

THINGS TO DO

1 Warm Up

Discuss these questions with your classmates.

1. What do you like about shopping?
2. What do you dislike about shopping?
3. Have you ever bought something you didn't really need? Why did you buy it?
4. What things are being advertised in the picture?

2 Discuss

Discuss the questions with a partner. Then report your answers to the class.

1. Why do you think there are so many people going into May's?
2. Are there any advertisements on pages 60 and 61 that don't seem honest? Why do you think so?
3. Which advertisements on pages 60 and 61 are most effective? Why?
4. The average person sees and hears hundreds of advertisements a day. What effect do you think this has on people?

3 Analyze

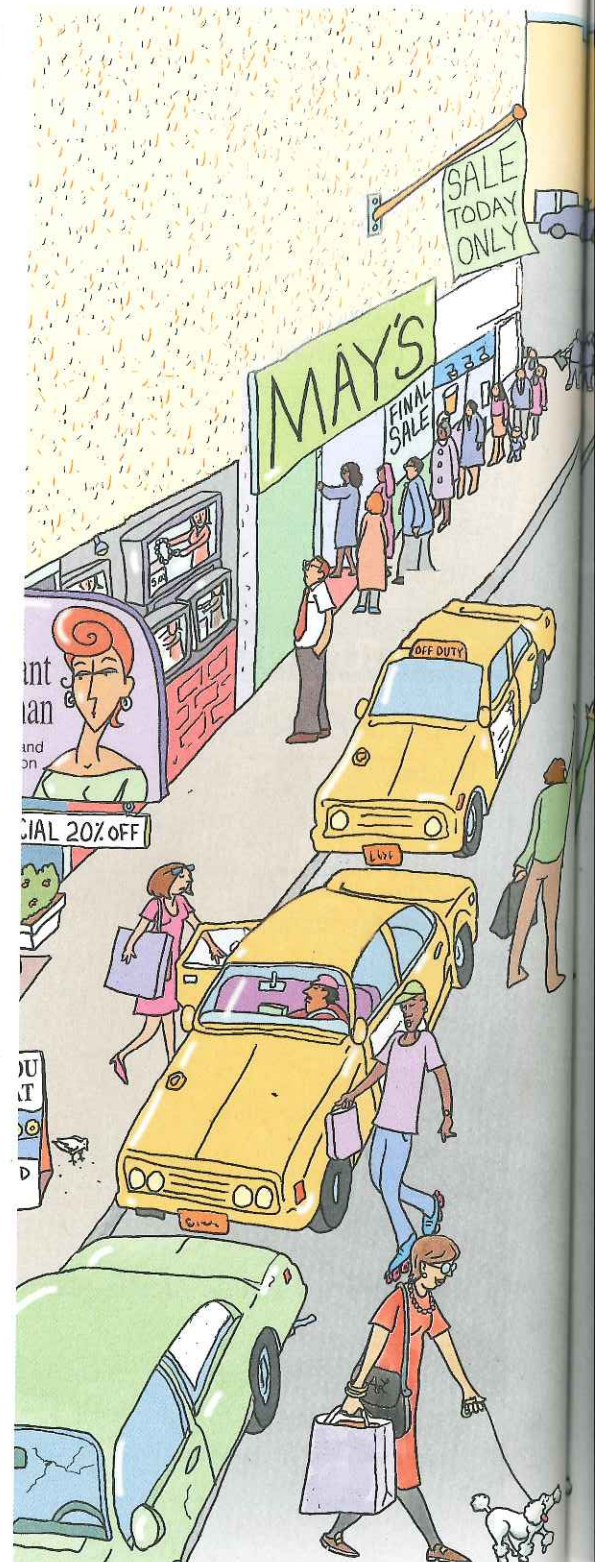
Work with a partner. Choose one of the advertisements from pages 60 and 61. Change the ad to make it more effective. Then present the ad to the class. Explain how your changes make the ad more effective.

Example: *A: The Carl's Cafe ad would be better if it listed the lunch specials.*

B: Why?

A: The list of specials might make people hungry, and then they would want to come into the restaurant.

B: That's a good idea.



THINGS TO DO

1 Warm Up

Discuss these questions with your classmates.

1. Do you shop when you need to buy something specific, or do you shop for fun?
2. How often do you buy things that you don't need?
3. How does shopping make you feel? Tired? Excited? Bored?

2 Use Context Clues

Read *Tips for Consumers* on page 63. Use context clues to guess the meaning of the highlighted words. Write your answers in a chart like this. Then compare ideas with your classmates.

