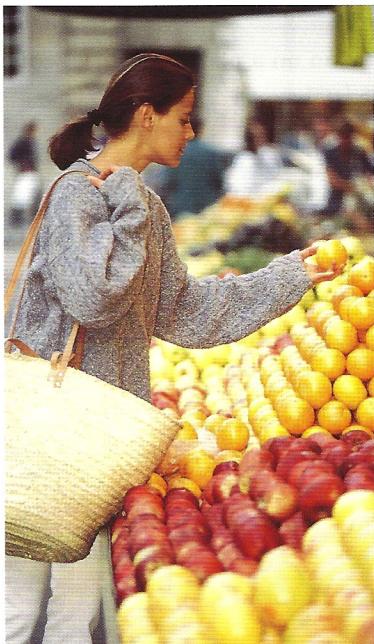


Spending your money

7.1

Shop till you drop!

TOPIC VOCABULARY AND LISTENING



A

Discuss these questions:

- Which of the places shown above do you enjoy shopping at? Give your reasons.
- Think of the area you live in. Which is your favourite place locally to get: magazines stationery books clothes CDs electrical goods
- Do you enjoy going shopping? Give your reasons.

B

In these sentences, THREE of the alternatives are correct and the rest are wrong. Decide which are correct and why the wrong alternatives seem incorrect.

- 1 Believe it or not, there really are of soft drink called *Calpis*, *Pocari Sweat*, *Pschitt*, *Sic* and *Dribly*!
brands ✓ categories commodities makes ✓ species styles varieties ✓
- 2 The was thronged with shoppers on the Saturday before Christmas.
boutique business kiosk mall shopping centre precinct
- 3 They stock a wide range of in most department stores.
articles goods materials merchandise objects supplies
- 4 The goods they have on offer in the market are certainly
a bargain good value invaluable value for money valued worthy
- 5 Complaints about goods should be made to the retailer, not the
author creator inventor manufacturer supplier wholesaler
- 6 Consumer protection laws must be observed by every
end user patron purchaser retailer trader vendor
- 7 An electronic cash register keeps a record of every
bargain contract deal negotiation purchase sale transaction
- 8 If you want a shop to keep something for you until later, you may have to
give a discount give a refund make a down payment open an account pay a bribe
pay cash down pay a deposit pay a ransom
- 9 You can get something repaired free of charge if it's still under
assurance certificate guarantee twelve months old warranty
- 10 I enjoy going to that shop because the staff are so
courteous helpful humble knowledgeable lenient obsequious subservient



C 1 You'll hear an interview with Amanda Hooper, who is a manager in a department store.

Note down your answers to these questions:

- 1 What does Amanda enjoy about her job?
- 2 What are her responsibilities?
- 3 What are the disadvantages of working in a department store?
- 4 What are her ambitions?

2 Compare your answers with a partner. Then discuss what YOU would enjoy and not enjoy about doing Amanda's job – and the job of a sales assistant.

D Student A should look at **Activity 3**, student B at **10**, C at **26** (and D at **29**) for ideas to share. You'll each have some ideas on how to handle customers.

Decide which of the ideas seem most useful – not only for sales assistants, but also, more generally, when dealing with people in other situations too.

7.2 / Prepositions – 1

GRAMMAR REVIEW

Fill each gap in this newspaper article with a suitable preposition.



Money fit to launder

Great inventions rarely work first time.

In 1990 the Reserve Bank of Australia, the country's central bank, shipped an order

of commemorative banknotes, the first to be made

of plastic film rather than paper,

in Western Samoa. The Pacific islanders' excitement

at their new two-tala notes soon turned

to anger. Ink rubbed off the surface and smudged the portrait

of Malietoa Tanumafali, the revered head of state, whose honour the notes had been issued.

On their early days, plastic banknotes shed ink, jammed

note-counting machines and often refused to be refolded. But the Reserve Bank, which pioneered the technology, claims to have eradicated the sort of glitches that produced red (and smudged) faces

in Western Samoa. Australia issued its own plastic tender

for the first time in 1992.

By 1996, the country had taken the last

of its paper money

out of circulation. Now it is persuading other countries to follow its example.

