



**Ex.1 Match the expressions in bold in the text with their definitions:**

1. \_\_\_\_\_ = to promote a product or service
2. \_\_\_\_\_ = mobile phone application
3. \_\_\_\_\_ = to enter
4. \_\_\_\_\_ = group of people sharing common goals
5. \_\_\_\_\_ = when two things are compared
6. \_\_\_\_\_ = how far something is
7. \_\_\_\_\_ = something that gives power
8. \_\_\_\_\_ = buying things online
9. \_\_\_\_\_ = things we buy
10. \_\_\_\_\_ = influence
11. \_\_\_\_\_ = sold at a lower price
12. \_\_\_\_\_ = possible
13. \_\_\_\_\_ = critical description of something
14. \_\_\_\_\_ = to expand
15. \_\_\_\_\_ = impossible to imagine

**Ex.2 Combine the expressions from both columns to form collocations as in the text:**

1. shopping	<input type="radio"/> customer
2. traditional	<input type="radio"/> force
3. online	<input type="radio"/> habits
4. social	<input type="radio"/> markets
5. driving	<input type="radio"/> network
6. potential	<input type="radio"/> shopping

***I know English idioms!***

*The topic of this lesson's reading text is e-commerce, which is an alternative to the traditional way of doing shopping. What we pay most attention to when doing shopping is not to pay too much. If we want to say in English that something was, unfortunately, very expensive we may say that it "cost an arm and a leg". Study this example:*

- The renovation work of our company office cost us an arm and a leg.

***Phrasals, phrasals...***

*When we do our shopping, online or in the real world, it's important to compare things in different places. In English we say that we "shop around". Like in this example:*

- When you're buying a flight, you should always shop around for the best deal.

***Grammar corner***

*Here's a sentence from this lesson's text: "Today, more and more online shops get their customers through social networks like Facebook and mobile phones." The underlined part is an expression of comparison and means "coraz więcej". As we can see, it is formed of the second form of adjectives or adverbs ("more").*

***Try and say these phrases in English using the structure above and words in brackets:***

1. coraz szybciej (fast)
2. coraz drożej (expensive)
3. coraz częściej (often)
4. coraz mniej (little)

<b>GLOSSARY</b>	
<b>e-commerce</b>	handel internetowy
<b>shopping habits</b>	nawyki przy robienia zakupów
<b>to be around</b>	istnieć, występować
<b>goods</b>	artykuły, towary
<b>to grow</b>	rosnąć, rozwijać się
<b>to break into</b>	wchodzić na (np. rynki)
<b>market</b>	rynek
<b>unimaginable</b>	niewyobrażalne
<b>driving force</b>	siła napędowa
<b>behind</b>	za, tu: odpowiadający za
<b>to target</b>	celować w
<b>community</b>	społeczność
<b>to advertise</b>	reklamować
<b>brand</b>	marka
<b>news</b>	wieści
<b>to spread</b>	roznieść (się)
<b>throughout</b>	przez cały
<b>generation</b>	pokolenie, generacja
<b>review</b>	ocena, recenzja
<b>comparison</b>	porównanie
<b>directly</b>	bezpośrednio
<b>nearby</b>	okoliczny
<b>apps (= applications)</b>	aplikacje
<b>certain</b>	pewien, dany, konkretny
<b>on sale</b>	na wyprzedaży
<b>within a short distance</b>	w bliskiej odległości
<b>location</b>	lokalizacja

## ANSWER KEY

### Ex.1

1. to advertise
2. app
3. to break into
4. community
5. comparison
6. distance
7. driving force
8. e-commerce
9. goods
10. impact
11. on sale
12. potential
13. review
14. to spread
15. unimaginable

### Ex. 2

1. shopping habits
2. traditional markets
3. online shopping
4. social network
5. driving force
6. potential customer

### Ex. Grammar corner

1. faster and faster
2. more and more expensive
3. more and more often
4. less and less