Word or phrase	Meaning
purchases	the things you buy
impulse buyer	
refund policy	

3 Listen and Write  033

Listen to each conversation. Then complete each statement about what you heard. Use the highlighted words from page 63.

1. The salesperson is trying to pressure her into buying a sweater.
2. The shopper is asking about the store's _____.
3. Ann's friend is an _____.
4. The store sells rice _____.

4 Use the Vocabulary

Read *Tips for Consumers* again. Answer the question in each box. Check (✓) Yes or No. Then talk to different classmates. Find someone who answers Yes to each question. Then ask another question to get more information.

Example: A: Are you an impulse buyer?

B: Yes.

A: What was the last thing you bought that you didn't need?

B: I bought a tennis racket because it was on sale, but I don't play tennis!

Target Grammar

Adjectives ending in *-ed*
and *-ing* pages 166–167

TIPS FOR CONSUMERS

1



Plan your **purchases** before you go shopping so that you buy only things you need. Don't be an **impulse buyer**. Impulse buyers buy things without thinking and usually spend more than they want to.

Are you an impulse buyer?

- Yes No

2



When you buy something, be sure to keep your receipt and make sure you understand the store's **refund policy**. Find out if the store gives a cash refund or **store credit** if you return the item. You should also ask if there is a **time limit** for returning a purchase.

Have you ever gotten a store credit for something you bought?

- Yes No

3



You can buy used clothes and other things at **thrift stores** and **yard sales**. You can also buy and sell used clothes at **consignment shops**.

Consignment shops will sell your items for you and give you a percentage of the money.

Have you ever bought something at a thrift store, consignment shop, or yard sale?

- Yes No

4



You can save money by **buying** food or other items **in bulk**. Many stores sell loose grains, pasta, cereal, and nuts out of large containers. Customers can pour the amount they want into a bag or bottle, weigh it, and buy it.

Did you buy anything in bulk last month?

- Yes No

5

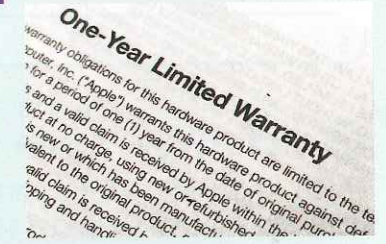


Don't let a salesperson **pressure you into** buying **merchandise** you don't want. Salespeople often try to **convince** you to buy things you don't really want. If you don't want help from a salesperson, you can say, "I'm just looking, thank you."

Do you like to have salespeople help you when you shop?

- Yes No

6



Some products come with a written **warranty**. The warranty says that the company that made the product will fix or replace the product for a certain period of time. Before you buy something, it's a good idea to look at the warranty.

Do you usually look at the warranty before you buy something expensive?

- Yes No

THINGS TO DO

1 Warm Up

Discuss these questions with your classmates.

1. What are four common questions that customers ask salespeople?
2. What do you think the people in each picture are saying?

2 Listen and Match  034

Listen to five conversations. Match each conversation to a picture on page 65. Write the number of the conversation in the circle.

3 Listen for Specific Information  035

Listen to the conversations again. What does each customer want? Take notes in the chart.

What does the customer want?	
1.	She wants to pay with a check.
2.	
3.	
4.	
5.	

4 Role-Play  036

Listen. Then work with a partner. Role-play a conversation between a customer and a salesperson. Use the Communication Strategy.

- A: Could you tell me if this comes with a warranty?
 B: I think it does, but I'm not positive.
 A: Could you check for me?
 B: Yes, of course. Just give me a minute. I'll be right back.
 A: Thanks.



Target Grammar

Tag questions pages 168–169

1



2

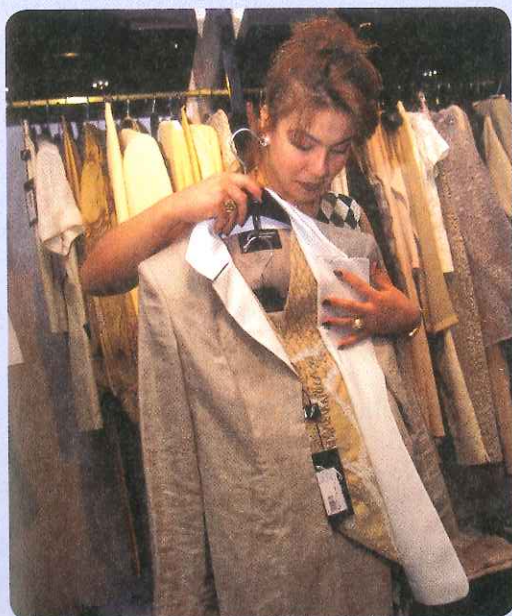


COMMUNICATION STRATEGY

Expressing Doubt

If you aren't certain your answer to a question is 100 percent correct, it's important to explain that. Use these sentences:

- I think _____, but I'm not positive.
- It's possible that _____, but I'm not sure.
- It seems to me that _____, but I'm not sure.
- I'm pretty sure that _____, but I'm not absolutely certain.



