

6

SHOPPING AND SERVICES

'The consumer isn't a moron. She's your wife.'

DAVID OGILVY
(BRITISH ADVERTISING GURU, 1911-1999)

TYPES OF SHOPS

- 1 Where can you buy these things? Label the pictures with the names of shops from the box.

bookshop DIY store fishmonger's flower shop
furniture shop greengrocer's newsagent's
off-licence petrol station stationer's



1 _____



3 _____



2 _____



4 _____



6 _____



5 _____



8 _____



9 _____



7 _____



10 _____

- 2 Correct the following statements.

- I bought some potatoes at the butcher's.
greengrocer's
- I went to the baker's and bought the medicine the doctor prescribed.
- I got some notebooks and envelopes at the DIY store.
- I bought some lovely roses at the fishmonger's.
- I got the newspapers at the off-licence.
- I went to that big furniture shop and bought a new dictionary.

- 3 CD 2-12 Listen to dialogues 1-6. Where are the people? Match them to the shops A-G. There is one extra shop.

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> A Baker's | <input type="checkbox"/> E Music shop |
| <input type="checkbox"/> B Butcher's | <input type="checkbox"/> F Chemist's |
| <input type="checkbox"/> C Shopping mall | <input type="checkbox"/> G Shoe shop |
| <input type="checkbox"/> D Clothes shop | |

IN A SHOP

- 4 Complete the explanations with the right words.

- A person who serves you in a shop - _____
- When several people are waiting to buy things - _____
- The thing on wheels into which you put your shopping - _____
- When buying clothes, you need to know your _____: large, medium or small.
- The place where you can try clothes on in a clothes shop - _____
- The place where you pay in a supermarket - _____

COMPLAINING

5 **CD 2-13** Complete the dialogue with the words from the box. Listen and check.

back complaint exchange manager receipt
refunds return

CUSTOMER: Good morning. I'd like to make a ¹ _____. I bought these shoes here a week ago and the heel's come off. I'd like to ² _____ them, please.

SHOP ASSISTANT: Let me see. Er yes, they don't look too good. Have you got a ³ _____ for them?

CUSTOMER: I do. Here it is.

SHOP ASSISTANT: Would you like to ⁴ _____ them for another pair? Just like this one, or perhaps this beautiful new style?

CUSTOMER: No, thank you, I'd just like to have my money ⁵ _____, please.

SHOP ASSISTANT: I'm afraid we don't give ⁶ _____.

CUSTOMER: Excuse me?! I'd like to talk to the ⁷ _____, please.

SHOPPING FOR CLOTHES

6 **Match the sentences.**

- 1 This dress fits very well.
- 2 This shirt really suits you.
- 3 It's a nice blouse, but it doesn't really match this skirt, does it?
- 4 You want to buy this striped tie to wear with your checked jacket? Don't.
- 5 Kitty looks great today.

- a I'll have to wear it with something else.
- b It's your style and it's the same colour as your eyes. Go ahead and buy it.
- c It's not too tight, not too loose, just right.
- d That new outfit really suits her.
- e They don't match at all. You'll look awful.

SERVICES

7 **Match the services 1-8 to the places a-h.**

- 1 I'd like to have a new haircut.
- 2 My car needs servicing.
- 3 I need to change some money.
- 4 My shirts need washing and I haven't got a washing machine.
- 5 I need to get my boots repaired.
- 6 My winter coat needs cleaning.
- 7 I have to post a letter.
- 8 My car's dirty.

USEFUL PHRASES: BARGAINS

8 **All the phrases in these sentences mean something was cheaper. Complete the missing words.**

- 1 These jeans were **half p** _____.
- 2 This jacket was **twenty per cent o** _____.
- 3 These CD-players are **on special o** _____.
When you **buy one, you get one f** _____.
- 4 I bought it **in a s** _____.
- 5 There's **a fifteen per cent d** _____ on all CDs.
- 6 These boots **were r** _____ from €100 to €30.
It was a real bargain!

USEFUL PHRASES: PAYING

9 **CD 2-14** Pete and Rob are on holiday in an exotic place. Complete their dialogue with one word in each gap. Listen and check.

