

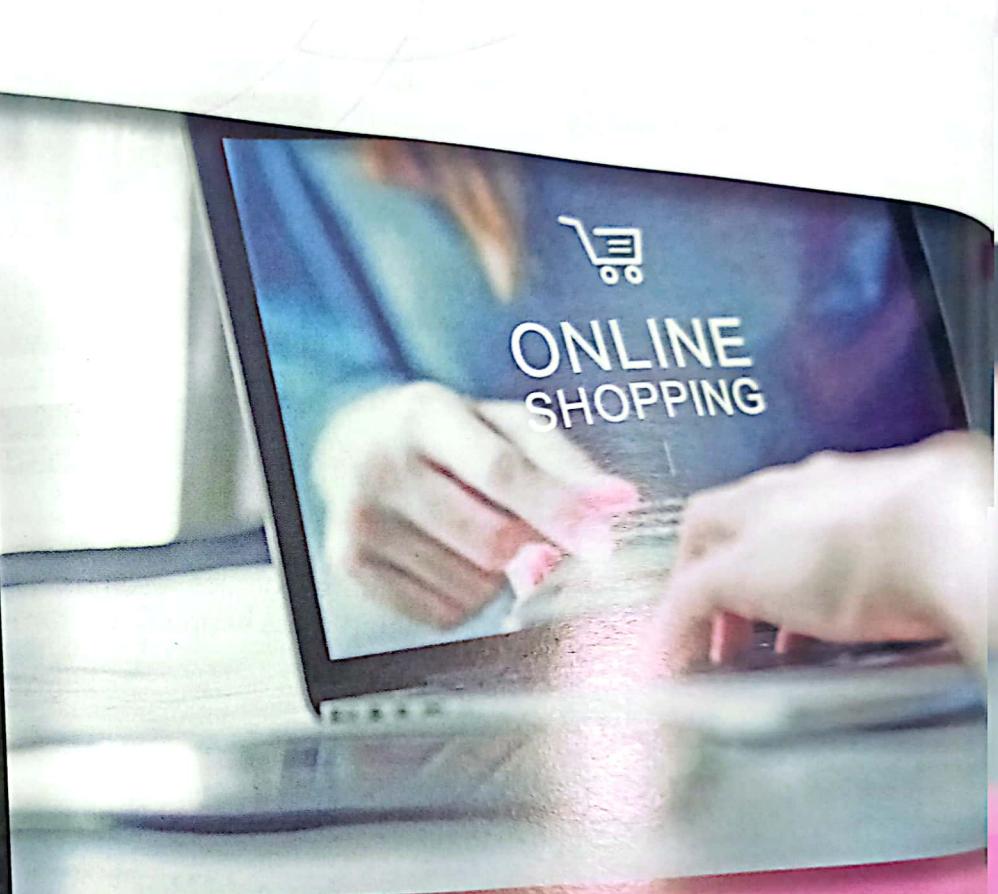
E-commerce

Trading of goods and services
on the internet

Unit 5

In this unit, you will...

- Learn vocabulary related to enterprise social networking.
- Acquire vocabulary about e-commerce and online shopping.
- Identify the concepts of e-commerce and networking.
- Learn the imperative mode and the conditionals.
- Listen and take notes about social networking and the influencer phenomenon.
- Learn how to give instructions.
- Write instructions and reports.



Warm-up

- * What is the meaning of e-commerce?
- * What is the difference between conventional commerce and e-commerce?
- * Do social media have an impact on commerce?
- * Do you know any influencers? Could you describe their job?

"E-commerce isn't the cherry on the cake, it's the new cake."