WINDOW ON PRONUNCIATION

Intonation in Tag Questions 037

A Read the information.

When tag questions give an opinion or confirm something, they have rising and then falling intonation. When tag questions are used like *yes/no* questions, they have rising intonation.

B Listen to the questions. Then listen and repeat.

Question	Confirmation	Yes/No
1. That's a really good price, isn't it?	<input type="radio"/>	<input checked="" type="radio"/>
2. You didn't bring your credit card, did you?	<input type="radio"/>	<input type="radio"/>
3. We paid that bill last month, didn't we?	<input type="radio"/>	<input type="radio"/>
4. They can't cancel our Internet service without notice, can they?	<input type="radio"/>	<input type="radio"/>
5. These cookies aren't very fresh, are they?	<input type="radio"/>	<input type="radio"/>

C Listen to the questions again and check the appropriate column.

D Write two tag questions. Ask a classmate your questions.

- _____
- _____

Using Resources to Find Housing

1 Warm Up

Discuss these questions with your classmates.

1. In addition to the newspaper, where can you find information about houses or apartments for rent?
2. What do you think is the best way to find a house or an apartment for rent?
3. What advice would you give to someone looking for a house or an apartment for rent?

2 Read and Respond

Read the information. Answer the questions on page 67.

**Houses
for Rent 453**

North End. 2 BR, 2 baths.
\$1000/mo. + sec. dep.
Call Karen 555-3590

2BR, newly remodeled,
W/D hkup, 1.5 BA,
no pets/smoking, \$1200/mo.
Patty or Sam 555-8998

2BR house. Stove, refrigerator,
dishwasher, W/D included.
Large backyard. \$1200/mo. +
utils. 555-5827

3 BR house, large deck
\$900/mo. 555-3325

3 BR, 2.5 bath, short term,
no lease \$1200/mo.
Cell 555-0949

New 3 BR, 2 baths, garage,
pets ok. \$1100/mo.
Call Peter 555-3356

Nice 2 BR home w/porch
& garage, \$1100. No pets.
Call Dick 555-2113

**Condominium
Rentals 457**

2 BR, Includes utils.
\$900/mo. Call Jennifer
555-7867

Brand NEW condo. 6 rms,
2BR, central air. \$1200/mo.
Call Kathleen after 8 P.M.
555-3354

WEST SIDE Lg 1 BR,
new paint/carpet, pets ok,
parking, a/c, ht & hw
included, \$850/mo. 555-0878

**Unfurnished
Apartments 459**

WEST SIDE. Lg 1 BR,
include garage, nice yard,
small dog ok. \$800/mo.
555-9984

EAST SIDE. 2 BR completely
new, parking, no utils. \$900/mo.
555-6657

DOWNTOWN Lg 2 BR,
new windows, laundry. \$675/mo.
555-9068

South Beach. Safe neighborhood,
1 BR, new windows/paint/floor.
No smoking/pets. Available 2/1.
\$900/mo. 555-3256

EAST SIDE 2BR, nice area,
nice building, storage room,
no dogs, \$800/mo. 555-3657

**Furnished
Apartments 461**

South Beach. 1st flr, 1 BR/LR,
kitchen, bath, prkg, deposit,
\$200/wk, includes all utils.
555-6584

2 1/2 rms, 1 bath, furnished,
no pets/smokers, prkg & all
utils included. \$750/mo.
555-4463

KEY

- BR = bedroom(s)
- LR = living room
- sec dep = security deposit
- W/D = washer and dryer
- hkup = hookup
- utils = utilities
- a/c = air conditioning
- ht = heat
- hw = hot water
- mo = month
- wk = week
- rms = rooms
- lg = large
- prkg = parking

Questions

1. You are looking for a condo to rent. Which section of the want ads should you look at?
section 457, Condominium Rentals.
2. You want to rent an apartment that you will **furnish**. Which section would you look at?

