



SELLING AIR



Scan to review worksheet

Expemo code:
12IP-U6C9-RD2K



1 Warm up

What is smog? Does your country have a problem with smog?

2 Key vocabulary

Complete the definitions below.

alert **exploit** **on sale** **sells out** **shipment**

1. If something _____, there is no more of that thing to buy.
2. If you _____ a situation, you get an advantage (e.g. money) from it, often in an unfair way.
3. If a product goes _____, it's available to buy.
4. If you are _____, you are quick to notice and react to things around you.
5. A _____ is a large amount of goods sent out together.

3 Find the information

You're going to read an article about a product developed by a Canadian company, which is selling really well on the Chinese market. Find the answers to the below questions in the text on the next page.

1. What is Vitality Air's product?
2. How much does it cost?
3. When did China declare a red alert in Beijing?
4. How many bottles were in Vitality Air's first shipment?



THE
INDEPENDENT

Canadian company Vitality Air sells out of air as smog levels worsen

by Loulla-Mae Eleftheriou-Smith, December 15th, 2015

1. China's pollution problems continue, but a Canadian company has used the crisis to make some money. The company is selling bottles of fresh mountain air to people for up to \$28 each.
2. China declared a red alert in Beijing in December 2015 because of its dangerous pollution levels. This caused the capital to close schools and construction sites for a period of time, and the authorities tried to take a percentage of the city's cars off the road. They also told people to stay indoors.
3. Shanghai also saw its own smog problem reach its highest level since January 2015. Schools were asked to ban outdoor activities and factory work was restricted.
4. Sales of Vitality Air - bottles of fresh mountain air from Banff and Lake Louise, Canada - have increased dramatically in China. A single bottle of the company's "premium oxygen" costs \$27.99 while a bottle of its Banff air costs up to \$23.99.
5. Harrison Wang, Vitality Air's China representative, said that as soon as the bottles went on sale in Taobao, a Chinese website similar to eBay for online shopping, they "sold out almost instantly".
6. The company started marketing the product in China less than two months ago, but now that the first shipment of 500 bottles is sold out, another of 700 bottles is on its way.
7. Mr. Wang said the company sees pollution as an issue in China "and we want to give people the opportunity to inject a little bit of fresh air into their daily lives".
8. Vitality Air says it can help with "hangovers, alertness, and working out," and it markets itself as "your solution to pollution".
9. However, Vitality Air isn't the only business that is exploiting China's pollution problem - a restaurant in the city of Zhangjiagang recently started charging customers for fresh air, after owners bought air filtration machines for the establishment and added an extra charge to people's bills for the operation costs.

4

Checking understanding

Answers the questions below.

1. What problem is Vitality Air exploiting?
2. Why did China declare a red alert in 2015?
3. What limitations were there in Shanghai?
4. What happened when Vitality Air products went on sale on a Chinese website?
5. What are the benefits of Vitality Air?
6. How are restaurants exploiting China's pollution problem?



5 Synonyms

Read the text and find a synonym for ...

1. forbid (P.3) _____
2. limited (P.3) _____
3. problem (P.7) _____
4. consumers (P.9) _____
5. payment (P.9) _____
6. place of business (P.9) _____

Now choose five of these synonyms and create your own sentence for each.

6 Talking point

Discuss any of the following questions

1. Do you think Vitality Air could become a successful business?
2. Can you think of other businesses that have exploited difficult situations?

7 Grammar - Infinitive clauses I

An infinitive clause is part of a sentence with a verb in the infinitive form. We form negative infinitives with 'not to' + verb.

We often use infinitive clauses after certain verbs. Study the structures and examples from the article.

Structure/Type	Examples
verb + infinitive or verb + object + infinitive (after verbs such as <i>advise, allow, ask, cause, expect, force, get, hate, like, love, invite, need, pay, persuade, tell, try, want</i>)	This caused the capital to close schools and construction sites. The authorities tried to take a percentage of the city's cars off the road. They also told people to stay indoors. Schools were asked to ban outdoor activities.



