HARD SELL

مفر دات متعلقة بالنشاط التجاري **BUSINESS-RELATED VOCABULARY**

1 U <u>SP</u>	-A feature of a product or service which makes it different	ميزة الفريدة التي تجعل المنتج أو الخدمة مميزة
(Unique Selling	from the rest	تجعل المنتج أو
Point)	- The feature that makes a product different from and better	الخدمة مميزة
	than anything else	
2 venture	-A new business project that involves taking risks	مشروع جديد
	- A new business that is risky	
3 price tag	The cost of a product -The amount that something costs	سعر المنتج رخيص جدًا
4 bargain	(Of a price) Extremely cheap	رخیص جدًا
basement		
5 bespoke	-A product made specially for a particular customer	مُفصتَّل خصيصتًا لزبون معيّن إطلاق منتج
	-Specially made for a particular person	لزبون معيّن
6 launch	-When you bring a product onto the market for the first time	إطلاق منتج
	-Making a new product available to be sold	
7 quote	-The price a company says they will charge for a service	التسعيرة
	-The estimated price that will be charged for a service	
8 turnover	-Goods sold by a company over a period of time	حجم المبيعات
	-The amount of business a company does in a set period of time	عرض سعر
9 cost-effective	-Brings the best possible profits for the lowest possible price	مربح بأقل سعر
	-Good value for money	ممكن
10 bricks and	Buildings such as houses, offices, factories	المباني
mortar		حجم المبيعات عرض سعر مربح بأقل سعر ممكن المباني الحقيقية/الفعلية
11 branching out	Extended or expanded on the work normally done	التوسع بأعمال
		_
12 business	An idea for a business	فكرة المشروع
concept		التجاري
	An idea for a business	جديدة فكرة المشروع التجاري

2 Match the highlighted words and phrases from the texts with definitions 1-12.

price tag - business concept - cost-effective - bargain basement - bespoke launching - branching out - USP - quote - bricks and mortar - venture - turnover

- 1 Good value for money
- 2 Extremely cheap
- **3** Specially made for a particular person
- 4 The feature that makes a product different from and better than anything else
- 5 The estimated price that will be charged for a service _____
- 6 Buildings such as houses, offices, factories
- 7 A new business that is risky
- 8 The amount of business a company does in a set period of time _____
- 9 Making a new product available to be sold
- 10 Extended or expanded on the work normally done
- 11 The amount that something costs
- 12 An idea for a business

Answers 1 cost-effective 2 bargain basement 3 bespoke 4 USP (Unique Selling Point) 5 quote 6 bricks and mortar 7 venture 8 turnover 9 launching 10 branching out 11 price tag 12 business concept

3 Read the definitions and complete the words with one letter in each gap.

1 A feature of a pro	duct or service v	which makes it d	lifferent from the	e rest — U <u>S</u> <u>P</u>
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- 2 A new business project that involves taking risks v______
- 3 The cost of a product p_____ t _____
- 4 (Of a price) Extremely cheap b _____ b ____ 5 A product made specially for a particular customer b _____
- 6 When you bring a product onto the market for the first time 1
- 7 The price a company says they will charge for a service q _____ 8 Goods sold by a company over a period of time — t ______
- 9 Brings the best possible profits for the lowest possible price c_____ e ____

4 Match the two parts of the sentences.

-) I asked several companies to give me 1 (
-) It isn't cost-effective to heat the whole house 2 (
-) He has unusually large feet 3 (
- 4 () After working for the company for a few years,
-) The venture may be lucrative, 5 (
-) Once we've worked out what our USP is, 6 (
-) I was surprised by 7 (
-) You can't expect to get good quality 8 (
- 9 () Everything is online now,

a how high their turnover was.

b so he needs bespoke shoes.

c a quote for remodelling the kitchen.

d if you're only working in one room.

e so I think the days of bricks-and-mortar shops are over.

f she decided to launch her own business.

g at bargain-basement prices.

h the rest will be plain sailing.

i but it's also risky.

Answers

2 venture 3 price tag 4 bargain basement 5 bespoke 6 launch 7 quote 8 turnover 9 cost-effective

COMPOUND NOUNS

Read Active Vocabulary and find examples of each in the texts on page 26.

ACTIVE VOCABULARY | Compound nouns

A compound noun is created by joining two or more words together to create a single idea. Compound nouns can be spelled • as separate words. • with a hyphen. • as one word.

(كما ورد في دليل المعلم نصاً) Possible answers

- as separate words: (goat) rental company, electric mower, square feet, single day, business concept, bargain basement, upfront investment, bricks-and-mortar shop ('bricks-and mortar' is hyphenated when is used as an adjective, but not when it is a noun.)
- with a hyphen: start-up, e-commerce, word-of-mouth
- as one word: eyesore, turnover



sales gimmick	حيلة تسويقية	upfront investment	رأس المال المدفوع مقدمًا
start-up	شركة / مشروع جديد	impulse buy	شراء مفاجئ بدون تخطيط مسبق
USP (Unique	ميزة الفريدة التي تجعل	luxury goods	السلع الفاخرة
Selling Point)	المنتج أو الخدمة مميزة		
price tag	سعر المنتج	word-of-mouth	الترويج بالكلام بين الناس

★ Complete the sentences with the words from the box to make compound nouns.

buy	gimmick	investment	up
1 They're	giving away fro	ee toys with children's	meals as a part of a sales
2 Planes a	re expensive to	design and make, so re	require a lot of upfront
3 My frier	nd has just estab	lished a new start	which uses AI to help businesses
4 I wasn't	planning on ge	tting a new shirt today	y, it was a bit of an impulse
Answers	1 gimmick	2 investment 3	un 4 huy
7 HIS W CIS	1 giiiiiiek	2 mvesiment 5	up Touy
★ Complete	the sentences v	with the correct forms	of the compound nouns.
			ich as perfume and jewellery.
2. I try to	avoid	by takir	ng a shopping list to the supermarket.
3. Inevitab	oly, most	will fai	il in their first year.
4. Our	i	s the high quality of or	our materials and our bespoke customer
service.			
5. There a	re little plastic t	oys in the cereal, giver	n away as a
6. There v	will be a signific	cant, but it v	will be well worth the money in the long run
7. We get	most of our wo	k through	referrals and
recommen	dations.		
8. When l	looked at the _	· · · · · · · · · · · · · · · · · · ·	, I almost passed out. It was so expensive
Answers			
	buys 3 start-up	s 4 USP (Unique Sellir	ng Point) 5 sales gimmick 6 upfront
_	t 7 word-of-mo	• -	, , ,
Choose in	e correct words	to complete the senter	nces.
-	U	missing. How much is	
-	-	•	to encourage impulse goods / buys.
3 If you ha	ave positive wo	rd-of -reputation / <mark>-m</mark>	nouth , you may not need to advertise.
4 It was a	start-un / conc	ent, so we used the kit	tchen as an office at first.

6 He was wearing a **bespoke/bargain** basement suit which clearly wasn't cheap.

Answers 1 tag 2 buys 3 -mouth 4 start-up 5 gimmick 6 bespoke 7 goods

5 They're offering free cinema tickets as a sales **gimmick** /concept.

7 Sports cars are luxury **effective / goods.**

1 Read the texts and answer the questions about each business. [SB/Page. 27]

- 1 Why is there a need for this business?
- 2 Would you buy or use these goods or services? Say why.







Incredible Cake

Do you need a lawn mowing or to get rid of a large area of weeds? Rather than considering what kind of machine to hire. why not rent some goats? This goat rental company will come and look at your land, provide a quote and then bring along an appropriate number of peckish goats. The USP of this kind of service is that it is very ecofriendly: no need for electric mowers or for pesticides. Not only do goats apparently particularly relish eating weeds, the service is also extremely costeffective: just 38 goats can 'mow' 50,000 square feet of grass in a single day.

When Saeed confided in his wife his dream of launching a business based on making furniture that many people would consider an eyesore, she thought he'd completely lost his marbles. How could that possibly be a profit-making venture? Saeed was skilful at making furniture – that was his bread and butter. But why tell people he was creating eyesores? Confident in his idea nevertheless, Saeed started promoting his ugly and weird furniture online and, believe it or not, within three months, his company had a turnover of more than \$10,000 a month! The 'eyesore' tag was obviously a bit of a sales gimmick, but it worked even though his furniture is not exactly priced as an impulse buy. Fortunately, there was not much upfront investment needed as Saeed already had all the equipment he needed. Now he's thinking about branching out into ugly accessories.

Unimpressed by the expensive price tag of cakes on off er for her own wedding, Nada decided to make her own. As she was working in Africa, her design was a delicious work of art complete with edible trees and waterfalls from across the continent. It was only when she returned that making cakes for a living became a business concept. Initially, she worked from home as she and her husband didn't have the capital for a bricks-and-mortar shop, relying instead on e-commerce for her start-up. However, through social media and word-of-mouth, her reputation grew and within a year she opened her first physical store with her new trade name: A piece and love. Her cakes cater to all budgets, from simple designs at bargain basement prices, to bespoke creations for the happy couple. Nada and her staff pride themselves on their customer service, working closely with each one and paying meticulous attention to detail to ensure each cake is as special as the day itself.

3.1 Listen to an interview with the owner of the goat business. In pairs, discuss the positive and negative aspects of the business. Use the vocabulary from the previous exercises.

