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# GRAMMAR EXPLORER 2A



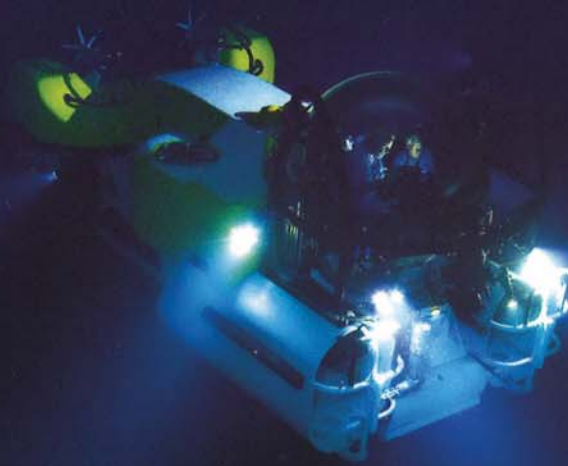
**Paul Carne**

Series Editors: Rob Jenkins and Staci Johnson

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# GRAMMAR EXPLORER 2B



**Paul Carne**

Series Editors: Rob Jenkins and Staci Johnson

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UNIT 8

# Consumer Society

## Comparatives and Superlatives

▲ Cars in a scrap yard in Canada.



## Lesson 1

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Comparative  
Adjectives and  
Adverbs

## Lesson 2

page 213

Comparisons with  
(Not) As . . . As  
and Less

## Lesson 3

page 220

Superlative  
Adjectives and  
Adverbs

## Review the Grammar

page 227

## Connect the Grammar to Writing

page 230

## EXPLORE



CD2-28

1 **READ** the article about consumer societies. Notice the words in **bold**.

## What is a Consumer Society?

A *consumer* is a person who buys things, and a *consumer society* is a society that encourages people to buy and use goods.<sup>1</sup> Some people think that a consumer society provides people with **better** lives. People in consumer societies tend to live **more comfortably**. They eat a **wider** variety of food. They go to restaurants **more often**. They also buy a lot of products, maybe more than they need.

Products such as TVs, cell phones, and computers used to be luxuries.<sup>2</sup> Today people can buy these things **more easily than** ever before. The market for these goods is growing **faster** all the time. Consumer societies encourage people to buy **bigger** and **better** products. For example, “**smarter**” phones come out every year. In a consumer society, people are often buying **newer** and **more advanced** products. This creates a lot of waste. Nowadays, many people are thinking **more seriously** about the effects of consumer societies on the environment, and they are trying to become **more responsible** consumers.

<sup>1</sup> **goods**: items that can be bought or sold

<sup>2</sup> **luxury**: something that is expensive but not necessary



**2 CHECK.** Read each statement. Circle **T** for *true* and **F** for *false*.

- |  |          |          |
|--|----------|----------|
| 1. Everyone agrees that consumer products improve their lives. | <b>T</b> | <b>F</b> |
| 2. These days, consumer goods are hard to find.                | <b>T</b> | <b>F</b> |
| 3. Many people want luxury products these days.                | <b>T</b> | <b>F</b> |
| 4. Consumer societies help the environment.                    | <b>T</b> | <b>F</b> |

**3 DISCOVER.** Complete the exercises to learn about the grammar in this lesson.

**A** Find these sentences in the article from exercise 1. Write the missing words.

1. They eat a \_\_\_\_\_ variety of food.
2. . . . , and they are trying to become \_\_\_\_\_ consumers.

**B** Look at the words you wrote in exercise A. Then circle the correct word to complete each rule.

1. For **long** / **short** adjectives, put *more* before the adjective to form the comparative.
2. For **long** / **short** adjectives, add *-er* to the end of the adjective to form the comparative.

