

TED TALKS WORKBOOK

B1-B2

**How China is changing the
future of shopping**

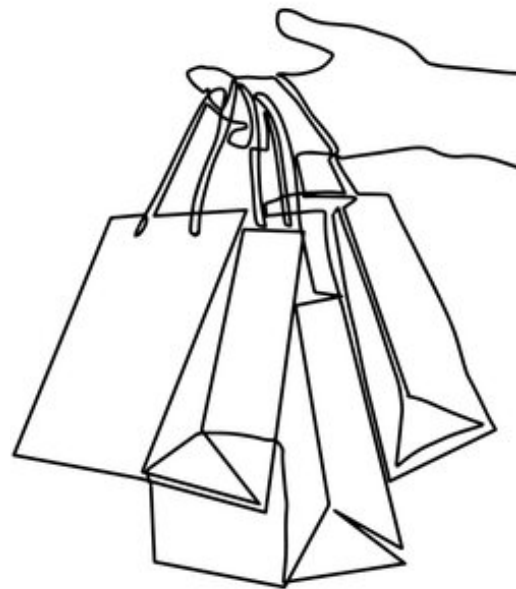
PART 1

Before Watching



00:00 — 01:17

1. **nephew** – племянник
2. **adorable** – очаровательный
3. **the other day** – на днях
4. **without a blink of his eyes** – не моргнув глазом
5. **make a wish** – загадать желание
6. **the delivery uncle** – дядя доставщик
7. **be about to** – собираться (что-то сделать)
8. **to tease** – дразнить
9. **the generation** – поколение
10. **compared to** – по сравнению с
11. **have in mind** – иметь в виду
12. **be done on mobile** – выполняться на мобильном телефоне
13. **payment** – оплата
14. **virtual** – виртуальный



1 Match the words to their definitions.

- | | |
|--------------------------------|--|
| 1. nephew | a) to use the smartphone to surf the web |
| 2. adorable | b) you are going to do something very soon |
| 3. the other day | c) extremely quickly |
| 4. without a blink of his eyes | d) all of the people born and living at about the same time, regarded collectively |
| 5. make a wish | e) make fun of or attempt to provoke (a person or animal) in a playful way |
| 6. the delivery uncle | f) a son of one's brother or sister, or of one's brother-in-law or sister-in-law |
| 7. be about to | g) a few days ago |
| 8. to tease | h) to think of |
| 9. the generation | i) inspiring great affection or delight |
| 10. compared to | j) a person who brings you your purchase |
| 11. have in mind | k) an amount paid or payable |
| 12. be done on mobile | l) not physically existing as such but made by software to appear to do so |
| 13. payment | m) to dream, to imagine, to desire, to hope, to yearn for the unlikely |
| 14. virtual | n) estimate, measure, or note the similarity or dissimilarity between |



While Watching

2 Answer the questions

Who is this boy in the photo? What do you know about him?
Who is the speaker? Describe her appearance.



3 Complete the sentences using your own words.

1. "I had absolutely no idea what he was talking about."

I had absolutely no idea what

2. "How are you going to get it?"

How are you going to

3. "He told me, without a blink of his eyes."

without a blink of his eyes.

4. "I'm going to tell my mom and make a wish before I go to bed."

I'm going to and make a wish before

5. "The next morning, the delivery uncle will give it to me when I wake up."

The next morning, the delivery uncle will

6. "I was about to tease him but suddenly I realized he was simply telling me the truth."

I was about to

7. "The truth of what shopping looks like for this generation."

The truth of what shopping looks like

8. "If you think of it, for a child like Yuan Yuan, shopping is a very different idea."

If you think of it, shopping is

9. "Shopping is always done on mobile."

is always done on mobile.

10. "Payment is all virtual."

Payment is

After Watching

4 Answer the questions using the words from the episode.

- 1) Who is adorable in this episode?
- 2) What did the nephew tell the speaker without a blink of his eyes?
- 3) What wish does the boy make?
- 4) What wish do you want to make?
- 5) What will the delivery uncle give to the boy when he wakes up?
- 6) What is the speaker about to do?
- 7) What does shopping look like for the new generation according to the speaker?
- 8) What can be done on mobile?
- 9) What is virtual according to the speaker?
- 10) Is your shopping done on mobile?
- 11) Is your payment always virtual?