VOCABULARY PRACTICE

★Complete the online article with one word in each gap. Work Book / Page 21

start-up - concept USP - bricks, mortar - word, mouth - cost-effective – upfront investment - launch

How to start your own business and make a success of it

Got an idea for a new business ¹ venture? Here's how	to get started
If you are entrepreneurial, you are probably juggling	lots of ideas.
But which business ² c is the bes	st? Think about which one you have the
most passion for, as a new ³ s wil	l require a great deal of time and energy.
If you want to break into an already crowded market, y	
However great you think your idea is, research it tho	proughly. If no one else is doing it, does
that mean you're a genius, or that everyone else kno	ws that there's no profit in what you're
considering?	
Finally, are you thinking of an online business, or a	⁵ b and- m
one? If it's the latter, remember that hiring pro-	emises will involve a significant ⁶ u
i	
Once you've decided on your idea, you need to	think about how you're going to 71
	think about now you're going to 71
	-eto start
	eto start
the business. It probably isn't that ${}^8\mathbf{c}$	to start ally excellent customer service, and win
the business. It probably isn't that ⁸ c by paying a lot for advertising. If you can provide re-	-e to start ally excellent customer service, and win ess through 9w of-

Answers

2 concept 3 start-up 4 USP 5 bricks, mortar 6 upfront investment 7 launch 8 cost-effective 9 word, mouth

Phrasal Verbs	Meaning / English	Meaning / English
set up	start	يؤسِّس / يَبدأ (مشروع أو عمل)
break into	get involved with	يدخل مجالًا جديدًا
pass up	fail to take advantage of	يرفض / يُضيّع فرصة
sign up	get to commit	يجعل شخصًا يلتزم
building <mark>up</mark>	gradually increasing	زيادة تدريجية / نمو تدريجي
win them over	persuade them	يقنعهم / يكسبهم لصفه
knock quite a lot off the price	considerably reduce	يخفض السعر بشكل ملحوظ

PHRASAL VERBS

3.1 Replace the underlined parts of the sentences with the correct forms of the verbs from the box. Then listen again and check.



break into build up knock (something) off pass up set up sign up win over

- 1 So, what gave you the idea to **start** the business?
- 2 It seemed like it might be a good market to **get involved with**.
- 3 It was too good an opportunity to **fail to take advantage of.**
- 4 We often **get** new customers **to commit** on the spot.
- 5 We'd been gradually increasing customer loyalty in that area.
- **6** Eventually, we did manage to **persuade them**.
- 7 We had to **considerably reduce** the price.

Answers 1 set up 2 break into 3 pass up 4 sign ... up

5 building up 6 win them over 7 knock quite a lot off the price

SPEAKING Think of successful small businesses in your area. Discuss the questions.

- 1 What is their USP?
- 2 What makes their business concept successful? _____
- 3 How could they branch out?

SUGGESTED ANSWERS:

- 1. Their USP is offering fresh homemade food at low prices.
- 2. It is successful because they focus on quality and friendly service.
- 3. They could branch out by offering online delivery or opening new branches.

VERBS CONNECTED TO MONEY

budget	يضع ميزانية	collapse	ينهار
discount	يمنح خصم	finance	يقدّم التمويل
owe	یکون مدینًا ب	refund	يرد المبلغ المدفوع
value	يقيم قيمة شيء ما	withdraw	يسحب (مال من الحساب)

☆ Complete the sentences with one of the verbs connected to money from the box.

budgeting - discounted - financed - owes - refunding - valued

- 1. Issa took out a loan to set up his business, so now he the bank money every month.
- 2. Suha made so much money in her business that she her younger brother's new business at the beginning.
- 3. The shop has all of its prices for the holidays, so you should go and look now.
- 4. Hamza has been every month to make sure he can save enough money for university.
- 5. After I complained about the quality of the shirt, the company will be the full price back to me.
- 6. The dealership has all of my car at 10,000 dinars, but I think it's probably worth more than that.

1 owes 2 financed 3 discounted 4 budgeting 5 refunding 6 valued

THE PASSIVE

[Subject + Verb + Object] [Object + Be + Past Participle (+ by + Subject)]

6 Active Voice: Ali paints the wall.

• Object: the wall

• Be verb (present): is

• Past participle of "paint": painted

Agent (optional): by Ali

✓ Passive Voice: The wall is painted (by Ali).

Tense / Form	Active Voice	Passive Voice
Present Simple	S + V1 / (s) + O	S + am/is/are + V3
Past Simple $S + V2 + O$		S + was/were + V3
Present Continuous S + am/is/are + V-ing + O		S + am/is/are + being + V3
Past Continuous	S + was/were + V-ing + O	S + was/were + being + V3
Present Perfect	S + have/has + V3 + O	S + have/has + been + V3
Past Perfect	S + had + V3 + O	S + had + been + V3
Future Simple $S + will + V1 + O$		S + will + be + V3
Future Perfect	S + will have + V3 + O	S + will have + been + V3
Going to Future $S + am/is/are + going to + V1 + O$		S + am/is/are + going to + be + V3
Modal	S + Modal + V1 + O	S + can + be + V3
Modal Perfect S + could have + V3 + O		S + could have + been + V3

Active: The chef cooked the meal. The meal was cooked (by the chef).

Examples:

Someone <u>cleans</u> the windows every week.

The windows <u>are cleaned</u> every week.

Someone <u>painted</u> the house last week.

The house <u>was painted</u> last week.

1. Hydrogen fuel-cells provide the power.

The power

2. People use Behavioural Economics to make good decisions.

Behavioural Economics

3. We are preparing the documents for you.

The documents

4. They are creating a new role in my department.

A new role

5. Engineers developed the first fully electric vehicle in 2013.

The first fully electric vehicle

6. The researchers showed the participants photos of themselves.

The participants

7. People were wasting too much water.
Too much water
8. They were flying the goods from the other side of the world.
The goods
9. They have taken all of your suggestions into account.
All of your suggestions
10. The company has just awarded my brother a promotion.
My brother
11. They had promised a bigger pay rise to Saeed.
A bigger pay rise
12. You can only store the energy for a short time.
The energy
13. People may transfer skills to numerous industries.
Skills
14. They will probably give the job to Adnan.
The job
15. How much will they charge me for the service?
How much I
16. They are going to give them wonderful presents.
They
17. The chef is going to serve the customers his finest dishes.
The customers

Answers

- 1. The power **is provided** by hydrogen fuel-cells.
- 2. Behavioural Economics **is used** for making good decisions.
- 3. The documents **are being prepared** for you.
- 4. A new role **is being created** in my department.
- **5.** The first fully electric vehicle **was developed** in 2013.
- 6. The participants **were shown** photos of themselves.
- 7. Too much water was being wasted.
- 8. The goods were being flown in from the other side of the world.
- 9. All of your suggestions **have been taken** into account.
- 10. My brother **has just been awarded** a promotion.
- 11. A bigger pay rise **had been promised** to Saeed.
- 12. The energy **can only be stored** for a short time.
- 13. Skills <u>may be transferred</u> to numerous industries.
- 14. The job will probably be given to Adnan.
- 15. How much **will I be charged** for the service?
- 16. They are going to be given wonderful presents.
- 17. The customers <u>are going to be served</u> the chef's finest dishes.

Tense / Form	Active Voice	Passive Voice
Passive Infinitive	to + V1 + O	to + be + V3
Passive Gerund	V-ing + O	being + V3

18	Someone	had to	o make	a difficult	decision
10.		maa u	o marc	a announ	accision.

A difficult decision

19. Issa is expecting them to give him a pay rise.

Issa is expecting

20. The crisis will result in closing down more shops.

The crisis will result in more shops

21. I'd appreciate it if you explained the concept once again.

I'd appreciate the concept

Answers

- 18. A difficult decision had to be made.
- 19. Issa is expecting to be given a pay rise.
- 20. The crisis will result in more shops **being closed down**.
- 21. I'd appreciate the concept **being explained** once again.

We use the Passive when:نستخدم المبني للمجهول عندما وي

• we emphasise the action more than the agent:

تم تدمير فلوريدا .Florida was destroyed

(We're only concerned with what happened to Florida, not the cause.)

• نُؤكّد على الفعل أكثر من الفاعل: (نهتم فقط بما حدث لفلوريدا، وليس السبب).

تم تدمير فلوريدا بواسطة إعصار إيرما .Florida was destroyed by Hurricane Irma

(We use by when we mention the agent in Passive sentences:

when the action is old information and the agent is new information.)

(نستخدم by عندما نذكر الفاعل في جملة المبني للمجهول: عندما يكون الفعل معلومة قديمة والفاعل معلومة جديدة.)

دمّر إعصار إيرما فلوريدا .Hurricane Irma destroyed Florida

(In the active sentence, we're focusing on the agent, on what Hurricane Irma did.)

(في الجملة المبنية للمعلوم، نركّز على الفاعل، أي ما فعله إعصار إيرم).

• the agent is unknown or unimportant:

A fully electric vehicle was developed. تم تطوير مركبة كهربائية بالكامل

(We don't know or don't care who developed it, the important thing is the fact that it happened.)

•عندما يكون الفاعل مجهولًا أو غير مهم: (لا نعرف أو لا نهتم بمن قام بتطوير ها، المهم هو حدوث الأمر)

• the agent is 'people in general':

تم استهلاك طاقة أقل بكثير .Much less energy was consumed

(Logically, it was everyone or people in general who consumed the energy.)

جعندما يكون الفاعل هو النّاس عمومًا : (منطقيًا، كان الجميع أو الناس عمومًا هم من استهلكوا الطاقة) .

• the agent is so obvious we don't need to express it:

يتم فرض ضريبة على وقود الطائرات .Aviation fuel is taxed

(Logically we can deduct that the agent must be the government.)

•عندما يكون الفاعل واضحًا لدرجة أننا لا نحتاج لذكره : (منطقيًا نستنتج أن الفاعل هو الحكومة)

• we don't want to start the sentence with a long complex subject:

The amount of CO₂ in the atmosphere was further reduced **by** storing the gas in carbon 'sinks' in abandoned mines deep underground.

(The agent, underlined here, would be a very long and clumsy subject to begin a sentence with.) عندما لا نرغب في بدء الجملة بفاعل طويل ومعقد: تم تقليل كمية ثاني أكسيد الكربون في الغلاف الجوي أكثر عن طريق

تخزين الغاز في "مصائد" الكربون في مناجم مهجورة عميقًا تحت الأرض.

(الفاعل هنا سيكون طويلًا ومعقدًا إذا بدأنا الجملة به.)

• when we want to be tactful and not mention the agent:

All the biscuits have been eaten. تم أكل كل البسكويت (instead of: You've eaten all the biscuits!)

•عندما نريد أن نكون لبقين ولا نذكر الفاعل) : (بدلاً من :لقد أكلت كل البسكويت!)

In spoken English, the Passive form is often replaced with an active form with the verb get.

. get في اللغة الإنجليزية المحكية، غالبًا ما يتم استبدال صيغة المبني للمجهول بصيغة فعلية باستخدام الفعل

The car **got** repaired by the side of the road.

I got hit by a bicycle while crossing the road.

His leg got broken when he was skiing.

TEST YOURSELF

1. Which sentence focuses more on the action than the agent?

- A) Hurricane Irma destroyed Florida.
- B) Florida was destroyed.

C) People destroyed Florida.

D) Florida destroys Hurricane Irma.

2. In which sentence is the agent unknown or unimportant?

- A) A fully electric vehicle was developed.
- B) John developed a fully electric vehicle.
- C) A fully electric vehicle was developed by John. D) They developed a fully electric vehicle.

