

READING

FACTS ABOUT AUSTRALIA

CAPITAL CITY	LARGEST CITY	POPULATION
 CANBERRA	 SYDNEY	 25 MILLION
NATIONAL LANGUAGE	SIZE	CURRENCY
 ENGLISH	 7,692,024 km ²	 AUSTRALIAN DOLLAR
CALLING CODE	MEDIAN AGE	ORIGIN
 +61	 37.3 YEARS	 1/4 OF AUSTRALIANS BORN OVERSEAS
MOST WIDELY USED AUSTRALIANISMS	GROWTH	SETTLEMENT
 "NO WORRIES", "ARVO", AND 'G'DAY"	1.8% YEAR AUSTRALIA IS GROWING FASTER THAN ANY OTHER COUNTRY IN THE OECD	85% ↑ OF THE POPULATION LIVES NEAR THE COAST

GENDER DISTRIBUTION	TOP 4 BIGGEST EXPORTS
 8.73 MILLION IN CAPITAL CITIES  8.61 MILLION  3.91 MILLION LIVING IN THE REST OF THE COUNTRY  3.89 MILLION	 32.8% Ores, slag, ash of total exports  25.8% Oil \$65,198,853,000  5.6% Gems, precious metals \$14,042,657,000  4.1% Meat \$10,476,584,000

Part 1 Australiana

Our English Unlimited FCE students share their top advice, tips and recommendations for new students coming to live in Australia:

Australia is an **exotic** and amazing destination. It's an easy-to-live place that is both relaxed and energetic. Well-known for **iconic** landmarks like the famous Opera House, it is also really attractive for its **diversity**. In fact, you will discover gorgeous natural **landscapes**, many beautiful beaches and people from all around the world.

Today we'll give you the most important advice about living in Australia and hopefully it will help you to enjoy each moment and have a special experience here.

Life in Australia

Australia is often considered the best country in the world to live in. We have a growing economy, low population, beautiful natural environment and people who always seem relaxed. We have a number of tourist attractions like the Opera House, Harbour Bridge, Uluru and the Great Barrier reef. Our beaches are some of the most beautiful beaches in the world.

A lot of people who visit Australia are surprised that it can be so expensive. Food, rent, clothing and housing are more expensive than many other countries. Australia is considered one of the most expensive countries in the world.

In small groups, compare life in your country with life in Australia. Discuss these points (and anything else you can think of!)

- Personality traits/vibe/lifestyle (relaxed, fast-paced, bustling, rushed, chilled, uptight, breezy, cultured, educated, vibrant, fun)
- Tourist attractions (natural, cultural, artistic, architectural)
- Cost of living (expensive, overpriced, affordable, cheap, fairly-priced)
- Economy (strong, weak, growing, flourishing, healthy, developing, struggling)
- Population (high, low, average, growing, declining, increasing)

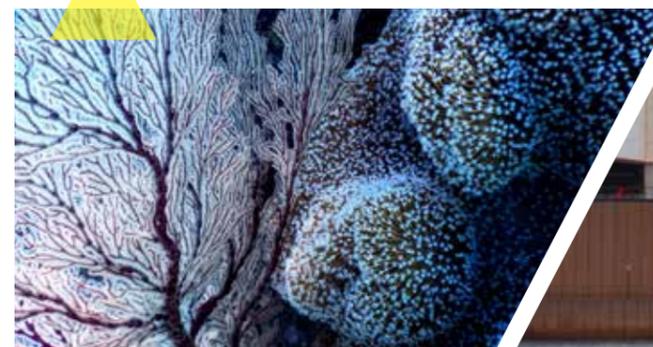
Use comparative structures and write down some interesting sentences to report back to the class afterwards.
Eg: Life in my city is much more fast-paced than life in Brisbane, where people are more chilled. In my city the tourist attractions tend to be more cultural, like art galleries and museums but Australian tourist attractions are usually more natural, like beaches.

Australian animals

Australia has more than 378 **mammal species**, 828 bird species, 4000 fish species, 300 species of lizards, 140 snake species, two crocodile species and around 50 types of **marine mammal**.

More than 80 percent of our plants, mammals, **reptiles** and frogs are unique to Australia and are found nowhere else. Some of our best-known animals are the kangaroo, koala, echidna, dingo, platypus, wallaby and wombat.

What are some unique animals in your country?



Special Places

- Australia has beaches for everyone. Beaches for surfing, beaches to have a good BBQ with friends, beaches to enjoy a beautiful sunset with your partner. Bondi, Coogee, Palm Beach, Tamarama, Maroubra and Bronte are just some of them.
- You can join **bushwalking** groups on Facebook, walk in Australia's national parks with new friends, have a barbecue together and visit waterfalls and lakes.
- Did you know the Opera House actually has over 40 shows a week, for kids and adults?
- Entire buildings are sightseeing locations - check out the Strand Arcade, the Queen Victoria Building, the Mitchell wing of the State Library and many more!
- You must attend the Vivid Festival around Circular Quay and Darling Harbour. That renewed site becomes a **dazzling** harbour - literally. White Night in Melbourne is an **equivalent** light festival not to be missed!

What are some special places to visit in your city?

Short Trips

Australia has a lot of places that you can visit and enjoy, but there are also beautiful **opportunities** to do some short trips...

- It's good to see kangaroos and wallabies in their natural **habitat** - go to Morisset Park, where you can get really close to them (but it is not recommended to give them food). It's a 2 hour train ride, so it's advisable that you go early.
- If you love wine, you can go to Hunter Valley and do a winery tour and try delicious wines and share good moments with friends or family.
- If you enjoy train trips and you want to know more about Australian life, you can take a train at Central station and go to Wollongong, Kiama or even Newcastle. These are smaller cities and towns where you can see amazing landscapes, be more relaxed and maybe even get to know some Aussies.
- If you like more extreme locations, go to the Figure 8 pools - you really will enjoy it!! It's a group of natural pools close to the sea and the view is astonishing, but please be careful because it's very **slippery**.

