

English Usage for Communication 1500103

Jaime Paster
Language Institute



มหาวิทยาลัยราชภัฏนครปฐม
Nakhon Pathom Rajabhat University

Topic 3 : Money and Shopping

About the topic

**English Usage for
Communication
1500103**

Topic 3 : Money and Shopping

Activity A - Vocabulary Building

**Activity B - Listening and Reading
Comprehension**

**Activity C - Grammar and Speaking
Exercises**

Activity D - Writing Practice

Warm-up

What word best describes the picture?



a. meeting

b. shopping

c. greetings

d. gifts



Adapted from Bradfield, B., Fruen, G., Walter, E., and Woodford, K. (2018).

Activity A - Vocabulary Building

1. Founder (noun)

definition

A person who establishes an organization, company, or institution.

example

The founder of the company wanted to create a business that would have a positive impact on the community.

Activity A - Vocabulary Building

2. Clothing (noun)

definition

Items worn to cover the body, such as shirts, pants, and dresses.

example

The clothing in her closet was stylish and colorful.

Activity A - Vocabulary Building

3. Company (noun)

definition

A business or organization that produces goods or services for sale.

example

The company's profits increased significantly after they introduced their new product.

Activity A - Vocabulary Building

4. Attractive (adjective)

definition

Appealing or pleasing to the senses or to the mind.

example

The attractive design of the building made it stand out from the others in the neighborhood.

Activity A - Vocabulary Building

5. Local (adjective)

definition

Belonging to or connected with a particular area or neighborhood.

example

The local farmers' market is a great place to buy fresh fruits and vegetables.

Activity A - Vocabulary Building

Complete the statements using the following words;

clothing

company

attractive

founder

local

1. The _____ is doing well this year, thanks to its innovative products and dedicated employees.
2. Alex is the _____ of the company. He worked tirelessly to build it from scratch.
3. I need to buy some new _____ for my trip to Europe, and I'm looking for items that are comfortable and stylish.
4. The model is very _____. Her features are striking.
5. We're going to the _____ restaurant for dinner tonight because we love supporting small businesses in our community.



Activity A - Vocabulary Building

Complete the statements using the following words;

clothing

company

attractive

founder

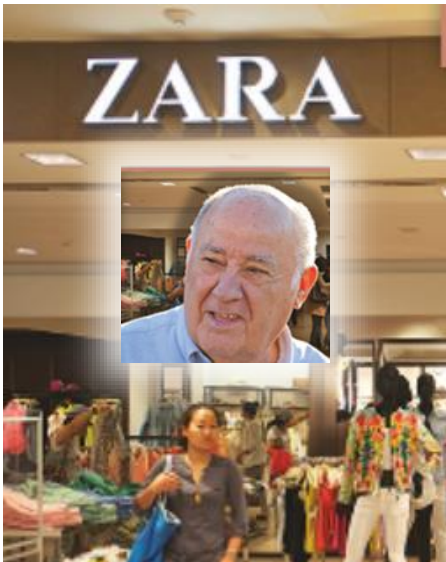
local

1. The company is doing well this year, thanks to its innovative products and dedicated employees.
2. Alex is the founder of the company. He worked tirelessly to build it from scratch.
3. I need to buy some new clothing for my trip to Europe, and I'm looking for items that are comfortable and stylish.
4. The model is very attractive. Her features are striking.
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Activity B - Listening and Reading Comprehension

Let's talk about the article "From Zero to Zara" and answer the comprehension questions as follows;



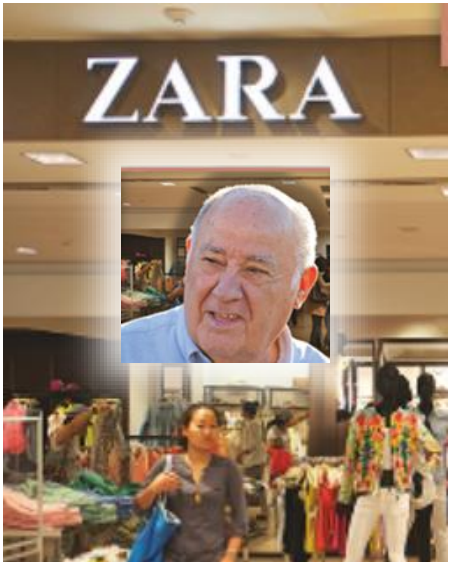
1. What best describes Amancio's financial situation when he was born?
2. What did Amancio realize about the clothing industry?
3. What was Amancio's first line of products?