PETE: Can I pay ¹ _____ credit card here?

ROB: No, they don't ² _____ credit cards. You have to pay ³ _____ cash.

PETE: I **haven't got enough cash** ⁴ _____ me. Can I pay ⁵ _____ cheque?

ROB: You've got to be joking. They wouldn't know what it is.

PETE: What a nuisance! Oh, OK, I guess I'll just go and get some money out of a **cash** ⁶ _____.

ROB: If you can find one!

B • SHOPPING AND SERVICES



c



e



b



g



f



a



d



h

MULTIPLE CHOICE ◀ 14

1 List all the shops in your area. Tick the ones you often go to. Compare lists with another student.

examtask

2 CD 2-15 You are going to hear a conversation about shopping between a husband and a wife. For questions 1–6, choose the best answer A–C.

- 1 Jenny's pleased because the new top
 - A matches her eyes.
 - B is a smaller size than she expected.
 - C was cheap.
- 2 Jenny had to get cash from the cash machine to pay for
 - A her new top.
 - B some rolls for breakfast.
 - C some books.
- 3 Jenny says she bought some sausages
 - A at the butcher's.
 - B at the greengrocer's.
 - C at the DIY store.
- 4 Jenny says she bought Sidney a hat
 - A at the fishmonger's.
 - B at a clothes shop.
 - C at a furniture shop.
- 5 Jenny says she also bought
 - A some flowers.
 - B a horse.
 - C six digital cameras.
- 6 Jenny's husband
 - A never listens to her.
 - B has been listening all the time.
 - C doesn't know why she says such strange things.

3 Tell another student about a shop you like. Use these questions to help you.

- What kind of shop is it?
- Where is it?
- What does it look like?
- What are the shop assistants like?
- How often do you go there?
- What are some of the things you bought there?
- What is special about it?

TRUE/FALSE ◀ 23

1 Think of an advertisement you've seen recently. Tell another student about it using these questions.

- Where was the advertisement?
- What product was advertised?
- What was the picture/the story in the ad?
- Did you like it? Why?/Why not?

examtask

2 Read the following comments from an internet forum. Decide if the statements 1–6 are true (T) or false (F).

- 1 Zippy is sure advertisements change people's behaviour.
- 2 Johnnybubble believes people react to ads without realising it.
- 3 Psrus decides what to buy depending only on the price.
- 4 Niall878 thinks many car accidents happen because people buy fast cars they see advertised.
- 5 Blowout believes he/she makes rational decisions about what to buy.
- 6 Only one person states he/she is never influenced by ads.

ADVERTS

Adverts are everywhere. There are hoardings in the streets, leaflets in your letter box, jingles on the radio, commercials on the TV, brochures in shops, glossy ads in magazines, personal ads in newspapers, handwritten ads on the supermarket wall and famous faces on the sides of buses. Advertising is a huge industry that uses emotions, logic, snobbery, beauty, music, truth and lies to make you spend your money. But do adverts influence you?

[comment on this article](#)

▶ **Comment by Zippy**
Of course adverts influence us. If they didn't, the companies wouldn't spend so much money on them. Just think of the power of a good slogan. Something like 'Just Do It!' fixes a brand name in people's minds and so that's the brand they choose in the shops.
[add comment](#) | [complain about this comment](#)

▶ **Comment by Helenbee32**
I prefer a lot of the adverts on TV to the programmes. I like the funny ones the best. But they don't influence me when I go shopping. I always buy the same brands.
[add comment](#) | [complain about this comment](#)

▶ **Comment by Johnnybubble**
Some people say adverts don't influence them at all, but they're forgetting about the subconscious effect. When you're in the supermarket and you pick

3 In pairs, ask and answer these questions.

- Which person's opinion is most like yours? Why?
- Which person do you disagree with? Why?
- On the whole, do you like or dislike ads? Why?