The Australians say plastic cash has two main advantages

over the paper variety. First, it is hard to forge. As well as fancy inks and

watermarks, it has a transparent

window that makes life difficult for ¹⁸ counterfeiters. The second advantage is economic. Plastic notes are hard to rip and even survive washing machines. Although each note costs ¹⁹ twice as much as a paper one to make, it lasts up to four times as long. The advantage is even greater ²⁰ in humid climates, where paper notes can survive as little as four months.

Armed with these selling points, the Reserve Bank's printing division is running a healthy export business. It makes plastic notes

for ²¹ several countries, including Thailand, Brunei and a forgiving Western Samoa. DuraNote, an American company

that makes a plastic product, claims to be talking to central banks

in twenty-four countries. "Until recently plastic cash was considered a novelty," says Al McKay

of DuraNote. "Now the central banks have become more cost-conscious they are taking it very seriously."

Such scrapping costs even extends

to recycling, it seems. Australia plans to turn worn-out plastic notes

into ²⁸ wheelbarrows, compost bins and plumbing fittings.

There may be money in such products, ²⁹ more ways than one.

from *The Economist*

Preparation Before the next lesson, read the article in 7.3 on the next page and do the task in A1.

7.3 Something for everyone

READING

A 1 Read this article and **MAKE NOTES** on which aspects of West Edmonton Mall would appeal to you, and which would not.

2 Compare your notes with a partner, and discuss your reactions to the article.

Canada's palace of kitsch convenience

Dave Hill

1 FIRST IMPRESSIONS of the West Edmonton Mall are numbingly familiar, especially if you enter by the east wing. Outside, the sleet may be whipping across the flatlands of Alberta, but the processed ambience swiftly renders your senses supine in a manner well known to any visitor to Gateshead's Metro Centre or London's Brent Cross.

2 There is antiseptic Muzak and the glare of fluorescent lights. The concourse is decorated with indoor plants and "anchored" – to use the parlance of this most fanatical of service industries – at each end by a major department store.

3 Wander for a day among its glass and plastic halls and discover a complex so vast that its length is three times the height of the Empire State Building. The pursuit of aimless leisure here approaches the surreal. It is not the kind of place you drop in to for a bag of jelly babies and a packet of cigarettes. When you visit West Edmonton Mall and its avalanche of attractions, there is only one thing to do – hand in your coat at the cloakroom and submit.

4 You could go both barmy and bankrupt in this place and it wouldn't hurt a bit. For as well as the consumer seductions of IKEA, Sears, Athletes' World and 800 other shops, a thematic mock-up of New Orleans' Bourbon Street containing several of the Mall's 110 eating establishments, plus a chapel, a nightclub and a bingo hall, West Edmonton Mall offers far more.

5 There is Fantasyland, a full-scale children's funfair complete with dodgems, miniature railway and stomach-churning repertoire of plunges, slides and spins; the World Waterpark, whose main pool features the Blue Thunder wave machine and a labyrinth of spiralling, high-velocity tunnel rides; the Deep Sea Adventure, an artificial oceanscape containing a replica of Christopher Columbus's ship, the Santa Maria, six mini-submarines for sub-aquatic sightseeing, a school of dolphins and an entire community of undersea life;



6 a competition-standard skating rink, the Ice Palace; an 18-hole miniature golf course; a 19-studio cineplex and, of course, 15 banks and other financial service outlets.

7 When the Mall's public relations person reaches for comparisons, she does not trouble with the obvious competitors but talks about Disneyland. "We've created a 365-day-a-year summer environment which provides entertainment for people. We have something for everyone. Disney has set the standard, and I like to think we match it."

8 Mickey Mouse himself would have to admit she has a point. West Edmonton Mall is not so much a shopping city as a fully integrated consumer fantasy that succeeds in being mindless, utterly ridiculous and absolutely out of this world. My girlfriend and I, and our two young children, meandered among the fountains and plastic mouldings in a condition of ever-increasing gormlessness, simultaneously stunned and seduced by the diabolically manufactured mechanism for parting you from your critical faculties and your cash.

