

В МИРЕ ПОКУПОК

**Учебно-методические материалы
по английскому языку
для студентов НГЛУ,
обучающихся по направлению подготовки
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Дисциплина: Практика по культуре речевого общения

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Предисловие

Настоящие материалы предназначены для студентов, изучающих английский язык как второй иностранный и имеющих определенные навыки и умения устной и письменной речи. Данная разработка содержит подборку материалов по указанной теме, претерпевших незначительное сокращение или адаптацию, а также комплекс лексико-грамматических упражнений, способствующих приобретению и развитию навыков иноязычного общения по данной теме. В конце УММ представлен список литературы. Пособие может быть использовано для аудиторной и самостоятельной работы.

Mary Goes Shopping

The Lloyd family lives in a modest three-bedroom Council house in one of the older suburbs of Nottingham. Trevor Lloyd is employed as a fitter at a nearby engineering works; his wife, Elinor, works part-time at a cigarette factory. They have two children, Horald and Mary. On weekdays Elinor Lloyd does her shopping at the small family grocer's at the corner of the street where she lives. At the week-ends she goes shopping in town. She very often sends her daughter, Mary, a sensible girl of nine, to the corner shop. Mary likes shopping and although her mother gives her a shopping list she tries hard to remember the things she has to buy without consulting it, for this makes her feel grown up. The shop assistants are aware of the way she feels and treat her in exactly the same way as an adult customer.

Outside the shop Mary stops to glance at the crates, boxes and sacks full of fruit and vegetables. Mr. Knight, the shopkeeper, who is just weighing some onions, looks up and greets her with rather exaggerated friendliness: "Hello, Mary, how are you getting on? How's your mother?" - "All right, thank you," she replies, a little embarrassed. Mary enters the shop and stands patiently in the queue until it is her turn. For her, this overcrowded, untidy shop is a treasure house overflowing with a thousand and one tempting products and full of strange, exciting smells.

"The next one, please," says one of the shop assistants. It is Mary's turn and the shop assistant inquires politely, "What can I get for you, Mary?" "I'd like half a pound of Danish butter..., half a pound of lard..., a sliced loaf..., a quarter of tea..., a pound of chocolate biscuits..., a pound jar of blackcurrant jam..., a tin of peaches - not South African..., a large bottle of vinegar..., a packet of frozen peas..., two boxes of matches..., a packet of mushroom soup..., a

medium-sized packet of Omo..., a bar of milk chocolate..., and quarter of fruit drops.” – “Will that be all?” asks the shop assistant. “Let me think,” says Mary, glancing secretly at her list. She discovers that she has forgotten the bacon. “Oh no, I'd like a pound of lean smoked bacon, please.” - “Will this do?” asks the shop assistant, taking a piece of bacon out of the refrigerator. “It’s all we have at the moment, I'm afraid,” she adds apologetically. “No, it's much too fat”, replies Mary scornfully. “I'd better take some ham instead. How much is it?” – “Forty-three pence a pound.”- “That's rather expensive. I'd better take twelve ounces, please.” The other customers cannot help smiling at Mary's grown-up air. The shop assistant weighs the ham, wraps it in grease-proof paper and places it on the counter with the other goods Mary has bought. “That’ll be all,” says Mary, giving her shopping list to the assistant who writes down the prices of the goods and then adds them up. In the meantime Mary packs the groceries into her shopping bag. “How much does it come to?” inquires Mary. “Two pounds thirty-five, please,” says the shop assistant.

Mary hands her three pound notes and in return receives sixty-five pence change, which she puts into her purse together with the bill. “Good-buy, Mary. Thank you. Remember me to your mother,” calls the shopkeeper as Mary is leaving.

When Mary arrives home her mother unpacks the shopping bag on the kitchen table and checks the bill to make sure that she has not been overcharged.

I. Give English equivalents for:

делать покупки	взвесить на весах	прилавок
список товаров	стоять в очереди	подытоживать (складывать)
продавец	плитка шоколада	обсчитать
покупатель	завернуть в бумагу	сдача

II. Give three forms of the verbs:

to eat	to choose	to wrap
to drink	to freeze	to take
to buy	to begin	to give
to lie	to come	to feed
to lay	to drop	to boil
to fry	to pay	to cook

III. Fill in the prepositions where necessary.

1. Before going shopping I made a list ____ things to buy.
2. We dropped ____ ____ the dairy to buy butter, cream and eggs ____ a cake.
3. ____ the fishmonger's we bought several tins ____ fish and herrings.
4. The shop assistant offered ____ us a wide choice ____ biscuits and cakes.
5. ____ the cash-desk we paid ____ the bread, had it wrapped ____ paper and made ____ the cinema.
6. ... the meantime the woman packed her purchases ... her shopping bag.
7. When he arrived ____ home he found out that he had left his purchase ____ the shop.
8. He put his parcel ____ the counter.

IV. Answer the questions.

1. Where does the Lloyd family live?
2. Where does Elinor Lloyd do her shopping?
3. Does Mary like shopping?

4. Why does Mary try not to consult her shopping list when she does the shopping?
5. What does the shop look like?
6. What did Mary buy at the shop that day?
7. Why did Mary look at her list secretly?
8. Why didn't she buy bacon?
9. What did she buy instead of bacon?
10. What did her mother do when Mary came home?

V. Make up a list of things which can be bought at:

a grocer's a confectioner's a dairy
 a greengrocer's a butcher's a baker's
 a fishmonger's

VI. Speak about your way of doing the shopping. (Use the phrases from Ex.I). Is it a must, a pleasure or a disaster?

VII. Read the dialogue and retell it in the form of a story. Make up a dialogue of your own.

A Few Errands

Felix: I'm just going down to the shops to buy some cigarettes, Gertie. Do you want anything while I'm there?

Gertie: Yes, what a good idea! There are a lot of things I need, as a matter of fact. Let me see... we haven't got many eggs left, so bring a dozen of large ones. And there isn't much cooking fat in the jar, so bring a pound of lard. And...

Felix: Hold on! If you want me to get a lot of things, write them down on a piece of paper, or I'll forget something.

Gertie: All right. But wait a minute, while I look in the other cupboard to see what we need.

Felix: Hurry up then! I want to call in for a chat with Gerry on the way back.

Gertie: We've got plenty of cocoa, but we've nearly run out of coffee and there isn't a great deal of tea left; bring a large tin of instant coffee and a quarter pound of tea. Oh! And I want some ham.

Felix: How much?

Gertie: Half a pound will do. We're short of vegetables too: bring some beans and a tin of carrots.

Felix: I only wanted to go out for a stroll and a chat. I'll need a lorry to bring all that home.

Gertie: Here's the list. Oh, and you can pick up my coat at the dry-cleaner's while you're passing. And do me a favour while you're at Gerry's: ask Pam if she's free on Thursday morning. We're having a meeting at ten o'clock about the tennis-club dance in August.

Felix: Do you mind if I have half an hour to myself after I've done all your business for you?



Supermarkets

Text 1. The Supermarket Plan

(an extract from Just Reading and Writing Intermediate)

Few shoppers go to the supermarket with lists, so supermarkets want to encourage them to buy a lot of everything. How do they do this?

- The entrance is normally at one side and the exit at the other so that shoppers walk down all the aisles before leaving.

