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EVROPSKÁ UNIE



MINISTERSTVO ŠKOLSTVÍ,  
MLÁDEŽE A TĚLOVÝCHOVY



OP Vzdělávání  
pro konkurenceschopnost

## INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

### Digitální učební materiál

Číslo projektu	CZ.1.07/1.5.00/34.0802
Název projektu	Zkvalitnění výuky prostřednictvím ICT
Číslo a název šablony klíčové aktivity	III/2 – Inovace a zkvalitnění výuky prostřednictvím ICT
Příjemce podpory	Gymnázium, Jevíčko, A. K. Vitáka 452

Název DUMu	Shopping and Services
Název dokumentu	VY_32_INOVACE_05_16
Pořadí DUMu v sadě	16
Vedoucí skupiny/sady	Mgr. Petr Veselka
Datum vytvoření	11. 4. 2013
Jméno autora	Mgr. Petr Veselka
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Ročník studia	4.
Předmět nebo tematická oblast	Anglický jazyk
Výstižný popis způsobu využití materiálu ve výuce	Doplňkový materiál pro výuku anglického jazyka Inovace: komplexní procvičení slovní zásoby tematického okruhu Shopping and Services na úrovni B1 s využitím ICT při přípravě pracovního listu.

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## Shopping and Services

### VOCABULARY

#### 1. Complete the chart with words from the box.

<i>basket</i>	<i>guarantee</i>	<i>stall</i>	<i>newsagent's</i>	<i>value</i>	<i>price tag</i>
<i>discount</i>	<i>market</i>	<i>sale</i>	<i>trolley</i>	<i>reliability</i>	<i>shopping mall</i>
<i>bargain</i>	<i>shelves</i>	<i>checkout till</i>	<i>quality</i>		

places to shop	in a shop	product features	money

#### 2. Complete the sentences with the correct form of one word from the box in exercise 1.

- I want to go to the shoe shop today. There's a 30 % \_\_\_\_\_ on all trainers.
- There's a 2-year \_\_\_\_\_, which means that if the product breaks down within 24 months you can exchange it for a new one.
- You are going to the \_\_\_\_\_? Can you get me the Times, please?
- A \_\_\_\_\_ is a place where you pay for your shopping in a supermarket.
- It was a real \_\_\_\_\_. I bought it for half the usual price.
- I don't think we need a trolley today. We are going to buy a few things so get just a \_\_\_\_\_, please.
- There are always a lot of books on the \_\_\_\_\_ in the bookshop.
- A \_\_\_\_\_ is a large table where you put goods which you want to sell in a market.
- I hate all the \_\_\_\_\_ like Vaňkovka or Futurum, they're always overcrowded.
- I didn't know how much to pay for the T-shirt because I couldn't find the \_\_\_\_\_.



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### 3. Match the words linked with advertising with their definitions.

*pop-up window  
banner*

*leaflet*

*commercials*

*billboards*

*slogan*

1)	a short sentence that sounds impressive and is easy to remember
2)	an ad which appears suddenly when you go to a website
3)	a large poster by the side of the motorway
4)	a piece of paper advertising some goods
5)	at the top or side of a web page
6)	an advert broadcast on TV where actors play

### 4. Why do people go to these places? What kind of services do they expect?

hairdresser's	
insurance company	
exchange office	
garage	
cash machine	
estate agent's	

### 5. Read the text and complete it with the following words.

*brands  
trolleys*

*commercials  
questionnaire*

*customers  
advertising*

*slogans*

*pockets*

The latest survey shows what effect modern (1) \_\_\_\_\_ techniques have on the decision of supermarket (2) \_\_\_\_\_. 900 people were asked to fill in a short (3) \_\_\_\_\_ as they were leaving the supermarket. Only 15% of the people admit they buy things because they have seen them advertised. The great majority say they do not even watch TV (4) \_\_\_\_\_. However, most of them had no problems matching the most popular products with their advertising (5) \_\_\_\_\_. And over 60% of washing powder in their shopping (6) \_\_\_\_\_ belonged to one of the three most widely advertised (7) \_\_\_\_\_. All the advertising techniques (music, smells, arrangement of products, reductions) have one goal – to get as much money out of our (8) \_\_\_\_\_ as possible.

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### SPEAKING

#### 6. Work in pairs. What could you buy in the following places?

- Greengrocer's
- Butcher's
- Florist's
- Kitchenware
- Stationer's
- Ironmonger's
- Pet Shop
- Filling Station
- Off-licence
- Grocer's
- Jeweller's
- Pound shop

#### 7. Work in pairs. Speak about online shopping. Discuss the following ideas:

- advantages of online shopping
- disadvantages of online shopping
- dangers of online shopping
- your own experience
- things you would never buy online
- other

#### 8. Discuss the following questions about shopping with your partner:

- How often do you go shopping? Do you write a shopping list before you go?
- What do you like shopping for and what don't you like shopping for?
- Do you prefer buying things in small shops or huge hypermarkets?
- What do you think are the advantages and disadvantages of small shops?
- What do you think are the advantages and disadvantages of big supermarkets?
- Do you have a favourite shop? Where is it? What do you buy there? What are the shop assistants like? How often do you go there? What is special about it?
- How do you usually pay for your shopping? Do you have a credit card? How often do you use it?
- Do you always keep the receipt if you buy something valuable? Have you ever made a complaint about a faulty product?
- Have you ever been shopping in a foreign country? What did you buy?

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### 9. Do you ever go shopping in these places? When? Why? What do you buy?



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<sup>2)</sup>[cit. 2013-04-11] Dostupný pod licencí Public Domain na WWW:  
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### Answer key:

1. **places to shop:** stall, newsagent's, market, shopping mall    **in a shop:** basket, trolley, shelves, till    **product features:** guarantee, value, reliability, quality    **money:** price tag, discount, sale, bargain
2. 1 discount 2 guarantee 3 newsagent's 4 checkout till 5 bargain 6 basket 7 shelves 8 stall 9 shopping malls 10 price tag
3. 1 slogan 2 pop-up window 3 billboard 4 leaflet 5 banner 6 commercials
4. students' own answers
5. 1 advertising 2 customers 3 questionnaire 4 commercials 5 slogans 6 trolleys 7 brands 8 pockets
6. students' own answers
7. students' own answers
8. students' own answers
9. students' own answers

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