3. Which sentence shows that the agent is "people in general"?

- A) The president announced new laws.
- B) Much less energy was consumed.
- C) The workers consumed less energy.
- D) The machines used less energy.

4. Which sentence omits the agent because it is obvious?

- A) Aviation fuel is taxed
- B) The government taxes aviation fuel.
- C) Companies tax aviation fuel.
- D) Aviation fuel will be taxed by the company.

5. Which sentence uses the passive to be tactful and and not mention the agent?

A) You've eaten all the biscuits!

B) All the biscuits have been eaten.

C) He ate all the biscuits.

D) All the biscuits were eaten by you.

6. Which sentence uses get instead of be in the passive voice?

- A) The car was repaired by the side of the road. B) The car got repaired by the side of the road.
- C) They repaired the car by the side of the road. D) The car repairs by the side of the road.

7. Which sentence uses the passive to avoid a long subject at the beginning?

- A) The committee decided to store the CO₂ in abandoned mines.
- B) The amount of CO₂ in the atmosphere was further reduced by storing the gas in carbon "sinks" in abandoned mines deep underground.
- C) Scientists stored the CO₂ in carbon "sinks."
- D) The CO₂ was stored in carbon "sinks."

Answers 1B 2A 3B 4A 5B 6B 7B

1 Read the extract from an online article. Why do you think this was the outcome of the experiment?

A recent experiment asked participants how much of their income <u>should be put aside for retirement</u>. Before asking the question, they showed half the participants a photo of themselves. <u>The researchers had had the photos digitally altered</u> to make the people in them look older. <u>Those participants who were shown the photos of themselves</u> consistently chose to put more of their savings aside for their future selves.

Suggested answer: The participants were likely influenced by seeing themselves as the reality of being older and that created a relationship with their older self.

- **2** Look at the underlined phrases in the text in Exercise 1 and answer the questions.
- 1. What do all three phrases have in common grammatically?
- 2. How are they grammatically different?

Answers 1. They use the passive form.

2. They use different tenses.

3 THINK BACK In pairs, look at the underlined sentences from the text on page

31 and discuss why you think the Passive has been used in each case.

Answers Students' own answers

1 is it more economical to go to a cheaper supermarket if a taxi there and back needs to be included in the cost?

- 2 A fallacy is an idea that is often believed to be true,
- **3** Having been told the cake had required a significant investment of time and money seemed to make people much more likely to eat it all,
- 4 nothing can be done about it.
- **5** Our decision-making ability can be dramatically improved by recognising when we may be falling prey to this fallacy.
- 6 The lunch would be made as salty as possible

4 Match sentences 1–6 from Exercise 3 with reasons for using the Passive a–f.

- a () We are more interested in the action than who does it.
- b () The agent is unknown, irrelevant or so obvious we don't need to express it.
- c () We want to avoid personal responsibility or blame.
- d () We want to sound more objective or talk about general opinions.
- e () We often put information that we know about at the beginning of a sentence and new information at the end of it.
- f () It is better not to start a sentence with a long complex subject.

a 6 b 5 c 4 d 2 e 3 f 1

5 ②3.10 PRONUNCIATION Listen to six sentences and write down how many words you hear in each sentence (contractions such as I've count as two words). What do you notice about the pronunciation of the verb to be? Listen again and repeat.

Answers 1 8 words 2 10 words 3 7 words 4 7 words 5 7 words 6 8 words The sounds in to be are either shortened or contracted in regular speech.



6 Complete a text about Economics with the Passive form of the verbs in brackets in the correct tense.

خيارات مهنية متنوعة ومرنة VERSATILE CAREER OPTIONS

Economics is about much more than money and the skills that can 1 (be developed / develop) from studying it, like an analytical mind and a strong economic awareness of the world, may 2 (transfer / be transferred) to numerous industries. During the course, you 3 (are required / is required) to employ critical thinking skills (for example interpretation, evaluation, inference, problem solving and decision making) so be prepared for a lot of challenges, but it is worth the effort. It 4 (has been found / has found) that Economics graduates earn more than any other graduates, apart from those who 5 (are awarded / award) a medical degree. After having completed their studies, they may 6 (employ / be employed) in business, industry, education or the civil service. Economists 7 (are often perceived / is often perceived) as game-changers in many industries, which makes the job pretty exciting, contrary to popular belief.

Answers

1 be developed 2 be transferred 3 are required 4 has been found 5 are awarded 6 be employed 7 are often perceived

0	Passive	Voice -	Choose	the	Correct Answer
---	---------	---------	--------	-----	-----------------------

#	Question	A	В	С	D
1	The cake by my grandmother.	baked	was baked	is baking	O bakes
2	A new bridge last year.	O built	o was built	is building) builds
3	The classroom by the students.	Cleaned	O was cleaned	is cleaning	Cleans
4	The documents yesterday.	signed	were signed	is signing	signs
5	The mechanic repaired the car.	The car was repaired by the mechanic.	The car repaired the mechanic.	O The mechanic was repaired by the car.	O The car is repairing the mechanic.

6	People speak English all over the world.	English is spoken all over the world.	English speaks people all over the world.	People are spoken by English all over the world.	English was spoken all over the world.
7	The teacher gave us homework.	Homework was given to us by the teacher.	Homework gave us the teacher.	The teacher was given homework by us.	Homework is giving by the teacher.
8	Someone stole my phone.	My phone was stolen.	My phone is stolen.	My phone stole someone.	Someone is stealing my phone.
9	The window was broken.	Someone broke the window.	The window broke someone.	The window is breaking.	Someone is breaking the window.
10	The homework was completed by Sara.	Sara completed the homework.	Sara is completing the homework.	The homework completes Sara.	Sara was completing the homework.
11	The book was written in 1990.	Someone wrote the book in 1990.	The book writes someone in 1990.	The book is writing in 1990.	Someone is writing the book in 1990.
12	The room was cleaned.	Someone cleaned the room.	The room cleans someone.	The room is cleaning.	Someone is cleaning the room.

Answer Key: 1-B, 2-B, 3-B, 4-B, 5-A, 6-A, 7-A, 8-A, 9-A, 10-A, 11-A, 12-A

WATCH OUT! SB/p.33

In passive sentences where the verbs have two objects (e.g., give, show, tell, lend, promise, buy, etc.) either object can come at the beginning. We usually put the 'new' information at the end.

Active: The teacher gave the students homework.

Passive 1: The students were given homework.

Passive 2: Homework was given to the students.

Active: She has promised Dana a reward.

Passive 1: Dana has been promised a reward.

Passive 2: A reward has been promised to Dana.

7 Study Watch Out! and choose the best way of continuing the sentences.

1. Behavioural Economics is well worth studying.

- a Good decisions are made in all areas of life when people use it.
- b It is used for making good decisions in all areas of life.

2. A new role is being created in my department.

- a Sameer will probably be given the job.
- b The job will probably be given to Sameer.

3. My brother is an economist.

- a He has just been awarded a promotion.
- b A promotion has just been awarded to him.

4. Despite the promotion, he was not entirely happy.

- a A bigger pay rise had been promised to him.
- b He had been promised a bigger pay rise.

Answers 1 b 2 b 3 a 4 b

8 Rewrite the sentences using the Passive where appropriate. In pairs, discuss and explain your choices. SB/p.33

- 1 The fact that he had already spent good money on the ticket convinced him to stay.
- 2 An unknown person had added too much salt to the food.
- 3 People are hardly ever aware of their unconscious biases.
- 4 People believe that animals never fall into the trap of the sunk-cost fallacy, only humans.
- 5 I made a terrible mistake.
- 6 A cost-benefit analysis is more complex than a list of pros and cons.

Answers

- 1 Good money had already been spent on the ticket which convinced him to stay.
- 2 Too much salt had been added to the food.
- 3 Not possible in the passive as there is no main verb.
- 4 It is believed that animals never fall into the trap of the sunk-cost fallacy, only humans.
- 5 A terrible mistake was made.
- 6 Not possible in the passive as there is no main verb.

9 Choose the best options to complete the text. SB/p.33 Economics. Why bother?

You may think that the only time ¹you use economics / economics is used is when you're trying to decide which pair of jeans you can afford, or when you're saving for a special holiday. However, ²at least a basic knowledge of economics is required / you require at least a basic knowledge of economics for many areas of our lives, not just financial decisions. ³It is often said / People often say that in economics the majority is always wrong. Through studying economics ⁴people teach us / we are taught how to make better decisions than we might otherwise. ⁵Our unconscious biases and tendencies have to be taken into account / We have to take our unconscious biases and tendencies into account, and it's difficult to do that if ⁶no one has ever made us aware of them / we have never been made aware of them. The transferable skills which ⁷teachers teach us / we are taught in Economics make it a great foundation for many careers.

Answers

- 1 economics is used
- 2 at least a basic knowledge of economics is required
- 3 It is often said
- 4 we are taught
- 5 We have to take our unconscious biases and tendencies into account,
- 6 we have never been made aware of them
- 7 we are taught

10 SPEAKING SB/p.33

In pairs or small groups, discuss the questions.

- 1 Do you agree that everyone should be taught basic economics? Say why.
- 2 What transferable skills do you think could be learnt from other academic subjects, e.g. History?

Answers Students' own answers

LESSON 5B GRAMMAR [WB / Page 23 / The Passive

- 1 Find and correct one mistake in each sentence.
- 1. Leeds Corn Exchange built in 1863.
- 2. It is a grade 1 listed building which means it cannot altered without permission.
- 3. In Victorian times, corn traded there.
- 4. Recently, it been refurbished and is now home to many independent shops and designers.
- 5. The interior of the building considered to be one of the finest of its kind in the country.

1 was built 2 cannot be altered 3 was traded 4 it has been refurbished 5 is considered



2 Rewrite the sentences using the Passive.

We will prosecute all shoplifters.
 All shoplifters ______
 Reading a review has convinced 82percent of consumers to make a purchase.
 percent ______
 The manager sacked the shop assistant.

4. Genuine individual online reviews of products influence over 93 percent of consumers.

Note:

Over

The shop assistant ______

5. People think that shopping will always be a social experience.

6. Someone didn't wash the dishes last night.

The dishes .

Answers

- 1 will be prosecuted.
- 2 of consumers have been convinced to make a purchase after reading the review
- 3 was sacked (by the manager)
- 4 93 percent of consumers are influenced by genuine individual online reviews of products
- 5 is thought that shopping will always be a social experience
- 6 were not washed last night

3 Match reasons for using the Passive a–f with sentences 1–6 from Exercise 2.

- a \square We want to sound more objective or talk about general opinions.
- $b \square$ There is a tendency to put the new or most interesting information at the end of the sentence.
- c □ It is obvious who carried out the action.
- d □ We want to avoid personal responsibility or blame.
- e

 We are more interested in the action (e.g. a process) than who does it.
- $f \Box$ There is a tendency not to start a sentence with a long complex subject.