- Fruit and vegetables are normally close to the entrance. This makes people think they are going into an open-air market and makes them feel positive.
- Meat and fish counters are usually placed on the back wall. Supermarkets do not want to risk putting off their customers by taking meat carcasses through the shop.
- Some shelf places are better than others! The middle shelves on the left are considered the best place. Suppliers sometimes pay supermarkets for the best places!
- Vacuum-packed meats and fish look clean and bloodless. When you buy your lamb chops you are thinking of convenience and availability rather than a lamb in the field.
- Stores are usually decorated in colours that make people feel healthy and happy. All the supermarkets belonging to one company have the same colours to make people feel at home.
- A person blinks an average of 32 times a minute. US research has shown that a certain type of lighting can reduce this to 14 times a minute. This can make customers feel sleepy, and they then buy more goods.
- Goods placed at the end of an aisle often sell five times more than those placed in the middle of the aisle. Stores often move goods that they particularly want to sell, such as those nearing their sell-by date, to these sites.
- Supermarkets try to control smells. Unpleasant aromas, such as those of fish, are taken away by air extractors. Fresh smells, such as baking bread, may be pumped around the store to create a nice 'homely' feel.
- Most shoppers buy bread, so the bakery counter is situated as far away from the entrance as possible. Customers will have to walk past hundreds of the products to reach it.

- Drinks are usually located near the exit. Supermarkets hope that customers will buy because they are in a good mood as they finish their shopping experience.
- Silence makes shoppers feel uncomfortable. Supermarkets like to make sure that there is quite a lot of pleasant background noise, such as music or the hum of freezers.
- Security cameras are not just for catching shoplifters. Supermarkets also follow a few shoppers through the shop so that they can observe what routes people take. This information helps them to rearrange their products so that people buy more.

I. Find words in the text with the following meanings:

- 1) passageway between two rows of shelves;
- 2) outside;
- 3) the remains of dead animals;
- 4) in a see-through container with the air removed;
- 5) to open and shut your eyes very quickly;
- 6) the last day on which you can buy something;
- 7) a continuous sound which is not very loud;
- 8) people who steal in shops;
- 9) watch.

II. Are the following facts True (T) or False (F) according to the text.

Give reasons for your choice

1. People go to supermarket with a clear idea of what they are going to buy.
2. Shoppers like the sight of fresh fruit and vegetables.
3. Meat counters are usually near the front of a supermarket.
4. The goods on the top shelves always sell the best.
5. Supermarkets still don't know what colours relax people.

6. Sleepy people buy less than people who are awake.
7. People are influenced by what they can smell.
8. Shoppers like silence.

III. Complete the chart with the words from the list:

household goods	lettuce	suntan lotion	mushrooms	yoghurt
shampoo	shirt	flowers	crisps	aspirin
courgettes	cleaning products	bread	sunglasses	trousers
toothpaste	shoes	frozen food	magazine	milk
underwear	bubble bath	nappies	melon	cheese
carrots	eggs	denim jacket	breakfast cereals	plums
stamps	stationery	beans	jewellery	pencils
lipstick	aubergines	cigarettes	flour	medicines
sausages	food in cans	coffee	hairbrush	bananas
sweets	toilet paper	chocolate	pasta	perfume

newsagent's	chemist's	boutique	greengrocer's	supermarket

IV. Work in pairs: make a plan of your own supermarket. Describe the best place for:

- a) The products you want to sell most;
- b) Drinks;
- c) The meat and fish counter;
- d) Fruit and vegetables;
- e) Other goods.

Text 2. Elinor Goes Shopping

At the week-ends, when she has more time to spare, Elinor Lloyd does her shopping at the big self-service food store in town, for she can buy a lot of goods more cheaply there than at her local grocer's. Accompanied by her husband or her daughter she walks round the supermarket and other large food stores looking for bargains.

These large self-service stores are brightly-lit and usually well laid out. The goods are tidily arranged on trays and long shelves on which the various prices are clearly marked. There is plenty of room for the customers to walk about.

The shelves are well stocked with a very wide selection of attractively packed goods-everything from quick-frozen food to washing powder, from shoe polish to new-laid eggs, from tinned fish to toothpaste.

Elinor walks from shelf to shelf, filling her wire basket. She has to be careful when shopping in a self-service store for the goods are so attractively displayed that she is tempted to buy things she does not need or cannot really afford. She puts two large tins of instant coffee into her basket. The same brand costs six pence more at the corner shop, so she has "saved" twelve pence.

Elinor goes to the cash desk, where there is a short queue. When it is her turn the cashier reckons up the bill on a cash register which automatically adds up the various items. In the meantime another shop assistant packs the goods into Elinor's shopping bag. Elinor pays, carefully puts the receipt and the change into her purse and leaves the shop.

Before getting the bus home she goes to the market in search of bargains. The market is large, with well over a hundred different stalls; part of it is covered, part of it open-air. A wide range of clothes, household goods, fruit and vegetables is on sale and prices are often considerably lower than in the ordinary shops, for the stall-holders' overheads are relatively low. Elinor buys washing

powder 5p a packet cheaper than at the local grocer's, and fresh fruit and vegetables: two pounds of oranges, half a pound of strawberries, two medium-sized grapefruit, a large cauliflower and two pounds of sprouts.

She arrives home exhausted but a little proud of having saved forty or fifty pence of the housekeeping money. When she considers the matter more carefully, however, she realizes that the British housewife is fighting a losing battle against inflation. She may get some goods cheaper at the big stores or in the market, but even there prices are rising continuously.

I. Give the Russian for:

self-service food store; to walk round the supermarket; to look for bargains; brightly-lit; well laid-out; to arrange on the shelves; to be well stocked; to walk from shelf to shelf; to save.

II. Insert prepositions where necessary:

1. A lot of people prefer to do the shopping ... big self-service food stores.
2. The shelves are well stocked ... a wide selections of goods.
3. Customers walk ... shelf ... shelf feeling their baskets ... necessary goods.
4. The goods are attractively displayed ... counters.
5. She put a tin ... peaches ... her basket.
6. The cashier reckoned ... the bill ... the cash register and declared the total ... the customer.
7. Some people go ... the market ... search ... bargains.
8. He arrived ... home, ... doing the shopping, to find out that he had been overcharged ... the shop-assistant.

III. Answer the questions:

1. Where does Elinor do her shopping at the week-ends?
2. Does she go shopping alone?

3. What do large self-service stores look like?
4. What can one buy there?
5. How are goods arranged at the store?
6. Does Elinor like going shopping to the big self-service store?
7. Where does she go after doing the shopping at the big store?
8. What does she buy at the market?
9. What does she feel when she comes home?
10. What does she finally realize?

IV. Describe some supermarket in N. Novgorod. Use the vocabulary of Text 1 and Text 2

A Visit To The Supermarket

(an extract from Sweet Sixteen by M.Wandor)

Naomi comes up to a *silver trolley*.¹ She pauses momentarily, to decide which is to be the first aisle to the journey; should she start with soft drinks, vegetables, frozen foods, tins – she decides on fruit juice. I could do the shopping with my eyes shut, thinks Naomi, once a week for how many weeks, everything always in the same place. She turns the trolley to the right, to the fridge where the pineapple juice cartons – she stops. It is empty. Ah, well. Perhaps they have run out of cartons of fruit juice.

