

## Learning objectives for this lesson

Reading for the gist of individual paragraphs and recognizing and inferencing the writer's message. Practise using collocations from the text related to the topics of consumerism and money.

- 1 Open the lesson with a discussion about students' buying habits. This can either relate to their own personal shopping or to the purchase of products for their company. Students involved in sales for their own company can also comment on the reasons their clients buy certain items, e.g. price, quality, brand, etc.
- 2 Students need to read each paragraph and decide what the main meaning is for each one in order to choose an appropriate sub-heading.

### Answers

Compare the websites – E  
Shopping for anything and everything – B  
Niche websites – C  
Buy the cheapest product – This is the extra incorrect heading  
Using price comparison websites – A  
Different prices – D

- 3 Now the students read the article thinking in terms of the writer's main message. They will need to justify their answers in terms of the whole message in the text or drawing from different parts of the text. Finding one sentence in the text only for example, will not necessarily provide enough information to give the correct answer.

### Answers

1 c   2 b   3 c   4 a

- 4 Draw students' attention to the fact that the six verbs from the text will collocate with certain nouns. Ask students to suggest a few such as spend money, spend time, spend a few days, etc. before starting the exercise.

### Answers

1 offer (give is also possible but see 3)	4 compare
2 save	5 spend
3 give	6 buy

- 5 Students find words they think might be helpful to them in their own work. If you have time afterwards, ask for a few students to tell the class which words they chose and explain why.
- 6 Students work alone at first and decide which response(s) (a–d) are true for them. Then they discuss the answers as a class.

## Extension

Ask students to look at a price comparison website for homework (or in class if you have the facilities) and then report back at the next lesson on what information it gave. Students can comment on:

- Was it a general site or did it deal with a niche market?
- Where did it draw its information from?
- How accurate did they think it was?
- Did they also look at a supplier's site to compare the prices given?