Have you been to any of these places? Or which ones would you like to visit? Are there any other places you would like to do a day trip to while you're here? Ask your classmates and see if you can make some plans together!



VOCABULARY

1. Cuppa

"a cup of tea."

2. Macca's

Macca's is the abbreviated version of McDonald's.

3. Arvo

This comes from the word "afternoon."

See ya in the *arvo* - see you in the afternoon.

Wanna come over this *arvo*? - Would you like to come over this afternoon?

4. Straya

Most native English speakers will pronounce all the syllables in "Australia," but we Aussies say "*Straya*" instead.

5. Footy

Aussies love their *footy*! For us, *footy* is *rugby*. Have you heard of rugby?

We love it so much that there are 4 major types. There's Rugby Union, Rugby League, AFL and Touch football. Beyond these, there are even more ways to play and leagues to join.

Don't get confused with the other football. We call this soccer (like the Americans do).

6. Biccys

A *biccys* can be a cracker, cookie (American) or a plain, slightly sweet round snack you eat with your tea. The most common *biccies* are Tim-Tams, choc-chip biccies and Tiny teddies

7. Choccy

Yum! Everyone loves chocolate, so here's how you talk about it in Straya - use the word *choccy*.

8. Choccy biccy

If you don't feel like a plain biccy, simply ask if they have a *choccy biccy*. That's a chocolate biscuit!

9. Devo

Devastated is often shortened to *devo*. In context, it would be used in this way:

The surf was bad this weekend. I was *devo*!

So, *devo* means really upset.

10. Defo

This word isn't related to *devo* at all. This is the shortened version of "definitely." For example:

Do you guys want to go camping this weekend?

Defo! Let's do it!

11. Servo

Now, I bet you're all used to hearing the noun "gas station." This is an American term. In Australia we call it the servo. (Short for service station)

12. Bottle-o

This is the abbreviation for a bottle shop (liquor store).

13. Tinny

In Australia, many of our beers are sold in cans. We call these *tins*. So, when you go to the Bottle-o, have a look for the famous

Tooheys New or Victoria Bitter (VB) *tinnies*.

Now, let's have a look at some occupations. There are many abbreviations for job titles. The most commonly abbreviated occupations are those which we have day-to-day contact with, meaning we see or interact with them very often.

14. Tradie

The word tradie comes from the full word "tradesman."

Tradesman is a noun for all those people who work doing a trade, or a job that requires particular skills. For example, electricians, plumbers and carpenters have trade jobs. We call these skilled workers *tradies*.

15. Postie

This is simple: A *postie* is a postman, someone who delivers our letters and parcels every day.

16. Muso

A muso is a musician. Anyone who plays in a band at a pub is referred to as a *muso*.

17. Cabbie

A *cabbie* is a cab driver or taxi driver. We usually refer to cabs as taxis in Australia...however we prefer to use the noun *cabbie* for the taxi driver. Americans use this term as well.

18. Brickie

A *brickie* is a tradie (tradesman) who works as a bricklayer. This type of skilled work involves laying bricks in floors, sidewalks and building walls.

19. Prezzie

The short version of the noun "present" (or gift).

20. Chrissie

You may be thinking that this is a woman's name. You're wrong. This is our word for Christmas! Start buying your *chrissie* prezzies before the stores are empty!

And finally... Avo

The greatest fruit in the world. The humble avocado (*avo*) can be eaten in many ways. I recommend it on toast. Before adding avocado...spread some Vegemite on the toast, add the *avo* and top it off with some thinly sliced cheese!

Once you've mastered that snack, you'll be even more of a true blue Aussie!

All right, now we've got a lot of new Aussie slang to learn here. Here most of the new words in a short story, to help you learn the words in context:

My mate Paolo invited me around to his house yesterday arvo for a quick cuppa. Paolo isn't from Straya, but he loves a good cuppa. I said to him, "mate, can we just go to Macca's? I really feel like a burger." After filling up at the servo, I put on the radio.

On the way to Macca's we invited some more friends. One was a cabbie, another was a postie. Paolo sometimes works as a muso down at the local pub.

We finally arrived at Macca's. I ordered a burger and fries and Paolo ordered chicken nuggets and a choccy biccy. After a while we started looking for some good Chrissy prezzies for our friends. We found the perfect prezzie, but when we tried to order it we found out that there weren't any left. Devo!

With a partner choose the correct word for the following Aussie scenarios and read them out loud (some might have more than one answer):

- "Hey mate, I'm a bit thirsty, can you pass me a _____ from the fridge?"
- "I've been eating unhealthy food all week, I can't spend any more money on _____!"
- "I need to stop at the _____ tonight to fill up the car."
- "Who needs a hot _____? It's been a long day."
- "My cousin is a _____ so he spends most of the day outside."
- "I stopped at the giftshop to buy a _____ for my sister's birthday."
- "I'm having _____ on toast with vegemite for breakfast. Should I make you some?"
- "Which _____ team do you support?"

Now watch this video on Youtube and see if you can remember any of the Australian slang before Josh does! 'How to speak Australian: Abbreviate Everything!'

S L A N G

READING

The best job in the world

In 2009, Tourism Australia **conducted** what many call the best tourism campaign ever made. Tourism Queensland promoted the Great Barrier Reef as a global tourism **destination** with a website encouraging people worldwide to apply for **The Best Job In The World**, to be a "Caretaker of the Islands." The job required someone to "house-sit" the islands of the Great Barrier Reef for half a year, based on Hamilton Island. Job benefits included a large salary, free **lodging** in a multimillion-dollar villa, and transportation there and around the islands. The application process required a web video to be submitted. The job duties listed were mainly related to publicity with web videos, **blogging**, and photo diaries. The submission web site crashed two days following the launch of the campaign because too many people visited and uploaded application videos to the site.