# LEARN

## 8.1 Comparative Adjectives

	Comparative Adjective	Than	
The blue car is	<b>newer</b>	<b>than</b>	the gray car.
	<b>more expensive</b>		

1. Use a comparative adjective + *than* to compare two people, places, or things.

You can use a comparative adjective + noun when the comparison is clear from context.

Lydia is **taller than** Alex.

Gorillas are **more intelligent than** cows.

The **bigger house** is mine.

The **more interesting shows** are on cable TV.

2. Add *-er* to the end of most one-syllable adjectives to form the comparative.\* If the adjective ends in *-e*, add *-r*.

small → **smaller**

large → **larger**

low → **lower**

nice → **nicer**

3. Use *more* before most long adjectives (adjectives that have two or more syllables).

Jack is **more serious than** Nikki.

Do you think math is **more important than** music?

4. Some two-syllable adjectives are used with either *-er* or *more* to form the comparative.

quiet → **quieter** / **more** quiet

simple → **simpler** / **more** simple

5. Some adjectives have an irregular comparative form.

good → **better**

far → **farther, further**

bad → **worse**

\*See page A3 for more information on spelling rules for comparative adjectives.

### REAL ENGLISH

Words such as *a little*, *a lot*, *much*, and *not much*, are often used to quantify comparative adjectives.

Tina is **a little** taller than Nick.

- 4 Complete each sentence with the correct comparative form of the adjective in parentheses. Add *than* when necessary.

1. New cars are much more quiet than / quieter than (quiet) old cars.
2. Do you think money is \_\_\_\_\_ (important) good health?
3. This coat is \_\_\_\_\_ (nice) that one.
4. My old laptop was a lot \_\_\_\_\_ (big) my new one.
5. Gas is so expensive! I want a \_\_\_\_\_ (efficient) car.
6. Many people think modern life is \_\_\_\_\_ (good) life in the past.
7. Communication is a lot \_\_\_\_\_ (easy) it was 50 years ago.
8. The pollution in my city is much \_\_\_\_\_ (bad) it used to be.
9. I prefer \_\_\_\_\_ (hot) temperatures. That's why I love summer.
10. My new school is a little \_\_\_\_\_ (far) my old one.

## 8.2 Comparative Adverbs

	Comparative Adverb	Than	
Gas prices are rising	faster	than	food prices.
	more rapidly		

1. Use a comparative adverb + *than* to compare two actions.

Mark works **harder than** Jeff.  
Carol drives **more carefully than** Peter.

2. Add *-er* to the end of one-syllable adverbs to form the comparative.

fast → **faster**      hard → **harder**  
long → **longer**      high → **higher**

3. Use *more* before adverbs that end with *-ly*.

quickly → **more** quickly  
frequently → **more** frequently

4. Some adverbs have an irregular comparative form.

well → **better**      far → **farther, further**  
badly → **worse**

**5** Complete the sentences with the comparative form of the adverbs in parentheses + *than*.

- My new oven works a lot better than (good) my old oven. It heats up much \_\_\_\_\_ (quick) my old oven, but it also burns food \_\_\_\_\_ (often) my old one!
- Now that he's a manager, Gerry works a lot \_\_\_\_\_ (hard) he used to. He also travels \_\_\_\_\_ (frequent) he did before, and his trips last \_\_\_\_\_ (long) they used to.
- People are creating garbage \_\_\_\_\_ (rapid) they used to. They are throwing away their old things because they can buy new goods \_\_\_\_\_ (easy) before. In the past, people treated their belongings \_\_\_\_\_ (careful) they do now.

**6** Use the words in parentheses to complete each sentence. Use the comparative form of the adverb and the correct form of the verb.

- This computer works more efficiently than (work / efficiently) that computer.
- My new watch \_\_\_\_\_ (keep time / accurately) my old watch.
- My sister \_\_\_\_\_ (call / often) my brother.
- My phone \_\_\_\_\_ (ring / loudly) your phone.
- Tara \_\_\_\_\_ (shop / frequently) Lori.
- Brad \_\_\_\_\_ (type / quickly) Lynn.
- Kate \_\_\_\_\_ (sing / badly) Deb.
- Lila \_\_\_\_\_ (study / hard) Nora.