4 Choose the best continuation for each sentence.

a 5 b 2 c 3 d 1 e 6 f 4

1 My sister makes customised jeans.

a They are sold by her online. b She sells them online.

2 Leeds is a popular shopping destination.

- a It was visited by over three million people last year.
- b Over three million people visited it last year.

3 This jumper has shrunk.

- a Did you read the washing instructions?
- b Were the washing instructions read by you?

4 Maha is an excellent salesperson.

- a More is sold by her than anyone else on the team.
- b She sells more than anyone else on the team. . . .

5 Oxford Street is a famous shopping street in London.

- a The street was originally built by the Romans.
- b The Romans originally built the street.

5 She had been given a shopping basket.

6 All the customers were given a freebie.

6 Oxford Street is heavily polluted by traffic.

- a They are therefore considering pedestrianisation.
- b Pedestrianisation is therefore being considered.

1 b 2 a 3 a 4 b 5 a 6 b

5 Complete the sentences with the	correct forms of the verbs in brackets.
1 It is often difficult	(see) the outside world when you're in a shopping mall.
2 This is because they	(design) to make people lose track of time.
3 For the same reason, it is unusual _	(come across) a clock.
4 This deliberate confusion of time ar	(come across) a clock. Ind space (know) as hyperreality.
5 The confusion	(occur) when you stop looking for a specific item
and start shopping in general.	
	opping mall (name) after the
family that owned the mall.	
7 Unfortunately, it	(say) that the effect was not intentional.
• • • • • • • • • • • • • • • • • • • •	simply wanted shopping to
(experience) as a social event.	Note:
	Note.
Answers	
1 to see 2 've / have been designed / a	
4 is known 5 occurs 6 was named 7 is	s said 8 be experienced
6 Rewrite the Passive sentences usi	ing a different subject.
1 A lot of gift vouchers were given to	·
2 All employees will be offered a disc	count.
1 2	
3 I am owed a refund.	
4 I have been shown the plans for the	new shopping mall.

Answers

- 1 I was given a lot of gift vouchers for my birthday.
- 2 A discount will be offered to all employees.
- 3 A refund is owed to me.
- 4 The plans for the new shopping mall have been shown to me.
- 5 A shopping basket had been given to her.
- 6 A freebie was given to all the customers.

7 Complete the text with the m	ost appropriate	phrases from	the box.
---------------------------------------	-----------------	--------------	----------

- has been ordered to stop will be delivered
- will be ironed out have been using it was first launched

Why voice shopping may not be the next big thing after all

When 1	, it seemed as if voice shopping might be
the next big thing. Let's say you notice that you	ur printer is getting low on ink. There's no
longer any need 2	what you were doing and go
online to buy it. Just say, 'buy printer ink', and it 3	
next day. And yet, only a tiny percentage of consu	mers 4
the very voice shopping. One reason may be t	he high percentage of miscommunications.
Unless the transaction is extremely simple, or it's	an item which 5
before, there's a very real risk that a completely	wrong item will turn up on your doorstep. It
may be that as the technology develops, these glit	ches 6, but for
now, it's simply not taking off as a trend.	

Answers

- 1 it was first launched 2 to stop 3 will be delivered 4 have been using
- 5 has been ordered 6 will be ironed out

8 Write a paragraph about your favourite shop. Use a mixture of the Active and the Passive.

LESSON 2A LISTENING AND VOCABULARY [SB/Page.28]

crafty N	ماكر	credulous N	ساذج	cunning N	مخادع
devious N	مراوغ	gullible N	سهل الخداع	ingenious P	بارع
naive N	ساذج	shrewd P	فطن / ذكي	trusting P	يثق بالأخرين
unsuspecting N	لا بتو قع شبئًا سبئًا			_	

1 Which of these words describe the man in the picture and his ideal customer?

crafty /credulous /cunning /devious gullible /ingenious /naive /shrewd trusting /unsuspecting



(كما ورد في دليل المعلم) Possible answers

The man in the picture:

ingenious (p), shrewd (p), crafty (n), cunning (n), devious (n) The customer: gullible (n), naive (n), trusting (p), unsuspecting (n), credulous (n)

the adjectives with the letter 'n' are negative adjectives and the ones with the letter 'p' are positive adjectives.

2 (4) 3.2 Listen to some experts discussing techniques for persuading people. Make notes about what each involves.



- 1 'Yes questions'
- 2 The scarcity principle
- 3 Framing
- 4 Reciprocation
- 5 Social proof
- **3 (1)** 3.2 Study Active Listening. Then listen again and choose the correct answers.
- 1. What is Lama's attitude towards the salesperson described by the interviewer?
- a horrified **b** admiring **c** smart
- 2. How did Adnan describe the salesperson's techniques?
- **a** ethical **b** effortless **c** devious
- 3. How did the interviewer feel about her brother when they were young?
- **a** envious **b** bewildered **c** loving
- 4. What is the interviewer's reaction to learning about the impact of leaving sweets with the bill?

 a livid b unsurprised c taken aback
- 5. What does Adnan imply about the interviewer and her orange coat?
 - a She made a mistake. b She was a bit naive. c She didn't want it.

1 c 2 c 3 a 4 c 5 b

LESSON 2B LISTENING ANDVOCABULARY. [WB/Page 22] **VOCABULARY PRACTICE**

1 ② 3.3 Complete the sentences with the words from the box. Listen and check.

aullibla



guilible	ıngen	ious	III	iive	SHITE	ewu	tru	sung
1. I'm not always v	-			whe	n I meet	new pe	ople. It ta	akes me time to
feel safe with them	.•							
2. I was quite			about	how m	ıch worl	t I neede	ed to do 1	to pass my exams.
3. My cousin has a								runs several
companies now.	•							
4. In 1925, the Eiff	el Tower	in Pari	s was so	old to a				businessman by
Victor Lustig, an A				_				_
5. I loved the film!							and I've	never ceen
	_	ii iiic su	ory was				and i ve	never seen
anything like it bef	ore.							
Answers 1 trustin	g 2 naiv	e 3 shr	ewd 4 g	ullible 5	ingenio	us		
Pronunciation	1							
2 3. 4 Count the		r of syll	ables in	each w	ord. Lis	sten and	check.	What do you
notice?	-4: 2 C	: 1 4						
1 different 2 interes	•	•		•				
5 happening 6 espe	cially 7	complin	nentary	8 suppo	se			300
Answers:								回老雞突然
Number of syllable	es: 12	2 3	3 2	4 3	5 2	63	7 4	8 2
All the words lose								

ACTIVE PRONUNCIATION Words that drop a syllable

In British English, vowels tend to be left out in natural speech and the word loses an unstressed syllable. This usually happens before:

في الإنجليزية البريطانية، تميل الحروف المتحركة إلى أن تُحذف في الكلام الطبيعي، ويفقد الكلمة مقطعًا غير مشدد. يحدث هذا عادةً قبل:

- /r/ (e.g., different, interesting, necessary, complimentary).
- /l/ (e.g., especially, dreadfully, family, marvellous).
- /n/ (e.g., happening, educational, definite, prisoner). In a few words, the dropped syllable comes before a consonant (e.g., vegetable, medicine, suppose).

3 3.5 Listen and find the vowels which are left out in natural speech. Then practise saying the words.

1 correct 2 frightening 3 national 4 secondary 5 memory 6 thankfully 7 perhaps 8 mystery

2 frightening 3 national 4 secondary 5 memory 6 thankfully 7 perhaps 8 mystery

4 3.6 Look at the texts and find four words in each text where vowels may be left out. Listen and check. Then practise reading the texts aloud.

The government plans to introduce a series of national measures to improve performance in secondary schools. The proposals were announced today by the Education Secretary.

The new health centre offers a specialist complementary therapy service, including a range of different treatments which can be safely used alongside traditional medicine.

Answers

Text 1: national, secondary, Secretary

Text 2: specialist, complementary, different, traditional

ACTIVE LISTENING | Inferring meaning, opinion and attitude SB/P.28

An **inference** is an idea or a conclusion based on evidence. While listening, consider:

- the words the speaker uses: do they have a positive or a negative connotation?
- what you already know about the topic and about the speaker's attitude

★All the words and phrases in the box are synonyms for the verb persuade. Answer the questions below. Use a dictionary if necessary.

1 Divide the words into three categories:

a strong persuasion without much choice	coerce, incite, pressure, urge
b persuading by being extra nice	cajole, coax, entice
c neutral	convince, sway

- 2 Which word has the sense of tempting someone to do something?
- 3 Which word has the sense of persuading people to choose between two things?
- 4 Which word has the sense of persuading someone to do something violent or unpleasant?

5	Di	vide	the	words	into	three	categ	gories	accordin	g to	their	possible	verb	patterns.

- a _____ someone to do something and someone into doing something
- b _____ someone to do something
- c _____ someone into doing something

Answers

- 2. entice 3. sway 4. incite
- 5. a coax, entice, pressure, urge someone to do something / someone into doing something b convince, entice, incite, urge someone to do something c cajole, coerce, pressure, sway someone into doing something

5 Complete the second sentence using the word in bold so that it means the same as the first one. Then, in pairs, discuss any difference in meaning.

1 She convinced the child to clean her teeth. COAX
She
2 The company encouraged her to leave her job with promises of a better salary. ENTICE
They
3 She persuaded us to work late. CAJOLE She
4 She pressured the team into taking responsibility. URGE
She
5 He tried to coerce his brother into doing it. INCITE
U ₀

Answers

- 1 She coaxed the child to clean/into cleaning her teeth.
- 2 They enticed her away from/to leave/into leaving her job with promises of a better salary.
- 3 She cajoled us into working late.
- 4 She urged the team to take/into taking responsibility.
- 5 He tried to incite his brother to do it.
- 1 Look at the cartoon and discuss the questions.
- 1 Have you ever tried to negotiate with anyone?
- 2 What was the outcome? Say why.



2 3.7 Listen to two conversations which involve negotiation. For each conversation, answer the questions.

- 1 Who is negotiating?
- 2 What are they negotiating for?
- 3 How successful is the negotiation? Say why.