9 Everything is scrupulously designed to prolong your visit and, in the end, everything is welcome. For example, is there a Western parent alive who, in the middle of a frantic day, would not welcome the oasis of a children's facility like Fantasyland?

An hour of such blissful respite, followed by coffee and a sandwich at some glitzy pre-fab café, and we were ready once again to disappear into our consumer daze, blithely coughing up a few more dollars for a tiepin, a woolly hat or baseball pennant, pausing to peer down at the sharks which glide through the depths of the Deep Sea Adventure or to gawp swivel-eyed at the Ice Palace skaters. In its idiotic way, it's all too wonderful for words. I like malls, partly because

they usually fulfill their promise to be clean, safe and efficient, but mostly because they emit such a stupefying sensory cocktail of obsession, ostentation and overkill. At West Edmonton Mall – the world's biggest, according to the Guinness Book of Records – these characteristics reach absurd heights.

¹⁰ Mall-building is a precise science and this indoor panorama is nothing if not state-of-the-art. It is not that the shopping itself is so very thrilling; as ever with such malls, the stores are plentiful but ultimately banal. Rather, the pleasure is in being part of a quietly lunatic alternative universe where the thin line that divides shopping from entertainment becomes almost totally erased.

¹¹ Entirely the product of private capital, West Edmonton Mall is owned by the Triple Five Corporation, the company of the Ghermazin family (three brothers and their father), who came from Iran to New York as rug traders, moved to Montreal and later made good with the discovery of Albertan oil. West Edmonton Mall has been built with the proceeds, a financial investment well over the \$1 billion mark.

¹² As well as the World Waterpark, the Ice Palace and

Fantasyland, it includes a hotel – the Fantasyland Hotel, naturally – as final confirmation, perhaps, that the Mall is not just a place to pass through, but a modern day pleasure dome.

Can you imagine spending your holiday in a glorified shopping precinct? Well, plenty of people do, booking in to any of half-a-dozen themed Fantasyland Hotel quarters with names like "Hollywood", "Polynesian" and "Truck". Others simply take in the Mall as part of bigger package tours. Of the annual 20 million visitors, around nine million are tourists, including a growing proportion of Japanese for whom no North American itinerary is complete without dropping in on Disneyland, Disney World and the Mall.

¹³ With pilgrims descending on it from all corners of the globe, the Mall enjoys a status approaching that of a sacred monument where worshippers pay homage with their credit cards. As a way to spend your time, West Edmonton Mall is as gratifyingly mind-rotting an experience as you could wish, positive proof that everyone should become a consumer zombie at least once in their lives.

B **1** **Highlight** the following words in the article and work out their meanings from the context. The paragraph numbers (¶) are given.

¶2 *parlance*

¶7 *meandered* *critical faculties*

¶10 *state-of-the-art* *banal*

¶13 *glorified*

¶3 *avalanche*

¶8 *oasis*

¶11 *proceeds*

¶14 *gratifyingly*

¶4 *barmy* *mock-up*

¶9 *blithely* *coughing up*

¶12 *pleasure dome*

Match their meanings to the words below.

ability to judge objectively agreeably palace of delights plethora profits seeming more important than in reality

crazy in a carefree manner jargon refuge repetitious and dull replica spending ultra-modern wandered

2 Now fill the gaps in these sentences with suitable forms of the words in italics above:

- 1 It was a four-day camel ride before we reached the
- 2 They donated the of the jumble sale to charity.
- 3 They were complimentary about my essay, but I thought it was rather Maybe their are not very sharp!
- 4 The stream across the plain and then flowed into the river.
- 5 We had to £25 when we lost our car park ticket.
- 6 A shop is a 'retail outlet' in commercial
- 7 They received an of replies to the advertisement for 'senior administrator' – but I think they're just looking for a office boy.
- 8 The architect constructed a of the new mall to show to her clients.
- 9 This hi-fi system contains all the latest features.
- 10 He strolled into the interview room an hour late – he must be !



C

Write your answers to these questions:

- 1 What did the writer and his family buy at the Mall?
- 2 The builders of the Mall gained their wealth from
- 3 The tourists who visit the Mall are likened to visiting a
- 4 How would you describe the tone of the article?
- 5 To sum up, what is the writer's attitude to the Mall? and
- 6 What would appeal to you and not appeal to you about the Mall? Write a summary of your reactions (50–70 words).

