

# TRENDS

**Level:** 3<sup>o</sup> E.S.O.

**Grammar:** *Present and Past Simple Passive. The use of the, a, an, or no article. Used to.*

**Functions:** *Expressing collocations, nouns and verbs that go together. Expressing changes in life. Reading and understanding an article and a profile.*

**Vocabulary:** *Verbs often used in the passive. Anything, someone, no one, everywhere, ...*

**Phonetics:** *Pronunciation of th, weak forms of was and were, weak form of a, pronunciation of used to.*

This unit introduces the topic of changing trends and online sales. Remind your students to use the grammar and glossary buttons if necessary.

If you want a printable version of this document, including the key to the exercises and the scripts of the audio parts, open ***Trends.pdf*** in the root directory of this unit.

If you'd like to assess the unit, you can use the ***class\_assessment*** form you'll also find in the root directory of the unit.

The structure of the unit is as follows:

## **PART A – Ready to shop?**

**1. Reading text:** In this exercise, students must read an article about auctions and online sales, in which they will find some anecdotes about several curious facts regarding the topic.

**2. Reading Comprehension Questions:** In this exercise, students must complete a multiple choice activity to check their understanding of the previous article. They can click on the TEXT button if they need to read the article again, without going back to the previous exercise. The activity is divided into two screens.

**3. Active or Passive form:** Now, students find a fill in the gaps exercise so as to practise present simple and past simple passive. If they need any help, they can click on the Help button and read some grammar explanations.

**4. Verbs often used in the passive:** this activity consists of matching nouns and verbs that often go together and build the correct collocations. The exercise is divided into two screens.

**Use the passive:** now they can practise the passive form of the verbs they have just learned in the previous activity, by dragging the correct passive verb onto the appropriate gap and make correct sentences.

**5. Speaking:** record passive questions. Students are now faced with several questions in the passive. They can read them and listen to their pronunciation. Then, they can repeat them recording them and finally, they should listen to them and compare their pronunciation with the sample question. They can repeat as often as they like until they feel sure about the pronunciation of the weak forms of *was* and *were*.

## **PART B – Do men shop?**

**1. Listening to an interview:** In this exercise, students must listen to the dialogue that takes place on a radio programme. It deals with the topic of how trends and fashion have changed over the years, especially regarding men's attitude towards shopping. They can read the text as well if they need to, just clicking on the TEXT button, although it'd be advisable for them to listen first.

**2. Listening comprehension:** Next, students must complete some sentences so as to check that they have understood the previous interview. They can listen again to the dialogue and they can also read it, as the both the audio file and the text file are available on their screen; in this way they don't have to go back to the previous one.

**3. Help with pronunciation:** Students read and listen to sample sentences containing *used to*, both positive and negative sentences, as well as questions. Then, they must repeat them and record their pronunciation so as to compare with the sample sentences.

On the next screen, they have a **follow-up activity** consisting of completing some sentences with the correct verbs and *used to*.

The second **follow-up activity** is for students to consolidate the pronunciation of *used to*, now using the correct sentences they have built in the previous activity. This exercise is divided into three screens.

**4. Help with vocabulary:** Students are now presented with a multiple choice activity for them to practise *anything, no one, everywhere, etc.* The activity is divided into two screens.

**5. Writing:** students now how to write about what they used to do when they were younger. They can use the prompts that appear on the screen and their own ideas to produce a brief paragraph about their own changing trends. When they finish, they can send their piece of writing to their teacher by mail.

## PART C - Fashion

**1. Reading text:** In this exercise, students must read an article about the profile of a design company. The article is divided into two screens.

**2. Reading and vocabulary comprehension:** Next, students must complete a True/False activity regarding the understanding of the previous profile. The activity is divided into two screens.

**3. Help with vocabulary. The use of articles:** Now, students must complete the rules regarding the use of *a*, *an*, *the*, or no article by matching when to use each article.

**4. Reading and Listening:** Now, students listen to a new profile and they must fill in the gaps in the profile they have on their screen. They can also read the transcript, although it would be advisable that they tried to complete the profile just by listening first.