Adapted from Bradfield, B., Fruen, G., Walter, E., and Woodford, K. (2018).

Activity B - Listening and Reading Comprehension

Paragraph

1



From Zero to Zara

Today, he's one of the richest men in the world with a global business that is worth billions of dollars , but he used to be a poor boy from Galicia , in the north of Spain. This is the story of Amancio Ortega , the founder of the clothing company , Zara . Amancio was born in 1936. His father was a railway worker and didn't earn much money. The family sometimes couldn't afford food. His mother used to ask for credit at the grocery store, but one day they said no.

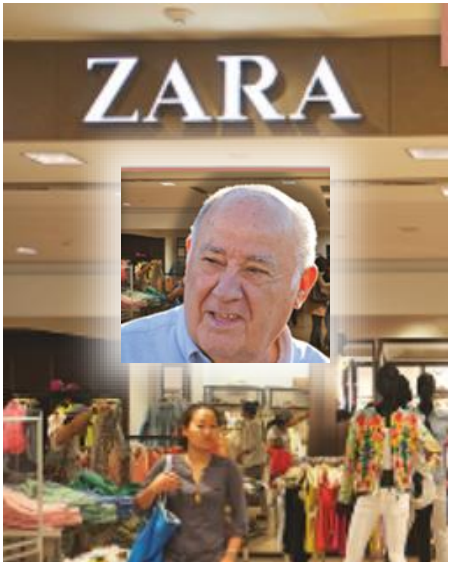


**Pause and
replay this part
of the video.**

Activity B - Listening and Reading Comprehension

Paragraph

2



From Zero to Zara

At that moment, Amancio decided to quit school and get a job. He was just 14. Amancio's first job was at a shirt store. He used to fold the shirts and deliver them to customers on his bike. Then he moved to another store, where he learned a lot about the industry. Clothes used to be very expensive, and there wasn't much to choose from, so customers didn't use to buy many. Amancio realized that if he could produce more attractive clothes more cheaply, people would spend more money.

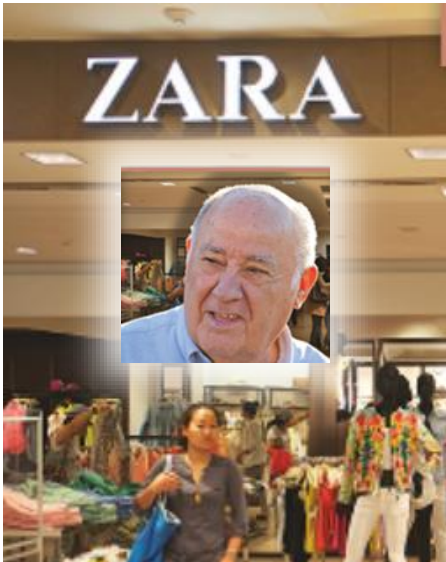


**Pause and
replay this part
of the video.**

Activity B - Listening and Reading Comprehension

Paragraph

3



From Zero to Zara

So, at the age of 27, and with just a little money that he'd saved, Amancio started his own business making pajamas, which he sold to local stores. After borrowing some money from the bank, he began making other types of clothing, and the business grew. In 1975, Amancio opened his first Zara store, and the company soon opened more stores in Spain. Today, you can find Zara and the other fashion companies Amancio owns in 88 different countries around the world, but he still lives in Galicia, where he grew up.

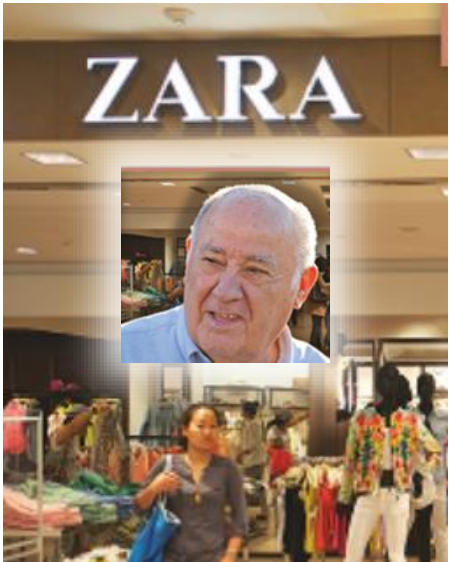


**Pause and
replay this part
of the video.**

Activity B - Listening and Reading Comprehension

comprehension question

1. What best describes Amancio's financial situation when he was born?



a. He was born with a silver spoon.

b. He was born into a family of rich businessmen.

