

# 8 Zakupy i usługi

## VOCABULARY AND SPEAKING

### VOCABULARY

#### Shops



1 Work in pairs. Match the names of these British and American shops with the products they sell.

- |                     |                                  |
|---------------------|----------------------------------|
| 1 Amazon            | a food, clothes, cosmetics, etc. |
| 2 Sainbury's        | b clothes                        |
| 3 Comet             | c CDs and DVDs                   |
| 4 Saks Fifth Avenue | d books                          |
| 5 HMV               | e electrical goods               |

2 In pairs, describe the photos on this page. Then discuss the questions.

- Do you like shopping? Why / Why not?
- What's the best place in your town or in your area to shop for:
  - clothes?
  - CDs and DVDs?
  - food?
  - stationery?
  - books?

What makes them good places for shopping?

3 Where can you buy these things? Complete gaps a-k with the names of suitable shops.

- tops, cardigans, underwear: \_\_\_\_\_ shop
- slippers, boots, flip flops: \_\_\_\_\_ shop
- CDs, DVDs: \_\_\_\_\_ shop
- shelving units, dining tables: \_\_\_\_\_ shop
- newspapers, magazines, cigarettes: \_\_\_\_\_'s
- medicine, shower gel, make-up: \_\_\_\_\_'s
- cakes, bread, rolls: \_\_\_\_\_'s
- fruit and vegetables: \_\_\_\_\_'s
- paints, nails, tools (things for improving your house): \_\_\_\_\_ store
- many different kinds of things (in different floors): \_\_\_\_\_ store
- different things but is one of a group of similar shops owned by the same company: \_\_\_\_\_ store

4 Complete the quiz with the words in the box.

sales bargain empty-handed queue special offer  
shopping centres tag online changing room hit

1 Do you \_\_\_\_\_ the shops more than once a week?

Yes / No

2 Do you think huge \_\_\_\_\_ with hundreds of shops are one of the best things since sliced bread?

Yes / No

3 Do you think coming back from the shops \_\_\_\_\_ is a failure?

Yes / No

4 Do you treat \_\_\_\_\_ as military operations and can't wait for them to start to prove you are a bargain hunter?

Yes / No

5 Do you have anything in your wardrobe which still has a \_\_\_\_\_ on?

Yes / No

6 Have you ever said: 'It was an absolute \_\_\_\_\_', when you paid full price?

Yes / No

7 Do you think \_\_\_\_\_ shops are the best invention of the 21<sup>st</sup> century?

Yes / No

8 Do you always trust the mirrors in a \_\_\_\_\_?

Yes / No

9 Would you \_\_\_\_\_ for an hour if something you wanted very much was being sold at half price?

Yes / No

10 Have you ever bought anything only because it was on \_\_\_\_\_ - 'Buy three - get one free'?

Yes / No

5 Read the article. Choose the best sentence A–D to complete gaps 1–3. There is one extra sentence which you do not need to use.

1 We often associate advertising with profit-making companies. However, some of the most creative advertising comes from not-for-profit organisations. In many countries, governments and health services use adverts to promote good health. 1 \_\_\_\_\_

2 Advertising campaigns to raise awareness of the negative effects of smoking are particularly inventive.

3 So what methods do anti-smoking campaigners use? One set of advertisements has adopted the method of issuing warnings about obviously dangerous situations and then comparing them with smoking. 2 \_\_\_\_\_ For example one giant poster on a high building states in big bold letters: 'Jumping from buildings when pregnant seriously harms your baby.' 3 \_\_\_\_\_ The small print on the poster then reads: 'You wouldn't ignore this warning. Why ignore them on cigarette packs?'

- A Their aim is to make the danger of smoking seem more immediate and real.
- B They're not interested in making people buy their products.
- C Its purpose is to shock people into equating this incredibly dangerous situation with smoking.
- D These may be in the form of leaflets, TV commercials and billboards in the street.

6 **GRAM TASK** Przeczytaj poniższy tekst, z którego usunięto sześć zdań. Dobierz do luk zdania oznaczone literami (A–G) tak, aby powstał spójny i logiczny tekst. Wpisz odpowiednie litery w luki (1–6). Jedno zdanie zostało podane dodatkowo i nie pasuje do żadnej luki.