Over 35,000 applications were received from over 200 countries, and shortlisted to 16 finalists (including one chosen by an online vote). Finalists came from Australia (two), United States (two), United Kingdom, Canada, Ireland, the Netherlands, Germany, New Zealand, Taiwan, India, China, Japan, France and South Korea. Ten were male and their ages ranged from 20 to 39. The candidates were interviewed on the island starting 3 May 2009. The United Kingdom finalist Ben Southall, 34, a charity fundraiser and **ostrich-rider** was appointed as the new caretaker of the island on 6 May 2009.

Southall began living in Queensland after his six-month stay on the island had ended and is now an Ambassador of Queensland Tourism. Since then Ben has promoted adventure in Australia, attempting extreme challenges around the world including a 1600 km kayak along the Great Barrier Reef in 2011 and a number of marathons around the country. He set a world record to climb the tallest mountain in each Australian state (8) in the shortest ever time in April 2013 - the Aussie 8 **expedition** took eight days. His website bensouthall.com, follows his adventures around the planet. He has also written a book, *The Best Job in the World*.

Now, Tourism Australia have launched their brand new campaign offering jobs across the continent. Tourism Australia have not one, but six dream jobs available across the country. From **Outback Adventurer**, **Park Ranger**, **Wildlife Caretaker**, **Lifestyle Photographer**, to **Chief Funster**, there is a job to suit any taste and lifestyle. Would you like to work in one of the best jobs in the world? (adapted from tourism.australia.com)

1. Work in pairs and discuss the following questions:

- 1) How long was the "Caretaker" required to look after the islands of the Great Barrier Reef?
- 2) What happened to the submission web site after two days?
- 3) How many candidates for the position were female?
- 4) Name three adventures the article mentions Ben Southall has been on since he left the island.

2. Some people consider the following jobs as the best jobs in the world:

- Ice-cream taster
- Movie reviewer
- Bed tester
- Working at Google
- Holiday tester (paid to go on holidays and review the trip package)

Do you agree? Work with your team and note down the 5 best jobs in the world. Give your reasons why.

3. Look at the job vacancies below with a partner. Imagine you are applying for one of the positions. Tell them:

- Which one would you be interested in
- Why you think you would be good at the job
- What experience do you have?

NSW

Job name: Chief Funster

Duties:

- Review festivals and events
- Tweet, #tag and post your thoughts
- Be a Sydney VIP



MELBOURNE

Job name: Lifestyle photographer

Duties:

- Experience hidden secrets and share new trends
- Create city and country photo shoots
- Encounter local identities, designers and artists



SOUTH AUSTRALIA

Job name: Wildlife Caretaker

Duties:

- Wake up the kangaroos
- Swim with dolphins and sea lions
- Explore Kangaroo Island



QUEENSLAND

Job name: Park ranger

Duties:

- Check the water temperature
- Patrol the beaches
- Leave only footprints



NORTHERN TERRITORY

Job name: Outback adventurer

Duties:

- Journey through the Outback
- Meet the locals
- Discover exciting adventures



WESTERN AUSTRALIA

Job name: Taste Master

Duties:

- Eat your way around the state
- Forage out the finest produce
- Uncover the best bars and restaurants



THE BEST JOB

SPEAKING

Discourse markers

To contradict what I previously said

Mind you,
Still,...

Ordering or sequencing what we say

For a start, ...
In general, ...
Second/secondly, ...
And then, ...
In the end, ...
What's more, ...
First (of all)/firstly
Last of all/lastly, ...
Next, ...
On top of that, ...

For rephrasing/clarifying what we say

In a conversation, pay attention both to what we are saying and how the listener is responding. Sometimes we will rephrase things, depending on how the listener is responding.

Saying something in another way

Well, ...
I mean, ...
In other words, ...
The thing is, ...
What I mean is ...
You know ...
You know what I mean ...
You see, ...

Work in groups and choose a set of questions to discuss.

Try to use the Discourse Markers in your conversation:

- 1) Are you from a city or a town? Where is it located in the country? Can you describe the landscape? What is the climate like? Do you experience any extreme weather and how is it different from Australia?
- 2) Do you like city life or country life better and why? What type of architecture do you prefer (contemporary/ancient)? What makes an attractive city? If you travel, what is most important for you (weather, landscape, parties etc)?
- 3) What does your country produce? Does this have an impact on the land? If yes, what is it? Is recycling important in your hometown? What does Australia do to protect the environment? Is it different from your country?

Photo analysis:

Describe to your partner what is happening in the 3 photos your teacher has provided.
Using the vocabulary you have learnt today, try to create a verbal narrative using the 3 photos.

WRITING

Write a blog post on our EU blog. You have to talk about the best place you have visited. You have to describe what you liked about that place, the food you ate and the tourist attractions.

ACTIVITY

Apply for one of the jobs listed by Tourism Australia. In groups of three, make a video or online profile/blog to apply for the job. In your video remember to include:

- Which position you are interested in and why
- What would make you good for this position and what experience you have
- Information about you and your interests



TOURISM

VOCABULARY

Some **adjectives** can be added to word families (e.g. stereotypical) and are often identified by their endings. Typical adjective endings include:

1. **-able/-ible** understandable, capable, readable, incredible
2. **-al** mathematical, functional, influential, chemical
3. **-ful** beautiful, bashful, helpful, harmful
4. **-ic** artistic, manic, rustic, terrific
5. **-ive** submissive, intuitive, inventive, attractive
6. **-less** sleeveless, hopeless, groundless, restless
7. **-ous** gorgeous, dangerous, adventurous, fabulous

Sometimes when adding these endings changes have to be made. Here are some rules for forming adjectives and their exceptions:

Add	Exceptions	Noun	Adjective
-al	If ending with an 'e', drop it	nature function	natural functional
-y	If ending with an 'e', drop it	ice oil	icy oily
-ful	If ending with a 'y', replace with an 'i'	beauty peace	beautiful peaceful
-ous/-ious	If ending with a 'y', drop it	mystery danger	mysterious dangerous
-ic	If ending with a 'y', drop it	history rust	historic rustic

Forming adjectives from nouns and verbs

Adjectives can be formed from different words. They can be formed from **nouns**:

Noun	Adjective
accident	accidental
danger	dangerous
length	long
star	starry
wind	windy

From **verbs**:

Verb	Adjective
enjoy	enjoyable
help	helpful
obey	obedient
play	playful
talk	talkative

Or even from **other adjectives**:

Adjective	Adjective
comic	comical
correct	corrective
elder	elderly
red	reddish
sick	sickly

Examples of Forming Adjectives

- Our house colour is a kind of **yellow**. → We live in a **yellowish** house. **-ish** is also used in casual Aussie conversation. For example, I'm going to be **lateish**, See you at **sixish**, It was **okay-ish**.
- He often acts like a **child**. → He often acts in a **childish** way.
- The event was a big **success**. → We enjoyed a **successful** event.
- We enjoyed the sound of the drum's **rhythm**. → We enjoyed the drum's **rhythmic** sound.
- She adopted a dog without a **home**. → She adopted a **homeless** dog.
- Look out, that plant is **poison**. → Look out for that **poisonous** plant.
- It looks like it will **rain** today. → It looks like we'll have **rainy** weather today.
- Her hair is **pretty**. → She has the **prettiest** hair.

1. Word formation

1). Form adjectives from the following nouns:

- A. smell
- B. chill
- C. width

2). Form adjectives from the following verbs:

- A. interested
- B. amazed
- C. annoyed

3). Form adjectives from the following verbs. Some words may be formed into more than one adjective:

- A. escape
- B. improve
- C. damage

4). Form longer adjectives from the following adjectives. Some words may be formed into more than one adjective:

- A. funny
- B. incorrect
- C. blue

5). Form adjectives from the following nouns:

- A. magic
- B. baby
- C. pain

6). Form two adjectives from each of the following nouns:

- A. life
- B. power
- C. friend

7). Form adjectives from each of the following nouns:

- A. poison
- B. adventure
- C. mystery

8). Form adjectives from each of the following nouns:

- A. athlete
- B. photograph
- C. science

2. Put the words below in pairs of opposites

- modest •rude •calm •shy •cheerful
- lazy •generous •arrogant •hard-working •nervous
- patient •sociable •mean •polite •sensitive
- impatient •dishonest •miserable •thoughtless •honest

3. Match the words above with the sentences below

Start your sentences with: "People who... are..."

1. don't like spending money
2. don't talk about their abilities and achievements
3. are happy and smile a lot
4. don't consider how their actions affect others
5. don't talk easily to somebody they don't know
6. don't like working or making an effort

- 1). He's kind and He cares about others.
- 2). She always tells the truth. She's the most person I know.
- 3). Don't be You can't leave without saying goodbye!
- 4). You should be with children. They need time to do things.
- 5). Tom is not only helpful, but he's also He often gives us presents.
- 6). Even in difficult situations, mother tries to stay
- 7). I'm always before a test. I feel worried no matter how hard I have studied.

ADJECTIVES

VOCABULARY

Word cloud activity:

Before you begin the vocabulary workshop you will have 5 minutes to make a wordcloud of vocabulary related to body movements. You will have to do the activity again after the workshop. This will show you all the new words you have learnt.

Verb	Body Part	Definition	Example
nod	head	to move the head up and down (yes)	He nodded his approval of what the candidate was saying as he was listening.
shake	head	to move the head from side to side (no)	He shook his head violently to show his disagreement with what she was saying.
blink	eyes	close both eyes rapidly without conscious effort	He blinked rapidly as he tried to see in the bright sun.
glance	eyes	a quick look at something or someone	He glanced at the documents and gave his OK.
stare	eyes	to look at someone/thing for an extended amount of time.	He stared at the painting on the wall for over ten minutes.
wink	eye	close one eye rapidly with a conscious effort; like blink but intended only with one eye	He gave me a wink to signal that he understood.
smell	nose	to sense through the nose; to perceive scent	Roses smell wonderful.
sniff	nose	take air in through the nose, often to smell something	He sniffed the various perfumes and decided on Joy No. 4.
kiss	lips	touch with the lips	He sweetly kissed his wife as they toasted their fiftieth wedding anniversary.
whistle	lips / mouth	make a sound by blowing air through the lips	He whistled his favorite tune as he drove to work.
eat	mouth	to introduce food into the body	He usually eats lunch at noon.
mutter	mouth	to speak softly, often in a manner which is hard to understand	He muttered something about how difficult his boss was and went back to work.
talk	mouth	to speak	They spoke about old times and the fun they had had together as children.
taste	mouth	to perceive flavor with the tongue	It was the best food she had tasted.
whisper	mouth	to speak softly, usually without voice	He whispered his secret into my ear.
breathe	mouth	to respire; take air into the lungs	Just breathe that wonderful morning air. Isn't it fantastic!
bite	mouth	grip with the teeth and introduce something into the mouth	He took a big bite out of the fresh apple
chew	mouth	grind food with the teeth	You should always chew your food thoroughly before swallowing.

