

SOLUTIONS UPPER-INTERMEDIATE 5
UNIT 9: CONSUMERISM
9G

PEGAH BAHOJB GHASEMI

9F

Reading

The history of the shopping mall

I can understand a text about the design of shopping malls.

Revision: Student's Book page 102



1 Match the words below with the definitions.

brand commercial consumer endorsement
jingle launch logo slogan

- 1 A short song or slogan that is used in TV and radio adverts. _____
- 2 A symbol used by a company to identify its products.

- 3 The act of saying that you support or approve of somebody or something. _____
- 4 A type of product made by a company with a particular name. _____
- 5 An event to introduce something new. _____
- 6 A short phrase that is easy to remember, often used to advertise a product. _____
- 7 An advertisement that is broadcast on TV or radio.

- 8 A person who buys goods or services. _____

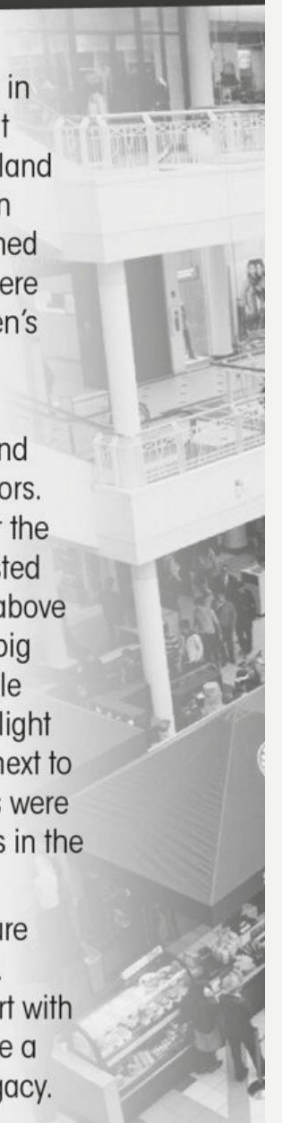
THE *kings* OF THE SHOPPING MALL

It was on 22 March 1954 that the world's first shopping mall, Northland, opened. Built in a suburb of Chicago, USA, the designer of Northland, Victor Gruen, told the press that it was the 'shopping centre of the future'. Gruen was half-right, because although Northland was the world's first purpose-built shopping centre, it was his next design, Southdale in Minnesota, that became the model that architects all over the world would copy. Opened two years after Northland, Southdale was the first shopping centre where the shops were enclosed in one enormous building, and shopping mall architects have followed Gruen's model ever since. ¹__

However, if Victor Gruen invented the mall, businessman Alfred Taubman perfected it. Taubman took Gruen's design and added a few rules to encourage consumers to spend as much money as possible. Taubman decided that shops should only occupy two floors. Furthermore, the escalators to move shoppers between the floors should always be at the two ends of the mall, forcing people to walk past all the shops on a floor. He also insisted on glass safety barriers on the first floor, allowing consumers to easily see the shops above and below them, and on opening up the front of shops completely by removing their big glass windows. ²__ Taubman also wanted shoppers to spend as much time as possible in the malls so they would spend more money. He suggested letting plenty of natural light into them by constructing huge glass ceilings. Taubman also installed artificial lights next to the glass ceilings, so that as daylight faded, the artificial light increased and shoppers were unaware of the passing of time. Holding different events every week and local festivals in the space inside the mall would bring in even more people. ³__

Today, shopping malls have grown to the size of small towns and contain a lot of leisure facilities such as theme parks, artificial lakes and even ski slopes to attract customers. ⁴__ However, although shopping malls are carefully designed to make consumers part with as much of their money as possible, it is unlikely that they will notice. Many people see a visit to a shopping mall as a leisure activity and that is perhaps Taubman's biggest legacy.

2 Read the text. Find three ways in which shopping malls try to encourage people to spend their money.



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. Then read the text again. Match sentences A–F with gaps 1–4 in the text. There are two extra sentences.

- A** This took away a major obstacle between shoppers and the brands on sale inside.
- B** Despite that, if you spend a little time looking around the next mall you visit, you'll see that Taubman's ideas are still being put into practice.
- C** However, seldom do shoppers notice that the day seems to last longer in a shopping mall.
- D** The layout of a modern shopping mall is very similar to the layout of those first malls from nearly seventy years ago.
- E** Restaurants and cafés were placed at the end of the malls because they were only used at certain times of the day.
- F** The idea was to create a space that people would feel like spending a whole day in.





