Topic: Shop Till You Drop

Textbook used: Longman Elect JS2A

Target group: SS2 students of a Band 1 school

Background:

This set of material is designed for JS2 of a band 1 school. Most of the students are gifted and talented with reasonable level of English proficiency. The learner difference can be quite large between the strongest and weakest students though. The difference between the less-able and more-able package mainly include varying the amount of input, level of requirement of output and the amount of guidance given in the process.

Objectives:

- 1. To boost students' creativity
- 2. To promote collaboration and communication skills of students
- 3. To boost students' self-management



Unit Plan:

on
al and specific
a shopaholic? ity – Shopping Centre comprehension skills by and guessing unfamiliar P.4-5) Divide the passage Guide them to guess the he difficult words. roup of 4) post paper certain titles on the board mprehension Exercise A questions into RF (Worksheet 3) entre (Worksheet 4a) o guess the meanings of ords. o) 2.9
F)Chrich



		
	and finish the activities on	
	matching the vocabulary	
	items(pictures) with their	
	corresponding descriptions	
	(Worksheet 11)	
Generic skills to be	Communication	Communication
developed	Collaboration	Collaboration
Multiple	Interpersonal: Quiz	Intrapersonal: Quiz
intelligences to be	Visual: Pictures	Visual: Pictures
developed &	Auditory: Reading	Auditory: Reading
Learner styles	Interpersonal: Pair Work &	Interpersonal: Group Work
catered	Group Work	Kinesthetic
	Kinesthetic	Verbal: Vocabulary Building
	Verbal: Vocabulary Building	To some social and y containing
Section 2: Grammar	,	
Objectives	Comparatives and	Comparatives and Superlatives
Objectives		·
	Superlatives	as+adj+as
	comparing quantities	
	As+adj+as	
	The same as and different	
	from	
	Like and alike	
	Too many; too much; too	
	few, too little and enough	
Learning activities	Steps:	Steps:
	Activity 1:	Introduction: Introducing the use of as
	Listen to the song "The Best" by	+adj+as (Worksheet 5)
	Tina Turner and fill in the blanks	Activity 1: Provide some adjectives to
	in the song sheet (Worksheet 12)	describe the appearance and personalities
	Guide students to think about	of the Ss. Ask Ss to categories their
	the FORM and MEANING of the	classmates with them according to the
	comparatives and superlatives	adjectives. Then compare their classmates
		with comparatives.
	Activity 2:	· · · · · · · · · · · · · · · · · · ·
	Arrange mixed-ability group	Activity 2: Based on activity 1, ask them to
	and encourage students to	compare their classmates with the use of
	actively express their ideas on	superlatives.
	the survey (P.12)	Activity 3: Based on activity 1 &2, ask them
	Introduce more advanced form	to compare their classmates with the use
	of comparatives	of as + adj + as. (Worksheet 6)
	Assessment:	Activity 4: Give Ss a lot of examples and



		T
	Grammar exercise on P.13 and extra grammar exercise (Worksheet 13) as homework	generate some rules of forming comparatives and superlatives. (Worksheet 7)
		Assessment: P.11-13 Work in pairs to
		complete a conversation on P.13
Generic skills to be	Communication	Communication
developed	Collaboration	Collaboration
Multiple	Auditory: Song listening	Interpersonal/ Intrapersonal: Think about
intelligences to be	Linguistic: Form and meaning	their classmates and themselves
developed &	analysis on comparatives and	Verbal/ linguistic: using comparatives and
Learner styles	superlatives	superlatives.
catered	Interpersonal: Group work	
	Intrapersonal: Individual	
	homework	
Section 3: Tasks [Wr	iting] (P.14-17)	
Objectives	> Think, plan and organize	➤ Think, plan and organize ideas before
	ideas before writing	writing
Learning activities	Steps:	Steps:
	Activity 1:	Activity 1:
	Pair work: Student A and Student	Li Ka Shing (student A) and a project
	B work on the cards of various	director (student B) are discussing a project
	parts of a sales presentation and	on an international shopping mall. Focus
	place them onto the correct	on the special features of the shopping
	positions on a paper board.	mall. Look into the world's famous
	(Worksheet 14)—Guide students	shopping malls. (Reference:
	to pay attention to the structure of a sale presentation and its	http://www.wafi.com/page.aspx?id=4636&tid=216 http://www.dubaicityguide.com/site/features/index.asp?id=1294
	corresponding language use.	Activity 2:
	Activity 2:	Project: Design a brochure for the shopping
	Draft a sale presentation for	mall. Brainstorm some ideas with your
	promoting the shopping mall.	partner with the use of the mind map on
	Students pair up to brainstorm	p.16.
	some ideas with the use of the	p.10.
	mind map (Worksheet 15)	Activity 3:
	Activity 3:	Comment other groups' work in terms of i)
	Students share the content in	creativity ii) design iii) language use
	their draft by writing them on	(Peer Assessment Form 1)
	paper stripes and sticking them	(1 CC1 A33C33IIICIICTOTIII 1)
	on the blackboard. Students	