## PART D - Review

**1. Fill in the gaps:** With this activity students can consolidate the use of present and past simple passive, by filling in the gaps with the correct form of *was* and *were*.

**2. Choose the correct words:** Now students must decide if the sentences on their screen should be passive or active ones.

**3. Complete the text:** Students now read a new profile about a person in charge of online businesses and must complete it with the correct passive or active form of the verbs provided.

- 4. Write sentences:** In this exercise students must produce their own passive sentences, by rewriting the active ones provided. The activity is divided into two screens.
- 5. A, an, the, no article?:** Now students revise the use of articles by inserting the correct ones in a new articles about trends.
- 6. True or False?:** In this final activity, students read about how life has changed for some people, and they consolidate the correct form of *used to*. Then, they must answer several simple comprehension questions about the article. The activity is divided into three screens.

# Answer Key

## A. Ready to Shop?

### 2. Reading Comprehension Questions:

1. In Boston,
2. In 2008,
3. By his tailor,
4. By Frank Sinatra,
5. Guitars,
6. At a ceremony

### 3. Active or Passive Form:

Ebay was started in a flat in 1995. At that time, the website was called Auctionweb, but its owner changed the name to eBay in 1997. On its first day, the site wasn't visited by anybody, but now it has become one of the most successful online businesses in the world. It has over 3,000,000 categories and it is used by over a hundred million people, who all make their living by selling things on eBay. Lots of people go to eBay to buy and sell unusual things. One person bought a piece of cake half eaten by a famous actress, for a thousand pounds, and a pair of trainers with the face of a tennis player on them were bought by a fan for five hundred thousand pounds. Once, someone even tried to sell a yellow balloon to fly to Jupiter and he got a pound for it!

### 4. Verbs often used in passive:

Grow crops, make shoes, build houses, direct films, publish magazines, manufacture cars, invent machines, paint pictures, write plays.

### Use the passive:

1. My favourite play was written by Shakespeare.
2. My mobile phone was made in Japan.
3. My favourite film

was directed by Spielberg. 4. My house was built about ten years ago. 5. My robot cleaner was invented in Germany.

## **B. Do Men shop?**

### **2. Listening Comprehension**

1. Department stores used to have a special place only for men.
2. Thirty years ago, men didn't use to do anything at all.
3. They didn't even use to buy their clothes!
4. Men's clothes shops used to have a special shopping service.
5. Shop assistants helped them buy the most suitable clothes.
6. Thirty years ago, there didn't use to be cosmetics for men.

### **3. Help with pronunciation**

1. People used to drink tea more often than coffee.
2. Department stores never used to open on Sundays.
3. Children used to eat less sugar.
4. Local shops didn't use to sell frozen food.
5. There didn't use to be any shopping centres.
6. People didn't use to pay with credit cards.
7. Shops never used to give plastic bags to customers.
8. People used to buy food every day.

### **4. Help with Vocabulary**

1. No one used to buy food in shopping centres.
2. You could buy fresh vegetables everywhere.
3. Everything used to be cheaper than it is now.
4. There didn't use to be anything to do on Saturday night.
5. You couldn't fly anywhere.
6. Everyone used to pay with the same currency as they do

nowadays.

## **C. Fashion**

### **2. Reading Comprehension**

1. F, 2. F, 3. T, 4. T, 5. F, 6.F

### **3. Help with Vocabulary**

We don't use an article: to talk about people in general, for most cities and countries.

We use a or an: with jobs, to talk about a person for the first time.

We use the: to talk about a person for the second time, with superlatives.

### **4. Reading and Listening**

G. A. was born in 1945 in a village called Taormina. When he was a kid, he already loved fashion. When he was 20, he decided to go to Paris and become a fashion designer, and in 1985 he won an award for being the best designer of men's clothes in France. He brought to the market a new perfume for men called '*My pleasure*' in 1986.

In 1996 he held a big party with several famous singers to raise money for cancer patients. At the party, he sold copies of his weekly magazine, *Men in Fashion*, and gave all the money from the sales to charity.

On July 10<sup>th</sup> 1997, G. A. was murdered in the USA. Nobody really knows the reason.

