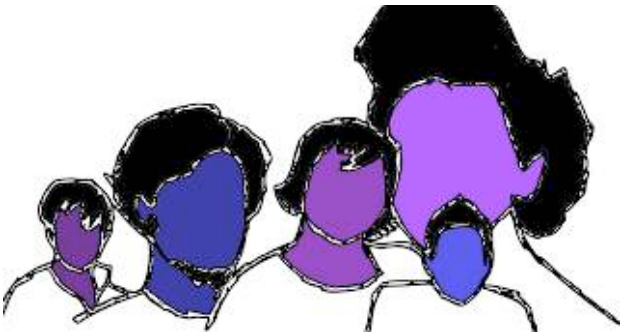
People help the people

Activity One - Read the short article and answer the questions.

All over the world in every different sector people are 'doing it for themselves', from shared community vegetable patches, to open source coding, to online encyclopedias... we are in a changing world. People share knowledge, share information, businesses are dependent on online recommendations and reviews and the most common way of choosing services and items is to consult the web. E. reputation is the one of the most important factors in a company's success. There is a new more 'democratic' way of making buying decisions where people take it into their own hands to advise fellow citizens about what to buy through online ratings, comments, blog posts and 'likes'. Consumer behavior has changed and is constantly evolving. Most people do their research online before they go shopping and can even use smartphones as part of their in-store shopping experience. In this changing world retailers have to fight to keep up with the online giants such as Amazon who sell everything from books to furniture and Trip Advisor which exerts a stronger than ever influence on travelers around the world. The retail trade is looking for ways to be part of this with updated websites offering customers a way to comment and share information and by developing their own smartphone applications to enhance the shopping experience. There is a revolution in consumerism and no-one wants to be left behind.



Ask and answer these questions with your partner and then discuss with the class or teacher.

(i)Do you think shopping is more 'democratic' thanks to the trend for online rating?
(ii)Are you part of any web communities?
(iii)Do you contribute to to a forum?
(iv)Do you share information on the web?
(v)Do you consult the web before you go shopping? How much are you affected by online ratings or customer feedback?
(vi)Which companies do you think are in touch with customer trends?
(vii)Do you buy items online?
(viii)Do you use your smartphone to buy things online?
(ix)Do you have any retail applications on your phone?

Activity Two - How well do you know Amazon - try this quiz together.
http://www.cockeyed.com/personal/amazon/amazon_quiz.php

Activity Three - "One Person, two people.."

Irregular Plural Nouns.

The vast majority of nouns in the English language are made plural by adding an "s" or "es" to the end of the word. For example, book, apple, house, table, door, cat, bush, boss are just some of the millions of words that become plural with the simple addition of an "s" (books, apples, houses, tables, doors, cats, bushes, bosses). However, certain nouns have "irregular" plurals which do not behave in this standard way.

- If the word ends in s, x, ch or sh, add an "es" Bless + es = bless**es**

Box + es = box**es** catch + es = catch**es** Dish + es = dish**es**

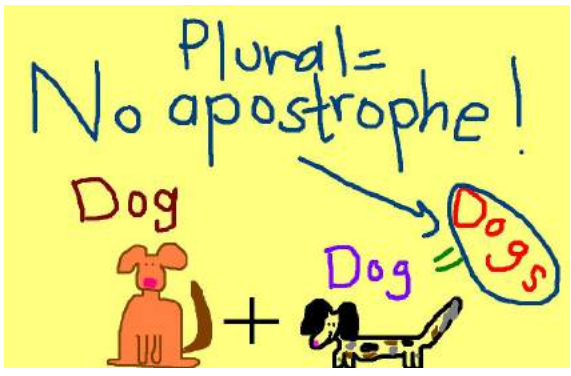
- If the word ends in a consonant (all letters except a, e, i, o, u) + y, then change the "y" to an "i" and ad the letters "es" Baby = Bab**ies** Candy = cand**ies**
- For all other non-irregular nouns, simply add an "s" to the end of the word Cat = cat**s**

Dog = dog**s** Kid = kid**s**

Irregular Plurals **Certain words do not follow the above rules for regular plurals. There are some common types of irregular plurals that occur, and some words simply have no plural form at all.**

While it is useful to memorize the common irregular plurals, for many words you simply have to know and understand that it is an irregular plural as a result of speaking and hearing English

Collective Nouns **Collective nouns have no plural form because they are assumed to be plural. Most abstract nouns are collective nouns.**



Hair Grass Mud

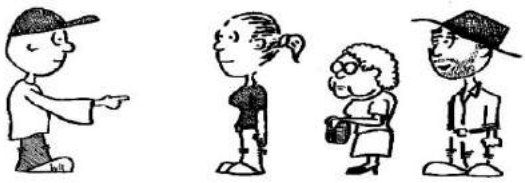
Dress (when referring to a style of dress)

We make them plural by adding a descriptive phrase. For example:

- There are many different styles of hair There are several varieties of grass
- There are three different kinds of mud The ancient people had a few types of styles of dress

Unchanging Nouns **Certain other nouns have the same plural form as singular form. A large number of animals happen to follow this rule. For example, among others:**

- Deer is "deer" whether singular or pluralFish is "fish"
- Bison is "bison" whether singular or plural
- Moose is "moose" whether singular or plural
- Elk is "elk" whether singular or plural.



