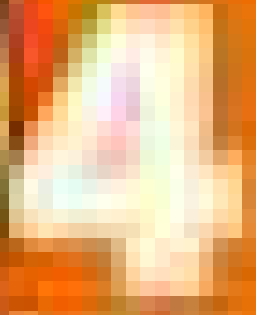


THE UNIVERSITY OF
MICHIGAN



3 What's it worth?

VOCABULARY • Money and marketing

I can express my attitude to shopping and money.

- ✚ Extra listening and speaking p90
- ✚ Curriculum extra p98
- ✚ Culture p106

THINK! What are the five most expensive things you will spend money on in your life?

1 Read the quiz. Then copy and complete the table with the words in blue.

Verbs	Nouns
afford	products

2 Do the quiz. Then compare your answers with a partner.

The price puzzle

Can you guess the prices of some of the most expensive **products** in the world? Could you **afford** any of them?

In the 18th century, pineapples became **status symbols** in Europe because they were exotic, rare and delicious. They only arrived fresh from South America on the fastest ships and could **cost** the equivalent of ¹ _____ today. Sometimes people **rented** them for a day to put on a table for a party.

a \$80 b \$8,000 c \$80,000

1



3

In small doses, venom from animals can help people with medical problems. Scorpion venom is the most expensive. Its **value** is approximately ³ _____ per litre.

a \$100 b \$10 million c \$100 million

4

Computer printers can seem like a **bargain**. But what you **save** on a printer, you will **spend** on ink. Some inks seem like a **rip-off** when you calculate the **price** per litre, which can be ⁴ _____.

a \$710
b \$71,000
c \$71 million

2

Saffron is a spice which comes from a small flower. It **is worth** more than gold: 150,000 flowers (approximately two football pitches) only make one kilo of saffron, which can cost approximately ² _____.

a \$100 b \$1,000 c \$10,000





5

You probably thought that fresh air was free, but it can be a **luxury** for people in some parts of the world. A Canadian **company** sells cans of air from the Rocky Mountains to **consumers** in Chinese cities, where pollution is a big problem. Large cans cost ⁵ _____.

- a \$20
- b \$200
- c \$2,000

6

Fragrances are big **business**, but the perfume in a \$100 bottle probably only costs ⁶ _____. The bottle is worth three times more than that. **Marketing** and advertising cost about \$8. The rest of the money goes to the **producer** and the **retailer**.

- a about \$2
- b about \$20
- c about \$80

7

Companies often pay famous people to **promote** their luxury **brands** – and not only in **advertisements**. Reports say that TAG Heuer paid actor Leonardo DiCaprio ⁷ _____ of dollars to wear their watches to film premieres and Oscars ceremonies.

- a hundreds
- b thousands
- c millions



3 Choose the correct words in the consumer survey.



Consumer survey

- 1 What do you **spend** / **promote** most money on?
- 2 Are you **saving** / **renting** for anything at the moment?
- 3 Which shops or products are good **value** / **cost** and which are a **rip-off** / **seller**?
- 4 What luxury **brand** / **price** would you buy if you could **cost** / **afford** it?
- 5 What **products** / **consumers** are popular with your age group at the moment?
- 6 Which companies have the best marketing and **advertisements** / **businesses**?

4 1.18 Watch or listen to three people talking about their spending habits. Answer the questions.

- 1 What is Sam saving for?
- 2 What is Tegan's one luxury?
- 3 Where does Daniel buy his games?

5 1.18 Watch or listen again and complete the key phrases.

KEY PHRASES

Talking about spending habits

It's (not) worth spending a lot of money on ¹ _____.

If money was no object, I'd ² _____.

My one luxury is ³ _____.

⁴ _____ is / are really 'in' at the moment.

I can / can't afford ⁵ _____.

6 **USE IT!** Work in small groups. Ask and answer the questions in the consumer survey. Use the key phrases.

Finished?


Complete the key phrases so that they are true for you. Compare your answers with a partner.

3

READING • An interview

I can infer the attitudes of people from what they say in a text.

THINK! Which bloggers and celebrities have got most online followers? Why?

- 1**  1.19 Read and listen to the text. Decide if you think a–d are true or false. Explain your answers.
- The person asking the questions ...
- a ... knows something about this topic. _____
 - b ... isn't interested in making money online. _____
- The person answering the questions ...
- c ... thinks it's easy to become an influencer. _____
 - d ... thinks that influencers can be effective. _____

2 Read the text again and answer the questions.


- 1 What products does Harper mention?
- 2 How do companies decide how much to pay influencers?
- 3 How much do influencers pay for the products which they promote?
- 4 Say two things which influencers must do to be successful.
- 5 Give two reasons why marketing companies want to reach teenagers.