**Advertising companies employ many ways to persuade you to buy their products. Here are some of their most effective methods.**

Families are a great target for advertising campaigns, but when they're portrayed on TV, they're unrealistic perfect stereotypes.

1 \_\_\_\_\_ The children are clever, funny and dressed in great clothes; the parents are successful and relaxed with their wonderfully behaved children. Not only that, but every member of the household appears to get on well with each other! So why do advertising companies do this? 2 \_\_\_\_\_ We are supposed to think that if we buy these products, we can be just like them.

Often the advertised products are those that bring the family together in some way such as a comfortable family car, or a great holiday. 3 \_\_\_\_\_ Sometimes, when advertising these types of fun family food, companies use the technique of not giving all the information. 4 \_\_\_\_\_ This is misleading, but doesn't say anything that's untrue.

Another big target for advertising companies is teenagers. Often young men and women are portrayed as inadequate individuals who can't form relationships until that moment when they try out a new spot cream, or buy an aftershave or wear the latest jeans or trainers.

5 \_\_\_\_\_ Music is often a big part of these types of adverts, adding to the coolness factor, or simply putting a tune into your head that you can't get rid of or that reminds you of the product whenever you hear it.

Using celebrities is another great ploy for adverts directed at all ages. If your favourite sports star, film star or singer is telling you that a product is the best, it must be true – mustn't it? 6 \_\_\_\_\_ One last point: have you ever noticed how much louder the adverts are than the programme you were watching? It's just another way to attract your attention.

- A These ideal families represent the types of people that those of us who are watching would like to be.
- B Most people forget the fact that these people are being paid a fortune to promote the supermarket chain, the line of clothing, or hair product they're praising so highly.
- C Then they become the coolest people that everyone wants to know or be.
- D They live in lovely, clean homes that are well-stocked with all the latest styles of furniture, toys and gadgets.

- E The advertising companies spend a fortune on promoting the latest plasma TV screen.
- F Or else, they are food products showing caring parents giving their happy receptive children a new healthy kind of yoghurt or a novelty cheese.
- G For example, they tell you that a sweet chocolate-covered cereal can be part of a healthy diet, but they don't mention anything about the unhealthy part.

7 Work in pairs. Can you think of any other methods advertising companies use to persuade people to buy their products?

**VOCABULARY**

**Build your vocabulary**

8 Find words in the two texts to complete phrases 1–8. Then use them in sentences of your own.

**Text 1**

- 1 \_\_\_\_\_-making companies
- 2 \_\_\_\_\_-profit organisation
- 3 \_\_\_\_\_ good health
- 4 \_\_\_\_\_ awareness

**Text 2**

- 5 \_\_\_\_\_ methods
- 6 \_\_\_\_\_ campaigns
- 7 \_\_\_\_\_ the technique
- 8 \_\_\_\_\_ attention

9 Describe an advert you remember. What methods does it use to persuade people to buy the product or use the service? Answer the questions.

- 1 What is the product?
- 2 Who is it aimed at?
- 3 Who appears in the advert?
- 4 What is the music like, or does it use sound effects?
- 5 Does it use humour or a story?
- 6 Is there a serious message?

GRAMMAR

Countable and uncountable nouns;  
plurals of nouns

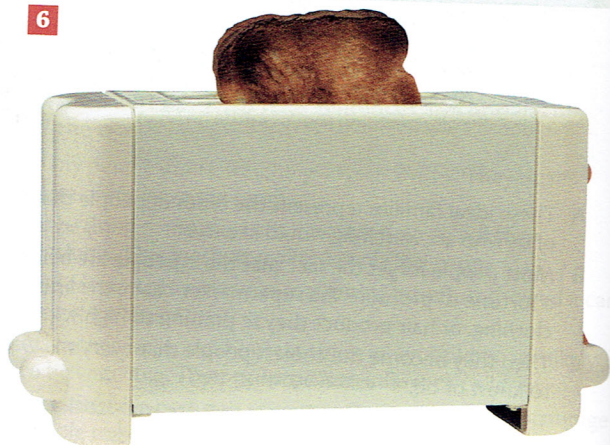
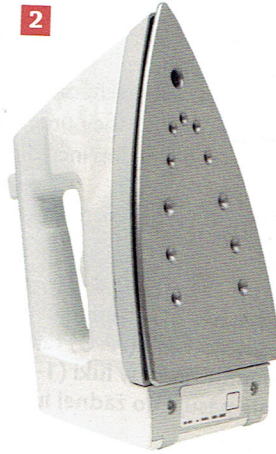
1 Look at the photos for one minute. Close the book and write down as many examples as you can remember of countable and uncountable nouns. Compare your answers with a partner.