7.4 Past and present

GRAMMAR REVIEW

A

Discuss any differences in meaning between these sentences:

- I **didn't** have time to read the paper this morning.
- I **had** tea when Pam came in.
- By the time we **had** had lunch it was 2.30.
- Where **has** Steve **gone** for his holiday?
Where **is** Steve **going** for his holiday?
Where **has** Steve **been going** for his holiday?
- I **had** **hoped** you would invite me.
I **did** **hope** you would invite me.
- What are you **doing**?
What have you **done**?

I **haven't had** time to read the paper this morning.

I **was having** tea when Pam came in.
By the time we **had** lunch it was 2.30.
Where **does** Steve **go** for his holiday?
Where **did** Steve **go** for his holiday?

I **was hoping** you would invite me.
I **hoped** you would invite me.
What **do** you **do**?
What **have you been doing**?

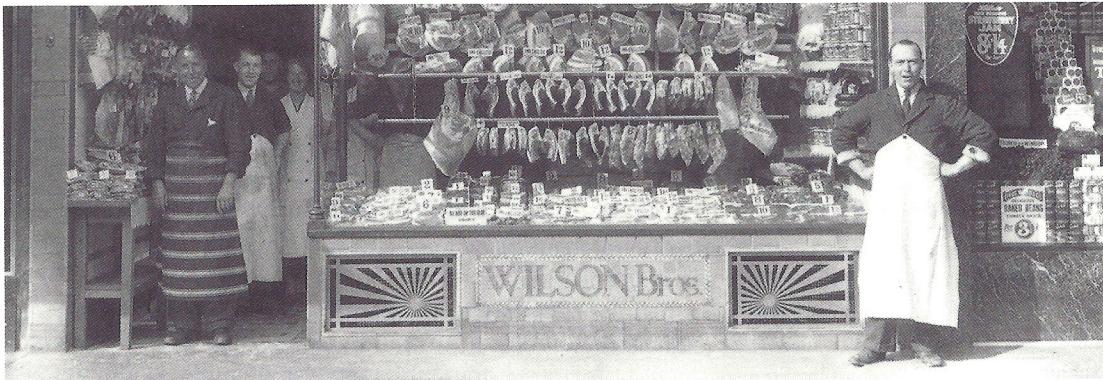
B

Fill each of the blanks with a suitable word or phrase.

- I **haven't seen** Ruth for ages. I believe I last **saw her at** Christmas.
- Where that nice new jumper? The colour really you!
- Come quickly! There accident – I think someone hurt.
- Even though just rain, we to go out for a walk, thinking that it last long – and sure enough the sun soon
- The back door just painted. If you it, you paint on your hands.
- It's high time Bill to the hairdresser's – he his hair cut
- Here you are at last! We waiting for you 7.30 – where? Why you tell us that you late? You phoned us before we home, then we the beginning of the show.
- When I a child I spend all my money on sweets, but now I

C

1  Look at these photos and discuss the questions below. MAKE NOTES on your discussion.



- How have shops and stores changed over the past 10 or 20 years?
- How has your local shopping area changed recently? What new shops have opened up? Which shops have closed down or gone out of business? Why?
- How has the awareness (and power) of consumers changed over the years?
- Describe your own shopping habits – past and present.

2  Write a couple of paragraphs about your group's discussion, summarising the main ideas.

7.5 Enhancing customers' lives

LISTENING

A

 Decide which of these factors are most important when buying the products below:

QUALITY	PRICE	SERVICE	PARKING	CONVENIENCE	FRIENDLY ADVICE
food	clothes	books	electrical goods	CDs	videos or DVDs
					souvenirs

B

 You'll hear a broadcast about Japanese department stores. As you listen for the first time, choose the word or phrase which best completes each sentence:

- 1 The first Mitsukoshi store opened in
 - a 1637
 - b 1673
 - c 1736
 - d 1763
- 2 Mitsukoshi-mae means '..... Mitsukoshi'.
 - a beneath
 - b beside
 - c in front of
 - d inside
- 3 At opening time, the sales staff are all
 - a standing at the main entrance
 - b ready to greet you as you enter their department
 - c waiting at their tills
 - d handing out brochures
- 4 The 'Ladies Club' provides
 - a companionship
 - b discounts
 - c free lunches
 - d courses
- 5 The facilities offered at other Japanese department stores are to Mitsukoshi's.
 - a identical
 - b inferior
 - c dissimilar
 - d comparable
- 6 English is spoken by of the sales staff.
 - a all
 - b most
 - c none
 - d some
- 7 Japanese department stores are open
 - a every day of the week
 - b every day except national holidays
 - c every day except Sunday
 - d six days a week
- 8 At one store the sales staff wear badges showing their hobbies so that
 - a they don't need to wear a uniform
 - b customers can relate to them as people
 - c you can discuss hobbies with them
 - d they seem more interesting



When you're doing a listening task in the exam, you'll hear the recording twice. During the first listening, just answer the easier questions.

C

 Listen to the broadcast again. Fill each blank with one or two words:

- 1 A ticket for a lunchtime performance at the theatre includes a containing *sushi*.
- 2 There is a crèche called a '..... room for resting babies'.
- 3 In the food department there are hundreds of selling everything from to
- 4 On the upper floors you can find many small
- 5 In summer, you can go up to the roof garden where you can sit in a and enjoy the and the
- 6 Summer in Japan officially begins on and ends on
- 7 At the main entrance you can get a and brochure in English.
- 8 As you enter the lift the operator will to you and you.
- 9 Department stores in Japan are open from to
- 10 Some department stores are owned by companies. There you can take the lift down to the where your is waiting.
- 11 Japanese department stores compete in terms of , how much of a it is to go there, and the of goods on offer.
- 12 At Mitsukoshi in London, helping Japanese tourists encourages

D

 Discuss your reactions to the broadcast:

- How do Japanese stores compare with department stores in your country?
- Which of their facilities and services seem most attractive?
- If you were going to open a shop, what would you sell? What facilities and services would you offer to your customers?

Then on the second listening, concentrate on the questions you missed. If you still can't get some answers, don't leave a blank – trust to luck and make a guess!

7.6 Dear Sir, ...

COMPOSITION

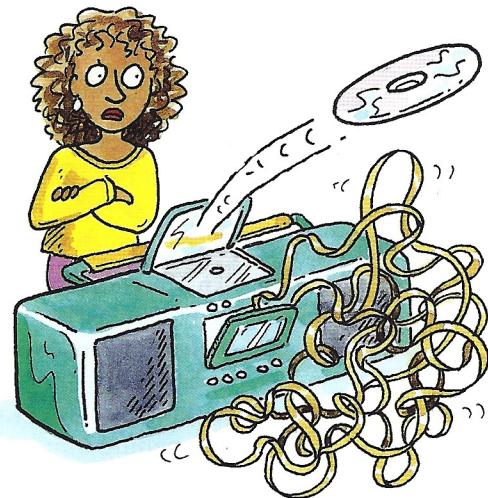
A

Imagine that six months ago you bought a new hi-fi system from a department store. After four weeks the CD player went wrong, and you waited three weeks for the store to replace the hi-fi with a new one. Four weeks later the cassette player went wrong and you had to wait six weeks while the store repaired it. Now something else has gone wrong with it ...

 Role-play a conversation between the customer and the department manager.

B

 Imagine that you're now living in a different part of the country, so you can't take the hi-fi back to the shop in person and you've been unable to get through on the phone. Write a letter, fax or e-mail to the store (300–350 words).



7.7

Further uses of -ing

ADVANCED GRAMMAR

A

Fill the gaps in the sentences in this revision exercise. (If you have any problems look again at 4.4.)

- When a complaint, I prefer to be friendly and polite, instead of aggressive or rude.
- I found out what ingredients the product contained by the label. On that it contained artificial flavouring, I decided against it.
- It's no use him, he won't take any notice of you.
- There's no point in the book in translation if it's available in English.
- It's impossible to sneeze without your eyes.
- In addition to this course, she spends a lot of time at home things like novels in English and with friends by letters.
- I've heard so much about you, I've really been looking forward you.
- I felt depressed because I'm not used alone.