She decides to do dairy products next; cream, butter, some yoghurt – but instead, on the racks where the dairy products used to be, she finds pizzas, steak and kidney pies in coy transparent wrappings, and further on packets of frozen raspberries and *apple and blackberry crumbles*.² Something is wrong. She begins to collect, feeling uneasy that it isn't in the order of her choice, worried that if she leaves things now to go on to another aisle, they will have disappeared when she gets back.

She wheels on, to where she expects to find the vegetable racks. But instead there are long blue and red spaghetti packets, rice, curled pasta. She

takes some packets and makes confidently for the cold meat counter; the plastic box where scraps of meat were sold cheaply, the *ends of cuts*³, is upside down, empty. Naomi speeds up, taking what she can wherever she can, until she arrives at the back of the floor space, at the point where the soft drinks used to be but she finds nothing.

Naomi hears a voice saying, Nothing is where it was, and realizes that she has spoken out loud. She looks round. No one seems to have heard her – all are too busy. Naomi looks down at the trolley. It is full of everything she meant to buy, but none of it is in the right order, the order she is used to.

Naomi wheels the trolley slowly towards the *cash tills*⁴, joins a queue, watching the other women, their eyes darting, their hands cupped protectively over their purchases, as if there were some danger of someone whisking everything out again and back onto the alien shelves. She stands behind a woman who fumbles for her cheque book. Naomi watches as the *white snakes with purple figures*⁵ spill out of the tills, paper bags, plastic carriers, boxes and baskets flash between the tills and the plate glass window. At last her turn comes.

Notes on the Text

- ¹ *silver trolley* – a large wire shopping basket on wheels provided by self-service stores.
- ² *apple and blackberry crumbles* – puddings made of stewed fruit with a topping of flour and fat rubbed together to form the “crumble”.
- ³ *ends of cuts* – the left-over pieces after a larger joint of meat has been sliced or cut into portions.
- ⁴ *cash tills* – cash registers
- ⁵ *the white snakes with purple figures* – a list of purchases and prices to pay for them, a cheque.

I. Give Russian equivalents for the following:

soft drinks	transparent wrappings	a cash till
tins	to be upside down	to join a queue
dairy products	a trolley	plastic carriers
on the racks	to make confidently for the cold meat counter	

II. What is the English for:

картонные коробки с ананасным соком	остатки и обрезки мяса
пакеты с замороженной малиной	катить тележку
пудинг с яблоками и ежевикой	чековая книжка
крученые макароны	мелькать

III. Agree or disagree:

1. Naomi doesn't hesitate choosing a counter to start with.
2. She visits this supermarket for the first time.
3. She turns to the right to buy pineapple juice.
4. Naomi finds dairy products in their usual place.
5. The woman begins to worry.
6. Instead of vegetable racks she finds spaghetti and pasta.
7. She manages to choose a good joint of meat sold cheaply.
8. She hurries up taking everything she can.
9. Naomi hears someone complain of the mess in the shop.
10. She buys everything she has meant to buy.
11. Naomi doesn't pay any attention to the queue.
12. She stands behind a man with a wallet in his hand.

IV. Retell the text as if you were Naomi.

V. Make up a dialogue between Naomi and her friend (daughter, mother, husband), when she describes her visit to the supermarket.

Grammar notes

1. Sometimes owing to a change in meaning, names of materials (tea, coffee) become countable and as such are used with articles in accordance with the rules for countable nouns and take the plural. Names of materials become countable nouns in the following cases:

a) When various sorts of food products are meant:

e.g. *They are now giving you bad teas in the club. This is a very good butter.*

b) When a portion of food or drink is meant:

e.g. *"A salad and two coffees will do", she said smiling.*

Names of materials take no article when uncountable (even if they are preceded by descriptive attributes)

e.g. *I like to drink champagne. I hate stale bread.*

2. Names of meals, used as uncountable, take no article:

e.g. *It's time for dinner. They were at lunch when I called.*

They become countable and are used with the indefinite article when they denote:

a) a certain quantity or portion:

e.g. *Have a good breakfast. Are you going to buy me a dinner?*

b) Official meals (dinner-parties, banquets):

e.g. *Shall we give a dinner for her?*

c) If they are preceded by a descriptive attribute:

e.g. *Let's prepare a substantial supper.*



ADVERTISING

Advertisements play a great role in our life nowadays. They influence our preferences. Sometimes they can help us to choose the right thing.

Text 1. How are you persuaded to spend more by ...

Advertising:

Adverts focus either on what products do, or how the products make us feel. Our emotional response to a product is very important. If the advertisement makes us feel good, i. e. it has images which we enjoy and remember, then we start to associate good feelings with the product. We respond well to adverts which demonstrate a lifestyle we would like to have. Famous people are often used in adverts because of their successful lifestyle. Footballers advertise sports drinks. We buy the drink, and sense the success. A survey of 4 000 adverts found that adverts with celebrities were 10 percent more effective than adverts without.

Humor is also used, as funny adverts are remembered for longer. In addition, advert makers appeal to our senses. Unless your mouth waters, a chocolate advert is probably a failure. They want you to want their product.

Warning signs:

- High price: if a product costs a lot of money, it won't necessarily be good quality. It might be just part of its image.
- Famous people: advertisers want you to believe that if you buy their product, you can start to live the lifestyle of the celebrity who advertises it.
- Reward and Punishment: "if you buy this, you will stay young" (the reward), also means "unless you buy this, you will look old" (the punishment)

Answer the questions:

1. What sort of adverts do you like most?
2. What sort of adverts do you think are the most effective?
3. Which products usually have the best or worst adverts?

Text 2. How to Sell Food: a Question of Image

Advertising is about creating images, and this is especially true when advertising food and drink. To sell food successfully, it must look appetizing. Milk must look cold, bread must look freshly-baked, fruit must look ripe and juicy. Apparently, food looks especially appetizing if it moves. Chocolate sauce looks more delicious when you see it being poured over ice-cream than if it is in a jug. Sound effects also help to sell food: sausages sizzling in a frying pan are mouth-watering. The colour of food and the colour of packing are also very important. If the colour of the food looks wrong, people won't eat it because they associate food with certain colours. Nobody would seriously eat blue bread or drink blue beer. Other unpopular food colours are purple, grey and, in some cases, white.

How people expect something to taste often influences how it actually does taste. Researchers gave some mineral water to two groups of people. They told one group that the water was mineral water and asked, "What does it taste like?" The answer was, "It tastes nice!" Then the researchers told the other group that the mineral water was tap water. This second group said the water tasted a bit strange and not very nice. The word "tap" created an unpleasant image of chlorine. It's the same with packing.

So it seems to be true, image is everything.

I. Answer the questions:

1. How should food look to be sold successfully?
2. When does it look especially appetizing?

3. What else can help to sell food?
4. Why is the colour of food so important?
5. What colours are unpopular?
6. What have researchers proved in connection with the taste of food?

II. Express your opinion about advertising. Do you believe in it? Does it influence your choice?

III. Ask your partner about his/her likes in food. Use the following phrases in your conversation:

I'd rather...

I prefer...

I'd like... (very much)

I'd like... better

Find out his/her attitude to advertising.

IV. Insert articles where necessary:

1. She asked for ... cup of coffee, but she got ... tea instead.
2. Beatrice made herself ... coffee.
3. I ordered ... ice-cream for her and ... brandy for myself.
4. At ... baker's you can buy ... bread, ... rolls, ... buns, ... biscuits and ... cakes.
5. He suggested they should have ... substantial dinner.
6. ... mineral water is good for ... health.
7. ... advertising helps to sell ... food.
8. He saw ... interesting advertisement in ... newspaper.
9. I hate ... whisky, I prefer ... champagne.
10. This is ... good French wine.

