

Seminario 3:

Let's talk...

Shopping & Consumerism

+

Present Continuous

Welcome

back!!!

OVERVIEW:

1. **Relevante Expressions, Verbs & Vocabulary (REVV!)**
2. **Important Grammar:** - **Present continuous;**
- **Nouns with 'ing'**
3. **Precise Pronunciation:** - **'ABLE'**
- **vowel: 'O'**
- **purchase, and more!**
4. **False Friends & Avoiding Common Errors! (FFACE)**
5. **Most common questions – Can you answer them?**





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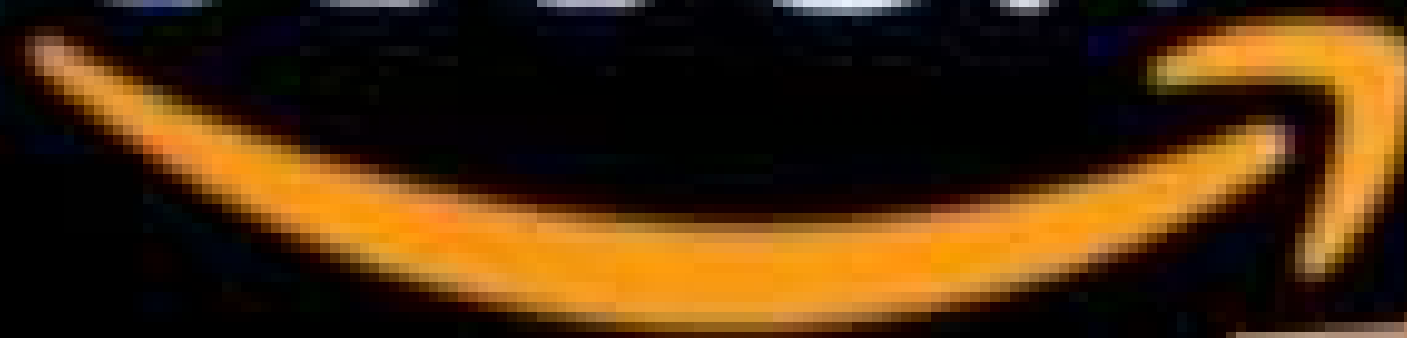
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nta de
y León

amazon









Shopping & Consumerism



**"Happiness
is not
in money,
but in
shopping."**

- MARILYN MONROE

RS

Shopping & Consumerism



**“I like my money right where I can
see it: Hanging in my closet.”**

-Carrie Bradshaw

Shopping & Consumerism



“For some, shopping is an art; for others, it's a sport.”

– Pamela Klaffke



REVV

TIME:





REVV

TIME:



**Relevant
Expressions,
Verbs
&
Vocabulary**

Shopping & Consumerism



Shopping & Consumerism

Shopping Vocab

Shopping & Consumerism

Shopping - Types

Grocery (food & house)

Clothing /Apparel

Home decor

Hardware / Home improvement

Sporting goods

Electronics

Beauty supplies

Gift shopping / Gift cards

Window shopping

App store (applications)



Shopping & Consumerism

Places to shop

grocery stores

department stores

shopping center / mall

outlet malls

second hand – flea market

farmers markets

bazaars

online shopping

online second hand

**(Wallapop, Vintage, Minted,
Craig's List, E-bay etc.)**

brick and mortar

mom and pop shops

gift shop – tourist areas



Shopping & Consumerism

Sell, sale, sales, sold!



Vender = to sell
Esta vendido = it is sold

Ventas = sales

De venta = for sale

De rebaja = on sale

Rebajas = sales!

De descuento = on discount

Precios con descuento = discounted prices



Shopping & Consumerism

Good or Bad Value?