3. You are looking for a house with three bedrooms to rent. Which numbers would you call?

4. You are looking for an apartment that **allows** pets. Which number would you call?

5. Choose two of the one-bedroom apartments for rent. How are they similar and different?

6. Which ad looks the most interesting to you? Why?

3 Write

Write a classified ad for your own house or apartment.

4 Apply  038

Listen. Check (✓) the correct boxes for each message. Write the number of bedrooms and the amount of rent in the last two boxes.

Message	House	Condo	Apartment	Furnished	Pets allowed	Number of bedrooms	Rent
1			✓			3	\$1,500
2							
3							
4							
5							
6							

USING A DICTIONARY

There is a lot of interesting and useful information in an English language learner's dictionary. In addition to finding the definition of a word, you can:

- learn how to pronounce a word.
- learn the part of speech of a word.
- learn the number of syllables in a word.
- learn irregular forms of nouns and verbs.
- find a synonym for a word.
- read sample sentences with the word.
- learn phrasal verbs such as *look into* and *find out*.
- learn cultural information about the word.

Words in English often have more than one meaning. When you look up a word in a dictionary, make sure you choose the correct definition. The first definition is usually the most common, but it might not be the one you are looking for.

1 Practice the Strategy

Read the dictionary definitions. Answer the questions.

bulk / bŭlk / *n.* **1.** large size: *Big animals, such as elephants and whales, have huge bulk.*
2. the most of, (syn.) majority: *The bulk of the students passed the exam.* **3. in bulk:**
 large amount: *You can save money by buying things in bulk.*

—*adj.* a bulk shipment: a large quantity: *The bulk shipment was 500 boxes of shoes.*

bulk-y / bŭlki / *adj.* —ier, —iest, large and difficult to handle, (syn.) unwieldy:
A mattress is too bulky for one person to carry.

1. What is the most common meaning of the word *bulk*?

2. What is the superlative form of the word *bulky*?

3. What is a synonym for one definition of *bulk*?

4. What is a synonym for the adjective *bulky*?

2 Read and Discuss

Read the dictionary definitions and the usage note. Discuss the questions with a partner.

garage sale *n.* a sale of used household items (old lamps, tables, etc.) inside or near a person's garage: *When my parents moved to a smaller house, they held a garage sale one weekend.*

USAGE NOTE: Also known as yard sales, rummage sales, tag sales, or sidewalk sales, *garage sales* are popular in both cities and suburbs. Homeowners may post signs around their neighborhood to advertise a sale. People who live in apartments usually just put things out on the sidewalk and wait for passersby: *I need some bookshelves. Let's drive around the university area and look for a garage sale.*

yard sale *n.* the sale of unwanted household items, such as old lamps and tables, in a person's yard: *We bought a beautiful old table at a yard sale for \$10!* See: garage sale, USAGE NOTE.

1. What is the difference between a yard sale and a garage sale?

2. This dictionary provides sample sentences in italics. Do the sample sentences help you to understand the meanings of the words? How?

3. What is the purpose of a usage note?

4. How helpful is this usage note to you? Why?

3 Apply

Read the sentences. Choose the correct definition for the word *yard* in each context. Circle 1 or 2.

yard /yard/ *n.* **1.** a length of three feet or 36 inches (0.91 meter): *She bought a yard of cloth.* **2.** an area usually behind or in front of a house: *The children went outside to play in the yard.*

- | | | |
|---|---|---|
| 1. I spent an hour yesterday cleaning the yard. | 1 | 2 |
| 2. I need three yards to make a new dress. | 1 | 2 |
| 3. I found a yard of rope downstairs. | 1 | 2 |
| 4. My new tie is a yard long. | 1 | 2 |
| 5. My yard is about 20 yards wide. | 1 | 2 |

WRITING A LETTER OF COMPLAINT

Writing a letter of complaint is often the best way for a consumer to correct a problem. Be concise and clear in a letter of complaint and include the following information:

- the date and place of the purchase
- a description of the purchase
- an explanation of the problem
- the length of time you are willing to wait
- a copy of the receipt
- what you want

1 Practice the Skill

Read the written complaints and check (✓) the information each one provides.