V. Use *many, much, little, a little, a lot of, any, no, some, few, a few* in the sentences.

There aren't ... adverts on TV these days where someone just comes and says: "Buy this. It doesn't cost ... money ." ... modern adverts are more

like films or music videos and ... commercials are really unusual or artistic. It's amazing what advertisers can do with ... imagination. But ... adverts are so unusual that you remember the ad but you have ... idea what the product is. And I don't think that ... advertiser really wants that! ... people are not influenced by advertising. The rest can do ... about it and they buy ... things shown on TV or described in the newspapers and magazines.

(from Opportunities. Intermediate)

REVIEW

I. Which words or phrases are the following descriptions of:

- 1) someone who serves customers in a shop?
- 2) the thing you get in a supermarket to hold your shopping?
- 3) a shop that sells fruit and vegetables?
- 4) a large shop on several floors selling a wide variety of goods?
- 5) the place where you pay for things in a supermarket?
- 6) a slice of bread browned on each side by heat?
- 7) the sweet nectar of flowers collected by bees?
- 8) a cold dish of uncooked sliced vegetables seasoned with oil, vinegar and other spices?
- 9) a small flat cake made of unleavened dough and baked dry, hard and crisp?
- 10) small pieces of raw potatoes fried crisps?

II. Underline the word which is odd.

meal	food	cuisine	feast	corkscrew
water	coke	bread	wine	juice
queue	cash till	purchase	dessert	
cash	change	cheque	trolley	
salty	savoury	pan	sweet	bitter

dish	meal	bowl	plate	fork	cup
tomatoes	potatoes	plums	cucumbers		
bananas	peaches	currants	oranges	pears	
noodles	spaghetti	buckwheat	macaroni		
vinegar	cinnamon	mustard	semolina	cloves	

III. Insert prepositions where needed:

We dropped _____ the baker's and after I had made a series _____ proposals to buy everything that was delicious _____ the shop, we decided _____ favour _____ a nice little loaf _____ brown bread. Then _____ the grocer's we bought an egg and a slice _____ bacon. After paying _____ the purchases we put them _____ the bag and went _____ home. When we came _____ home, I sat down _____ my loaf, my egg and my rasher _____ bacon, _____ a basin _____ milk and had a most delicious meal. I was thankful _____ the man, that he had bought something to eat _____ me.

IV. Insert articles where necessary paying attention to the use of articles with names of meals and materials.

1. English people prefer _____ substantial breakfast and _____ frugal supper.
2. Actually _____ dinner is _____ principal meal of _____ day.
3. _____ first course is _____ soup, _____ second course is _____ fish.
4. He only had _____ cup of _____ tea. _____ tea was horried.
5. _____ salad is very good, but there's not enough _____ salt in it. Will you pass me _____ salt, please?
6. What would you have - _____ tea or _____ coffee?
7. Yesterday he went to the office without _____ breakfast. But he managed to have _____ snack at work.
8. He didn't like having _____ lunch alone.
- 9.

PART II**BUYING MANUFACTURED GOODS****Talking about Money****I. Match the phrases with the correct definitions.**

- a) inherit money, afford smth, a pension, invest, savings, pay the bills, an income, a mortgage, make a profit, get a bonus, earn/receive a wage, well-off, hard up, a loan.
- b) MONEY RECEIVED: when smb dies and leaves you money in the will (verb); when you retire from work; when you borrow from the bank; in addition to your work (often for good work); every week (for work by the hour); when a business earns more than it spends (verb); regularly (from any source); FINANCIAL STATE: be quite rich; be poor; have enough money for smth in particular; money in the bank; MONEY SPENT: to pay for the house; to pay for gas, water etc.; usually on a business hoping to gain more money (verb).

II. Study the following expressions and make up sentences of your own using these phrases:

- | | |
|------------------------|----------------------------|
| to run out of money; | to spend money; |
| to earn good money; | to squander money; |
| it's a waste of money; | to burn money; |
| pocket money; | to make money; |
| to save money; | it's worth a lot of money. |

III. Answer the following questions:

1. What things do you enjoy spending money on?
2. What do you think is a waste of money?
3. Have you ever found money in the street? How much?
4. What do you think is the easiest way to save money?
5. What is the quickest way to make money?

At the Department store

It's eleven o'clock in the morning. Helen is in one of the biggest department stores in the city which only opened a few weeks ago. Many things are bought and sold here every day. Though it's still early and the store has just opened, there are a lot of customers near the counters: some are buying things, others are just looking around.

Helen: Excuse me. How do I get to the shoe department?

Shop-assistant: It's over there on the left.

(in the shoe department)

Helen: I want a pair of boots, please.

Shop-assistant: What's your size?

Helen: 35, and I want very warm ones, too. It's very cold outside.

Shop-assistant: Oh, yes, it's terribly cold. 35... You have very small feet. It won't be easy to find a suitable pair, I'm afraid. These are nice boots, don't you think so? Will you try them on? How do they feel? Do they fit¹ you?

Helen: I think they're a size too big. Perhaps you can find a different pair. Can you give me a size smaller?

Shop-assistant: Just a moment. I'll have another look. You're lucky. Here's a lovely pair, but it's more expensive.

Helen: That doesn't matter. These ones feel more comfortable. I think I'll take them. How much are they?

Shop-assistant: 75 \$. Does the price suit² you?

Helen: Where do I pay?

Shop-assistant: Over there at the cash-desk.

Helen: Thank you.

(after paying the bill)

Shop-assistant: Here are your boots. The check's inside.

Helen: Where's the glove department, please?

Shop-assistant: Come along with me.

At the glove department Helen buys dark-brown gloves to match³ her new boots and looks at her watch. She sees it is rather late, so she quickly leaves the store and hurries home.

Notes on the Text

¹ to fit – to be of the right measure, shape, size;

² to suit – to satisfy, to meet the demands/interests;

³ to match – to be equal; to correspond in colour, quantity, quality; to go well with;
to become – to look well with.



to match smth

to become smb

to fit smb

to suit smb

but: to go well with smth

I. Give Russian equivalents for the following words:

to look around

a size smaller

to pay the bill

how do they feel

to have another look

to come along

a size too big

over there

Use the words in sentences of your own.

II. Choose the right word:

to match

to fit

to become

to suit

to go well with

1. The dress doesn't ... me. It's too loose.

2. It was a grand party. His baggy suit with shiny trousers didn't ... the occasion.

3. I don't think white sandals will ... your grey costume.

4. Blue is my favourite colour – it ... my blue eyes.
5. A red dress ... her. She looks nice in it.
6. These ribbons ... with your hat.
7. The coat ... like a glove. It was a nice purchase.
8. She was looking for a hat to ... her brown bag.
9. The price of the fur-coat doesn't ... me.
10. I try to be dressed in such a way that the articles of my clothing ... with each other.