	I.,	
	then comment on ideas shared	
	in terms of the structure of the	
	presentation.	
	Assessment:	
	Writing a sales presentation as	
	individual homework	
Generic skills to be	Communication	Communication
developed	Collaboration	Collaboration
	Critical Thinking: Comment	Critical Thinking: Comment
Multiple	Interpersonal: Pair work	Creativity: Special features/ design
intelligences to be	Kinesthetic	Visual: Design
developed &	Linguistic: Structure and	Verbal: Inside pages
Learner styles	language use analysis	Musical: Slogan
catered		
Section 4: Performin	g a skit [Speaking + Listening] (P.18	3-21)
Objectives	Listen for information in a	Listen for information in a conversation
	conversation	Use appropriate voice projection
	Use appropriate stress	
Learning activities	(Listening)	(Listening)
_	Pre:	Pre:
	"Find out more about the	Play a part of the skit. Ask guiding
	story!":	questions about the remaining parts
	Divide the skits into 4 pairs and	(Listening skill: prediction).
	put them on cards.	While:
	Give each student a fragment	Listen the whole skit and answer the
		questions on P.21 (Simplify the questions)
	the classroom and form a group	Post:
	of 4 with the other 3 students	Draw 4 pictures to illustrate the story.
		(Visualize the listening content.)
	other 3 parts of the skit.	(consume time instanting contenting
	While:	
	Listen the whole skit and answer	
	the questions on P.21	
	Post:	
	Students share the content in	
	their draft by writing them on	
	paper stripes and sticking them	
	on the blackboard.	
	on the blackboard.	(Speaking)
		Pre:



	(Speaking)	Say the word 'Homework' in different
	Pre:	tones. (voice projection) (Worksheet 8)
	Let students form a group of 4.	While:
	Give them a speaking card and	Let students fill in peer assessment form
	let them experience the use of	while other groups are performing the
	stress to express different	whole skit (Peer Assessment Form 2)
	meaning (Worksheet 16)	Post:
	While:	Students then comment on each other in
	Let students fill in peer	terms of voice projection.
	assessment form while other	
	groups are performing the whole	
	skit (worksheet 17)	
	Post:	
	Students then comment on each	
	other in terms of the use of	
	stress.	
Generic skills to be	Collaboration: Performance	Collaboration: Performance
developed	Critical Thinking: Judge the main	Critical Thinking: Judge the main character/
	character	Judge classmates' performance
Multiple	Interpersonal: Pair work	Auditory: Listening/ speaking
intelligences to be	Kinesthetic	Visual: Drawing
developed &		
Learner styles		
catered		



Less-able Package

	ment Form	(1)	Name:		Class:	()
Group	• ———					
On a scale of 1 to 5, pleas evaluate and comment the projects done by various groups. You have to						
evaluate you	ur own group).				
1 - Poor	2- below ave	erage	3- average 4	ŀ- ab	ove average 5- Ex	cellent
Group No.	Creativity		Design		Language Use	Comments
Group 1						
Group 2						
Group 3						
Group 4						
Group 4						
Group 5						
Group 6						

Peer Assessment Form (1) Name: Class: ()							
Group							
On a scale of 1 to 5, pl	On a scale of 1 to 5, pleas evaluate and comment the performance of your classmates. You have to						
evaluate yourself.							
2- Poor 2- below a	average	3- average	4- above average	5- Excellent			
Group No.	Volume	e	Feelings, moods and attitudes conveyed through various voice qualities	Comments			
Role 1: Jenny							
(Played by							
)							
Role 2: Irene							
(Played by							
)							
Role 3: Mum							
(Played by							
)							
Role4: Dad							
(Played by							
)							





Module Teenage life

Smart buying and selling



The suffix -aholic is commonly used to describe someone who likes something very much and is unable to stop doing or using it, e.g. workaholic, alcoholic. Are you a shopaholic? Take this quiz and find out!

1 You see a designer T-shirt in a sale. It is too big for you, but the price is just \$25. What will you do?



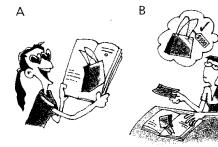




Cleira

Encourage students to list the last five items they bought and discuss whether they were necessar purchases in pairs.

2 When you see an attractive advertisement, how do you feel?





Your score

Mostly As: You may become a shopaholic soon! Be careful not to spend too much

money!

