

Shopping

Learning Objectives

After completing this unit, you will be able to

- become a responsible shopper;
- understand information about shopping;
- ask for and give information when shopping;
- exchange ideas about online shopping;
- write online customer reviews.



Warming Up

1 Think and match.

将以下物品与你偏好的购物场所相匹配。

Where do you usually buy these things?



2 Listen, read and match.

听录音跟读，将以下句子与其描述的信息类别相匹配。



- A. It is a sweater.
- B. It is red.
- C. It is made of cotton.
- D. It is a medium size.



- E. It is a pair of jeans.
- F. It is 150 yuan.

type of clothes _____

material _____

color _____

size _____

price _____

Listening and Speaking

3 Listen and tick.

听录音，勾选出与对话内容相关性最强的图片。



A

☐

B

☐

C

☐

4 Listen and decide.

再听录音，判断以下说法的正误。

- ☐ 1) The man likes blue best.
- ☐ 2) The man bought the T-shirt in a shopping mall.
- ☐ 3) The woman also wants to buy a T-shirt.

5 Listen and complete.

再听录音，补全对话中T恤衫的吊牌信息。

COMFY T-SHIRT

Size / S ☒ M L

Material: _____

Color: _____

Price: _____

6 Listen, read and underline.



听录音，跟读并标出与购物相关的语句。

Shop assistant: Hello, how can I help you?

Customer: I'd like a pair of jeans, please.

Shop assistant: How about these? They're very popular.

Customer: I like the style. Can I try them on?

Shop assistant: Of course. What size are you?

Customer: 25.

Shop assistant: Here you are. The fitting room is over there.

Customer: I think they're a bit tight. Do you have a larger size?

Shop assistant: Yes. Try this pair.

(5 minutes later)

Customer: Now they fit well. How much are they?

Shop assistant: 170 *yuan*. They're on sale now.

Customer: Good. I'll take them. Can I pay with my cell phone?

Shop assistant: Sure. Please show me your payment code.

Customer: Here.

Shop assistant: Thank you very much.

7 Imitate and practice.

参照活动6，根据以下信息与同伴练习对话。



Jacket
Size: Small
Price: ¥ 180



Sports Pants
Size: Large
Price: ¥ 150



Training Shoes
Size: 39
Price: ¥ 270

8 Role play.

假设市场营销专业学生在校园运动会期间开展营销实践活动。根据以下海报内容，与同伴轮流扮演销售人员和顾客并进行对话。

Snacks & Beverages

TIPS
 做有责任心的消费者
 (responsible shopper),
 购物时多一分理性,
 就能少一分浪费和
 对地球家园的伤害。





Water
¥ 2.00
¥ 1.00



Juice
¥ 6.00
¥ 4.00



Cookies
¥ 10.00
¥ 7.00



Milk tea
¥ 20.00
¥ 12.00



Chips
¥ 12.00
¥ 9.00



Ice cream
¥ 8.00
¥ 4.00

Reading and Writing

9 Think and rank.

将以下网络购物的优势，按照对你的吸引力从大到小进行排序。

☐ It saves time.

☐ You can buy things at home at any time.

☐ You have more choices.

☐ You can get lower prices.

☐ You can get more information about the product.

10 Read and tick.

浏览某购物网站的商品页面，勾选出页面下方最有可能选购该商品的用户。



Good Start Student's English Dictionary 5th Edition NEW
The Bestselling Dictionary for English Learners in China
by AZ Press

★★★★☆ 511 Customer reviews

¥ 93.00
[25% discount until Nov. 30th] [¥124.00]

Good Start Student's English Dictionary 5th Edition builds your English vocabulary better than ever before and leads the way to more confident communication in English.

Good Start Student's English Dictionary 5th Edition

- includes the most important words in English and the most useful words for the workplace;
- explains word meanings in both Chinese and simple English;
- provides example sentences to show words in use;
- offers free online vocabulary practice.

Compared to the 4th edition, this new edition

- adds as many as 1 000 new words;
- includes more words from traditional Chinese culture, such as *jiaozi*, *Tai Chi*, *Kungfu* and the Dragon-Boat Festival;
- uses larger font sizes for easier reading.

- | | |
|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> Mary Fisher | a businesswoman working in China |
| <input type="checkbox"/> Li Zixuan | a student learning English |
| <input type="checkbox"/> Ella Baker | an exchange student learning Chinese |

TIPS

词典是词汇学习的好帮手。一些词典使用英汉双语解释词义并配有例句，可以帮助我们更好地理解、运用单词。

11 Read and complete.

再次浏览上页商品页面，将以下信息填入页面上的虚线处。

Price	Key Features	Add to Cart
Customer Rating	About the Product	Original Price

12 Read and decide.


细读上页商品页面的介绍部分，判断以下说法的正误。


- ☐ 1) *Good Start Student's English Dictionary 5th Edition* can make your communication in English better.
- ☐ 2) *Good Start Student's English Dictionary 5th Edition* explains the meaning of a word in both Chinese and simple English. This is helpful because it can help you better understand a word.


