Lead-in

1 Work in pairs. Read the following statements and decide whether the missing word in each space is 'men' or 'women'.

1 When they shop, 70 per cent of .......... become 'hunters', aiming for a defined product in a specific shop. 80 per cent of .......... , on the other hand, act as leisurely 'gatherers', roaming round in a less purposeful manner.

2 .......... have normally exhausted their patience after 72 minutes of shopping. Meanwhile most .......... prefer to carry on shopping for at least another 28 minutes.

3 Generally speaking, .......... buy their own clothes, without seeking other people's advice. However, around a quarter of .......... admit to relying on the input of other people to choose what they wear.

2 Check your answers on page 000 and discuss how true the statements are of you personally, and of other people you know.

3 Underline linking expressions within each pair of statements.

Focus on speaking | Discussing likes and dislikes; consumer topics

Part 1: Interview

▲ EXAM BRIEFING Speaking: Interview Part 1

Questions about likes and dislikes are very common in Part 1, so it's important to know a variety of expressions to describe your feelings. It may be useful to start with a brief introduction to help you give a more specific answer. If you need to give a negative opinion, it's a good idea to begin with a softening phrase.

Focus on reading Retail therapy

▲ EXAM BRIEFING Retail therapy

The act of buying things that you do not need when you are unhappy because you think it will make you feel better – often used humorously. (Longman Exams Dictionary)

1 Study the Useful language, notice the introduction and softening phrases.

Useful language

Introduction
It depends what kind of / what you mean by ...

Likes
I (quite/really) enjoy / I don’t mind ...
The (kind of) ... I enjoy most is/are ... because ...
I find ... (very/extremely/really) interesting/relaxing/ enjoyable, etc.

Softening phrases
To be honest, ... I’m afraid, ..., Actually ...

Dislikes
I don’t (really) like / enjoy ... (very/much/at all)
I’m not (very/all that) keen on ...
I find ... (rather/really) boring/frustrating/annoying, etc.

2 Practise answering the following Part 1 questions with a partner. Remember to use expressions from the Useful language above.

• How do you feel about shopping in general?
• What is your least favourite kind of shopping?
• Do you prefer shopping alone or with someone else?
• What kind of shopping do you do on the Internet?

Part 3: Discussion

3 Discuss the following questions. Try to present two sides of the argument using the expressions below. Use introductory sentences or softening phrases as appropriate.

1 Are large out-of-town hypermarkets and shopping malls a good thing?
2 Do you think people are too materialistic these days?
3 Is there too much advertising on TV?

Useful language

On the whole ..., Generally speaking, ... (I think) ...

(But) On the other hand ...

TIP Answer questions as fully as possible by giving reasons for opinions and mentioning examples from your experience.

Academic reading: tackling long texts

• Begin by forming a general picture of the content and how it is organised.
• Study the questions to find out what information is needed.
• Scan the text to locate the relevant section, then read closely for detail.
Sampling is a way of forming a general picture of a text. The main topic is usually set out in the first paragraph, and sub-topics are often made clear in the first sentence of each paragraph, so these are good places to begin.

Read the first paragraph of the text on page 77, and the first sentence of each of the following paragraphs. Then decide which answer (A–D) best describes the overall topic.

A A history of the marketing industry
B Effective sales techniques for the retail industry
C Information on credit card debt and how to avoid it
D Research findings that can help us reduce our spending

This task was introduced in Unit 5. In this second type, you have to choose answers from a box of options. Read the advice for this task below.

• Study each gap and think about the part of speech that is missing, eg. noun, verb, adjective, etc. This will help you narrow the choice.
• Search the list of options for words of that kind, and try them in the space.
• Locate the relevant part of the text and re-read carefully, looking for parallel expressions which help identify the correct answer.

Before you start the exam task, do this practice exercise.

a Decide what part of speech is missing in each space in the text on page 71. Choose from the list below and say what clues helped you decide.

<table>
<thead>
<tr>
<th>Ns (noun singular)</th>
<th>V (plain verb)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Npl (noun plural)</td>
<td>V+-ing (ing form, N or V)</td>
</tr>
<tr>
<td>Number</td>
<td>V+-s (3rd person singular)</td>
</tr>
<tr>
<td></td>
<td>V-ed (past)</td>
</tr>
</tbody>
</table>

b Identify suitable words from the box and choose the best answer in each case.

<table>
<thead>
<tr>
<th>administered</th>
<th>living</th>
<th>scientists</th>
</tr>
</thead>
<tbody>
<tr>
<td>condition</td>
<td>recognize</td>
<td>seek</td>
</tr>
<tr>
<td>consumers</td>
<td>resisting</td>
<td>shopaholic</td>
</tr>
</tbody>
</table>

1 …….. have developed a new test which aims to tell if you are a 2 …….. . The test is designed to identify 3 …….. who regularly spend money on items, regardless of need, and who have difficulty in 4 …….. the impulse to buy. This 5 …….. is known as compulsive buying. When the test was 6 …….. to a sample of 550 university staff members, the results revealed that nearly 7 …….. would be considered compulsive buyers. The authors concluded that we are 8 …….. in a consumption-orientated society and people need to be educated to 9 …….. if compulsive buying is a problem in their lives so that they can 10 …….. help.