PART 2

TED
TALKS
DAILY

Before Watching

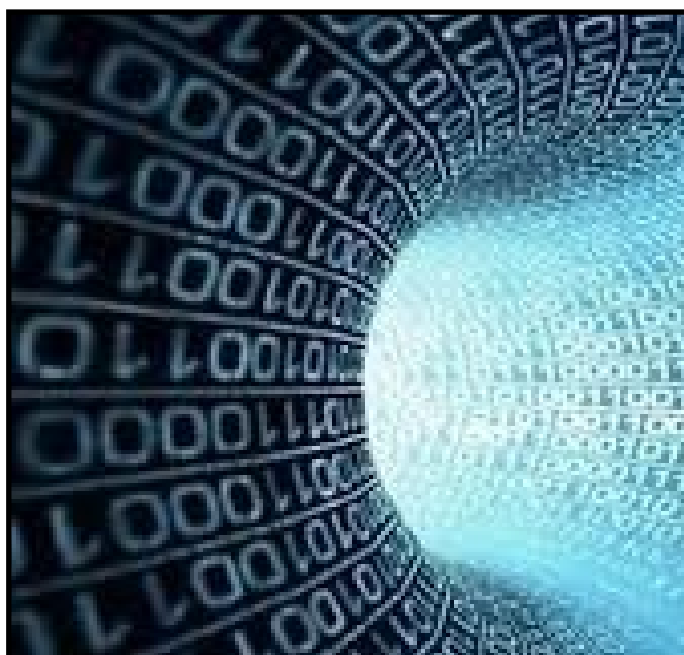


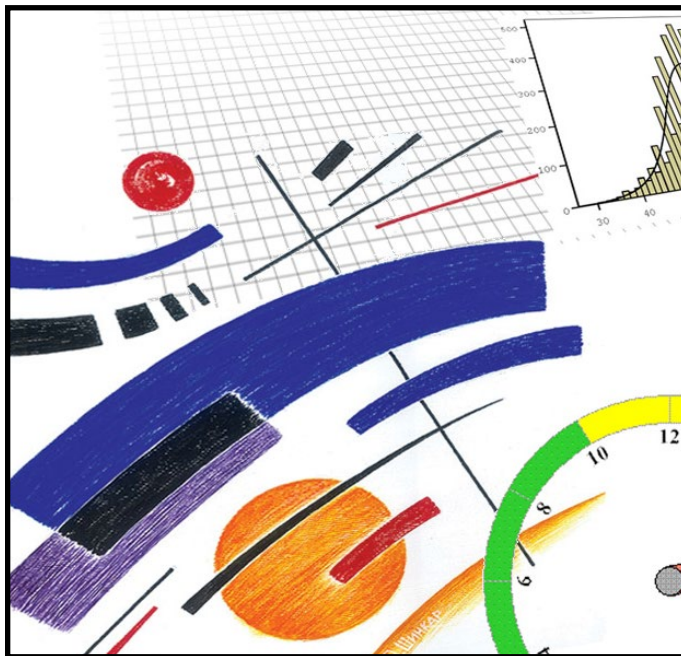
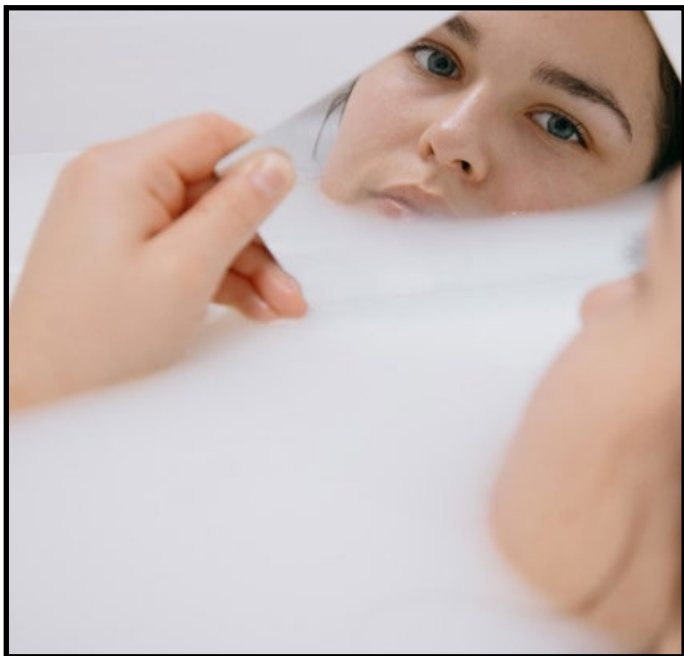
01:17 — 04:08

