

**SOLUTIONS UPPER-INTERMEDIATE 5**  
**UNIT 9: CONSUMERISM**

**9F**

**PEGAH BAHOJB GHASEMI**

9E

Word Skills

## Money idioms

*I can use money idioms.*

### 1 Complete the sentences with the correct words.

- 1 How much did you pay for that jacket? What a \_\_\_\_\_-off!
- 2 If I weren't so \_\_\_\_\_, I could afford to come out tonight.
- 3 Vic used to be \_\_\_\_\_ off before his business failed and he lost everything.
- 4 Do you think it's possible to be \_\_\_\_\_ up, but still be very happy?
- 5 You can often buy fruit and vegetables dirt \_\_\_\_\_ at the weekly market.
- 6 My family aren't exactly \_\_\_\_\_ in it, but we live quite comfortably.

## 2 Match the sentence halves.

- |  |                          |
|--|--------------------------|
| 1 I'll have to tighten my                        | <input type="checkbox"/> |
| 2 You'll never make ends                         | <input type="checkbox"/> |
| 3 After living hand to                           | <input type="checkbox"/> |
| 4 Very few people make                           | <input type="checkbox"/> |
| 5 Ben's careful with money so he's never been in | <input type="checkbox"/> |
| 6 We had to pay                                  | <input type="checkbox"/> |
| 7 I often dream about living in                  | <input type="checkbox"/> |
- 
- a the red for very long.
  - b mouth for years, she finally became a successful writer.
  - c a fortune through playing the lottery.
  - d belt next month or I'll soon run out of money.
  - e the lap of luxury, but it's unlikely to happen.
  - f meet if you spend more than you earn.
  - g through the nose for the concert tickets, but it was worth it!

**3 Tick the pairs of idioms that have a similar meaning.**

- 1 live hand to mouth / be well off
- 2 be rolling in it / live in the lap of luxury
- 3 be hard up / be a rip-off
- 4 make a killing / make a fortune
- 5 be broke / be in the red
- 6 make ends meet / pay through the nose
- 7 be dirt cheap / tighten one's belt

#### 4 Complete the text with idioms from exercise 3.

Many common idioms have interesting origins which can help to explain their meanings. For instance, <sup>1</sup> \_\_\_\_\_ apparently replaced the former 'be dog cheap' to indicate something of very little value. <sup>2</sup> \_\_\_\_\_ comes from the accounting practice of using that colour ink for debts and black for credit. <sup>3</sup> \_\_\_\_\_ may also come from accounting, when the 'ends' or bottoms of the columns for the incomes and expenses were the same amount, or 'met', showing that more wasn't being spent than was earned. <sup>4</sup> \_\_\_\_\_ comes from prison slang, in which 'rip' means 'steal', so someone who does this to others is a thief. <sup>5</sup> \_\_\_\_\_ apparently dates back to a 16th century famine when people were so poor that any food they got was eaten immediately so that no one else could have it. <sup>6</sup> \_\_\_\_\_ is thought to date from the Great Depression of the 1930s, when hungry Americans lost so much weight that their clothes became loose.



### **VOCAB BOOST!**



Try to find out the literal meaning of idioms to help make them more memorable. Often, although not always, this meaning has a logical or metaphorical connection to the meaning of the idiom.

5 Read the *Vocab boost!* box. Then match the idioms and their literal meanings (1–4) with their actual meanings (a–d).

1 **to be born with a silver spoon in your mouth**

Spoons are often given to babies as presents. Silver used to be an expensive metal and it's probable that richer children were given silver spoons.

2 **a cash cow**

This is a metaphor for a dairy cow, which produces milk.

3 **to live on the breadline**

In America during the Depression, people would wait in line to be given free food, paid for by the government.

4 **money for old rope**

The original meaning for this term meant to make money by selling something that has been used and ought to be worthless. It comes from the days of sailing ships, when sailors would cut damaged rope into shorter, undamaged lengths to sell on land. At sea, long ropes are needed, but on land, shorter lengths were still useful and could be sold.

a to be very poor

b to make money for very little effort

c to be privileged

d business or invention that returns a good level of profit every year

**6 Check the meaning of these idioms in a dictionary.**

**1** feel the pinch

**2** cost the earth

**3** work for peanuts

**4** cost an arm and a leg

**5** keep your head above water

**6** put your money where your  
mouth is



The New York Times CRITICS' PICK

# A BRONX TALE

BROADWAY'S NEW HIT MUSICAL

"A COMBINATION OF PERSEY BOYS & WEST SIDE STORY."

