



高职国际进阶英语1 Unit 3

外语外贸学院 钟卉妍



Lead-in & Speaking



Text Analysis



Listening & Viewing



Conclusion



Lead-in





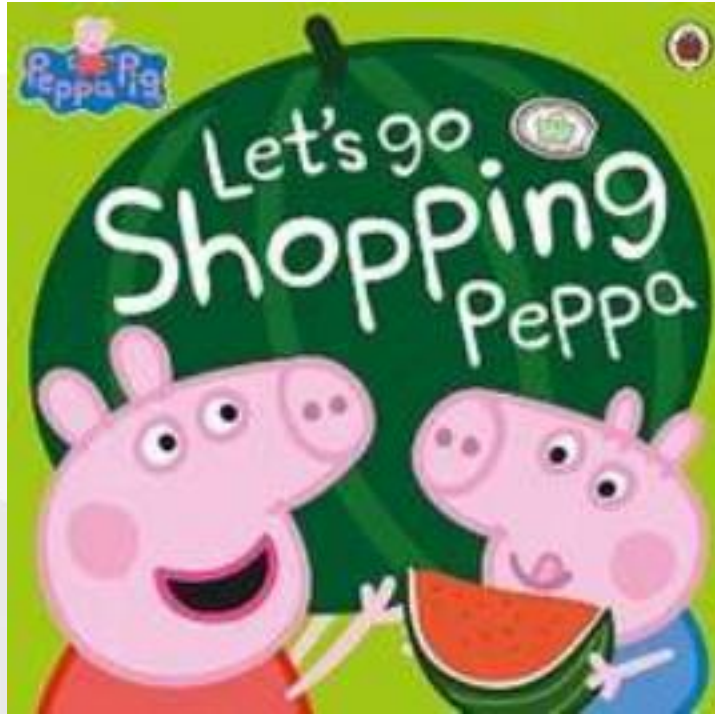
Lead-in

Please watch a video and answer the following questions:

1. How many things were there on the shopping list?
2. How many tomatoes did they buy?
3. What is Peppa and George's favorite food?
4. What kind of fruit did George choose?
5. Who put the chocolate cake in the trolley?

Let's go Shopping Peppa





1. How many things were there on the shopping list?
There were four things: tomatoes, spaghetti, onions and fruit?
2. How many tomatoes did they buy?
Four.
3. What is Peppa and George's favorite food?
Spaghetti.
4. What kind of fruit did George choose?
A melon.
5. Who put the chocolate cake in the trolley?
Daddy pig.



Do you like shopping?
Now please make a list of
the items you shopped on
last weekend and share it
with your teammates.

Let's have fun!

1. Each group choose 5 items form the lists and then describe to the other groups. 各小组从组内的购物清单中选取五种商品并向其他小组描述该商品。
2. The other groups guess the items according to the descriptions. 其他小组根据描述猜商品。
3. The group which give the most correct answers is the winner and can get additional points. 猜中商品数最多的小组获胜并可以获得加分。



Work with a partner. Match the pictures with an expression from the box.

- department store 百货商店
- online retailer 网上零售商
- small shop 小商店

market 市场
shopping mall 商场
supermarket 超市



supermarket



market



small shop

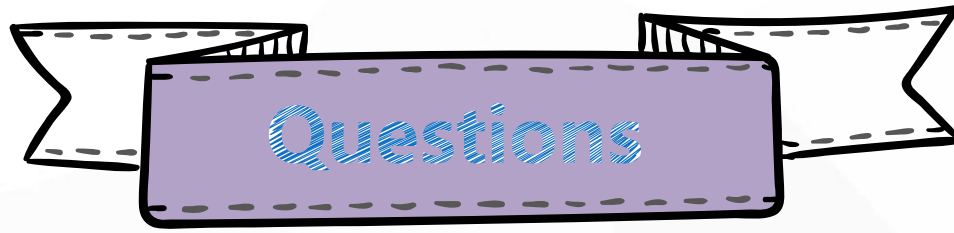


department store

shopping mall

online retailer





- **1. When do you usually go shopping?**

At weekends / On Sundays / In the evenings.

- **2. Where do you usually shop?**

In department stores/ supermarkets

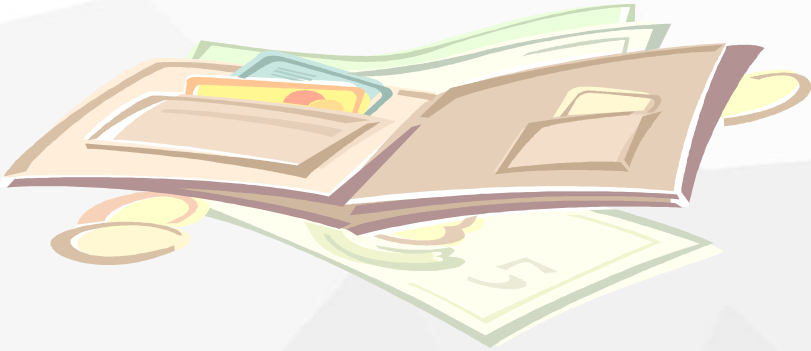
/ open-air markets/ chain stores (连锁店) /

boutiques (时装店, 精品店) /specialty stores (专卖店) .



- **3.How do you usually pay for the goods you buy?**

In cash/ By Alipay.

