

UNIT 3 LANGUAGE SUMMARY

Nouns and noun phrases

Time and money

balance
cost of living
lifestyle
quality of life
standard of living
time well spent

Verbs and verb phrases

Time and money

be worth it
boost
can't afford
take a salary cut
trade
value

Talking about acceptable and unacceptable conditions

Most people don't have enough time.
I was spending too much time on a bus.
My commute is just long enough to help me relax.
I'm not too tired to play with the kids when I get home.

Talking about relative value

It was by far the best coffee I've ever had.
It was nowhere near as expensive as my usual coffee shop.
It's a little busier than other places.
The price can be much cheaper or a whole lot more expensive.
A gourmet burger may be a whole lot more expensive, but it is by far the most delicious.

Verbs phrases

Prices and value

charge for
come up with
depend on
have an effect on
invest in
make the most of
pay a fair price for
play an important role in
rely on
suggest a price for
take advantage of
treat yourself to

Apologizing

I'm really sorry.
I am so sorry.
I can't tell you how sorry I am.

Explaining what happened

You'll never guess what I did.
I just did the dumbest thing.
I can't believe I ...

Responding to an apology

It's not the end of the world.
It's really no big deal.
Don't beat yourself up about it.

Insider English

Oh no, don't tell me ...
You get what you pay for.

Writing a product review

I was really pleased with this product.
I like the fact that they ...
Great value for your money!
I highly recommend them.
I was very disappointed with this product.
It's a complete waste of money!
By far my worst purchase ever!

Useful phrases

I had to put together a bookcase once, and it was ...
I think the cruise ship passenger feels ...
The parent didn't give more than ... stars.
First, I think we should apologize to the passenger because ...
We could offer a replacement for the bike, but ...
We've decided to send them an email and apologize for ...
Maybe call them instead of emailing.
It's more personal.

UNIT 4 LANGUAGE SUMMARY

Nouns

Advertising

ad / advertisement
brand
commercial
fashion statement
logo
merchandise
merchandising
products
slogan
sponsor
status symbol

Verbs

Advertising

advertise
sponsor

Speculating about sports business

You might think that the money comes from ticket sales.
If it's three times the price, then it must be real.
If teams don't have sponsors, they can't be taken seriously.
It can't be an actual game.
It must be during practice.
He might be teaching him to play soccer.

Talking about viral stories

The internet is full of stories that we see and share.
Murtaza was an Afghani boy who made a copy of his hero's jersey.
He got to travel to Qatar, where his dreams came true.
Tell me about a performer who you really admire.

Nouns

People in the media

audience
celebrity
comedian
designer
DJ
entertainer
filmmaker
hero
icon
model
(movie) producer
performer

Exchanging opinions

As I see it, ...
I find it/that (really boring).
I really think (you'd enjoy it).
It's not so much that ... , it's just that

Discussing opinions

Now, just a second. ...
That's a good point, but ...
But the thing is, ...
That's true, but ...

Making opinions more emphatic

That's not true at all.
I couldn't disagree more.
You have it all wrong.

Insider English

flip-flops

Writing a response citing reasons and consequences

Due to their work schedule, the all-night store is their only option for grocery shopping.
Thanks to the fact that they're part of a chain, they can offer lower prices.
This is a shame, as we're losing more than stores.
Consequently, a lot of independent stores are closing.
As a result, the little shops that sell fruit and vegetables have closed.

Useful phrases

The ad for ... uses ...
The people in the ad look like they ...
Ads for ... make me feel ...
How about a food product?
Let's use the ... technique.
We could use images of ... to advertise it.
The central idea of our product is ...
The advertising technique we plan to use is ...