

Unit 12 The economy

12a Economics

Vocabulary rich and poor

1 Find and circle the words in the word search that mean the following:

- | | |
|----------------------------|---------------|
| 1 poor | 4 expensive |
| 2 have enough money | 5 income |
| 3 inexpensive
(2 words) | 6 comfortable |
| | 7 very rich |

R	H	P	I	M	O	I	N
E	A	R	N	I	N	G	S
A	R	I	C	C	F	O	T
S	D	C	H	E	A	P	O
O	U	E	S	O	F	U	L
N	P	Y	B	A	F	L	E
A	W	E	L	L	O	F	F
B	I	L	E	F	R	A	T
L	O	A	D	E	D	E	S
E	S	T	O	N	R	I	A

Grammar focus adverbs *only, just, even, too, as well, also*

2 Complete the sentences with these adverbs. Sometimes more than one adverb is possible.

also as well even just only too

- Let's _____ consider people's attitude to money at its simplest level.
- Of course, savers spend money _____, but _____ when they can afford it.
- People in these countries would have to work longer hours, pay more taxes, and _____ accept lower wages.
- You risk losing the money but you _____ risk putting the borrower in a difficult situation.
- We need both types of person, but _____ if they lend and borrow responsibly.

3 Write the focus adverbs in the correct place in the sentences.

- Some people believe that if you go through life saving money, you will never have any fun. **ONLY**
- Some people keep spending money when they can't afford to. **EVEN**
- You can guard against bad times by putting aside a small amount of money each week. **JUST**
- If a few people save money, the banks won't have any to lend. **ONLY**
- I'm not the only person who has debts. Other people have them. **ALSO**
- Attitude to money is partly a cultural thing, but it has something to do with your upbringing. **AS WELL**
- Some people are careful with money in hard times and in good times. **TOO**
- Borrowers admit that they sometimes borrow money irresponsibly. **EVEN**

Vocabulary money

4 Complete these sentences with the correct noun. Use the verbs in brackets to help you.

- To buy the car, I had to make _____ of \$90 a month for five years. (pay)
- We need to cut back on our _____ because the cost of living has become so high. (spend)
- They say that gold is a good _____ right now. (invest)
- We took out a _____ from the bank to finance the purchase of our apartment. (lend)
- If you can't afford college tuition, then the government gives you a _____. (give)
- We wanted to increase our _____ so that we could build an extension on our house. (borrow)
- The public _____ of the US are counted in trillions of dollars rather than billions. (debt)
- Public sector workers are protesting because their _____ have been frozen for the last two years. (earn)

12b Cheap labor

Reading the slave economy

The history of successful industries has always been a story of cheap labor. Clearly, if you can get people to work for very little, your business will be more profitable. Even in more recent times, you can track the movement of industry—textiles and tuna canning are two striking examples—to the places where the work can be done more cheaply.

But imagine the profits if your laborers work for nothing. In other words, if you use slaves as the European colonial powers of the 16th to the 19th centuries did. Those countries that had colonized the Americas became dependent on slave labor for their survival. Colonial officials believed that the land they had “discovered” in the Americas was useless without sufficient labor to exploit it. However, since there were not sufficient European or Native American workers, large numbers of African people were captured and transported to the Americas to work.

The trans-Saharan slave trade had long supplied slaves from central Africa to work on sugar plantations in the Mediterranean. Having proved themselves competent workers in Europe, enslaved Africans became the labor force of choice in colonial America.

1 Find words or expressions in the article with the following meanings.

- 1 follow (para 1)

- 2 making a strong impression (para 1)

- 3 enough (para 2)

- 4 good at one’s job (para 3)

- 5 favored or preferred (para 3) _____

Grammar causative *have* and *get*

2 Put the words in parentheses into the right form to complete these sentences.

- 1 It’s evident that if you can _____
_____ (have / people / work) for very little money, your business is going to be more profitable.
- 2 Companies are always searching for a country where they can _____
(get / their work / do) more cheaply.
- 3 Imagine how much more profitable it is if you _____
_____ (get / your laborers / work) for nothing.

- 4 The traders who sent slaves to the Mediterranean also _____
_____ (have / 10,000 slaves a year / send) to serve owners in America.
- 5 The slave owners _____
_____ (get / the slaves / work) first on the sugar plantations, then on tobacco plantations.
- 6 On the plantations, the owners _____
_____ (have / their slaves / work) as butlers, waiters, maids, etc.
- 7 In urban areas, their owners _____
_____ (get / them / learn) various trades.
- 8 In the 19th century, the British textile industry _____
_____ (have / cheap cotton / ship) over from America.