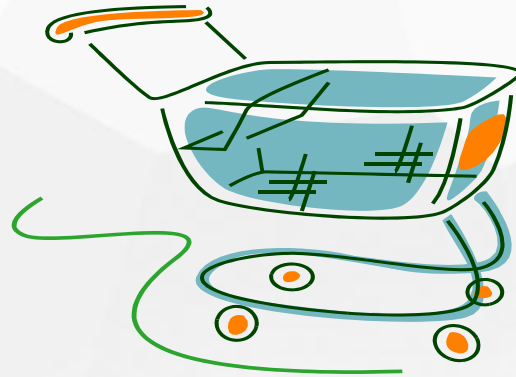
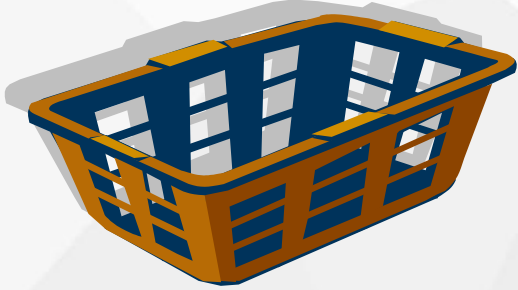


- **4.Who does most of the shopping in your family?**

My father/mother/brother/sister/ does.

- **5.What do you use to carry the things you have picked out in supermarkets?**

Shopping baskets / shopping carts/ trolleys.



- **6.How often do you go shopping on the Internet?**

Never / Quite often/ Once a month.

- **7. What's the most convenient way to buy things you want?**

Go to the supermarket./ Online shopping.

- **8. What kind of things would you like to buy on the Internet?**

Clothes, books, shoes and so on.

- **9. What should we pay attention to when we buy food?**

The expiration date; brand; quality and nutrition (fat, cholesterol, sugar, sodium, protein, vitamins and minerals.)

- **10. What does ATM mean?**

It means automatic teller machine.



- **11. What are some advantages of mobile payment?**



It's convenient and quick.

- **12. What facilities do you think a shopping mall should provide?**

Elevators, rest areas, cafeteria, amusement places, etc.



- 13. In what ways can you save money when you go shopping?

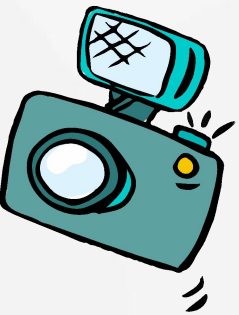


Never shop on impulse; ask for a bargain; buy things on sale.



Talk about your shopping habits.

I often do my shopping at a
supermarket/ online. I usually pay
by Alipay...





Speaking – Shopping

red	green	blue	magenta	yellow	chocolate
black	aquamarine	lime	fuchsia	brass	azure
brown	bronze	deeppink	aliceblue	gray	copper
coral	feldspar	orange	orchid	pink	plum
quartz	purple	aliceblue	antiquewith	blanchedalmond	blueviolet
beige	burlywood	bisque	cadetblue	pink	saddlebrown
royalblue	rosybrown	purple	orengerred	olivedrab	powderblue
peachpuff	papayawhip	paleturquoise	palevioletred	palegreen	navyblue
navajowhite	palegoldenrod	violetred	yellowgreen	tomato	turquoise
thistle	springgreen	steelblue	salmon	scarlet	sienna
silver	tan	thistle	turquoise	violet	snow
salmon	scarlet	sienna	silver	tan	thistle
turquoise	violet	chartreuse	firebrick	gold	khaki

Please write down your favorite color, your size.

What size do you wear?



XS.....Extra Small (特小码)
S..... Small (小号的);
M.....Medium (中号的);
L..... Large (大号的);
XL..... Extra Large (“加大”) 。

... ..



Now use the dialogue guide on page 45 and build a dialogue with your partner. Change the underlined parts of the dialogue with your favorite color and your size.

■ **1. Entering the shop**

- May I help you?
 - How may I help you?
 - What can I do for you?
 - I'd like a suit.
 - I'm just looking/browsing.
 - Just looking/browsing.
 - **Can you show me...?**
 - **Let me have a look.**
-

-
- **2. Talk about price**
 - How much does it cost/what's the price of it?
 - **How much is it?**
 - **It's too expensive.**
 - **Can you give me a discount?**
 - **3. Size**
 - Do you have this shirt in small?
 - Let me check
 - What's your size?
 - **It's too tight/small.**
 - **Do you have larger ones?**

- **4. fitting room/dressing room**
- **5. payment**
- **Do you take credit cards/personal checks?**
- **Are the credit cards accepted?**
- **Do I have to pay in cash?**
- **Cash or card?**
- **Would you mind coming with me to the cashier?**
- **Credit cards are available.**
- **Here's the change/receipt.**

6. business hours

- **When is the closing time/what time does it close/open?**
- **Our business hours begin at eight.**

A: Can I help you?

B: Yes. I'm looking for a T-shirt size M.

A: How about this blue one.

B: But I prefer a white one.

A: How about this? It is size M and it is white.

B: How much does it cost?

A: \$25.

B: Do you have a cheaper one?

A: Yes. We have some T-shirts on special offer.

B: Then how much is it?

A: \$15.

B: Ok, I'll take a white shirt for \$15.