B

Study these examples before filling the gaps in the exercise below:

The possessive (*their, everyone's, her, etc.*) in these examples seems more formal than a straightforward pronoun or noun (*them, everyone, Janet*).

I very much appreciated **their/them** coming to see me.

We were puzzled about **everyone's/everyone** feeling ill after the meal.

Janet/Her/Janet's arriving on time for a change was quite a surprise.

A possessive is NOT normally used when several words are involved:

I very much appreciated **Janet and Maurice** coming to see me.

A possessive can't be used after verbs like *see, hear, feel, notice, watch* and *smell*:

I didn't **hear you** calling me. ✓

I didn't **hear your** calling me. ✗

Can you **smell something** burning?



- Their father doesn't approve of home late or television either. In fact, he insists on home before 11 and says that books will improve their minds.
- We were all delighted to hear about Bill so well in the interview. His success is due to such a good impression on the interviewer.
- They both smoke like chimneys, and I can't get used to during meals and me for a light is particularly irritating.
- I'll never forget that time we went for a walk with Tony and Jane. Do you remember into the river and then to save him?

C Finish the incomplete sentences so that each means the same as the sentence before it.

1 I don't advise you to travel to London to do your shopping.	It isn't worth
2 We were upset that he forgot to inform us.	We were upset about his
3 It might be a better idea to save your money, not spend it.	Instead of
4 She is a champion athlete and speaks four languages fluently.	Besides
5 He has a job in an office and works in a shop at weekends.	As well as
6 You won't find out if they're open if you don't phone them.	Without
7 He has been in love with her from the moment he first saw her.	Ever since
8 It was inconsiderate of you not to consult me beforehand.	Your

7.8 Compound nouns

VOCABULARY DEVELOPMENT

A

Read these notes. Then look again at the article about West Edmonton Mall in 7.3 and underline the compound nouns in paragraphs 1–6.

There are three types of compound nouns:

1 Noun + noun:

service industry department store pleasure dome credit card bar code charity shop

2 Adjective + noun:

central heating public relations open air indoor plants yellow pages

— These aren't the same as 'normal adjectives', which modify a noun:

efficient heating = the heating is efficient yellow trousers = the trousers are yellow

3 Longer phrases:

cost of living rule of thumb do-it-yourself value added tax

Most compound nouns consist of two separate words. But some are hyphenated, and some are single words. There are no hard-and-fast rules about this:

dry-cleaning nightclub sunglasses back-seat driver cover-up

B

Form compound nouns from the words in red and blue:

air	burglar	common	driving	estate	agent	alarm	attack	benefit
fancy	generation	greenhouse	hay		breakdown	business	clip	conditioning
heart	hire	income	junk	mail	crossing	dress	effect	fever
mother	nervous	package	paper		forecast	gap	licence	mall
parking	pedestrian	pocket	shopping		money	order	purchase	meter
show	unemployment	weather	window		shopping	tax	tongue	tour

C

Here are the first words of some common two-word compound nouns. What are the second words? In some cases there may be several possibilities.

inverted commas	mineral water	general knowledge/election/public...	
one-parent	current	stainless	traveller's
compact	exclamation	swimming	skating
delivery	chain	clearance	travel
wastepaper			

D

Fill the gaps with suitable compound nouns from A, B and C:

- 1 People in a often spend more time than actually buying things.
- 2 I didn't have enough money in my to cover a cheque, so I used my
- 3 You can pick up some good bargains at a or a
- 4 If you buy something from a catalogue, there's a to be added on.
- 5 Those black stripes on the back cover of this book are its
- 6 If you want to buy a house go to an, but to book a holiday go to a
- 7 I inadvertently threw my invitation to the party into the
- 8 Going on holiday? Don't forget to take your and

Preparation Before the next lesson, collect some advertisements from magazines or newspapers. Include at least one that you **DISLIKE** or disapprove of, as well as ones you do like.

7.9 Advertising: sequencing your ideas

WRITING SKILLS
AND COMPOSITION**A**

Paragraphs a–g are in the wrong order. Rearrange them and number them in the correct order.

