Reading 2

19 Read the article and for questions 1-7 choose the answer which you think fits best according to the text.

Online Shopping versus Traditional Stores

A revolution in shopping has been brought about by advancement of e-commerce and online stores. Today a new shopping experience is being enjoyed by a restless army of customers. The numerous advantages of online shopping are the main reason for its increasing popularity. More and more people are considering the possibility of changing their shopping habits.

At an online store, customers are able to browse through an endless range of garments of the latest fashion and get acquainted with reviews from other customers. Shopping can be done even at midnight and all through the night, with only your pajamas on while enjoying a drink or having a bite. You don't have to wait in a long queue till you are served by a shop assistant and helped with your purchases. Apart from saving time, you are offered an opportunity to shop 24x7 and, as a result, you are rewarded with the best and numerous shopping choices.

Besides the above mentioned convenience, cheap deals and better prices (sometimes much lower) from online stores beat conventional shopping nowadays. You can compare the prices and buy the products at reasonable prices and make the most of the offers and discounts offered by the retailers. The opportunity to save money is of considerable importance for a lot of people. Besides, less money is spent at online stores, as there is no temptation to eat out at a shopping centre and necessity to pay travelling expenses. You also don't have to experience bitter disappointment over huge bills after excessive shopping. You will never buy anything in a shopping rush as you can give it all a second thought.

Variety is considered to be one of the strongest points of online shopping. Just a few brands and products from different sellers are on display at one place. Shops have limited choices of a particular item and cannot afford to provide large varieties of products due to the fact that shelf space is limited in a traditional shop. Online shops offer a far greater selection of colors and sizes than you will find locally. You won't be limited by geographic area, and the latest international trends from retailers in other parts of the country or even all the world of goods will be at your disposal.

For every shopper that admires online shopping, there's the customer that would rather spend money at local retail stores. Immediate gratification that local shops provide is still admired by a lot of people. They buy a product in a shop for the sake of entertainment and anticipate the joy the process of buying gives them. Clicking on a pair of online shoes isn't just the same as having the luxury of leaving a store with the shoes in a shopping bag.

For many people shopping is a source of socialization. When you shop, you socially interact with people around you - whether they're fellow shoppers or sales assistants. In addition, shopping with a close friend, a partner, or a family member provides a bonding experience. There are those who admire live discussion, encouragement and approval of their purchase especially if they are in doubt and need advice badly. The process of shopping and,

especially, its successful results, reduce stress levels and is sure to raise your spirits. For most women traditional shopping relieves emotional strain so it can be considered a kind of remedy prescribed for a bad mood.

People like to handle things, especially clothes, feel the texture, and try them on to see how they look in them. To see and touch a product is important for many people when they buy, for example, a piece of expensive jewellery, furniture or a car. Your mood is lightened

when you start feeling, smelling, and experiencing goods.

When you are out shopping, you are physically active by walking, going up and down escalators or stairs, and trying on clothes. The mental component of shopping does your mind a lot of good when you revise your budget, check which on-sale item is better, and calculate its total cost. Shopping from one department store to the next while you carry heavy bags is considered to be a good workout for your heart and body. Debenhams, a department store in the UK, tested ten shoppers, five male and five female, with pedometers and surveyed 2,000 female shoppers to calculate the health benefits of a shopping trip. The study proved the average person can lose up to 400 calories by walking from shop to shop carrying heavy bags.

The modern world is rapidly changing. There was not a trace of online shopping in the previous century. Nowadays you have a choice to choose between shopping out and shopping

in. And we are glad of an opportunity to have a variety of options.

1. More and more people are becoming online shoppers, because

a) their shopping habits are being reconsidered by them.

b) it is a result of the revolution in e-commerce.

c) people are getting aware of the advantages of it.

d) online shopping is an enjoyable experience and pastime.

2. When you go shopping online you have to

a) be properly dressed.

b) wait in a queue.

c) be in time for shopping hours.

d) look through a great deal of offers.

3. Online shopping does NOT

a) make you feel disappointed over unnecessary expenses.

b) give an opportunity to compare prices.

c) stop you from travelling to shopping centres.

d) allow you to think twice before making a purchase.