4 Complete this table with words from the text.

TYPES OF ADVERTISEMENTS	WHERE CAN YOU SEE/HEAR THEM?
hoarding*	in the street
l _____	
j _____	
c _____	
b _____	
g _____	

*) the American word for *hoarding* is *billboard*

5 Complete the names of things you see in advertisements. Then give an example of each.

- 1 s _____ - a sentence, usually short, that sounds impressive and is easy to remember
- 2 l _____ - a symbol which is the sign of a company
- 3 b _____ n _____ - the name given to a product by the company that produces it

6 Write your opinion about advertising to add to the website.

1 Discuss the questions in pairs.

- What kinds of shops do you like best?
- Do you remember a shop that you used to go to, but it closed?

examtask

2 Read the following article about a famous old shop. Some words are missing from the text. Complete the gaps 1–9 with one word.

THE END OF AN ERA

In January 2009, shoppers ¹ _____ Britain lost an old friend. Woolworths, a shop found in almost every town in ² _____ country, closed its doors for the last time, almost exactly one hundred years after they ³ _____ started up in Liverpool. The shop sold everything from sweets and toys to clothes, DVDs and things for the house. Perhaps this was the problem. Everything they sold could ⁴ _____ bought more cheaply in supermarkets or online and, because they sold so ⁵ _____ different things, they didn't offer much choice of any of them.

The end of Woolworths wasn't a huge surprise in the end. One of their biggest selling items was music CDs but, as more people bought music online, sales fell. The store was also hit by the growth of out of town shopping centres. Woolworths shops ⁶ _____ built in the high streets of towns but fewer and fewer people were doing their shopping there. In the first six months of 2008, the shop lost almost £100 million and ⁷ _____ was obvious that they couldn't survive.

The decision to close was made in November 2008 and the shops started selling everything at bargain prices. On December 5th, they had the ⁸ _____ successful day in their history, taking £27 million but it was ⁹ _____ late to save them. The first 207 shops closed on December 27th and the last shops stopped selling on January 6th 2009.

ADVERTS

a product off the shelf, it's probably because you've heard of the brand name or seen the logo, and you feel you can trust it. That's the effect of advertising.

[add comment](#) | [complain about this comment](#)

▶ Comment by psrus

Adverts influence me, but in a negative way. I hate adverts, especially those repetitive ones you get on the radio. If an advert irritates me, I make sure I never buy the product it's advertising. Apart from that, I always choose the cheapest products I can find whether I've seen an advertisement or not.

[add comment](#) | [complain about this comment](#)

▶ Comment by Niall878

Unfortunately, adverts influence not just the things people buy, but also the way they behave. A lot of the deaths and injuries on our roads are caused by advertising campaigns that portray cars as a symbol of power and speed and encourage people to drive too fast.

[add comment](#) | [complain about this comment](#)

▶ Comment by blowout

It depends. If an advert gives me some useful information about the product, then of course, I'm more likely to buy it. I always study all the leaflets you get from shops before I buy anything so that I can compare the prices. That way I get the best deal and save money.

[add comment](#) | [complain about this comment](#)

examworkout

1 Read Michael's story. Connect the underlined words with the words they refer to. The first one has been done as an example.

Last Saturday I went shopping with my mother. First, she spent an hour trying on different styles of jeans and asking me: 'How do I look?' I just kept saying: 'You look great,' but that wasn't good enough for her. She wanted me to tell her which ones she looked best in. Well, you know, I love my mum and everything, but she's not exactly slim. I mean, she looks much better in her red dress than in jeans. ¹ Then we went to the supermarket. She picked out three saucepans and asked me which one I liked best! What did I care? ² Fortunately, she decided herself, and after another hour's shopping for food she was ready to go home. I had to carry about ten tons of shopping, but believe me, that was the least tiring bit!

Add comment

2 Two sentences have been removed from the text. Put them in gaps 1 and 2, using the underlined words as clues. There is one extra sentence you don't need.

- A They all looked the same to me!
- B Finally we found one that fitted him well.
- C Anyway, she finally found a pair she liked.

examtask

3 Read the following text about fashion for kids. Five sentences have been removed from the text. Complete the gaps 1-5 with the sentences A-F. There is one extra sentence that you do not need to use.