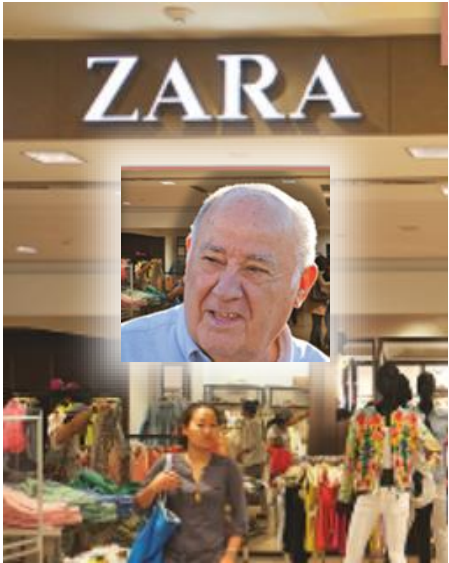
c. He was born into a poor family.



Activity B - Listening and Reading Comprehension

comprehension question

2. What did Amancio realize about the clothing industry?



a. Clothes are expensive, and there isn't much to choose from.

b. Clothes lack style and are not of good quality.

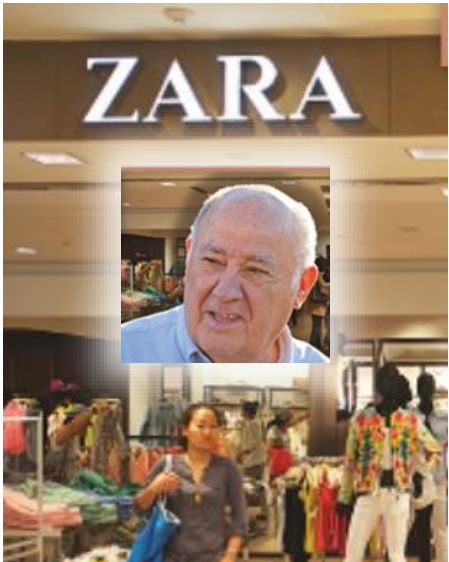
c. Clothes are too cheap to be of good quality.



Activity B - Listening and Reading Comprehension

comprehension question

3. What was Amancio's first line of products?



a. He worked with his mother, making high end clothing for rich people.

b. He started his own business making pajamas, which he sold to local stores.

c. He specialized in creating army coats.



Activity B - Listening and Reading Comprehension

Facts and Figures : The Main Idea

What is the main idea of the article?

- A. The passage presents the rags-to-riches story of Amancio Ortega, the founder of Zara, who started as a poor boy from Galicia, Spain, and went on to become one of the richest men in the world
- B. The passage presents the rags-to-riches story of Amancio Ortega, the founder of Zara, who started as a poor boy from Galicia, Spain, and went on to become one of the richest men in the world



Activity B - Listening and Reading Comprehension

Summarizing Facts and Figures

How would you summarize From Zero to Zara?

1) Key Events, 2) Relevant Details, 3) Write In Your Own Words

A. The passage tells the story of Amancio Ortega, who was born into a humble family with financial struggles. Faced with difficulties, he left school at the age of 14 and began working at a shirt store. The story highlights his journey from poverty to becoming a billionaire and a global fashion industry icon.

B. The passage tells the story of Amancio Ortega, who was born into a humble family with financial struggles. Faced with difficulties, he left school at the age of 14 and began working at a shirt store. The story highlights his journey from poverty to becoming a billionaire and a global fashion industry icon.



