

## Theme ١ | Retail Therapy

١ - What do you think the phrase 'retail therapy' means? (Page ١):

A way to make yourself feel better by shopping.

٢ - Read the text below and check that you understand the meanings of the words in bold. Use a dictionary to help you. (Page ١):

- Passion : شغف
- Addicted : مدمن
- Trading : تجارة
- Advertising : إعلان
- Brand : علامة تجارية
- Slogans : شعارات
- Logos : شعار \ علامة
- Persuade : إقناع
- Malls : مراكز التسوق
- Bargaining : مساومة
- Charm: جذب

## Theme ١ \ \ Unit ١ | A Fair Exchange

١ -

- ١ • Look at photographs A and B. What is the connection between them?

They're both sailing ships.

- ٢ • Draw two columns in your exercise book and label them A and B. Write the words and phrases that go with each photograph into the correct column.

**AB**

Powered by wind Made of steel

Made of wood

Powerful engines

Triangular sail Carries oil

Carries silk and spices

Electronic controls

٢ - Read the following text as quickly as possible. When you have finished, choose the most appropriate title. (Page ٢):

**D** Trading in Ancient and Modern Times

ملاحظة تفيد في قراءة النصوص الجديدة بسرعة:

عند الرغبة في معرفة خلاصة نص ما، نستخدم ما يعرف بالSkimming أو القراءة السريعة. عادة ما نقرأ نص بشكل سريع قبل تحديد ما إن كنا نرغب بقراءته بتفصيل أكثر.

عند القراءة بسرعة، ننظر في النص بشكل سريع جدًا. ننظر في العناوين الرئيسية، العناوين الفرعية، والرسوم التوضيحية مثل: الرسم البياني، الصور، الجداول وما إلى ذلك. ونقوم بذلك ليساعدنا في تحديد الأفكار الرئيسية ومغزى النص وجوهره.

٣ - Match each of these headings to the appropriate paragraph in the text in Activity ٢.

Find the topic sentence of each paragraph – the sentence that gives the main idea.

Write each topic sentence into your exercise book. (Page ٣):

- a- "Today, however, it is **oil which has given Oman a new economic importance**. Since the 1960s, most of Oman's income has come from the sale of petroleum to countries such as China and Japan. The oil consumption of these countries is enormous."
- b- "**Trade has changed the course of history**. It has started wars, made countries rich and led to the discovery of new lands. In the past, merchants travelled far from their homes to trade in silk and spices. Today the goods that are traded have changed dramatically. Countries trade with each other in food, fuel, cars, textiles, chemicals and machinery."
- c- "**The Arabs, specifically the Omanis, have been great traders**. The Middle Eastland's are in an excellent location for trading with countries in the East, such as India and China, and those in Europe and the West. In ancient times, caravans travelled along the Silk Road to China and the Far East, carrying silk, spices, perfumes, rice and sugar. Meanwhile, Arab dhows sailed across the ocean and discovered sea routes to India, China and East Africa."
- d- "In 2000 BCE, the center of the frankincense trade was Shofar. **Frankincense was one of the most valuable products in the ancient world**, so traders in frankincense became very wealthy. It was shipped across the ocean to India and the Far East in exchange for spices. It was also exported to Greece, Italy and Egypt, where the Pharaohs used it in temple rituals. Today frankincense is still highly-prized. It is bought and sold in modern shopping centers, and is one of the ingredients in perfumes created by Omani companies."

ξ - Find words in the text in Activity ٢ that have a similar meaning to the words or phrases below. Write the words and their meanings into your exercise book. (Page ٣):

- ١- Merchants.  
٢- Dramatically.  
٣- Location.  
٤- Routes.  
٥- Exported.  
٦- Temple Rituals.  
٧- Economic.  
٨- Gigantic.

## Theme ١ \ \ Unit ٢ | What's in a Name?

kanz3.com - كذا العلم موقع

١ - In groups, look at the quotation below from Juliet's speech in Romeo and Juliet.