- A Explain patiently why they can't get everything they want.
- B He was worried that some of the kids at his school would laugh at him because his new shoes didn't have a well-known brand name.
- C In the factories full of child workers in the Far East where the products are made.
- D Or is it their parents?
- E Some parents, such as David and Victoria Beckham, dress their children in flashy fashions to show off their family's wealth.
- F They were a well-known brand, but they were last year's model and the price had been cut to £25 in the sales.



Fashion for Kids

Last week, I bought my nine-year-old son a new pair of trainers that were reduced in a sale. They fit him fine and they looked good, but afterwards he didn't seem very happy with our bargain. ¹ I seriously thought about taking the shoes back to the shop to exchange them for a more expensive and fashionable make. But why should I pay money I can't afford, or get into debt just because of peer pressure?

One boy in my son's class wears jewellery and clothes with designer labels to school. He even wears Calvin Klein aftershave! And he isn't old enough to shave! I spoke to him and he told me why he had to have the latest fashions. One day he had worn his old trainers to school. ² When his pals saw him, they called him a tramp! He went straight home and put on his new trainers. His mum isn't well off, but she always finds the money so that he looks good in front of his mates.

I've seen children as young as six going round shoe shops and fashion boutiques looking for the latest styles, desperate for the expensive designer clothes they see on TV. What's wrong with these kids? ³ Or our materialistic, consumer society?

All the major fashion labels have got special children's brands. It's a market which generates £5 billion a year in the UK alone. The big clothing companies and chain stores exploit children at both ends of the production line. ⁴ And in our shopping centres full of child consumers competing with each other to be up to date.

If you're a parent, don't give your kids all the clothes and fashion accessories they ask for. ⁵ Because one thing is sure: you won't make your kids happy by spoiling them.

Maggie from Bootle

LANGUAGE & CULTURE

A billion in English is 1,000,000,000 or a thousand million.

MATCHING ◀ 18

4 The writer of the letter asks: 'What's wrong with these kids?' Who do you think is responsible for young children's obsession with fashion? Why?

- the children?
- the parents?
- peer pressure?
- our consumer society?

5 Match the words to form compound nouns.

- | | |
|------------|--------------------|
| 1 designer | ■ a fashions |
| 2 brand | ■ b society |
| 3 shopping | ■ c name |
| 4 latest | ■ d clothes/labels |
| 5 consumer | ■ e centre |

6 Complete these compound nouns:

- fashion _____ – producers of fashionable clothes
- fashion _____ – shops with expensive, trendy clothes
- fashion _____ – additional things you wear or carry, like belts or bags

7 Read what seven secondary school students say about buying clothes. In pairs, ask and answer these questions:

- Which of the speakers is most like you?
- Which of them would you like to be friends with?

I only buy designer clothes. I think it's important to look smart.

I like buying unusual clothes in second-hand shops and creating interesting combinations. And I make my own jewellery. I think it's more important to have your own style than to wear expensive things.

I ask my parents to buy me well-known brands, because I don't want people at school to laugh at me.

I like fashionable clothes, but designer labels are too expensive. I usually buy clothes in sales. You can get some great bargains!

I like wearing my old jeans and a T-shirt. I don't care what people say, I just like to be comfortable. If I have some money, I prefer to spend it on CDs!

My mum can't afford expensive clothes. But in my cheap supermarket trainers I can still run sixty metres in 7.3 seconds!

I can't afford expensive clothes. I think it's quite normal, but some people are thoughtless, you know?

1 Read the Culture Note about Fairtrade.

LANGUAGE & CULTURE

THE FAIRTRADE Mark is an independent consumer label which appears on products as a guarantee that farmers and workers in developing countries are getting a better deal. It was created in the Netherlands in the 1980s. A product with



this label must meet standards required by Fairtrade Labelling Organisations International (FLO). FLO ensures that producers are paid an agreed and stable price; that workers on large plantations receive decent wages and can join trade unions; that minimum health, safety and environmental standards are met; and that no child labour is used. Fairtrade certified products include fruit and vegetables, cocoa, coffee, juices, honey, rice, spices, sugar, tea, wine, cotton, and sports balls! www.fairtrade.net

examtask

2 CD 2-16 You are going to hear five speakers taking about Fairtrade. Match the speakers 1–5 to the questions A–F. There is one extra question that you do not need to use.