Jean Paul Ago
CEO L'Oréal



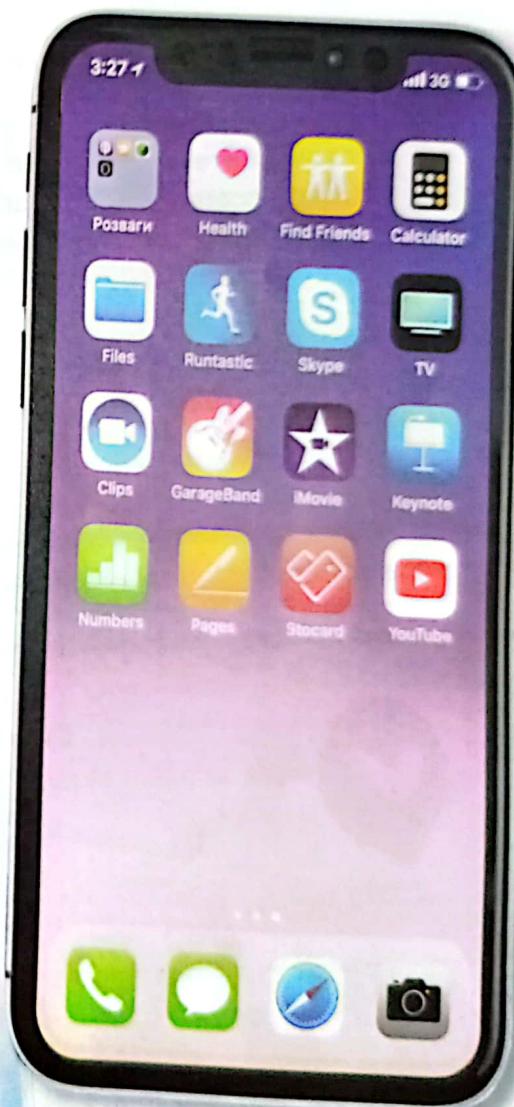
Vocabulary 1

Enterprise social media and online shopping

- What is the difference between e-commerce (title of this unit) and **online shopping**? You can look up the main differences online.

- Take a look at the smartphone screen on the right and then classify the apps into different groups:

Social media	Online shopping
Others	



Companies use **enterprise social media** to facilitate employee communication.

As well as interacting with others in order to make connections, **networking** is a way to establish professional relationships.



3. Work in pairs. Think of other frequently used apps and add them to the three categories in the following chart.

Social media	Online shopping	Others

4. Match the following pictures with the words in the box:

general interest
verified account
priority

like
cloud
comment

statistics
location
laugh

search
hashtag
direct message

target
post
notification



a) _____

b) _____

c) _____

d) _____

e) _____



f) _____

g) _____

h) _____

i) _____

j) _____



k) _____

l) _____

m) _____

n) _____

o) _____

5. Match these words with their definition:

hashtags	User who wants to see all posts of another user.
likes	Popular on social media at a given moment.
follow	They are used to reference content by topic.
DM	Web or screen that shows the latest information.
tag	Direct message.
trend	To link someone to your post.
newsfeed	Feature to display a positive reaction to something.
trolled	Online bullied.

6. Match these collocations:

update your	communication
face-to-face	me posted
tag someone	status
go	in a photo/post
keep	viral
comment	on a post

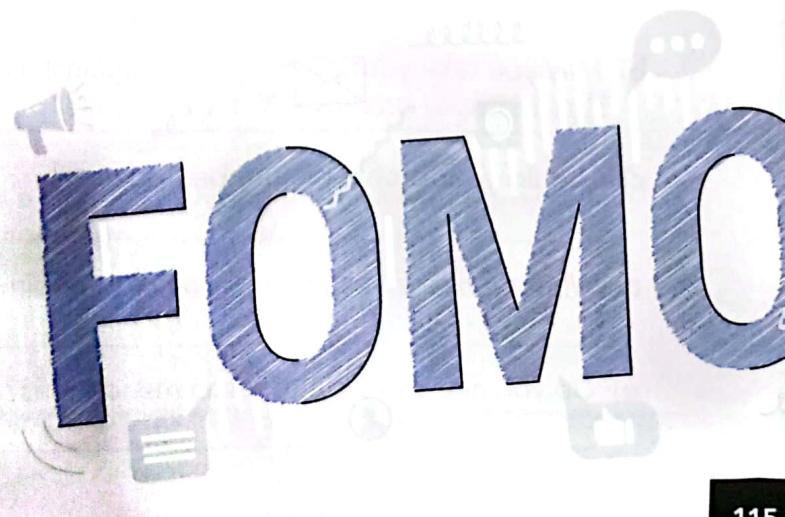
LANGUAGE TIP

On social media, people tend to use emoticons and abbreviations to express their emotions. Therefore, the language changes slightly.

