

# HOLIDAY SHOPPING

- □ <u>Vecabulary Work</u>
- Listening: Part 1
- Listening: Part 2
- Translation
- Questions for discussion

# HOLIDAY SHOPPING Vocabulary Work □ <u>Listening:</u> F Listening: Part 2 □ Translation Questions for discussion Return to the previous activity

Choose the correct translation of the following words:

```
store
guard -
designer clothes
consumer -
demand
tear sheet -
revolving door
shopping -
storekeeper
profit
losses
stock market
```

магазин, склад

store –
guard –
designer clothes –

consumer -

<u>demand</u> –

tear sheet -

<u>revolving door</u> –

shopping -

storekeeper -

profit

losses

stock market

#### рекламное объявление

store – магазин, склад

guard -

<u>designer clothes</u> -

consumer -

<u>demand</u> -

tear sheet -

<u>revolving door</u> –

shopping -

storekeeper -

profit

losses

stock market

#### вращающаяся дверь

store – магазин, склад

quard -

<u>designer clothes</u> -

consumer -

<u>demand</u> -

tear sheet -

revolving door -

shopping -

storekeeper -

<u>profit</u>

losses

stock market

рекламное объявление

#### охрана

store – магазин, склад

guard -

<u>designer clothes</u> -

consumer -

<u>demand</u> -

tear sheet -

revolving door -

shopping -

<u>storekeeper</u> –

profit

losses

stock market

рекламное объявление вращающаяся дверь поход по магазинам

#### модельная одежда

store – магазин, склад

guard – охрана

<u>designer clothes</u> -

consumer -

<u>demand</u> -

tear sheet -

revolving door -

shopping -

storekeeper -

profit

losses

stock market

рекламное объявление вращающаяся дверь поход по магазинам

#### спрос

- store –
- designer clothes –
- consumer -

guard

- <u>demand</u> –
- tear sheet -
- revolving door -
- shopping -
- storekeeper -
- <u>profit</u>
- <u>losses</u>
- stock market

- магазин, склад
- охрана
- модельная одежда

рекламное объявление вращающаяся дверь поход по магазинам

#### потребитель

- store магазин, склад
  guard охрана
  designer clothes модельная одежда
- demand —спросtear sheet —рекламное объявлениеrevolving door —вращающаяся дверьshopping —поход по магазинам
- profit
  losses
  stock market

consumer -

<u>storekeeper</u>

#### выгода

- store –
- designer clothes –
- consumer -
- demand-

guard

- tear sheet -
- revolving door -
- shopping -
- <u>storekeeper</u> -
- profit
- <u>losses</u>
- stock market

- магазин, склад
- охрана
- модельная одежда
- потребитель
- спрос
- рекламное объявление
- вращающаяся дверь
- поход по магазинам

#### владелец магазина

- магазин, склад store guard охрана designer clothes – модельная одежда consumer потребитель demandспрос tear sheet рекламное объявление revolving door вращающаяся дверь shopping поход по магазинам
  - <sup>–</sup> выгода
- stock market

storekeeper

profit

losses

### фондовая биржа

```
магазин, склад
store
guard
                            охрана
designer clothes –
                            модельная одежда
consumer
                            потребитель
demand-
                            спрос
tear sheet
                            рекламное объявление
revolving door
                            вращающаяся дверь
shopping
                            поход по магазинам
storekeeper
                             владелец магазина
profit
                            выгода
losses
```

stock market

#### убытки

магазин, склад
охрана
модельная одежда
потребитель
спрос
рекламное объявление
вращающаяся дверь

поход по магазинам

владелец магазина

- выгода

- фондовая биржа

revolving door shopping – storekeeper

designer clothes –

<u>losses</u>

profit

store

guard

consumer

demand-

tear sheet

stock market

### Wonderful!

store guard designer clothes – consumer demandtear sheet revolving door shopping storekeeper profit losses

stock market

магазин, склад охрана модельная одежда потребитель спрос рекламное объявление вращающаяся дверь поход по магазинам владелец магазина

- выгода
- <sup>–</sup> убытки
- фондовая биржа

Choose the most suitable word (phrase) to fill in the gap:

1). Modern shops and stores usually have automatic or doors.

```
<u>a). consumers;</u> a). consumers; <u>b). storekeepers;</u> a). consumers; b).
storekeepers; <u>C).</u> a). consumers; b). storekeepers; c). <u>revolving</u>a).
             consumers; b). storekeepers; c). revolving;
   <u>d). designer clothes;</u>d). designer clothes; <u>e). losses;</u>d). designer
clothes; e). losses; f). shopping;d). designer clothes; e). losses;
```

h). quard; h) . guard; i). teal market;h). guard; i). t

i). tear sheets; j). stock stock market; <u>k).demand.</u>

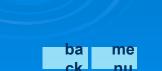


Choose the most suitable word (phrase) to fill in the gap:

- 1). Modern shops and stores usually have automatic or revolving doors.
- 2). Last week the \_\_\_\_ at the store stopped the thief who was trying to carry a suit past the cash register.