Mostly Bs: You like shopping, but you are not addicted to it. You are a sensible consumer.

Mostly Cs: You are interested in shopping at all. When was the last time you went in

a shop?

3 The latest mobile phone is on sale. What will you do?







In this unit, you will:

- read a shopping guide, a leaflet and a transcript of a sales presentation
- · listen to the features of some products
- talk about possible products and promotions at the school fair
- write a sales presentation script



Worksheet 2 (Sample)

F.2 Unit 1 Shop till you drop

Please label the following shopping malls in Hong Kong.

New Town Centre Times Square Tuen Mun New Plaza Gala shopping Mall

1.



2.



3



4.





Worksheet 3 (Sample)

F.2 Unit 1 Shop till you drop Reading Comprehension Part A Multiple Choice

- 1. I want to get some sports shoes for myself and my family. Where can I go?
- A) Fa Yuen Street
- B) Dundas Street
- C) Great George Street
- D) Lockhart Road
- 2. I want to try a kind of snack called stinky tofu. Where can I buy it?
- A) Fa Yuen Street
- B) Dundas Street
- C) Great George Street
- D) Lockhart Road

Part B True or False

- 1) Tung Choi Market is the first indoor street market in Hong Kong. (T/F/ Not given)
- 2) There are 230 shops in Times Square. (T/F/ Not given)
- 3) You can buy Japanese fashion at high prices in Trendy Zone. (T/F/ Not given)

Par	t C Fill	in the blanks				
1.	Hong Ko	ong is a well-known s	_	_•		
2.	Mong Ko	ok is one of the best shopping	g areas for t	eenagers. I	Here you can find many m	
	and s	items.				
3.	I think S	noopy's World in New Town	Plaza is too l	b	for me.	



Worksheet 4 a (Sample)

F.2 Unit 1 Shop till you drop (Vocabulary- Words about selling)

Please describe the following situations with the help of the hints. You can use the words and phrases in the box.

Pay in instalments Half Price New Arrivals 20% off / 20% discount Special Offer Bargains Lastest Model





WS 4(b) In a shopping centre

Unit 1

B Your teacher wants to test whether you know the names of different shops and places in a shopping centre. He gives you a map of a shopping centre. Label the map.

CD shop

electronics shop

gift shop

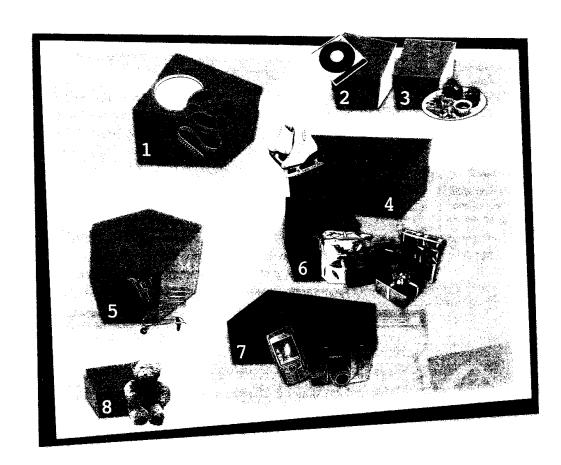
supermarket

cinema

food court

ice rink

toy shop



1	cinema	5	supermarket
2	CD shop	6	gift shop
3	food court	7	electronics shop
4	ice rink	8	toy shop

Encourage students to talk about their favourite shop or shopping centre. For example, My favourite shopping centre is Festival Walk because it is spacious and has a huge bookshop.

Possible answer

Other shops or places include the customer service counter, flower shop, clothes shop and bookshop.



Can you think of any other shops or places that are usually in a shopping centre?



WS 5 Using as + adjective + as

Unit 1

We use as + adjective + as to talk about two things that are the same in some way. The products there are just as trendy as the products at Times Square.

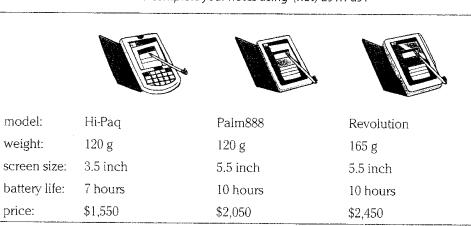
We use not as + adjective + as to talk about two things that are not the same in some way.

You may wonder why the prices of our gifts are not as low as those at other shops.

D You want to buy a pocket computer for your father for his birthday present. You have done some research online and are comparing three models to decide which one to buy. Read the information and complete your notes using '(not) as ... as'.

big cheap expensive light long

Encourage students to choose one of the products and give a reason for their choice. For example, I would buy the Palm888 because it has a large screen and does not weigh too much.