III. Supply the missing articles.

After work I took my son Peter to ... shop in ... Arbat street to get ... new coat yesterday. We were shown ... lot of ... coats at ... shop. We liked two of ... them, but one was ... size smaller for my son, so we took ... other one. It was ... nice brown coat for ... boy of fifteen. Then we went to another shop and got ... toy for my second son, and ... picture for my little daughter. It took us ... hour and a half to do ... shopping and we got ... home at ... quarter past eight. As soon as we came ... home, ... children took ... boxes and opened them. They liked ... toy and ... book very much. My daughter, who likes ... shopping, said that she would go ... shopping with ... Mother some day, too. "We're going to get ... new hat for ... Father, and ... new shirt for ... Peter."

IV. Insert prepositions or adverbs where necessary.

1. His winter coat is made ... fox.
2. My friend is very particular ... her clothes.
3. The customer looked ... to see where the shoe department was.
4. Lucy was looking ... a pair ... gloves to match ... her new raincoat.
5. Put ... a coat.
6. The shop was crowded. There were a lot ... customers ... the counters.
7. ... buying the dress try it ... by all means. The fitting room is ... the right.
8. Won't you have another look ... these shoes? I think it's just the pair ... you.

9. Though the watch was very expensive, he decided to buy it ... her.
10. I want another dress, ... a lighter colour.

V. Translate into English.

1. Вчера я ходила в ближайший универмаг и купила зонт для брата и кожаные туфли для себя.
2. В отделе готового платья большой выбор костюмов всех оттенков.
3. Эта блузка не совсем вашего размера.
4. Эта шляпа мне к лицу?
5. Этот фасон ей не идет – она выглядит вызывающе.
6. Вы не могли бы мне помочь в выборе галстука в тон моей рубашке светло-серого цвета.
7. Где примерочная? Я хотела бы примерить это платье прежде чем купить его.
8. Шляпа с слишком широкими полями ей не подходит – она слишком маленького роста.
9. Это пальто немодное. Покажите мне, пожалуйста, то, что сейчас в моде. Меня устроит любая цена.
10. Важно не просто следовать моде, а следить, чтобы предметы одежды сочетались друг с другом и ты не выглядел смешно.

VI. Answer the following questions.

1. Where does Helen go to the shopping?
2. Is the store empty?
3. What is Helen going to buy?
4. What size does she take in boots?
5. Why doesn't she buy the first pair she is offered?
6. How much is the second pair of boots?
7. What does she ask the shop-assistant after buying the boots?

8. What gloves does she buy?

9. Why does she hurry home?

VII. Act out the dialogue.

VIII. Make up a dialogue of your own. Use the following phrases in your dialogue:

- | Shop-assistant: | Customer: |
|------------------------------------|---|
| - Can I help you? | - I'm afraid I don't know. |
| - What can I do for you? | - Can you show me ... |
| - Would you like some help? | - I can't make up my mind. |
| - Are you looking for smth? | - What can you advise me? |
| - Do you need help? You look lost. | - Thank you. You've been most obliging. |



You are going to read a magazine article about new kinds of shops. Choose from the list A-I the sentence which best summarises each part (1-7) of the article. There is one extra sentence which you do not need to use. There is an example at the beginning (0).

- A Supershops solve the problems associated with traditional shopping.
- B Enthusiasts will find lots of information and ideas in this supershop.
- C The fashion for supershops in Britain was started by one company.
- D Supershops offer customers and celebrities the chance to meet.
- E The new supershops offer much more than just shopping.
- F There's so much else to do that there's no need to buy the products.
- G You can buy anything you want under one roof.
- H Supershops are offering tough competition to other forms of shopping.
- I This shop changes into a high-tech club at night.

IS IT A SHOP?

The latest shops have cafes, catwalks and even clubs.

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The newest and most fashionable place to be seen is 'Coming of Age', the free under-18s Sunday Club at the Levi's Store in London. By day the shop is the place to buy your jeans, but after closing time it's transformed into a state-of-the-art entertainment venue. It can hold 500 people and boasts a £100,000 booth for the disc jockey that's suspended from the ceiling.

1	
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Levi's is just the latest company to follow the trend set in the late 1990s by leading British booksellers, Waterstone's. Waterstone's opened the first supershop in Scotland in 1997. Fashion giant TopShop and sporting goods specialists Nike Town quickly followed their lead and developed their own supershops, designed to draw you in - and keep you there.

2	
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Now Waterstone's flagship store in central London is the largest bookshop in Europe. There's more than a million and a half books in stock and it also has a restaurant, juice bar, news cafe, Internet stations, a gift shop, a personal shopping suite, events arena, exhibition space and private meeting and dining rooms. There's more to do at the Levi's store than buy jeans too. Since it opened, visitors have taken control of the computer consoles, watched the latest videos on huge screens, bought the latest popular hits and looked around the gallery exhibiting young artists' work.

3	
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For many people, shopping is a nightmare: the crowds, the queues, having to walk from shop to shop just for something that matches your new outfit or for a special birthday present. But supershops have changed all that.

As Waterstone's Marketing and Public Relations Manager says, 'Nobody likes buying one item at one store and another from the next and then trying to find a cafe where they can sit down for a drink. Being able to do it all under one roof means that people will actually venture out for a day's shopping. In fact, you probably need more than a day to appreciate what's on offer'

4	
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The clothes in TopShop, for instance, are just the beginning. Once inside, you can spend time in the 120-seater cafe or have your hair done in the beauty salon - all while listening to the TopShop radio station which blasts out the latest tunes, plus customer fashion and bargain tips. There's even a specially-built catwalk for fashion shows and a stage where bands perform. So it's no surprise that this is the world's largest fashion store. 'My friends and I come here every Saturday,' says 15-year-old Lindsay Matthews. 'We stay here all day. Sometimes we don't even look at the clothes. We just hang out at the fashion shows and in the cafe, or look at the make-up styles on display.'

5	
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Nike Town, too, encourages customers to do more than just shop. 'Visitors can find out where to play sport in their area, join a running club, pop into the sports clinic, meet athletes and see great images of people playing and enjoying sport,' says Nike's Debbie Cox. 'It's a place to come for sporting inspiration and opportunities'.

6	
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Like many of the supershops, Nike Town has come from America. Over there, these supershops now rival traditional shopping malls in many states. Nike Town's London store covers 70,000 square feet and has three floors made up of separate buildings or 'pavilions' - devoted to different sports. Just like any

town - or shopping mall – it has its own streets, maps and street signs. Its central point is the three-storey-high projection equipment that displays visuals of sports around the world.

7	
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At Nike Town customers can see sporting idols face to face and collect autographs. Famous footballers turn up there regularly. Similarly, Waterstone's bookshop invites regular guest authors to give talks and question-and-answer sessions. Well-known and popular authors read their work for audiences packed onto the space-age-style sofas in between the bright tropical fish aquariums. It's just another way that the supershops are transforming shopping into the ultimate pastime.

I. Answer the following questions.

1. What is special about the Levi's store?
2. What company opened the first supershop?
3. What can you do as well as shop in Waterstone's and Levi's?
4. What has been a big problem for shoppers in the past?
5. What in-store entertainment does Top shop offer?
6. How does Nike Town cater for its customers' interests?
7. In what way is Nike Town like a shopping mall?
8. What sort of people can you meet in the new supershops?

II. Work in pairs. Think of three suggestions for improving your favourite shop.

Ex.: What I think they should do first of all is put in a coffee bar. Then the customers wouldn't have to go somewhere else for a snack.

My second suggestion would be to ...

And finally, I suggest ...