  - d). losses; d). losses; e). shopping; d). losses; e). shopping; f).
    store; d). losses; e). shopping; f). store; g). guard;
  - h). tear sheets; i). stock market;h). tear sheets; i).

stock and.



Choose the most suitable word (phrase) to fill in the gap:

- 1). Modern shops and stores usually have automatic or revolving doors.
- 2). Last week the guard at the store stopped the thief who was trying to carry a suit past the cash register.
- with big 3). This market is famous for selling discounts (скидки).
  - a). consumers; b). storekeepers; a). consumers; b). storekeepers; c). designer clothes;
  - d). losses; d). losses; e). shopping; d). losses; e). shopping; f). store; d). losses; e). shopping; f). store; g). tear sheets; ket; <u>i). demand.</u>

h). stock market; h).

- 1). Modern shops and stores usually have automatic or revolving doors.
- 2). Last week the guard at the store stopped the thief who was trying to carry a suit past the cash register.
- 3). This market is famous for selling <u>designer clothes</u> with big discounts (скидки).
- 4). While producing and selling goods one should take into consideration the requests (запросы) of \_\_\_\_\_.

```
a). consumers; b). storekeepers; a). consumers; b).
storekeepers; c). losses; a). consumers; b). storekeepers; c).
losses; d). shopping;
```

```
e). store; f). tear sheets; e). store; f). tear sheets; g).
stock market; e). store; f). t
stock market; h).
```

- 1). Modern shops and stores usually have automatic or revolving doors.
- 2). Last week the guard at the store stopped the thief who was trying to carry a suit past the cash register.
- 3). This market is famous for selling designer clothes with big discounts (скидки).
- 4). While producing and selling goods one should take into consideration the requests (запросы) of consumers.
- 5). Before Christmas the \_\_\_\_\_ for toys and clothes increases dramatically.
- a). storekeepers; a) . storekeepers; b). losses; a) . storekeepers; b) .
  losses; c). shopping; a) . storekeepers; b) . losses; c) . shopping; d).
  store;
  - e). tear sheets; f). stock market; e). tear sheets; f).

    stock market; q). demand.

# Very Good!

- 1). Modern shops and stores usually have automatic or revolving doors.
- 2). Last week the guard at the store stopped the thief who was trying to carry a suit past the cash register.
- 3). This market is famous for selling <u>designer clothes</u> with big discounts (скидки).
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Choose the most suitable word (phrase) to fill in the gap:

6). Today newspapers and magazines are packed (забиты) with of different companies and shops.

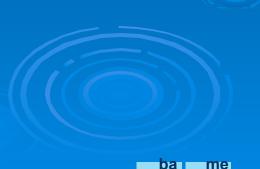
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a). storekeepers; a) . storekeepers; b). debt;
c). shopping; a) . storekeepers; b) . debt; c) . shopping; d). store;
e). tear sheets; e) . tear sheets; f). stock market.
```



- 6). Today newspapers and magazines are packed (забиты) with tear sheets of different companies and shops.
- 7). The factory was sold to get rid of excessive \_\_\_\_\_.