3 **VOCABULARY PLUS** Complete the noun + noun combinations. Find the missing words on pages 28–31. How do you say them in your language?

- 1 football _____ (page 28)
- 2 scorpion _____ (page 28)
- 3 computer _____ (page 28)
- 4 beauty _____ (page 30)
- 5 luxury _____ (page 29)
- 6 internet _____ (page 30)
- 7 fashion _____ (page 30)
- 8 music _____ (page 31)

4 Choose the noun from a–c which does not make a compound noun with words 1–6.

- | | | | |
|------------|-------------|------------|-----------|
| 1 hip hop | a feet | b artist | c concert |
| 2 shop | a assistant | b window | c paper |
| 3 head | a ache | b child | c phones |
| 4 football | a win | b match | c shirt |
| 5 maths | a man | b teacher | c exam |
| 6 film | a star | b industry | c TV |

5  **USE IT!** Work in pairs. Ask and answer the questions.

- 1 Do you follow any online bloggers, comedians or tutorials? Which ones?
- 2 Do you think that marketing influences you? Why / Why not?

Influencers: the online stars who set the trends

An interview with marketing specialist Harper Tanner

Who or what are influencers?

Erm ... people who have influence on others, obviously. 😊 Young people who are stars on social media have thousands, sometimes millions, of followers. They're like internet celebrities, so companies pay them to advertise products. A famous example from the UK is Zoella – she has six million subscribers to her beauty channel.

Really? How does that work?

OK. Imagine I'm a fashion blogger or a popular gamer or someone who makes really funny videos. Marketing companies see that I'm really popular, so they give me a product. I recommend the product and my followers think, 'Hey, that must be cool 'cos Harper likes it. I'm going to buy it.' The marketing company pays me, and everyone is happy.



3 LANGUAGE FOCUS • Definite and zero article

I can find out information from a partner.



Give me more examples.

OK. A music promoter sends a song to an internet star who maybe dances to the song. The music company then pays for every view or 'like' which that video gets. Or a clothes retailer gives lots of their products to influencers and hopes they'll wear or just mention their stuff online. Influencers never pay for clothes or make-up or skateboards or games. Marketing companies are THROWING stuff at them all the time.

Hey, I've got this blog and nobody's throwing stuff at me!

Well, you'll need a minimum of 400,000 followers. That doesn't happen overnight, but when you are successful, you can earn big money. Some vloggers started earning when they were still at school! Online marketing is MASSIVE. Companies want to reach young customers because they spend a LOT and they stick with the brands that they like.

So when I've got my millions of followers, I can make millions of pounds right?

Only if you're SINCERE. Your followers won't trust you unless they believe that you genuinely like the products that you promote.

OK. Thanks, Harper. I'm going to find some followers. See you online.

Good luck!



1 Match rules 1–7 with examples a–g.

- a A famous example from **the UK** is Zoella.
- b They stick with **the brands** that they like.
- c A music company sends a song to an internet star who maybe dances to **the song**.
- d This is air from **the Rocky Mountains**.
- e Let's meet in **London** on **Saturday**.
- f Influencers never pay for **clothes** or **make-up**.
- g Some vloggers were still at **school**!

RULES



We use the **definite article (the)** ...

- 1 when we talk about a specific thing or specific things.
- 2 when we've mentioned something before.
- 3 with the names of geographical features (rivers, mountain ranges, seas, oceans).
- 4 with countries which are plural nouns or whose name includes *kingdom, states, or republic*.

We **don't** use an article ...

- 5 when we talk about things in general.
- 6 with the names of sports, most countries, cities, languages, years and days of the week.
- 7 when we talk about places that are institutions (hospital, university, prison, school, etc.).

2 Rewrite the sentences. Include a definite article if necessary. Explain your answers.

- 1 I don't think _____ money is important in life.
- 2 Can you give me _____ money that you owe me?
- 3 I don't often watch _____ videos online, but _____ (video) you showed me was really funny.
- 4 I visited my aunt in _____ hospital on _____ Sunday.
- 5 My sister loves _____ Chinese food.
- 6 I'm going to _____ bank on Smith Street for some cash.
- 7 I like playing _____ basketball in _____ playground.
- 8 Is that blogger from _____ USA or from _____ Canada?