It's a rip-off
It's expensive
It's a bit pricey
It's a bit expensive
It's a good price/deal/buy
It's inexpensive
It's cheap
It's dirt cheap
It's a steal



Shopping & Consumerism

Money & Paying

Cash = efectivo

Change = cambio / monedas

Coins = monedas

Bills / Bucks (US) = billetes / pavos

Notes / Quid (UK)

Credit card

Swipe (magnetic strip)

Contactless / Tap

Checkout

(Cash) register



Shopping & Consumerism

Size

Size = tallo

Small, Medium, Large, Extra-Large

Fit = como cabe, el ajuste

Fitting rooms / changing rooms = probadores

It's too small = demasiado pequeño

It's too big = demasiado grande

They are too tight = demasiado apretado

They are too loose = demasiado suelto

It fits just right = encaja/cabe perfectamente



Shopping & Consumerism

Verbs

To..... do the shopping (grocery)

go shopping (for fun)

shop for

shop around

look for

browse

(just) look

look around

find

try on (clothes)

try out (things with a function)

sample (try a sample)

sell

sell out

hacer las compras (supermercado)

ir de compras (por diversión)

comprar a

comparar (las posibilidades)

buscar

echar un vistazo

(solo) echar un vistazo

echar un vistazo

encontrar

probarse (ropa)

probar (cosas con una función)

probar (probar una muestra)

vender

agotarse



Shopping & Consumerism

Verbs

get in line (US)/ stand in queue (UK)

buy/purchase / make a purchase

charge it to your card

swipe your card

pay with contactless / tap

get change back

take something back to the store

exchange

return

get a refund

get a store credit

hacer cola

comprar/adquirir/realizar una compra

cargarlo en tu tarjeta

pasar tu tarjeta

pagar con contactless

recibir cambio

devolver algo a la tienda

cambiar con

devolver

obtener un reembolso

obtener un crédito de la tienda

Shopping & Consumerism

Expressions!

Hit the shops	Salir a comprar
One-stop shop	Ventanilla única
Shop 'til you drop	Comprar hasta el cansancio
To splurge (US) / to splash out (UK)	Derrochar (EE.UU.) / derrochar (Reino Unido)
Great deals	Grandes ofertas
It's a steal ...Steal of a deal	Es un robo...
Bargain hunter	Cazador de gangas
Pay through the nose	Pagar por la nariz
It costs a fortune / an arm and a leg	Cuesta una fortuna / un riñón
Break the bank	Romper el banco
To be out of something	Estar agotado
To be worth it	Valer la pena

Shopping & Consumerism



Grammar

Focus:

Present
Continuous

FORM

Present Continuous

FORM

Present Simple

(**Things I do.**)

vs

Present Continuous

(**Things I'm doing.**)

FORM

Present Simple

(Things I do.)

vs Present Continuous

(Things I'm doing.)

infinitive

I speak

you speak

we speak

they speak

(3rd person singular: infinitive + 's')

he / she / it speaks

'be' with verb+ing

I am speaking

you are speaking

we are speaking

they are speaking

(3rd person singular: be + 's')

he / she / it is speaking

FORM

Present Simple

(Things I do.)

vs Present Continuous

(Things I'm doing.)

infinitive

I speak

you speak

we speak

they speak

(3rd person singular: infinitive + 's')

he / she / it speaks

'be' with verb+ing

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you're speaking

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they're speaking

(3rd person singular: be + 's')

he's / she's / it's speaking



FORM

Present Simple
(**Things I do.**)

vs Present Continuous
(**Things I'm doing.**)

QUESTION

Do I/you/we/they **speak** well?

Does he/she/it **speak** well?

NEGATIVE

No, I/you/we/they **don't speak** well.

No, he/she/it **doesn't speak** well.

(**3rd person singular**)

QUESTION

Am I speaking loud enough?

Are you/we/they speaking loud enough?

Is he/she/it speaking loud enough?

NEGATIVE

I **am** not speaking well.

He/she/it **is** not speaking well.

(**3rd person singular**)

KEY WORDS

Present Simple
(Things I do.)

vs Present Continuous
(Things I'm doing.)

Always
Usually
Often
Sometimes
Never
Every...
...day/night/year/summer/winter

Now
Right now
At the moment
Currently
These days
This week/month/year
Today

USE

Present Simple (Things I do.)

vs

Present Continuous (Things I'm doing.)