1. **shopping behavior** – покупательское поведение
2. **to evolve** – развиваться, эволюционировать
3. **e-commerce** – электронная коммерция
4. **to soar** – парить, витать
5. **grow at twice the speed of** – растет в 2 раза быстрее, чем
6. **consumers** – потребители
7. **buy on mobile phones** – покупать через мобильные телефоны
8. **to put that into context** – для сравнения
9. **the total population** – общая численность населения
10. **the scale** – шкала
11. **the aggregation** – совокупность
12. **the speed of adoption** – скорость принятия
13. **the large volumes** – большие объёмы
14. **get a glimpse** – взглянуть
15. **the spontaneity of shopping** – спонтанность покупок
16. **to triple** – утроить
17. **inspiration** – вдохновение
18. **to browse on the site** – просматривать сайт
19. **grocery shopping** – покупка продуктов в продуктовом магазине
20. **insurance products** – страховые продукты
21. **one click after another** – один клик за другим



5 Describe pictures using new words.





While Watching

6 Mark the sentences True (T) or False (F). If the statement is false, write the correct one.

1. A huge shopping revolution is happening in the USA right now.
2. E-commerce in China is floating slowly.
3. E-commerce in the USA has been growing at twice the speed of the UK.
4. 500 million consumers are buying on mobile phones every month.
5. The total population of the United States, the UK and German is 500 million people.
6. It took China less than five years to become a country of mobile commerce.
7. Alibaba and Tencent own 90 percent of the e-commerce.
8. The 2 technological platforms own large volumes of digital content, video, online movies etc.
9. The USA is a huge laboratory generating all sorts of experiments.
10. It is easy for people to buy things, using one click after another.

