

# -ENGLISH-

4<sup>th</sup> ESO

## Reinforcement Dossier

(2<sup>ND</sup> Term - Ins La Ribera)

Here you are my email account to send the dossier back : [erodr67@xtec.cat](mailto:erodr67@xtec.cat)



Name: \_\_\_\_\_

**UNIT 2 – A CONSUMER’S WORLD**

**VOCABULARY**

**Advertising**

1. Complete the statements with the verbs. Which do you agree with? Write **A** (agree), **D** (disagree) or **NS** (not sure).

appear broadcast claim convince exaggerate  
inform promote recommend

1. ‘Advertisers should be totalt truthful. It’s wrong to lie or .....’ =>
2. ‘I’d agree to ..... appear in an embarrassing TV advert for €1 million.’ =>
3. ‘Advertisers should always ..... people if their products carry health risks.’=>
4. ‘It should be illegal to ..... junk food adverts on children’s TV channels.’=>
5. ‘I don’t trust people who call and try to ..... me to buy something.’ =>
6. ‘Online adverts are more effective to ..... a product than TV advertising.’ =>
7. ‘Companies shouldn’t ..... that their products have health benefits without strong scientific evidence.’ =>
8. ‘Before I buy something, I usually go online to see if other people ..... it.’ =>

2. Complete the news headlines with verbs from exercise 1.

U2 (1).....on Channel 7 chat show to (2).....their new album.

Two students (3) .....they are actors and (4)..... security guards to let them into celebrity party.

Radio stations (5) ..... new public safety announcement to (6) ..... drivers about the dangers of speeding.

## Shopping

### 3. Write the words in the correct column.

**bargain**  
**purchase**

**browse**  
**refund**

**browser**  
**select**

**charge**  
**selection**

**consume**  
**supplier**

**consumer**  
**supply**

VERBS	NOUNS	BOTH

### 4. Are the underlined words verbs (V) or nouns (N)?

1. We should bargain to see if we can get a lower price. \_\_\_\_
2. There were a few browsers in the shop, but nobody bought anything. \_\_\_\_
3. My new headphones don't work. I want a refund. \_\_\_\_
4. Let's browse a few shops before we decide what to buy. \_\_\_\_
5. Supermarkets have to charge for plastic bags. \_\_\_\_

### 5. Complete the website instructions with the initial letters given.

*How to buy an item on myauction.com :*

**• Register.**

Type www.myauction.com into your (1) b..... Then follow the instructions to set up your account.

**• Choose something to buy.**

(2) S..... a category from the menu ('clothes', 'books', 'DVDs', etc.). You can search for something specific or scroll down the page to (3) b..... the available items.

**• Place a (4) b..... or buy the item.**

To get the best possible (5) b....., enter the maximum amount you want to pay. Alternatively, some sellers or (6) s..... will allow you to buy the item for a fixed price.

## Shops and supermarkets

### 6. Complete the words in Stephen's list.

Stephen,

Please can you get from the supermarket:

- 1 kilo apples (they're in the first (1) \_\_\_\_\_ )
- 2 lemons (normal ones, not the expensive ones in the plastic (2) \_\_\_\_\_ )
- 300g salmon (ask at the fish (3) \_\_\_\_\_ )
- 500g couscous (with the dried (4) \_\_\_\_\_ )
- 1 packet of chewing gum (next to the (5) \_\_\_\_\_ , so you can get this last).

Thanks!

Mum

## GRAMMAR

### Present Perfect Simple

#### 1. Complete the sentences with **FOR** or **SINCE**.

- I've had a horrible cold \_\_\_\_\_ Friday.
- We've lived in this house \_\_\_\_\_ three years.
- Dan has known Lisa \_\_\_\_\_ they were kids.
- Have you been here \_\_\_\_\_ 8 o'clock?
- I have been on a diet \_\_\_\_\_ five long months.
- They've had their dog \_\_\_\_\_ a long time.

#### 2. Correct the sentences.

- I knew you for 5 years. You're great! \_\_\_\_\_
- We don't see her since last week. \_\_\_\_\_
- She played tennis since she was 8. \_\_\_\_\_
- They've lived in Rome since ages. \_\_\_\_\_
- How long are you here? \_\_\_\_\_
- He worked for that company for six years and now he's the manager. \_\_\_\_\_

#### 3. Complete the sentences with **JUST**, **YET**, **ALREADY** or **STILL**.

- a) They say they posted it two weeks ago but it \_\_\_\_\_ hasn't arrived.
- b) I haven't found a flat \_\_\_\_\_. Everything around here is so expensive.
- c) I've \_\_\_\_\_ seen this film. Let's watch something else.
- d) A: Is Alice here? B: Oh, she's \_\_\_\_\_ left, I'm afraid.
- e) Have they finished painting your house \_\_\_\_\_ ?
- f) He's only 22 and he's \_\_\_\_\_ written a best-selling book.
- g) They said they'd have the results yesterday but they \_\_\_\_\_ haven't phoned.
- h) I'm sure she's on her way. I've \_\_\_\_\_ seen her in reception.


#### 4. Put the adverbs in the correct place in the sentences or questions and complete with the Present Perfect Simple form.