- Which person...
- A disagrees with the idea?
 - B doesn't buy imported fruit at all?
 - C is quite enthusiastic and well-informed?
 - D doesn't know much about Fairtrade?
 - E thinks it's important where you buy Fairtrade products?
 - F thinks there are too few Fairtrade products?

- 1 ■ 2 ■ 3 ■ 4 ■ 5

3 Work in pairs. Ask and answer these questions:

- a Which of these things do you do? (Why?/Why not? How often?)
 - buy locally grown food?
 - buy things from charity shops?
 - buy environmentally friendly products?
- b Would you ever buy a product if you suspected it was...

	NEVER	I WOULD	NOT SURE
STOLEN			
PIRATED			
PRODUCED USING CHILD LABOUR			

- c How important are these things to you when choosing what to buy?
 - high quality
 - low price
 - fashion
 - ethical issues

SITUATIONAL ROLEPLAY ◀51

examworkout

1 Read the exam task in Exercise 2. Divide the following phrases into 'arguments for' (+) and 'arguments against' (-).

It's useful.

We don't know if she likes...

It shows we like him.

I think she has probably got one already.

Everyone likes ...

It's too expensive/ too cheap.

We don't know her size.

It's a good present from an international group of students.

If he doesn't like it, he can give it away.

It's connected with his work.

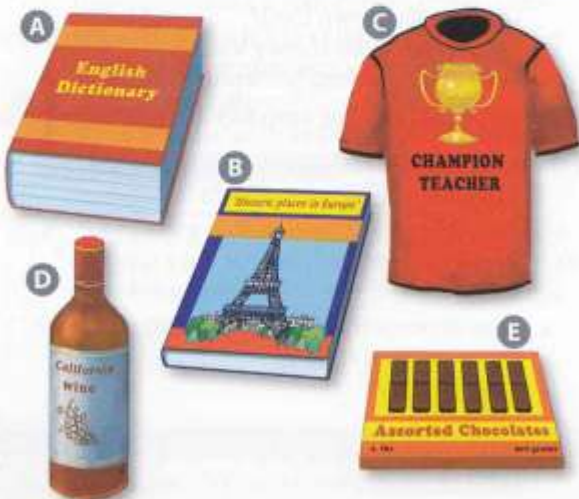
It's not very original. Everyone gives ... as a gift.

I don't think it's appropriate to give...

examtask

2 In pairs, roleplay the situation below. One of you is the candidate, the other plays the role of the examiner.

You are on a student exchange program in England. At the end of the academic year, your classmates would like to buy a thank-you present for your teacher. Your partner wants to buy a bottle of wine, but you do not think this is a good idea. Persuade your partner to buy one of the other things.



3 Now swap roles and roleplay the situation again.

FORMAL LETTER: A LETTER OF COMPLAINT ◀51

examworkout

1 Read the exam task in Exercise 2 and complete exercises a-c.

a Read the sentences 1-10 and tick the ones that you could use to complain about an mp3 player.

- 1 It took you three weeks to send it to me, but you promised it would only take two days.
- 2 I tried it on at home and it turned out that it is not the same size I ordered.
- 3 When I took it out of the packaging I realised that the screen was damaged.
- 4 When I checked the accessories, I noticed that the USB wire was missing.
- 5 The player keeps crashing when I try to upload the songs from my computer.
- 6 All had been great until I got to Chapter 6, which turned out to be missing several pages.
- 7 It keeps playing one song over and over again.
- 8 There must be something wrong with the battery as the player only works for ten minutes.
- 9 When I unpacked it I realized that it is past its sell-by date.
- 10 It won't play the mp3s that I bought at your internet music store.

b What do you want the seller to do? Complete the words.