7. Do you know any of the following social network abbreviations?

You will find these abbreviations used in internet posts that people make or share, in their comments or in hashtags.

AMA	You only live once
BTW	Ask me anything
DYK	Happy Birthday
HBD	I love you
YOLO	By the way
ILY	Oh my god
OMG	Did you know?
FOMO	Fear of missing out





Listening 1

Networking and social media



1. Listen to the audio and write the headings for the six tips the podcast gives for creating a LinkedIn profile on that social network:

Tip 1

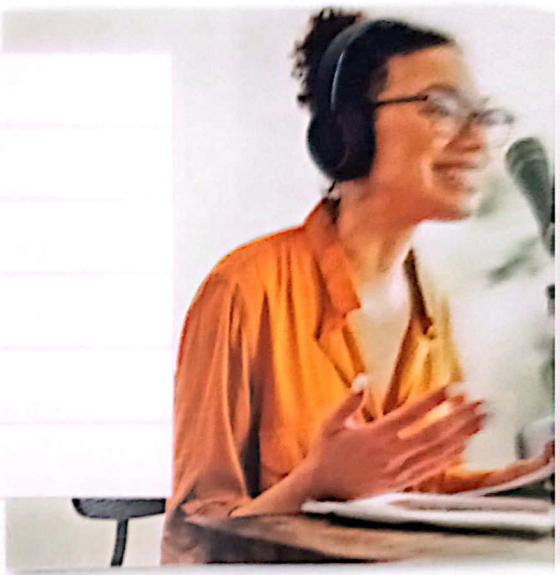
Tip 2

Tip 3

Tip 4

Tip 5

Tip 6



2. Complete these sentences with the information that is missing.

In this _____, we'll _____ how to make the most of social media. More specifically, we will analyse LinkedIn. Most users know how to _____ Facebook, _____, and Snapchat, but many don't know how to make their _____ stand out from the rest on LinkedIn.

_____, we are going to share six tips on creating a _____ LinkedIn profile for recruiters and hiring managers to view your profile first and be _____ with it. New job _____ will be drawn to it like a magnet.

3. Answer the following questions related to the above podcast.

a) Do users generally know how to make the most of LinkedIn?

b) May you take your profile picture against a dark background?

c) Should your profile picture be updated?

d) What type of information should you put in the heading?

e) Do you need to include recommendations?



Writing 1

Social network profile

Taking into account the information from the listening on the previous page, you will now create a profile on a social network for job hunting.

You should provide the following information in your profile:

- a) **Headline.** Here, you must write the title of the job you are looking for.
- b) **Summary.** In this part, you put a brief list of things you know how to do.
- c) **Work experience.** In this section, you should include your work experience if it is relevant. If it is not relevant, then put your studies and qualifications.
- d) **Recommendation.** Provide at least one recommendation from one of your former employers or teachers.
- e) **Contact details.** Put at least your phone number and email address.

1. Read the example below of an updated profile:

James Norriss

Data analyst

jamesnorriss@gmail.com

0034674389571



Summary

I can collect, organise, interpret, and report data for people who need it to make important decisions. I am creative, organised, and good at communicating.

Work experience

Data Analyst - IT TechComp

01/09/2022 – 01/01/2023

Main duty: preparation of reports for internal and external audiences using business analytics reporting tools.

Recommendation

I recommend James Norriss for the position of Data Analyst. We worked together at IT TechComp where I was his boss.