## 8.3 Completing Comparisons

1. You can use an object pronoun to complete a comparison. But in more formal speaking and writing, use a subject pronoun + an auxiliary verb.	Ed is six feet tall. Bob is taller than <u>him</u> . <small>Object Pronoun</small> Ed is six feet tall. Bob is taller than <u>he is</u> . <small>Subject Pronoun + Aux. Verb</small>
2. Use an auxiliary verb after <i>than</i> . Do not repeat the main verb.	✓ Ana runs faster <b>than</b> Pat <b>does</b> . ✗ Ana runs faster than Pat <u>runs</u> .
3. A possessive noun or possessive pronoun can be used after <i>than</i> .	My car was more expensive <b>than</b> Ellen's. My car was more expensive <b>than</b> hers.
4. If the comparison is clear, <i>than</i> and the second part of the comparison are not necessary.	Nowadays, smart phones are <b>cheaper</b> .
5. <b>Be careful!</b> Use <i>than</i> , not <i>then</i> , in a comparison.	✓ I work harder <b>than</b> I used to. ✗ I work harder <u>then</u> I used to.

**7** Circle the correct word(s) to complete each sentence.

- My computer is more efficient **than your** / than yours.
- The white coat is warmer **then** / **than** the gray one.
- Ellen buys nicer clothes **than I do** / **than I am**.
- Cars are expensive, but houses are **more expensive** / **more expensive than**.
- Does your new stereo play music more loudly than your old one **was** / **did**?
- Harry's motorcycle is newer than **my** / **mine**.
- Cho's package arrived more quickly **than Kelly's did** / **than Kelly's was**.
- Dave is 27 years old. His sister is older **than he is** / **than he does**.

**8** Complete each comparison using the information in parentheses. Do not repeat the same noun.

- Irina's car is bigger than mine (is) (my car).
- Tom takes better photos \_\_\_\_\_ (his father).
- Miguel's suit is more fashionable \_\_\_\_\_ (Chad's suit).
- You finished your shopping more quickly \_\_\_\_\_ (she).
- Jeff's kitchen is larger \_\_\_\_\_ (our kitchen).
- This printer prints more quickly \_\_\_\_\_ (your printer).
- My apartment is more comfortable \_\_\_\_\_ (their apartment).
- Alison studies harder \_\_\_\_\_ (her sister).

## PRACTICE

- 9 Use the words in parentheses to complete the conversation with comparative adjectives or adverbs. Add *than* where necessary. In some cases, more than one answer is possible.

**Matt:** My phone is working (1) worse than (badly) ever! And it's  
(2) \_\_\_\_\_ (old) all the other phones I see, too.  
I want a (3) \_\_\_\_\_ (modern) phone.

**Lara:** Take a look at my phone. It was (4) \_\_\_\_\_ (cheap) my  
last phone, and I'm much (5) \_\_\_\_\_ (happy) with it. When I'm  
traveling, I listen to music (6) \_\_\_\_\_ (often) I do when I'm at  
home, so I wanted a phone with a (7) \_\_\_\_\_ (big) memory card.

**Matt:** Wow, it's much (8) \_\_\_\_\_ (nice) mine! The screen is a lot  
(9) \_\_\_\_\_ (large), too. I want one like that!

**Lara:** Yeah, you need a big screen, because you watch videos on your phone  
(10) \_\_\_\_\_ (frequently) I do.

- 10 Look at the charts comparing three laptop computers. Then complete the sentences with the comparative form of the adjectives and adverbs in parentheses.