Other Irregular Plurals - **In addition to non-count nouns and unchanging nouns, there are several different types of irregular plurals which follow a pattern in the English language.**

- For words that end in "fe," you change the letter "f" to the letter "v" and then add "s"

Knife = kni**ves** Wife = wi**ves**

- For words that end in "f" you change the "f" to a "v" and add "es"

Half = hal**ves** Loaf = loa**ves**

- For words that end in "us," change the "us" to an "i"

Syllabus = syallab**i**

- For words that end in "o" add "es" Tomato = tomat**oes**

Words that Change Form - **Certain words do not add a letter to the end, but instead change the word itself. These words simply need to be memorized. Some examples include:**

- Man to men Person to people Tooth to teeth Goose to geese

The best way to learn and understand irregular plurals is to practice speaking the English language, to read a great deal, to pay attention to words and phrases that you see and hear and to assemble a list of words with irregular plurals so you can begin to understand how to make each noun plural correctly.

Activity Six - **Find the correct Plurals to replace the words in CAPITALS.**

All over the world people are joining web COMMUNITY to help them to do THING together through a new type of cooperation. With an open spirit and a desire to share KNOWLEDGE these online COMMUNITY do anything from giving INFORMATION on how to look after BABY to how to build BOMB!

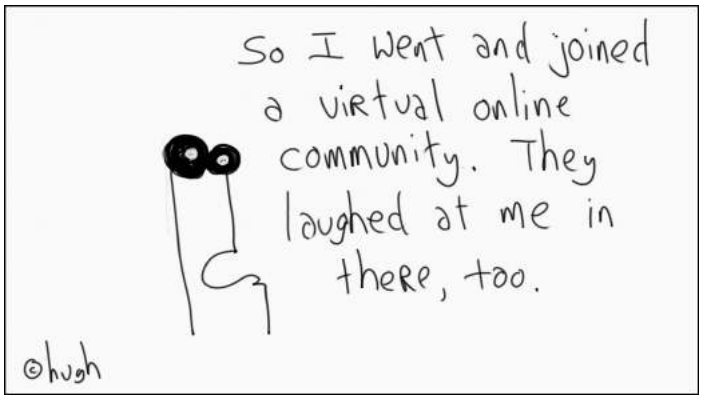
FORUM, BLOG and web SITE are created every day to allow PERSON to comment, rate, share IDEA, music and even, thanks to the open source movement, share code to create software.

Meanwhile out in RL, real life or the real world, people are free-cycling, swapping and up-cycling, sharing food from communal GARDEN and giving away food to charity STORE. CHILD in deprived cities can still have a chance to have COMPUTER and designer CLOTHES thanks to the free-cycling movement and more and more FAMILY focus on sustainability and are more likely to up-cycle old furniture than re-furnish their HOME. With SITE like 'Pinterest' people now share easy tips and IDEA for home improvement and consumer trends move away from pure consumerism.

This shows CHANGE in a general way of thinking. Through the sharing of IDEA people get a real sense of belonging from being part of an online community. Whatever your hobbies or interests there is a blog for you. There are like-minded people ready to share IDEA with you. More than ever before we have the opportunity through the world wide web to reach out to people. Men, women and children all over the world are starting to cooperate. They swap STORY, share experience and give ADVICE, all for free! Without paying taxes, with no major DIFFICULTY, they get the INFORMATION they need. The future is made of OPPORTUNITY!

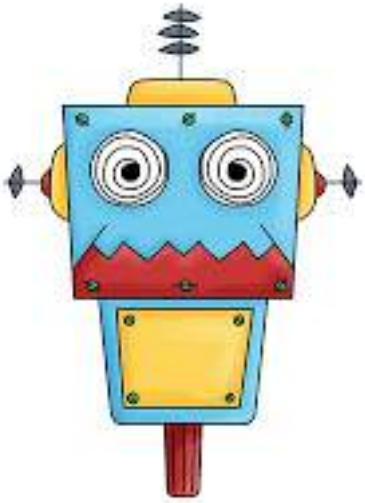
People Help The People

Activity Five - Watch the Video and listen for the answers to the questions.
http://www.youtube.com/watch?v=OmLNs6zQlHo



1.How does she describe the 'hearts'?
2.How does she describe the 'angels'?
3.If you are homesick what should you do?
4.How cold would she be?
5.How rich would she be?
6.How does she describe the world?
7.What would she be like if she had a brain? What do you think this song is about?
8.Do you like this song?
9.How do you think people should help people?

Activity Seven - Look at these shared ideas. Which do you like the best?



http://pinterest.com/glbeaver/upcycled-ikea/

http://www.instructables.com/id/Upcycling-Ikea-Shelves/
http://www.ikeahackers.net/

Activity Eight - More than one.

Which of the following do you have more than one of? Make sentences to say how many you have (I have twenty pairs of shoes for example).

Pair of Shoes Freezer Fridge Animal Sewing Machine Friend Cousin Grandparent House Strange outfit Embarrassing auntie Phobia Bad holiday experience Teddy Bear Bag Television I pad Telephone I phone Computer Watch Mosquito bite Birth mark Fridge magnet Antique furniture Designer Dress Designer Jacket Wedding dress Bible Alarm clock Photo album Camera Video Camera Library Card Unreturned Library Book Video Cassette Audio Cassette LP record Record Player Knitting Needles Sewing Kit Car Bicycle Broken kitchen appliance