

## Online shopping

### Level

Intermediate

### Tasks

Talking about online shopping  
Reading an article on online shopping  
Matching some business collocations in the article  
Discussing points arising from the article

### How to use the lesson

- 1 Give students a few minutes to discuss the questions with a partner. Monitor the discussion, then ask some students to report their discussions to the class.
- 2 Ask students to guess the answer. What is the most popular answer in the class?
- 3 Ask students to scan the first paragraph in order to check their answer.

#### *Answer*

*Apple's iPod*

Ask students to read the whole article. Ask general comprehension questions: why is online shopping increasing? Which marketing strategies are mentioned in paragraph 3?

- 4 Ask students to link the words in order to create some business collocations taken from the text.

#### *Answers*

*a internet shopping    b special offer    c high street rush    d keyword search  
e search engine    f marketing campaign*

- 5 Ask students to work in groups to discuss their answers to the questions. Monitor the discussion. Ask some students to report their ideas to the class, then hold a class feedback session.

### Related websites

Send your students to these websites, or just take a look yourself.

<http://www.apple.com/itunes/>

<http://www.tesco.com/>

<http://www4.cd-wow.com/>

<http://froogle.google.com/>