3 USE IT! Work in pairs. Ask and answer the questions.

- 1 What's your favourite day?
- 2 What types of music do you like?
- 3 Can you name any mountain ranges or rivers in English?
- 4 Which is the best football team in your country?
- 5 What sports or games do you play?
- 6 What's your favourite food?

Finished?

Write three more questions like those in exercise 3. Ask and answer in pairs.

3 VOCABULARY AND LISTENING • Shops and shopping

I can use visuals to understand a spoken text.

THINK! Do you like shopping? Why / Why not?

1 Complete the sentences with the words in the box. Which of the words in blue are nouns?

deliver exchange fit labels scans
special offers try on window shopping

- You can **return** or _____ a product if you've got the **receipt**.
- When there are _____, products are cheaper than usual.
- Shops normally _____ big or heavy items.
- When your clothes are the right size, they _____ you perfectly.
- A **changing room** is a place where you can _____ clothes.
- When you're _____, you're outside shops looking at the products in the windows.
- At the **checkout**, a **shop assistant** _____ the **bar codes** on products to find out their prices.
- Shops must always show prices on _____ or **shelves**.

2 **1.20 PRONUNCIATION /r/ and silent r**
Listen. In which words do you hear the letter r? In which words is it silent? Listen again and repeat.

bar code order perfect receipt
special offers store tour try on

3 **1.21** Study the diagram of the future of shopping. Then listen. In what order do you hear about topics A–F?

4 **1.21** Listen again and complete the notes in A–F.

5 **USE IT!** Write five sentences to describe your perfect shop. Then compare your sentences with a partner. Choose the best ideas.

It delivers the things you order on the same day.



A Digital changing room
Scanners measure you. The screen will show you how you'll look in different clothes. To change the colour or size, _____

B Robot assistants
There won't be human shop assistants, but these robots will fill shelves and _____

C Drone deliveries
Shops will have drones which deliver products in _____

D Virtual stores
Use an app here to scan _____ of products. Your shopping will be at your house before you arrive.

E Facial recognition
Cameras will detect your age, sex and the style of clothes _____. The _____ in the window will change to suit you.

F Paying by phone
No need for cards or cash. Your phone will link by Wi-Fi to the checkout robot. You'll receive messages _____

3 LANGUAGE FOCUS • Future forms

I can talk about plans and predictions.

1 Match a–e with examples 1–5.

- a future continuous _____
- b *going to* _____
- c present continuous _____
- d present simple _____
- e *will* _____

- 1 One day soon you'll be walking down this street.
- 2 You're going to buy a coat.
- 3 Shopping will be different in the future.
- 4 Your train leaves in ten minutes.
- 5 You're cooking for friends tonight.

2 Match the future forms from exercise 1 with rules 1–5.

RULES

- 1 We use this form when we plan or intend to do something in the future, but there isn't an exact date or time yet. _____
- 2 We use this form when we have organized something and there is an exact date or time. _____
- 3 We use this form for things which have a fixed timetable. _____
- 4 We use this when we make a prediction about the future. _____
- 5 We use this form when we talk about an action which will be in progress sometime in the future. _____

Remember!

We use *will* when we make a spontaneous decision and when we offer or promise things to people.

3 Choose the correct words to complete the dialogue. Explain your answers.

- Becky** Bye, Mum. See you later. I'm meeting / I'll meet Grace for lunch at 2.00 p.m.
- Mum** Where ²will you have / are you having lunch?
- Becky** At Richy's café. Why?
- Mum** Oh, because I'm ¹leaving / going to leave for my dentist's appointment in half an hour. I can drive you to town if you want.
- Becky** Ah no, it's OK, thanks, Mum. I'm sure ⁴you'll leave / you're leaving late, as always.
- Mum** Hmm. Have you got any plans for the afternoon? Are you ³going to buy / buying anything?
- Becky** Maybe ⁶we'll go / we're going window shopping. Why not meet us later? If you're in town around 6.00 p.m., ⁵we'll be having / we have a pizza in the place near the cinema.
- Mum** OK, great.
- Becky** Right. I'm going – my bus ⁷will leave / leaves in two minutes. Bye!

