GOOD BETTER BEST

EAE Learning objectives for this lesson

Review and practice comparing things in English. Discuss consumer habits and e. commerce.Comprehension practice. Learn and practice new adjectives and adverbs.



Activity One - **Ask, answer, discuss.**

1. How do you research your big purchases?
2. What kind of things do you buy online?
3. How do you choose a hotel or restaurant?
4. Do you ever use price comparison websites?
5. Do you believe the information you find online about products or services?

Activity Two - **Making comparisons in English.**

COMPARATIVES

When we compare things in English we use **as, as** or **than**.

- France is bigger than England.
- England is not as big as France.
- England is smaller than France.
- France is not as small as England.

In the examples you can see the **COMPARATIVE FORM** of the ADJECTIVE.

- **Adjective** - big
- **Comparative form** - bigger
- **Adjective** - Small
- **Comparative form** - Smaller

A. **For one syllable adjectives we add ER to the adjective.**
- Small - smaller

B. **For adjectives with two syllables or more we use MORE with the unchanged adjective.**
- Jealous - more jealous

C. **For two syllable adjectives ending in -Y we change the -Y to -IER.**
- Happy - Happier

SUPERLATIVES

When you are talking about one thing which is **the BEST, the WORST** etc we use the definite article 'THE' and the following rules apply:

A. One syllable adjectives: add -est to the adjective (plus the)
B. Two syllable adjectives ending in -y: change the -y to -iest (plus the)
C. Other adjectives with two syllables or more: use the most with the unchanged adjective

Remember that there are also **IRREGULAR COMPARATIVE/ SUPERLATIVE** forms.

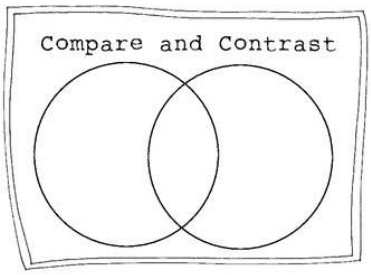
- good-better-the best
- bad-worse-the worst
- far-further-the furthest
- old-elder-the eldest (people in the family)
- old-older-the oldest

Activity Three - **Venn Diagram**.

Do you know what a Venn Diagram is? It's a useful way of comparing things and mapping out what they have in common and what is different about them. There are two circles which overlap. In the overlapping part you can note common features and in the other parts of the circles you can note distinguishing features.

Let's have a go! *Sketch a Venn diagram to help you to answer the questions below:*

Compare these two items (using comparatives):



1. What are the distinguishing features of each one?
2. What is the overlap, i.e. what do they have in common?
3. Which would you choose? (Use superlatives).

On the left - IKEA sofa 79€
On the right - ALINEA sofa 379 €





Activity Four - **Reading Comprehension - Online Comparisons..**

Pre-reading activity - Match the expression to its synonym or definition.

Expression	*Definition*
ease of use	to be deprived of
straight forward	open, direct and uncomplicated
among	present and ready for use
available	little by little
gradually	fundamentally or essentially
basically	in the middle of, part of a group
scours	On the one hand… on the other - on one side of the argument /situation and on the other
to pit against	to put two things in opposition
On the one hand… on the other	to look for
glean	to gather or collect
a knock on effect	a knock on effect - a domino effect
to lose out	to be simple to use

Reading activity - Either if you are in a group - Wall dictation with your partner, Or in an individual lesson, read the article aloud to your teacher paying attention to your intonation and stress. Then answer the questions which follow the text.

The Price Comparison Website Industry
The Financial Tribune

Price comparison websites have become increasingly popular around the world over the last ten years. In the United Kingdom and the United States market research groups have estimated that annually $1.5 billion transactions pass through this well-established industry.

Because of the **ease of use** and **straight forward** manner of these numerous websites, western consumers use the price comparison websites for a whole manner of different price checking exercises including shopping, vacations and home utilities **among** some of services **available** in different markets.

The first official price comparison websites were Bargainfinder.com and Jango.com, which **gradually** made way to competitors offering better prices or using different funding structures.
Price comparison websites use a method called "scraping," which **basically scours** vendor websites and **pits** each website **against** each other to list the best site.

Often these basic price comparisons earn their revenue by a service called "clickthrough" or "referral fee," which means each time a consumer clicks on specific vendors, the price comparison site makes a small commission, in a way like a traditional phone book used to.

In the past few years this service has been supplemented by other services and more advanced crawl services which automatically checks companies' websites for prices rather than relying on the site for artificially fixed prices.

A research project conducted at Warwick University suggests price comparison websites impose two opposing forces on the markets in which they operate. **On the one hand**, they increase competition between companies, which pushes prices down; but **on the other**, comparison websites make substantial profit, which they **glean** in a large part from fees charged to firms for referring customers to them.

There is another issue when it comes to the price comparison industry, one which has only just become apparent to researchers currently. In some well developed markets, because of the power of some price comparison markets in the United Kingdom, for instance, have pushed retailers to lower their prices and conversely helped the price comparison website increase their profit which would ultimately have **a knock on effect** where the consumer **loses out.**

Questions:

1. Explain how a price comparison website works.
2. How have these sites evolved in recent years?
3. What did Warwick University find out?
4. What's the last issue that the article mentions?

Activity Five - What would you rather - and why? (Ask and answer with your partner or teacher. Use COMPARATIVES AND SUPERLATIVES to justify your choice.)

1. Would you rather have a dragon or be a dragon?
2. Would you rather live one life that lasts 1,000 years or live 10 lives that last 100 years each?
3. Would you rather be able to read or be able to read minds (but be illiterate)?
4. Would you rather be able to speak fluently every language in the world or be the best in the world at something of your choosing?
5. Would you rather change the past or be able to see into the future?

'I would rather' = I would prefer.

Activity Six - Who is the champion? (This activity is only for groups - if you are in an individual lesson go straight to activity Seven). ***Group competition -*** Let's see who is the FASTEST, the MOST SKILLED, the BEST at doing the following things…

A. Rub your tummy and scratch your head at the same time.
B. Juggle with three objects for as long as you can.
C. Stand on one leg for as one as you can.
D. Talk backwards.
E. Drink backwards.
F. Sing the British National Anthem.

Activity Seven - Which do you like the best and why? Look at the engagement rings below. Explain your choice to your teacher or partner.



1 1/4 Carat Round Cut Diamond Solitaire Engagement Ring 14K White Gold 4 Prong. Great quality.
$4,486.00 Reduced from $8,980.00
Customer Review



Women's Sterling Silver Princess Cut with White Topaz Engagement Ring

List Price: $44.00
Sale: $8.61
You Save: $35.39 (80%)

Exceptional Styling ,Top Quality Craftsmanship
A beautiful and elegant choice as a promise, friendship or commitment ring

Activity Eight - Role Play.

A. You work for a website selling clothes. You find out about a new young designer and you want her to sell only through your web site, you tell her why you are the best!

B. You work for a price comparison website. You call a business owner to find out more about his products and services and to sign him up to yours.

C. You and your friend have signed up for an online dating website. You look at the different profiles and compare them to each other.

D. You are going on holiday with your boyfriend or girlfriend. You use an online comparison site to find the ideal hotel for you. But you don't agree easily.