Discuss what you think Juliet means. Then discuss questions a and b. (Page ٤):

I think she means that the names of things do not affect what they really are.

a- .....

b- .....

### **A short history of branding.**

- Main Points:

- In the first paragraph, we're introduced to the history of branding and how it evolved to the shape it's in today.
- The next paragraph discusses the importance and the seriousness of choosing a brand's name, and how much the name can affect the product.
- The following paragraph talks about how some of the famous brands got their names.
- The final paragraph introduces us to one of the Omani companies' logo which is the "Oman-air-the-new-wings-of-Oman".

2 - Read the text about branding. Then answer the questions under the text. (Page 4):

١. 4 companies.
٢. The company chose the name 'Nova' for a new version of their car. In Spanish 'no VA' means 'it doesn't go.'
٣. Oman Air's logo represents a swirl of frankincense smoke in a modern design.

**Grammar.**

• GRAMMAR RECALL. (Page 5):

- ١- D
- ٢- C
- ٣- B
- ٤- A
- ٥- E

3 - Draw two columns into your exercise book and write the headings Past Simple and Past Simple Passive at the top of each column. Read the text in Activity 2 again. Find verbs in the past simple and past simple passive. Write each verb into the correct column. (Page 5):

Past Simple	Past Simple Passive
Burned	Was not developed
Chose	Were introduced
Got	Was taken
Made	Was shortened
Changed	Was derived
	Were used
	Was created
	Was given
	Was chosen

٤ - :

- ١- .....
- ٢- ١. Branding was used in the ancient times.
- ٢. A mistake was made about the name of the new Chevrolet car.
- ٣. Adidas was found (by Adolf Dassler).
- ٤. 'Kola' was changed to 'Cola'.
- ٥. A new logo was chosen for the Oman Airline.



## Theme ١ \\ Unit ٣ | Shop Till You Drop

١ - Look at the title of the unit and the photograph of the two women. Then discuss questions a, b and c. (Page ٦):

- a- They have been in the shops\mall.
- b- Different things.
- c- Yes, there are.

٢ - Quickly skim the magazine article to find the answer to this question: What is a 'shopaholic'? (Page ٦):

They are compulsive buyers who are addicted to shopping.

### **Shop till You Drop Article. (Page ٦):**

• Main Points:

- In the first paragraph we are introduced to Vanessa Williams and Katy Barnes and their greatest passion which is shopping.
- In the following paragraph the writer goes more in depth about shopaholics and what makes them buy so many stuff they don't need.
- In the next paragraph, it shows how bad this habit can get and the reasons shopaholics act that way.
- In the final paragraph gives us a possible closure for this habit.

3 - Find the words on the left in the text in Activity 2. Try and guess their meanings from the context in which they appear. Then match each word to a phrase on the right. Write each number and letter into your exercise book. (Page 7):

- ١. H
- ٢. C
- ٣. F

٥. D
٦. J
٧. I
٨. A
٩. B
١٠. E

4 - Look at the two examples below of collocations with 'make' and 'do' from the text in Activity 2. (Page 7):

بعض أمثلة المتلازمات اللفظية:

- Make a profit
- My sister is going to make a cake
- I am going to do my homework
- Much research has been done

المتلازمات أو Collocations هي الطريقة التي تجمع فيها بعض الكلمات المعينة وتتواجد دائماً مع بعضها البعض بشكل متلازم.

a. Draw two columns into your exercise book and label them 'make' and 'do'. Work with another student and write the following words and phrases into the correct column. (Page ٧):

Make	Do
a promise	a crossword
a mistake	your duty
an enemy	someone a favor
dinner	the shopping
a joke	some exercise
	the washing-up
	an impression

b. Write sentences, each one containing one of the phrases. (Page ٧):

.....

## Theme ١ \\ Unit ٤ | Malls and Markets

١ - Look at these two photographs and discuss the three questions. (Page ٨):

.....

٢ - In your exercise book, make a list of six words or phrases associated with a mall and six associated with a market. Compare your list with another student's list. (Page ٨):

.....