PARTICIPLE CLAUSE

- Sam left the school because he felt sick.
- As I had been to England before, I knew where to go!
- Jim Jarmusch's best film is *Only Lovers Left Alive* which was made in 2013.



us Gems
and You

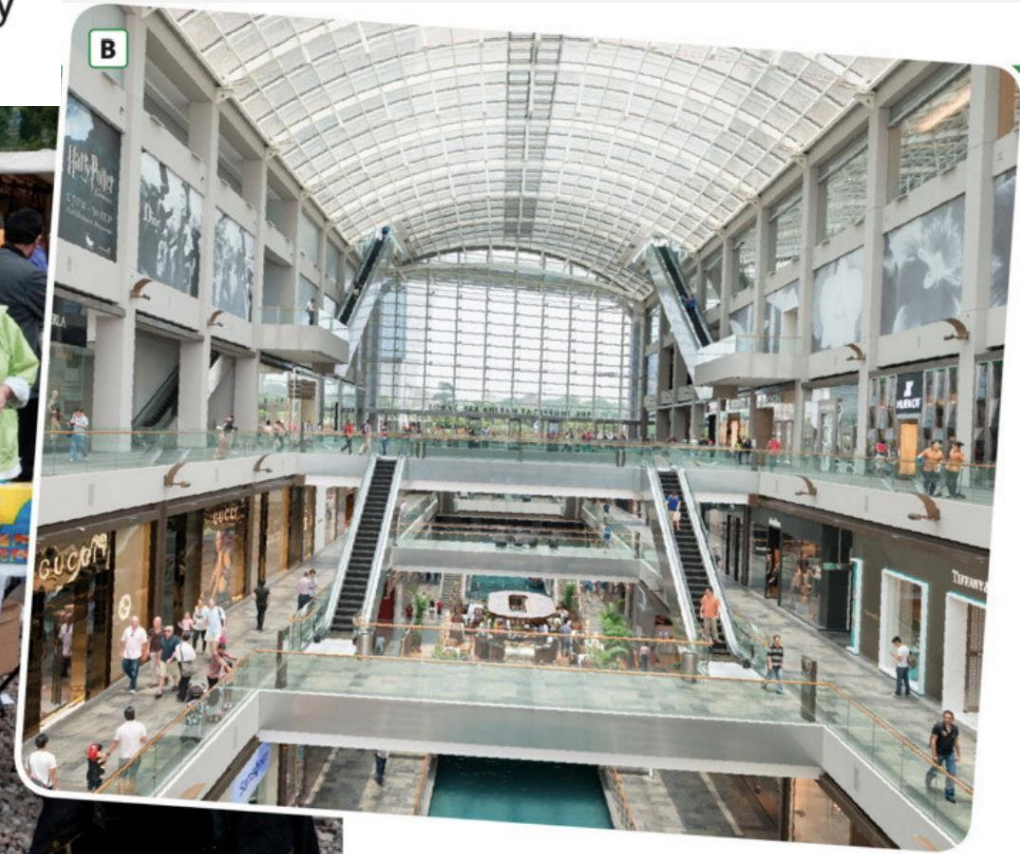
Artisanal Comaragon
Buy & Sell
Old and New

es for Everyone


FLEA MARKET



1 **SPEAKING** Work in pairs. Compare the photos and say what you might buy in each place.



Compare the photos and say which place would be better for buying a present for a friend.

2  **4.07** Read the task above. Then listen to a student doing the task and her answer to the examiner's follow-up question. Answer the questions.

- 1 Which place does the student choose to answer the task?
- 2 What reasons does she give for her choice?
- 3 What further question is the student asked?
- 4 What answer does she give?

3 SPEAKING Work in pairs. Answer the questions.

- 1 Do you agree with the place the student chose to answer the task? Why? / Why not?
- 2 Which place would you prefer to go shopping? Why?