III. Find which preposition is used in these phrases. What does each phrase mean?

- | | |
|------------------|-------------------|
| 1 _____ stock | 4 _____ display |
| 2 _____ one roof | 5 face _____ face |
| 3 _____ offer | 6 devoted _____ |

IV. What are the benefits of such shops? Express your own opinion on the problem of a supershop. Does it have only advantages? Compare some departments stores in N.Novgorod with Top Shop.



What the law says about buying things

When you buy something you and the seller make a contract. Even if all you do is talk! The seller – not the manufacturer – must sort out your complaint.

The law has three rules

1. Goods must be of merchantable quality. This means that they must be reasonably fit for their normal purpose. Bear in mind the price and how the item was described. A new item must not be broken or damaged. It must work properly. But if it is cheap or second-hand you cannot expect top quality.
2. Goods must be as described – on the package, a display sign or by the seller. Shirtsleeves must not be long if marked “short” on the box. Plastic shoes shouldn’t be called leather.
3. Goods must be fit for any particular purpose made known to the seller. If the shop says a glue will mend china, then it should.

What is to be done if you've bought faulty goods?

Note: If you are entitled to reject something, take it back yourself if you can. It is quicker and you can discuss it face to face. Strictly speaking the seller should collect it. You may be able to claim extra compensation if you suffer loss from a faulty buy. For example, when a faulty iron ruins clothes.

Making your complaint

To make a complaint:

- 1) stop using the item;
- 2) tell the shop at once;
- 3) take it back (if you can);
- 4) take a receipt of proof of purchase;
- 5) ask for the manager or owner;
- 6) *keep calm!*

If it is a tricky problem it may be better to write. To be on the safe side it is better to use recorded delivery. Keep copies of all letters. Do not send receipts or other proofs of purchase – give reference numbers or send photo-copies.

If you phone:

- 1) first make a note of what you want to say;
- 2) have receipts and useful facts handy;
- 3) get the name of the person you speak to;
- 4) jot down the date and time and what is said;
- 5) *keep calm!*

If you see the notice *NO REFUNDS* you can do two things:

- 1) ignore it;
- 2) tell your Trading Standards Department.

Such notices are illegal, even for sales goods. A trader cannot wriggle out of his responsibility if he sells you faulty goods.

I. Translate it into Russian:

to make a contract	to make a complaint
a manufacturer	a tricky problem
merchantable quality	to be on the safe side
to reject smth	a trader
faulty goods	no refunds
to claim extra compensation	trading standards department

II. Answer the following questions.

1. What does the law say about buying things?
2. What does the first rule mean?
3. What is the second rule of buying things?
4. What does the phrase – to fit for any particular purpose – mean?
5. What can one do in case of buying faulty goods?
6. Why is it advisable to return a faulty purchase personally?
7. What should one bear in mind while making a complaint?
8. What can be done if the problem is tricky?
9. What should one do if one wants to make a complaint by phone?
10. Why is the notice No Refunds illegal?

III. Act out a dialogue between a seller and a customer who wants to reject a faulty buy:

a) a pair of jeans from a mail-order catalogue – the zip is broken; the wrong size; the wrong colour; the delivery is late; a free T-shirt included with each purchase is missing.

b) a hairdryer from a mail-order catalogue – no Instruction for use, no guarantee to replace any part or repair any defect due to faulty materials or workmanship free of charge; late delivery.

IV. Writing

A. Here is a jumbled letter or complaint. Put it in the correct order, and paragraph it appropriately.

1. Since when I have written to you twice, and have tried to phone on several occasions, but I have had no reply.
2. Naturally I took them back to the shop.
3. They cost £ 34.99, which I do not think is cheap.
4. This organization often prosecutes shops that sell faulty goods.
5. However, after only three weeks I had to have them reheeled.
6. If I do not hear from you in the next two weeks, I will get in touch with the Consumer Advice Bureau.
7. I bought a pair of shoes from your Oxford Street branch on 17 September last.
8. I said that I did not want to choose another style, and that I want my money back.
9. For a pair of shoes at this price, one would expect them to last several years.
10. There I was told that I could have another pair of shoes, but that particular style was out of stock.
11. Not only that, but they began to leak in rainy weather.
12. The shop-assistant informed me that she could not do this, and that if I wanted a refund I had to write to your office.

B. Which of these opening and closing paragraphs do you think is the most appropriate? Why?

Opening:

1. The time has come when I really had enough of all this bad service you have to take as a consumer in this country.

2. I feel I must complain to you about the service I have received from both your shop-assistants and your staff.
3. I am very angry and fed up and being a student I do not have much money to throw away.

Closing:

1. So get in touch soon or they will cause you a lot of trouble.
2. Please help me soon, because all my friends said how much that style of shoe suited me.
3. I hope to hear from you before I have to write to them.

V. Have you ever bought faulty goods? Recall your experience and tell your group mates, how you tried to get your cash refund or have your faulty purchase exchanged.

VI. Read the text below and decide which answer A, B, C or D best fits each space.

Ex.: 0 A carried B held C done D worked

SPOILT FOR CHOICE

Some research which was recently **(0)** A out in Britain has confirmed what many ordinary shoppers have suspected for quite a long time. Having a **(1)** ___ selection of goods to choose from is not necessarily a **(2)** ___ to consumers. The average supermarket in Britain has around 40,000 different products on sale at any one time and if you're **(3)** ___ of buying a car, then there are actually around 1.600 different **(4)** ___ on the market.

In one sense, choice is a good thing because it **(5)** ___ us to buy those products which best suit our needs. But choice can also **(6)** ___ something of a problem. With over 400 brands of shampoo on the market, how does the consumer **(7)** ___ hold of the information necessary to choose between them?

For some people the solution is to buy only well-known brands, whilst others are happy to be **(8)** ___ by advertising. There is evidence, **(9)** ___, that for some people the **(10)** ___ of choice available to them in Britain's consumer society is actually a **(11)** ___ of anxiety and stress. One man interviewed by the researchers admitted that he had **(12)** ___ to buy his girlfriend a mobile phone for her birthday, but was so **(13)** ___ by the number of different types on offer in the shop that he **(14)** ___ up and decided to buy her **(15)** ___ of flowers instead!

- | | | | | | | | | |
|----|---|-------------|---|-------------|---|--------------|---|---------------|
| 1 | A | deep | B | wide | C | long | D | tall |
| 2 | A | profit | B | favour | C | benefit | D | value |
| 3 | A | considering | B | thinking | C | planning | D | hoping |
| 4 | A | styles | B | patterns | C | models | D | labels |
| 5 | A | allows | B | lets | C | makes | D | leaves |
| 6 | A | report | B | respect | C | review | D | represent |
| 7 | A | get | B | come | C | have | D | take |
| 8 | A | suggested | B | persuaded | C | proposed | D | recommended |
| 9 | A | therefore | B | moreover | C | however | D | whether |
| 10 | A | rank | B | height | C | total | D | amount |
| 11 | A | spring | B | reason | C | source | D | motive |
| 12 | A | set out | B | looked for | C | made up | D | gone after |
| 13 | A | confused | B | complicated | C | disorganised | D | misunderstood |
| 14 | A | hung | B | gave | C | held | D | kept |
| 15 | A | heap | B | handful | C | bundle | D | bunch |



Advice to Consumers

The holiday season is approaching, it is a good time to a look at the subject of suitcases. There are a few people who use the same old suitcase all their lives.