4. One of the weak points of retail shops is that

a) they have middlemen who connect them with a manufacturer.

b) all the goods are put on display.

c) a particular geographical shopping area can lack in variety of goods.

d) they lack sufficient storage capacity.

5. Yet, a lot of people appreciate purchasing at retail shops as

a) they are located conveniently.

b) people experience instant pleasure.

c) they can drop in at other shops on their way.

d) they can carry their own shopping bags and anticipate unpacking soon.

 a) lacks in good emotions and positive feelings. b) encourages you to get rid of doubts while shopping. c) is the way to make your family relationships stronger. d) fails to improve your emotional state.
 7. A shopping trip to stores or shopping centers a) gives your brains good practice. b) makes you revise your budget. c) rewards you with heavy shopping bags. d) helps to calculate the calories you can lose while doing shopping.
20 Ask seven questions (general, special or alternative) about shopping online a
at retail stores.
0. What has the revolution in people's shopping habits been caused by?1
1
· · · · · · · · · · · · · · · · · · ·
, and the same of
7
More and more neonle prefer
Write down four arguments for the statement a) More and more people prefer
online shopping and four arguments for the statement b) The majority of people still pretraditional way of shopping. Use the information from the above text. Start with linking words and phrases.! Remember to answer WHY-questions!
a)
b)
하는 것이 있다. 그런 경험 전에 있는 것이 되었다. 그런 사람들이 되었다. 그런 사람들이 보고 있는 것이 되었다. 그런 것이 되었다. 그런 것이 되었다.

Vocabulary Practice 2



Useful Word Combinations

be in control of sth/ keep sth under control – управлять, руководить чем-л by nature - no природе, по характеру be (well/fully) aware of sth/that – (хорошо) знать, осознавать ч-л, быть осведомленным o ч-л; be (totally) unaware of sth/ that — не знать, не иметь информации о ч-л be aimed at doing — быть нацеленным на ч-л, касаться, предназначаться для к-л, ч-л be short of money/ cash/ funds — иметь недостаток в деньгах/наличных/финансировании be on display – быть выставленным, демонстрироваться, стоять (о товарах на полках) be at sb's disposal – быть в ч-л распоряжении/быть к ч-л услугам for the sake of sth/ for sb's sake – ради, из-за ч-л, к-л regardless of sth – безотносительно к чему-л, невзирая на ч-л keep/ bear sth in mind – помнить, иметь в виду ч-л, обращать внимание на ч-л add (up) sth to sth – ∂ обавлять, прибавлять ч-л к ч-л; увеличивать, усиливать ч-л for fear of (doing)/ that — из страха, из боязни чего-л/ (что что-то произойдет) feel/be at ease with sb, sth – чувствовать себя свободно/как дома/ в своей тарелке; feel/be ill at ease with sb, sth – чувствовать себя неловко, неуютно be glad of sth (an opportunity/chance etc) – быть благодарным за ч-л go broke/bankrupt – разориться grasp the idea/importance of sth/that – (в полной мере) понять идею/ важность ч-л give it/sth a (second) thought to sth – задуматься о ч-л/ подумать о ч-л как следует raise one's spirits/ lighten one's mood – поднимать, улучшать ч-л настроение do (sb) good/ harm (to sb)— приносить к-л пользу, причинять к-л вред have the downside – иметь недостаток, иметь обратную сторону overcome difficulties – преодолевать трудности/ препятствия contribute to sth — codeйствовать/ способствовать ч-л, вносить вклад во ч-л through/out of necessity — из необходимости; в силу необходимости (be) at stake – быть поставленным на карту; находиться под угрозой

Fill in the correct preposition.