ملاحظة:

قبل أن تستمع إلى نص ما  
للمرة الأولى حاول أن تتنبأ  
بموضوع النص الذي أنت على  
وشك الإنصات له. سيساعدك

٣ - Draw two columns into your exercise book. Write 'Malls' at the top of one column and 'Souqs (Markets)' at the top of the other. Quickly read through the list of phrases below. Then listen to the talk and complete the activity. (Page ٨):

Malls	Souqs
coffee bars and restaurants	old-fashioned charm
a great variety of things to buy	narrow passages with tiny shops
easy customer parking	friendly shopkeepers
a shopper's paradise	traditional market style
top brand names	opportunities for bargaining
latest fashions	
bright lights	
wide walkways	
quick easy shopping	



ξ - Read the phrases below. Make a list of five things you like or like doing, and five things you dislike or dislike doing. Tell a partner about them. (Page ٩):

.....

ο - Think about the following topics, and make notes of your ideas. Then discuss the topics in groups. Ask for your classmates' opinions and give your own, using phrases from the Sound bites box. (Page ٩):

.....

## Theme ١ \ \ Unit ٥ | Adverts – Appealing or Appalling?

١ - Look at the title of this unit. Check the meanings of 'appealing' and 'appalling' in your dictionary. Then discuss questions a, b and c in groups. (Page ١٠):

- to persuade
- Appealing \ because they want to persuade people to buy their products or use their services and this can't be done with an appalling advertisement of course.
- .....

٢ - Check the meaning of slogan. Look at the examples of slogans under the logos below. Discuss the two questions under the slogans. (Page ١٠):

.....

٣ - Work in pairs. Check the meanings of the words in the box. Write any new words into your exercise book together with their meanings. (Page ١١):

- ١٤, ١٥
- ٣٤٦, ١٠
- ١
- ٢
- ١١
- ١٣
- ٣٤٦, ١٠
- ٤٤٩, ١٤, ١٦

٤ - Discuss these questions. (Page ١١):

.....

## Egypt

<b>Official name:</b>	Arab Republic of Egypt
<b>Location:</b>	Northeast Africa, bordering the Mediterranean and Red Seas
<b>Capital:</b>	Cairo
<b>Population:</b>	86.5 million
<b>Area:</b>	1 million km <sup>2</sup>
<b>Languages:</b>	Arabic
<b>Currency:</b>	Egyptian pound

### The Land.

This paragraph talks about the advantages of Egypt's position. It also introduces us to the two most important geographical features in Egypt.

### The People.

This paragraph discusses Egypt's rising population. It also gives us some information about Cairo which is the capital of the country. The paragraph also touches a little on the fact that almost 24.3 percent of Egypt's population are young people. Lastly, we learn about Al-Azhar University that is one of the oldest Islamic universities and of course The University of Cairo which is Egypt's largest and most prestigious public university.

### Culture.

This paragraph highlights the culture of Egypt whether it be Egyptian writers such as Naguib Mahfouz or its large film industry, and finally we are introduced to Egypt's most famous singers who their music reached far outside the country's borders.

### The Economy.

In this paragraph we learn about the importance of agriculture and how much it adds to Egypt's economy. It also mentions other important factors such as tourism, oil and natural gas.

**Glossary of selected words from the text.**(Page 16):

- Affluent (adj) having plenty of money.
- Bankruptcy (n) state of not being able to pay your debts.
- Compulsive (adj) something that you can't control.
- Consumer (n) someone who buys or uses a product or a service.
- Dramatically (adv) suddenly and greatly.
- Economic (adj) relating to trade and money.
- Excessive (adj) too much.
- Export (v) sell to another country.
- Influence (v) affect the way that someone thinks or behaves.
- Location (n) position.
- Mislead (v) give someone false information to make them believe something that is not true.
- Retail Therapy (n) buying things to make yourself feel better.
- Ritual (n) religious ceremony.
- Shopaholic (n) someone who is addicted to shopping.