UNIT 09. Shop Til You Drop (Lesson1)

- Collocations for shopping
- Describing objects in detail
- Discussion questions
- Review

1. Collocations about shopping

(1) Pick out

- My mum told me I can **pick out** a new jacket at the department store.
- Why don't you **pick out** what you like and then I'll pay for it.

(2) Buy into

- I would never **buy into** the claims they make about their product.
- She has totally **bought into** the idea of buying a new phone every time a new one comes out.

(3) Shopping spree

- I <u>went</u> on a bit of a **shopping spree** last weekend, and now I'm broke.
- We <u>had</u> a **shopping spree** at one of those designer outlets, we got some good stuff.

(4) Marketing strategy

- Our **marketing strategy** is to target the youth market with celebrity endorsements.
- They used a pretty dishonest **marketing strategy**. A lot of consumers were lied to by false advertising.

2. Describing objects in detail

(1) The order of adjectives

- There is a specific order of adjectives when describing an object.

Determiner	Opinion	Size	Age	Shape	Colour	Origin	Material	Noun
A	nasty		old		brown			boot
The		huge		baggy			wool	sweater
My	pretty					Japanese	silk	kimono
A pair of		snug	vintage					gloves

(2) Practice describing clothes

- Placing the adjectives in order

- A polo shirt
- grey (colour)
- cotton (material)
- loose-fitting (size)
- A loose-fitting, grey, cotton polo shirt.

- A turtleneck
- purple
- nylon
- close-fitting
- A close-fitting, purple, nylon turtleneck

- A pair of sandals
- black & brown
- rubber
- Korean made
- A pair of black & brown,
- Korean made, rubber sandals.

- A beanie
- old
- woolen
- warm
- made by my Grandma
- A arm, old, woolen beanie made by my Grandma

(3) Konglish for clothing

- 니트 A knitted sweater
- 채크 A checkered sweater
- 팬티 Underwear (MF) / Briefs (M) / Panties (F)
- 원피스 A dress
- 바바리 A trench coat
- 와이셔츠 A collared dress shirt
- 머플러 A scarf

3. Discussion questions

Q : What are some trends currently in fashion that you like? Are there any fads that you don't like?

I don't really have a favourite trend in fashion nowadays but I can say I'm not a big fan of the front **bangs** that young people often have. I know that a sideways parted **fringe** was just a **fad** a while ago but that was my favourite.

Q : How much do you buy into the claims companies make about their products?

I certainly try not to **buy into** all the claims that companies make about their products. It's quite often not true or it is exaggerated.

Q : Have you ever been on a shopping spree or bought something impulsively and later regretted it?

I don't go on **shopping sprees** very often. But whenever I travel overseas and have a chance to stop at some kind of retail outlet then I'll go on a **shopping spree**. Once or twice I **picked out** a jacket **impulsively** and later regretted it though as it quickly went out of fashion. Now it just sits in my wardrobe.

Q : Are you good at picking out the differences between a real genuine item and fake counterfeit tem?

I can't really tell if an item is **genuine** or **counterfeit.** I just tend to **pick out** the item that looks best and appears durable without focusing too much on price.