**WHAT PHRASES
DO YOU USE WHEN
YOU WANT TO
EXPRESS YOUR
OPINION?**



**WHAT PHRASES
DO YOU USE WHEN
YOU WANT TO ADD
ANOTHER POINT?**



**WHAT PHRASES
DO YOU USE WHEN
YOU WANT TO
GIVE EXAMPLES?**




**WHAT PHRASES
DO YOU USE WHEN
YOU WANT TO
GAIN TIME?**

Speaking Strategy


When performing the task, it is important that you have useful language ready at your disposal, for example:

- Introducing opinions: *In my view, ...*
- Making additional points: *Not only that, but ...*
- Giving examples: *...for instance, ...*
- Introducing contrasting points: *However, ...*
- Gaining time: *That's an interesting question.*

4 Read the **Speaking Strategy**. How many more formulaic phrases can you think of for each function?

5  **4.07** Listen again and answer the questions.

- 1 How well do the students use the advice in the Strategy?
- 2 Which formulaic phrases do they use?

6  4.08 Listen to another student doing the task on his own. Answer the questions in exercise 2 about him.

- **Examiner:** Do you ever buy second-hand goods? And can you tell me why?
- **Boy:** No, I can't say I do. It's not that I object to buying second-hand things – **I don't have any strong feelings either way.**

EXPRESSES A TENTATIVE OPINION

- **Examiner:** Do you ever buy second-hand goods?
And can you tell me why?
- **Boy:** No, I can't say I do. It's not that I object to buying second-hand things – **I don't have any strong feelings either way.**

- **Examiner:** Which place would you prefer to go shopping?
- **Girl:** Mmm, **thinking about it**, I suppose I'd prefer the shopping centre.

EXPRESSES A TENTATIVE OPINION

- **Examiner:** Which place would you prefer to go shopping?
- **Girl:** Mmm, **thinking about it**, I suppose I'd prefer the shopping centre.

7 KEY PHRASES Complete the phrases with the words below.


another argued arguing definitely main opinions
reasons suppose sure thing think top

Justifying your opinion

- 1 The reason I _____ that is ...
- 2 The _____ reason is that ...
- 3 For one _____, ...
- 4 _____ thing is ...
- 5 On _____ of that ...
- 6 I _____ think that ... is better, because ...
- 7 For those _____, I think that ...

Expressing a tentative opinion

- 8 I don't have any strong _____ either way ...
- 9 I'm not _____ about that. Let me think.
- 10 It could be _____ that ...
- 11 There might be a case for _____ that ...
- 12 Thinking about it, I _____ that ...

8  **4.08** Listen again. Which key phrases from exercise 7 does the student use?

9 SPEAKING Work in pairs. Turn to page 143 and do the speaking task. Use words and phrases from this lesson.

Unit 9

1 SPEAKING Work in pairs. Student A: Answer question 1. Speak for about one minute. Student B: Answer question 2. Speak for about 30 seconds.

- 1 Compare the photos and say which shop provides the better service.
- 2 Which shop would you prefer to shop in? Why?



2 SPEAKING Work in pairs. Student B: Answer question 1. Speak for about one minute. Student A: Answer question 2. Speak for about 30 seconds.

- 1 Compare the photos and say why people choose to shop in these different ways.
- 2 Where do you usually do your shopping? Why?



Work in pairs to play grammar noughts and crosses.

1

Choose a sentence and make it more emphatic.

I'm very scared of spiders.

I'd love to go to Paris.

I can't play the guitar.

2

Choose a sentence and add a participle clause to make it more interesting.

She fell asleep in class.

He didn't win the race.

They cycled to the supermarket.

3

Choose a sentence. Find and correct the mistake.

What did you was lose the house keys.

All that I want be a better phone.

It was Sarah what phoned me last night.

4

Choose a sentence. Put the words into the correct order. Start with the underlined phrase.

really One idea is popular shopping is that online

that best The country the food is Italy has

brother spent The person most has the money is who my

5

Choose a beginning and complete the sentence with your own idea.

Looking around him, ...

Having worked hard all day, ...

Designed by Gucci, ...

6

Choose a sentence and make it more emphatic.

She moved to Argentina.

He broke the window.

I phoned my aunt yesterday.

7

Choose a sentence and add a participle clause to make it more interesting.

He failed his exam.

They tidied the house.

We bought a new fridge.

8

Choose a sentence. Find and correct the mistake.

It was that Tom called you last week.

All you needed to do was it to apologise.

What happened that I missed the train.

9

Choose a beginning and complete the sentence with your own idea.

Planning her holiday, ...

Having started his new job, ...

Filmed in New Zealand, ...

**ASSIGNMENT:
WORK BOOK 9G**

DEADLINE: WEDNESDAY