Text Analysis





Reviewing

Word Game



以行为单位，以接力的方式说出与shopping有关的单词，接力最多单词的行获胜，可获得加分。



New words & expressions

trolley
shopping cart

n. 手推车

pepper

n. 辣椒 *n.* 胡椒粉

paprika

special offer

特价商品

bargain

sale *n.* 大减价

packet

n. 小包, 小袋

a packet of

pack

pocket *n.* 口袋

counter

n. 柜台

bread counter, delicatessen counter, fish counter

bakery

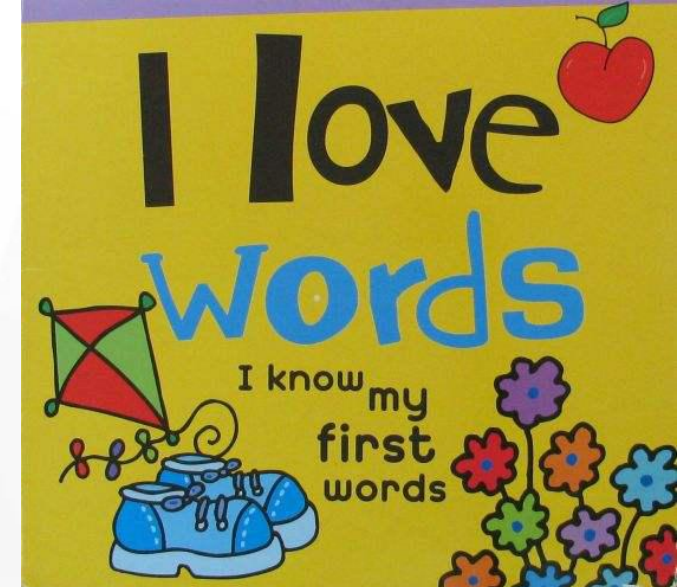
n. 面包烘房

baker's

baker

n. 面包师, 糕点师

bake *v.* 烘、烤、焙



display *n.* 展列
be on display 正在展示 **put sth on display**

ordinary *adj.* 普通的, 平常的
ordinariness *n.* **out of the ordinary** 不寻常的

item *adj.* 物品, 条, 项

itemize *v.* 分条列举; 详细列举

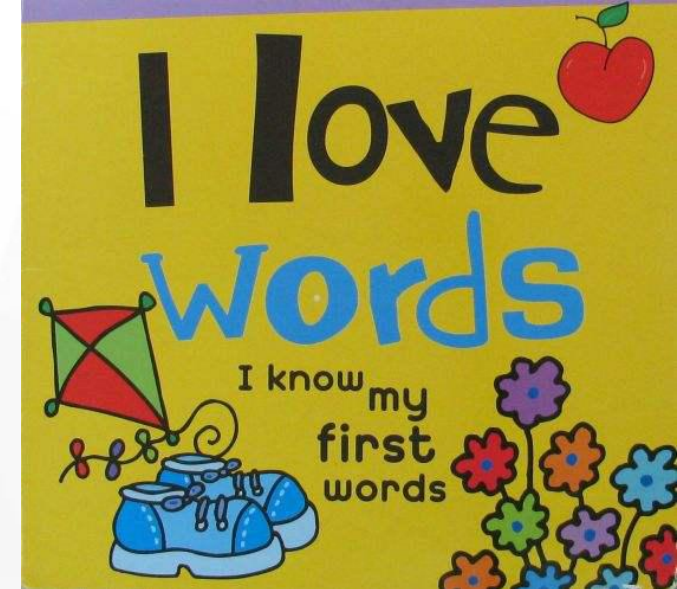
shopper *adj.* 购物者

shop *n.&v.*

delicatessen *n.* 熟食店

goods *n.* 货品

thing, article



electrical *adj.* 电气的
electrical energy 电能; **electrical appliances** 电器;
electrical products 电子产品