Vocabulary domestic jobs

3 Complete the sentences about repairs to a house. The first letter of each verb has been given.

- 1 We need to get someone to f_____ this carpet. The shape of the room is so irregular.
- 2 I’ve asked John to p_____ up some new shelves in the living room. He’s a professional carpenter.
- 3 I think we can d_____ the room ourselves. We don’t need to have it done by a professional painter.
- 4 The kitchen units came in pieces and I had to a_____ them by myself. It took me about seven hours.
- 5 Can you call a roofer? The roof’s still leaking and we need to get it f_____.
- 6 You know that guy who t_____ our bathroom walls—he did a terrible job. There are cracks everywhere.
- 7 Do you know anyone who can p_____ a ceiling? We have cracks in our living room and I’m worried the ceiling’s going to come down.
- 8 Can you help me to h_____ this picture on the wall?

12c The world of barter

Word focus *hard*

- 1 Complete the text using an expression with *hard*. There are two extra expressions.

hard bargain hard work hard feelings hard up
hard-headed hard luck

If you are ¹ _____ and short of cash, then barter, or trading, may be a good solution for you. You don't have to be a ² _____ business person to make it work, because exchanges are done in a spirit of cooperation. In direct barter, the negotiation is friendly and there is no question of trying to drive a ³ _____. So there are never any ⁴ _____ between the barterers, with one person feeling they have "won" in the deal and the other feeling cheated.

2 Grammar extra *hard* and *hardly*

► *HARD* and *HARDLY*

The adjective *hard* has two different adverb forms: *hard* and *hardly*.

I'm trying hard to see the advantage of it. (I'm making a big effort.)

It hardly seems worth the effort. (It's almost NOT worth the effort.)

Note the position of the *hard* and *hardly* in relation to the verb.

Look at the grammar box. Then complete the sentences using *hard* and *hardly* and the verbs in the correct form.

- 1 runs / hard
a He _____. He'll be in good shape if he manages to keep it up.
b He _____. It's more of a walk.
- 2 works / hard
a She _____ now. She goes in to the office once a week, I think.
b She _____ now. She has a new boss who's very demanding.
- 3 know / hard
I _____ him. We've met twice, I think.

- 4 thought / hard
a I _____ about it. It wasn't an easy decision.
b I _____ about work when I was away on vacation.
- 5 tried / hard
a The team _____. It was as if they didn't care.
b The team _____, but they weren't good enough to win.

- 3 Look at these DIY jobs and match each one with the professional who does it.

- | | |
|-----------------------------------|---------------------|
| 1 fixing a leaky faucet | a a gardener |
| 2 rewiring a house | b a plumber |
| 3 cutting the grass | c a carpenter |
| 4 demolishing a wall | d a general builder |
| 5 hanging a new front door | e a painter |
| 6 painting the outside of a house | f an electrician |

12d Organizing an event

Real life negotiating

1 Match the expressions (1–6) with phrases with the same meaning (a–f).

- | | |
|--------------------------|----------------------------|
| 1 to be honest | a in your shoes |
| 2 the key thing | b what's important |
| 3 let's face it | c when all's said and done |
| 4 if I were you | d to tell you the truth |
| 5 at the end of the day | e you have to understand |
| 6 you have to appreciate | f be realistic |

2 Read a conversation between two people in a negotiation and answer the questions.

Client: So there'll be about 60 of us. We want some food but nothing too fancy. I suspect a lot of people will be going home and having supper later anyway.

Caterer: OK, so what did you have in mind? A few appetizers, some sandwiches?

Client: Well, I was hoping we could have something a little more exciting than sandwiches.

Caterer: Perhaps if we prepared some sushi, some smoked salmon...

Client: Yes, that would be much more like it. Is that going to be very pricey?

Caterer: About \$15 per person.

Client: Mmm...that's expensive, but it is an important occasion. You know, it's a going away party for someone who's been working with us for 37 years, so we don't want it looking cheap.

Caterer: I think that's a good way to look at it. If I were in your shoes, I'd like to put on an event that people would remember. By the way, the \$15 also includes the waitstaff for two hours.

Client: Oh, we don't need that. We can just help ourselves. Would that reduce the price a little, then?

Caterer: No, I'm sorry. You have to appreciate that we have to come and set it all up and take it away anyway, so we might as well serve it while we're there.

Client: I see. Well, the key thing for us is that it's a nice relaxing event, so we'll go with that, I guess.

Caterer: Great. Just let me know exact numbers when you have them.

1 What event are they discussing?

.....

2 What does the client try to negotiate?

.....



3 Grammar extra *would*

► *WOULD*

The function of *would* is to make what you say sound more polite or diplomatic, so it is often used in negotiations.