Verb	Body Part	Definition	Example
point	finger	spot or show something with the finger	He pointed to his friend in the crowd.
scratch	finger	scrape the skin	If something itches then you probably need to scratch it.
kick	foot	strike with the foot	He kicked the ball into the goal.
clap/applaud	hands	applaud, bringing both hands together to create a sound	The audience clapped enthusiastically at the end of the concert.
punch	hands	to hit with a fist	Boxers try to knock out their opponents by punching them in the face.
shake	hands	move something back and forth whilst holding it	He shook the present to see if he could understand what was inside
slap	hands	hit with an open hand	Don't ever slap a child, no matter how angry you become.
smack	hands	similar to slap	He smacked the table hard to emphasize the point he had just made.
shrug	shoulder	raise the shoulders, usually to show indifference to something	He shrugged when I asked him to explain why he had arrived late.
stub	toe	to kick your toe into something	He stubbed his toe on the door.
lick	tongue	pass the tongue across something	He licked his ice-cream cone contentedly.
swallow	throat	send down the throat, eg: food	He swallowed his food even though he wasn't hungry.



Body Movements Quiz

Use one of the verbs from the chart to fill in the gap for each of these sentences. Be careful with verb conjugation.

- Just relax, _____ through your mouth and think about happy times.
- He just _____ his shoulders and walked away.
- _____ your secret into my ear. I won't tell anyone. I promise!
- We _____ hands before we began the meeting yesterday.
- Try to _____ the ball into the goal of the other team, not ours!
- If you put so much food into your mouth you won't be able to _____.
- She _____ at her friend, letting her know that this was a joke.
- I couldn't understand what he was saying because he was _____.
- She _____ the sauce and decided it needed some more salt.
- I don't like to _____ into other people's eyes for too long. It makes me nervous.

MOVEMENTS

READING

Shopping

Psychology of shopping

Have you ever gone to a shopping centre and got lost? Have you ever gone to the shops for milk and come back with 10 other items? How does that happen? Everyday English have found out the psychological secrets of shopping centres.

Supermarket Essentials

Do you know why everyday essential items (also known as *daily* staples, eg: bread and milk) are kept right at the back of supermarkets? This is so that you have to walk around the *entire* store and pick up items that you hadn't planned to buy. The long walk to the back makes us look at all the other items in the store and increases the chances of buying more products. The same goes for shopping centres, have you ever wondered why it is so hard to find the exit in a shopping mall? When you go shopping for a *specific* item but you don't know which store to buy it from, you likely spend more time than expected searching and you've probably passed through several boutiques, all with specials and promos and you might have already bought an item or two, before finally purchasing what you really need and eventually locating the exit. Shopping centres are *typically* all set up in a similar way, so that you have to walk past the maximum amount of shops to get the next escalator or find a bathroom or the food court.

Inside the boutique

Have you ever noticed how clothes are *neatly* folded on tables in stores and the shop assistants have to spend all day tidying and re-folding the clothes after customers have touched and unfolded the *perfectly* stacked clothes? It seems like such a waste of time for the staff but there are actually some good reasons for it. First, the retailer wants you to touch the garment. If you like the feel of the fabric, then you become more emotionally attached to the garment and are more *likely* to buy it. Second, folded clothes make us curious, we want to know what the rest of the garment looks like, so we unfold it, feeling the texture in the process. If the garment feels good to the touch, a sale is more likely.

Sales and Promotions

People love sales and special discounts because it makes them feel like they're saving, not spending. People often return from sales with items they wouldn't *normally* buy because they got so caught up in the feeling that they were getting a good deal, that they bought things they don't really want or need.

They put the high profit items in the front of the store

Have you ever walked into the grocery store and *immediately* seen things like baked goods, flowers, and stuff like that? There's a reason. Bread and flowers make grocery stores the highest profits. They draw your eyes to these items because they smell and look good in hope that you'll buy them. Not all stores practice this but most grocery stores will. It's all about putting your biggest money maker up front first!

The most profitable items are put on eye-level

Stores, especially supermarkets, will put the more *desirable* and *profitable* items at eye level so that you'll see them more *easily*. However, the cheapest products are usually placed out of sight on the lower shelves so that you are more likely to spend more buying the products you can easily see, instead of the *inexpensive* items.

Scents

Scents, or smells, are known to create certain responses in shoppers, encouraging them to be more likely to spend a long time in a shop, spend more money on an item or buy a specific kind of item because we *subconsciously* connect it with the product, coconut scents in a swimwear department for example.

Colours

Colour is so *important* when we're discussing the psychology of shopping. Colour is considered when designers are creating everything from logos and products to websites and the design of the store itself. Blue is believed to create a sense of security and trust, green makes people feel *relaxed* and *rich* so they are more likely to spend their money. Yellow catches the attention of shoppers while purple is seen as calming and often used in beauty products. Think of the logos of a few brands you know, what colours do they use? Do you think those colours accurately represent the brand?

Comprehension questions:

1. What are 'staples'? Why are they put them at the back of stores?
2. Why are supermarket exits so hard to find?
3. What are garments? Why are garments often folded?
4. Why do most grocery stores put flowers and baked goods up the front?
5. Where are profitable items placed in supermarkets? Why?
6. How many different words for 'shop' can you find in the article?
7. What scent might you find in a swimwear department? Why?
8. Which colour makes people feel they can trust the brand?
9. Which colour makes people feel calm?
10. Which colour makes people feel rich and like they want to spend their money?

Look at the bold words in the text. Do you know what they mean? Divide them into Adjectives (Adj) and Adverbs (Adv) and discuss the meaning with your partner. Check any words you don't know in an online learner dictionary (Like Cambridge, Oxford or Merriam-Webster).

Discussion questions:

1. Have you ever heard of the psychology of shopping before? What else do you know about it?
2. Do you think that the things mentioned in the article affect your choices when you are shopping? How?
3. Are you an impulsive shopper or do you carefully consider your purchases?
4. Do you prefer to shop online or buy things in stores? Why?
5. Do you think that similar psychological methods are used to influence our spending habits when we shop online?
6. Do you buy things when they are on sale or are you happy to pay full-price?
7. Do you buy discounted items or things on special at the supermarket? (eg: 2 for the price of 1 promotions).
8. Do you usually research and read reviews before you buy expensive things?
9. What is one thing you've bought that you were really happy with?
10. What is one thing you've bought that you wish you hadn't wasted your money on?