Answers

- 1 1 A customer and a shop assistant 2 A landlord and a potential renter
- 2 1 About the shop's policy on returning a present the customer got 2 about the amount of rent
- 3 1 It was unsuccessful for the customer as the shop has a strict fourteen-day return policy and the customer didn't have the receipt.
 - 2 It was successful for the renter as they negotiated £40 off a month.
- $\underline{\mathbf{3}}$ $\underline{\mathbf{0}}$ 3.7 Study the Speaking box. Then listen again and write $\underline{\mathbf{A}}$ for the phrases you hear in the first conversation or $\underline{\mathbf{B}}$ for the phrases you hear in the second conversation. Not all the phrases are mentioned.

SPEAKING Negotiating	التحدث التفاوض
Asking for what you want ☐ This is a bit awkward, but ☐ Would you be prepared to? ☐ I'm wondering if there's any flexibility? ☐ How about if we were to?	طلب ما تريد هذا أمر محرج قليلًا، لكن هل ستكون مستعدًا لـ؟ أتساءل إن كان هناك أي مجال للمرونة؟ ماذا لو قمنا بـ؟
Refusing an offer ☐ I'd like to say yes, but ☐ I'm afraid that's a bit out of my price range / budget / a bit less than I'd be willing to accept.	رفض عرض أود أن أقول نعم، لكن أخشى أن هذا خارج نطاق ميز انيتي / إمكانياتي المالية / أقل قليلًا مما يمكنني قبوله. الخلاصة هي
☐ The bottom line is ☐ At the end of the day ☐ It has to be a 'no'. Accepting an offer	في نهاية المطاف يجب أن تكون الإجابة "لا." قبول عرض رائع، لقد حصلت على الصفقة.
 □ Great, you've got yourself a deal. □ Let's shake on that, then. □ OK, I can live with that. Trying to get to a win-win situation 	فلنصافح على ذلك إذن. حسنًا، يمكنني التعايش مع ذلك. محاولة الوصول إلى حل يرضي الطرفين
 ☐ I can see what you're saying, but ☐ Is there any room for compromise? ☐ Provided you, I see no reason why I couldn't ☐ Can we try and meet halfway on this? ☐ How does that sound? 	أفهم ما تقول، لكن هل هناك مجال للتسوية؟ طالما أنك، فلا أرى سببًا يمنعني من هل يمكننا أن نلتقي في منتصف الطريق في هذا الأمر؟ ما رأيك بذلك؟

4 @3.8 Complete the conversation using phrases from the Speaking box. Listen and check.

<u>Huda</u> Sorry to bother you. Is this a good time? My mum told me you were looking for a babysitter.



Mrs Alra'i Yes, that's right. It'll be a Friday or Saturday night for about four hours, say eight 'til midnight. Would that suit you?

<u>Huda</u> Well, 1_____ yes, but midnight is a bit late for me on a Friday night. I have climbing club at 9 a.m. on Saturday.

Mrs Alra'i 2	say 11.30? Would that be OF	Κ?
Huda Yes, that should be fine. I u	usually charge 8 dinars an ho	our.
Mrs Alra'i Oh, I'm afraid 3	budge	et.
The children really won't be any	bother, they're quite self-su	officient. You won't have to do
anything except watch TV. Would	d you 4	_ accept 7 dinars an hour?
Huda Can we try and 5	? Would	
7.50 dinars be OK?		
Mrs Alra'i Ves that works for r	ne thanks	

Answers

1 I'd like to say 2 How about if we 3 that's a bit out of my

4 be prepared to 5 meet halfway on this?

5 In pairs, role-play two negotiation situations. Student **A** go to page 73. Student **B** go to page 74.

6 REFLECT | Society 'Life is all about negotiation. Even if you are not in business, you have opportunities to practise every day'. Do you agree? Why/Why not?

SUGGESTED ANSWER: I agree that life is all about negotiation. Even outside business, we negotiate every day. For example, we negotiate with family about plans, with classmates on group work, or even when shopping for a better deal. Negotiation helps us solve problems, communicate better, and reach fair agreements. It is an important life skill for everyone.

Word	Synonym(s)	Meaning in Arabic
1. outweigh	cancel out / negate	يفوق / يُبطل تأثير
2. objective	dispassionate / impartial	موضوعي / محايد
3. take into account	bear in mind	يأخذ بعين الاعتبار
4. tendency	Propensity	ميل/نزعة
5. trap	pitfall / snare	فخ أو مأزق قد تقع فيه بسهولة
6. persist	persevere / plough on	يثابر / يواصل
7. damaging	detrimental	ضار
8. concept	Notion	مفهوم / فكرة

★ Study the words in the box and discuss their meaning with a partner. Then replace the underlined parts of the sentences from the text with one or two synonyms from the box.

ancel out de	etrimental	dispassio	nate imp	artial negate
ere pitfall	plou	gh on	propensity	snare
ns might easily o	utweigh all o	of the pros		
lysis allows you	to be more <u>o</u> l	<u>bjective</u>		
er costs to <u>take i</u>	nto account,	such as the	cost in your	time
dency to overval	ue immediate	e rewards		
e sunk-cost falla	cy			
already invested	, you should	persist no n	natter what	
nt, investing mor	e money doe	s not lead to	increased be	enefits, and may
ing impact				
rth considering th	is concept wl	nen it comes	to free social	media sites
	ns might easily on lysis allows you er costs to take in dency to overval e sunk-cost fallage already invested int, investing morning img impact.	ns might easily outweigh all only lysis allows you to be more of er costs to take into account, dency to overvalue immediate e sunk-cost fallacy. already invested, you should nt, investing more money doe ing impact.	ns might easily outweigh all of the pros lysis allows you to be more objective er costs to take into account, such as the dency to overvalue immediate rewards e sunk-cost fallacy already invested, you should persist no result, investing more money does not lead to ting impact	ns might easily outweigh all of the pros. lysis allows you to be more objective. er costs to take into account, such as the cost in your odency to overvalue immediate rewards. e sunk-cost fallacy. already invested, you should persist no matter what. nt, investing more money does not lead to increased be

[SB/Page. 31] - 3.9 -

7 detrimental

HOW TO APPLY BEHAVIOURAL ECONOMICS TO YOUR DAILY LIFE كيف نطبّق علم الاقتصاد السلوكي في حياتك اليومية

1 cancel out / negate 2 dispassionate / impartial 3 bear in mind

6 persevere / plough on



Most people think that **economics** is all about money, but in fact, **it**¹'s far **broader** than **that**².

Economics is really all about making choices and decisions.

These³ might indeed be related to money.

5 pitfall / snare

For example, is it more economical to go to a cheaper supermarket if a taxi **there**⁴ and back needs to be included in the cost?

However, economic principles, especially **those**⁵ of **behavioural** economics, can be usefully applied to all areas of **our**⁶ lives.

A Possibly, the first thing we can take from economics is the importance of doing a **cost**-benefit **analysis** when making big decisions.

Comfortable though we1 may be with making a list of pros and cons, we2 should recognise that it3 is actually

يظن معظم الناس أن علم ا**لاقتصاد** يتعلق بالمال فقط، لكنه في الحقيقة أوسع من ذلك بكثير.

4 propensity

8 notion

فالاقتصاد في جو هره يدور حول اتخاذ الخيار ات و القر ار ات.

وقد تكون هذه القرارات مرتبطة بالمال بالفعل. فعلى سبيل المثال: هل يكون من الأوفر التسوق من متجر أرخص إذا كان يجب احتساب أجرة سيارة التاكسي إلى هناك والعودة ضمن التكلفة؟ ومع ذلك، يمكن تطبيق المبادئ الاقتصادية، وخاصة تلك الخاصة بالاقتصاد السلوكي، بشكل مفيد على مختلف جو انب حباتنا.

من المحتمل أن يكون أول ما يمكن أن نستفيده من علم الاقتصاد هو أهمية إجراء تحليل للتكلفة و المنفعة عند اتخاذ القرار ات الكبيرة.

ورغم أننا قد نكون مرتاحين لوضع قائمة بالمزايا والعيوب، إلا أنه ينبغي أن ندرك أن

a rather ineffective tool.

Just **one4** of the cons might easily **outweigh** all of the pros.

A cost-benefit analysis is something altogether more **sophisticated**, **which5** allows **you6** to be more **objective**.

For example, let's say that **you7** have to decide whether to make a journey by train or aeroplane.

The **financial** cost of each journey is **obvious**, but there are also other costs to take into account, such as the cost in your time, the cost in terms of how tired **you**'ll8 be on arrival, the **environmental** cost and so on.

Give each of these9 a score out of five, and then weigh them10 up against the potential benefits, scored in the same way, and the choice becomes much easier.

B There are also certain in-built human biases we1 / us2 ought to bear in mind, for example, something known as 'present bias'.

Behavioural economics teaches **us2** that people have a **tendency** to overvalue immediate rewards over long-term **payoffs**.

A famous study **showed** that given the choice between receiving less money now, or more money later, most people **they3** would choose the former, even though **they3**'d end up less **well-off**.

This4 is also the reason **why5** people **procrastinate**, or why **you6** should never go food shopping when you're hungry.

Once aware of **this7** propensity however, **you6** can make sure you avoid **it8**.

For example, if **you6** put your money in a **savings** account **where9** you can't get at **it10** easily, **you6**'ll overcome the tendency to want to spend **it10** straightaway, rather than wait.

Another trap many people fall into is the sunk-cost fallacy.

A **fallacy** is an idea that is often believed to be true, but **which1** is, in fact, false.

The sunk-cost fallacy is the idea that because **you2** have already **invested** time or money in something,

هذه الأداة في الواقع غير فعّالة إلى حد كبير. فقد لكفي ميزة سلبية واحدة لتقوق جميع الإيجابيات.

تحليل التكلفة والمنفعة هو أمر أكثر تعقيدًا ودقة، ويسمح بأن تكون أكثر موضوعية.

على سبيل المثال، لنفترض أنك بحاجة إلى اتخاذ قرار بشأن السفر بالقطار أو بالطائرة.

التكلفة المالية لكل رحلة واضحة، لكن هناك تكاليف أخرى يجب أخذها في الاعتبار، مثل تكلفة الوقت، وتكلفة التعب عند الوصول، والتكلفة البيئية، وغير ذلك.