- Rzeczowniki policzalne występują zarówno w liczbie pojedynczej, jak i mnogiej, np.  
*a bag – two bags*
- Rzeczowniki niepoliczalne występują tylko w liczbie pojedynczej i stosujemy je bez rodzajnika *a / an*, np.  
*I think debit and credit cards will soon take the place of cash in all everyday transactions.*  
*Can I have some water, please?*
- Niektóre rzeczowniki mogą być zarówno policzalne, jak i niepoliczalne, ale ich znaczenie ulega wtedy zmianie, np.  
*I'll have a tea, please.* (jedną filiżankę herbaty)  
*I don't like tea.* (herbaty jako napoju)  
*We need some paper to write on.* (papier)  
*Please get me the morning paper.* (gazeta)
- Czasami pisownia końcówki liczby mnogiej się zmienia:  
*a baby – babies* (gdy l.p. kończy się spółgłoską +y)  
*a boy – boys* (gdy l.p. kończy się samogłoską +y)  
*a radio – radios* ale: *a potato – potatoes*  
*a loaf – loaves* (gdy l.p. kończy się -f)
- Niektóre nazwy zwierząt mają taką samą liczbę pojedynczą i mnogą, np.  
*a fish – two fish*  
*a deer – three deer*
- Pewna grupa rzeczowników ma nieregularną formę liczby mnogiej, np.  
*foot – feet, child – children, mouse – mice, goose – geese, woman – women, tooth – teeth*
- Niektóre rzeczowniki są zawsze niepoliczalne i występują tylko w liczbie pojedynczej, np.  
*furniture, news, advice, information, luggage, money*  
*The furniture in my room is blue.* (Meble w moim pokoju są...)  
*I've stopped reading the papers. The news is always bad.* (Przestałem czytać gazety. Wiadomości są zawsze złe.)  
*Money doesn't bring happiness.* (Pieniądze nie dają szczęścia.)

2 Choose the correct noun to label each of the photos 1–6.

- |                           |                       |
|---------------------------|-----------------------|
| a a glass / glass         | d a coffee / coffee   |
| b an iron / iron          | e a chicken / chicken |
| c a chocolate / chocolate | f a toast / toast     |



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## Countable and uncountable nouns; plurals of nouns

### 5 Find and correct one mistake in each sentence.

- 1 Can I have two cups of coffees please?
- 2 I need a new furniture for my flat.
- 3 You should get an advice from the doctor about healthy eating.
- 4 Ben's gone to get his hairs cut.
- 5 I don't really like fish so I don't eat them very often.
- 6 I haven't got enough monies for the cinema tonight.
- 7 Where's your luggages, sir?
- 8 I'll have bar of chocolate, please.

### 6 Complete the gaps in the dialogues with *some*, *a / an* or *nothing (-)*.

- 1 A Can I have \_\_\_\_\_ water, please?  
B Yes, of course. Can you get \_\_\_\_\_ glass from the cupboard?
- 2 A Would you like \_\_\_\_\_ cup of tea?  
B No, thank you. I prefer \_\_\_\_\_ coffee.
- 3 A Do you have \_\_\_\_\_ sugar in your coffee?  
B No thanks, but I'd like \_\_\_\_\_ milk, please.
- 4 A Would you like \_\_\_\_\_ pasta for lunch?  
B That sounds good. I'll make \_\_\_\_\_ garlic bread.
- 5 A Can you get \_\_\_\_\_ loaf of bread on the way home?  
B Sure. I'll get \_\_\_\_\_ butter too.

