>7 If you had more money available, would you spend it on</p> <p><input type="checkbox"/> cosmetics?</p> <p><input type="checkbox"/> magazines and books?</p> <p><input type="checkbox"/> mobile phones and accessories?</p> |
|--|---|

SKILLS SHOW

- 1** You have taken part in a survey.



Read the short texts about teenagers' shopping habits in the USA.

Teen Shopping Project



We picked a handful of teens to track more closely, to understand how they spend their money and why.



Elizabeth

Elizabeth, 16, and her younger sister, Rebecca, live in the small Loudoun County town of Round Hill. Although the girls normally shop closer to home, they make it to a big shopping mall a few times a year. They usually spend a whole day there.



Kiara

Kiara is a fan of fashion. The 15-year-old Silver Spring resident says she only goes to retailers which sell clothes that fit her style. She loves her bright-colored shoes, which she says land her numerous compliments. She gets \$ 40 a month from her parents.



Daisy

Daisy likes shopping with friends, her mom or her aunt. The 17-year-old resident of Arlington says her most expensive purchase is a digital camera. She spends every Saturday at the mall looking for new electronic equipment.



b Write a text about your personal shopping habits and compare them to the ones mentioned above.



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2 You had a perfect day at the shopping centre. You got everything you wanted and more.

Post a blog on your social network and tell your friends:

- where you were;
- how long you stayed there;
- what the shopping centre looks like;
- which things you bought;
- in which shops you bought them;
- which things you saw but did not buy.



3 A friend of yours admits that he / she is always short of money because he / she spends too much.



a

Read the text to get useful information on the problems of "Shopaholics".

Help For Shopaholics: Stop Compulsive Shopping

When people hear the word shopaholic they probably think of a person who owns everything under the sun or someone who spends too much money on material things, who is wealthy or just spoiled. Nothing could be further from the truth. Shopaholics are physically, emotionally and mentally hooked on shopping.

Compulsive Shopping

Compulsive shopping affects thousands of people's lives in America. Some 15,000,000 or more people suffer from shopping addiction. If you or someone you know is a shopaholic who is trying to find a way to overcome this destructive behavior, there is hope. Doctors are finding and successfully using different ways to help shopaholics.

Out of control shopping does not only affect the shopper, it also affects family members and friends.

Help For Shopaholics

If shopping is sending you into debt and basically ruining your life, there is help. The first thing every doctor will tell you is that shopaholics use shopping for a sense of relief or escape from another problem. Things like



depression, low self-esteem and anxiety can all be issues shopaholics have. Talking to a psychologist is a great first step.

One major key to successfully overcoming compulsive shopping is simply taking responsibility for one's own actions. Stop denying the problem or blaming other persons. Shopaholics who truly want help need to say "Enough is enough". Once a shopaholic realizes that shopping is just not worth the troubles which are caused by shopping excessively, things get much easier. If they make the decision to change, change will come.

Compulsive shoppers need to remember that they control their own lives but have allowed themselves to be out of control.



Pass on the information from the above article to your friend in an email.



**At your school you are taught how to be an entrepreneur.
You think of a shop you would like to open one day.**

Get together with three classmates with whom you share interests and ideas.



Here are two examples from the UK. Guess what they are selling.



Come up with ideas about

- which products you would like to sell;
- a catchy name;
- a slogan;
- a location.



Present your ideas to your class.

Glossary

access	Zugang, Zugriff
account fee	Kontogebühr
addiction	Abhängigkeit
anxiety	Angst
to be haunted by	verfolgt werden von
to be hooked on sth.	von etwas abhängig sein, süchtig sein nach
to blame sb. (for)	jemandem die Schuld geben (an)
blurb	Klappentext
to bore sb. to tears	jemanden zu Tode langweilen
branch	Filiale
cash card	Bankomatkarte
cash machine	Bankomat
compulsive	zwanghaft
to confirm	bestätigen
consolation	Trost
to cut back on sth.	bei etwas sparen
debt	Schulden
to deny	leugnen
destructive	zerstörerisch
to earn money	Geld verdienen
effort	Bemühung
escape	Flucht
to eye sth.	betrachten, sehen
to fit	passen (Größe)
fitting rooms	Umkleidekabinen
glamorous	glänzend, schillernd
independence	Unabhängigkeit
interest (no pl.)	Zinsen
to open an account	ein Konto eröffnen
to overcome (e.g. difficulties)	überwinden (z. B. Probleme)
preference	Vorliebe
relief	Erleichterung
shelves	Regale
shopping facilities	Einkaufsmöglichkeiten
spoiled	verwöhnt
to suffer (from)	leiden (an, unter)
to suit sb.	(zu) jemandem passen
to transform	verändern
wealthy	reich, wohlhabend
to withdraw money (from)	Geld abheben (von)

Add words and phrases which you look up in the dictionary yourself.