1. Things which are **always**
(or usually) **true**:

What temperature **does** water **boil** at?
Water **boils** at 100 degrees centigrade.

Who **is** Jared?
Jared **is** Jenny's older brother.

1. Things which are happening **at**
the moment of speaking:

Is the water **boiling**?
The water **is boiling** now, so add the pasta.

Is Jared **being** nice to Jenny today?
Jared **isn't being** very nice to Jenny right now.

USE

Present Simple (Things I do.)

2. **Permanent** situations (or relatively; a few years at least):

Where **does** Mat **live**?
Mat **lives** in Madrid.

Does Ici **work** for a marketing agency?
No, she doesn't **work** in marketing.

vs Present Continuous (Things I'm doing.)

2. **Temporary** situations:

What **is** Alba **doing** this year?

Alba **is studying** English in Ireland
this year.

What **is** Jake **doing** for work this summer?
Currently Jake **is working** as a waiter
for the summer at the beach side cafe.

USE

Present Simple (Things I do.)

vs Present Continuous (Things I'm doing.)

3. Habits or things we do regularly:

Employees in that department
usually **eat** lunch at 1:30pm.

She **drinks** coffee every morning.

3. Temporary or new habits:

Employees in that department
are eating lunch right now.

She **is drinking** coffee a lot this week
due to the extra-long hours at work.

COMMON CONFUSION!!

Present **Simple** vs Present **Continuous**

I work for the Castilla y León government.

= My job is '**permanent**'

I'm working for the Castilla y León government.

= My job is **temporary**



I live in Valladolid.

= My residence is **permanent**

I'm living in Valladolid.

= My residence is **temporary**

Grammar Focus

Verbs + 'ing' as nouns

When we use **verbs with 'ing'** in the active form they indicate the **present continuous** tense:

She's looking for some new shoes for the wedding.

What is she doing right now?

She is trying on the pink ones.

Grammar Focus

Verbs + 'ing' as nouns

The "-**ing**" form can function as a **noun**. These nouns are called gerunds and can be the subject of a clause, followed by a **third-person singular** (he/she/**it**) form of the verb.

Writing is an important skill.

Hiking is one of my favorite activities.

Shopping is my stress therapy.

Grammar Focus

Verbs + 'ing' as nouns

The "-ing" noun (or gerund) can be the **direct object** of certain verbs.

Some verbs that are followed by a gerund are the following:

- Admit
- Avoid
- Consider
- Deny
- Discuss
- Practice
- Recall
- Suggest

Grammar Focus

Verbs + 'ing' as nouns

The "-ing" noun (or gerund) can be the **direct object** of certain verbs.

Some verbs that are followed by a gerund are the following:

He often avoids **answering** his phone.

They considered **buying** their father a motorcycle..

She suggested **checking** out other stores first.

Grammar Focus

Verbs + 'ing' as nouns

The "-ing" form is used **after a preposition**.

Before **conducting** the research, it is necessary to complete a literature review.

Her experience in **interviewing** will be beneficial.

He is bad at **remembering** appointments.

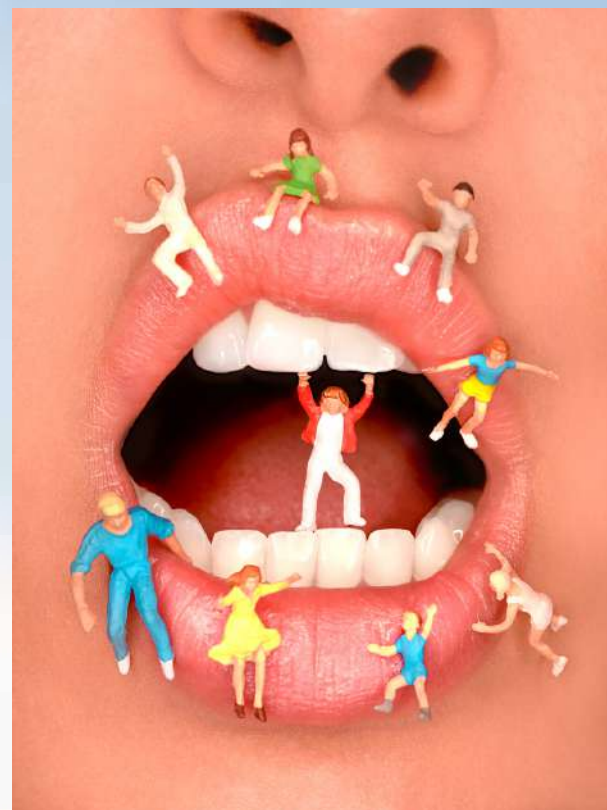
They complained about **driving** in rush hour.