8 Practice 1

Complete each sentence using one of the clauses below.

not to be late

to call you

to send him a financial report

to be at work

to deliver the goods

to smoke on board

to buy snow

to pay by credit card

to stay at his hotel

1. Jurgen is such a good salesman. He could persuade an Eskimo _____ .
2. The meeting starts at 6 pm sharp. I advise you _____ .
3. I expected Jane _____ , so I was surprised that her office was empty.
4. I tried _____ , but your phone was off.
5. We are still waiting for our order. We paid you _____ by Wednesday.
6. I wanted _____ , but they only accepted cash.
7. The director asked his accountant _____ .
8. The airline doesn't allow passengers _____ .
9. Mr. Cruz invited us _____ during our visit to Spain.

9 Grammar - Infinitive clauses II

We often use infinitive clauses after certain nouns and in other structures. The infinitive form is sometimes without "to". Study the structures and examples from the article.

Structure/Type	Examples
noun + infinitive (after nouns such as <i>ability, need, wish, attempt, failure, opportunity, chance, intention, way</i>)	... the opportunity to inject a little bit of fresh air ...
Infinitive clauses that explain "why" we do something	A Canadian company has used the crisis to make some money .
verb + object + infinitive without 'to' (after the verbs <i>help, let, make, watch, see, hear, have</i>)	Shanghai also saw its own smog problem reach its highest level since January 2015.



10 Practice 2

Make complete sentences like in the example.

- 1. It's normal to work every day . (it/be/normal/work/every day)
- 2. (I/can/show/you/best way/do/this task)
- 3. I sent you an important document. (you/get/chance/read/it ?)
- 4. Mike is not at work right now. (I/see/him/leave/the building)
- 5. Karl isn't in a good mood.
..... (he/be/disappointed by/his failure/get/a promotion)
- 6. I'm sorry, I couldn't meet you yesterday evening.
..... (the boss/make/us/stay at work/late)
- 7. (I/leave/early/avoid/the traffic) But I still arrived late!
- 8. I always know what's going on in the office.
..... (I/use/email/keep in touch/with/everybody)

11 Practice 3

Complete the sentences below with an infinitive clause or object + infinitive clause. Try to make true sentences about you.

- 1. I asked
- 2. I saw
- 3. I couldn't hear
- 4. I had the chance
- 5. I missed the opportunity
- 6. I persuaded
- 7. I was invited
- 8. I told



Key

1. Warm up

Encourage a short warm-up discussion. Smog is air pollution in a city that is a mixture of fog with smoke, gases, and chemicals.

2. Key vocabulary

Students can work individually using a dictionary and check in pairs. Alternatively, create your own sample sentences or examples.

1. sells out 2. exploit 3. on sale 4. alert 5. shipment

3. Find the information

1. bottled fresh mountain air 2. up to 28 dollars
3. December, 2015 4. 500

4. Checking understanding

1. China's pollution problem
2. because of dangerous pollution levels
3. Schools were asked to ban outdoor activities and factory work was restricted.
4. they sold out immediately
5. It can help with hangovers, alertness and working out.
6. charging patrons for fresh air

5. Synonyms

1. ban 2. restricted 3. issue
4. customers 5. charge 6. establishment

7. Grammar - Infinitive clauses I

Go through the structures and examples. Clarify the meaning of the verbs presented in the left column.

8. Practice 1

1. to buy snow 2. not to be late 3. to be at work
4. to call you 5. to deliver the goods 6. to pay by credit card
7. to send him a financial report 8. to smoke on board 9. to stay at his hotel

9. Grammar - Infinitive clauses II

Go through the structures and examples. Clarify the meaning of any words presented in the left column.



10. Practice 2

2. I can show you the best way to do this task.
3. Did you get a chance to read it?
4. I saw him leave the building.
5. He is disappointed by his failure to get a promotion.
6. The boss made us stay at work late.
7. I left early to avoid the traffic.
8. I use email to keep in touch with everybody.