As an employee, James Norriss was always a standout. During his time with us, his responsibilities included preparing reports for internal and external audiences.

James Norriss is an absolute delight to work with. Therefore, I choose to recommend him for this position.

- 2.** Now create your own profile based on the recommendations and examples that you have seen.

Name:

Job title:

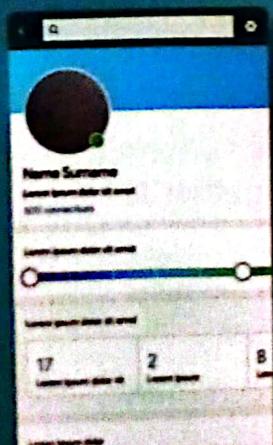
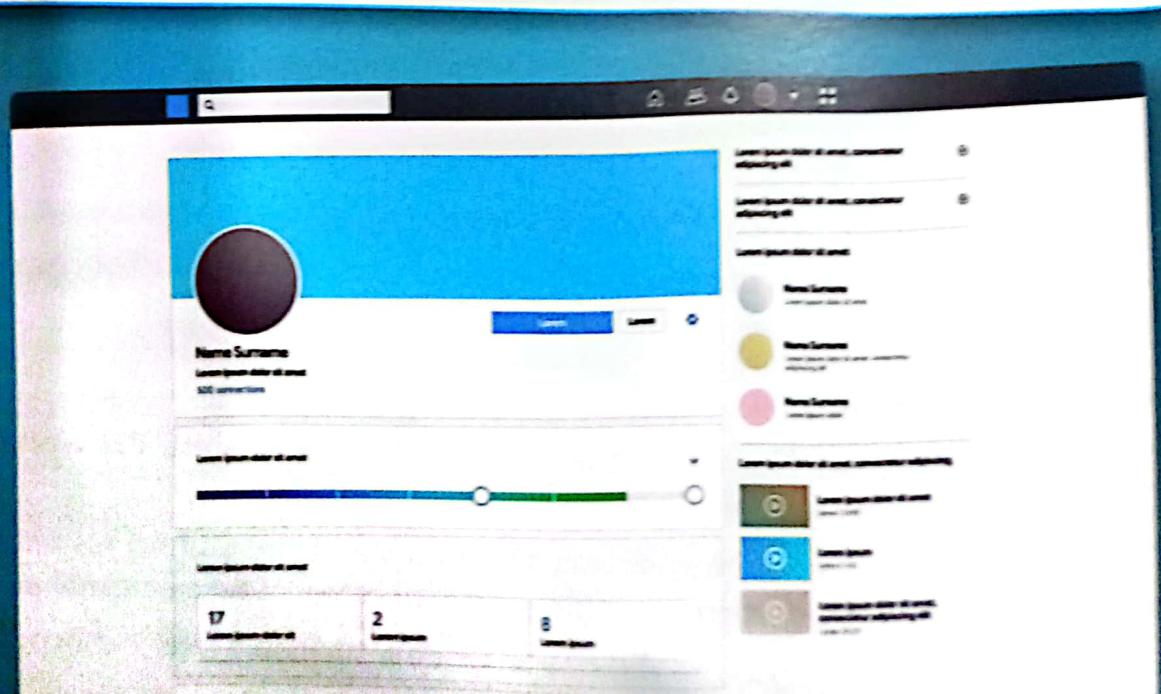
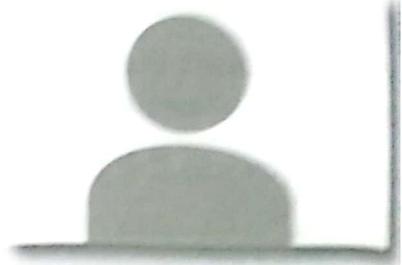
Email:

Phone number:

Summary:

Work experience:

Recommendation:



E-commerce

1. Match the words in the box with the right picture:

browse a website
basket/shopping cart

open an account
go to the checkout

debit/credit card
choose an item



a) _____



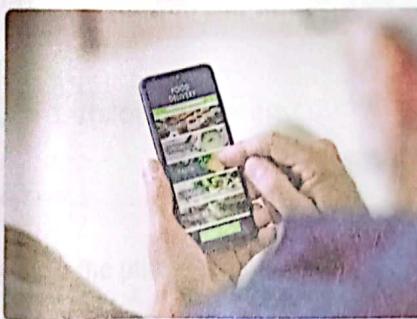
b) _____



c) _____



d) _____



e) _____



f) _____

2. Complete these sentences with the right word from the box:

add to cart wish list shipping conditions return refund voucher

- Before you buy anything online, you should check the _____.
- When you like an item, but it is not the right time to buy it, you can add it to your _____.
- You usually have 30 days to _____ any item.
- Sometimes customers have a _____ and receive an offer or discount on their bill.
- If you return an article, you get a _____ of the money you have paid.
- When you want to buy an item, you must click on the _____ button to proceed with the purchase.



Unit 5

E-com

3. Fill in the gaps with verbs from the box:

change spend get make use add

- a) If you want to buy something, you only need to _____ it to your cart.
- b) You can return the dress if you _____ your mind.
- c) You can _____ your voucher for this purchase and save money.
- d) If you are not satisfied with the product's quality, you can _____ a complaint.
- e) People _____ too much money on online shopping.
- f) Most online shops offer a 30-day satisfaction guarantee. If you are not satisfied with the product, you can return it within 30 days and _____ a refund.

4. As you have seen, there are several differences between online shopping and traditional shopping. Put the words from the box in the right category:

delivery
wish list
sales

out of stock
refund
outlet

return
credit/debit card
order

shopping cart
cash
shipping

Online shopping

Traditional shopping

Both

5. Name the advantages and disadvantages of online shopping:

Advantages

Disadvantages



Grammar 1

The imperative

Use

The imperative is mainly used to give orders and instructions.

Form

We create the imperative form with the **infinitive form of the verb without to**. For example:

Stay here, please.

Wait a minute.

Order something while you wait.

To create the negative form, we put **don't before the verb**:

Don't stay here, please.

Don't wait.

Don't order anything while you wait.

1. The imperative is frequently used in manuals and instructions. For example, read the following instructions to buy concert tickets online:

1. Go to the following link: www.ticketsfortheconcert.co.uk
2. Click on 'Buy tickets.'
3. Choose your seats.
4. Click on 'Continue' to proceed with the purchase.
5. Select a delivery method.
6. Choose a payment option and enter your debit/credit card details.



