

# UNIT 5      MADE FOR YOU

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### VOCABULARY    MARKETING

2 1 strategies    2 advertising agencies    3 increases    4 flyer    5 convey a message    6 purchase  
3 1 goods, products    2 tempt, attract    3 flyer , shop display    4 price range    5 budget

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### GRAMMAR

5 1 are shown    2 are used    3 are tempted    4 is photograph    5 are taken    6 are made    7 is served  
8 is advertised    9 is sold

7 1 was included , 1729    2 were used , 1995    3 were written , 79 AD    4 were shown , 1941    5 were advertised , 13th century    6 was Heard , 1922

8 1 When was the new product developed?    2 Are textbooks sold at this shop?    3 Where are their apples exported to ?    4 Why were the goods returned?    5 Was his message conveyed?

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### READING    A web page

1.Strategy 3 : Since we read from left to right , we place more importance on this first number we read. Therefore, shop owners write numbers such as 1,99 instead of 2 to make people think the Price is lower( lines 39 – 41).

2 1 consumers ( lines 2-3)    2 (that ) both are attracted to shiny things ( lines 5-6)    3 with a shiny window display (lines 15- 16 )    4 place them at a certain height ( lines 21 -23 )    5 with 99 ( lines 35-36)

3 1 We associate shiny things with quality and luxury. (lines 6-8) .We also associate shiny water with clean water , so shiny water , so shiny things remind us of our need for good things remind us of our need for good drinking water (lines 10-14)

2 Eye contact creates a feeling of trust .(lines 29-30)

3 Our brains perceive the difference as significant...since we read from left to right , we place more importance on the first number we read. (lines 39-41)

4 1 beware of    2 ancestors    3 certain    4 perceives    5 is priced as

### GRAMMAR    Future Simple Passive

7 1 The walls will be painted    2 New workers will be interviewed    3 An advert will be placed in local newspapers.    4 A special shop display will be put near the entrance    5 Sales strategies will be discussed by the managers

8 1 Many people are attracted by low prices .    2 Free samples will be given by the shop tomorrow

3 He wasn't tempted to buy the product by that advertising campaign / by that advertising campaign to buy the product.

4 The shop display display won't be changed until Friday.

5 I wasn't told about the low prices on the mobile phones.

9 1 were sold 2 was opened 3 was done 4 are found 5 are tempted 6 will be made 7 will be used  
 8 will...be calculated 9 won't be needed 10 will be helped 11 will be sold

**VOCABULARY Shopping**

- 1 Big Al's Department store
- 2 On sale , bargains , discount , special offers , reduced
- 3 1 trial 2 cashier 3 credit card , cash 4 refunded 5 receipt 6 price tag 7 reduce  
8 charged 9 make up my mind
- 4 Your own answers
- 5 cashier

**Possible answers** (hairdresser , chef , scientist , judge , politician, computer programmer , engineer )

**WRITING An opinión essay**

1

<b>Paragraph 1</b>
<b>The opinión</b> :Advertising can be very harmful to the public
<b>Paragraph 2</b>
<b>Facts and examples to support the opinión</b> : Ads can make people feel unhappy with their lives because they can't afford the products which are advertised.
<b>Paragraph 3</b>
<b>A summary of the opinión</b> : Advertising is a waste of money for companies and causes consumers to waste money . If companies advertise less and reduce prices , we will all benefit.

**2 1 five sentences in the Passive :**

We **are surrounded** by companies trying to convince us to buy things.  
 Every year , huge amounts of money **are spent** on advertising.  
 If an advert has got a popular celebrity , people **will often be convinced** to buy a product.....  
 ...they can't afford the products which **are advertised**  
 It seems to me if prices **were reduced** , consumers would buy more.

**2 four expressions that show opinión :**

As far as I am concerned , I believe , it seems to me , in my opinión

**3 Possible answers**

- 1 as far as I am concerned , c
- 2 I believe , d
- 3 In my view,a
- 4 As I see it , b