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EXPRESS EXPRESS EXPRESS EXPRESS

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Keep The Secrets

BROADWAY SPRING 2018

# HARRY POTTER

THE CURSED CHILD

HARRY POTTER THE PLAY.COM



COME FROM AWAY



Disney

SHIBUYA

TDK



ALLERGA ALLERGA

Enjoy a moment of sunshine.

Bring more life to your i

JOHN LEGAL

WAGO

#YOURMOVE



McDonald's Restaurant

OPEN 24 HOURS



McDonald's Restaurant

OPEN 24 HOURS

CHANGE MONEY | ATM

MONEY EXCHANGE

CHANGE MONEY | ATM

MONEY EXCHANGE



Beautiful

SHIRTS + LUGGAGE

EXPRESS EXPRESS

SHIRTS + LUGGAGE

EXPRESS EXPRESS

SHIRTS + LUGGAGE

EXPRESS EXPRESS

SHIRTS + LUGGAGE

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SHIRTS + LUGGAGE

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# ADVERTISING

**1 SPEAKING** Work in pairs. Discuss the questions.

- 1 What do you think the purpose of advertising is? Can it have more than one purpose?
- 2 In what ways do you think people are influenced by advertising?



PLAYING WITH OUR

EMOTIONS

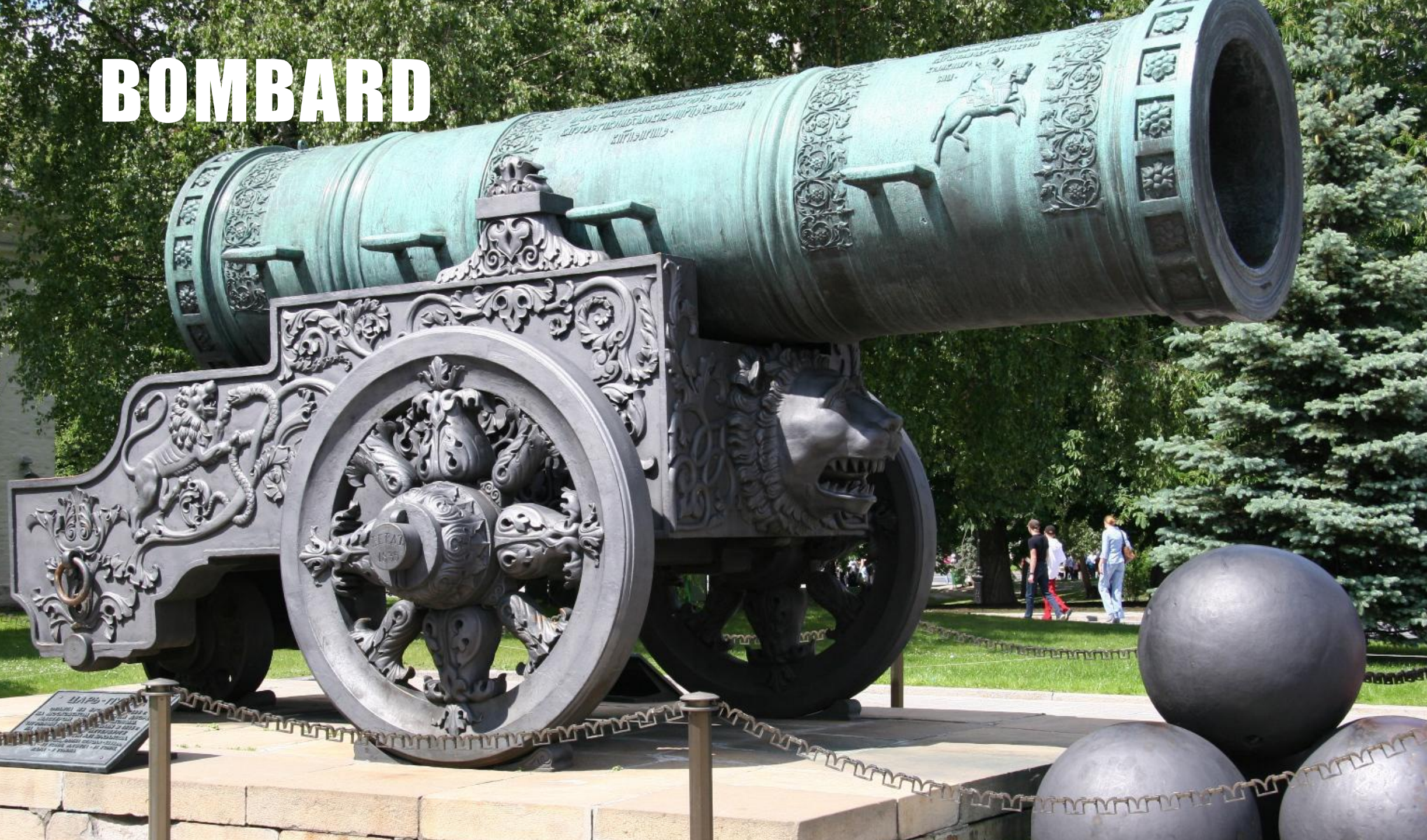
2 Read the article. Do you agree with the conclusion of the article?