## Determiners: *many*, *much*, *a lot (of)*, *(a) little*, *(a) few*, *all*, *whole*

### 7 Choose the correct words to complete the dialogue.

- Jess** There isn't <sup>1</sup>many / much / little milk left. Can you buy some?
- Seth** I suppose so. But I don't really want to go shopping today. I went yesterday and the <sup>2</sup>all / lot / whole place was full of crazy people looking for bargains.
- Jess** Oh come on! It's not that bad in the supermarket. Anyway, it's late. There aren't <sup>3</sup>much / all / many people there at this time of day.
- Seth** All right. Do we need anything else?
- Jess** Yeah, let's see ... Well, we've got <sup>4</sup>a little / a few / a lot of vinegar, but we've only got <sup>5</sup>a little / a few / a lot of olive oil. We're having salad tonight, so we really need some more.
- Seth** Anything else?
- Jess** Yeah, biscuits. We've got <sup>6</sup>a little / a few / a lot of left, but not <sup>7</sup>all / many / whole. I think that's <sup>8</sup>whole / little / all we need.
- Seth** OK, but I haven't got <sup>9</sup>many / a lot / much money.
- Jess** Well, you can go to the bank.
- Seth** The banks are <sup>10</sup>all / whole / few closed at this time, aren't they?
- Jess** All right, use your credit card then. Hurry up or the supermarket will close!
- Seth** OK. I'm going.

## Determiners review

### *Both*, *neither* and *either*

We use *both*, *either* and *neither* to talk about two people or things. We use *both* before plural nouns. We use *either* and *neither* before singular nouns.

*Both* means 'one and the other'.

*I've got two sisters. Both of them are teachers.*

*Either* means 'one or the other'.

*'There are two cakes left. Which one would you like?'*

*'I'll have either of them, thanks.'*

*Neither* means 'not one and not the other'.

*'Which T-shirt did you buy: the blue or the red?'*

*'I bought neither of them. The colours didn't suit me.'*

### 8 Translate the words in brackets into English.

- 1 The \_\_\_\_\_ (*cała*) school went on a trip to the theatre.
- 2 I like \_\_\_\_\_ (*obydwoje*) the new students in my class.
- 3 We have \_\_\_\_\_ (*dużo*) milk, but only \_\_\_\_\_ (*trochę*) sugar.
- 4 I'll read \_\_\_\_\_ (*każdą z*) these books. I don't mind which one I read first.
- 5 \_\_\_\_\_ (*Wszyscy*) the people in the cinema laughed at the same time.
- 6 \_\_\_\_\_ (*Dużo*) students find jobs in the summer holidays.
- 7 \_\_\_\_\_ (*Żadne z*) the children enjoyed the meal.
- 8 There's \_\_\_\_\_ (*kolejny*) Johnny Depp film on TV tonight.
- 9 \_\_\_\_\_ (*Żadna z*) these DVDs look very interesting.
- 10 I like this T-shirt, but have you got any \_\_\_\_\_ (*inne*) colours?

## *Each other* and *-self / -selves*, *every* and *each*

### 9 Complete the sentences with *-self / -selves* or *each other*.

- 1 The party was great. The children really enjoyed \_\_\_\_\_.
- 2 The couple split up because they didn't really like \_\_\_\_\_ very much.
- 3 I often sing to \_\_\_\_\_ when I'm in the shower.
- 4 The girl looked at \_\_\_\_\_ in the mirror and smiled.
- 5 We need to support \_\_\_\_\_ in these difficult financial times.
- 6 The boys built the model aeroplane \_\_\_\_\_.
- 7 We frightened \_\_\_\_\_ silly when we watched the horror film.
- 8 Jack drew an amazing picture of \_\_\_\_\_.

### 10 Complete sentences 1–7 with *every* or *each*.

- 1 The children enjoyed \_\_\_\_\_ moment of their swimming lesson.
- 2 \_\_\_\_\_ time they meet they have a great time.
- 3 \_\_\_\_\_ house in the street looks the same.
- 4 I looked for the document in \_\_\_\_\_ drawer.
- 5 We pay the rent on the first of \_\_\_\_\_ month.
- 6 The doctor examined \_\_\_\_\_ patient very carefully.
- 7 She had a bag in \_\_\_\_\_ hand.