Yes, that *would* be much more like it.
Would that reduce the price a bit, then?

Rewrite these sentences using *would* to make the sentences more diplomatic.

1 I'm afraid that will be difficult for me.

.....

2 Can you move a little on the price?

.....

3 Are you willing to negotiate?

.....

4 I need to have some kind of guarantee.

.....

5 When do you need to know?

.....

6 I don't want to put you to any trouble.

.....

12e A proposal

1 Writing skill sub-headings and bullet points

Look at the first excerpt from a report. What is the report about?

I have now spoken on the phone to two different caterers about the food to be served at the Annual General Meeting (AGM). One was Angel Foods, which is a local company, and the other is Carrick's, a large catering chain.

Summary

Two caterers have been contacted:

- Angel Foods, a local firm
- Carrick's, a large catering chain

2 Rewrite these excerpts from the rest of the report. Use bullet points and concise language.

1
There are several things that we ought to think about before we make a decision. How much food do we need to provide? How much is it going to cost us? Do people have any special dietary needs?

Three factors to consider

- _____
- _____
- _____

2
The caterer has suggested various types of food—some hot food which will cost about \$15 per person (expensive, I think) and cold food which costs about \$10 per person.

The caterer

- _____
- _____

3
I suggest that we should go with Angel Foods, because they seemed to understand better what we want, and I think they will do it for a better price.

Recommendation

- _____
- _____

Writing a report

3 Read the report. Then rewrite it in the framework given, making the language more concise and using sub-headings and bullet points.

I met a caterer, Party Foods Ltd., yesterday and we discussed the food and arrangements for our office party on December 12, and this was what they proposed. They suggested that we have a range of different types of sandwiches and also hot and cold appetizers. Sandwiches on their own would cost \$10 per person and a mixture of sandwiches and cold appetizers would be \$12 per person. If the appetizers were hot this would be an extra \$2 per person—so a total of \$14 per person.

Also, if we want, they can provide drinks. Alternatively, we can buy our own and they will charge a small amount for serving them—I think she said an extra \$1 per person.

I think we should go for the mixture of sandwiches and cold appetizers, and then provide our own drinks. I can organize that part of it.

Subject: Office party December 12



Summary

- _____
- _____
- _____

Food

- _____
- _____
- _____

Drinks

- _____
- _____

Recommendation

- _____
- _____

Wordbuilding *the* + adjective

- 1 Can you think of the right adjective for these groups of people in society?
- 1 People with a lot of money the rich
 - 2 People without a job _____
 - 3 People with very little money _____
 - 4 People with nowhere to live _____
 - 5 People over 70 _____
 - 6 People who are well-known _____
 - 7 People who can't see _____
 - 8 People who can't hear _____
 - 9 People who can't read or write _____
 - 10 People who are ill _____
- 2 Which of the answers in Exercise 1 describe people in a positive situation (P), a negative situation (N), or neither positive or negative (X).

Learning skills using the Internet

- 3 The following ideas are ways you could use the Internet to help you learn. Check (✓) the ideas you could use.
- 1 Listen to or watch the news in English online. Make note of key words as you listen to each story. Check their meaning online or in a dictionary. Then listen again.
 - 2 Search for articles relevant to your interests on news websites. Read the title and the first paragraph. Then think of two questions you would like answered by the article. Then read the article and find the answers.
 - 3 If you are not sure how to pronounce a word, check in an online dictionary. Then practice saying it.
 - 4 If you listen to English or American songs, search for the lyrics online. Follow them as you listen to the song. Look up any words you don't know.
 - 5 Search for interesting quotations, sayings, and anecdotes on websites. Try to memorize them.
- 4 Use the Internet to find the following:
- 1 What does the word "spin" mean in the context of political news?

- 2 How do you pronounce "rhythm"?

- 3 What are the opening lyrics to "Big Yellow Taxi" by Joni Mitchell?

- 4 A good quotation on the subject of "success."

Check!

- 5 Complete the sentences about the economy using information from Unit 12. Then use the first letters of each word to make something that many of us dream of having!



- 1 Poverty is a _____ concept. You can be classified as poor if you earn less than 60% of the average person.
- 2 Norway is a country that has saved money for the future rather than _____ it all in its infrastructure.
- 3 The servant economy is growing in developed countries; even people who are not very well-off have a _____ come and clean the house once a week.
- 4 In the Stone Age, _____ gatherers had a kind of gift economy. This was because they had a lot and needed little.
- 5 "At the _____ of the day" is a commonly used phrase in negotiations.
- 6 The opposite of saving money is _____ it.

Word: _____