1	The Hi-Paq weighs 120 grams. It is	as light as	_the
	Palm888.		

- 2 The Palm888 has a 5.5-inch LCD screen. It is _____ as big as the Revolution's screen.
- 3 The Palm888 has a battery life of 10 hours. This is _____ as long as the Revolution's.
- 4 The Hi-Paq costs only \$1,550. It is <u>not as expensive as</u> the other two models.
- 5 The Revolution costs \$2,450. It is <u>not as cheap as</u> the Hi-Paq.

Using the same as and different from

We use *the same as* to say that something is exactly like another thing. We use *different from* to say that things are not the same.

The Shopping Lover Card is the same as a loyalty card.

The price of a computer in this shop is different from the price in another shop.



Worksheet 6 (Sample)

F.2 Unit 1 Shop till you drop Grammar – as adjective as

You have used various adjectives to describe your classmates. Try to COMPARE your classmates and find out which classmate is the same with which classmate with the use of the following adjectives and the pattern 'as...as'

e.g. Naughty Samson David David is **as naughty as** Samson.

Cut	e	sill	y (clever	stupi	d f	riendly	bea	utiful	handsome	
clur	nsy	,	unfrier	ndly	rude	polite	confid	ent	shy	humble	
1.	Paul	is				J	ohnny.				
	Lily i						_				
3.			is			V	ivian.				
4.				is							
5.				is						•	
6.				is						•	
7.				is							
8.				is						.	
9.				is						.	
10.				is							



F.2 Unit 1 Shop till you drop Grammar

Forming Comparative and Superlative Adjectives

One-syllable adjectives.

Form the comparative and superlative forms of a one-syllable adjective by adding ____ for the comparative form and _____ for the superlative.

One-Syllable AdjectiveComparative FormSuperlative Formtalltallertallestoldolderoldestlonglongerlongest

- Mary is **taller** *than* Max.
- Mary is **the tallest** of all the students.
- Max is (old) *than* John.
- Of the three students, Max is **the oldest**.
- My hair is **longer** *than* your hair.
- Max's story is ____ (long) story I've ever heard.

If the one-syllable adjective ends with an e, just add –r for the comparative form and –st for the superlative form.

One-Syllable Adjective with Final	Comparative Form	Superlative Form
large	larger	largest
wise	wiser	wisest

- Mary's car is **larger** than Max's car.
- Mary's house is **the tallest** of all the houses on the block.
- Max is _____ (wise) *than* his brother.
- Max is _____ (wise) person I know.



If the one-syllable adjective ends with a single consonant with a vowel before it, _____ the consonant and add –er for the comparative form; and _____ the consonant and add –est for the superlative form.

One-Syllable Adjective Ending with a Single Consonant with a Single Vowel before It	Comparative Form	Superlative Form
big	bigger	biggest
thin	thinner	thinnest
fat	fatter	fattest

- My dog is **bigger** *than* your dog.
- My dog is **the biggest** of all the dogs in the neighborhood.
- Max is **thinner** *than* John.
- Of all the students in the class, Max is **the thinnest**.
- My mother is _____ (fat) *than* your mother.
- Mary is ____ (fat) person I've ever seen.

Two-syllable adjectives.

With most two-syllable adjectives, you form the comparative with _____ and the superlative with

Two-Syllable Adjective	Comparative Form	Superlative Form
peaceful	more peaceful	most peaceful
pleasant	more pleasant	most pleasant
careful	more careful	most careful
thoughtful	more thoughtful	most thoughtful

- This morning is **more peaceful** *than* yesterday morning.
- Max's house in the mountains is **the most peaceful** *in* the world.
- Max is _____ (careful) *than* Mike.
- Of all the taxi drivers, Jack is _____ (careful).
- Jill is _____ (thoughtful) than your sister.
- Mary is ____ (thoughtful) *person I've ever met*.

If the two-syllable adjectives ends with -y, change the y to i and add -er for the comparative form. For the superlative form change the y to i and add -est.

Two-Syllable Adjective Ending with	Comparative Form	Superlative Form
happy	happier	happiest



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Two-Syllable Adjective Ending with	Comparative Form	Superlative Form
angry	angrier	angriest
busy	busier	busiest

- John is **happier** today *than* he was yesterday.
- John is **the happiest** boy *in* the world.
- Max is _____ (angry) *than* Mary.
- Of all of John's victims, Max is _____ (angry).
- Mary is _____ (busy) *than* Max.
- Mary is _____ (busy) person I've ever met.

Two-syllable adjectives ending in –er, -le, or –ow take –er and –est to form the comparative and superlative forms.

