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12 READING

Tools for Better Shopping

Scan the article. Find the names of popular websites. Do you use any of them for shopping?

1 Do you like to shop online? Like millions of people, you want to find the best things for the best price. There are so many choices that it can be difficult to find the things you need and want. Here's where technology comes in! Popular websites like Facebook and Twitter aren't just for social networking anymore.

2 The websites Facebook and Twitter are popular because people can connect to friends and get their most recent news. But people also use these sites as powerful shopping tools. Members can ask about an item and then get opinions from people they trust.

Twitterers can also search for news from other users and then find stores nearby that sell the item.



3 Another helpful shopping tool is the smartphone. Smartphone users can go into a store, find an item they like, and then type the item number into their smartphone. They can compare prices, read reviews, and make better decisions about their purchase. Many people find a better price online or at another store. People often want to see and touch an item before they buy. They can do just that — and pay a lower price, too.



4 But you don't have to be a Facebook or Twitter member or have a smartphone to find a bargain. Websites like Shopzilla compare prices, give reviews, and find stores near you with the best bargains. Google does all these things but also lets you buy items directly through its site. Be a smart shopper. The information you need is at your fingertips!

A Read the article. Answer these questions. Then write the number of the paragraph where you find each answer.

- 4 a. How are Shopzilla and Google similar? *Allow you to browser your site.*
- 1 b. What are Twitter users called?
- 3 c. How do smartphones help find bargains? *Here compare prices and read reviews*
- 2 d. What are two social networking sites? *Facebook y twitter*

B According to the article, which shopping tools do these things? Check (✓) the correct boxes.

	Facebook	Twitter	Smartphone	Shopzilla	Google
1. get opinions from friends	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. find product reviews	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. compare prices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4. find stores with items you want	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
5. buy items directly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

1.5.- Preferences; comparisons with adjectives

Preferences; comparisons with adjectives

Which sweater do you prefer ? I prefer the blue one.	It's nicer than the green one.	Spelling cheap → cheaper nice → nicer pretty → prettier big → bigger
Which one do you like more ? I like the blue one more .	It's prettier than the green one.	
Which one do you like better ? I like the blue one better .	It's more stylish than the green one.	

2 Preferences; comparisons with adjectives (page 20)

- ▶ With adjectives of one or two syllables, add *-er* to form the comparative: cheap → cheaper; nice → nicer; pretty → prettier; big → bigger.
- ▶ With adjectives of three or more syllables, use *more* + adjective to form the comparative: expensive → more expensive.

A Write the comparatives of these adjectives.

- | | | | |
|---------------|-----------------|----------------|------------------|
| 1. attractive | more attractive | 5. interesting | more interesting |
| 2. boring | more boring | 6. reasonable | more reasonable |
| 3. exciting | more exciting | 7. sad | more sadder |
| 4. friendly | more friendly | 8. warm | more warmer |

B Answer the questions. Use the words in parentheses in your answer. Then write another sentence with the second word.

- Which pants do you prefer, the cotton ones or the wool ones? (wool / attractive)
I prefer the wool ones. They're more attractive than the cotton ones.
- Which ring do you like better, the gold one or the silver one? (silver / interesting)
I like the silver one better. It is more interesting.
- Which one do you prefer, the silk jacket or the wool jacket? (silk / pretty)
I prefer silk. It's prettier.
- Which ones do you like more, the black shoes or the purple ones? (purple / exciting)
I like purple ones more. They make me exciting.

WRITING Comparing prices

How much do these things cost in your country? Complete the chart. Then compare the prices in your country with the prices in the U.S.

	Price in my country	Price in the U.S.
a cup of coffee	\$10.00	\$1.40
a movie ticket	\$20.00	\$12.50
a paperback novel	\$5.00	\$8.95
a video game	\$100.00	\$50.00

Many things are more expensive in my country than in the United States. For example, a cup of coffee costs about \$2.00 at home. In the U.S., it's cheaper. It's only \$1.40. A movie ticket costs...