

Unit 1

It's really a best buy!

You'll be able to:

1. describe the features of a product;
2. talk about shopping experience;
3. read for specific information.



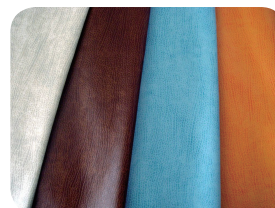
Look at the picture and discuss:

1. Where are they?
2. What are they doing?

Unit 1

Warming up

① Listen and match the words with the pictures. 🎧



silk

wool

leather

cotton



Key sentences:

1. I am going to buy a leather jacket this weekend.
2. Australia is the world's leading producer of wool.

② Discuss and tick off the factors that influence your shopping.



☐ material

☐ price

☐ durability

☐ comfort

☐ design

☐ colour



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Listening and Speaking

① Listen and learn the words and expressions. 🎧

be made of cotton soft material wear out
probably anyway compare figure

② Listen to the dialogue and practice. 🎧

Jimmy: What a beautiful T-shirt you're wearing! This style is in fashion.

Susan: Thanks a lot! Besides, it was also very cheap since I got it on sale.

Jimmy: It's really a best buy! Is it made of cotton?

Susan: Yes. I like wearing clothes made of cotton because they feel so nice and soft.

Jimmy: Well, but I like clothes made of synthetic materials, such as polyester.

Susan: Why? Don't you find them not very comfortable?

Jimmy: They're surely not as comfortable as cotton clothes, but they don't wear out so quickly. Besides, they're easier to wash and dry.

Susan: You're probably right. But I like clothes made of cotton anyway.

Tips:

synthetic: 合成的, 人造的; polyester: 聚酯纤维, 一种常用的面料。

③ Listen again and compare the features of cotton and polyester. 🎧

	Cotton	Polyester
advantage	feel nice and soft	
disadvantage		

Unit 1

4 Listen to the dialogue and practice. 🎧

Clerk: May I help you, sir?

Edward: Could you show me that small figure?

Clerk: Of course. Here you are.

Edward: How much is it?

Clerk: 15 *yuan*. It's one of our bestsellers.

Edward: Could you give me a discount if I buy several?

Clerk: Well... I can offer 12 *yuan* each.

Edward: I will get six. Let's make it 70, a round number.

Clerk: Alright, it's a deal. I'll put each in a small box so that they won't break.



Tips:

round在此处意为“整数的”。

5 Listen again and role-play the dialogue. 🎧

small bag; a new style; 40 *yuan*;
36 *yuan*; get two; 70 *yuan*



red cup; made of green material; 25 *yuan*;
22 *yuan*; get three; 60 *yuan*

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Reading and Writing

① Read and learn the words and expressions. 🎧

label functional seldom pay attention to comparison
economical off-season range from... to fur research

② Read the following labels.



③ Read again and decide true (T) or false (F).

- ☐ 1. The T-shirt is of 50% cotton.
- ☐ 2. The T-shirt can be dry-cleaned.
- ☐ 3. The shoes and T-shirt are both made in China.
- ☐ 4. The shoes are for women.

Unit 1

4 Read the following shopping habits of a family.

Father (age 43)

I go shopping only when I need to. The goods I buy must be both functional and attractive. I seldom pay attention to ads or sales.

Mother (age 42)

I usually make a list before I go shopping. Price comparison helps me choose the most economical product. I always check the material of the clothes, and buy items at reduced prices during off-seasons.

Daughter (age 18)

Shopping is really enjoyable. I also love online shopping. I think design is more important than suitability and durability.

Tips:

有些单词的意思可以通过构词法推测，如
enjoyable=enjoy+able;
suitability=suit+ability。

5 Read again and discuss which store they will choose. Give your reasons.

Store A: Our products may be a little more expensive than those in other stores, but they are all of high quality and can last for a long time.

Store B: We focus on new designs. You can get them at reasonable prices. Since designs change rapidly, we don't pay too much attention to quality.

Store C: We sell clothes made of different materials, ranging from cotton, wool, silk, fur to polyester. Besides, we often hold off-season sales.

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6 Read about how to become a smart shopper. 🎧

Are you in the market for a certain product? Take time to become a smart shopper, and save lots of money. Here are some tips on how to become a smart shopper.

First, think about why you're buying the product, how often and when you will use it. Then, confirm what the main use of the product is.