Историческая справка  
Эта пушка была отлита в 1586 году в Москве на Пушкарском дворе. Она имеет длину 12,5 м, диаметр дула 150 мм. На ней выгравированы различные надписи и изображения, в том числе герб Московского княжества. Пушка была использована в боях с крымскими татарами в 1591 году.

# BOMBARD







**SPLASH OUT: SPEND MONEY FREELY.**





# New Product Launch

**A PRODUCT LAUNCH**  
**REFERS TO A BUSINESS'S**  
**PLANNED AND**  
**COORDINATED EFFORT TO**  
**DEBUT A NEW PRODUCT**  
**TO THE MARKET AND**  
**MAKE THAT PRODUCT**  
**GENERALLY AVAILABLE**  
**FOR PURCHASE.**



# New Product Launch



**McDonald's**



**i'm lovin' it**

**JINGLE: A SHORT  
SLOGAN, VERSE, OR  
TUNE DESIGNED TO  
BE EASILY  
REMEMBERED,  
ESPECIALLY AS  
USED IN  
ADVERTISING.**



**i'm lovin' it**



**ENDORSE: RECOMMEND  
(A PRODUCT) IN AN  
ADVERTISEMENT.**



Ask an advertiser what their job involves and they'll probably tell you that they prepare the **launch** of new products and then inform **consumers** about them. Surprisingly, many consumers are willing to accept this explanation because they think that shopping is a rational activity. <sup>1</sup> \_\_\_\_\_ As a result, advertisers bombard us with images and messages that try to create an emotional link between us and their **brands**. To encourage consumers to splash out on their products, advertisers divide society into groups, and **commercials** with different emotional messages are created and targeted at each group. <sup>2</sup> \_\_\_\_\_ Caring parents are persuaded to buy medicines and toiletries for their children by people dressed in white coats who use 'facts' to demonstrate that their products have passed a number of 'tests' easily. Are they doctors, dentists, or scientists? Who were the 'tests' done by? We are never told and we never ask, which is exactly what advertisers want, otherwise we would discover that there is little scientific evidence to support their claims.

<sup>3</sup> \_\_\_\_\_ Commercials for 'cures' for grey hair, wrinkles and skin problems are a perfect example. A serious-looking grey-haired man looking sadly in the bathroom mirror suddenly finds himself on a beach with an attractive woman once he has stocked up on the advertiser's product and dyed his hair. The same positive transformation occurs in young people's social lives when they use the 'right' product. The message is clear: use our goods and you'll enjoy life. Music is also used to connect with our emotions. **Jingles** often accompany TV and radio commercials, but they aren't added just to make them more attractive. What the jingles do is activate our memories. Go into any nursery class and you'll find young children learning the alphabet or multiplication tables in maths by singing or chanting. Teachers have known for years that singing short sentences helps us



memorise things and advertisers use simple songs to help us remember the names of products. They don't even mind if the jingle annoys us. Annoying jingles have been shown to stay in our memories for longer than tunes that we actually like.

