

Training 2: Shopping

VOCABULARY

buying	obtaining or acquiring property or goods for a price/ to acquire the possession of, or the right to, by paying or promising to pay an equivalent, especially in money; purchase.
to buy	purchasing/shopping
decision	the act of making up one's mind
to decide	to make up one's mind
consumer	a person who acquires goods and services for his or her own personal needs
adult	a person who is fully grown
to distinguish	to make, show, or recognize a difference or differences
to be left out "in the cold"	to be let down, to be forgotten about
mobile	mobile telephone
important criteria	giving serious attention to something that is used as a reason for making a judgment or decision
buying criteria	something that is used as a reason for making a judgment or decision when paying money for something, e.g. price, colour, quality
purchase	to buy (property, goods, etc.)
to act out	to perform
performing	acting
behaviour	the way a person or animal acts or behaves
attitude towards money	the way you think and feel about money
situation portrayed	the situation shown
to convince	to cause (someone) to agree to do something
to be so taken with	to really like someone/something
brand	a category of products that are all made by a particular company and all have a particular name
image	the idea that people have about someone or something
benefit	a good or helpful result or effect
packaging	the way something or someone is presented in order to be more attractive or appealing
repetition	something that is done or said again
slogan	a word or phrase that is easy to remember and is used by a group or business to attract attention
logo	a symbol that is used to identify a company and that appears on its products
product	something that is made or grown to be sold or used



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advertising	published or broadcast advertisements
advertisement	something (such as a short film or a written notice) that is shown or presented to the public to help sell a product or to make an announcement
appeals to you	something liked by you, something that pleases or attracts you
to encounter	to meet (someone) without expecting or intending to
media	the radio stations, television stations, and newspapers through which information is communicated to the public
communication channels	the ways of sending information to people by using various technologies
to guess	to form an opinion or give an answer about something when you do not know much or anything about it
to exaggerate	to think of or describe something as larger or greater than it really is
target group	the person or group that someone is trying to influence, sell something to, etc.
role play	An activity in which people do and say things while pretending to be someone else or while pretending to be in a particular situation
to convey messages	to make an important idea that someone is trying to express in a book, movie, speech, etc. known to someone
to attract attention	to get or create notice, interest, or awareness
to sell something	to exchange something for money
collaboration	the work with another person or group in order to achieve or do something

Trial