2. Now it is your turn. Write the instructions to buy an item online:



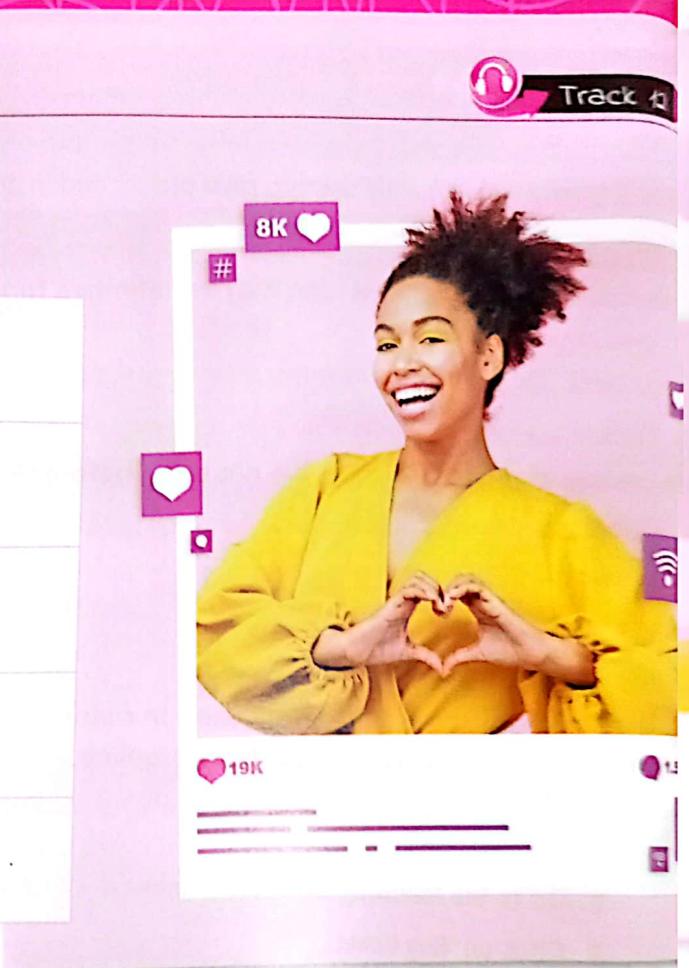
Listening 11

The influencer phenomenon



1. Make a list of the tips you heard in the audio about becoming an influencer:

Tip 1	
Tip 2	
Tip 3	
Tip 4	
Tip 5	



2. Fill these sentences with the missing word:

- a) It is estimated that about _____ per cent of the world's population use _____ media, and many of these billions of users look up to _____ to help them decide what to buy and what trends to follow.
- b) An influencer can influence their followers' decisions because of their _____ with their _____ and their knowledge and expertise in a particular area, for example, _____, travel, or _____.

3. Answer these questions about the audio:

- a) Why are usernames important?



- b) Do influencers need to post daily?

- c) Why should influencers publicize their posts?



Grammar 11

Conditionals

Zero conditional: it is used for general truths.

Structure: If + present simple → present simple

If you install an antivirus, your computer is safe from viruses.

First conditional: it is used for things that could happen in the future (possibility).

Structure: If + present simple → future simple

If I study hard this year, I will finish my vocational training course.

Second conditional: it is used for unlikely future events.

Structure: If + past simple → would + infinitive

If I won the lottery, I would buy an IT company.

Third conditional: it refers to things that did not happen in the past and their imaginary results.

Structure: If + past perfect → would + past participle

If I had studied, I would have passed my exams.

1. Complete the sentences using the zero conditional.

- If I _____ (wake up) late, I _____ (be) late for high school.
- If you _____ (mix) water and electricity, you _____ (get) a shock.
- If you _____ (heat) ice, it _____ (melt).
- If you _____ (press) the power button in a computer, it _____ (turn) on.
- I _____ (cycle) to work if the weather _____ (be) warm.

2. Complete the sentences using the first conditional.

- If you _____ (work) hard, you _____ (get) a job in the company.
- If she _____ (complete) her apprenticeship, she _____ (work) in our company.
- If I _____ (go) on holiday, I _____ (visit) to Australia.
- If they _____ (win) the championship, they _____ (earn) some money.
- If Harry _____ (watch) the video, he _____ (understand) it all.

Unit 5

E-commerce

3. Complete the sentences using the second conditional.

- a) If I _____ (be) you, I _____ (continue) my studies.
- b) If she _____ (be) younger, she _____ (travel) to Spain.
- c) If I _____ (study) IT, I _____ (be) a software developer.
- d) If she _____ (speak) English, she _____ (get) the job.
- e) If I _____ (pass) the exam, I _____ (finish) this apprenticeship.

4. Complete the sentences using the third conditional.

- a) If you _____ (be) late, you _____ (miss) the train.
- b) If Anne _____ (study), she _____ (pass) the course.
- c) If they _____ (go) to the party, they _____ (be) friends.
- d) If we _____ (travel) to London, we _____ (meet) our teachers.
- e) If he _____ (leave) earlier, he _____ (be) on time.

5. Finish these sentences with the correct conditional.

- a) If I were you, _____
- b) If it rains, _____
- c) If she hadn't studied, _____
- d) If he buys the computer, _____
- e) If I left school, _____

6. Write a sentence about you and your professional career using each type of conditional.

- a) _____
- b) _____
- c) _____
- d) _____



Speaking

Giving verbal instructions for e-commerce

Nowadays, online tutorials are becoming more and more popular, especially on social networks like YouTube, Instagram or TikTok. There are video tutorials for everything, ranging in level from beginner to advanced.