13 Read and write.

浏览并补全部分消费者对该词典的评价。

Customer Reviews

 **Wang Dongbin**
★★★★☆ Great dictionary. I love _____ most. They show me how to use words correctly.

 **Gao Lulu**
★★★★★ I like this new edition. It adds more words _____ such as Tai Chi, Kungfu and Jiaozi.

 **Zhang Qiang**
★★★★★ This dictionary is very useful. It explains words not only _____ but also in English. It helps me to _____ my English vocabulary _____ than ever before.

[See more reviews >](#)

Culture Understanding



Online Shopping Days

In recent years, more and more people choose to go shopping on the Internet. To encourage online shopping, some online stores offer huge discounts on special days of the year, and some of these special days have become big shopping days for people around the world.

Big Shopping Days in the West

One of them is the Black Friday shopping day. It is the day after Thanksgiving. It has long been a big **in-store**^① shopping day of the year in Western countries. Since 2019, it has also become the biggest online shopping day in the United States. **Cyber**^② Monday is another huge online shopping holiday in the West. It is on the Monday after the Thanksgiving weekend.

Double Eleven and 6.18 in China

Double Eleven is one of the best-known online shopping days in China. It began in 2009 and is set on November 11th every year. 6.18 is China's **mid-year**^③ online shopping event. The first 6.18 was on June 18th, 2010. Today, Double Eleven and 6.18 are two of the largest online shopping days in the world.



Q:

Online shopping is very popular in China. What do you think is the reason for that?

① 商店内的

② 网络的

③ 年中的



Language Practice

Grammar

比较级与最高级

Do you have a *larger* size?It includes *the most useful* words for the workplace.The new edition adds *as many as* 1 000 new words.The dictionary builds your vocabulary *better than* ever before.I love the example sentences *most*.

14 Think and complete.

找出以下表格中单词的变化规律，将表格填写完整。

small		smallest		larger	
	cheaper		simple		
		longest	nice		nicest
busy		busiest	big		biggest
	happier			hotter	
healthy					thinnest
good / well	better		popular		
		worst	useful		most useful
many / much					least comfortable

15 Read and complete.

从上页活动 14 中选择适当的单词补全以下句子。

- 1) This T-shirt is too big. I need a _____ size.
- 2) Clothes made of cotton are usually _____ than those made of silk.
- 3) Saturday is the _____ day of the week for the shopping mall.
- 4) The writer's new book is not as _____ as her last one.
- 5) These shoes are too tight. They are _____ than those ones.
- 6) John speaks English _____ than Ben does.

16 Look and compare.

浏览以下三款运动鞋的销售信息，参照示例进行对比描述。

eg

Type A is more expensive than Type B.

Type B's customer rating is the best of the three.

Type C sells as well as Type B.

Training Shoes Type	Price	Customer Rating	Pairs Sold
 A	¥ 300	★★★★☆	890
 B	¥ 190	★★★★★	1 250
 C	¥ 150	★★★★☆	1 250