When you have decided to buy the product, you need to research and find out what companies make the product, the prices and what others have to say about the product. As you get ready to buy, wait to see if there will be a holiday or end-of-season sale before you buy.

The above tips will help you become a smart shopper. Remember, the more you know, the better decisions you can make.



7 Read again and write more tips to make you a smart shopper.

Tip 1: _____

Tip 2: _____

Tip 3: _____

...

Unit 1

Language in Use

目的状语从句的用法

目的状语从句是一种在句子中充当目的状语的从句，通常由连词that, so that, in order that等引导，意为“为了，以便”。由于目的状语表示的是一种尚未实现的愿望，因此从句中通常会用情态动词can, could, may, might, should, would等。

例句：

Say it louder (so) that everyone can hear you.

I'll put each in a small box so that they won't break.

He works hard in order that he may succeed.

1. Choose the best answers.

1. You must improve your study method _____ you may make progress in your studies.
A. although B. because C. after D. in order that
2. Speak to him slowly _____ he may understand you better.
A. since B. so that C. for D. because

2. Complete the following sentences.

1. I went to bed early in order to get up early.
I went to bed early _____ I could get up early.
2. Mr Smith eats much rice a day to keep strong.
Mr Smith eats much rice a day _____ he can keep strong.

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More Activities

① Who do you think is a smart shopper? 🎧

Mary

I usually go shopping with a list and buy only what is on the list. Besides, I often set a savings goal and decide how much I want to save and when. This will help me control my spending and make smarter buying decisions.

Aimee

I buy things on impulse. I often spend more than I planned. Although I make a list before going shopping, I often forget about it and buy something I don't need at all.

Steve

I usually go shopping with my friends. They usually give me some advice. I'm easily influenced by their opinions to buy something, which I later find I don't like at all.

② Read again and answer the questions.

1. Do you go shopping with a shopping list?
2. What preparations do you usually make before going shopping?
3. Have you ever bought anything you really don't need at all? If so, what is it?

Unit 1

3 Read about some common ways of promotion. 🎧

To make a brand known to the public and attract new customers, many ways are often used by companies:

1. Give away prizes to customers. People like to win prizes and always expect surprises.
2. Give away samples to introduce new food and household products.
3. Promote products and services on social media websites. This presents a more appealing and familiar image of the company.
4. Sponsor some important events, such as sports competitions or a TV series.
5. Set up a membership system and give away free products, big discounts or cash rewards to members. These are ways to encourage existing customers to refer new customers to your store.
6. Give away gifts such as a pen or a key chain, which customers may use.
7. Offer discounts to customers when a new store is opened.



4 Choose three ways of promotion for each company and explain why.

Company A:

It is a newly opened company. It mainly deals in cosmetics. It hopes to make itself known to many customers.

Company B:

It is a company dealing in different kinds of books online. It hopes to attract more customers.

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Around the World 🎧



Panjiayuan Flea Market is the largest and most popular market selling second-hand goods and curiosities in China. Even Hillary Rodham Clinton, the former First Lady of the United States, once purchased things here.

The Rose Bowl Flea Market, one of the world's largest flea markets, is a southern California legend: up to 20,000 bargain hunters every month, more than 2,500 booths full of everything: shoes, clothes, furniture, jewellery, sunglasses, bikes, and every imaginable type of goods. The Rose Bowl Flea Market is open on the second Sunday of every month, rain or shine, all year long.



Chatuchak Weekend Market in Bangkok is the largest market in Thailand and the world's largest weekend market. The Chatuchak area acquired its name from the large public park of the same name. Chatuchak Weekend Market is a very popular shopping centre to Thais and has become a popular place to tourists and foreigners who stay in Bangkok.

Unit 1

Fun Time



Enjoy the Rhythm



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I go shopping only when I need to.



A Joke



Tom: (*putting down two pence*) A piece of bread, please.

Baker: It's two and a half pence now. Bread's risen in price.

Tom: When?

Baker: This morning.

Tom: All right, madam. Give me one of yesterday's.



My Progress Check

I can describe the features of a product with:

cotton silk leather wool soft material break fur wear out

What a beautiful T-shirt you're wearing!

It's really a best buy!

They're surely not as comfortable as cotton clothes, but they don't wear out so quickly.

I can talk about shopping experience with:

seldom comparison research pay attention to range from... to

I seldom pay attention to ads or sales.

I usually make a list before I go shopping.

Shopping is really enjoyable.

Great! I want to learn more!