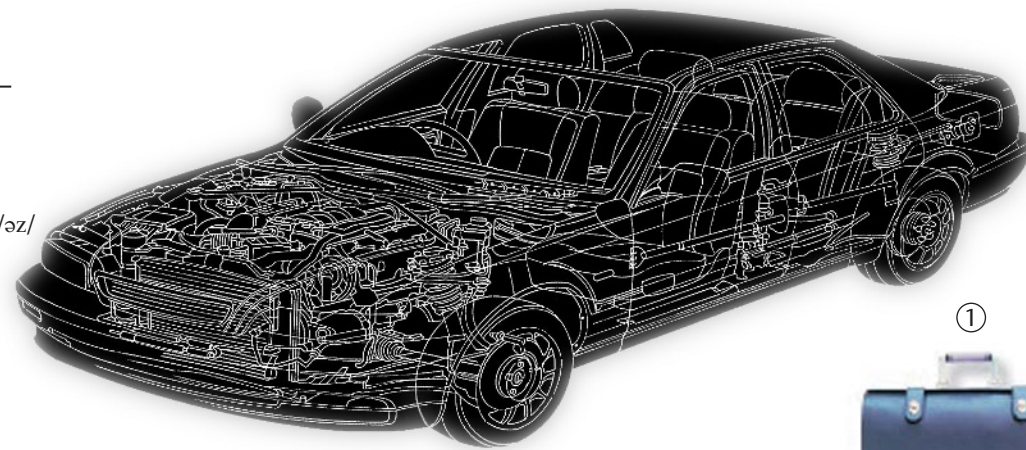


7

Products

In this unit:

- **Language Focus**
Order of adjectives
Comparative and superlative adjectives
Pronunciation: weak forms /ə/ /ɪst/, /ðən/, /əz/
- **Skills**
Writing: linking words of cause and effect
Reading: Dyson product launch
Listening: advertising products
- **Vocabulary**
Word partners, word building
- **Business Communication**
Product presentation



Language Focus One

Order of adjectives

1 Label the briefcase using the words below.



A stylish durable leather briefcase with convenient long, wide carrying strap.

lock trim shoulder strap handle

2 Look at the photographs of the briefcases. Which one(s) do you like? Match the description of the briefcases to the photos.

- a an unusual sporty briefcase with practical nylon straps and black trim
- b an elegant light brown briefcase with brass locks
- c a stylish leather briefcase with a beautiful glass handle
- d a durable leather briefcase with brass locks
- e an Italian black leather briefcase with a long shoulder strap

3 Which adjectives in exercise 2 give opinions and which give facts?

Example: **opinion** – *stylish, beautiful*
fact – *leather, glass*

4 For each of the briefcases, complete the table with words from the sentences under these headings.

	OPINION		FACT			
	size/length	shape/width	colour	where it's from	what it's made of	
①	<i>stylish</i>				<i>leather</i>	briefcase
	<i>beautiful</i>				<i>glass</i>	handle
						briefcase
②						straps
						trim
③						briefcase
						strap
④						briefcase
						locks
⑤						briefcase
						locks

Key Vocabulary

7.1 For nearly every type of **product** there are many similar goods on the market. The **unique selling points (USPs)** of a product are the things that make it special and different from other similar products. A good **advertisement**, which brings the product to the public's attention, should describe these USPs. The marketing department should have a **customer profile** in mind, that is the sort of person who will buy the product. When trying to sell a product, it's important to give information about the product's **features** or characteristics, and to emphasise the **benefits** or advantages of the product to the customer.

Lead-in



portable CD player



aerobic workout machine



2000-file organiser with PC data link



no battery solar watch

1 Listen to part of a sales presentation for one of the products above. Which product is it?

2 Work in pairs. For each product discuss the following.

- What are the features of the product?
- What are the product's benefits to the customer. What are the USPs?
- What type of customer probably buys this product?

3 Which of the products would you like to own and why?



①



②



③



④



⑤