	Email	Letter
1. the date the complaint was written	<input type="radio"/>	<input checked="" type="radio"/>
2. the date of the purchase	<input type="radio"/>	<input type="radio"/>
3. the recipient's name and address	<input type="radio"/>	<input type="radio"/>
4. the recipient's title	<input type="radio"/>	<input type="radio"/>
5. a description of the purchase	<input type="radio"/>	<input type="radio"/>
6. an explanation of the problem	<input type="radio"/>	<input type="radio"/>
7. what the writer wants	<input type="radio"/>	<input type="radio"/>
8. how long the writer will wait	<input type="radio"/>	<input type="radio"/>
9. the writer's name and address	<input type="radio"/>	<input type="radio"/>
10. a copy of the receipt	<input type="radio"/>	<input type="radio"/>



Email

Dear Sir or Madam:

In February, I went to the Lucky Sam's toy store in Oyster, New Jersey, to buy a Sander's Outdoor Play Set (product #2678). This product was advertised as being on sale in the store's flyer, but when I got to the store, they did not have any in stock. The salesperson said that I could have a rain check to redeem when they got more in the store. But now I have waited more than 10 weeks, and I still don't have a Sander's gym.

I feel strongly that the company needs to do something soon to resolve this problem. I look forward to your reply.

Sincerely,
Frank Muller

5677 Torrence Avenue
Millville, New Jersey 08332
FMuller@freemail.net

Letter

4567 Melody Avenue, Apt 4A
San Carlos, CA 94070

May 6, 2012

Lisa Jones
Consumer Service Manager
Dyno Electronics
432 Southwest Avenue
Modesto, CA 95350

Dear Ms. Jones:

On April 15, I bought a Dyno MP3 player (serial number 45605048844) at your store in San Carlos. Unfortunately, the player has not worked properly since the day I bought it. I called the store the day after I purchased it to report the problem, but the store manager refuses to repair or exchange the MP3 player. Enclosed you will find a copy of my receipt.

To resolve the problem, I feel strongly that I should be able to exchange this MP3 player for one that works properly.

I look forward to your reply and a resolution to my problem. I will wait until June 1 before seeking help from a consumer protection agency or the Better Business Bureau. Please contact me at the address above or by phone at (650) 555-4993.

Sincerely,

Jon Phillips

Jon Phillips



2 Write

Think of something you bought but weren't satisfied with. Write a letter of complaint explaining the situation. Then read a classmate's letter and identify the information in Activity 1 that the letter provides.

Target Grammar

Reported speech pages 170–171

1 Listening Review  039**Part 1:**

You will hear the first part of a conversation. To finish the conversation, listen and choose the correct answer: *A*, *B*, or *C*. Use the Answer Sheet.

Part 2:  040

Listen to what is said. When you hear the question, *Which is correct?*, listen and choose the correct answer: *A*, *B*, or *C*. Use the Answer Sheet.

Answer Sheet

- | | | | |
|----|-------------------------|-------------------------|-------------------------|
| 1 | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C |
| 2 | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C |
| 3 | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C |
| 4 | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C |
| 5 | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C |
| 6 | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C |
| 7 | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C |
| 8 | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C |
| 9 | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C |
| 10 | <input type="radio"/> A | <input type="radio"/> B | <input type="radio"/> C |

2 Grammar Review

Circle the correct answer: *A*, *B*, or *C*.

- I don't like shopping. I think it's _____.
A. bored
B. boring
C. bore
- Mary was very _____ when she saw the receipt.
A. surprising
B. surprises
C. surprised
- Buying things that I don't need make me feel _____.
A. depressed
B. depressing
C. depress
- I can't understand these directions. They're too _____.
A. confused
B. confusing
C. confuses
- They don't take checks here, _____?
A. don't they
B. do they
C. did they
- She's a good shopper, _____?
A. isn't she
B. doesn't she
C. isn't it

2 Grammar Review (continued)

7. You returned those shoes, _____?
 A. don't you
 B. didn't you
 C. did you
8. A: This is nice, isn't it? B: Yes, _____.
 A. it isn't
 B. is it
 C. it is
9. Wei: I need a rain check.
 Wei said that _____.
 A. I needed a rain check
 B. he needed a rain check
 C. you needed a rain check
10. The salesperson told _____.
 A. me I could have a refund
 B. you can have a refund
 C. to me I could have a refund

LEARNING LOG



I know these words:

NOUNS

- consignment shops
- garage sale
- impulse buyer
- merchandise
- purchases

- refund policy
- store credit
- thrift stores
- time limit
- warranty
- yard sale

VERBS

- allow
- convince
- furnish

ADJECTIVE

- furnished

OTHER

- buy in bulk
- pressure (someone) into

I practiced these skills, strategies, and grammar points:

- interpreting advertisements
- understanding shopping terms
- talking to salespeople
- using correct intonation in tag questions
- using resources to find housing
- using a dictionary
- writing a letter of complaint
- using adjectives with *-ed* and *-ing*
- using tag questions
- using reported speech



Work-Out CD-ROM

Unit 5: Plug in and practice!