1. If you can't do it for pleasure then do it ... the sake ... your future. At least give a thought it, will you? 2. His mouth was still dry, he would certainly be glad a drink. 3. She is born to be a teacher, she feels so ... ease ... kids. 4. Children develop responsibility when they are ... control ... their own lives. 5. Regardless ... your level of experience you can have the first job as a waiter. 6. Please keep ... mind that your career is stake. 7. All state-of-the-art facilities are ... your disposal in our health resort. 8. He didn't call her at her office ... fear ... being turned down by the secretary. 9. Keep your desires ... control in a shop, don't be such a spendthrift! 10. Are you aware ... the recent changes in the Labour Code? 11. She is considered rather friendly, but in fact is quite the opposite ... nature. 12. All our efforts are aimed ... providing high educational services. 13. Students short ... cash are ready to take even the lowest paid jobs to make both ends meet. 14. She was attracted by the shop window where sparkly jewellery was ... display. 15. Do you want to add your name ... the list of the participants in the contest? 16. My parents greatly contributed the purchase of my first car. 17. He only remained with us necessity.

Translate the sentences using the above phrases.

1. Сначала нам не хватало денег, но к концу года все трудности, наконец, были преодолены. 2. Она часто ходит по магазинам, чтобы улучшить себе настроение. 3. За хорошие школьные оценки можно и поощрить (заплатить), но имейте в виду, что этот метод имеет и свои недостатки. 4. Вам не раз повторяли, что если вы не будете контролировать свои расходы, то останетесь без денег. 5. Если подростки будут задумываться над тем, на что тратятся деньги, то это принесет им только пользу. 6.На улице было холодно, и она была очень рада, что надела пальто. 7. Он любит пошутить за чужой счет. 8. Тогда мы не смогли в полной мере понять важность этого события. 9. По натуре он вспыльчивый человек (hot-tempered), но он старается держать свои эмоции под контролем. 10. Ты дашь мне денег на покупку (purchase) машины? 11. Все мои деньги в твоем распоряжении. Я сделаю все ради твоего блага. 12. Из боязни потратить время и деньги впустую, он отказался от их предложения. 13. Они отлично осознавали, что их компания теряет деньги. 14. Наша инициатива нацелена на снижение расходов. 15. Продукция этого фермера выставлена в середине выставочного зала. 16. Он чувствовал себя как дома невзирая на незнакомую обстановку (surroundings). 17. Ради спокойствия семьи (family peace) он выплатил все долги своей сестры. 18. Я был совершенно не осведомлен о его приезде.



Word Formation 2: Suffixes of Verbs

24 Look at Appendix 3 and form verbs from the given parts of speech using the given suffixes. Mind the tenses and the verb forms.

-d(e)/	(2) -ish	(3) -er	(4) -ce/-se
clusion-conclude	punishment – punish	delivery – deliver	proposal - propose
2. Our last arrival (coincidence -1) with the public holiday in the country.			
3. We aim at (establishment -2) a new research centre in Novosibirsk.			
4. Today teenagers are (accusation – 4) of lack of interest in studies.			
I don't	(supposition -4) you	know where my addre	ess book is, do you?
He (reproduction -4) his friend's story to me word for word.			
1	•	,	
Slavery was	\dots (abolition – 2)) in the US in the 19 th	century.
A car and a van	(collision	-1) on the motorway.	
His words	\dots (astonishing – 2)	everyone without exce	eption.
The committee reje	ected the proposal to	(reduction –	4) taxes.
He(v	oluntary -3) to go to S	omalia to help with the	e epidemic.
	You should reg Our last arrival We aim at Today teenagers at I don't She He The apartment was The German troop The Spanish Arma Slavery was A car and a van His words The committee reje All of a sudden the	You should register (registry – 3) you our last arrival	You should register (registry – 3) your address with the bar Our last arrival (coincidence – 1) with the public holidar We aim at (establishment – 2) a new research cent Today teenagers are (accusation – 4) of lack of interest I don't

17. The travel agency is going (publication – 2) its own brochure.

18. The company is known (production – 4) a range of basic car models.

19. Shall I (inclusive – 1) these details in the report?

20. Let me (introduction – 4) my friend to you.

Grammar Practice 2: Passive Constructions

Some verbs that take a direct and indirect object (e.g. explain sth to sb) can form only one type of the passive construction with the direct object as the subject of the sentence. sth announced sth explained sth is/was/ will be demonstrated sth is/was being dictated has been/had been sth to sb repeated sth will have been reported sth mentioned sb/sth described sb/sth pointed out The rules will be explained to you. — Вам объяснят эти правила. The exam results were announced to the students. — Студентам объявили результаты экзамена. The letter is being dictated to the secretary. — Секретарю диктуют сейчас текст письма. He will be pointed out to you at the party. — На вечеринке вам на него укажут. Her new boyfriend has been described to me. — Мне описали ее нового друга. announced explained is/was/ will be demonstrated (to sb) that .../ where... is/was being dictated how to do sth ... has been/had been it repeated why/ when will have been reported mentioned described pointed out <u>It was announced to them</u> that the train had already left. — <u>Им</u> объявили, что поезд уже ушел.