Product Details	T400	XJ7	A-50
Screen size	15 inches	17 inches	14 inches
Weight	5.5 pounds	6 pounds	6.5 pounds
Amount of time on the market	18 months	3 months	9 months
Cost	\$565	\$650	\$499

Customer Ratings	T400	XJ7	A-50
Starts quickly	★ ★ ★	★ ★	★ ★ ★ ★
Runs reliably	★ ★ ★ ★ ★	★ ★ ★ ★	★ ★ ★
Operates quietly	★ ★ ★ ★	★ ★ ★	★ ★ ★ ★ ★
Displays pictures well	★ ★ ★	★ ★ ★ ★ ★	★ ★ ★ ★

- (large / small) The screen of the T400 is larger than the A-50's, but it is smaller than the XJ7's.
- (light / heavy) The XJ7 is \_\_\_\_\_ the A-50, but it is \_\_\_\_\_ the T400.
- (new / old) The A-50 is \_\_\_\_\_ the T400, but it is \_\_\_\_\_ the XJ7.
- (cheap / expensive) The T400 is \_\_\_\_\_ the XJ7, but it is \_\_\_\_\_ the A-50.
- (quickly / slowly) The T400 starts \_\_\_\_\_ the XJ7, but \_\_\_\_\_ the A-50.

6. (reliably) The T400 runs \_\_\_\_\_ the XJ7 or the A-50.
7. (quietly) The A-50 operates \_\_\_\_\_ the T400 or the XJ7.
8. (well) The XJ7 displays pictures \_\_\_\_\_ the T400 or the A-50.



- 11 LISTEN** to six people deciding what to buy. Circle the choice each speaker makes. Then write the reason for each decision. Use comparative adjectives or adverbs.

	Speaker's Choice	Reason for Decision
Speaker 1	blue coat / <u>green coat</u>	<i>It is more comfortable.</i>
Speaker 2	sports car / family car	
Speaker 3	yellow roses / red roses	
Speaker 4	downtown / suburbs	
Speaker 5	brown boots / black boots	
Speaker 6	big TV / small TV	

## 12 APPLY.

- A** Imagine that you are going on vacation soon. Brainstorm a list of vacation ideas, for example, a camping vacation, a resort vacation, a safari, etc. Write your list of ideas in your notebook.
- B** Choose two of your vacation ideas from exercise **A** to compare. In your notebook, make a chart like the one below. Write notes about your vacation ideas in your chart.

A Camping Vacation	A Resort Vacation
<i>cheap</i> <i>sleep on the ground</i> <i>fun</i> <i>simple food</i> <i>close to nature</i>	<i>expensive</i> <i>comfortable bed</i> <i>relaxing</i> <i>good food</i> <i>gym, pool</i>

- C** In your notebook, write five sentences comparing your two vacation choices. Use the information from your chart from exercise **B** and comparative adjectives and adverbs.
- A camping vacation is cheaper than a resort vacation.*  
*Your sleep will be more comfortable at a resort.*  
*Camping is more fun than a resort.*
- D** Choose one of your vacation ideas from exercise **C**. In your notebook, write two or three sentences to explain why you prefer it.
- I want to go on a camping vacation. It's cheaper than a resort vacation, and it's closer to nature. . . .*
- E** Work with a partner. Share your ideas from exercise **C** and explain your decision from exercise **D**. Did your partner make a good choice? Why, or why not?

Charts  
8.1, 8.3–8.7

# 1 READ & WRITE.

- A** Read the information about the Greendex survey, and look at the chart. Then complete each sentence according to the information in the chart. Use the comparative or superlative form of the adjective or adverb in parentheses. For some sentences, more than one answer is possible.



The Greendex is a survey of 1000 consumers in several countries. It asks consumers how they spend their money. Each consumer receives a score. High scores indicate “green,” or environmentally friendly, attitudes. Low scores indicate environmentally unfriendly attitudes.