امنح كل بند من هذه البنود درجة من خمس، ثم قارنها بالمنافع المحتملة، التي تُقيَّم بالطريقة نفسها، وسيصبح اتخاذ القرار أسهل بكثير. هناك أيضًا بعض الانحيازات الفطرية لدى الإنسان التي ينبغي أن نضعها في الاعتبار، مثل ما يُعرف بـ "انحياز الحاضر." يعلمنا الاقتصاد السلوكي أن لدى الناس ميلًا إلى المبالغة في تقدير المكافآت الفورية على

أظهرت دراسة مشهورة أنه عند الاختيار بين الحصول على مبلغ أقل الآن أو مبلغ أكبر لاحقًا، يختار معظم الناس الخيار الأول، رغم أنهم سينتهون في وضع مالي أسوأ.

حساب العوائد طويلة الأمد.

وهذا أيضًا يفسر سبب المماطلة، أو سبب عدم الذهاب للتسوق وأنت جائع.

ولكن بمجرد أن تدرك هذا الميل، يمكنك التأكد من تجنبه.

فعلى سبيل المثال، إذا وضعت أموالك في حساب ادخار يصعب عليك الوصول إليه، ستتغلب على الرغبة في إنفاقه فورًا بدلًا من الانتظار.

فخ آخر يقع فيه كثير من الناس هو مغالطة التكاليف الغارقة.

والمغالطة هي فكرة يُعتقد غالبًا أنها صحيحة، لكنها في الحقيقة خاطئة.

ومغالطة التكاليف الغارقة هي الاعتقاد بأنه لمجرد أنك استثمرت وقتًا أو مالًا في أمر ما،

you2 should persist with it3 no matter what.

One study **which4 demonstrated** this tendency asked **they5** to imagine they were at a birthday celebration and that **they5** were offered chocolate cake.

The researchers told some people **this6** was from a local supermarket, and others that **that7** was an expensive **handmade** cake from a shop almost an hour away.

Having been told it8 had required a significant investment of time and money seemed to make they9 much more likely to eat it all, even though they felt uncomfortably full, or weren't that keen on chocolate cake.

The sunk-cost fallacy often leads **us10** to do things **which11** are really **against** our best interests.

For example, maintaining a friendship with someone **we12** don't really like anymore, because **we12** have known **them13** a long time, and feel that **it14** can't be done about.

Or **persisting** with a business idea, even when **it's15** / **it16** is clear that **it16** isn't working and is actually losing **us17** money.

Our18 decision-making ability can be dramatically improved by recognising when we18 may be falling prey to this19 fallacy.

D Even when we've made a good decision, **we1** should also be aware of the law of **diminishing** returns.

This2 economic **concept** states that after a certain point, investing more money (or effort) does not lead to increased **benefits**, and, notwithstanding the objective risk, may even have an adverse impact.

For example, if you get your friends round to help you decorate your room. To begin with, having more people to help seems constructive, but if you invite too many friends round, you'll end up with a problem: imagine 20 or 30 people all trying to paint the same room at the same time!

This3 law can also be applied to eating pizza; the first few slices are great, but after that, it4 becomes less and less palatable, and if you kept going, you might

يجب أن تستمر فيه مهما كانت الظروف. إحدى الدراسات التي أوضحت هذا الميل طلبت من أشخاص تخيّل أنهم في حفلة عيد ميلاد وقد عُرضت عليهم كعكة شوكو لاتة.

وأخبر الباحثون بعضهم أن الكعكة من متجر محلي، وأخبروا آخرين أنها كعكة يدوية الصنع باهظة الثمن من متجر يبعد قرابة ساعة.

مجرد إخبار هم بأن الكعكة استلزمت استثمارًا كبيرًا من الوقت والمال جعل الأشخاص أكثر ميلًا لتناولها كاملة، رغم شعور هم بالامتلاء المزعج، أو حتى عدم حبهم الكبير للشوكو لاتة.

كثيرًا ما تدفعنا مغالطة التكاليف الغارقة إلى القيام بأشياء ضد مصلحتنا الحقيقية.

مثل الحفاظ على صداقة مع شخص لم نعد نحبه لمجرد أننا نعرفه منذ زمن طويل ونعتقد أنه لا يمكن فعل شيء حيال ذلك.

أو الإصرار على فكرة تجارية حتى حين يتضح أنها لا تنجح وتخسرنا المال.

يمكن تحسين قدرتنا على اتخاذ القرار بشكل كبير إذا أدركنا متى نقع في فخ هذه المغالطة.

حتى عندما نتخذ قرارًا جيدًا، يجب أن نكون على وعي بقانون تناقص العوائد.

هذا المفهوم الاقتصادي ينص على أنه بعد نقطة معينة، فإن استثمار المزيد من المال (أو الجهد) لا يؤدي إلى زيادة الفوائد، بل قد تكون له آثار سلبية، بغض النظر عن المخاطر الموضوعية.

على سبيل المثال، إذا دعوت أصدقاءك لمساعدتك في طلاع غرفتك، في البداية يبدو وجود المزيد من الأشخاص مفيدًا، لكن إذا دعوت عددًا كبيرًا جدًا من الأصدقاء، ستواجه مشكلة: تحيّل 20 أو 30 شخصًا يحاولون طلاء الغرفة نفسها في الوقت نفسه!

ويمكن تطبيق هذا <mark>القانون</mark> أيضًا على تناول البيتزا؛ الشرائح الأولى لذيذة، لكن بعدها تصبح <mark>أقل لذة</mark>، وإذا واصلت الأكل، قد تشعر بالغثيان. This principle might seem obvious, but **it4** is really a **reminder** that doing your best is good enough. If you keep pushing and trying to do even more, you'll end up subject to the law of diminishing **returns**.

E Finally, be aware that, according to **economists**, there's no such thing as a free lunch.

Apparently, **it1** comes from a time when it was common to give away lunch when **you2** bought a drink.

The lunch would be made as **salty** as possible, so you'd end up spending far more than **anticipated** on (expensive) beverages.

Nowadays, it's worth considering this concept when it comes to free social media sites:

1/2 it that economics / economics is all about money

Watch for the snare – if you4 aren't paying for a product, you5 ARE the product.

قد يبدو هذا المبدأ بديهيًا، لكنه في الحقيقة تذكير بأن القيام بعملك على أكمل وجه يكفي، وأن المبالغة في المحاولة قد تجعلك خاضعًا لقانون تناقص العوائد.

أخيرًا، كن على علم بأنه وفقًا لعلماء الاقتصاد، لا وجود لشيء اسمه "وجبة مجانية."

ويبدو أن هذا التعبير جاء من زمن كان من المعتاد فيه تقديم وجبة غداء مجانًا عند شراء مشروب،

لكن كان يُجعل الطعام مالحًا قدر الإمكان، بحيث ينتهي بك الأمر إلى إنفاق أكثر بكثير من المتوقع على المشروبات (الغالية).

في الوقت الحاضر، يجدر بك التفكير في هذا المفهوم عند التعامل مع مواقع التواصل الاجتماعي المجانية:

انتبه <mark>للفخ</mark> — إذا لم تكن تدفع مقابل المنتج، فأنت المنتج

Reference Words Table.

1/2	II II	iai	economics / economics is an about money		
3	The	ese	choices and decisions		
4	The	ere	cheaper supermarket		
5	Tho	ose	principle	es of behavioural economics	
6	Oui	r	people's	lives (all of us)	
				Paragraph A	
1/2	1	We		people in general (reader + writer)	
3]	[t		a list of pros and cons	
4		One	;	one of the cons	
5	1	Whi	ich	a cost-benefit analysis	
6/7/8	1	You		the decision maker (reader)	
9		The	se	the different costs (time, tiredness, environment)	
10 Them		m	the costs (mentioned earlier)		
				Paragraph B	
1/2	1	we/	us	people in general	
3	, r	The	y	most people (from the study)	
4	r	This	S	the tendency to choose immediate reward	
5 Why		y	Reason		
6 You			the reader		
7 This		8	the propensity (present bias)		
8]	[t		the propensity	
9 Where		ere	the savings account		

10

It

the money

	Paragraph C				
1/4 / 19	1/4 / 19 which / this the fallacy				
2	You	the reader/decision-maker			
3	It	the thing invested in			
5	they	the people in the study			
6	this	the cake from the supermarket			
7	that	the expensive handmade cake			
8	It	the cake			
9	they	the people eating the cake			
10 /12	us / we	people in general			
11	which	actions against best interests			
13					
14	14 It the friendship situation				
15/16	•				
17	7 Us the people running the business				
18					
		Paragraph D			
1	We	people in general			
2	This	the economic concept			
3	This	the law of diminishing returns			
4	It	the pizza			
	Paragraph E				
1	It	the time when lunch was given away			
2	you	the customer			
3	it's considering the concept				
4 /5					

LESSON 4A READING AND VOCABULARY [SB/P.30]

1 Read the first paragraph of an article about economics. What is 'economics'? SUGGESTED ANSWERS Economics = the study of how we make choices and decisions, not only about money but about life in general.

2 Read the article on page 31 and choose the correct answers.

1 Why does the author consider that a pros and cons list isn't very effective?

- a. It doesn't take the relative importance into account.
- b. It gives a false illusion of control over the outcome.
- c. We only use it because we're used to doing it.
- d. A problem isn't always just about two alternatives.

2 The author implies that we put things off because:

- a we are naturally inclined to be lazy.
- b we don't care enough about future benefits.
- c we don't have enough willpower.
- d we don't sufficiently analyse our motives.

3 What had the biggest impact on whether people ate the chocolate cake?

- a how full they were feeling at the time
- b how difficult they thought it was to get
- c how friendly the researchers were
- d how fond they were of chocolate cake

4 Which phrase could correctly replace 'falling prey to' in line 70?

- a being left unaffected by
- b being damaged by
- c being influenced by
- d being enhanced by

5 What lesson does the author think we should learn from the law of diminishing returns?

- a Don't expect too much.
- b Don't make risky investments.
- c Don't do anything too obvious.
- d Don't overdo things.

1a 2c 3b 4b 5d

Reading Comprehension Questions

- 1. What is economics really about?
- 2. What example does the text give to show a decision might involve money?
- 3. What does a cost-benefit analysis allow you to do?

Answers:

- 1. Making choices and decisions.
- 2. Whether it is more economical to go to a cheaper supermarket if a taxi there and back needs to be included.
- 3.Be more objective and weigh costs against potential benefits.

Paragraph A:

- 1. What should you consider besides financial cost when making a journey decision?
- 2. How can scoring costs help you make a decision?
- 3. Why does weighing costs and benefits make the choice easier?

Answers:

- 1. The cost in your time, tiredness, environmental cost.
- 2. It gives each cost a score out of five and compares with benefits.
- 3. It helps compare objectively and simplifies the decision-making process.