It may be a fine old leather one, covered with labels and stickers from the exotic places they've visited, for example.

Most suitcases, though, don't have quite such a long life and they need to be replaced from time to time. Leather is a bit too expensive to consider these days and it tends to be rather heavy, too, and for those of us who are looking for something more practical, modern suitcases have a lot of advantages to offer.

In the first place, modern materials can be both extremely tough and yet light. The second advantage modern suitcases have is that they often offer greater security than the old-fashioned kind. Most have locks or lockable catches of some kind, some have padlocks, and a few even have combination locks to outwit the most determined thief. Lastly, most up-to-date suitcases are made with wheels attached so that they can be pulled or pushed instead of carried.

We've chosen three suitcases to tell you about. They range in price from the very cheap to the exclusive and expensive.

1. **The Windsor.** It is 68 cm long and made of nylon in a choice of three colours and brown trim. There are two wheels and a strap on one side for pushing or pulling it along. It has five separate catches to fasten it and two of these are lockable. All in all it seems good value but the material is not very strong and it might easily get torn. But the price is only £ 32.50. It is widely available from chain stores all around the country.
2. **The Tornado.** It is made of very tough ABS material in a plain cream colour. It's 75 cm long and has two combination locks, which makes it most secure of the three suitcases. It has two wheels and a metal push-pull handle on the side. The suitcase is strong though rather heavy. The price is £ 109.50 (which may seem high, but you are paying for the added security of the combination lock).
3. **The Mayfair.** It is sold only by a few specialist stores, mostly in London. It measures 80 cm and is made of silver-grey aluminium. If you want a case that really stands out from the rest, this is certainly it. It has two locks, though no combination, two wheels and a push-pull handle on the side. It

moves very smoothly and easily. The price is £ 199. The suitcase is both smart and practical but a bit overpriced.

I. What suitcase would you prefer to buy? Why?

II. Give a presentation of some other goods. Describe their advantages and disadvantages.

III. Describe your best/worst purchase you have ever made.



Shopping and the Internet

What Do Online Shoppers Want?

The Leading Edge

When real life collides with Net life, it can really put things into perspective.

In Baltimore, Maryland we have just got a new shopping mall, and it's huge! The \$250 million Arunde Mills Mall is one of the biggest shopping complexes in the United States. It has a movie theatre with more than twenty screens, there are enormous entertainment areas – and more than 7,000 parking spaces.

During its opening weekend two weeks ago, the place was a madhouse, with huge traffic queues on the exit ramps leading to the mall that extended for miles as tens of thousands of cars tried to get into too few parking spaces. Police patrolled the highways to keep shoppers from parking up to ten miles away on the side of the road and walking to the mall.

And since that opening weekend people haven't just come to look. They're buying, too. They've already spent several million dollars, and this is just the beginning of the Christmas shopping season. And every day there are stories about it on the TV or in the local papers. It's a huge success.

Shopping on the Internet isn't a success like that. True it's growing, but very slowly. People still seem to prefer the real offline experience to buying things from the comfort of their own home.

But why? Why do so many people spend so much money offline while the online sector is still creeping along? When I drove by the lines of cars going to my friendly neighborhood megamall, I thought long and hard about this question. Those people sitting in their cars (some for more than an hour!) clearly weren't there for convenience. They weren't there because they expected exceptional customer service. Sure, many of them were there because this monster was new and different and something to gawk at, but many of them were spending money.

As I drove by, all I kept asking myself was "When was the last time anybody got this excited about a new e-commerce site? Is shopping online somehow fundamentally different than shopping offline?"

I've begun to think it is, especially now that studies are showing us how and why people use (and don't use) the Internet to shop. For example one recent report shows that people only start buying on the web when they've been Internet users for some time. So people in Sweden (who've had the Internet for quite a few years) buy more than people from France (who haven't had the Internet for as long). You have to feel comfortable before you shop online!

The most successful shopping sites on the Internet are small – the ones that only offer one thing. They're quick, easy to use, don't ask for too much personal information (something that stops many people from shopping on the Internet), and don't go wrong in the middle of a shopping session. I think I now understand what it's all about. As my recent megamall experience proved to me, people in the real world are a lot more willing to put up with a lot of hassles in order to be immersed in an experience that may have shopping at its core, but also includes social and entertainment aspects. Online, it's a different story. In the end, sites that concentrate on the basics of customer focus, relevance,

support, service, fulfilment, and function are the ones that are going to win... not the ones that try to fight the megamalls.

(from Just. Reading and Writing Intermediate)

I. Match the words from the text with their definitions:

1) collide	a) A “place” you visit when you use your computer to connect to the Internet
2) convenience	b) A line of people or things waiting to go somewhere
3) creep a long	c) A period of the year when a particular thing happens
4) efficient	d) A place where there is a lot of confusing noise and acting
5) exit ramps	e) Short roads that are used to drive off larger main roads
6) hassle	f) Connected to an Internet site
7) madhouse	g) Something that is annoying because it is difficult or chaotic
8) online	h) To bump into
9) patrol	i) To look around to make sure things are all right in an area or building
10) put things into perspective	j) To move somewhere very slowly
11) queue	k) Something which helps you to understand how important or unimportant something is
12) season	l) When something is easy to use and useful for what you need
13) shopping offline	m) When you go shopping in the real world
14) site	n) Working well – without wasting time or effort

II. Answer the questions:

1. What is the Arundel Mills Mall?
2. Why was it a madhouse two weeks ago?
3. Why do people come to the Mall?
4. Is shopping on the Internet a success?
5. What Internet shopping sites are most successful?
6. Why do people from Sweden buy more on the Internet than people from France?
7. Which way of shopping is more comfortable: offline or online?

III. Work in pairs: discuss the problems of online shopping. Which way of shopping do you prefer more?

Everyone is interested in fashion. Every year brings in new fashions and shades. If one cares a lot about clothes, one gives the matter a creative thought and regular attention.

Are jeans in fashion nowadays?

I. Read the article about jeans and discuss it. Do you agree that jeans indicate the traits of character?

Your Jeans and Your Personality

Believe it or not, your jeans can indicate some of your personality traits!

Baggy jeans

People who wear baggy or oversized jeans are often shy and indecisive. They lack self-confidence and tend to worry about their appearance.

Tight jeans

People who wear tight jeans are self-confident and like to be the centre of attention. They know how to attract attention from the opposite sex.

Faded and worn-out jeans

People who like old worn-out jeans are usually independent and sincere. They aren't interested in money or status symbols.

Decorated jeans

Those who like jeans that are decorated with patches, ornaments, etc. Want to show that they are unique and creative. They love thinking up new ideas and like change.

Designer jeans

Those who wear designer jeans, particularly from a well-known designer, and love to show off that label to the world aren't really satisfied with what they currently are, and are looking for that extra recognition from people around them.

Standard jeans

Those who like to wear standard blue jeans (not tight, baggy, decorated) are content with their current status and life style. They normally wear jeans only when it's appropriate to do so. Sounds like a real gentleman or lady, doesn't it?

All styles of jeans

Some people do collect all types of jeans as listed above. This definitely shows that they also have a collection of personalities as well! These people are very adaptable, changing with the times.

I. Fashion conscious or fashion victim?

1. *How much do you spend in front of the mirror in the morning?* 2. *Why do you like your clothes?*

a) More than five minutes.

a) Because they are comfortable.

b) Less than five minutes.

b) Because they say something about the sort of person I am.

c) I prefer not to look in the mirror in the morning.

c) I don't like my clothes.