After Watching

7 Answer the questions using the words from the episode.

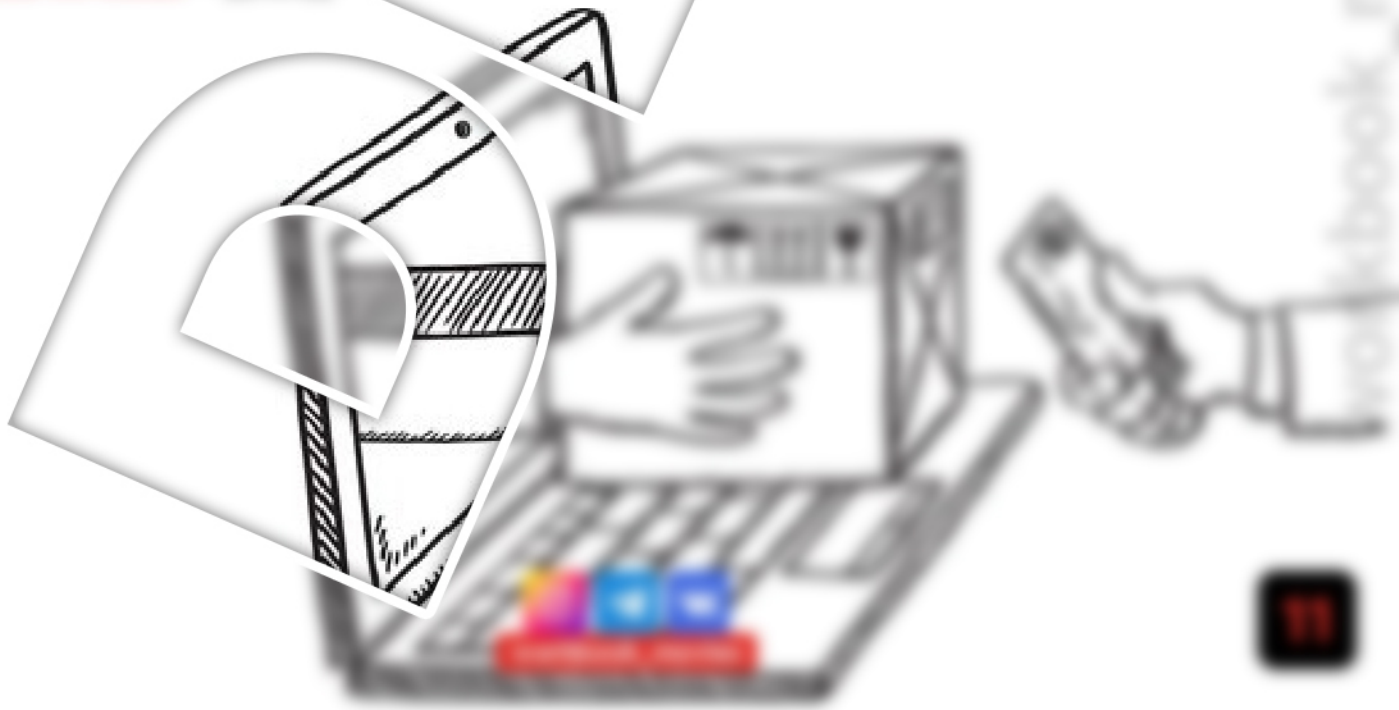
1. How has the shopping behavior evolved?
2. What is happening with e-commerce in China?
3. Is e-commerce soaring in the place where you live?
4. What is growing at twice the rate according to the speaker?
5. How many consumers buy on mobile phones every month?
6. What is the total population in the place where you live?
7. How long did it take China to become a country of mobile commerce?
8. What technology platforms are mentioned in this episode? How often do you use them?
9. What do these platforms own according to the speaker?
10. What technology platforms do you use to buy things?
11. Where can you get a glimpse into the future?
12. What trends of shopping do you know?
13. What trend of shopping does the speaker mention?
14. What tripled according to the speaker?
15. What inspires people to buy a lot of things?
16. Do people in your country have reasons to buy or they just browse on their mobile sites?
17. Where do scientists observe the same level of spontaneity?

PART 3

Before Watching

08:16

1. **challenges** – вызовы
2. **more dominant business** – более доминирующий бизнес
3. **to be treated** – относиться
4. **to complete** – завершить
5. **the online apparel stores** – магазины онлайн одежды
6. **feedback** – обратная связь
7. **take orders** – принимать заказы
8. **garments** – одежда
9. **customized goods** – индивидуальные товары
10. **to be hot on the market** – быть в топе на рынке
11. **merchants** – торговцы
12. **retailers** – розничные продавцы
13. **circumstances** – обстоятельства
14. **the checkout counter** – касса
15. **impulse** – импульсивный
16. **a retail grocery concept** – концепция розничной торговли продуктами
17. **to implement** – реализовать
18. **the high demand areas** – зоны с высоким спросом
19. **to ensure** – гарантировать, обеспечить
20. **enable high speed delivery** – включить высокую скорость доставки
21. **the service** – услуга



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Put the following words and phrases into a mind map of 3-4 sentences each. Write down your dialogues.

While Watching

Look at the underlined words and phrases then use the internet to answer the questions.

However, this new shopping behavior is creating a lot of challenges for these **monopoly businesses**.

- What were dominant businesses are in your country?
- What challenges do you see in a monopoly business?

Is the owner of a famous company told you that he is frustrated because his customers **keep complaining** that his products are not very enough.

- Why do customers in your country keep complaining?
- Why are the owners of the company frustrated in the place where you live?

1) And he can learn something from **the online apparel players** in China.
• Do you know the online apparel players in your country?
• How are they called?
• What do they sell?

2) That is super hot and that is highly responsive to what is **and hot on the market**.

- What is hot in the market nowadays?
- What was hot in the market 5 years ago?

3) And that is giving enormous headwinds to **traditional retailers**.

- What do traditional retailers do to sell?
- What do you know about modern retailers?

4) Take Hema is a **retail grocery concept** developed by Alibaba.

- What do you know about Hema grocery concept in your country?
- What other retail concept do you know?