Two-Syllable Adjective Ending with -er,, or	Comparative Form	Superlative Form
narrow	narrower	narrowest
gentle	gentler	gentlest

- The roads in this town are **narrower** than the roads in the city.
- This road is the **narrowest** of all the roads in California.
- Big dogs are **gentler** than small dogs.
- Of all the dogs in the world, English Mastiffs are the gentlest.

Adjectives with three or more syllables.

For adjectives with three syllables or more, you form the comparative with ____ and the superlative with ____.

Adjective with Three or More Syllables	Comparative Form	Superlative Form
generous	more generous	most generous
important	more important	most important
intelligent	more intelligent	most intelligent

- John is **more generous** *than* Jack.
- John is **the most generous** of all the people I know.
- Health is **more important** *than* money.
- Of all the people I know, Max is the most important.
- Women are _____ (intelligent) *than* men.
- Mary is ____ (intelligent) person I've ever met.

Exceptions.



Irregular adjectives.

Irregular Adjective	Comparative Form	Superlative Form
good	better	best
bad	worse	worst
far	farther	farthest
little	less	least
many	more	most

- Italian food is **better** than American food.
- My dog is **the best** dog *in* the world.
- My mother's cooking is **worse** *than* your mother's cooking.
- Of all the students in the class, Max is **the worst**.

Two-syllable adjectives that follow two rules. These adjectives can be used with ____ and ___ and with more and most.

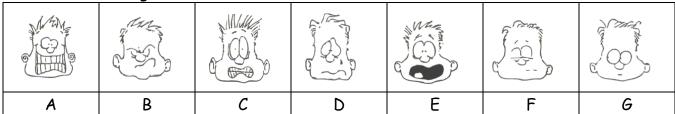
Two-Syllable Adjective	Comparative Form	Superlative Form
clever	cleverer	cleverest
clever	more clever	most clever
gentle	gentler	gentlest
gentle	more gentle	most gentle
friendly	friendlier	friendliest
friendly	more friendly	most friendly
quiet	quieter	quietest
quiet	more quiet	most quiet
simple	simpler	simplest
simple	more simple	most simple

- Big dogs are **gentler** *than* small dogs.
- Of all the dogs in the world, English Mastiffs are the gentlest.
- Big dogs are **more gentle** than small dogs.
- Of all the dogs in the world, English Mastiffs are the most gentle.



Using expression in speech

What feelings do these faces show? Match the faces with the words



□ bored	□ angry
□ frightened	□ happy
□ sad	interested
surprised	

Now listen to the tape. Which feeling can you hear in the speaker's voice? Write the correct word from the list above.

1. 5. 2. 6. 3. 7. 4. 7.

In the dialogue below, person B only says "Oh!", but he/she has to say it in many different ways.

- 1. Look through the dialogue and decide what feeling B should each time
 - 2. Practise reading the dialogue with a partner
 - 3. When you have read it once, change roles and read it again



show

- A: My grandma died on Sunday
- B: Oh!
- A: She was 100 years old.
- B Oh!
- A: I didn't know her very well
- B: Oh
- A: But she gave me ten million dollars!
- B: Oh!

- A: I'm going to spend it on a holiday.
- B: Oh!
- A: I'm thinking about who to take with me.
- B: Oh!
- A: I was going to ask you.
- B: Oh!
- A: But I think I'll take my Mum
- B: Oh!



More-able Package

Peer Assessment Form	3 Name:	Class:	() Group
On a scale of 1 to 5, ple	ase evaluate and commo	ent the performance of	your classmates. You have to
evaluate yourself.			
3- Poor 2- below av	verage 3- average	4- above average 5- E	xcellent
Group No.	Volume	Feelings, moods and	Comments
		attitudes conveyed	
		through stress	
		variation	
Role 1: Jenny			
(Played by			
)			
Role 2: Irene			
(Played by			
)			
Role 3: Mum			
(Played by			
)			
Role4: Dad			
(Played by			
)			

Worksheet 8a

Read P.4 of the textbook and answer the following questions. You have to finish this within 1 minutes. Read it QUICK!

- 1. What are the two places introduced in this page?
- -----
- 2. What is the largest shopping centre in Causeway Bay?
- 3. What is the characteristics of the products found in Great George Street?

Worksheet 8b

Read P.5 of the textbook and answer the following questions. You have to finish this within 1 minutes. Read it QUICK!

- 1. Who are the two students interviewed on this page?
- _____
- 2. What is the favorite shopping mall of the female student?
- 3. What is the green box at the bottom of the page?
- 4. What is the characteristic of the shopping mall mentioned in the green box?

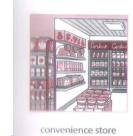
Read the passage on P.4 and 5 of the textbook. Quote 10 sentences from the passage and write down your corresponding feeling towards that particular quotation.