4 Complete the sentences using the correct form of *will*, *be going to* or the future continuous.

- 1 I _____ (not buy) that. I've decided that it doesn't suit me.
- 2 It's holiday time! At six o'clock tomorrow we _____ (sitting) on the plane.
- 3 I promise that I _____ (pay) you when I've got some money.
- 4 Ask the shop assistant. He _____ (help) you.
- 5 We've got great plans. Our company _____ (sell) fresh air.
- 6 The football match starts at midnight. I _____ (sleep) already.

5 USE IT! Work in pairs. Study at the information in the leaflet and prepare answers for 1–7. Then tell the class your plans and predictions.

- 1 When are you going?
- 2 How are you going to get there?
- 3 What time do the shops open and close there?
- 4 What kind of things are you going to buy?
- 5 Do you think that you'll enjoy the experience?
- 6 What will be the best and worst things about the trip?
- 7 What will you be doing just before / after?

Congratulations!

You've won first prize!

This means that you and two friends have got twenty minutes' FREE shopping in your favourite shopping centre. Each of you will have one trolley which you can fill.



Finished?

Imagine you are going shopping. Write a paragraph about your plans and predictions using as many different future forms as you can.

3 SPEAKING • A presentation

I can vary the speed and emphasis of my voice when giving a presentation.

THINK! Do you ever watch people describing products online? What have you seen?

1 1.22 Watch or listen to Joelle presenting a 'new' product. What features from a–j does she say that a book has?

- | | |
|----------------------|-----------------|
| a light and portable | f convenient |
| b electronic | g luxury brand |
| c versatile | h easy to share |
| d tough | i good value |
| e fragile | j special offer |

2 Study the key phrases. Which phrases introduce new points?

3 1.22 Watch or listen again and complete 1–7 in the key phrases.

4 1.23 When we want to keep a listener's attention, it's a good idea to vary the speed and emphasis of what we're saying. Listen and repeat phrases 1–5. Which words does the speaker make longer?

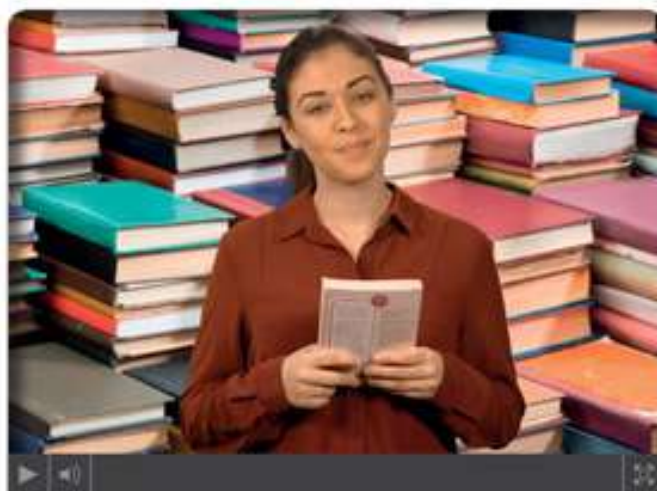
- I think you're really going to like it.
- I can carry it easily with one hand.
- Some other products, in contrast, are a bit more fragile.
- You can use them anywhere.
- Now that's what I call good value!

STUDY STRATEGY

Engaging the audience

When you give a presentation, look at the audience and not at your notes. Make eye contact and remember to smile!

5 **USE IT!** Follow the steps in the speaking guide.



KEY PHRASES

Giving a presentation

- I'd like to talk to you about ...
- Let me start by showing you ¹
- First of all, it's ²
- As you can see, ³
- Another advantage is that ⁴
- It's also worth mentioning that ⁵
- Finally, one big advantage of ⁶
- I think you'll agree that ⁷

SPEAKING GUIDE

A TASK

Choose a product and prepare a presentation to tell people about its features and advantages.

B THINK AND PLAN

- Think of three or four positive features of the product.
- Are there any similar products? Why is this better?
- Decide which key phrases you can use in your presentation.
- Think about what you're going to say, and make notes.

C SPEAK

Practise speaking from your notes once or twice. Then take turns to do your presentations.

D CHECK

Did you vary your speed and emphasis when you were talking?

3

WRITING • An online gift guide

I can describe and recommend products for other people.

THINK! What was the last present you bought for someone? Where did you buy it and how did you choose it?

Greg's GIFT GUIDE

Looking for a present for someone? Here are my tips for this month.