5 Now do the exam task. If necessary, remind yourself about the general Task Advice on page 53 and the specific advice on page 70 before you begin.

Questions 1–3

Answer the questions below.

Choose NO MORE THAN THREE WORDS from the passage for each answer.

1 What aspect of shopping causes dopamine to be released?
2 What research method did Gregory Berns use in his work?
3 Which institution was responsible for a report on shoppers’ attitudes to credit cards?

Many studies into the psychology of shopping have been carried out, not only by experts in 4 …….. like Gregory Berns, and the results can be found in various 6 …….. and professional journals. Among other things, researchers have looked at the difference between shopping alone or with 7 …….. , and at the effect of shopping when you have 8 …….. problems. Much of this research into shopping is 9 …….. by the marketing industry, in order to discover how to 10 …….. consumers to buy more and more products they don’t need. 11 …….. , it is also possible to use the same research to help people to control their 12 …….. .

Matching 6 This task was introduced in Unit 3. Study the following reminders.

Scan the text and underline the points to match in the text (in this case journals).
Underline key words in the questions.
Study the relevant sections of the text, looking for parallel expressions.
Questions 13–17

Look at the following advice on how to avoid overspending when shopping (Questions 13–17), based on research published in a number of journals (A–D).

Match each piece of advice with the correct journal. NB You may use any letter more than once.

13 Use only cash as a method of payment for goods.
14 Avoid shopping in the company of other people.
15 Try to resist the attraction of designer brands.
16 Be particularly cautious if you have financial problems.
17 Take time to consider before making a purchase.

A The Journal of Consumer Research
B The Journal of Experimental Psychology: Applied
C The Journal of Advertising Research
D Behavioural Research Therapy

True/False/Not Given

7 Read the following advice on choosing between No/False and Not Given answers.

• A No/False statement says the opposite to information in the passage. You may therefore make a No/False statement true by inserting no or not.
• There is no information in the passage to say whether a Not Given statement is true or false. Even if you know the information is true, you must choose Not Given if there is no evidence in the passage.

TIP: Answers to True/False/Not Given questions are in passage order.

8 Read paragraph 8 again carefully, then say which of each pair of statements is False and which Not Given.

1a 90% of the world’s population lives on less than $2 a day.
1b Purchasing power of $2 a day is defined as the international poverty line.
2a The term ‘satisficing’ comes from a combination of the words ‘satisfy’ and ‘suffice’.
2b The term ‘satisficing’ was invented by the author of the article.

Questions 18–22

Do the following statements agree with information given in the passage? Write:

TRUE if the statement agrees with the information
FALSE if the statement contradicts with the information
NOT GIVEN if there is no information on this

18 Shoppers’ first concern when buying something is whether it is good value or not.
19 Wendy Liu holds the position of Assistant Professor of Marketing.
20 After buying a product, the level of dopamine in the body increases rapidly.
21 The ‘pain of paying’ is likely to be experienced when using a credit card.
22 People with more than one credit card are more likely to get into debt.
Focus on speaking 2 Describing objects

Part 2: Long turn

1 In some Part 2 tasks you need to describe an object. If so, think about the key aspects: size and shape, colour, what it’s made of and how the object is used.

Complete the following descriptions and say what the objects are.

A These are long thin sticks about 25 centimetres long, and they come in pairs. They’re made of wood, plastic or ivory and they sometimes have beautiful decorations on them. You hold them both in one hand and they’re used for …

B This is an extremely thin piece of metal about four centimetres long. It’s got a hole in one end and the other end is pointed and sharp. It’s used for …

C This is a flat-ish object which is usually square or rectangular in shape and made of plastic. There are buttons with numbers and mathematical symbols on them on top and also a small clear window. You use it for …

2 Practise describing objects A–E on the right. Before you begin, study the Useful language below.

Useful language

It’s a thing/a gadget/a device you use for … (+–ing) (purpose)
It looks (a bit) like … (appearance)
It’s (roughly/sort of) square/rectangular/circular, etc. (shape)
It’s made of … (material); It’s soft/hard (texture); It’s red, etc. (colour)

3 Work in pairs to describe objects and see if your partner can identify them.

Student A: Turn to page 000. Student B: Turn to page 000.

Exam practice

4 Work in pairs.

1 Read the topic card below and think of a suitable possession to describe.

Notice that describing appearance is only one part of the task, so you don’t need to go into a lot of detail.

2 Spend a few moments making brief notes in the form of a mindplan.

3 Take it in turns to describe your chosen possession. You should try to keep talking for two minutes, without interruption. Keep an eye on the time while your partner is speaking and let them know when their time is up.

Describe a personal possession which means a lot to you.

You should say:
what the item is
what it looks like
where you keep it
and explain why it’s important to you.