## Greendex: Rankings

	Overall	Housing	Transportation	Food	Goods
Americans	44.7	31.5	54.9	57.0	44.2
Brazilians	55.5	48.9	67.1	57.5	53.8
British	49.4	35.9	62.7	62.2	47.1
Canadians	47.9	35.1	57.8	60.9	45.7
Chinese	57.8	48.2	69.0	63.7	56.8
Germans	51.5	40.3	61.9	61.9	47.1
Indians	58.9	51.4	67.3	71.1	57.3
Japanese	48.5	35.3	65.9	54.7	52.7
Mexicans	53.9	48.0	62.2	53.6	54.5
Russians	53.1	44.1	66.4	60.4	47.9

### Transportation

- The Chinese make the greenest (green) choices.
- Americans are \_\_\_\_\_ (green) consumers.
- British consumers make \_\_\_\_\_ (green) choices than Canadian consumers.
- Mexican consumers are \_\_\_\_\_ (green) Japanese consumers.

### Food

- The British are \_\_\_\_\_ (concerned) the Chinese.
- Indians are \_\_\_\_\_ (concerned) consumers.
- Russians are \_\_\_\_\_ (concerned) Brazilians.
- Americans are \_\_\_\_\_ (concerned) Canadians.

## Review the Grammar UNIT 8

### Goods

9. Canadians don't buy goods \_\_\_\_\_ (responsibly) Mexicans do.
10. Indians buy goods \_\_\_\_\_ (responsibly).
11. Germans buy goods \_\_\_\_\_ (responsibly) Brazilians.
12. Americans buy goods \_\_\_\_\_ (responsibly).

- B** In your notebook, write four or five sentences based on the housing data from the Greendex chart in exercise **A** on page 227. Use comparative and superlative adjectives and adverbs. Use the sentences from exercise **A** to help you.

*Mexicans make greener housing choices than Canadians.*

*Indian consumers are more concerned about green housing than German consumers are.*

Charts  
8.1–8.7

- 2 EDIT.** Read the article about the results of the Greendex survey. Find and correct eight more errors with comparatives and superlatives.

### The Greendex Survey: Some Overall Conclusions

- According to a recent Greendex survey, people in India were the ~~most green~~ <sup>greenest</sup> consumers in the world. They scored lower in transportation than the Chinese were, but they scored the highest than the Chinese in three other categories.
- Mexicans were more concerned about green transportation as green food or goods. For them, the low score of all was in the housing category.
- Germans scored highly in the transportation category than they did in the food category. However, they were least concerned about housing than goods.
- The Japanese were one of the least concerned nationality overall. They had one of the most bad scores in the housing category.
- Americans had the lowest overall score of all the nationalities in the survey. Food was the only category in which Americans did not score lower then the other nationalities.

### 3 LISTEN & SPEAK.



- A** Listen to a professor discussing the Greendex survey with her students. Then complete the students' opinions about the survey.

**Martin:**

1. Most people think that their country is \_\_\_\_\_ the results show.
2. Many people think they buy goods \_\_\_\_\_ they really do.
3. We like to think we're trying \_\_\_\_\_ we can to be green.

**Karin:**

4. Life in the United States is much \_\_\_\_\_ without a car.
5. Cars that use less gas are becoming \_\_\_\_\_ in the United States.
6. Attitudes about the environment aren't changing \_\_\_\_\_ people think.

**Andrew:**

7. Most people want to make life \_\_\_\_\_ for themselves and their families.
8. Everyone wants an \_\_\_\_\_ life.



- B** Look at the sentences from exercise **A**. Then listen again. Do you agree or disagree with the students' ideas and opinions? Why, or why not? Write notes on your own ideas and opinions in your notebook.

- C** Work with a partner. Share your ideas and opinions from exercise **B**. Use comparatives and superlatives.

*I agree with Martin's opinion about goods. People don't shop as carefully as they think they do.*

### 4 WRITE & SPEAK.

- A** Look at the items in the box. Then rank the items from 1 to 8, with (1 = the least important and 8 = the most important).