Shopping & Consumerism



Internet Explorer goes shopping.

Precise Pronunciation:



Precise Pronunciation:



Precise Pronunciation:



Precise Pronunciation:

Pronunciation focus Topic

Precise Pronunciation:

Vowel: 'o'

PRONOUNCING

LONG vs. SHORT vowels:

'LONG'/LETTER vs. 'SHORT' sounds with the SILENT 'e'

	LONG/LETTER sound with silent 'e'	SHORT sound without silent 'e'	Same LONG sound different spelling	EXCEPTIONS!
I	/aɪ/ kite, bite, site, live, alive, wine, pile	/ɪ/ kit, bit, sit, fit, hit, win, pill, ill	/aɪ/ sight, fight, height, bind, aisle/I'll	/ɪ/ to live, to give
O	/əʊ/ note, hope, wrote, cone	/ɒ/ not, hop, rot, con,	/əʊ/ boat, door, poor, pour	/ɒ/ gone /əʊ/ nor, for, or /uː/ lose, whose

Precise Pronunciation:

Vowel: 'o'

/əʊ/

'O' = 'oh'

note

hope

wrote

cone

showed

a stone

phone

phoned

sorry (CAN)

/ɒ/

'O' = on

not

hop

rot

con

shot

astonished

phonics

font

sorry (US)

Precise Pronunciation:

Vowel: 'o'

/b/

'O' = on

got
a **lot**
shop
shoppe
drop
non-alcohol**ic**
gone
cost
lost
frost

bought
brought
thought
fought
contact
sauce
boss
Ron
dawn
lawn

Precise Pronunciation:

Vowel: 'o'

/əʊ/

'O' = 'oh'

or

for

nor

boat

float

soap

door

poor

pour

so

sorry (CAN)

Precise Pronunciation:

Vowel: 'o'

/ə/

'O' = Uhhh

Exceptions!

love
above
glove
come
done
none
some
honey
money
one
once

Precise Pronunciation:

Vowel: 'o'

/ə/

'O' = Uhhh

of
from
son
brother
mother
another
other
Monday
month
won
wonderful

cover
consumer
consumption
container
control
country
shovel
blood
flood
oven
government

Precise Pronunciation:

Vowel: 'o'

/uː/

'O' = Ooo!

to
too
two
who
whose
lose
move
goove
boot
food
mood
cool
fool
pool
zoo

Precise Pronunciation:

Vowel: 'o'

/ʊ/

'O' = ...

good

stood

understood

hood

neighborhood

could

should

would

wood

woman

book

look

took

bush

put

foot

Precise Pronunciation:

Vowel: 'o'

/ɜ:/

'O' = Were!

work
word
world
worse

WORD STRESS:

CAREFUL with 'able'!

Able...table...cable...stable...enable

But!!!...

Vegetable (~veg-t'bl)

Comfortable (~comfr-t'bl)

Adaptable (~a-dap-t'bl)

Affordable

Flexible

Payable

Returnable

Sustainable

Recyclable

Renewable

Valuable

Wearable

CHANGED SOUNDS:

CAREFUL with '-ace' !

chase (ace)

lace (ace)

erase (ace)

place (ace)

BUT...

purchase (iss)

neclace (iss)

surface (iss)

terrace (iss)

aerospace, replace,
misplace, disgrace,
shoelace

menace, furnace, solace ,
palace, preface

Precise Pronunciation:

Pronunciation Challenge with: 'able'

It is more and more important to find goods, if you are able, that are not only good quality, but also affordable, sustainable and/or recyclable.