electric *adj.* 用电的, 电动的

electricity *n.* 电

butter *n.* 黄油

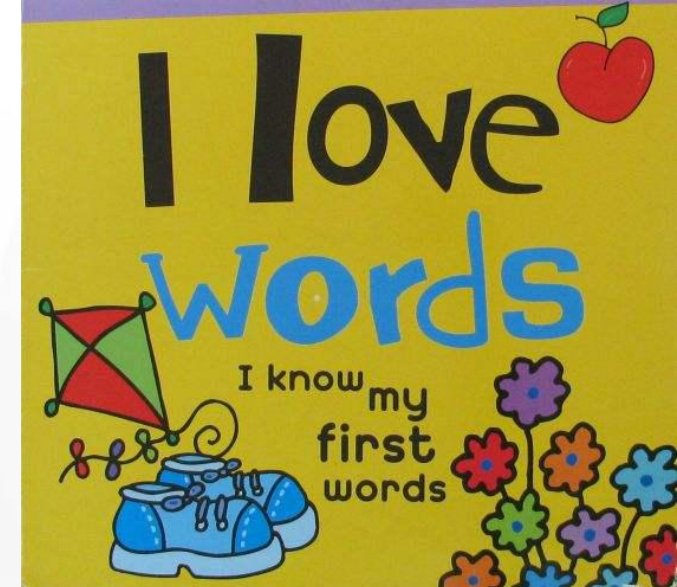
brand name 品牌

brand loyalty 品牌忠诚度

brand *n.* 品牌 *v.* 给...加上不公的污名

pre-cooked *adj.* 煮好的

pre- 在...之前, 预先 e.g. **prewar** 战前的; **preset** 预先设置



profitable
money-making

adj. 盈利的

profitability *n.* 盈利能力

profit *n.* 利润, 收益, 盈利

make (a) profit net profit 净利润 gross profit 毛利

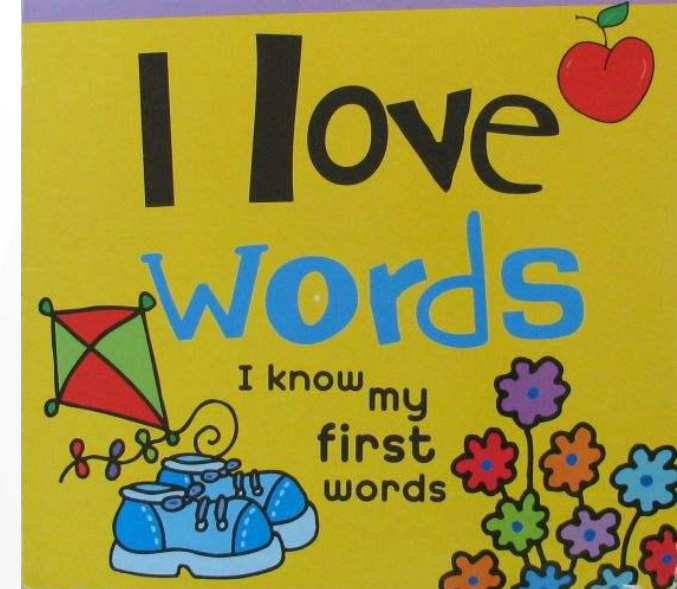
sweet
candy *n.* 糖果

checkout *n.* 收银台

credit card 信用卡

such as 例如

loyalty card 积分卡





**I ❤️
DICTATION**

十分钟内快速记忆新单词，
随后抽5位同学上黑板听写。



Reading exercises

FAST READING



1. What can we learn from the title?
2. How many notes are there in this passage?

READING FOR DETAILS



Listen to the text and underline all items mentioned in the text that you can buy in a supermarket.

It's 3 o'clock on a Saturday afternoon. You go to a supermarket to buy a few things you need: just coffee, milk and eggs. You take a trolley and that's your first mistake. Now you won't feel the weight of the things you buy, so you might buy more. And the trolley is so big and deep!

You go into the store and first you pass beautiful flowers and plants. Then you see the fruit and vegetables. Those red, green and yellow peppers look so delicious and fresh. And they're on special offer. Perhaps you'll take just one packet. And then you come to the bread counter. Oh, that fresh bread smells so good! Much better than yesterday's bread at home. Perhaps you'll just buy... And so it goes on.



Notes from the marketing managers

- 1 Displays of fruit, vegetables and flowers just inside a store are common. They give customers a feeling of healthy living before they reach the other ordinary items.
- 2 Special offers near the entrance help shoppers start shopping. And when the first item is in the trolley, there will soon be more.
- 3 The store is often painted green. This gives shoppers that natural feeling. Bakery, fish and delicatessen counters also offer fresh, healthy goods.
- 4 Many large supermarkets now sell other goods, for example clothes and electrical products.
- 5 Milk, eggs or butter are always at the back of the shop. So shoppers must pass many things that are nice but that they don't really need.
- 6 Big brand names and items like precooked meals are very profitable, so they are often clearly displayed to get the customer's attention.
- 7 Magazines and sweets are at the checkouts where shoppers have to wait. And that is where they see the information about the other services the supermarket offers such as cheap travels or mobile phones.
- 8 Paying with the supermarket's own credit card is so easy. Buy now, pay later. A lot of supermarkets give you loyalty cards. You can collect points and with the points you can get some money back or free gifts. So please come back very soon.

1. Make a list of all items mentioned in the text that you can buy in a supermarket.(P 40)

coffee, milk, eggs, flowers, plants, fruit, vegetable, peppers, bread, fish, clothes, electrical products, butter, precooked meals, magazines, sweets, cheap travel, mobile phones.

2. Complete the answer to the question with expressions from the box.

credit cards

get some money back or things for free 免费

pass many things that are nice but they don't really need

feel the weight 重量 of the things you buy

to invite shoppers to come into the store

add points to loyalty card

so big and deep

1. How do supermarkets often make you feel good to be there?
They put beautiful flowers and plants in the entrance
to invite shoppers to come into the store



reference:

Para.2 You go into the store and first you pass beautiful flowers and plants. Then you see the fruit and vegetables. Those red, green and yellow peppers look so delicious and fresh. And they're on special offer. Perhaps you'll take just one packet. And then you come to the bread counter. Oh, that fresh bread smells so good! Much better than yesterday's bread at home. Perhaps you'll just buy... And so it goes on.

2. What's the problem with using a trolley?

When you use a trolley. you don't feel the weight of the and
the trolley is so big and deep. things you buy



reference:

Para.1 It's 3 o'clock on a Saturday afternoon. You go to a supermarket to buy a few things you need: just coffee, milk and eggs. You take a trolley and that's your first mistake. Now you won't feel the weight of thee things you buy, so you might buy more. And the trolley is so big and deep!