What's it called?	You Too 	VR Horror House 	Bigfoot slippers 
What's in the box?	eau de toilette	a new virtual reality game	animal-shaped slippers
Who's it for?	It's a 'unisex scent', so this will appeal to both boys and girls.	If you're a horror fan, you'll love this. It's not recommended for your grandma, though!	I think most people would appreciate a pair of these as a present.
Tell me more	This smells great – really fresh and original. It's not like some perfumes which are a bit heavy.	You walk around a realistic haunted house, looking for pieces of a puzzle and avoiding nasty surprises. It's VERY scary, as well as a bit violent.	These slippers are not only comfortable, they're also great fun. The only downside is that they're a bit big. They're available in other designs, too.
My verdict	I'm buying this for my sister and I'll take some occasionally for myself!	I think it'll be a hit, but I'm not going to buy it for anyone, because I can't afford it!	I'm going to get these for both my mum and my dad this Christmas. They'll look great.

1 Read *Greg's Gift Guide* and answer the questions.

- Which products is Greg going to buy?
- Which product is too expensive for him?
- Which friends and relatives does he mention?

2 Complete the key phrases with words from the text.

KEY PHRASES

Describing and recommending products

This will appeal to ¹.....
 If you're a ²....., you'll love this.
 It's (not) recommended for ³....., though.
 The only downside is that ⁴.....
 The best thing about it is
 I think (that) it'll be ⁵.....

Language point: Conjunctions: as well as; both ... and; not only ... but also

3 Study the conjunctions in **blue** in *Greg's Gift Guide*. Then write sentences with the prompts in 1–4 using each of the different conjunctions.

This product is both versatile and useful. (versatile, useful)

- It's (tough, light)
- It will appeal to (children, adults)
- It's the perfect gift for (boys, girls)
- This snack is (healthy, delicious)

4  **USE IT!** Follow the steps in the writing guide.

WRITING GUIDE

A TASK

Write a gift guide for three products. Use the suggestions in the box or your own ideas.

book clothing computer game
 jewellery perfume sports equipment

B THINK AND PLAN

- Look at the products and think of adjectives to describe each one.
- Think about who it is for and if you would buy it.

C WRITE

- What's it called? The name of the product
- What's in the box? The type of product
- Who's it for? Who would like the product?
- Tell me more A description of the product
- The verdict Are you going to buy it? Who for?

D CHECK

- key phrases
- conjunctions



3 REVIEW



Vocabulary

1 Choose the correct words.

- There are over 300 **symbols** / **retailers** in Oxford Street, London.
- All the famous international **consumers** / **brands** have shops in the street.
- The department store Harrods is well known for its high quality, **luxury** / **rip-off** goods.
- Harrods is not the place to shop for **bargains** / **products**.
- You can **spend** / **save** money if you wait for the January sales to shop.
- Harrods uses social media to **promote** / **afford** itself.

2 Complete the text with the words in the box. There are two extra words.

assistant changing rooms checkout
delivered fit offers receipt
return shelf try on

When you shop online, there are lots of special ¹ _____ that help you save money. You can buy whenever you want, and the products are ² _____ to your home. Nevertheless, many people still prefer the high street shopping experience. They like to be able to ask a shop ³ _____ for advice. In a shop, there are ⁴ _____ where you can ⁵ _____ clothes. If something doesn't ⁶ _____, you can choose something else. If you buy online, you have to ⁷ _____ the product with the ⁸ _____ to get your money back.

Language focus

3 Correct two mistakes in each sentence.

- She wants to go the shopping after the school.
- They filmed video in the Paris last Friday.
- 5th Avenue is a famous the shopping street in USA.
- I don't usually wear the dresses, but I like dress in this shop window.
- Thames is a big river in United Kingdom.
- We're playing the football on the Sunday morning.

4 Complete each sentence with one word.

- I'm sure they _____ get here on time.
- What are you _____ to do on Saturday?
- This time next week I'll _____ flying to Canada.
- We _____ meeting Tom and Elsa later.
- What time _____ your train leave?

5 Choose the correct answers to complete the email.

Hi Alex,
Guess what! I ¹ _____ to Brazil with my dad next week! Our plane ² _____ on Sunday morning, at six o'clock. I'm so excited! This time next week, I ³ _____ on the Copacabana beach in Rio de Janeiro. I hope the weather ⁴ _____ good! After Rio, dad ⁵ _____ a car so we can drive to São Paulo. I ⁶ _____ you a souvenir from one of the shops on the famous Paulista Avenue. See you in January!
Julie

- a 'm flying b 'll fly c fly
- a 'll leave b leaving c leaves
- a 'll be sunbathing b 'm sunbathing
 c sunbathe
- a is b will be c is going to be
- a 's going to rent b rents c 's renting
- a buy b 'm going to buy
 c 'll be buying

