

Overview

Watch the video podcast. Are your views or opinions similar to any of the speakers?

1 Read the text below about Val's shopping habits. Try to fill in the gaps from memory and then watch the video podcast from 0:11-0:33 to check your answers.

Hi. I enjoy walking around the ¹ shops and I buy things ² _____ books and make-up ³ _____ but I always do my food shopping ⁴ _____ – it's such a fantastic service and you get everything ⁵ _____ to your door. Today I'm talking to people about ⁶ _____ and innovative products. What ⁷ _____ do you enjoy buying most?



Glossary: on impulse = when you buy on impulse you buy things you had not planned to buy

2 What items do you enjoy buying most? Read below what these six people say about things they enjoy buying. Then watch the video podcast from 0:33-1:20 and match the people A-F to the statements 1-6.



A
Liz



B
Maria



C
Sue



D
Emma



E
Joe



F
Chris

- 1 markets, antique markets and vintage clothes
- 2 I love to browse around bookshops.
- 3 I probably enjoy buying books the most and music as well.
- 4 I love going to food markets, fish markets.
- 5 I love buying plants for the garden.
- 6 I should say like shoes, bags I think and make-up.

3 What sorts of things do you buy on impulse? Look at the items in the box below. Then watch the video podcast from 1:20-2:04. Circle the FIVE items which the speakers say they buy on impulse.

food	books	CDs	music
jewellery	plants	clothes	shoes
handbags	antiques	holidays	make-up

5 IDEAS

4 What sorts of things do you plan to buy? Watch the video podcast from 2:07-2:26 and write true (T) or false (F) next to each statement.



A Paul



B Emma



C Damian

- | | | |
|--|--|--|
| <p>1 He travels a lot for his work. <u>T</u></p> <p>2 The price of train and plane tickets are important to him. ___</p> | <p>3 She doesn't need to plan what she buys because she has plenty of money. ___</p> | <p>4 He plans before he buys a holiday. ___</p> <p>5 He plans before he buys anything costing more than £50. ___</p> |
|--|--|--|

Glossary: good value for money = something is worth what you paid for it - the price is not too high; a purchase = something you buy

5 What recent product or service do you think is impressive? Read the responses below. Watch the video podcast from 2:32-2:52 and fill in the gaps using the words and phrases from the box, then match the statements 1-3 with the people A-C.

taking a picture iPhone mobile phone amazing
camera changed my life emails



A Maria



B Sue



C Paul

- | | |
|---|---|
| <p>1 _____. Absolutely _____! I mean I bought one and it's just, it's really _____.</p> <p>2 Probably my _____. I've just changed it to a Blackberry Storm® where I can get all my _____.</p> <p>3 The new _____ that I saw on television, on the commercial. So you're _____ and you're seeing yourself on the other side.</p> | <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> |
|---|---|

6 If you could start a business or invent a product or service what would it be? Read the responses to the question below, then watch the video podcast from 3:00-3:21 and fill in the missing words and phrases.



Paul

1 I don't know. I'd like to sell _____ if you could sell _____ that would be good. I don't know how _____ .



Liz

2 My _____ business is to have a thing called Sophia's _____ and to make really fantastic _____ that you can't buy in this country.



Emma

3 I love the _____ so anything that would, kind of, bring more _____ to people's lives and expression – I think that would be great.

7 The way we speak

7 The people in the video podcast talk about buying things on impulse. Look at the statements below and then watch the video podcast from 1:20-2:04 and tick (✓) what the people say, a or b.



Paul

- 1 a) Music, I suppose I buy that on impulse.
- b) Music, I always buy that on impulse.



Liz

- 2 a) Clothes, but not as much as I used to.
- b) Clothes, but not as many as I used to.



Maria

- 3 a) Well, I'm not that kind of person that buys things on impulse.
- b) Well, I'm not that type of person that buys things on impulse.



Damian

- 4 a) ... I saw a pair of silver tongs that looked like a great bargain.
- b) ... I saw a pair of silver tongs that looked like a great buy.



Sue

- 5 a) On impulse? Oh, dreadful! Handbags, that's probably my big impulse buy.
- b) On impulse? Oh, dreadful! Handbags, that's probably my biggest impulse buy.

Personalisation

8 Write your answers to the questions.

1 What sorts of things do you buy on impulse?

2 What recent product or service that you've seen do you think is impressive?

3 If you could start a business or invent a product or service what would it be?



BBC LINK

BBC reporter Stephen Sackur investigates the qualities that make some people innovators.

<http://www.bbc.co.uk/news/magazine-10653786>