Online tutorials are basically videos with verbal instructions on a topic. Therefore, we are going to give you some tips for this type of interaction:

1. Break up long instructions into small steps, so that people can follow you.
2. Provide details and examples.
3. Use sequencing words: *first, second, then, finally...*
4. Speak clearly and slowly.
5. Instructions must be clear and concise.



1. Write the instructions for a video tutorial. It should be about one of the following topics covered in the unit:
 - Explain how to buy online to someone who has never done it before.
 - Explain how to use an enterprise social network to someone who has never done it before.

Step 1	
Step 2	
Step 3	
Step 4	
Step 5	
Step 6	

2. Now it's time to create your own video tutorial. You have to record yourself giving the instructions above and then send the video to your teacher.
Videos will be played later in class.





Reading

Tips for safe online shopping

Here are some basic safety tips that are very useful when shopping online.

Carefully choose where you shop

It's worth researching online retailers to check if they're legitimate. Read feedback from people or organisations you trust, such as consumer websites. Reputable organisations will have information on their website about how they handle your personal data (which should only be used to fulfil your order and not shared with third parties).

Use a credit card for online payments

Use a credit card when shopping online if you have one. Most major credit card providers protect online purchases and are obliged to refund you in certain circumstances. Using a **credit card** (rather than a **debit card**) also means that your main bank account won't be affected if your payment details are stolen.

You should also consider using an online payment platform, such as PayPal, Apple Pay or Google Pay. Using these platforms to authorise your payments means the retailer doesn't even see **your** payment details.

Only provide enough details to complete your purchase

You should only fill in the **mandatory** details on a website when making a purchase. These are usually marked with an asterisk (*) and typically include your delivery address and payment details. You shouldn't have to provide security details to complete your purchase.



Keep your accounts secure

If you use the same password for your online accounts (or use passwords that could be easily guessed), then you're at risk. Hackers could steal your password from one account and use it to access your other accounts. For this reason, you should make sure your **important accounts** are protected with strong passwords that **you don't use anywhere else**.

If things go wrong

If you think your credit or debit card has been used by someone else, let your bank know straight away so they can block anyone using it. Always contact your bank using the official website or phone number. Don't use the links or contact details in the message you have been sent or given over the phone.

Adapted from <https://www.ncsc.gov.uk/guidance/shopping-online-securely>

1. Look for synonyms in the text:

- a) recognise: _____
- b) obligatory: _____
- c) manage: _____
- d) legal: _____

2. Word building. Complete the chart with the missing words from the text:

Verb	Noun
inform	
	protection
pay	
	authorisation
hack	
organise	

3. Indicate if the following statements are true or false:

- a) When shopping online, you should only include those fields that are mandatory. _____
- b) If you think you have been hacked, you should first do some researching before going to your bank. _____
- c) It is best to pay with a credit card rather than a debit one. _____
- d) You don't need to do any research on online retailers because they have all been verified. _____
- e) You must change your passwords. _____

4. Correct the statements that you marked as false in the previous exercise:

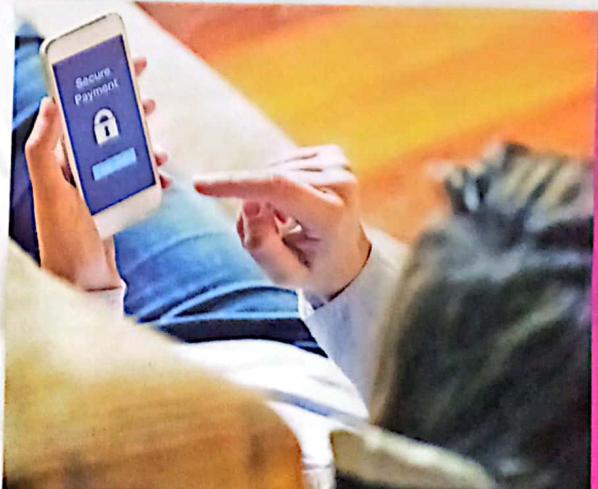
- a) _____
- b) _____

5. Answer these questions about the text:

- a) In which way can you keep your accounts secure?