Advertisers are also willing to invest large sums of money in promoting brands by getting famous people to provide **endorsements** for their products. The media has converted sport, music and entertainment celebrities into heroes and many of them are admired and respected for the success that they have achieved. Advertisers know that people rarely talk about what their perfumes or trainers are made of, but do discuss Mila Kunis's great new film, Lionel Messi's latest fantastic goal, or Shakira's recent amazing concert. In other words, people talk about emotional experiences and advertisers hope that the people who produce these emotional experiences will increase the popularity of their brands dramatically.

Our emotions are constantly being studied by advertising agencies as they search for new ways to manipulate them. A study of car owners that took place a few years ago discovered that the owners talked about their cars in the same way as members of a cult: a small, sometimes secret group whose beliefs are considered strange and extreme by other people. As a result, advertisers studied cults and found out that their members were looking for something to belong to and a meaningful life. 'Could they turn brands into cults?' the advertisers asked themselves. <sup>4</sup> \_\_\_\_\_ And people's emotional connection to brands can also be found in the real world. Walk along any city street and you'll find people dressed in clothes covered in manufacturers' **slogans** like Nike's 'Just do it' and **logos** such as Adidas's three stripes. Perhaps the answer to the advertisers' question is 'Yes, they can.'

## **Reading Strategy**

Read the missing sentences carefully before you match them with the gaps in the text. Look at the parts of the text before and after each gap, and try to find words that may link them to the sentences, for example synonyms, paraphrases, opposites, or pronouns.

**3** Read the **Reading Strategy** and the article again. Match sentences A–F with gaps 1–4. There are two extra sentences.

- A The internet is full of websites where brand fans can go online and talk with other fans about their enthusiasm for the products they buy.
- B After more research, the advertisers' answer to that question was a clear 'yes'.
- C Adverts aimed at tired working mothers show super-women who are completely in control of their families and professional lives thanks to the products they use.
- D However, contrary to what most of us believe, when we go shopping we are controlled by our hearts, not our heads.
- E They know that most consumers know exactly what they want before they go shopping.
- F Advertisers take unpleasant problems and make them seem far worse, but then offer miracle solutions for them.

4 Read the article again and tick ✓ the advertising techniques which are mentioned. Then number them in the order they are mentioned.

- 1 Music is used to help us remember products.  \_\_\_
- 2 A slogan is repeated and repeated during an advertisement.  \_\_\_
- 3 Advertisers try to link their products to the success of others.  \_\_\_
- 4 Advertisers appeal to our finances by making special offers of giving away free gifts.  \_\_\_
- 5 Unimportant difficulties are given importance and then solved.  \_\_\_
- 6 We are told that by using certain products we will appear richer and more successful than others.  \_\_\_

- 5 **VOCABULARY** Complete the sentences (1–8) with the highlighted words from the article in the correct form.

### Advertising

- 1 'Impossible is nothing' was first said by the boxer Muhammad Ali and then used as an advertising \_\_\_\_\_ by a sports company.
- 2 Today, \_\_\_\_\_ want more information about what is in the products that they are buying.
- 3 I hate the \_\_\_\_\_ from that advert, but I can't help whistling or humming it all the time!
- 4 That actor gives more \_\_\_\_\_ for products in adverts than he makes films!
- 5 I've stopped watching films on TV because of all the \_\_\_\_\_ that interrupt them.
- 6 The supermarket's own \_\_\_\_\_ are cheaper than the well-known ones.
- 7 They invited the press to the \_\_\_\_\_ of the company's new range of computers.
- 8 They have put the sponsor's name and \_\_\_\_\_ across the players' shirts.

**6 SPEAKING** Work in pairs. Discuss the questions.

- 1 Which advertising methods mentioned in the article do you think are the most effective with teenagers? Why?
- 2 Would you like to work in the advertising industry? Why? / Why not?
- 3 Have you ever bought something because you saw it advertised? What do you think made you buy it?

**7 PROJECT** Work in pairs. Prepare an advert for a real or imaginary product. Decide who the product would be aimed at. Say what advertising techniques and media you would use. Vote for the best advert in the class.

**ASSIGNMENT:  
WORK BOOK 9F  
SUMMARY**

**DEADLINE: SATURDAY**