1. you / dinner? (yet)
2. Their plane / take off. (still)
3. This letter / arrive / for you. (just)
4. I / see / this film. (already)
5. We / not meet / the new boss. (yet)
6. Mary / tell / me / she's getting married! (just)

## READING

job hunting in the 21<sup>st</sup> Century
x +

http://www.jobhuntinginthe21century.com



### Job hunting in the 21<sup>st</sup> century

#### The billboard

People travelling to work in London one morning were surprised to see a billboard – a giant street advertisement – informing them that Adam needed a job. It had a photo of Adam, a link to his website and text that read: 'I spent my last £500 on this billboard. Please give me a job.'

#### The website


Before the billboard appeared, Adam had spent two months creating his website. It included basic details about Adam – a humorous video to promote his skills and his CV.

#### Social media

Adam had also created a Twitter account. On the day the billboard went up, he posted a photo of it, together with a message informing the world of his campaign.

Adam's website quickly received over 1.5 million visits and he got plenty of Tweets wishing him luck. Most importantly, Adam was offered over 100 jobs!

After considering all the job offers that he'd received, Adam accepted work as a viral video producer. When he received his first salary, he knew exactly what he wanted to spend it on. He put up a new billboard, which simply said: 'Thank you for helping me.'



A year after graduating, Adam Pacitti had applied for 250 jobs and hadn't received a single offer. There were few jobs available and too much competition. Adam realized that a more creative strategy was needed, so he invented a new way of searching for a job. This is what he did.

### 1. Which things did Adam do to get a job? Circle Yes or No.

- |                                       |          |
|---------------------------------------|----------|
| 1. He created a website.              | Yes / No |
| 2. He used street advertising.        | Yes / No |
| 3. He put an advert in the newspaper. | Yes / No |
| 4. He set up a Twitter account.       | Yes / No |
| 5. He put a video on YouTube.         | Yes / No |

### 2. Correct the underlined mistakes.

- Adam looked for a job before ..... he'd finished university.
- The website ..... cost 500 pounds.
- Adam put a funny cartoon ..... on his website.
- He put a photo of the billboard on his website .....
- He received over 500 ..... job offers.

**3. Answer the questions in your own words.**

1. What did Adam do in the year after he got a degree?
2. Why did Adam realize that he needed to do something different?
3. Where did Adam's billboard appear?
4. What did Adam include on his website?
5. What did he do with his first salary?

**4. BONUS! Answer the following questions. Make them true for you, using complete sentences.**

1. What was your last purchase online?
2. What's the best bargain you've ever found?
3. Have you ever asked for a refund?



## Writing A formal letter or email

### Look at language: phrases for formal letters and emails

1 Put the phrases in the correct place in the table.

- |                    |                          |
|--------------------|--------------------------|
| 1 Hi there         | 4 Dear Miss Watson       |
| 2 Yours faithfully | 5 This is disappointing. |
| 3 Bye for now.     | 6 I'm really angry.      |

Formal	Informal
	Hi there

2 Read the email. Tick (✓) the expressions Rob uses.

- |  |  |
|--|--|
| 1 Dear Sir / Madam <input type="checkbox"/>  | 4 I feel very frustrated. <input type="checkbox"/> |
| 2 See you soon <input type="checkbox"/>      | 5 Yours faithfully <input type="checkbox"/>        |
| 3 I'm really angry. <input type="checkbox"/> | 6 Hello <input type="checkbox"/>                   |

**From:** robperkins@mail.co.uk  
**Subject:** My order: XYZ123  
**Sent:** 15th November 9.17 a.m.  
**To:** giftsonline@presentideas.co.uk

Dear Sir / Madam,

I am writing to complain about a digital photo frame I purchased from your website. There were quite a few problems.

Firstly, the order took two weeks to arrive. Your website said that all online purchases arrived within three days. In my opinion, your company has exaggerated this.

Secondly, the photo frame did not work properly. I uploaded lots of good quality photos but the frame made too much noise and the quality wasn't good enough.

I feel very frustrated. I had ordered the item as a gift and I had left plenty of time for the order to arrive. However, I now don't have enough time to purchase another gift. I would be grateful if you could give me a full refund.

Yours faithfully,  
 Rob Perkins

3 Complete the sentences with the highlighted phrases in the email.

- \_\_\_\_\_, staff were rude and the quality of the food wasn't good enough.
- I had \_\_\_\_\_ with the staff.
- \_\_\_\_\_ the food and the service in your restaurant.
- \_\_\_\_\_ if you could give me a full refund for the cost of the meal.

### Writing task

4 Write a formal email to complain about one of the products or services below or use your own ideas / experience.

- You bought a pair of trainers online. When they arrived, they were very dirty and they were the wrong size.
- You booked a table online for a friend's birthday meal at a restaurant. You had to wait for an hour for your table and the staff were rude.

**Paragraph 1** Explain why you are writing to complain and what you purchased.

**Paragraph 2** Explain the first problem and say what happened. Give more details.

**Paragraph 3** Explain what other problems you had.

**Paragraph 4** Say how you feel about the situation and explain why. Explain what you would like the company to do now.

## Writing answers

**Ex1. Write your answers here.**

Formal:

Informal:

**Ex2. Write your answers here.**

**Ex3. Write your answers here.**

1.

2.

3.

4.

**Ex4. Following the instructions given on page 7 and your notes from class, write a formal letter of complaint between **100-120 words**. Choose one option.**