- 1 Could you please r_____ e it / e_____ e it?
- 2 I would be grateful if you could r_____ d my money/send my money b___ k.
- 3 I would like to receive a full r_____ d.

c Choose an appropriate first and last sentence.

- 1 The MP3 player you sent me is useless.
- 2 I am writing to complain about an MP3 player that I bought from your website on 15 March.
- 3 I look forward to hearing from you soon.
- 4 If I don't get my money back soon, I'll show you.

examtask

2 Read the exam task below and write a letter of complaint.

You bought an mp3 player at an online store and it is not working properly. You have the guarantee of the product. Write a letter of complaint to the store, in which you will:

- explain when and where you bought the product
- describe the problem in detail and ask for a replacement or a refund

TYPES OF SHOPS

baker's /beɪkəs/
 bookshop /'bʊkʃɒp/
 butcher's /'bʊtʃəs/
 chain store /tʃeɪn stɔː/
 charity shop /'tʃærəti ʃɒp/
 chemist's /'kemɪsts/
 clothes shop /kləʊðz ʃɒp/
 delicatessen /delɪkə'tesən/
 department store /dɪ'pɑːtmənt stɔː/
 DIY store /diː aɪ waɪ stɔː/
 farmers' market /'fɑːməz 'mɑːkɪt/
 fashion boutique /'fæʃən buː'tiːk/
 fishmonger's /fɪʃməŋgəs/
 flower shop /'flaʊə ʃɒp/
 fruit and veg shop /fruːt ən vedʒ ʃɒp/
 furniture shop /'fɜːnɪʃə ʃɒp/
 greengrocer's /griːngrəʊsəs/
 grocer's /grəʊsəs/
 healthy food shop /'helθi fuːd ʃɒp/
 mall /mɔːl/
 music shop /'mjuːzɪk ʃɒp/
 newsagent's /njuːz'eɪdʒənts/
 off-licence /'ɒf laɪsəns/
 shoe shop /ʃuː ʃɒp/
 shopping centre /'ʃɒpɪŋ 'sentə/
 sports shop /spɔːts ʃɒp/
 stationer's /'steɪʃənəs/
 supermarket /suːpə'mɑːkɪt/

IN A SHOP

Can I help you? /kæn aɪ help jə/
 cheap /tʃiːp/
 checkout /'tʃekəʊt/
 checkout assistant /'tʃekəʊt ə'sɪstənt/
 choice /tʃɔɪs/
 customer /'kʌstəmə/
 expensive /ɪk'spensɪv/
 market stall /'mɑːkɪt stɔːl/
 queue /kjuː/
 range of products /reɪndʒ əv prə'dʌkts/
 second-hand /sekənd'hænd/
 shop assistant /ʃɒp ə'sɪstənt/
 shopaholic /ʃɒpə'hɒlɪk/
 shopper /'ʃɒpə/
 shopping list /'ʃɒpɪŋ lɪst/
 supermarket trolley /'suːpə'mɑːkɪt 'trɒli/

COMPLAINING

broken /'brəʊkən/
 dissatisfied /dɪs'sætɪsfɑɪd/
 exchange /ɪks'tʃeɪndʒ/
 faulty /'fɔːlti/
 get a refund /get ə 'riːfʌnd/
 get your money back /get jə 'mʌni bæk/
 it doesn't work /ɪt 'dɔːzənt wɜːk/
 keep crashing /kiːp kræʃɪŋ/
 make a complaint /meɪk ə kəm'pleɪnt/
 past its sell-by date /pɑːst ɪts sel baɪ deɪt/
 receipt /riːsiːt/
 return sth /rɪ'tɜːn 'sʌmθɪŋ/
 scratched /skrætʃt/
 take sth back /teɪk 'sʌmθɪŋ bæk/
 talk to the manager /tɔːk tə ðə 'mænɪdʒə/
 the instructions are missing /ðə ɪnstrəkʃns ə 'mɪsɪŋ/