YELLOW
> OPTIMISTIC AND YOUTHFUL
OFTEN USED TO GRAB
ATTENTION OF WINDOW
SHOPPERS



RED
> ENERGY
INCREASES HEART RATE
CREATES URGENCY
OFTEN SEEN IN CLEARANCE
SALES



BLUE
> CREATES THE SENSATIONAL
OF TRUST AND SECURITY
OFTEN SEEN WITH BANKS
AND BUSINESSES



GREEN
> ASSOCIATED WITH WEALTHY
THE EASIEST COLOR FOR THE
EYES TO PROCESS
USED TO RELAX IN STORES



ORANGE
> AGGRESSIVE
CREATES A CALL TO ACTION:
SUBSCRIBE, BUY, OR SELL



PINK
> ROMANTIC AND FEMININE
USED TO MARKET PRODUCTS
TO WOMEN AND YOUNG
GIRLS



BLACK
> POWERFUL AND SLEEK
USED TO MARKET LUXURY
PRODUCTS



PURPLE
> IS USED TO SOOTHE & CALM
OFTEN SEEN IN BEAUTY OR
ANTI-AGING PRODUCTS



SHOPPING

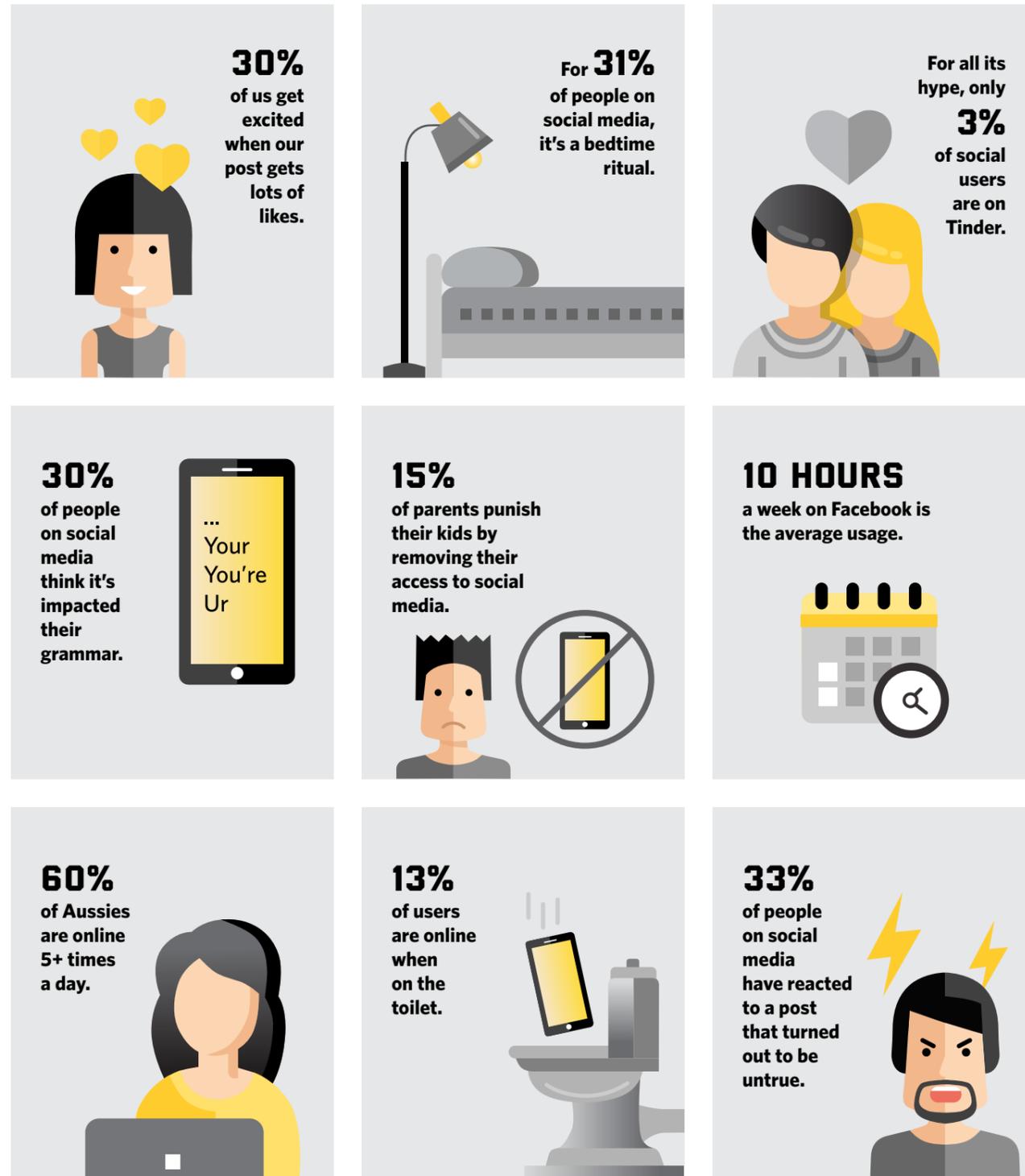
Topic: Social Media

Speaking: Discussion:

- Do you use social media?
- How many media accounts have you had in your life?
- Which sites (or 'platforms') do you currently use?
- What are your main reasons for using social networking sites?
- What kind of content do you like to share?
- What kind of things do you like to see on social media?
- When do you use social networking sites? How often do you use them?

Look at the infographic below and discuss the social media habits with your group. Do you have similar habits? If not, what do you do instead?