Quote from Passage	My Thought
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

Pictures of Vocabulary items involved:







bakery

boutique





chemist

department store

Definition of Vocabulary items involved:

,	
A small shop that sells fashionable	A large shop divided into several different
clothes, shoes, jewellery etc.	parts, each of which sells different things
A person who studies chemistry, or a	A place where bread and cakes are made
scientist who works with chemicals or	and sometimes sold
studies their reactions	
A shop that sells food, drinks, etc. and is	
usually open until late	

The Best Tina Turner

I call you when I need
And my on fire
You come to me, come to me
Wild and
You come to me, give me I need
You bring a lifetime of
And a world of
You speak the language of love
Like you know it means
And it can't be wrong
Take my and make it
Cause you're simply the than all the rest than anyone
Anyone I ever met
I'm stuck on your
I hang on every word you say
Tear us
Baby I would rather be
Deep in your
I see the
Of every night and every day
And in your eyes I get
I get washed away
Just as I as I'm here in your arms

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I could be in no better _____

Cause you're simply the _____

The Best Tina Turner

I call you when I need you
And my heart's on fire
You come to me, come to me
Wild and wire
You come to me, give me everything I need

You bring a lifetime of promises
And a world of dreams
You speak the language of love
Like you know what it means
And it can't be wrong
Take my heart and make it strong

Cause you're simply the best
Better than all the rest
Better than anyone
Anyone I ever met
I'm stuck on your heart
I hang on every word you say
Tear us apart
Baby I would rather be dead

Deep in your heart
I see the star
Of every night and every day
And in your eyes I get lost
I get washed away
Just as long as I'm here in your arms
I could be in no better place
Cause you're simply the best...

Grammar

 $WS_{13}(a)$

Grammar

Comparative adjectives

When comparing two things, always use *than* after the comparative adjective. When we want to compare two people or things, we use comparative adjectives. Ultra-light silver is **lighter than** ordinary silver.

The Wonder Heat Pad is more effective than a hot bath!

We form comparative adjectives like this:

We form comparative dejection in the control of the					
	Adjective	You should	Example		
	Most short adjectives	+ er	light → lighter		
	Short adjectives ending in e	+ r	brave → braver		
	Short adjectives ending in a consonant letter + y	y + ier	pretty → prettier		
	Short adjectives ending in a vowel letter and a consonant letter	double the consonant letter + er	big → bigger		
	Long adjectives with three or more syllables	+ more	effective → more effective		
	Irregular adjectives	change the word	good → better bad → worse		

A You are reading an interesting article about shop prices. You want to share it with your classmates. Complete your summary using the correct form of the words in brackets.

Why is it (1)easier(easy) to sell a product for \$9.90than\$10.00?
As shoppers, we think that a lower price is (2) <u>better than</u> (good) a higher price. We
see \$9.90 and we think 'nine'. We see \$10.00 and we think 'ten'. We automatically think that
something selling for \$10.00 is a lot (3) more expensive than (expensive) something selling for
\$9.90. So, of course, we are more willing to pay \$9.90 for the same product.
Everyone likes discounts. Since a 25% discount is (4) bigger than (big) a 20% discount,
you think the products are much cheaper. In fact, when you do the sums, the discount in dollars is
often (5)smaller than (small) you think.
In Hong Kong, we have lucky numbers. As \$8.80 is (6) luckier than (lucky) \$9.00, and it
is also (7) cheaper than (cheap) \$9.00, we are happy to pay \$8.80.
The differences in price may be small, but their effect is (8)larger than (large) you think

WS 13(b)

Unit 1

sulpations Superlative adjectives

When we want to compare more than two people or things, we use superlative adjectives.

The healing crystals can relieve the greatest pain.

You can find the most wonderful gifts for your family and friends here.

We form superlative adjectives like this:

Adjective	You should	Example
Most short adjectives	+ est	$light \rightarrow lightest$
Short adjectives ending in e	+ st	brave → bravest
Short adjectives ending in a consonant letter $+ y$	y+ iest	pretty → prettiest
Short adjectives ending in a vowel letter and a consonant letter	double the consonant letter + est	big → biggest
Long adjectives with three or more syllables	+ most	effective → most effective
Irregular adjectives	change the word	good → best bad → worst

B After reading the article about shop prices, you want to find out what makes your classmates decide to buy something. Complete your notes using the superlative form of the words from the box.



Es:

nember to put *the* ore superlative ectives.

My classmates consider different things before they deci	de to buy something.
Michael is careful about money. He will only buy from shops	5 with
(1)the lowest price. But he also worries about	safety and he may
buy (2) the most expensive thing in a shop if it is (3)	
and of (4) the best quality.	
Carol likes beautiful things. She is always looking for (5)_	the prettiest
product in a shopping centre. There are lots of lovely thing	s at her house.
Luckily, she has (6) the biggest room among all o	ur classmates!

