

## Shopping Therapy

- 1 a. Complete the sentences below with words from the box. Use the remaining words in sentences of your own.

- hypermarket
- upmarket boutique
- farmer's market
- car boot sale • second-hand shop • garage sale
- antique shop • millinery shop • organic food store
- DIY superstore
- craft shop
- delicatessen



- 1 People think it's rather amusing that I go to the local ..... every Sunday, but you can really find some bargains if you look hard enough.
- 2 Although the fruit and vegetables at the ..... may cost a bit more, at least I know there are no chemicals in them.
- 3 The ..... on the corner has the freshest cold meats and homemade salads I've ever tasted.
- 4 My sister is having a huge white wedding so I have to go to the ..... to choose a nice hat.
- 5 I bought the nicest quilt at the ..... The proprietor told me that it was made by a ninety-year old woman!
- 6 You'll be happy to know that when you shop at a Save the Children ..... all the profits go to the charity.
- 7 Although I can never afford to buy anything, I love browsing through the many treasures in that .....
- 8 I've sent Stan off to the ..... He's been putting off doing any home repairs for months.

- b. Look at the list of products below and decide where you could buy them. Choose from the words in Ex. 1a.

- tools • fancy hats • used furniture • fresh herbs • a vintage lamp
- designer clothes • handmade rugs • beef sausages • groceries
- hand-knitted pullovers • first edition books • nails

- c. In pairs, discuss which of the shops in Ex. 1a you like to visit and why. What do you normally purchase there? How much are you willing to pay for it?

A: I love visiting car boot sales. There's so much to see and you really can find some interesting things. How about you?

B: Personally, I like ... etc

## Advertising

- 2 a. Look at the methods of advertising listed and use them, in their correct form, to complete the sentences.

- TV commercial • hoarding • neon sign • radio jingle • flier
- brochure • full-page spread • poster

- 2 I find it so irritating to pick up the Sunday newspaper and have so many ..... fall out all over the place.
- 3 I was listening to the radio in the car this morning and now I can't get this ridiculous ..... out of my head.
- 4 That firm must be making a huge profit! Do you know what it must have cost them to have a ..... in *The Times*?
- 5 Shelley always rents films because she can't stand all the interruptions by .....
- 6 Why don't you take these ..... home and discuss your holiday destination with your husband?
- 7 Just as we had given up hope of ever finding a hotel, we spotted a ..... saying 'Rest-Inn close by'.
- 8 The little girl had made a ..... saying 'freshly squeezed lemonade' and put it up on a lamp-post.

- b. Now, in pairs, answer the following questions.

- 1 Which of the methods of advertising in Ex. 2a would be suitable for a) somebody selling their house? b) a fast food take-away? c) a large company?
- 2 How important do you think advertising is to the success of a business?
- 3 Are there any kinds of advertisements that irritate you? If so, why?

- c. In groups, discuss the advantages/disadvantages of the various methods of advertising mentioned in Ex. 2a? Consider the following:

- expense • visibility
- efficacy (how well it works)