(Source: 2018 Yellow Social Media Report)



READING

Social media, as we know it today, began as a site called Six Degrees in 1997. Similar to most social networking sites these days, users created a profile and made friends with other users. Six Degrees was based on the **idea** that everyone in the world is linked by a maximum of six degrees of separation. You have probably experienced this yourself, have you ever noticed two of your friends were connected online but you had no idea that they knew each other? Does a friend of a friend of yours know someone famous? These are examples of six degrees of separation.

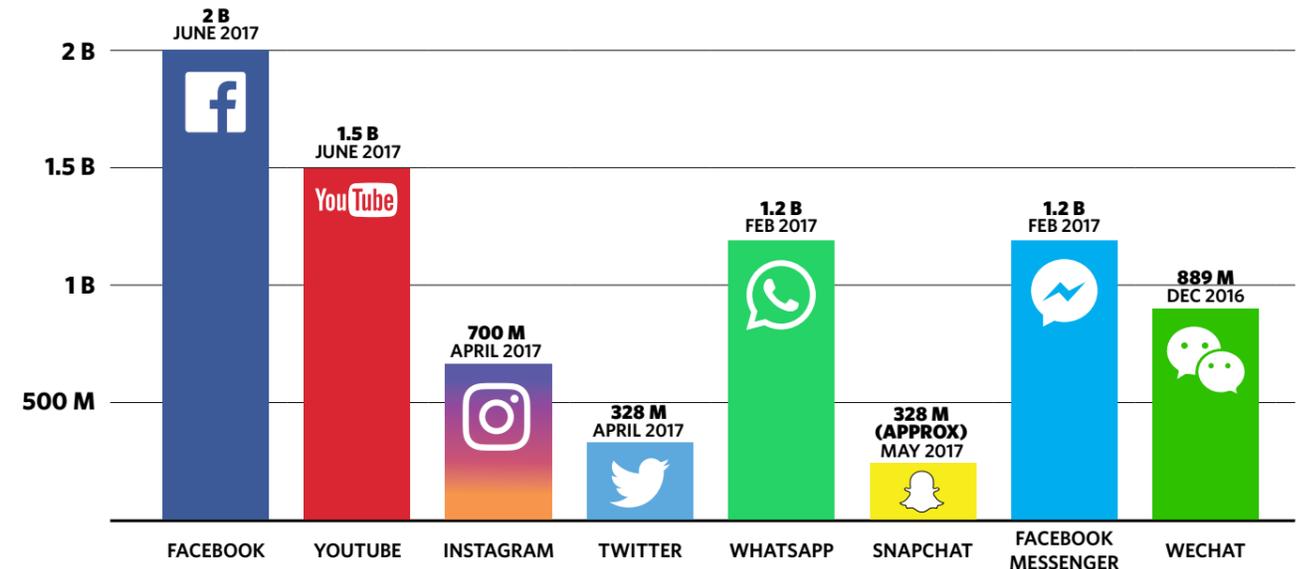
These days, it seems like everyone is connected online, and with 2.6 billion social media users in 2018, that's just about right! In Australia, around 79% of people use social media so there's a good chance that you are friends with your mother, boss and next door neighbour online. We follow celebrities' daily lives on Instagram or Snapchat and feel like we are somehow a part of their worlds - sometimes they might even reply to our comments, which would probably give us a huge buzz! That 'buzz' is the key to why social media has become so successful, we when we get a like, comment, request or notification, our brains produce dopamine - the chemical responsible for the feeling of **pleasure**, as well as making us **curious** about new ideas and searching for information. So the dopamine causes us to spend more time being curious about our friends' lives and looking for new information or updates online. How often do you find yourself refreshing **your social media feed** to see if there are any new posts or anything interesting for you to see, even when you have told yourself you are going to get off your phone and do something else? Maybe you are not in control of your social media use **after all**?

Digital natives, people who were born in the late 1990s or later, have grown up with social media as a natural part of their lives. Because of this, they might be less **conscious** of how much they use these sites than digital migrants (born mid-1990s or earlier), who have experienced life both before and after social media became so popular. Are you a digital native or a digital migrant? Either way, you probably use social media on a daily basis and maybe more than you think you do! A 2018 survey done by Australian marketing services company, Sensis, found that users generally spend around 10 hours a week on Facebook. Does that seem like a lot to you, or about right? These **numbers** were based on the average time spent on Facebook per visit (around 16 minutes **multiplied** by the average number of times people check the site per day). Does your phone have a function for checking how much you use each application?

But why are we so **addicted to** social media? According to the Yellow SM Report 2018, the top reasons that we use social media are to connect with family and friends or catch up on their lives through their posts, share or watch videos or photos, keep up to date with news and current events and to meet people with similar interests. However, businesses also use social media to **communicate with** their customers and try to make sales. This means, not only is so much of our contact with friends and family done through social media these days, but we also shop based on social media advertising and business pages. As a result, it can sometimes seem that our whole world is connected through social media, and without it we would be lost - it can feel like we need it.

So, what do you think - is social media causing more **negative effects** than positive ones?

Does any of the information in this article surprise you?



Comprehension Questions:

1. What was Six Degrees? Why was it named six degrees?
2. How many people worldwide use social media these days?
3. What is a digital native?
4. What is a digital migrant?
5. How is the way that individuals use social media different from the way businesses use it?

Match some of the bold words from the text with the following definitions. Are they verbs, nouns, adjectives or adverbs?

1. the social media posts that you see when you are on your social media account, eg: your friends' posts _____ V/N/Adj/Adv
2. one number by another number, eg: 7 x 12 _____ V/N/Adj/Adv
3. feeling of happiness, a good feeling _____ V/N/Adj/Adv
4. feeling like you want to know something _____ V/N/Adj/Adv
5. said when something is different to our expectations _____ V/N/Adj/Adv

VOCABULARY - FOOD

Condition

fresh - Sushi always requires fresh fish.

ripe - Make sure the bananas are ripe so I can use them in the cake.

rotten - This meat smells rotten. I think we should throw it away.

off - I'm afraid this milk tastes off.

raw - Sushi is made from raw fish as well as vegetables, seaweed, and rice.

stale - this bread is has gone stale.

undercooked - The undercooked salmon was still raw in the centre.

unripe - Many types of fruit are picked unripe and become ripe as they are shipped.

overcooked - The broccoli was overcooked. It should have been crispier.