Shopping & Consumerism



Shopping & Consumerism



I ordered a chicken and an
egg from Amazon.

I'll let you know which
comes first.

Dad Jokes Hall of Shame

howtobedad.com 

F.F.A.C.E.

False Friends & Avoiding Common Errors



F.F.A.C.E.



Confusion



Common Errors!!

buy to someone

Common Errors!!

buy someone

Common Errors!!

buy the item...
from the store/person
for someone

Common Errors!!

Error

What can I buy **to** my sister for
her birthday?

I can buy **to** her a new sweater.

Correct

What can I **buy my sister** for
her birthday?

I can **buy her** a new sweater.

or

I can buy a new sweater **for her**.

Common Errors!!

Error

We bought our car **to** a good friend.

If he buys it **to** me, I will give him a good price.

Correct

We bought our car **from** a good friend.

If he buys it **from** me, I will give him a good price.

Common Errors!!

do a purchase

Common Errors!!

do urchase

Common Errors!!

make a purchase

Common Errors!!

Error

The department **did** a purchase for a thousand units.

We will get a discount of 10% if we **do** a purchase before Friday.

Correct

The department made a **purchase** for a thousand units.

We will get a discount of 10% if we make a **purchase** before Friday.

False Friends



False Friends

**A young
woman?**



**An old
woman?**

False Friends



=

CONFUSION!!





False Friends



Spanish word:
librería

False equivalent:
library
= biblioteca

Ex: I still enjoy going to
a **library** to buy books.

False Friends

Correct word:
bookstore

Definition:
**where you pay
money to buy books**

Ex: I still enjoy going to
a **book store** to buy
books.



Spanish word:
la oferta

False equivalent:
the offer
= algo ofrecido

Ex: The **offer** of televisions
in the store is limited.

Ex: Price is determined by
offer and demand.

False Friends

Correct word:
supply

Definition:
**where you pay
money to buy books**

Ex: The **supply** of televisions
in the store is limited.

Ex: Price is determined by
supply and demand.



Spanish word:

***punctual /
puntualmente**

False equivalent:

***punctual /
punctually
= a tiempo***

Ex: The store's promotional
sale was a **punctual** event.

Ex: The low prices only
happen **punctually**.

False Friends

Correct word:

**limited / one-off /
occasionally**

Definition:

**doesn't happen very
often**

Ex: The store's promotional
sale was a **limited** event.

Ex: The low prices only
happen **occasionally**.