Grammar

WS13 C

Comparing quantities

We compare quantities of things we can count using more ... than and fewer ... than. ElectroMassager 501 has more functions than ElectroMassager 500.

The Vibro Head Massager has **fewer** buttons **than** other massagers.

We compare quantities of things we cannot count using more ... than and less ... than ElectroMassager 501 provides more comfort than ElectroMassager 500.

Do you want to spend less time exercising than your friends?

When we compare more than two things, we use the most, the fewest or the least like this:

The largest quantity The smallest quantity

Countable noun the most

most

the fewest

Uncountable noun

the most

the least

It has the most healing properties among similar products.

He has the most energy among his friends.

For the best results, **the fewest** number of crystals recommended is 10.

Spend the least money for the quickest results!

You want to go shopping with your friends, but are not sure which shopping centre to go to. Read the online shopping guide and make notes. Use 'more ... than', 'fewer ... than', 'the most', 'the fewest' and 'the least'.

 Shopping Centre

 No. of shops
 No. of restaurants
 Travelling time (from Mong Kok Station)

 Parker's Shopping Centre
 5 minutes' walk

 Olivia's Shopping Centre
 10 minutes' walk

 All Well Shopping Centre
 20 minutes' walk

					- John a Con-	tro Vila	211
1	There are	more	shops i	n Parker's St	opping con	the fewest	_ shops
	There are in Olivia's Shoppi	ng Centre	, and All Wel	1 Shopping C	eribi 6 1145 _		
	There are			monto in Parl	cer's Shopp	ing Centre ind <u>the r</u>	
	restaurants in (Olivia's Sh	opping Cent	re.			
	From Mong Kok			less		travelling to C	
3	From Mong Nok	JU01010111	+ 6 0 9	ra All Well	Shoppina Ce	entre. We sper	1d
	Shopping Centr		than	_ 10 /11 44011.	3/10		
	the least	time	e travelling 1	to Parker's S	hopping Cer	ntre.	
					-	ما من من المناسبة و من المناسبة	-in-

 $\frac{\text{Using } as + \text{adjective} + as}{\text{Using } as + \text{adjective} + as}$

Unit 1

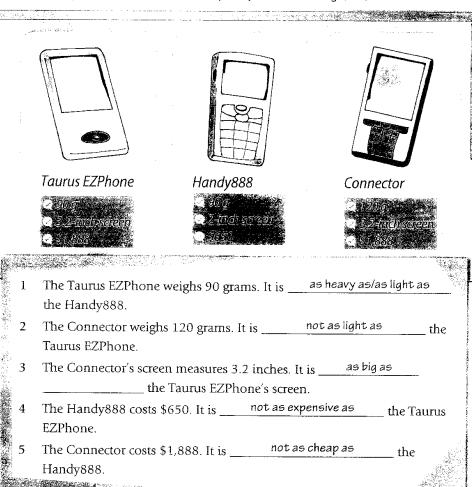
We use as + adjective + as to talk about two things that are similar in some way.

The Posture Shoes are as light as a feather.

We use not as + adjective + as to talk about two things that are not similar in some way.

The Vibro Head Massager is **not as** heavy **as** this head massager.

D You want to buy a new mobile phone. Compare the three models to decide which one to buy. Read the leaflet and complete your notes using '(not) as ... as'.



Remind students that they may need to use *not* in their answers.



Using the same as and different from

We use *the same as* to say that something is exactly like another thing. We use *different from* to say that things are not the same.

Our special discount is the same as last year: 25% off!

This bangle is different from ordinary jewellery.

Grammar

WS 13 e

Using like and alike

We use like and alike to say that people or things are similar. We put like before a noun, but we do not use a noun after alike.

ElectroMassager 501 is like ElectroMassager 500.

Each bangle is unique — no two are alike!

Your classmate is writing an article about different kinds of consumers for a General Studies project. She is not sure about some words. Help her complete the article by underlining the correct words.



What kind of consumer are you?

We are all different — one consumer is (1) (the same as/different from) another. Here are two kinds of consumers. Are you (2) (like/alike) either of them?

The Exposit

The explorer believes that going shopping is like having an adventure. Of course, the consumer explorer is not (3) (the same as/different from) a real explorer. Instead of going to a jungle and exploring among plants and wildlife, the consumer explorer goes to an air-conditioned shopping centre and visits the shops, cafes and cinemas. So you could say they are not really that (4) (like/alike)!