25 Rewrite these sentences using passive forms and translate them into Russian.

<u>It was explained to me</u> why I wouldn't go there. – <u>Мне</u> объяснили, почему я туда не поеду.

1. Someone mentioned the problem to Gordon. – The problem was mentioned to Gordon.
2. She has just described the situation to me in detail.
3. I had repeated the poem to the child a few times before he learned it
4. I hope, they will explain the downside of my plan to me.
5. Listen, the old lady is reporting the theft to the police
6. When did they announce the news to the press?
7. The teacher didn't point out the mistake to the boy
8. How many letters have you dictated to the secretary so far?
9. He repeated to me that my request was still under consideration.
10. When did they point out to you that your career was at stake?
11. How many times have they explained to you how to use this photocopier?
12. When did they first mention that he had gone broke?
13. Will anyone report to the management that we are already short of funds?

14. How can anybody dictate to me how my money should be spent?			
26	Translate the sentences into English using the correct Passive form.		
2. 3. 4. 5. 6. 7. 8. 9. 1. 1. 1. 1.	Ему указали на его огромные долги и упомянули о его обещаниях выплатить их. На собрании нам опишут другой подход к проблеме. — А нам его продемонстрируют? — Конечно! И еще докажут нам его необходимость. Болельщикам только что объявили о прибытии любимой спортивной команды. Я была так удивлена, что мне произнесли (повторили) стоимость дома еще раз. Директору компании доложили о целом ряде проблем и объяснили их причины. Не беспокой его, ему сейчас диктуют данные по февральским продажам.		
27	Put the verbs in brackets in the correct active or passive tense form.		
2 3 4 5. 6. 7. 8. 9. 10 11 12 13 14. 15.	We		

18. Why (not/drive) your car today? – My car (service) today.
19. Yesterday at seven the stadium
20. I in said, Jou (near) from us after your complaint (deal) with
21. It (link) tileli that the manuscript (loss) forever
22. It (report) that there (ha) an auntagian Dad navyel
25. I fold the deginning of time, become (amora) and (frighten) by
honner excend
24. I hope, all the debts, which you

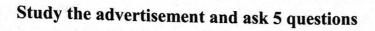
LISTENING 2

You are going to listen to the history of the famous British store, Marks and Spencer's. For questions 1-7, choose the answer (A, B, C or D) which you think fits the best.

- 1. According to the text
 - a) the open air market was not a successful place.
 - b) the open air market was not open every day.
 - c) more people came to the open air market.
 - d) selling at a fixed price was only possible indoors.
- 2. What was the reason for Marks's success?
 - a) His goods were much better than anyone else's.
 - b) He was never rude to customers.
 - c) He made all his calculations in his head.
 - d) He made shopping easy.
- 3. Michael Marks is portrayed as a man who
 - a) was very bad at doing arithmetic.
 - b) revolutionized selling methods.
 - c) didn't understand working-class people.
 - d) read a lot about business methods.
- 4. Michael Marks put into practice two <u>cardinal</u> principles in selling because those principles were
 - a) important.
 - b) religious.
 - c) impressive.
 - d) urgent.
- 5. Why were some people against buying in shops?
 - a) Prices were often too high in shops.
 - b) They didn't like discussing what they would buy.
 - c) They didn't feel at ease with the shop assistants.
 - d) In the market they could buy a greater range of goods.

Speaking 2: Asking questions

30

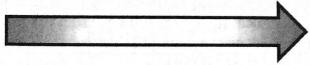




You are considering buying some flowers and now you'd like to get more information. In 1.5 minutes you are to ask five direct questions to find out about the following:

- a) location
- b) opening hours
- c) kinds of flowers in stock
- d) if they sell pot plants
- e) discounts for big orders

You have 20 seconds to ask each question.



