

Unit 4: The Product

Lesson B: Which one is the best?

V: ED/ING Adjectives
G: Superlatives

5. Vocabulary: **ED / ING Adjectives**. Use the adjectives to describe your experience when buying online.



- Do you buy many things online?
If not, why? If yes, do you usually have problems with customer service?
- Which is the best company when buying online?
- Do you prefer to buy from big retailers or local businesses?

<i>annoyed</i>	<i>boring</i>	<i>frustrating</i>	<i>surprising</i>	<i>exhausted</i>
<i>annoying</i>	<i>bored</i>	<i>frustrated</i>	<i>surprised</i>	<i>exhausting</i>
<i>entertaining</i>	<i>interesting</i>	<i>satisfying</i>	<i>exciting</i>	<i>amused</i>
<i>entertained</i>	<i>interested</i>	<i>satisfied</i>	<i>excited</i>	<i>amusing</i>
<i>depressed</i>	<i>disappointed</i>	<i>shocking</i>	<i>confusing</i>	<i>worrying</i>
<i>depressing</i>	<i>disappointing</i>	<i>shocked</i>	<i>confused</i>	<i>worried</i>

The experience is...	When I buy online, I usually feel...

Este tipo de adjetivos es utilizado según lo que se esté describiendo; si se describe lo que **causa** el sentimiento, se utiliza **ING**; si se describe cómo se **siente** la persona con respecto a algo, se utiliza el **ED**.

6. Read and listen to this audio from a radio program about customer service. Underline the correct word. (Audio 4.1)

- Online retailers are *less difficult* / *more difficult* to contact than before.
- The cheapest* / *the most expensive* way to contact an online retailer is by email.
- The returns policy of most online retailers is *better* / *worse* now.
- Customer service *is* / *isn't* as efficient as it should be.

7. Grammar point: **Superlatives**

Los superlativos se utilizan cuando queremos comparar a una cosa con respecto a un grupo en particular. Se usa **THE** antes del superlativo, o algún adjetivo posesivo (*my, your, etc*)

SHORT ADJECTIVES	Cheap	The Japanese restaurant is the cheapest.	Para adjetivos de una sola sílaba, agregamos EST.
LONG ADJECTIVES	Frustrating	That retailer has the most frustrating customer service.	Para adjetivos de más de una sílaba, usamos "most" o "least".
ENDING IN Y	Easy	That store is the easiest to buy from, especially online. It is very user-friendly	Para adjetivos que terminen en Y, le cambiamos Y por I, agregamos EST.
ENDING IN C.V.C	Hot	The city is the hottest in the country.	Para adjetivos que terminan con Consonante-Vocal-Consonante, se duplica la última consonante y se agrega EST.
IRREGULAR ADJECTIVES	Good Bad	This blender is the best. The brand is the worst, nobody likes it.	Los adjetivos irregulares no siguen reglas ni patrones.

Listen to two workers reporting the results of a recent survey and answer the questions (Audio 4.2)

a. Which age group and sex uses the Internet the most?

The age group with _____ (low) number of Internet users is the...

b. What are the most popular activities?

Sending and receiving emails isn't _____ (popular) as searching for....

c. Where do we usually log on?

It's _____ (common) for Internet users to access the Internet from...

d. Why don't we use the Internet more?

_____ (important) reason why Internet users do not use it more is...

e. What do we buy the most?

Sales of travel, accommodation, and holidays aren't _____ (high) as sales of...