Verbs

bake - I'll bake a cake for her birthday party.

boil - You should boil these potatoes for forty-five minutes.

cook - What would you like me to cook for dinner?

fry - I usually fry some eggs and bacon on Saturday mornings.

grill - During the summer I like to grill meat outside.

heat - Heat up the soup and make some sandwiches.

microwave - Microwave the macaroni for three minutes and eat.

poach - Jennifer prefers to poach her eggs.

roast - Let's put this in the oven and roast it for two hours.

steam - The best way to cook many vegetables is to steam them for a few minutes.

Quantities

bar/block - Melt one bar of butter for the sauce.

litre - I'll put a litre of water on to boil for the pasta.

loaf - I bought three loaves of bread at the supermarket.

lump - Put a lump of butter on top of the casserole to make it tasty.

piece - Would you like a piece of cake?

pint - I drank a pint of ale at the pub.

portion - Have you eaten a portion of vegetables today?

slice - Please put three slices of cheese on my sandwich.

spoonful - Add two spoonfuls of sugar to sweeten.

Taste

bitter - The black coffee was very bitter. I had to put some milk and sugar in it.

bland - This sauce is very bland. It doesn't taste like anything.

creamy - I enjoy eating creamy tomato soup on cold winter days.

mild - The curry didn't have much chilli in it. It was very mild.

salty - The sauce was much too salty. I think you should add some water and boil it down.

savoury - Savoury crackers with cheese make a great snack.

sour - Lemons are very sour!

spicy - Greg enjoys eating spicy Mexican food.

sweet - The cherry pie wasn't too sweet. It was just right.

tasteless - The vegetables have been cooked for too long. They're tasteless.

Texture

crisp - The apple was crisp and delicious.

crunchy - Granola is a very crunchy type of breakfast cereal.

tough - The steak was very tough. I could hardly chew it!

tender - The lamb was so tender that it seemed to melt in my mouth.

soft - These potatoes were cooked for too long. They're very soft.

hard - The bread was so stale that it was rock hard.



FOOD

Types

barbecue - Do you enjoy barbecues during the summer?

buffet - We went to an Indian buffet and had all we could eat.

picnic - Let's have a picnic in the park and enjoy the good weather.

snack - You should eat a snack at four, but don't eat too much.

TV dinner - TV dinners are disgusting but fast.

Eating and Drinking

bite - Don't bite off more meat than you can comfortably chew.

chew - You should chew each bite well before you swallow.

swallow - If you swallow too much you might choke on your food.

sip - It's best to slowly sip a cocktail rather than gulp it down.

skull - He skulled a glass of water after he finished the job.

scoff - He scoffed the meal because he was very hungry.

Preparing Drinks

add - Add two shots of whiskey and some rum.

fill - Fill the glass with ice.

mix - Mix in a teaspoon of sugar.

pour - Pour your drink over ice cubes.

shake - Shake the drink well and pour into a glass.

stir - Stir the ingredients well and enjoy with your favorite seafood.

CHAPTER 10

Social Media

1 Vocabulary Activity

Match the new vocabulary on the left with the definitions on the right.

- | | |
|----------------------------------|--|
| 1. concept | • addicted to |
| 2. pleasure | • the social media posts that you see when you are on your social media account, eg: your friends' posts |
| 3. curious | • one number by another number, eg: 7 x 12 |
| 4. your social media feed | • numbers, statistics |
| 5. after all | • feeling of happiness, a good feeling |
| 6. aware | • damage, negative effects |
| 7. figures | • idea or principle |
| 8. multiplied | • feeling like you want to know something |
| 9. engage with | • when you know something, notice something is present |
| 10. harm | • to attract someone's attention or interest (especially on social media) |
| 11. hooked on | • said when something is different to our expectations |

Now find which words in bold in the reading on page 79 could be replaced with the new Vocabulary.

2 Fill in the blanks

Engage with and hooked on are verb-preposition combinations. Can you find the dependent prepositions that link with the following words?

- Be responsible _____ something/someone
- Search _____ information
- Be aware _____ something
- Be based _____ something
- Be curious _____ ideas
- Connect _____ someone

Use the combinations above to write example sentences. Use the ideas below to get you started:

- I feel responsible _____
- I often search _____ information about...

3 Discuss

How do you think social media can be improved in the future? What would you change about it? Discuss your ideas in small groups and present your ideas and reasons to the class.

4 Discuss

Look at these statistics from the Yellow Social Media Report 2018 regarding when we use social media. Do you think it's healthy to use social media or other technology at these times? Why/why not? How do your habits compare?

Set yourself a **challenge** regarding your social media use. Is there something you'd like to change? Maybe you'd like to post more photos? 'Edit' your friends list? Restrict the times of day when you use social media? Have a social media free day each week? Decide on your challenge, how long you want to do the challenge for (7-21 days is the recommended amount), and tell your classmates your plan.

WHEN WE USE SOCIAL NETWORKS	
71%	In the evening
57%	First thing in the morning
47%	Lunchtime
47%	Breaks
39%	Last thing before I go to bed
21%	During work
18%	Commuting

5 Extension Activities:

1. What is a meme? How do you pronounce it? Do you think memes are funny? Do you ever look at memes in English? Have you ever created a meme? Using your phone, create a meme in pairs and show your classmates.

2. What is planned obsolescence? Do you think it's real? Why would tech companies do that?