```
a). storekeepers; a) . storekeepers; b). a) . storekeepers; b) . debta) .
storekeepers; b) . debta . storekeepers; b) . debt; c) . shopping; a) .
storekeepers; b) . debt; c) . shopping; d) . store;
```





- 6). Today newspapers and magazines are packed (забиты) with tear sheets of different companies and shops.
- 7). The factory was sold to get rid of excessive debt .
- 8). Since old times \_\_\_\_\_ have been respected and privileged members of society.
  - a). storekeepers; b). shopping; a). storekeepers; b).
    shopping; c). store; a). storekeepers; b). shopping; c). store; d).
    stock market.





- 6). Today newspapers and magazines are packed (забиты) with tear sheets of different companies and shops.
- 7). The factory was sold to get rid of excessive debt .
- 8). Since old times storekeepers have been respected and privileged members of society.
- is not a terrible thing. On the contrary, it is a great pleasure and fun.
- a). shopping; a) . shopping; b). store; c). stock market.





Choose the most suitable word (phrase) to fill in the gap:

- 6). Today newspapers and magazines are packed (забиты) with tear sheets of different companies and shops.
- 7). The factory was sold to get rid of excessive debt .
- 8). Since old times storekeepers have been respected and privileged members of society.
- 9). Shopping is not a terrible thing. On the contrary, it is a great pleasure and fun.
- 10). The greatest world \_\_\_\_\_ is situated in New-York.

a). store; b). stock market.



# Excellent!

- 6). Today newspapers and magazines are packed (забиты) with tear sheets of different companies and shops.
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- 10). The greatest world stock market is situated in New-York.

## Listening

Listen to the first part of the radio program about holiday shopping in the U.S.A. and get ready to answer the following questions:

- 1. What is the busiest tome of year for shopping or sales in the U.S.A.?
- 2. When does the holiday shopping season start in the U.S.A.?
- 3. Why is Black Friday referred to in this way?
- 4. Which day used to be the busiest shopping one?
- 5. Is buying goods on-line popular in America?

Start the sound

1. What is the busiest tome of year for shopping or sales in the U.S.A.?

Click here to see the answer





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Much of the U.S. economic activity is created on Christmas

and other holidays.



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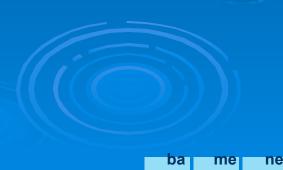
Much of the U.S. economic activity is created on Christmas and other holidays.

2. When does the holiday shopping season start in the

U.S.A.?



Click here to see the answer



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  - Much of the U.S. economic activity is created on Christmas and other holidays.
- 2. When does the holiday shopping season start in the U.S.A.?

It starts after Thanksgiving Day.





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Click here to see the answer





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  Because storekeepers used to record profits in black ink.





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Click here to see the answer

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Click here to see the answer

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  Black Friday. However, in recent years it has been the Saturday before Christmas.
- 5. Is buying goods on-line popular in America? Yes. Today Americans are buying more on the Internet.

About two-thirds of the economic activity in (<u>a</u>About two-thirds of the economic activity in (a, <u>the</u>About two-thirds of the economic activity in (a, the, <u>-</u>) United States is created by people who

spend money - consumers. And much (of, from, in, about) that activity is created this time of

year, as consumers buy gifts for Christmas and other holidays.

Government economists (says, are said, say) big department stores make about 14%

of (our, my, their his) sales in the month of December. That may not seem like lot. But

- of (our, my, their, his) sales in the month of December. That may not seem like lot. But December sales (be, is, are, were, have been) almost twice the monthly average for the rest of the year.
- The holiday shopping season traditionally starts (a, the, -, in, at) day after Thanksgiving. It (calls, call, have called, is called) Black Friday. Storekeepers used to record profits in black ink and losses in red ink. So being "in the black" on the Friday after Thanksgiving means a good thing, a return to profit.
- But it also means that people face crowded stores, which (are, be, was, is) the other idea of a "Black Friday," a day they do not like. It used to be the busiest shopping day of the year. In
- recent years the busiest day has been the Saturday before Christmas.

  People who do not like crowded stores have another choice. Americans (are buying, bought, buy,
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- About two-thirds of the economic activity in (a, the, -) United States is created by people who spend money consumers. And much (of, from, in, about) that activity is created this time of year, as consumers buy gifts for Christmas and other holidays.
- Government economists (says, are said, say) big department stores make about 14% of (our, my, their, his) sales in the month of December. That may not seem like a lot. But December sales (be, is, are, were, have been) almost twice the monthly average for the rest of the year.
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### Before you hear the second part of the radio program, try to guess whether the following statements are true, false, or not mentioned:

- 1). The National Retail Federation expected holiday sales in the United States to decrease over last year.
- 2). Last year, Wal-Mart had \$100,000,000 in profits.
- 3). This year the trade group has expected sales of more than \$2,000,000.
- 4). In November, the Conference Board said its Consumer Confidence Index decreased by 80 points to 10.
- 5). The initial level of economic activity of the Consumer Confidence Board was 100%.
- 6). According to the statistics, holiday shopping in America is the most profitable business.
- 7). The Commerce Department declared that November retail sales were much lower than expected.

### And now listen to part two and check your answers:

- 1). The National Retail Federation expected holiday sales in the United States to decrease during the past year.
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1). The National \_\_\_\_\_ said it expected holiday sales to increase by 5.7% over last year.

a). Conference Board; b). Stock

**Market**;

c). Retail Federation;

d) Stock Board.





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a). buyers; b). consumers;
c). customers; c). customers; d). purchasers.
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a). terrible; b). bad;
c). not; d). good.
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- \_\_\_\_\_ shopping is also important for the stock market.
  - a). weekend;a). weekend; b). festival;
  - c). holiday; d). feast.

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### Get ready to restore the text by putting the sentences in the right order:

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- 5). In November, it said its Consumer Confidence Index increased by ten points to eighty.
- 6). But it is still below the initial level of 100 set in 1985.
- 7). The trade group said it expected sales of about \$217,000 million.
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- 9). Last Friday, though, the University of Michigan released its consumer confidence report.
- 10). Another group, the Conference Board, measures how consumers feel about the economy.
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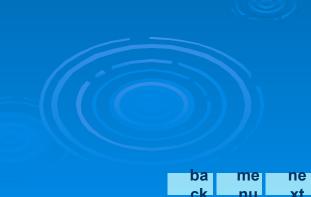
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# discussion

- 1. What is the busiest time of year for shopping in your town?
  Why?
- Do you like to buy Christmas (or New Year) gifts to your relatives and friends? Which gifts do you usually buy?
- Do you like to get gifts? Which gifts do you usually expect from your good friends on holidays?
- 4. Do you enjoy shopping? Why? Why not?
- Get ready to advertise some unusual Christmas gift which is sold in your store for the first time.
- Three of you decided to find some original gift to your friend for his/her birthday. Discuss what kind of gift it may be.