Home Assignment 2

Put the verbs in brackets in the correct passive form.

Put the verbs in brackets in the correct active or passive form.

A Patagonia is a clothing firm with a strong commitment to environmentally-friendly
products which (1) (sell) through retail outlets and by mail order since the very
heginning Patagonia (2) (always/be) renowned for its speciacular catalogues, which
(fill) with unusual and dramatic photos where the clouming (4) (display)
in exciting wave. Also detailed product descriptions which (3) (metade) definitions
of materials (6) (contain) in the those catalogues. Manufacturing processes (7)
(avnlain) The company (8) (make) lackets from recycled plastic bottles
and (0) (produce) clothing from organic materials 101 a 104 years unearly. Hastie
bottles should (10) (collect) and (11) (Diling) by consumers to the local
recycling centre. The plastic (12) (convert) into small pieces and (13)
(chon) into flakes. The flakes (14)
which (16) (later/ship) to the mill. They (17) (make) into clothes known as
'PCR synchilla clothing'.

33 Translate the sentences. Make use of the Vocabulary of the Unit.

- 1. Мальчику объяснили, что определенная сумма, которая будет *откладываться* каждый месяц, поможет ему *накопить* на новый телефон к концу года.
- 2. Нам объявили результаты экзаменов и продиктовали оценки. Мало кто был доволен. Значит, этому предмету не было уделено должного внимания.
- 3. Что вам диктовали, когда я вошла в класс? Нам объяснили новое правило и диктовали к нему примеры. Нам велели повторить все правила дома.
- 4. На собрании студентам объявили, что их проекты будут рассмотрены в конце месяца, и студенты должны (предполагается) сдать их через две недели.
- 5. Почему нам не объяснили этот метод в самом начале? Не имеет значения. Теперь мы воспользуемся им и *значительно сократим наши расходы*.

6. Профессору уже доложили о результатах эксперимента? – Да, и он очень доволен. Он сказал, что наше время и усилия потрачены не зря.

7. Во время занятия нам подробно описали, как работает биржа (the Stock Exchange) и объявили, что мы поедем туда на экскурсию в следующий вторник.

8. Анне много раз повторяли, что самолет считается самым безопасным видом транспорта, но она продолжает ездить только на поездах, хотя и транспорта больше времени на поездки. – Да, она по натуре очень боязлива.

9. Полиции уже сообщили о его исчезновении? – Да, вчера. Но нам объяснили, что они начнут искать его только завтра. Нам сообщат, как только его найдут.

10. В ходе опроса (As part of the survey) подростков спросят, сколько карманных денег они получают и на что они (деньги) *трамятся*. Эта информация будет полезна (использована) и социологам, и маркетологам (marketer).

11. Хотя Марии три раза повторили название и адрес этого магазина, она его так и не нашла. Пустая трата времени объяснять ей что-либо.

12. Когда вам объявили имя победителя, вы были удивлены? – Да, конечно. Мы полагали, что этот спортсмен еще не готов к таким состязаниям.

13. Не могу поверить, что ты продала эту книгу! Тебе же объясняли, что она бесценна (priceless)!- Видишь ли, у меня огромные долги — больше 20000 евро.

14. Многие люди не считают необходимым откладывать деньги и часто оказываются в долгах.

15. Он сказал, *что с него взяли 100 долларов* за завтрак. Он был поражен, ведь это кафе ему описали, как место, где он может недорого и вкусно поесть.

34



Essay Writing. Comment on the following statement. Use the Discussion Clock (Appendix 4) to draw ideas for the statement. Write 200-250 words.

Pocket money is the starting point for children to learn the basics of managing money.

35 Study the advertisement and ask 5 questions.



You are considering buying a laptop and you'd like to get more information. In 1.5 minutes you are to ask five direct questions to find out the following:

- a) functions of the device
- b) battery life
- c) discount
- d) additional things you get in the kit
- e) online booking service

You have 20 seconds to ask each question.