The relation

This kind of consumer has a unique identity; he/she doesn't want to be (5) (like/alike) everyone else. The rebel consumer will hunt for unusual items. Then, he/she will change them in some way, to make them personal and unique. No two rebel possessions are ever (6) (like/alike).

Using too many, too much, too few, too little and enough to tal about quantities

We can use too many, too much, too few, too little and enough with nouns to talk abt quantities that are:

quai.	illues mai arc.		The second secon
	Use ************************************	with countable norms	pilen with inteountable nouns.
1	more than enough	I don't know which mobile phone I should buy. There are too many choices.	Don't spend too much tim hanging out at the shoppin centre. You will see things you do not need and want buy them.
2	not enough	There are too few books about smart shopping.	People have too little time for sleep nowadays.
3	just right	You have enough stamps for a free gift.	Are you not getting enoug sleep?

WS 13 f



F You are writing a report about sales and advertising for the General Studies project. Complete the report using 'too much', 'too many', 'too little', 'too few' and 'enough'.

To keep customers happy, a company should provide	
choices for them, and should not ask them fortoo mu	ich money.

- 2 Too few salespeople know that customers like confident salespeople.
 They spend too much time talking in a soft voice.
- Having too many customers can actually be a bad thing for a shop, especially when there are too few members of staff to serve them.
- 4 A company should make sure they spend <u>enough</u> money on advertising if they spend <u>too little</u> money on advertising, no one will know about their products or services.

Grammar consolidation

G Your classmate is writing an article about advertisements and shopping behaviour for the General Studies project. He is not sure about some words. Help him complete the article by underlining the correct words.

and shopping for a course with the shopping for the course of the course

In Hong Kong, we see advertisements everywhere. What is the point of all these adverts?

Simply put, the purpose of an advert is to encourage people to buy something. Advertisers want us to think that their product is (1) (good/better) or (2) (more/most) attractive than another product. People will be willing to pay more money for the (3) (good/best) product, even if it is really just (4) (like/alike) another product that is much cheaper.

Adverts appear in different media. The most common are handbills (these are (5) (alike/the same as) leaflets or flyers), radio, films, TV, web banners, magazines, newspapers and videos. Not all adverts are successful though. An advert on an

early-morning radio show will not be as (6) (success/successful) as an advert on TV at prime time. This is why TV adverts during popular programmes cost the (7) (most/fewest) money.

Some people say that Hong Kong is one of the (8) (most/fewest) materialistic societies in the world. Adverts often portray shopping as a lifestyle, promoting brand names and trends, urging viewers to buy the (9) (most/more) expensive or the (10) (trendy/trendiest) products. For some people, even though they do not have (11) (enough/too little) money, they cannot help but buy things after seeing (12) (too many/too much) adverts. We call these people 'shopaholics'.

materialistic = caring more about money and possessions than anything else



The model sales presentation to be cut into cards:

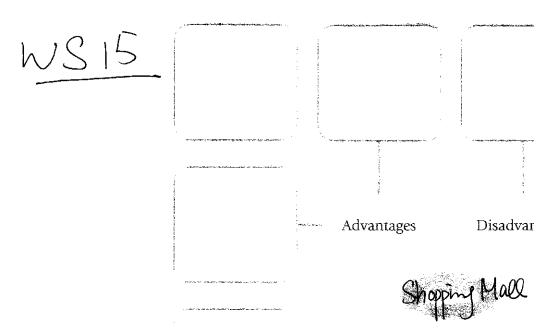
Good morning, everyone. Welcome to this sales presentation. My name is Ricky Lee. Today, I'm going to speak to you about the relaxation voucher, which we are selling at the school fair. I think you'll agree that it's a wonderful product.

Do you often feel tired? Do you suffer aches and pains? Is school or work making you feel stressed? If so, you should get a relaxation voucher. It's the answer to your problems. May of us lead busy lives with no time to relax and enjoy ourselves.

Life can seem like one long chore. We think it's important to forget your responsibilities occasionally and just take it easy. We've designed the relaxation voucher for people just like you. It's perfect for a gift too, because it's so attractive. Have a look---it's big and bright re, very soothing.

The relaxation voucher gives you the opportunity to try a professional one-hour massage for just \$88! But that's not all. While enjoying your massage, you can choose music to listen to from a wide range of genres.

There's classical music from Europe, folk music from South America and jazz from America. You're sure to find something you like. But today and you'll get a free CD of jungle sounds. Thanks for listening.



Read the following sentences with stress placed on the underlined word. Can you sense the difference in meaning among them?

- 1. $\underline{\mathbf{I}}$ want you to do the homework now.
- 2. I want **you** to do the homework now.
- 3. I want you to **do** the homework now.
- 4. I want you to do the **homework** now.
- 5. I want you to do the homework **now**.