Speaking

6 Complete the presentation with the phrases in the box.

advantage is another advantage
as you can first of all let me
'll agree talk to worth mentioning

I'd like to ¹ _____ you about this solar phone charger. ² _____ start by showing you how it works. ³ _____, you attach the small solar panel to your backpack. When it's sunny, it'll charge your phone. ⁴ _____ see, it's very light and portable. ⁵ _____ is that it's tough and won't break easily, which is important when you're outdoors. It's ⁶ _____ that it has a five-year guarantee. Finally, one big ⁷ _____ that you can use it with any mobile phone. I think you ⁸ _____ that for only €42, it's really good value.



Listening

7 Listen to an interview with four teenagers about their shopping habits. Write the names of the people: Jane, Steve, Carol or Harry.

- _____ doesn't save any money.
- _____ wants to wait for the sales.
- _____ prefers to buy things online.
- _____ often buys expensive sports things.
- _____ has just bought something new.
- _____ is going to buy new shoes today.
- _____ is saving money to pay for a holiday.

3 STORY IN ENGLISH • *From the Earth to the Moon* by Jules Verne



Remember!

Try to use your own words when you tell a story. Use synonyms and antonyms to avoid repetition.

- 1 **BEFORE YOU READ** Work in pairs. Imagine President Barbicane has asked you to write a letter to a famous astronomer to find out more about the moon. Think of four questions to include in the letter.

Chapter 3 • Twenty-five million friends and one enemy

Barbicane had a lot of questions about his plan. So he sent a letter to the best astronomer in the USA, and after two days, there was a letter back.

Dear President Barbicane,

Here are the answers to your questions:

1 Can we send a projectile to the moon?

Yes. But it needs to travel very fast – at 12,000 yards per second.

2 How far is the moon from the Earth?

It sometimes moves nearer to the Earth and sometimes further away. At its nearest, it is 218,657 miles from us.

3 What is the best date and time to send the projectile?

You need to find a date when the moon is nearest to the Earth, and over our heads in the sky. This is going to happen on 4th December next year. From my calculations, the projectile is going to take 4 days, 1 hour, 13 minutes and 20 seconds to reach the moon. Send it on 1st December at forty-seven minutes and forty seconds past ten o'clock.

4 Where do we need to send the projectile from?

You must send the it from Florida.

J.M. Belfast

The next day, Barbicane had a meeting with Captain Elphinstone, J.T. Maston and Tom Hunter. 'We need to talk about three things – the projectile, the cannon to send the projectile, and, of course, the explosives for the cannon,' said Barbicane.

After hours of talking and making long calculations, the plans were ready. 'These are our plans for next year,' said Barbicane. 'We're going to make a projectile nine feet across and a cannon 900 feet long. And we're going to put 400,000 pounds of explosives in it.'

The plan was soon in every newspaper across the country. Every American was excited about it. But one man was angry. His name was Captain Nicholl. In the Civil

War, Barbicane made weapons and Nicholl made shields. The shields could stop any cannon ball or projectile. Every time Barbicane made a bigger, better projectile, Nicholl made a bigger, better shield.

When Nicholl heard about Barbicane's plan, he wrote to all the newspapers: 'The calculations are wrong! The projectile will fall back to the Earth and kill people!' But nobody listened to Nicholl. People wanted to send the projectile to the moon. Then he sent a letter to Barbicane.

Dear Mr Barbicane,

From my calculations, three parts of your plan won't work.

- 1 You won't be able to make a cannon 900 feet long.
- 2 You can't put 400,000 pounds of explosives in the cannon without an accident.
- 3 You won't be able to send the projectile into space.

I'm a rich man. And I have a plan, too. If you can do these things, I'll give you money. But if you can't, you'll give me money. Are you happy with this idea?

Captain Nicholl

Barbicane wrote back. His letter said one thing:

Yes.



1 yard = 0.9144 metres

1 mile = 1.6093 kilometres

1 foot = 0.3048 metres

1 pound = 0.4536 kilograms

- 2 **READING CHECK** Work in pairs. Cover the text and tell your partner the story. Use these words:

accident astronomer calculations cannon
date money shield space

- 3 **WHAT DO YOU THINK?** Work in pairs. Discuss what you think will happen in the next chapter. Think about the three parts of the plan. What are the members of the Gun Club going to do first? Where are they going to go?