5) We build 20 physical stores in **high-density areas** in Shanghai.

- What high-density areas are in the place where you live?
- Do you live in a high-density area?

6) What is also amazing is that the **online revenue** per store is three to four times higher than the traditional grocery stores.

• What is the average sales revenue of the store in your city? Choose one of the stores and tell us.

After Watching

10

Answer the questions using the words from the episode.

1. What creates a lot of challenges?
2. Why is the owner of the business so frustrated?
3. Why do customers keep complaining?
4. What can people learn from the online apparel players in China?
5. Why do companies collect the consumers' feedback?
6. How long does the process take from transporting products to putting them on shelves or online?
7. What is hot in the market today in your opinion?
8. What is ultra-convenience? Why do people need it?
9. Is delivery ultra-convenience a new thing to have? Why?
10. What is the glue that will make online shopping stick?
11. What makes shopping faster and easier to implement?
12. What makes high-speed delivery according to the market?

PART 4

Before Watching

0:52

1. a linear process – линейный процесс
2. pick up something on Facebook – подобрать что-то (для себя)
3. to switch to something – переключиться на что-то
4. the stickers – наклейки
5. take you on a mobile shopping journey – отправим вас в путешествие по виртуальным магазинам
6. take out a pack of snacks – взять пакет с закусками
7. to post the product link – разместить ссылку на товар
8. to click that link – нажать на эту ссылку, нажать
9. to land on a product page – попасть на страницу продукта
10. avoid throwing – избежать
11. the cost of delivery – стоимость доставки
12. screen popped up – экран всплыл
13. a greenhouse effect – эффект теплицы – рядом
14. to wear a new color of lipstick – носить новую помаду – на
15. the grouping – группировка – метки, сгруппированные
16. addictive – привычка – привычки
17. to be addicted – быть зависимым – быть усталым

using new words.

workbook_movies

While Watching

17 Choose the correct definition.

1. You **pick up something on Facebook**, watch it and you **switch to Amazon**...

☐ a) the process of collecting customer orders from the shelves and preparing them for shipping

☐ b) the process of having an increase in activity

2. You **pick up something on Facebook**, watch it and you **switch to Amazon**...

☐ a) turn the television on by flipping the switch at the side

☐ b) change the position, direction, or focus of

3. One of them took out a pack of snacks and **posted the product link** on that platform.

☐ a) to send a secure digital file to another person via a computer (USB) link

☐ b) to make a post with a link

4. I would just click that link and then **land on the product page**.

☐ a) to be on the page after clicking

☐ b) to leave the page after clicking

5. I would just **click the link** and then **land on the product page**.

☐ a) to press a mouse button to select a

☐ b) to pay for a service plan

6. Just when I was about to leave that shopping site, another **screen popped up**.

☐ a) to become a website

☐ b) to appear as a window in different sizes and screen positions on website's visual interface



After Watching

1. Answer the questions using the words from the exercise.

1. What is social shopping? Have you ever heard of it?
2. What is a liner product?
3. What do you pick up on Facebook? How often do you use it?
4. What is a sticker? How do you understand it?
5. When do you want to take on your mobile shopping journey?
6. What time do you usually shop?
7. What is social shopping according to the speaker?
8. What is the cost of delivery in your country?
9. What screen popped up?
10. What color of lipstick do you wear?
11. How much is the cost of delivery in the place where you live?
12. What shopping link do you click?
13. What is additive according to the speaker?
14. When is shopping on Facebook?

PART 5

Before Watching

10:00 – 10:38

1. a half a billion dollar business – полмиллиарда долларов

2. drug contracts – контракты

3. provide service – предоставлять услуги

4. to reduce – уменьшать

5. to generate – генерировать

6. to supply – снабжать

7. distribution – распределение

8. regulate consumption – регулировать потребление

9. environmentally sustainable – экологически устойчивый

10. long is used – используется

11. shift the focus – сменить фокус

12. pay more consideration – уделять большое внимание

13. quality – качество

14. quantity – количество

15. Choose the best word or collocation to complete the sentences.

1. The company _____ provide services _____ generated _____
regulate consumption _____ environment _____ sustainably _____
the focus _____ pay more consideration _____

