

PROCEDURE TEXT

A. Discuss these questions.

1. What do you teenagers like to buy online?
2. What problems do you think teenagers have buying online?

B. Look at the article quickly. Compare your answers to Exercise A with what that writer says.

C. Now read the article more carefully. Which of these statements are true?

1. Adults spend a greater proportion of their money online than teenagers.
2. Most teenagers pay or goods online with their own credit cards.
3. More than 66% of teenagers in the US and the UK have Internet access.
4. Most teenagers in the US and the UK have bought something online.
5. Children find it easier to persuade parents to buy in a shop than online.

Friday, June 22, 2012

THE ARRIVAL OF VIRTUAL POCKET MONEY

1 They like using the Internet. They have lots of money to spend. And they spend the higher proportion of its online than the rest of us. Teenagers are just the sort of people an Internet retailer wants to sell to, and the things they want to buy game, CD's, and clothing are easily sold on the Web.

But paying online is a tricky business for consumers who are too young to own credit cards. Most have to use a parent's card. 'Kids are frustrated with the Web', says Phil Bettison, European Managing Director of WorldPay, an Internet payments company. 'They want a facility that allows them to spend money'.

8 That may come sooner than they think: new ways to take pocket money into cyberspace are springing up on both sides of the Atlantic. If successful, these products could provide an important stimulus to online sales.



In general, teenagers spend enormous amounts. Visa calculates it totalled \$153bn in the US last year, while the UK market is estimated at £20bn (\$29.4bn) annually by NOP, the market research group. Most teenagers have access to the Internet at home or at school - 88% in the US, 69% in the UK.

22 One in eight of those with Internet access has bought something online - mainly CD's and music. In the US, 12-17 years old spend an average of six hours a month online, according to Jupiter Research. One in six buys things over the Internet, with CD's, books, games, videos and clothing the most popular items.

27 In most cases, parents pay for these purchases with credit cards, an arrangement that is often unsatisfactory for them and their children: 'Pressing parents to spend online is less productive than pressing on the high street. A child who sees a pair of shoes in a shop can usually persuade the parent to buy them. They're more likely to ask "Why?" If you ask to spend some money online,' says Mike Young of Mondex, the electronic payments company.

One way to help them convert notes and coins into cybercash is through prepaid cards such as InternetCash in the US and Smart Cards in the UK. Similiar to those for pay-as-you-go mobile telephones, they are sold in amounts such as £20 or \$50 with a concealed 14-digit number that can be used to load the cash into an online account.

From: The [*Financial Times*](#), World Business Newspaper

D. What do these words in the article refer to?

- | | |
|---------------------|--------------------|
| 1. They (line 1 -7) | 4. These (line 22) |
| 2. That (line 8) | 5. Them (line 23) |
| 3. That (line 9) | 6. Them (line 28) |

E. Do the following words have a positive or negative meaning? Write + or – next to each one.

1. Tricky (paragraph 2)
2. Frustrated (paragraph 2)
3. Successful (paragraph 3)
4. Unsatisfactory (paragraph 6)
5. Productive (paragraph 6)

LANGUAGE REVIEW

MODALS: Must, Need to, Have to, Should

- ✓ We use SHOULD or SHOULDN'T to give advice or make suggestions.
You should follow up all your leads.
You shouldn't talk about yourself.
- ✓ We use HAVE TO or NEED TO to say that something is necessary or very important.
I think you have to pay a sales tax.
I need to sell my car quickly.
- ✓ We use DON'T HAVE TO or DON'T NEED TO if something is not necessary.
You don't have to make a sale the first time you speak to a contact.
If you buy now, you don't need to pay anything until next year.
- ✓ MUST is very similar to HAVE TO.
You must sound and appear confident.

Complete sentences 1 to 10 with suitable endings (a) to (j)

- | | |
|--|---|
| 1. I can pay for the house now, | a. so we don't need to work over the weekend. |
| 2. We've reached our sales targets, | b. so we must not offer any further discounts. |
| 3. Our profit margin is low, | c. so you must be confident. |
| 4. My business is quite small, | d. so you'll have to buy it on disk. |
| 5. It isn't available as a download, | e. so I have to be very careful with cash flow. |
| 6. The job involves sales presentations, | f. so I don't have to worry about a bank loan. |
| 7. It's getting late, | g. so we don't need to order any more yet. |
| 8. I've been transferred to Madrid, | h. so we have to go. |
| 9. We've still got plenty of stock in the warehouse, | i. so we must not make a mistake. |
| 10. This deal is too important to lose, | j. so I have to learn some Spanish. |

ADDITIONAL SKILLS

Negotiating: reaching agreement

USEFUL LANGUAGE

STATING AIMS

We're interested in buying 10 cars.

We'd like to start the scheme in June.

We must have delivery as soon as possible.

MAKING CONCESSIONS

We could possibly deliver by August.

That could be all right, as long as you pay more for a longer period.

We can do that, providing you make a down payment.

REJECTING SUGGESTIONS

I'm afraid not. It's company policy.

I'm sorry, we can't agree to that.

Unfortunately, we can't do that.

BARGAINING

If it works, we'll increase the order later on.

If you increased your order, we could offer you a much higher discount.

That might be OK if you can guarantee delivery by then.

GETTING AGREEMENT

That's very reasonable, don't you think?

That sounds a fair price to me.

Fine./OK./Great!

FINISHING THE NEGOTIATION

Right, we've got a deal.

Good, I think we've covered everything.

OK, how about dinner tonight?

REVIEW TEXT

(PROCEDURE)

The Hole Game

Materials needed

Two players

One marble per person

A hole in ground

A line (distance) to start from

Method (step 1-n)

1. First you must dub (click marbles together).
2. Then you must check that the marbles are in good condition and are nearly worth the same value.
3. Next you must dig a hole in the ground and draw a line a fair distance away from the hole.
4. The first player carefully throws his or her marble towards the hole.
5. Then the second player tries to throw his or her marble closer to the hole than his or her opponent.
6. The player whose marble is closest to the hole tries to flick his or her marble into the hole. If successful, this player tries to flick his or her opponent's marble into the hole. The person flicking the last marble into the hole wins and gets to keep both marbles.