COMMON ERRORS



=

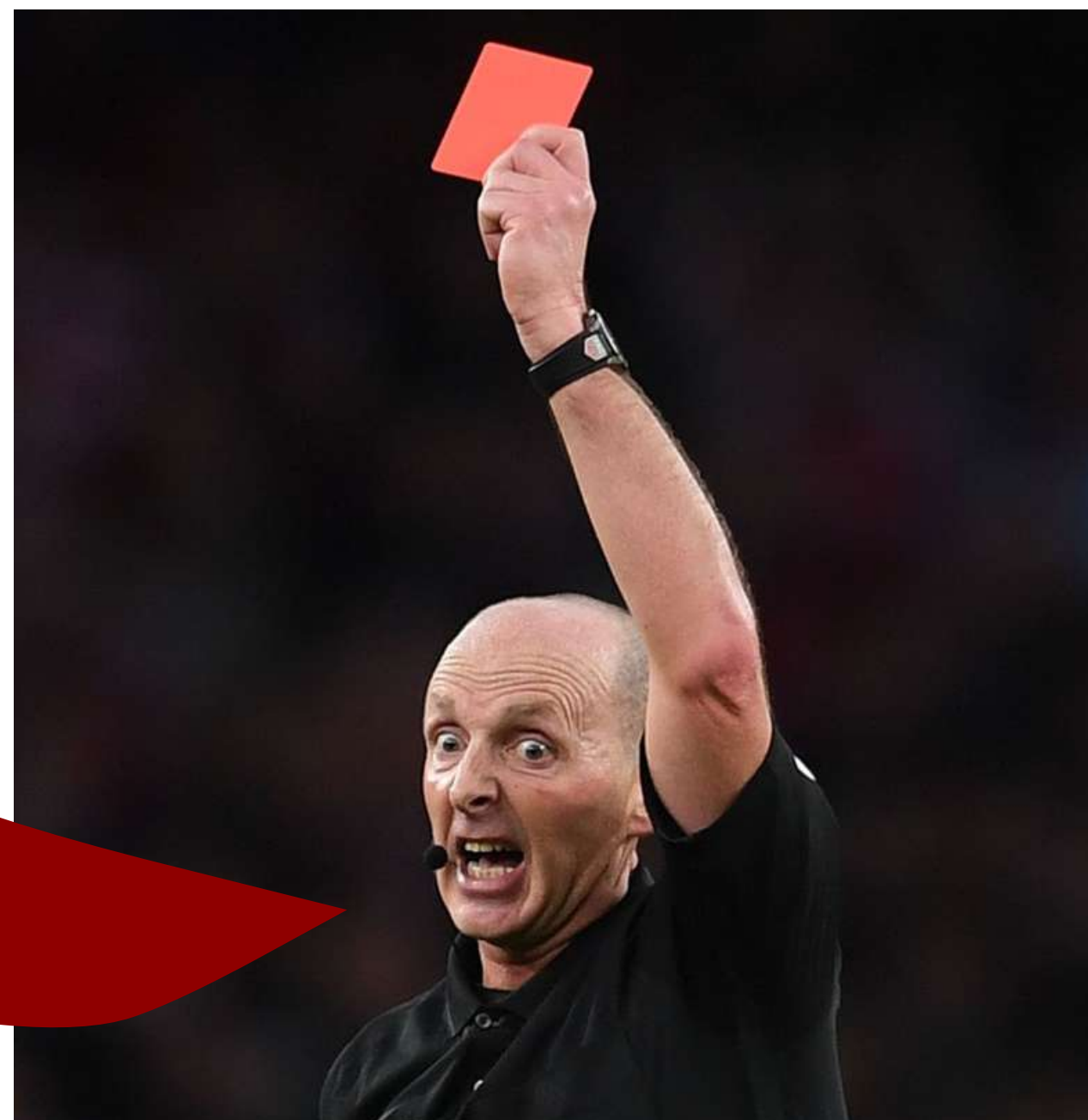
CONFUSION!!



COMMON ERRORS



COMMON!!



Shopping & Consumerism

During Shopping



What women see



What men see

Discussion Questions

**How does shopping
and consumerism
affect our lives?**

Discussion Questions

Do you enjoy shopping? Why or why not?

How often do you take advantage of sales?

What factors influence your decision when buying a new electronic device?

Do you prefer shopping online or in physical stores? Why?

How do you think advertising affects people's shopping habits?

Is Amazon ruining the experience of shopping?

Have you ever participated in a sales event like Black Friday? What was your experience like?

Do you think it's important for consumers to be mindful of where their products come from and how they are made? Why or why not?

Discussion Questions

Do you enjoy shopping? Why or why not?

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Discussion Questions



Do you enjoy shopping? Why or why not?

How often do you take advantage of sales?

Shopping & Consumerism



Do you think it's important for consumers to be mindful of where their products come from and how they are made? Why or why not?



Castilla de
León

amazon



**Is Amazon ruining
the experience of
shopping?**



**How do you think
advertising affects
people's shopping habits?**



Shopping & Consumerism



Q&A sesión



Dedicate time

Work hard

Practice

Focus

Have

Dedicate time

Work hard

Practice

Focus

Have



*Thank
you!*



Brian Bolles
 **eclap**
Escuela de Administración Pública
de Castilla y León