Benetton 'tasteless' ads in court

1 THE first of a series of lawsuits connected with a world-wide advertising campaign by the clothing giant Benetton opened yesterday, in which the company is accused of causing a sales slump through "tasteless" publicity.



- a "Many things come into play, not least a person's business sense. Many of our German branches are doing very well."
- b Benetton in turn is suing Mr Hartwich for withholding payments to the fashion chain and yesterday succeeded in postponing the court case until next month, saying it had no inclination to reach an amicable settlement in view of the publicity surrounding Mr Hartwich that had caused sales to drop by up to 60pc. A group of 70 Benetton retailers from four European countries met in Mainz on Sunday to coordinate their rebellion against the Italian company.
- c Heinz Hartwich, from Kassel, became the first of a group of retailers in Germany to sue the company for an undisclosed sum in respect of sales losses which they claim are a result of customer boycotts.
- d Mr Hartwich alleged that parents had told him that their children would be picked on by friends if they wore Benetton clothes and that shops had received anonymous threats complaining about the advertisements.
- e Religious and political circles in Germany have long protested against the advertisements, intended to focus on social issues, which included pictures of the bloodied uniform of a dead Croatian soldier and a baby attached by an umbilical cord.
- f Several similar cases of Benetton being sued in France have been settled out of court, but a company lawyer said the "media circus" generated by the complaints in Germany have led the company to fight the issue in court. A spokesman for Benetton said that blaming advertising for poor sales was absurd.
- g Some of the more commonly seen ads on hoardings and in magazines included oil-soaked birds and Aids sufferers.

9 Mr Ulfert Engels, a lawyer for Mr Hartwich, said that 150 of Benetton's 650 franchises in Germany have had to close. One third of the remaining 500 have survived only with financial support from the main company.

Robin Gedye

B

Explain who or what is referred to by the words **highlighted** in these quotations from the article:

- ¶a ... **our** German branches ...
- ¶b ... **payments to** the fashion chain ...
- ¶c ... to sue **the company** ...
- ¶d ... if **they** wore ...
- ¶e ... protested against **the advertisements** ...
- ¶f Several **similar** cases ...

... saying **it** had no inclination ...
... which **they** claim ...

In a composition, the sequence in which points are made change the impact on your reader. Some points need to be arranged in a logical order with related ideas grouped together. Some points can be arranged in different ways to provide different kinds of emphasis.

The first point often 'sets the scene' for the rest of the text, while the final point is usually perceived as the conclusion.

C

 Look at the advertisement on the right together with the ones you've brought to class. Discuss these questions:

- How effective is each ad?
- Which do you like best and why?
- Which do you disapprove of and why?

While other people are reading their morning paper at Heathrow können Sie die Zeitung in Hamburg lesen.

British Airways news for businessmen is that we have more early flights each day to more European cities than any other airline.

D

 1 Look at the notes below and decide which of the points you would include in an essay on the following topic. Bear in mind that the points must all be relevant, and that you can't make every single point in 300–350 words.

Write an essay outlining the harmful and the beneficial effects of advertising (300–350 words).

- Need created for totally unnecessary products (e.g. kitchen gadgets)
- Plethora of brands of goods, different only in name (e.g. detergents)
- Goods more expensive due to costly advertising budgets
- Young people may be harmed by certain advertisements (e.g. alcoholic drink)
- Ads stimulate envy among the less well-off; may lead to rise in crime rate (e.g. thefts of expensive cars)
- Commercials on TV interrupt programmes – very annoying
- Ads lead to dissatisfaction with one's standard of living – may lead to people trying to live beyond their means
- Ads create desire for more and more material possessions
- Many commercials on TV have insidious tunes that linger in the brain
- Many ads are amusing and informative – often more amusing than the programmes on TV or articles in a magazine
- Ads stimulate competition between companies, thus keeping prices down
- Ads create consumer awareness, giving information about a range of products
- Ads in newspapers and magazines keep their cost down – many couldn't survive without advertisements
- The world would be duller and drabber without amusing and colourful ads

2 Add any important further points you want to make to the notes above.

3 Decide on the best sequence of the points for your essay.

4  Write your essay, citing examples of particular advertisements that support your arguments.