Activity C - Grammar and Speaking Exercises

used to

- ▶ We use *used to* + the base form to talk about habits or situations that were true in the past, but aren't true now.
- ▶ *I used to ride my bike to school every day.* = I don't ride my bike to school now.
I used to live in a small town. = I don't live there now.
- ▶ We form the negative with *didn't + use to* + the base form.
- ▶ *I didn't use to drink so much coffee.* (= I drink a lot now).
She didn't use to like spicy food. (= She likes it a lot now).
- ▶ We form questions with *did + use to* + the base form.
- ▶ *Did you use to play on the school basketball team?*
Why did you use to have two cars?


Activity C - Grammar and Speaking Exercises

used to

- ▶ We can use the simple past instead of *used to*. The meaning is the same.
- ▶ *I used to have English classes at school = I had English classes at school.*
She used to be shy when she was younger = She was shy when she was younger.
- ▶ We don't use *used to* to talk about actions that only happened once.
- ▶ *I bought this shirt last year.* NOT ~~*I used to buy this shirt last year.*~~
They started work at 9:00 this morning. NOT ~~*They used to start work at 9:00 this morning.*~~

Activity C - Grammar and Speaking Exercises

used to

 9.1 I / you / he / she / it / we / they

+ I **used to like** reggae music when I was younger.

- He **didn't use to be** as rich as he is now.

? **Did you use to go** to the beach every day when you lived in Acapulco?

Y/N Yes, I **did**. / No, I **didn't**.

Activity C - Grammar and Speaking Exercises

Complete the sentences with the positive, negative, or question form of *used to* and the verbs in the box.

have play work argue go like be

- 1 They _____ a house in Spain, but they sold it last year.
- 2 _____ you _____ a lot of sports when you were younger?
- 3 I _____ to the gym, but now I usually go three times a week.

Activity C - Grammar and Speaking Exercises

Complete the sentences with the positive, negative, or question form of *used to* and the verbs in the box.

have play work argue go like be

- 1 They used to have a house in Spain, but they sold it last year.
- 2 Did you use to play a lot of sports when you were younger?
- 3 I Didn't use to go to the gym, but now I usually go three times a week.

Activity C - Grammar and Speaking Exercises

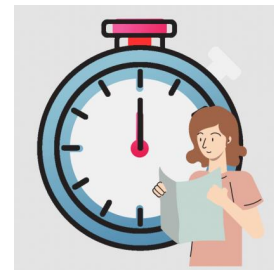
I Say

Did you use to play the piano when you were younger?



You Say

- 1 Yes, I used to play the piano when I was young.
- 2 Yes, I used to played the piano when I was young.



Activity C - Grammar and Speaking Exercises

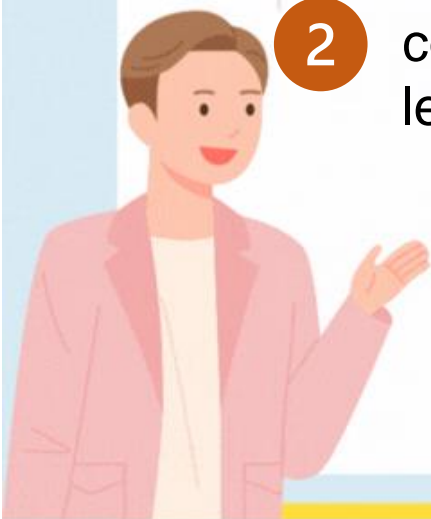
I Say

1

You're so good at cooking! How did you learn?

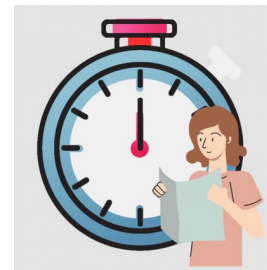
2

You're so good at cooking! How do you learn?



You Say


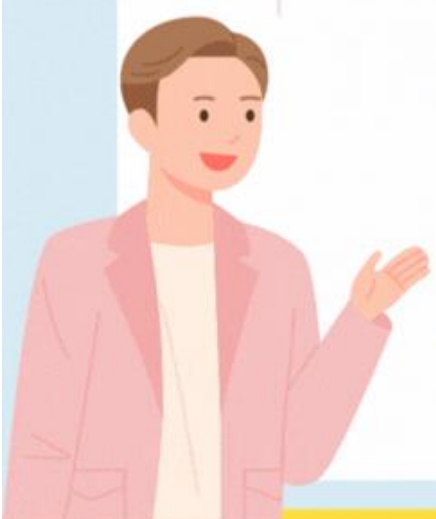
Thanks! My grandma used to teach me all her secret recipes when I was a kid.



