

Unit 4: The Product

Lesson A: Which one is better?

 V: Adjectives
 C: Comparatives / Equatives

1. Vocabulary: **Adjectives**. Use them to describe your product or service and a product or service you know.

| | | | | |
|---------------------|--------------------|-------------------|----------------------|-----------------|
| <i>affordable</i> | <i>efficient</i> | <i>disposable</i> | <i>personalized</i> | <i>handmade</i> |
| <i>convenient</i> | <i>custom-made</i> | <i>authentic</i> | <i>stylish</i> | <i>free</i> |
| <i>useful</i> | <i>home-made</i> | <i>safe</i> | <i>modern</i> | <i>original</i> |
| <i>durable</i> | <i>cheap</i> | <i>reliable</i> | <i>sophisticated</i> | <i>organic</i> |
| <i>eco-friendly</i> | <i>innovative</i> | <i>expensive</i> | <i>popular</i> | <i>portable</i> |

| | |
|--------------------------------------|--|
| Your product / service: _____ | A product / service you know: _____ |
| | |

2. Grammar point: **Comparatives**

Los comparativos se utilizan cuando queremos comparar a dos cosas, personas o situaciones. Se utilizan con adjetivos y con el verbo To Be para describir a estas cosas que estamos comparando. También se puede utilizar con los verbos “look,” “seem” si se describen apariencias.

| | | | |
|-----------------------------|-------------|---|---|
| SHORT ADJECTIVES | Cheap | The japanese restaurant has cheaper food than the italian one. | Para adjetivos de una sola sílaba, le agregamos ER. |
| LONG ADJECTIVES | Original | I think this service is more original than theirs. | Para adjetivos de más de una sílaba, usamos “more” o “less”. |
| ENDING IN Y | Happy | She seems happier. | Para adjetivos que terminen en Y, le cambiamos la Y por I y le agregamos ER. |
| ENDING IN C.V.C | Big | This room looks a bit bigger than the other one. | Para adjetivos que terminan con Consonante-Vocal-Consonante, se duplica la última consonante y se agrega el ER. |
| IRREGULAR ADJECTIVES | Good Bad | This product is better than that one. The remix is worse than the original song. | Los adjetivos irregulares o siguen reglas ni patrones. |

3. Grammar point: **Equatives**

Los “equitativos” se utilizan cuando queremos comparar dos cosas, personas o situaciones para expresar que son iguales o equivalentes. Se utilizan con adjetivos y con el verbo To Be para describir a estas cosas que estamos comparando. También se puede utilizar con los verbos “look,” “seem” si se describen apariencias.

| | | | |
|-------------------|------|--|--|
| ANY ADJECTIVES | Good | This show is as good as the previous one. | Utilizamos “as... as” conectandolos con el adjetivo |
|-------------------|------|--|--|

4. Fill in the blanks with comparatives or equatives using the adjectives below.

- Which laptop is _____ (good)? I think the Mac is _____ (modern) that one so it's really the same.
- That restaurant is actually _____ (good) the other one, but people think it is _____ (good) because it is _____ (popular) than the other.
- The service at that bank downtown is _____ (reliable) as the one uptown but some prefer to go there because they think it's _____ (fast).
- I don't like that company; I prefer a company that is _____ (eco-friendly) because I care about the environment. But my boss says the first company is a bit _____ (convenient) because their office is _____ (close).
- I really like their cookies because they are _____ (cheap) than their brownies.
- She prefers custom-made furniture because it looks _____ (sophisticated).

Invent a new product and describe it.

This is our new product called NAME OF PRODUCT. It is ADJECTIVE, and very ADJECTIVE. It is perfect for people who need to VERB. It is *affordable* / *a bit expensive*; it costs PRICE pesos. It comes in three different colors/sizes: _____, _____, and _____. You can find it in any *store* / *restaurant* / *hospital* / PLACE. It is COMPARATIVE than any other option in the market. It is also COMPARATIVE.