Paragraph B:

- 1. What are in-built human biases mentioned in the text?
- 2. What is "present bias"?
- 3. Give an example of how present bias affects behavior.
- 4. How can you overcome present bias?
- 5. What example does the text give for avoiding immediate spending?

Answers:

- 1. In-built human biases.
- 2. A tendency to overvalue immediate rewards over long-term payoffs.
- 3. Choosing less money now rather than more money later; procrastinating; going shopping when hungry.
- 4. By being aware of the propensity and taking steps to avoid it.
- 5. Putting money in a savings account where you can't get at it easily.

Paragraph C:

- 1. What is a fallacy?
- 2. What is the sunk-cost fallacy?
- 3. How did the birthday cake study illustrate this fallacy?
- 4. How does the sunk-cost fallacy affect personal relationships?
- 5. How does it affect business decisions?
- 6. How can you improve decision-making according to the text?
- 1. An idea that is often believed to be true, but is actually false.
- 2. Believing you should persist with something because you already invested time or money.
- 3. People ate cake they didn't like more because they were told it required significant investment.
- 4. Maintaining friendships with people you don't really like because of past investment.
- 5. Persisting with a business idea even if it's failing.
- 6. By recognising when you may be falling prey to the fallacy.

Paragraph D:

- 1. What does the law of diminishing returns state?
- 2. Give an example of the law applied to decorating a room.
- 3. How is eating pizza an example of this law?
- 4. What is the general reminder of this principle?
- 5. What happens if you keep pushing beyond your best effort?
- 1. After a certain point, investing more money or effort does not lead to increased benefits and may have adverse effects.
- 2. Too many friends painting the same room can create problems rather than help.
- 3. The first few slices are good, but eating too many makes it less palatable or even nauseating.
- 4. Doing your best is good enough.
- 5. You may end up subject to the law of diminishing returns.

Paragraph E:

- 1. What does "there's no such thing as a free lunch" mean?
- 2. Where did this expression originally come from?
- 3. Why was the lunch made salty?
- 4. How does this concept apply to free social media sites?
- 5. According to the text, who is the product in this case?
- 1. Everything has a cost; nothing is truly free.
- 2. From a time when free lunch was given with a drink.
- 3. To make customers spend more on beverages.
- 4. If you aren't paying for a product, you are the product.
- 5. The user of free social media.

COLLOCATIONS

Collocation	Meaning	Collocation	Meaning
shop around	يبحث عن أفضل صفقة /	buy in bulk	يشتري بالجملة
_	يقارن الأسعار	-	
run errands	ينجز أعمال صغيرة	stock up on	يشتري كمية كبيرة لتخزينها
mooch around	يتسكع / يتجول بلا هدف	go on a shopping	يبذر في التسوق
		spree	
display wares	يعرض البضائع	carry products	يوفّر المنتجات

 \bigstar Complete the collocations in the sentences with the vocabulary from the box.

buy	carry	display	go on	mooch around	run	shop around	stock up
1 You	can usuall	y find a good	price if y	ou	fo	or the best deal.	
2 It's 1	much chea	per to		in bulk if	you ha	ve a place to pu	ıt it.
3 I nec	ed		to a	few errands this mor	ning, bu	ut we can meet l	later.
4 I usu	ıally do a b	ig shop at the	supermar	ket, but then		on essenti	als locally.
5 Whe	en I'm bore	ed, I like to		the sl	nops, ev	en if I have no	money.
6 Just	because it	's pay day, yo	ou shouldn	't a	a shopp	ing spree and sp	end it all.
7 I lov	e to walk a	around the so	uk and loo	k at how the salespec	ple	t	heir wares.
8 It's a	a huge dep	artment store	, so it sho	ald definitely	. the pr	oducts you're lo	ooking for.

Answers 1 shop around 2 buy 3 run 4 stock up 5 mooch around 6 go on 7 display 8 carry

LESSON 6A WRITING AND VOCABULARY SB-P.34

|A FOR-AND-AGAINST ESSAY

BUYING LOCAL: GOOD OR BAD? SB/ Page 35

There is a growing movement towards buying local. What are the reasons for this, and what possible disadvantages might there be?

In recent years, there has been a move away from stocking up on essentials at mega supermarkets towards buying more frequently from local retailers. In my opinion, there are

- 5 several excellent reasons for this trend, but also a number of pitfalls to buying local.
 - Perhaps the most important rationale for buying local goods is the growing awareness of climate change, and the obvious issues related to goods
- 10 being flown in from the other side of the world. In addition, more and more people are perturbed about products having been manufactured under terrible working conditions. Cheaper though the items may be,
- 15 worries about modern slavery often negate any discount.
 - Another benefit of buying local is that such shops frequently offer fresher foodstuffs, and display their wares for the customer to choose
- from. It is also quite easy to get in contact with the owner and ask them to carry the products you need.
- Last but not least, there is the positive aspect of time one saves when shopping locally you do
 not need to spend the whole day in a shopping centre; instead you are able to devote some of it to your

family and friends.

In spite of these benefits, it should be recognised that there are some clear drawbacks

- 30 to shopping locally. Price is definitely an issue; although shopping in big supermarkets is time-consuming and definitely not eco-friendly, convenience stores are always more expensive so many people economise by buying in bulk
- 35 from chain stores and prefer to shop around for the best deals.

There is also likely to be much less choice available in local shops. Many people enjoy spending hours mooching around the shops

40 in a big shopping centre – whether we like it or not, it has become part of our culture. It is somewhat harder to go on a shopping spree if there is only one local clothes boutique.

In conclusion, while there are undoubtedly

- 45 some downsides to buying locally, no one wants bricks-and-mortar shops to disappear and to be forced into a situation where they are unable to run errands in their neighbourhood. I would argue that the potential benefits for
- 50 our local economy and for the world as a whole clearly cancel out any disadvantages.

1 Read the essay about buying local and make a list of reasons the author mentions for and against buying local.

Suggested answers

For: climate change, goods produced in bad working conditions, local economy, risk of losing local shops, possibility of fresher goods, saving time

Against: more expensive, less choice available

2 Look at this alternative introduction to the essay in Exercise 1. Which introduction is better? Say why.

In recent years, there has been a growing movement towards buying local. People are starting to see that this is more beneficial for the environment, and for the local economy.

Suggested answer

The introduction in the essay is better as it gives the writer's opinion about the topic.

3 Study Active Writing. Then find examples of ways in which extracts

2-5 are paraphrased in the essay in Exercise 1.

1 There is a growing movement towards buying local. <u>In recent years, there has been a move away from stocking up on essentials at mega supermarkets.</u>

2 disadvantages	pitfalls/drawbacks/downsides
3 reason	Rationale
4 a growing number of people are concerned about	more and more people are perturbed about
5 I would argue that	in my opinion

ACTIVE WRITING| Paraphrasing

It is important to use paraphrasing in order to avoid repetition, which may cause the reader to lose interest in your writing. It helps the reader to follow the way in which your ideas are linked through the text.

Some common ways of paraphrasing are:

- using synonyms,
- changing the form of words, e.g., from verbs to nouns or adjectives, or vice versa,
- changing from active to passive, or vice versa,
- changing the grammatical structure.

Note that successful paraphrasing requires the use of multiple techniques each time.

5 In pairs, read the essay question and make a list of arguments for and against it. Increasingly, people see shopping not as a necessity but as a leisure activity. Is this a positive thing? Discuss the arguments of both sides and give your opinion.

6 WRITING TASK



Write your essay. Use your ideas from Exercise 5 and remember to paraphrase. Use the Graphic Organiser to help you plan your writing.



□ I can use paraphrases when writing a for-and-against essay.

Workbook/ Page. 26

03

Revision

VOCABULARY AND GRAMMAR

1 Complete the collocations in the sentences.

spree goods concept gimmicks impulse margins

1 The shops need to keep coming up with new sales ______ to encourage people to go in.

2 I have to return this jacket. It was an ______buy when I was browsing online last week and I can't afford it.

3 The company's **profit** _____ are low this year, so they will be hoping for better sales next year.

4 When someone wins a large amount of money, they usually go on a **shopping** and splash out on things they've always dreamed about.

5 You would imagine that in a recession, the sale of luxury would be the first to suffer, but that is not always the case.
6 It took a lot of creative meetings before we came up with a new business for a chain of bakeries.
Answers 1 gimmicks 2 impulse 3 margins 4 spree 5 goods 6 concept
2 Rewrite each sentence in two ways using the Passive. 1. They lent us the money to develop the website. We / The money
2. The accountants will give their reports to the board next week. The board / The reports
3. The bank had sent thousands of clients warnings about the new scams. Thousands of clients / Warnings
4. Some customers have owed her significant amounts of money for a long time. She / Significant amounts of money
Answers 1. We were lent the money to develop the website. / The money was lent to us to develop the website. 2. The board will be given the accountants' reports next week. / The reports by the accountants with the given to the board next week. 3. Thousands of clients had been sent warnings about the new scams by the bank. / Warnings of next makes a scams had been sent to thousands of clients (by the bank). 4. She has been owed significant amounts of money by some customers for a long time. / Significant amounts of money have been owed to her by some customers for a long time.
USE OF ENGLISH 3 Complete the second sentence using the word in bold so that it means the same as the first one. Use no more than six words, including the word given.
1. Managers need to implement the recent health and safety regulations before the end of March HAVE The recent health and safety regulations by 31st March.
2. If you buy a lot of things at once, you can often save money. BULK It can be a good idea want to save money.
3. Are they giving us a choice about how we want to pay? GIVEN Areabout how we want to pay?
4. Some children help their parents out by doing a few things for them. RUN

5. The company sold us insurance a		BOOKING
After	by the company.	
Answers		
1 have to be implemented		
4 children run errands for them	5 booking, insurance	ce was sold to us
READING		
4 Read the article on page 27 a	bout advertising and choose	e the correct answers.
1. According to the article, advertis		
A started many centuries ago.	S	_
B developed due to competition.		
C wasn't successful in the 20th cer	ntury.	
	3	
2. Initially, the Internet enabled a	dvertisers to	
A challenge social media sites.		
B behave like some consumers.		
C pay for users' personal data.		
3. The GDPR made it compulso	ry for companies to allow p	eople to
A advertise on social media.		
B access all websites in the EU.		
C accept or reject stored cookies.		
4. Contextual advertising A posts adverts on websites with a		
A posts adverts on websites with a	connected theme.	
B doesn't align correctly with new	GDPR standards.	
C targets customers based on their l	Internet history.	
5. The writer suggests that in the	future	
A companies will stop competing		
B advertising will decline because		
C advertisars will develop new tec		b 2c 3c 4a 5c

On the hunt for customers WB / Page 27 في البحث عن العملاء

From **precious metals** to **fabrics** to **spices**, the activities of buying and selling are centuries old. All **that**¹ is required is a **product** or service

which² someone else wants and will pay for.