2. They agree on _____ and socially _____

3. This _____ requires a heavy investment _____

4. Workers usually get paid as _____ housekeepers and _____

5. The new world _____ with _____

6. The developers want to _____

7. We need to advise to _____

8. I will _____ these tips _____

9. Problems can be _____

10. The gravity is _____ by _____

11. The Regional Service Centre at _____ delivery for _____

12. The _____ and human _____

While Watching

1. Watch the episode and make notes about what the speaker said for topics 1-4.

1. These topics

2. The exceptions of shopping

3. Comments

4. The huge transformation in shopping

TED

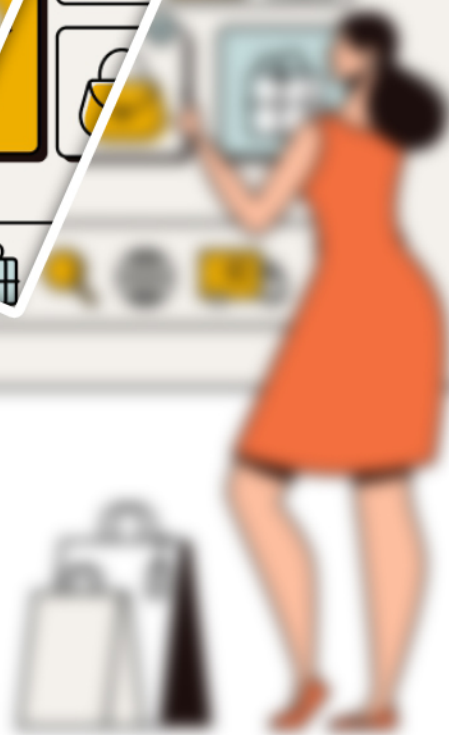
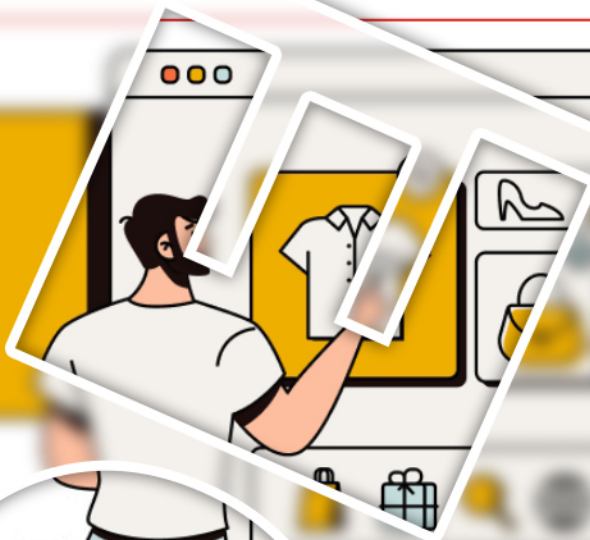


After Watching



Answer the questions using the words from the episode.

1. What commercial opportunities are in your country?
2. What company built a half a billion dollar business in just three years?
3. How many shop assistants do companies need to provide 24/7 service?
4. What can reduce the relationship between brand, retailer and consumer?
5. What experiments are generated in the huge laboratory of online shopping?
6. What should take action in China? Why should they?
7. What should people keep in mind according to the speaker?



KEYS

1. 1-E, 2-A, 3-g, 4-a, 5-m, 6-g, 7-B, 8-a, 9-A, 10-h, 11-h, 12-a, 13-B, 14-l,

15.-

16.-

17.-

18. 1. to buy on mobile phones, 2. supply, 3. money, shopping, 4. The large volume, 5. get a glimpse, 6. The walls, 7. connection, 8. break, 9. the site

19. 1-E, 2-E, 3-E, 4-E, 5-E, 6-E, 7-E, 8-E, 9-F, 10-T

11.-

12.-

13.-

14.-

15.-

16. 1-a, 2-B, 3-B, 4-a, 5-a, 6-F

17.-

18. 1. environmentally sustainable, 2. distribution, 3. shopping centers, 4. supply, 5. add the focus, 6. pay cooperation, 7. to make, 8. improve consumption, 9. Generated, 10. provide service

19.-

20.-