**diet** dieta  
**balanced** ~ zrównoważona  
**low-fat** ~ niskotłuszczowa  
**Mediterranean** ~ śródziemnomorska  
**restricted** ~ surowa  
**vegan** ~ wegańska  
**vegetarian** ~ wegetariańska  
**e-numbers** chemiczne dodatki do żywności  
**feed sb on sth** żywić kogoś czymś  
**fibre** błonnik  
**flavour** smak  
**have a sweet tooth** być łakomczuchem  
**high / low in calories** zawierający dużo / mało kalorii  
**lean / fatty meat** (chude / tłuste) mięso  
**minerals** minerały  
**olive oil** oliwa z oliwek  
**organic food** żywność naturalna, bez konserwantów  
**protein** białko  
**rich in sth** bogaty w coś  
**stick to a diet** trzymać się diety  
**sugary foods** żywność o wysokiej zawartości cukru  
**taste** smak  
**bitter** ~ gorzki  
**refreshing** ~ orzeźwiający  
**salty** ~ słony  
**spicy** ~ ostry  
**sour** ~ kwaśny  
**taste buds** kubki smakowe  
**vitamins** witaminy  
**wholemeal bread** chleb pełnoziarnisty

## 7.5 Adjectives to describe healthy and unhealthy food

**convenience food** dania gotowe, mrożonki  
**food** żywność  
**fried** ~ smażona  
**genetically modified (GM)** ~ modyfikowana genetycznie  
**junk** ~ niezdrowa  
**organic** ~ ekologiczna  
**raw** ~ surowa  
**slow** ~ wyprodukowana i spożywana w tradycyjny sposób  
**tinned** ~ w puszkach  
**specialty food** specjalność (np. jakiegoś regionu)

## 7.6 Restaurants

**book a table** zarezerwować stolik  
**buffet car** wagon restauracyjny w pociągu  
**café** kawiarnia  
**fast food restaurant** bar szybkiej obsługi  
**main course** danie główne  
**menu** karta dań  
**order sth** zamawiać coś  
**pudding, dessert** deser  
**pub** pub  
**self-service restaurant** restauracja samoobsługowa  
**service** obsługa  
**serve** podawać  
**side dish** dodatek do dania głównego  
**snack bar** bar  
**tip** napiwek, dawać napiwek  
**waiter, waitress** kelner, kelnerka  
**wine list** karta win

# 8 ZAKUPY I USŁUGI

## 8.1 Shops

**baker's** piekarnia  
**bookshop** księgarnia  
**boutique** butik  
**butcher's** sklep mięsny  
**chain store** sklep należący do sieci sklepów  
**chemist's (US drugstore)** drogeria, apteka  
**delicatessen, deli** delikatesy  
**department store** dom towarowy  
**DIY store** sklep z artykułami do wykonywania prac, remontów w domu  
**fishmonger's** sklep rybny  
**greengrocer's** sklep owocowo-warzywny  
**grocer's** sklep spożywczy  
**market** rynek, targ  
**newsagent's** kiosk z gazetami  
**off-licence** sklep monopolowy

**shop** sklep  
**clothes** ~ z odzieżą  
**furniture** ~ meblowy  
**online** ~ internetowy  
**record** ~ muzyczny  
**shoe** ~ obuwniczy  
**stationery** ~ z artykułami papierniczymi  
**supermarket** supermarket  
**shopping centre (US shopping mall)** centrum handlowe

## 8.2 Going shopping

**bargain** okazja  
**bargain hunter** osoba polująca na okazje  
**be on special offer** być w promocji  
**be out of stock** być wyprzedanym  
**big spender** osoba rozrzutna  
**changing room, fitting room** przymierzalnia  
**checkout** kasa w supermarkecie  
**customer** klient  
**discount** obniżka  
**empty-handed** z pustymi rękami  
**free** za darmo, bezpłatny  
**have sth in stock** mieć coś w sklepie, magazynie  
**hit the shops (informal)** robić zakupy  
**invoice** faktura  
**look for sth** szukać czegoś  
**pay** płacić  
**~ by credit** kartą kredytową  
**~ (in) cash** gotówką  
**price** cena  
**affordable** ~ przystępna  
**reasonable** ~ rozsądna  
**reduced** ~ obniżona