Activity C - Grammar and Speaking Exercises



I Say

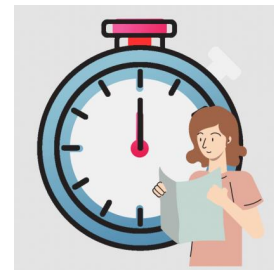
Did you see the new gym downtown?



You Say

- 1 Yeah, it looks amazing!
It has to be an old movie theater.
- 2 Yeah, it looks amazing!
It used to be an old movie theater.





Activity D - Writing Practice

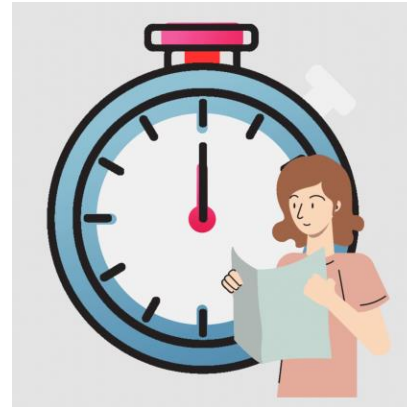
Skill writing a formal e-mail

We often write formal e-mails to people who work for other companies and organizations.

- Use a formal greeting: *Dear Sir/Madam: Dear Mrs. Jones:*
- Order your paragraphs: reason for writing, explaining the situation, what you want to happen
- Avoid contractions: *I am writing ...* NOT ~~*I'm writing ...*~~
- Use formal expressions: *I contacted ...* NOT ~~*I called ...*~~
- Use passives to avoid being personal: *I was told ...* NOT ~~*They told me ...*~~

Activity D - Writing Practice

Identify the correct choices to construct a properly written formal e-mail.



Pause the video and take your time.

Activity D - Writing Practice



To: valerie.lemoir@mailshop.com
Subject: RE: Problems with my order (P389746-D)

TIME'S
UP

Pause the
video and
take your
time.

¹Hi Valerie. / Dear Ms. Lemoir:

I am writing ²in regard to / about your e-mail of January 29.

First, ³I feel bad about / please accept my apologies for the problems you experienced with our online ordering system, which were ⁴unacceptable / really bad. Unfortunately, ⁵the wrong software was installed / they installed the wrong software and this has caused some unexpected problems.

Therefore, I ⁶would be very happy to refund / don't mind refunding the money, including all delivery costs that ⁷you were charged / they charged. Please ⁸tell me / advise me of a convenient date for our delivery team to pick up the phone. ⁹In addition to this / Also, I would like to offer you a \$50 gift certificate to spend on any product at Phonetastic. I hope this is satisfactory, and we look forward to you shopping with us in future.

¹⁰Cheers! / Sincerely yours,

Suleiman Malik

Customer Services Manager

Activity D - Writing Practice

OUTPUT

To: valerie.lemoir@mailshop.com

Subject: RE: Problems with my order (P389746-D)

¹Hi Valerie. / Dear Ms. Lemoir:

I am writing ²in regard to / about your e-mail of January 29.

First, ³I feel bad about / please accept my apologies for the problems you experienced with our online ordering system, which were ⁴unacceptable / really bad. Unfortunately, ⁵the wrong software was installed / they installed the wrong software and this has caused some unexpected problems.

Therefore, I ⁶would be very happy to refund / don't mind refunding the money, including all delivery costs that ⁷you were charged / they charged. Please ⁸tell me / advise me of a convenient date for our delivery team to pick up the phone. ⁹In addition to this / Also, I would like to offer you a \$50 gift certificate to spend on any product at Phonetastic. I hope this is satisfactory, and we look forward to you shopping with us in future.

¹⁰Cheers! / Sincerely yours,

Suleiman Malik

Customer Services Manager

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Activity D - Writing Practice



Reference:

**Bradfield, B., Fruen, G., Walter, E., and Woodford, K. (2018).
Personal Best: student's book B1 pre-intermediate.
Oxford: Richmond.**