3. What do shoppers have to pass if they want to buy eggs and milk?

pass many things that are nice but they don't really

They have to need .



reference:

Note 5 Milk, eggs or butter are always at the back of the shop. So shoppers must pass many things that are nice but that they don't really need.

4. What do many supermarkets do to make it easy to pay for your purchases?

You can use credit cards of the supermarket's to pay for your goods.



reference:

Note 8 Paying with the supermarket's own credit card is so easy. Buy now, pay later. A lot of supermarkets give you loyalty cards. You can collect points and with the points you can get some money back or free gifts. So please come back very soon.

5. How do supermarkets encourage shoppers to come back soon?

They add points to loyalty card, with which the shoppers can get some money back or things for free.



reference:

Note 8 Paying with the supermarket's own credit card is so easy. Buy now, pay later. A lot of supermarkets give you loyalty cards. You can collect points and with the points you can get some money back or free gifts. So please come back very soon.

3. Decide whether the statements are true or false.

	True	False
1. You buy more when you use a trolley.	✓	
2. There is always fruit, vegetable and flowers just inside a store. usually		✓
3. An item on special offer is usually cheaper than it normally is.	✓	
4. Green plant is natural . gives you a natural feeling		✓
5. Milk, eggs and butter are not at the front of the shop because it is too warm there. so that the shoppers must pass many things are nice but that they don't really need		✓
6. You can pay with the supermarket's own loyalty card . credit card		✓



Language point

How they make you buy

*Be careful when you go into a supermarket! A lot of clever people **are good at** making you buy more – and more.*

be good at sth./ doing sth. 擅长做某事

It's 3 o'clock **on a Saturday afternoon**. You go to a supermarket to buy a few things you need: just coffee, milk and eggs. You take a trolley and that's your first mistake. Now you won't feel the weight of the things you buy, so you might buy more. And the trolley is so big and deep!

表达在上午，在下午，在晚上一般用in the afternoon, in the morning, at night, 但是专指某一天的上午、下午、夜里等，或者当morning, afternoon, night这些名词前带有描述性的修饰语时，介词则要用on。

e.g.

on a rainy afternoon (在一个下着雨的下午), on a starless night (在一个没有星星的夜晚), on a Tuesday morning (在一个周二的早晨), on a cold afternoon (在一个寒冷的下午)

You go into the store and first you pass beautiful flowers and plants. Then you see the fruit and vegetables. Those red, green and yellow peppers look so delicious and fresh. And they're on special offer. Perhaps you'll take just one packet. And then you come to the bread counter. Oh, that fresh bread smells so good! Much better than yesterday's bread at home. Perhaps you'll just buy ... And so it goes on.

这里的look表示“看起来，看上去”，是系动词，其后要接形容词。

e.g.

(1) He looked tired. 他看上去很累。


(2) The village looks very beautiful. 村庄看上去很漂亮。



Notes from the marketing managers

1. Displays of fruit, vegetables and flowers just inside a store are common. **They give customers a feeling of** healthy living before they reach the other ordinary items.