## **D.Review**

### **1. Fill in the Gaps**



1. 90% of the world's rice is grown in India.
2. Chinese is spoken by lots of people.
3. We are always paid on Fridays.
4. Your credit cards were found on the 6.30 train.
5. In 1996, a thousand T-shirts were sold in eBay.
6. The award was won by a group of students from Manchester.
7. That blouse was worn by Amy Whitehouse last month.
8. I am taught at school everyday.

## **2. Choose the correct word**

1. Is used, 2. Were bought, 3. Buys, 4. Bought, 5. Tried, 6. Were published.

## **3. Complete the text. The guy behind eBay**

One Sunday back in the 90s, this guy created the fantastic online auction website called eBay. But who's this guy and what does he do now?

His parents met in France in the 60s. They got married and had a son in 1966. Five years later, they moved to the USA. From a young age, their son loved computers, but this subject was not taught at school, so he taught himself on a tiny computer. Two years later he got his first job working with computers at the school library. He was paid five dollars an hour!

Now, he is the owner of eBay, but the firm is not run by him. He now works for other websites, where people join others with the same hobbies and their meetings are organized in places all over the world. Nearly four thousand people use these websites to meet other students!

## **4. Write in the passive**

1. Every year ten million cars are manufactured by BMW.
2. This magazine was first published in 2004.

3. Most of the world's sugar is grown in Brazil.
4. The Around the Moon books were written by a ten year old boy.
5. The Star Wars films were directed by G. L.
6. Were online auctions invented by eBay?

### **5. A, an, the, or no article?**

Every day Suzie Dolittle and Scarlet Wild give advice about fashion on their TV spot called What You Should Wear. Suzie began her career working as a lawyer in Oxford. Scarlet worked for fashion designers like G. A. and then became a paparazzi. In 1987 Suzie met Scarlet and they came up with an idea: they thought people needed real pieces of advice about fashion and trends. Every month they wrote an article in a local newspaper. The articles became so popular that they published a book called Ready 2 Wear. After that, they started the TV spot named What You Should Wear.

Not everybody is fond of Suzie and Scarlet. One lady who was on the spot said that they were the rudest girls she had ever met. But Suzie and Scarlet claim they are just being true!

### **6. True or False? Read and answer**

1. T, 2. T, 3. T

# TRANSCRIPTS

## B. Do Men Shop?

### 1. Listen to the interview. A Radio Programme

INTERVIEWER: And now my guest, Simon Trendy, whose programme about men and shopping is on Radio 4 on Mondays at ten.

Simon, why is a programme about men and shopping made every week?

SIMON: Well, the attitude of men towards shopping has changed quite a lot over the last ten years in the UK. Just think of department stores. They used to have a special place for men. Men used to go there, relax in big comfortable armchairs and read a book while their wives were doing their shopping. It used to be an extremely popular place.

INTERVIEWER: No wonder why! And, did they use to do food shopping at all?

SIMON: Oh, no, men didn't use to do anything at all. Only women used to do that, and they still do, but it's not as bad as it used to be thirty years ago. Most single men didn't even go shopping for their own clothes!

INTERVIEWER: Oh, dear! And, how did they use to manage?

SIMON: Well, men's clothes shops used to have a special shopping service for single men. They used to have shop assistants that went around the shop with the customer and helped him buy the most suitable clothes.

INTERVIEWER: Really?

SIMON: Nowadays, that has changed and shopping is also done by men, both for clothes and for food, although they carry a shopping list around, of course!

INTERVIEWER: Yes, a shopping list written down by their wives!

SIMON: Most probably! And the available products for men have also changed. Thirty years ago one didn't use to see cosmetics for men, but now they are very popular, so trends have really

changed.

INTERVIEWER: Well, our time is coming to its end, I'm afraid. Thank you very much for coming, Simon, and good luck with your programme.

## **C. Fashion**

### **4. Reading and Listening**

G. A. was born in 1945 in a village called Taormina. When he was a kid, he already loved fashion. When he was 20, he decided to go to Paris and become a fashion designer, and in 1985 he won an award for being the best designer of men's clothes in France. He brought to the market a new perfume for men called '*My pleasure*' in 1986.

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