**(price) tag** metka  
**queue** stać w kolejce  
**sale** wyprzedaż  
**in the ~** na wyprzedaży  
**sensible shopper** osoba rozsądnie wydająca pieniądze  
**shop assistant** sprzedawca  
**supermarket trolley** wózek na zakupy  
**try sth on** przymierzać coś  
**virtual shopping** zakupy w internecie

## 8.3 Advertising

**(advertising) slogan** slogan (reklamowy)  
**advertisement, advert, ad (informal)** reklama  
**(w prasie, telewizji, radio)**  
**advertising agency** agencja reklamowa  
**appeal to sb** przemawiać do kogoś  
**billboard, hoarding** duże ogłoszenie planszowe na ulicy  
**brand advertising** promocja, reklama marki  
**brochure** broszura  
**classified ads** ogłoszenia drobne  
**display a logo** uwidocznić logo  
**effective** efektywny, skuteczny  
**launch a campaign for sth** rozpocząć kampanię promocyjną czegoś  
**leaflet** ulotka  
**market research** badanie rynku  
**new media** nowe środki masowego przekazu  
**persuade an audience to do sth** namawiać odbiorców do zrobienia czegoś  
**place / put an advertisement in a (magazine / newspaper)** umieszczać ogłoszenie w (magazynie / gazecie)

**poster** plakat  
**product** produkt  
**promote** promować  
**publicity** rozgłos, reklama  
**sponsor an event** sponsorować (jakieś) wydarzenie  
**target consumer** klient docelowy  
**TV commercial** reklama telewizyjna

## 8.4 Services

**barber** fryzjer męski  
**beautician** kosmetyczka  
**caterer** dostawca usług cateringowych  
**dress maker** krawiec (damski)  
**electrical company** firma energetyczna  
**financial adviser** doradca finansowy  
**hairdresser** fryzjer damski  
**interior designer** projektant wnętrz  
**internet service provider** dostawca usług internetowych

**plumber** hydraulik  
**postman, postwoman** listonosz, listonoszka  
**seamstress** szwaczka, krawcowa  
**services** usługi  
**financial** ~ finansowe  
**postal** ~ pocztowe  
**shoe repairer** szewc  
**tailor** krawiec (męski)

## 8.5 Banking and insurance

**account** rachunek, konto  
**current / cheque** ~ bieżący  
**deposit / savings** ~ oszczędnościowy  
**be overdrawn** mieć debet na koncie  
**cash machine, cashpoint (US ATM automatic teller machine)** bankomat  
**change** reszta  
**(credit / debit) card** karta (kredytowa / debetowa)  
**coin** moneta  
**exchange rate** kurs wymiany waluty  
**(foreign) currency** (obca) waluta  
**insurance** ubezpieczenie  
**invest in (stocks / shares)** inwestować w (obligacje / akcje)  
**loan** pożyczka  
**apply for a ~** ubiegać się o  
**pay off** ~ spłacać  
**money** pieniądze  
**earn** ~ zarabiać  
**exchange** ~ wymieniać  
**inherit** ~ odziedziczyć  
**save** ~ oszczędzać  
**spend ~ on sth** wydawać na coś  
**withdraw ~ from** pobrać z (banku)  
**make a deposit** zdeponować  
**money transfer** przelew pieniężny  
**open a bank account** otworzyć konto bankowe  
**pay into the account** wpłacać na konto  
**pay for sth** zapłacić za coś  
**pay interest** płacić odsetki  
**secure** bezpieczny, pewny  
**small change** drobne  
**stock market investor** inwestor giełdowy

## 8.6 Complaining

**be broken** być zepsutym  
**be faulty** być wadliwym, zepsutym  
**be missing** brakuje (czegoś)  
**bring sth back / take sth back** zwracać coś (do sklepu)  
**compensation** rekompensata  
**complain about sth** składać reklamację  
**complaint** skarga  
**crash** przestać działać (o komputerze)  
**discount coupon** kupon rabatowy  
**exchange sth for sth** wymieniać coś na coś  
**get a full refund** otrzymać zwrot całej sumy  
**have a stain (on sth)** mieć plamę (na czymś)  
**read the disc** odczytywać dane z dysku  
**receipt** paragon  
**replacement** wymiana  
**too (small / tight / loose)** zbyt (mały / ciasny / luźny)