3. *What do you usually wear?*

- a) Jeans and a T-shirt.
- b) Whatever's in fashion.
- c) What I feel like wearing.

4. *When you meet some one for the first time, what do you notice first?*

- a) Their eyes and hands.
- b) Their shoes.
- c) Their character.

5. *You see the pair of trousers you want. They're beautiful – but you haven't got much money. What do you do?*

- a) I forget about them.
- b) I don't buy them but I dream about them.
- c) I buy them and don't eat for a week.

6. *The colour in fashion this year doesn't suit you. What do you do?*

- a) I wear it anyway – it's in fashion!
- b) I don't wear it.
- c) I don't care about what's in fashion.

7. *When was the last time you bought something to wear?*

- a) Less than 3 days ago.
- b) More than 3 days but less than 6 month ago.
- c) I never buy clothes. My mum/dad/ wife / husband/ boyfriend/ girlfriend buys them for me.

8. *Why did you buy it?*

- a) Because I liked it.
- b) Because it's fashionable.
- c) Because I needed it.

9. *What do other people think about your clothes?*

- a) They think they're smart.
- b) They think they're strange.
- c) They never notice my clothes.

10. *What do you refuse to wear?*

- a) Clothes that are in fashion.
- b) The clothes my mum/dad/ wife / husband/ boyfriend/ girlfriend buys for me.
- c) Clothes that are not in fashion.

11. *When you read a newspaper, do you turn to the fashion pages?*

- a) Yes, I always read the fashion pages.
- b) I sometimes look at the pictures.
- c) What fashion pages?

12. *How would you describe your style of dress?*

- a) Fashionable.
- b) Not fashionable but "me".
- c) Style? What's that?

Score					
1 a) 3 b) 2 c) 1	2 a) 2 b) 3 c) 1	3 a) 1 b) 3 c) 2	4 a) 2 b) 3 c) 1	5 a) 1 b) 2 c) 3	6 a) 3 b) 2 c) 1
7 a) 3 b) 2 c) 1	8 a) 2 b) 3 c) 1	9 a) 2 b) 3 c) 1	10 a) 1 b) 2 c) 3	11 a) 3 b) 2 c) 1	12 a) 3 b) 2 c) 1

You scored 12 to 19: You probably don't know what this questionnaire is about. You think that there are more important things in life than fashion, but perhaps you are a bit lazy too. How about going shopping yourself – your mother/ father/ wife/ husband/ girlfriend/ boyfriend has got enough to do.

You scored 20 to 28: Clothes are not the most important thing in your life, but you know what suits you. You have a very personal style but it always the same. Why don't you take some risks and try a different style for a change? You're too serious – fashion can be fun!

You scored 29 to 36: You are a fashion victim! Do your friends ever walk on the other side of the road when they go out with you? You know a lot about fashion, but you need to choose the clothes that suit you. There are more important things in life than clothes – try speaking to people and you will be surprised to find that they are nice, even if they are wearing the wrong shoes.

II. What is your idea about looking stylish? Describe your winter/summer outfit using the following words:

a collar: high, round, stand-up, turn-down;

a skirt: flared, pleated, wrap-over, slit;

a shirt: starched, loose, plain, coloured, striped, polyester, open-necked;

a dress: cotton, linen, silk, evening, tight-fitting, loose-fitting, sleeveless, low-cut;

shoes: high-heeled, flat-heeled, patent leather, suede, down-at-heel.

REVIEW

I. Choose the right variant.

1. I only paid \$30 for this dress. It is a real ...
a) find; b) sale; c) bargain; d) cheap.
2. If you are one of the people waiting to be served in a shop you are ...
a) client; b) customer; c) patient; d) guest.
3. Everything in the sale has been ... to half price.
a) reduced; b) decreased; c) diminished; d) lowered.
4. I don't think those curtains ... very well with the wall paper.
a) suit; b) go; c) fit; d) match.
5. What ... do you take in shoes?
a) length; b) measure; c) size; d) scale.
6. That shirt doesn't fit you. You'll have to ... it.
a) alter; b) convert; c) repair; d) restore.
7. The woman ... the child warmly.
a) put on; b) wore; c) changed; d) dressed.
8. These trousers are much too long. Can you ... them, please.
a) tighten; b) shorten; c) loosen; d) lengthen.
9. Buy the new ... of soap: it is softer than all others.
a) model; b) brand; c) ware; d) manufacture.
10. I always try to ... something each month to buy a car.
a) save; b) spare; c) spend; d) put.

II. Insert articles where necessary.

1. I bought ... new suit yesterday, ... shop-assistant said it was ... latest style.
2. My sister bought ... blue hat on ... Wednesday, ... colour suits her as she's got ... blue eyes.
3. I must buy ... pair of ... new gloves.

4. Where is ... shoe department? – On ... third floor.
5. I think ... trousers are too tight.
6. I am going to give him ... tie as ... birthday present.
7. ... handmade things are very expensive. If you want ... souvenir, go to ... department store.
8. Did you do ... shopping yesterday? I asked you to buy ... handkerchiefs and ... umbrella.

III. Fill in the blanks with prepositions or adverbs.

1. Tom thrust his hands ... his pocket and began to whistle.
2. The young lady who entered ... the office was dressed ... black.
3. What size do you take ... shoes?
4. Try ... this pullover, if it is too long ... the sleeves, we'll have another one.
5. The shoes will stretch ... wearing.
6. The costume becomes ... you very nicely.
7. I need a coat ... autumn. What do you have ... offer.
8. Dresses trimmed ... fur are ... fashion now.

IV. Use the verbs in brackets in the correct form (active or passive).

Camden Lock Market

Camden (to be) not just a single market but (to be) a collection of several markets with their own character and style. There (to be) hundreds of stalls sprawling over the Camden Lock area. There you can (to furnish) your home, have you hair (to dye) or body (to paint) or (to pierce). Light bulbs, hand-crafted books or hand-blown glass decorations (to sell) here.

The former Dingwall's Timbre Wharf and Dock (to become) the Camden Lock Centre in 1973. Different kinds of people can (to meet) there.

Asante (to open) her stall two weeks ago. Beads and woodcarvings from her native Ghana (to attract) a lot of tourists. She (to make) a trip to Ghana recently and her first supply of merchandise (to bring) just by her.

Tony Brown, a former plumber, (to have) a stall selling bric-a-brac. Different wares from newspapers (to unwrap) by him now. A large crowd, which (to gather) already round his stall, (to wait) when he (to begin) selling his goods.

There are some clothing boutiques. Custom-designed and handmade clothing (to offer) by them. Hand-crafted jewellery and leather accessories (to display) artistically on wooden furniture.

By mystic minded souls candles, essential oils, amulets, mood music and books can (to find) here. In other word, the diversity of goods on sale (to be) impressive.

Camden (to become) London's third largest tourist attraction and the largest outdoor market in Europe. It (to be) the hotbed of street fashion and a popular artists' hangout. It (to be) brash, loud and colourful.

V. Comment on the following proverbs.

1. A stitch in time saves nine.
2. Cut your coat according to your cloth.
3. Every man has a fool in his sleeve.
4. Take care of the pence and the pounds will take care of themselves.
5. Measure thrice and cut once.

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