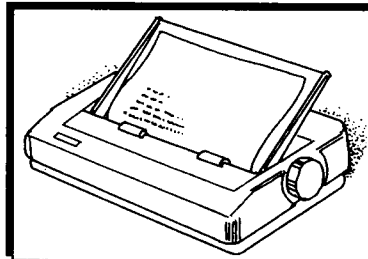
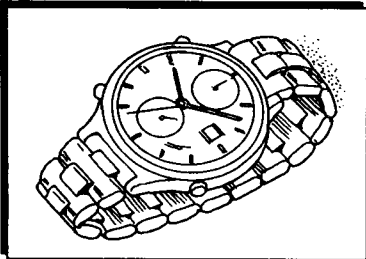
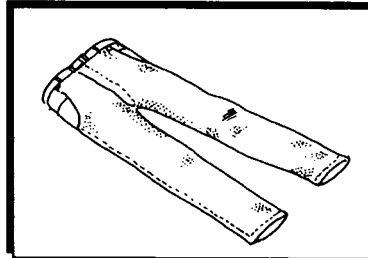
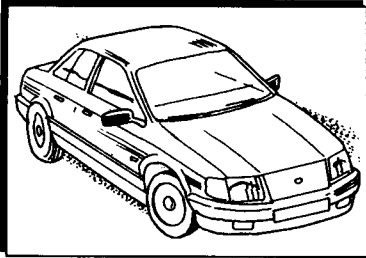


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Describing products



Adjective

Opposite

- reliable
- comfortable
- effective
- safe
- economical
- fast
- strong
- stylish
- well-made
- quiet
- ecological
- easy to use

EXERCISE

- 1 The car looks very stylish, but it is _____. I had to take it to the garage three times last month for repairs.
- 2 They took the medicine off the market because they were worried that it was _____.
- 3 I am very pleased with this printer. It's a little _____, but it's _____, and that's important in a busy job like mine.
- 4 This watch is very _____. I trod on it, but it still works.
- 5 Where did you buy those jeans? They look very _____.
- 6 The SF8500 is cheap to buy, but it's very _____. For people who have to do a lot of washing, we recommend the SF9000.

Presenting a product

I'd like to tell you about _____

It is a _____ made in _____

One problem with products like this is that they are often _____

But this _____ is a very _____ product.

One interesting feature is _____, which means it is very _____

Because it's _____, you don't need to _____

Describing a product

Worksheet

17

ACTIVITY

Pairwork or groupwork, classwork: speaking

AIM

To apply adjectives to different products to describe their advantages and disadvantages.

GRAMMAR AND FUNCTIONS

To be and to look

VOCABULARY

Qualities of products: (un)ecological, fast/slow, quiet/noisy, (in)effective, strong/weak, safe/dangerous, well-made/badly-made, (un)reliable, (un)comfortable, stylish/ugly or plain, (un)economical, easy to use/difficult or complicated to use

PREPARATION

Make one copy of the worksheet for each student in the class.

TIME

35 minutes

PROCEDURE

- 1 Give a copy of the worksheet to each student and ask them to name the products that are illustrated.
- 2 Focus the students' attention on the list of adjectives and go through them, checking their meaning and pronunciation.
- 3 Ask the students to work in pairs or groups and find three adjectives which describe qualities that it is important for each product to have.

SUGGESTED ANSWERS

- 1 The car looks very stylish, but it is unreliable. I had to take it to the garage three times last month for repairs.
- 2 They took the medicine off the market because they were worried that it was unsafe.
- 3 I am very pleased with this printer. It's a little noisy, but it's fast and that's important in a busy job like mine.

- 4 Go through the answers with the whole class, asking the students to justify each answer.

Possible answers

A car: reliable, stylish, fast, economical, safe, comfortable, ecological

A medicine: safe, effective, easy to use

A printer: fast, quiet, economical, easy to use

A pair of jeans: comfortable, strong, well-made, stylish

A watch: reliable, stylish, strong

A washing machine: fast, quiet, economical, ecological

- 5 Ask the students, in their pairs or groups, to write the opposites of the adjectives and to record the correct answers on the worksheet.

Answers

unreliable, uncomfortable, ineffective, unsafe/dangerous, uneconomical, slow, weak, unstylish, badly-made, loud/noisy, unecological, difficult to use

- 6 Ask the students to complete the gap-fill exercise on the worksheet with a suitable adjective from the list. If you are short of time, this can be done for homework.

FOLLOW-UP

Ask the students to present one of the illustrated products or a product they know well, using the 'Presenting a product' box at the bottom of the worksheet to help them. They should say what its advantages and disadvantages are.

- 4 This watch is very strong. I trod on it, but it still works.
- 5 Where did you buy those jeans? They look very stylish/well-made.
- 6 The SF8500 is cheap to buy, but it's very uneconomical. For people who have to do a lot of washing, we recommend the SF9000.