SHOPPING FOR CLOTHES

changing room /'tʃeɪndʒɪŋ ru:m/
 designer clothes /dɪ'zɑɪnə kləʊðz/
 designer label /dɪ'zɑɪnə 'leɪbəl/
 fashion accessories /'fæʃən ək'sesərɪs/
 fashion label /'fæʃən 'leɪbəl/
 fashionable /'fæʃənəbəl/
 fit /fɪt/
 fitting room /'fɪtɪŋ ru:m/
 go shopping /gəʊ 'ʃɒpɪŋ/
 I'm a size... /əm ə saɪz/
 last year's model /lɑːst jɪəz 'mɒdl/
 look for sth /lʊk fə 'sʌmθɪŋ/
 match /mætʃ/
 sale /seɪl/
 style /stɑɪl/
 suit /suːt/
 the latest fashions /ðə 'leɪtɪst 'fæʃəns/
 the right size /ðə raɪt saɪz/
 too loose /tuː luːs/
 too small /tuː smɔːl/
 too tight /tuː taɪt/
 trendy /'trendi/
 try sth on /traɪ 'sʌmθɪŋ ən/

SERVICES

bank /bæŋk/
 car wash /kɑː wɒʃ/
 dry cleaner's /draɪ kliːnəs/
 garage /'gærɪdʒ/
 hairdresser's /'heədresəs/
 launderette /lɔːndə'ret/
 laundry /'lɔːndri/
 petrol station /'petrəl 'steɪʃən/
 photographer's /fə'tɒgrəfəs/
 post office /pəʊst 'ɒfɪs/
 service station /'sɜːvɪs 'steɪʃən/
 shoe repairs /ʃuː rɪ'peəz/

ADVERTISING

ad (inf) /æd/
 advert /'ædvɜːt/
 advertise /'ædvətaɪz/
 advertisement /əd'vɜːtɪsmənt/
 advertising campaign /'ædvətaɪzɪŋ kæm'peɪn/
 billboard (AmE) /'bɪlbɔːd/
 brand /brænd/
 brand name /brænd neɪm/
 brochure /'brəʊʃə/
 commercial /kə'mɜːʃəl/
 consumer society /kən'sjuːmə sə'saɪəti/
 hoarding (BrE) /'hɔːdɪŋ/
 jingle /'dʒɪŋgəl/
 leaflet /'liːflɪt/
 logo /'ləʊgəʊ/
 make (n) /meɪk/
 peer pressure /pɪə 'preʃə/
 personal ad /'pɜːsənəl æd/
 place an advertisement /pleɪs ən əd'vɜːtɪsmənt/
 poster /'pəʊstə/
 slogan /'sləʊgən/

TRADE

consumer /kən'sjuːmə/
 consumerism /kən'sjuːmətɪzəm/
 consumption /kən'sʌmpʃən/
 free market /friː 'mɑːkɪt/
 goods /gʊdz/
 product /prə'dʌkt/
 profit /'prɒfɪt/
 protectionism /prə'tekʃənɪzəm/

USEFUL PHRASES

BARGAINS

bargain /'bɑːɡɪn/
 buy in a sale /baɪ ɪn ə seɪl/
 buy two get one free /baɪ tuː get wʌn friː/
 deal /diːl/
 fair price /feə praɪs/
 for sale /fə seɪl/
 great reductions /ɡreɪt rɪ'dʌkʃns/
 half price /hɑːf praɪs/
 on sale /ən seɪl/
 on special offer /ən 'speʃəl 'ɒfə/
 twenty per cent discount /twenti pə'sent 'dɪskaʊnt/
 fifty per cent off /fɪfti pə'sent əf/
 reduced from... to... /rɪ'djuːst frəm... tə.../

PAYING

accept credit cards /ək'sept 'kredɪt kɑːds/
 ATM /eɪ tiː əm/
 automatic teller machine /ɔːtə'mætɪk 'telə məʃiːn/
 cash machine /kæʃ məʃiːn/
 have enough money on you /hæv ɪ'nʌf 'mʌni ən jə/
 pay by cheque /peɪ baɪ tʃek/
 pay by credit card /peɪ baɪ 'kredɪt kɑːd/
 pay in cash /peɪ ɪn kæʃ/
 take credit cards /teɪk 'kredɪt kɑːds/