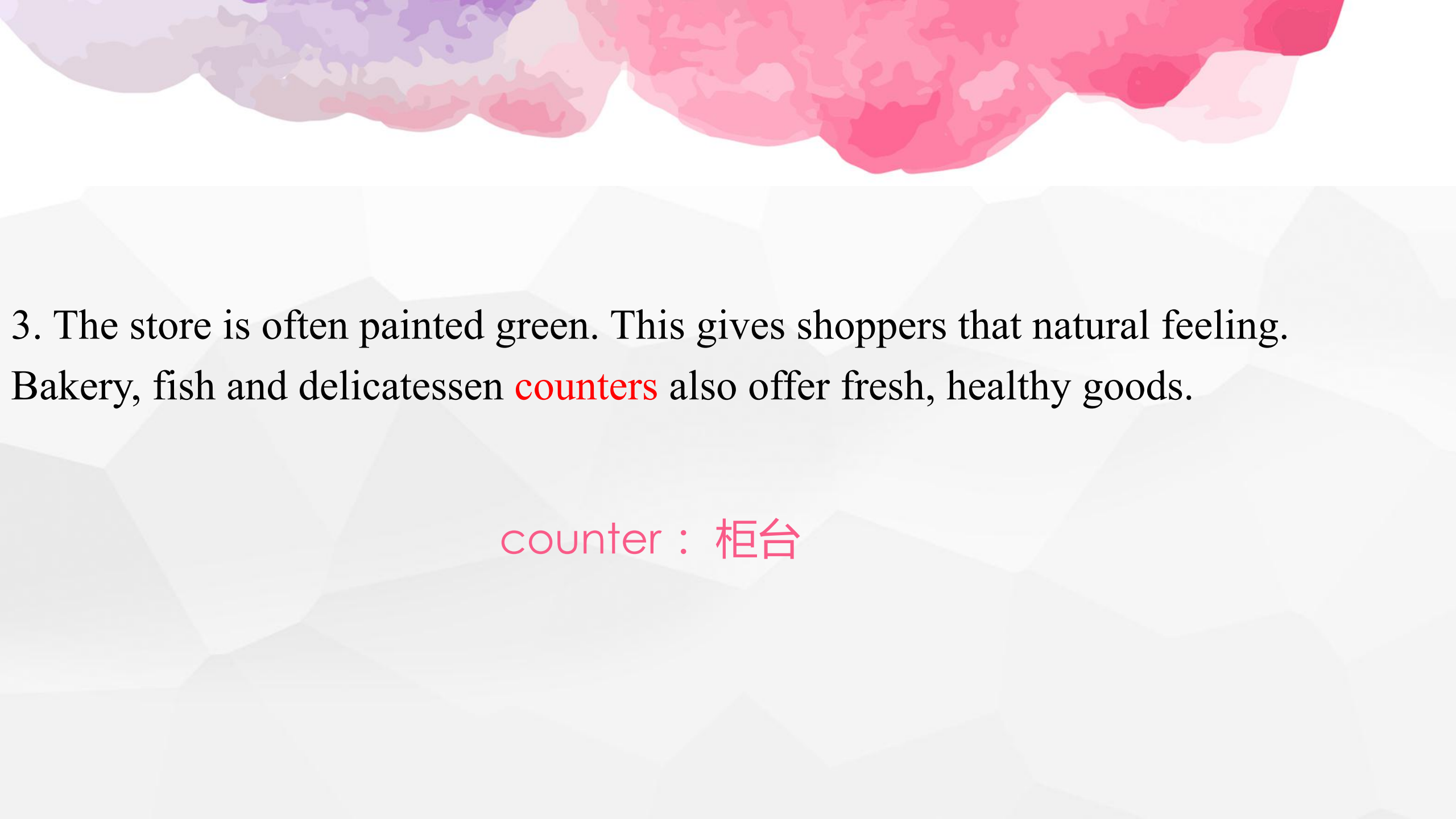
give sb. a feeling of...让某人产生一种.....的感觉



2. Special offers near the entrance **help shoppers start shopping**. And when the first item is in the trolley, **there will soon be more**.

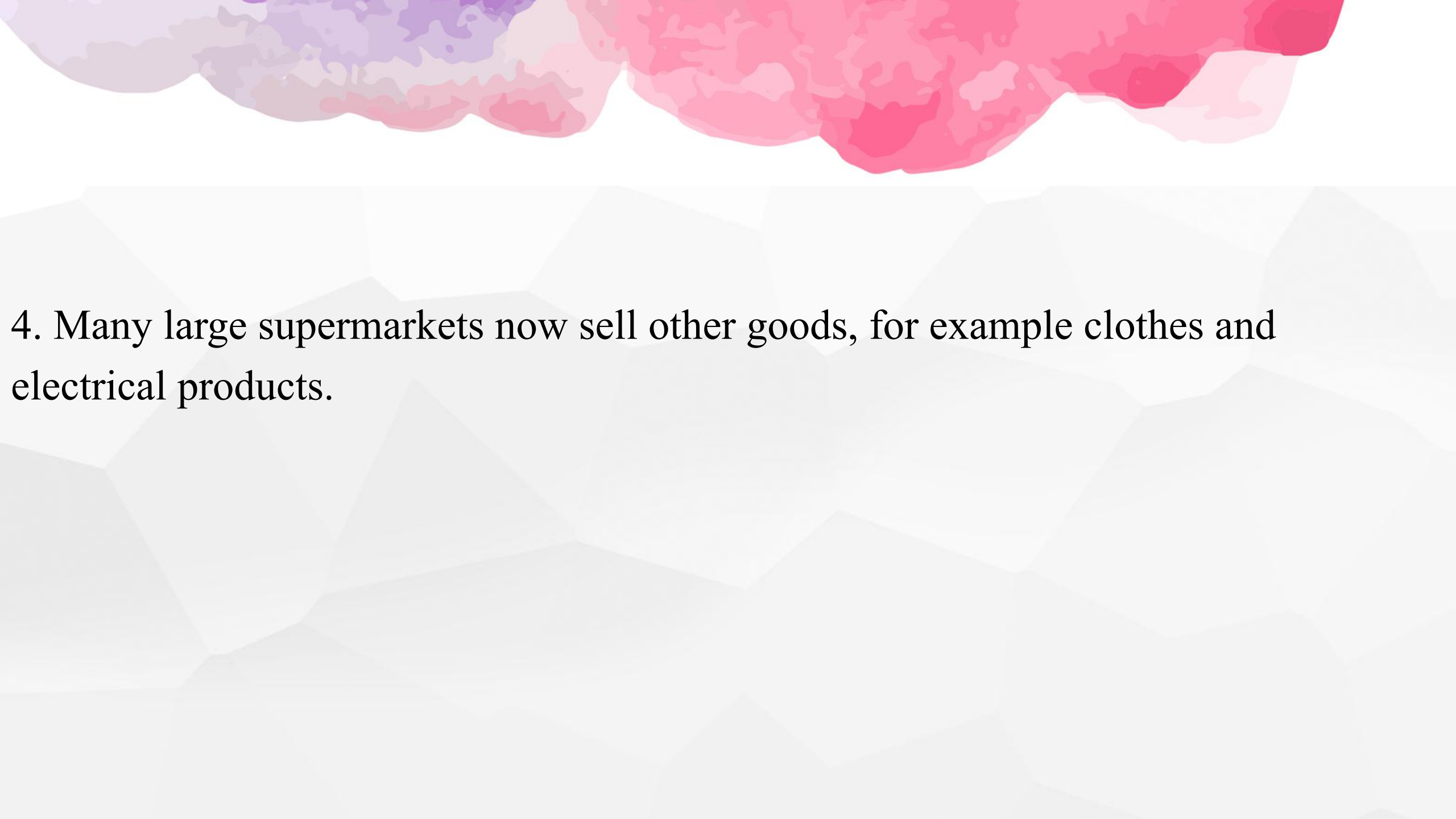
help sb. do sth. 帮助某人做某事
start doing sth. 开始做某事