- b) Why is it important to change passwords?

- c) Why is it best to use a credit card?





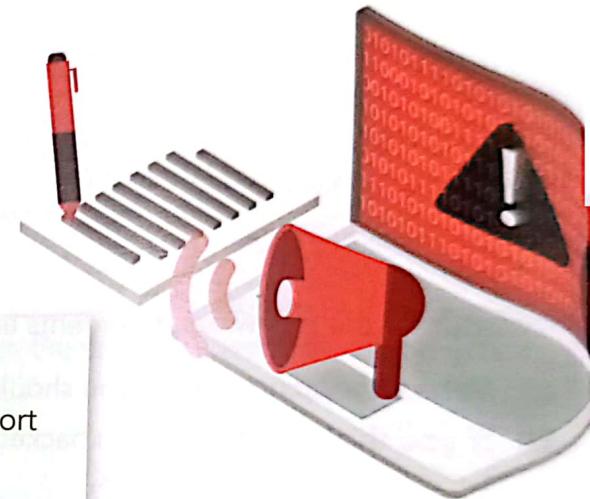
Writing 11

E-commerce problem reports

A **report** is a piece of writing addressed to a specific organisation. It usually consists of a description of something that did not go well or suggestions or recommendations for how it could work better. Its style is usually formal.

GRAMMAR TIP

When you are writing in formal English, avoid abbreviations and contractions. Instead of writing *don't*, for example, use its long version *do not*.



Parts of a report:

- 1. Introduction:** you state the main purpose of your report here.
- 2. Main body:** in this part, you develop each piece of information in detail.
- 3. Conclusion:** in this section, you must provide a summary of the main points.



1. Reports are typically structured into sections with headings and subheadings. After reading this sample report, divide it into sections and write appropriate headings for each one.

The purpose of this report is to inform you about several problems related to your website <https://socialinfluencers.co.uk>.

For the past week, it has been difficult to log into your website. Every time I tried to log in, there were problems linked to the password or username authentication.

I have logged into your website many times before, as I use it to check my social network statistics. So, I am sure this is not a problem related to forgetting my password or username.

Another problem I noticed is that my statistics have not been updated for the past month. This is a real problem since social networks are my job, and I need to know how they are performing. Besides, the main reason I paid my subscription to your website is to have updated statistics, so renewing the subscription is pointless if they are not working.

I would like to let you know about the problems I am experiencing with your website, and I urge you to solve them as soon as possible.



2. Imagine that you need to write a report about your school's website. You may have the following problems:

- a) Problems with authentication.
- b) It is not possible to view the images.
- c) The information on your course has not been uploaded.



Check your progress

► Now it's time to think about what you have learnt and what needs revision. Please, tick (✓) the corresponding box.



	I can do it very well	I'm not sure	I need to improve
<input type="checkbox"/> I have learnt vocabulary related to business and social media.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> I can give information about e-commerce.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> I am able to use and recognise the conditionals.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> I can listen to podcasts and online tutorials and pick up information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> I can form sentences in the imperative.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> I can read instructions and identify their steps.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> I can create my own video tutorial on a particular topic.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> I know how to write a report.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> I can create a profile on a professional networking site.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> During the lessons, I have spoken English.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments:



THE IMPERATIVE

The imperative is mainly used to give orders and instructions.

We create the imperative form with the infinitive form of the verb without *to*.
For example:

Stay here, please.

Wait a minute.

Order something while you wait.

To create the negative form, we put *don't* before the verb:

Don't stay here, please.

Don't wait.

Don't order anything while you wait.



CONDITIONALS

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