This³ is quite straightforward, but in the modern

من المعادن الثمينة إلى الأقمشة إلى التوابل، أنشطة البيع والشراء تعود لعدة قرون. كل ما هو مطلوب هو منتج أو خدمة يريدها شخص آخر وسيقوم بدفع ثمنها. هذا أمر واضح جدًا، ولكن في العالم الحديث حيث يجب

world where companies must compete with each other in order to attract customers and secure sales, advertising has evolved into a multibillion-pound global industry.

For most of the 20th century, traditional advertising was featured on terrestrial television and radio, or on billboards, or in the print media.

Over time, companies developed a kind of targeted advertising which⁵ meant that⁶ their⁷ adverts were aimed at the interests and preferences of a specific audience, for example, by running an advert for sportswear in a fitness magazine, or in the commercial break during a football match on TV.

The goal was to increase revenue by directing كان الهدف زيادة الإيرادات من خلال توجيه الإعلانات adverts at those8 who9 were more likely to buy the items being **promoted**.

With the advent of the Internet, targeted advertising became much more established.

Web browsers and social media platforms were able to harvest huge amounts of data on the public's viewing habits and histories; information they10 could monetise by selling it11 to advertisers.

And, once visited, websites installed 'cookies' onto people's computers which 12, quietly and unbeknown to many users, collected information about their 13 interests and their 14 consumer behaviour.

Without obtaining the user's **consent**.

The **onus** is on **these**15 companies to offer people a simple and clear choice between **opting** in or out of tracking cookies, or the option to control which 16 cookies may be sed.

على الشركات التنافس لجذب العملاء وتأمين المبيعات، تطورت الإعلانات لتصبح صناعة عالمية بمليارات

طوال معظم القرن العشرين، كانت الإعلانات التقليدية تظهر على التلفزيون والراديو الأرضي، أو على اللوحات الإعلانية، أو في وسائل الإعلام المطبوعة.

مع مرور الوقت، طورت الشركات نوعًا من الإعلانات المستهدفة، مما يعنى أن إعلاناتهم كانت موجهة لاهتمامات و تفضيلات جمهور محدد، على سبيل المثال، بعرض إعلان عن الملابس الرياضية في مجلة للباقة البدنية، أو أثناء الفاصل التجاري خلال مباراة كرة القدم على التلفزيون.

إلى من هم أكثر احتمالاً لشراء المنتجات المروّج لها.

مع ظهور الإنترنت، أصبح الإعلان المستهدف أكثر

استطاعت متصفحات الإنترنت ومنصات التواصل الاجتماعي جمع كميات هائلة من البيانات حول عادات وتاريخ المشاهدة لدى الجمهور ؛ وهي معلومات يمكنهم تحقيق أرباح منها عن طريق بيعها للمعلنين.

وعند زيارة المواقع، كانت المواقع تثبت "كوكيز" على أجهزة الكمبيوتر الخاصة بالأشخاص، والتي كانت تجمع المعلومات حول اهتماماتهم 13 وسلوكهم الاستهلاكي 14/ بهدوء ويدون علم العديد من المستخدمين

دون الحصول على موافقة المستخدم.

تقع المسؤولية على هذه الشركات لتقديم خيار بسيط وواضح للناس بين الموافقة أو الرفض على تتبع الكوكيز، أو خيار التحكم في الكوكيز التي يمكن استخدامها

Other **aspects** of the GDPR further protects individuals' rights to **privacy**.

There are **massive** fines for companies **that**17 fail to comply with any of the regulations and, by 2024, almost £3bn was paid in fines for data breaches by five of the biggest social media sites.

While **policies** like the GDPR make browsing online a less **invasive** experience for members of the public, **they**18 have been a blow to companies **that**19 **relied** on targeted advertising.

But, as far as marketers are concerned, necessity is the mother of invention, so they20 have come up with another approach to attracting potential buyers online.

Known as **contextual** advertising, **this**21 alternative method involves the strategic placement of **relevant** adverts on relevant web pages, for example, an advert for a cookbook on a website dedicated to food.

Ironically, despite the great advances of modern technology, **this**22 is not **dissimilar** to traditional advertising **styles** in the old-school media of the past.

Its23 rationale is based on the user's interests rather than on his24 or her25 consumer behaviour and/or personal data.

Companies use keywords and **topics** to locate websites with a context **pertinent** to the product or service **they**²⁶ have to offer, and place **their**²⁷ adverts there.

So far so good for the marketing **moguls**, but by the 21st century, **critics' complaints** about the lack of privacy for individuals brought about significant changes to Internet **tracking**

تحمي جوانب أخرى من قانون حماية البيانات العام (GDPR)حقوق الأفراد في الخصوصية بشكل أكبر. هناك غرامات صُحْمة للشركات التي تفشل في الالتزام بأي من اللوائح، وبحلول عام 2024، تم دفع ما يقرب من 3 مليارات جنيه إسترليني كغرامات لانتهاكات البيانات من قبل خمس من أكبر مواقع التواصل الاجتماعي.

بينما تجعل سياسات مثل GDPR التصفح عبر الإنترنت تجربة أقل تدخلاً لأعضاء الجمهور، فقد كانت ضربة للشركات التي اعتمدت على الإعلان المستهدف.

لكن، بالنسبة للمسوقين، الحاجة أم الاختراع، لذا ابتكروا طريقة أخرى لجذب المشترين المحتملين عبر الإنترنت.

والمعروفة بالإعلانات السياقية، تتضمن هذه الطريقة البديلة وضع الإعلانات ذات الصلة بشكل استراتيجي على صفحات الويب المناسبة، على سبيل المثال، إعلان عن كتاب طبخ على موقع ويب مخصص للطعام.

ومن المفارقات أنه رغم التقدم الكبير في التكنولوجيا الحديثة، إلا أن هذا ليس بعيدًا عن أساليب الإعلان التقليدية في وسائل الإعلام القديمة.

يستند مبرره إلى اهتمامات المستخدم بدلاً من سلوكه 24 الاستهلاكي و/أو بياناته الشخصية.

تستخدم الشركات الكلمات المفتاحية والمواضيع لتحديد المواقع ذات السياق المناسب للمنتج أو الخدمة التي تقدمها، ووضع إعلاناتهم هناك.

حتى الآن الأمور جيدة بالنسبة لمسؤولي التسويق، ولكن بحلول القرن الحادي والعشرين، أدت شكاوى النقاد حول نقص الخصوصية للأفراد إلى تغييرات كبيرة في ممارسات تتبع الإنترنت، وأدى هذا الاحتجاج

practices, and **this**28 **outcry** led to a sea change in advertising regulations across the world.

In the European Union, for example, new legislation came into effect in 2018 radically changing the rules around online advertising.

Named the GDPR (General Data Protection Regulation), **it**²⁹ provides far more robust protection of personal data.

Any websites accessed within the 27 member countries of the EU, or in the UK, are **obliged** to be **transparent** about **their**³⁰ advertising methods and, crucially, cannot monitor online behaviour.

Contextual advertising has a number of advantages for the marketer: **it**³¹ is inexpensive; **it**³² is generally proving to be quite effective; and **it**³³ respects privacy laws.

A pitfall, however, is **that**³⁴ a company's advert may appear side by side with that35 of a direct competitor.

For users, contextual advertising aligns with **their**³⁶ interests in principle, but **it**³⁷ is not without certain drawbacks.

Some people find these³⁸ adverts irritating or distracting, while others³⁹ may simply ignore them⁴⁰.

What is certain is **that**⁴¹ online advertising will continue to evolve, for example, with more sophisticated algorithms and programs driven by AI (Artificial Intelligence), and advertisers will always find ways to seek out potential customers.

إلى تحول كبير في لوائح الإعلانات حول العالم.

في الاتحاد الأوروبي، على سبيل المثال، دخلت تشريعات جديدة حيز التنفيذ في عام 2018، مغيرة بشكل جذري القواعد المتعلقة بالإعلانات عبر الإنترنت.

والمعروف باسم GDPR (اللائحة العامة لحماية البيانات)، يوفر حماية أقوى بكثير للبيانات الشخصية.

أي مواقع يتم الوصول إليها داخل الدول الأعضاء الـ27 في الاتحاد الأوروبي، أو في المملكة المتحدة، ملزمة بالشفافية حول طرق الإعلان الخاصة بها، ولا يمكنها مراقبة السلوك عبر الإنترنت.

للإعلانات السياقية عدد من المزايا بالنسبة للمسوق: فهي غير مكلفة، وتثبت فعاليتها بشكل عام، وتحترم قو انين الخصوصية.

ومع ذلك، فإن إحدى المخاطر هي أن إعلان الشركة قد يظهر بجانب إعلان منافس مباشر.

بالنسبة للمستخدمين، تتوافق الإعلانات السياقية مع اهتماماتهم من حيث المبدأ، لكنها ليست خالية من بعض العيوب.

يجد بعض الأشخاص هذه الإعلانات مزعجة أو مشتتة للانتباه، بينما قد يتجاهلها آخرون ببساطة.

وما هو مؤكد هو أن الإعلانات عبر الإنترنت ستستمر في التطور، على سبيل المثال، باستخدام خوارزميات وبرامج أكثر تطورًا تعمل بالذكاء الاصطناعي، وسيجد المعلنون دائمًا طرقًا للوصول إلى العملاء المحتملين.

		Reference Word	Refers to / Explanation
-	1/2/3	That / which	requirement (product/service)
4	4	where	modern world

1 • 1	
	targeted advertising
their	companies' adverts
those	people more likely to buy
they	web browsers/social media platforms
it	information collected
which	Cookies
their	people's interests / people's consumer behaviour
these / that	Companies
they	GDPR policies impact
that	companies relying on targeted advertising
they	Marketers
this	alternative method (contextual advertising)
this	contextual advertising
Its	rationale of contextual advertising
His / her	User
they / their	companies / people's consumer behaviour
this	outery / criticism
it	GDPR
their	websites' advertising methods
it	contextual advertising
that	a company's advert
their	users' interests
it	contextual advertising
These /them	Adverts
others	other users
that	online advertising evolving
	they it which their these / that they that they this this Its His / her they / their this it their it their it These /them others

THE END OF UNIT THREE