存在句: there be..., 表示 “人或事物的存在” 或 “某地有某物”



3. The store is often painted green. This gives shoppers that natural feeling. Bakery, fish and delicatessen **counters** also offer fresh, healthy goods.

counter : 柜台



4. Many large supermarkets now sell other goods, for example clothes and electrical products.

5. Milk, eggs or butter are always **at the back of** the shop. So shoppers must pass many things **that are nice but that they don't really need.**

“at the back of”一般表示 “在.....后部” ，英国人也用 “at the back of” 表示 “在.....后面” 。

e.g.

Two boys got on the bus and sat at the back of the bus.

两个男孩上了公交车，坐在了后部。

At the back of the house is a garden. 房子后面是一个花园。

关系代词that指代前面的先行词things，第一个that在定从中充当主语，第二个that充当宾语，因为第二个that前有连词but，所以即使其充当宾语也不可省略。



6. Big brand names and items like precooked meals are very profitable, so they are often clearly displayed to **get the customer's attention**.

get one's attention 引起某人注意



定语从句，修饰先行词checkouts

7. Magazines and sweets are at the checkouts **where shoppers have to wait**. And that is where they see the information about the other services **the supermarket offers** such as cheap travels or mobile phones.

定语从句，修饰先行词 services，此处因为关系代词that在从句中充当宾语，故省略。



现在分词作主语

8. **Paying** with the supermarket's own credit card is so easy. Buy now, pay later.
A lot of supermarkets give you loyalty cards. You can collect points and with the points you can get some money back or free gifts. So please come back very soon.



Working with words

Complete the sentences with the missing prepositions and particles. Some words can be used more than once.

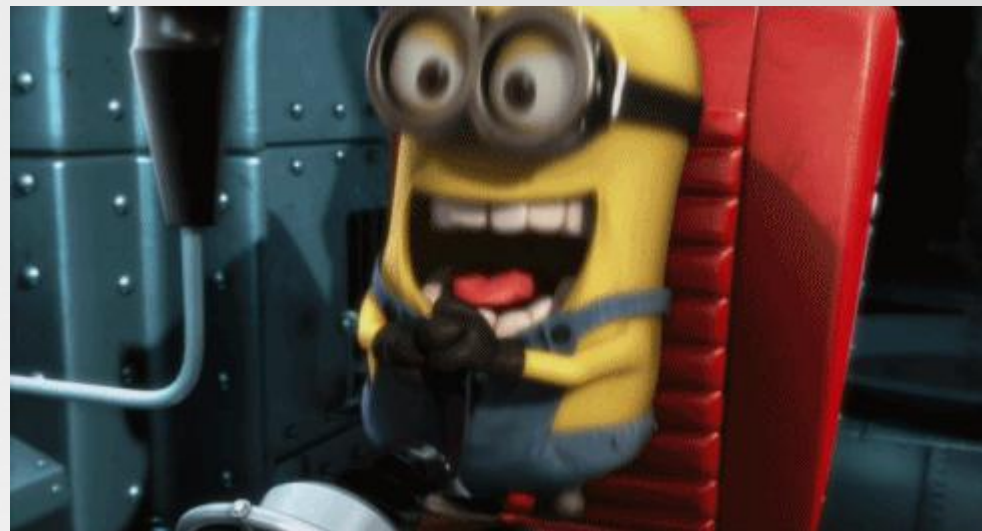
about	after	at	in	into	near	out	on	with
-------	-------	----	----	------	------	-----	----	------

1. Watch out when you go into a supermarket.
2. Supermarket good at making people buy more.
3. The red peppers are on special offer.
4. They put special offers near the entrance to help shoppers start shopping.
5. After shoppers have one item in their trolley, other items follow more easily.

5. Milk and eggs are always at the back of the shop.
6. At the checkout there is information near the other services the supermarket offers.
7. Customers can pay with the supermarket's own credit card.



Listening & Viewing



● 默契大考验

- 每组出两名选手，背对屏幕猜测词语。
- 组员用动作对大屏幕上出现的单词进行解释。
- 按照答对单词的个数计分，答对一个加1分，答对本单元学过的单词（红色）加2分。
- 每组作答时间为2分钟，允许跳过不超过4个单词。

com
trolley
packet
glo
手推車袋
眼鏡

计时
开始



计时
开始

fangalot
fofthaport
fist
购物者
水果
坚果

计时
开始



be pper
department
部 糖 果 机
flower

花

计时
开始

credit card
信用卡
信 用 卡
增 强 信 用 卡

计时
开始



Listening - Supermarkets

True False

- ☒ ☐ 1. Michael J. Cullen had an ordinary grocery store in New York.
- ☒ ☐ 2. Michael's idea was to tell customers to fetch goods from the shelves themselves.
- ☐ ☒ 3. Michael had to do three things to make his idea work.
- ☒ ☐ 4. Michael sorted goods into groups like 'fruit and vegetables', for example.
- ☐ ☒ 5. Customers had to pack the goods into small packet.
- ☐ ☒ 6. Cullen opened the world's first real supermarket in 1930.