expensive

cheap

good

bad

well

► Vocabulary

17 Choose and complete.

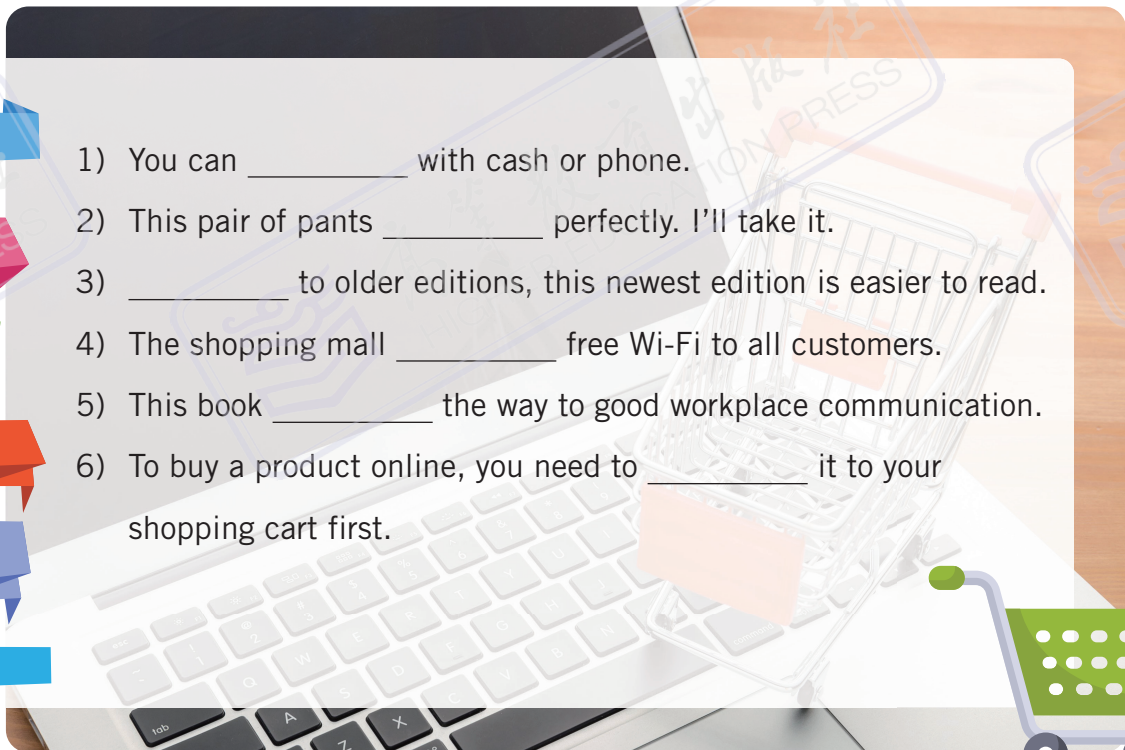

选择合适的形容词补全以下句子。

- 1) He wrote many _____ books.
- 2) Learning _____ Chinese culture is important for young people.
- 3) The store is selling this sweater at half of its _____ price this week.
- 4) More and more people begin to enjoy _____ shopping.
- 5) _____ clothes are usually not very comfortable to wear.

- 
- online
 - tight
 - original
 - bestselling
 - traditional

18 Choose and complete.

用所给动词的适当形式补全以下句子。

- 
- 
- 1) You can _____ with cash or phone.
 - 2) This pair of pants _____ perfectly. I'll take it.
 - 3) _____ to older editions, this newest edition is easier to read.
 - 4) The shopping mall _____ free Wi-Fi to all customers.
 - 5) This book _____ the way to good workplace communication.
 - 6) To buy a product online, you need to _____ it to your shopping cart first.



add



fit



offer



compare



lead



pay

Group Work

Create a web page to sell local specialties.

- ① Discuss and choose a specialty to sell online. You can choose between the two specialties given or one of the specialties from your hometown. 讨论并选定一种地方特产在网上销售。你可以从以下两种特产中选择一种，也可以任选一种自己家乡的特产。

Goji Berries of Ningxia

Original Price: 70 yuan / bag | Discount: 10% off

- Most of the best goji berries are from Ningxia.
- Ningxia has a long history of growing goji berries.
- Goji berries are good for your health because they are rich in vitamins (维生素).

Situation

交通运输和网络购物的发展在我国脱贫攻坚和乡村振兴工作中发挥了重要作用。不少地区利用线上渠道促进地方特产 (specialties) 销售，增加了人民收入，带动了经济发展。



New Year Paintings (年画) of Zhuxian Town

Original Price: 150 yuan / piece | Discount: 25% off

- People in the town began to make New Year paintings in the Song Dynasty (宋朝).
- The town was one of the first places in China to make New Year paintings.
- People use handmade woodblocks (木刻印版) to make the paintings.

- ② Find more information about the specialty. Write at least three sentences to describe its key features. 结合已有信息，收集所选特产的更多相关信息，写出至少三个介绍其主要特色的句子。

Feature 1	
Feature 2	
Feature 3	

- ③ Create a web page to sell the specialty online. You can fill in the web page below or design your own web page. 为所选特产创建一个销售网页。你可以直接补全以下网页，也可以设计自己的网页。

The image shows a web browser window displaying a template for a product page. The template includes a header area with a placeholder for a product image, a customer rating section, a price section, and two main content sections: 'About the Product' and 'Key Features'. Below these are 'Customer Reviews' and a section for a user profile and rating.

Customer Rating ☆☆☆☆☆

Price ¥ [.....] [..... discount until] [Original Price]

[Add to Cart](#)

About the Product

.....

.....

.....

Key Features

-
-
-
-

Customer Reviews

.....

☆☆☆☆☆

.....

.....

► Use the word cloud to check the words and expressions you have learned. 看词汇云, 检查自己对本单元单词及词组的掌握情况。



- **Rate your performance based on what you have learned.** 根据本单元所学，对自己的表现进行评价。

After completing this unit, I can

- become a responsible shopper;
- use the key sentence structures, words and expressions;
- understand information about shopping;
- ask for and give information when shopping;
- exchange ideas about online shopping;
- write online customer reviews;
- use dictionaries to better build my English vocabulary.

[illegible]