

## PRE-READING

Look at the pictures and read the title of the lesson.

1. Circle your answers about pictures 1 through 4. Write them on the lines.
- a) Picture 1 shows a \_\_\_\_\_ (pedestrian zone / shopping mall)
- b) You can see three \_\_\_\_\_ of juice in picture 2. (beakers / cartons)
- c) In picture 3, the sign directs you to \_\_\_\_\_ parking. (underground / footpath)
- d) Picture 4 shows some food in \_\_\_\_\_. (glass / tins)

Picture 1



Picture 2



Picture 3



Picture 4



2. Read these statements about pictures 1–4 above. Tick (✓) Yes or No.

| STATEMENTS   | YES                      | NO                       |
|--|--------------------------|--------------------------|
| a) Picture 1 shows a busy shopping mall.                                     | <input type="checkbox"/> | <input type="checkbox"/> |
| b) The same company makes the three cartons of juice in picture 2.           | <input type="checkbox"/> | <input type="checkbox"/> |
| c) To reach Underground Parking in picture 3, you go upstairs and turn left. | <input type="checkbox"/> | <input type="checkbox"/> |
| d) Picture 4 shows tins of fruits.   | <input type="checkbox"/> | <input type="checkbox"/> |

## READING TEXT

### PRODUCTS & PACKAGING



Shopping in a Mall like Samah Centre can be fun. Sometimes customers wander around looking at products they don't intend to buy. Other customers enjoy picking up different products and looking at their packaging. Companies use different packaging for their products, mainly to protect the contents; and, in the case of liquid, to prevent contents running out. Another important use of packaging is to improve the appearance of the products. Finally, protecting consumers is another reason for packaging products. For example, thin, sharp glass needs thick packing and a sharp saw blade without packaging would cause a safety hazard for the consumer.

15 These days everything is packaged. Even large items such as washing machines are packaged with stick-on flashes which have information about the product. Most times consumers buy things like food, drinks, clothing and furniture because they look good. They are eye-catching because they are wrapped in fancy boxes and colourful packs.



20 With some products, the package is more costly than the product it contains. Chocolates in boxes, cosmetics and perfumes all could be sold in simple, cheap packaging. In these cases, the package itself is something the consumer wants to have because it gives him the pleasure of having something others don't. For example, very few people will recognise the perfume of Chanel No 5, but a great many recognise its special white package.

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Packaging also has to work. Companies use tins because they are good at preserving and protecting food products. However, they are heavy and expensive.

35 In order to save money, many companies use plastics containers. Polythene is replacing glass because it is lighter and less likely to break. It also works well as a container for carbonated drinks.

VOCABULARY & UNDERSTANDING

1. Decide which sentence below describes each paragraph above. Tick (✓) the right column.

|  | Paragraphs |   |   |   |   |
|--|------------|---|---|---|---|
|  | 1          | 2 | 3 | 4 | 5 |
| a) Some consumers pay more for packaging than for the product it contains. |            |   |   |   |   |
| b) Packaging is used for different purposes.                               |            |   |   |   |   |
| c) Different materials are used in packaging.                              |            |   |   |   |   |
| d) Good packaging makes consumers buy the product.                         |            |   |   |   |   |

2. Tick (✓) the sentences that are true and cross (x) those that are false based on the Reading text.

- a) Sometimes customers look at products but don't buy them. \_\_\_\_\_
- b) Packaging isn't used for protecting the contents of products. \_\_\_\_\_
- c) Packaging products is also used for protecting customers. \_\_\_\_\_
- d) Not many things are packaged these days. \_\_\_\_\_
- e) Tins are not good at preserving and protecting food products. \_\_\_\_\_
- f) Polythene is replacing glass because it is heavier and breaks easily. \_\_\_\_\_

3. Match the questions and answers.

- |  |  |
|--|--|
| _____ 1. Why do companies pack their products?                             | a. the package is something the consumer wants to have.    |
| _____ 2. Which things cause a safety hazard for the consumer?              | b. their fancy and colourful packaging.                    |
| _____ 3. What makes some products eye-catching?                            | c. to protect their products.                              |
| _____ 4. Why do some customers buy products with very expensive packaging? | d. it is cheaper.  |
| _____ 5. Why do many companies use plastics for packaging?                 | e. things such as thin, sharp glass and a sharp saw blade. |

4. Fill in the blanks with words from the box.

running - everything - washing - clothing - something - replacing

- a) Most times consumers buy things like \_\_\_\_\_ and furniture because they look good.
- b) These days \_\_\_\_\_ is packaged.
- c) Polythene is \_\_\_\_\_ glass because it is lighter and less likely to break.
- d) Even large items such as \_\_\_\_\_ machines are packaged.
- e) Companies use packaging for their products to prevent contents \_\_\_\_\_ out.
- f) Expensive packaging gives consumers the pleasure of having \_\_\_\_\_ others don't have.

**COMPREHENSION CHECK**

1. Answer these questions based on the Reading text.

a) In the case of liquid, why do companies use packaging?

\_\_\_\_\_

b) What colour is Chanel No. 5's special package?

\_\_\_\_\_

c) Why do many companies use plastic containers for packaging their products?

\_\_\_\_\_

2. Meanings of Words & Expressions in the Reading text.

a) What does the word 'their' on line 6 refer to?

\_\_\_\_\_

b) On line 7, what does the word 'their' mean?

\_\_\_\_\_

c) What does the pronoun 'it' on line 23 refer to?

\_\_\_\_\_

3. Draw arrows (→) to match the descriptions within the ovals with the correct pictures (5 – 9).

Picture 5



A chef

Picture 6



A man holding a shopping basket

Picture 7



A man pushing a shopping trolley

People in a queue

Picture 8



Car Parking

Picture 9



4. Match pictures (10 - 13) below with their descriptions. Write the picture numbers on the lines.

Picture 10



Picture 11



Picture 12



Picture 13



- \_\_\_ a) This picture shows an outdoor market.
- \_\_\_ b) This picture shows a man withdrawing cash from a cash machine.
- \_\_\_ c) This picture shows pedestrians crossing a pedestrian zone.
- \_\_\_ d) This picture shows a man feeding (giving food to) a baby.

#### LANGUAGE FOCUS

1. The words in each box make a sentence. Put the words in order and write the sentences on the lines.

a) \_\_\_\_\_

fun - be - shopping - can ?

b) \_\_\_\_\_

want - have - it - customers - to

c) \_\_\_\_\_

works - as - it - container - well - a

2. Complete the table with the simple form or the *-ing* form of the verb. The words are from the Reading text.

| SIMPLE FORM | - ING FORM |
|-------------|------------|
| shop        |            |
|             | looking    |
|             | picking    |
| package     |            |
|             | packing    |
| protect     |            |
| run         |            |
| wash        |            |

3. Which forms have double letters? Write them below.

|       |
|-------|
| _____ |
| _____ |

4. Compare the following *-ing* words from the Reading text to the *-ing* verb forms in the table under (1) above.
- everything
  - clothing
  - something
5. Discuss your answers in class.