- |                           |                               |                       |
|---------------------------|-------------------------------|-----------------------|
| _____ a. a big car        | _____ d. a smart phone        | _____ g. plastic bags |
| _____ b. stylish clothing | _____ e. meals in restaurants | _____ h. a gold watch |
| _____ c. a computer       | _____ f. a TV                 |                       |

- B** In your notebook, write six sentences about the items from exercise **A**. Use comparatives and superlatives and your own ideas and opinions.

*I think a computer is less important than a smart phone.*

- C** Work with a partner. Share your rankings from exercise **A** and your opinions from exercise **B**.

1 READ & NOTICE THE GRAMMAR.

A Before you buy something, do you compare it with similar products? Discuss your shopping habits with a partner. Then read the text.

The Best Sleeping Bag

I needed to buy a new sleeping bag for a winter camping trip. So, I went to a camping store and compared three different brands<sup>1</sup> of sleeping bags: Ultra Comfort, Snowy Down, and Northern Trek. I wanted to look at each sleeping bag very carefully. For winter camping, the Snowy Down had the highest rating. But in some ways, the other two sleeping bags were better. Of the three sleeping bags, the Snowy Down was the warmest, but it was also the most expensive. The Northern Trek cost less than the Snowy Down, but it was just as expensive as the Ultra Comfort. The Ultra Comfort was warmer than the Northern Trek. Finally, the Ultra Comfort was lighter than the other sleeping bags, so it was easier to carry.

I decided not to get the Northern Trek for camping outside. It wasn't as warm as the other sleeping bags. But we were having a mild winter, so I didn't need the warmest kind of sleeping bag. So I looked more closely at the lightest sleeping bag, the Ultra Comfort. That's the one I chose.



<sup>1</sup> brand: the commercial name for a product

GRAMMAR FOCUS

In exercise A, the writer uses comparatives and superlatives to discuss three sleeping bags.

The Ultra Comfort was **warmer than** the Northern Trek.

... it was just **as expensive as** the Ultra Comfort.

Of the three sleeping bags, the Snowy Down was **the warmest** and **most expensive**.

B Read the text in exercise A again. Underline the comparatives and circle the superlatives. Then work with a partner and compare your answers.

C Work with a partner. Complete the chart with information from the text in exercise A.

Product Details	Ultra Comfort	Snowy Down	Northern Trek
Cost	as expensive as the Northern Trek		
Warmth		the warmest	
Weight			

## Write a Product Review

- 2 BEFORE YOU WRITE.** Think of a product that you plan to buy. Compare three different brands of this product. Complete the chart with information about each brand. Use the chart from exercise **1C** as a model.

Product Details	Product #1	Product #2	Product #3
Cost			

- 3 WRITE** a review comparing the three different brands of the product you chose. Write two paragraphs. Use the information from your chart in exercise **2** and the article in exercise **1A** to help you.

### WRITING FOCUS Correcting Run-on Sentences

A run-on sentence is an error that happens when two independent clauses are connected without a connecting word or correct punctuation.

✗ *I enjoyed my winter camping trip next year, I'll invite a few friends to join me.*

To correct a run-on sentence, you can divide the run-on sentence into separate sentences.

✓ *I enjoyed my winter camping trip. Next year, I'll invite a few friends to join me.*

You can also use a comma and a conjunction (*and*, *but*, *or*) between the two independent clauses.

✓ *I enjoyed my winter camping trip, but next year I'll invite a few friends to join me.*

- 4 SELF ASSESS.** Read your review and underline the comparatives and superlatives. Then use the checklist to assess your work.

- ☐ I used comparative adjectives and adverbs correctly. [8.1, 8.2, 8.3]
- ☐ I used comparisons with *less* and (*not*) *as . . . as* correctly. [8.4, 8.5]
- ☐ I used superlative adjectives and adverbs correctly. [8.6, 8.7]
- ☐ I checked for and corrected run-on sentences. [WRITING FOCUS]