

9b The genuine article

Reading

1 Work in groups. Choose three items each person has with them (including clothes). How many questions can you answer?

- 1 Where was it made?
- 2 Who was it made by?
- 3 How was it made?
- 4 How did it get from the producer to the shop?

2 Look at the website. Answer the questions.

- 1 Who is the woman in the photos?
- 2 What is her job?
- 3 What kind of products does she deal with?

3 Read the product information on the website. Match the products (1–4) with the consumer reviews (A–E) on page 37. There is one extra review.

THE GENUINE ARTICLE

Laura Morelli is our shopping expert. She gives advice on finding authentic products such as hand-made crafts or fair-trade goods.

[Click here](#) to browse our list.
[Read our consumer reviews!](#)

- All fair-trade goods are bought directly from the producer.
- Our featured crafts have been made from sustainable resources.
- Many of the featured products can be ordered online.

1

PRODUCT DESCRIPTION:
This eco-basketball has been produced to the highest specifications for an all-weather, high-grip surface. After tax, profits are donated to children's charities.

Review (1 of 15)
By [SB](#)
See also: Fair Trade sports soccer balls
Venture snowboards

3

PRODUCT DESCRIPTION:
These hand-made American cowboy boots are based on an original design but have been decorated with an explosion of colour. A true work of art.

Review (1 of 8)
By [wichitaman](#)
See also: Genuine Dutch clogs
Fair Trade recycled tyre sandals

2

PRODUCT DESCRIPTION:
These Fair Trade cut flowers from Kenya have been grown free from chemical pesticides. Water-recycling methods are being introduced in many flower farms. Profits from these flowers will be used to support school projects for farm employees.

Review (1 of 5)
By [billbran](#)
See also: Fair Trade beauty products

4

PRODUCT DESCRIPTION:
Turquoise jewellery from classic Navajo designs. Turquoise was being mined when the Spanish arrived in the area and the Native Americans soon learned to mix Spanish silver with this beautiful mineral.

Review (1 of 23)
By [lisamay](#)
See also: New England silver

- A** *It's worth paying a little more for these. They last for ages, smell fantastic and I get to help the people who grow them. It's a win-win situation!*
- B** *Absolutely gorgeous and incredibly practical. I'm so happy to be able to buy beautiful clothes that weren't made in sweat-shop conditions.*
- C** *Excellent quality and so comfortable they can be worn all day. I love them.*
- D** *Great product. Great price. Great fun. And guilt free ... knowing that no children were exploited so that my child could have a fun Christmas. It doesn't get any better!*
- E** *I was given a stunning set of matching rings, bracelet and necklace. A gift that will be treasured for ever! And it's great to support local craftsmen.*

Grammar passives

- 4** Look at these sentences from the website. Underline the main verb. Does the sentence give information about who or what does this action?
- All fair-trade goods are bought directly from the producer.
 - Our featured crafts have been made from sustainable resources.
 - Many of the featured products can be ordered online.
- 5** Look at the grammar box. Find eight more sentences with these patterns in the website.

PASSIVES

	are	
	are being	
	were	
(The goods)	were being	(ordered online).
	have been	
	can be	
	will be	

For further information and practice, see page 86.

- 6** Which verbs do we use to form the passive?
- 7** Read about a fair-trade company. Choose the correct option.

We started direct trade about four years ago. This means that more of the final price ¹ *pays / is paid* to the producers. We have a simple system. First, the coffee beans ² *take / are taken* to a central collection point by each grower. When the loads ³ *have weighed / have been weighed*, the growers ⁴ *get / are got* the correct payment. At the moment, we ⁵ *are using / are being used* a standard shipping company to transport the coffee to Europe. But our arrangements ⁶ *are reviewing / are being reviewed* and next year, probably, specialised firms ⁷ *will contract / will be contracted* to handle shipping. Once in Europe, the coffee ⁸ *can pack and sell / can be packed and sold* within a week.

- 8** Work in pairs. Write the passive form of the verbs.

- Since its launch in 2003, 250 million *Nokia 1101 mobile phones / Apple iPods* _____ (sell).
- Solitaire / Tetris* _____ (adapt) for 65 different platforms, making it the most successful computer game ever.
- The work of *J.K. Rowling / Agatha Christie* _____ (translate) into more languages than any other author.
- In 1986, the film *The Colour Purple / Out of Africa* _____ (nominated) for eleven Oscars and didn't win any.
- With 400 shops around the world, clothing brand *Ralph Lauren / Mango* _____ (wear) by more people than any other.
- The first music video by *Justin Bieber / Lady Gaga* _____ (view) on YouTube over 500 million times.
- Maps for the Xbox® game *Call of Duty / Grand Theft Auto* _____ (download) one million times in 24 hours when it went on sale.
- A painting by *Picasso / Van Gogh* _____ (buy) at auction for \$106 million in 2010.

- 9** **2.19** Underline the options you think are correct in Exercise 8. Then listen and check. How many answers did you get right?

- 10** Work in groups. Discuss the questions.

- Do you know the products in Exercise 9?
- Does anything in the sentences surprise you?

Speaking

- 11** Work in groups of four. Brainstorm as many brand names as you can. Then add what kind of product each item is and what alternative brands or 'own brands' exist. Think of five reasons to buy famous brands and five reasons to buy alternative brands. Then turn to page 81.