Listening – A trip to town



Dialogue 1. **c** 2. **b** 3. **a**

1. Who is Jinjing talking to: a farmer, a shop assistant or a checkout assistant?

Dialogue 1: checkout assistant; Dialogue 2: a farmer;

Dialogue 3: a shop assistant

2. What is she doing: paying for groceries, buying eggs, buying a camera?

Dialogue 1: paying for groceries; Dialogue 2: buying eggs;

Dialogue 3: buying a camera





3. How much has she to pay: £58; £0.65; £5.73?

Dialogue 1: £5.73; Dialogue 2: £0.65;

Dialogue 3: £58



Listening – Shopping dialogue

1. Anna wants to buy a tracksuit _____
A. that is a new arrival B. for the marathon  C. that is on sale
2. Anna is size _____
A. 36  B. 38 C. 39
3. The colour of the first tracksuit is _____
A. blue B. green  C. red
4. Anna wants the tracksuit that is made of _____
 A. cotton B. nylon C. wool

5. Anna choose the _____ tracksuit.

A. second  B. third C. fourth

8. Anna pays _____ euros for the tracksuit

A. 30  B. 35 C. 38



Viewing



Do you like shopping online?

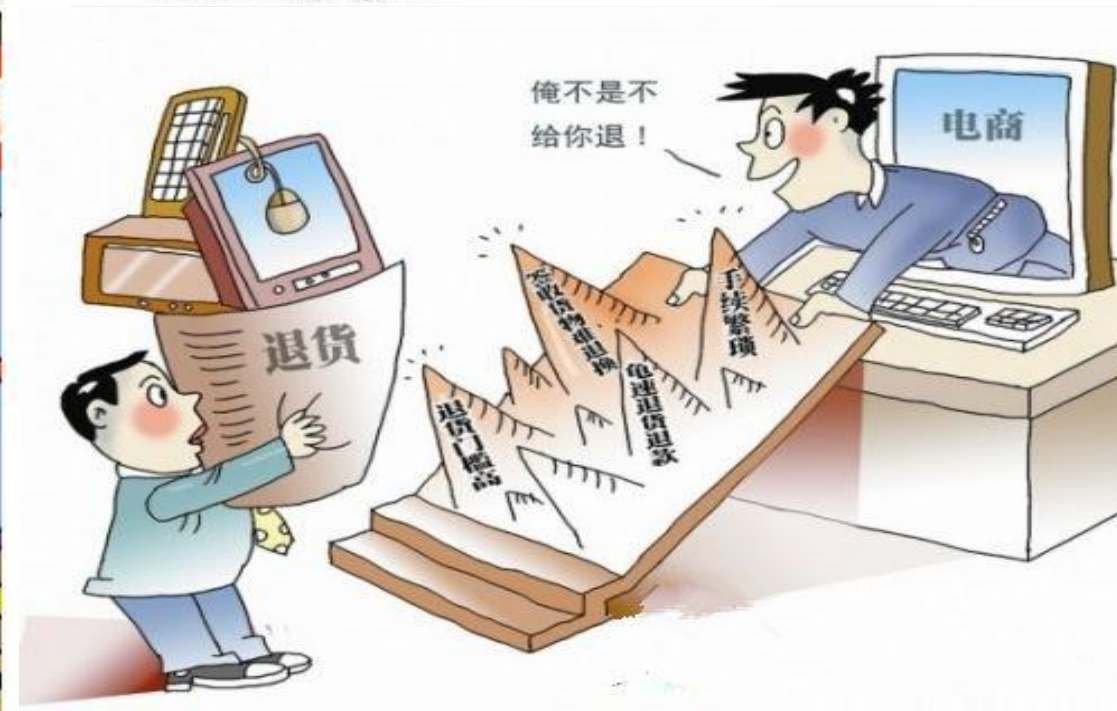
Yes, I do./No, I don't.

What do you usually buy on the Internet?

Books, Shoes, Clothes, Make-up etc.

Why do you do shopping online?

It's cheaper. It's convenient.



1. How can I return if I don't like it?

2. Can you help me? I don't have an account.

3. Isn't it more expensive than in the shops?

4. What about my credit card details?

5. It is my daughter's birthday next week and she wants a new bicycle.

6. The bike will not come in time.

a. I use Alipay. It's totally secure.

b. No, it is usually cheaper.

c. Of course I will.

d. You can find almost everything on Taobao.

e. You can order it express.

f. You can send it back and the seller will pay the cost.

1. It's Anna's daughter's birthday next ☐ Thursday ☒ Monday.
2. Today is ☐ Wednesday ☒ Thursday.
3. Buying on Taobao is usually ☒ cheaper ☐ more expensive than buying in the shops.
4. Last month Stella needed a new ☐ computer ☒ rice cooker.
5. Express is ☐ faster and cheaper ☒ faster but costs a little more.





Conclusion

- ✓购物相关的词汇：商店类型、商品名称、支付方式等
- ✓谈论购物习惯
- ✓顾客与售货员之间的常用对话
- ✓课文阅读练习
- ✓听力练习
- ✓网购与传统购物方式之间的对比



谢

谢

观

看

THANKS FOR WATCHING !