



Comparing brands

Lesson code: T9ID-X1C8-NQX9

PRE-INTERMEDIATE

1 Warm up

What do you think is the best brand for consumer electronics? Why?

2 Listening

You are going to listen to a market survey interview with a consumer. Listen and answer the questions below.



1. What is the consumer's favourite brand for laptops, smartphones and other consumer electronics?
.....
2. Which brand does she think is the most expensive?
.....
3. Does she have a least favourite brand? Why/why not?
.....
4. Which brand does she think is the most suitable for older people? Why?
.....
5. Which brand does she think is the most popular with younger people?
.....
6. What do her friends think of Samsung products?
.....
7. Which company makes better laptops in her opinion?
.....



3 Complete the dialogue

Listen again and complete the dialogue.

Interviewer: Good afternoon, do you mind answering a few questions?

Kate: How long will it take?

Interviewer: Just a couple of minutes.

Kate: Well, I guess I can answer a few questions. Sure. Why not? Go ahead.

Interviewer: OK. I'd like to know your opinion. What is _____¹ brand for laptops, smartphones and other consumer electronics?

Kate: I'd say that Apple is the best brand. I always buy their products and I'm quite satisfied.

Interviewer: Which brand is _____² ?

Kate: Well, Apple is also the most expensive brand. I guess that's why they are the best in my opinion.

Interviewer: And which brand do you think is _____³ ?

Kate: Oh...To be honest, I don't really know. I haven't tried too many brands.

Interviewer: Thank you. Which is _____⁴ brand for older people?

Kate: Well, I'm still quite young, but I think that Apple products are generally _____ to use than other products, so they would probably be the most suitable for older people.

Interviewer: So, which brand do you think is _____⁶ with younger people?

Kate: Apple again? or maybe Samsung?

Interviewer: Have you tried using any Samsung products?

Kate: No, I haven't. But my friends have Samsung smartphones and they are generally quite happy with them. But I think that Apple make _____⁷ and _____ laptops. I've never had any problems.

Interviewer: Thank you very much for your time.

4 Comparative and superlative adjectives

Look at these two sentences from the dialogue:

Which brand is the most expensive?

I think that Apple make better and more reliable laptops.

'Better' and 'more reliable' are the comparative forms of the adjectives 'good' and 'reliable'. 'Most expensive' is the superlative form of 'expensive'. How do we form the comparative and superlative forms of adjectives? Study the table on the next page.



	Comparative form	Superlative form
words with one syllable	Add -er (or -r) cheap --> cheaper nice --> nicer	Add -est (or -st) cheap --> cheapest nice --> nicest
two-syllable words ending in -y	-y --> -ier early --> earlier lucky --> luckier _____ --> _____	-y --> -iest early --> earliest lucky --> luckiest
two or more syllables	Use more ... expensive --> more expensive boring --> more boring _____ --> _____	Use most ... expensive --> most expensive boring --> most boring _____ --> _____ _____ --> _____
irregular forms	good --> better bad --> worse far --> further	good --> _____ bad --> _____ far --> furthest

Important points

1) After comparatives, use **than**:

The bus is cheaper **than** the train.

2) Before comparative forms, you can use **much / a lot / a bit / a little / slightly**:

Plane tickets are **much** more expensive than train tickets.

The United States is **a lot** bigger than Mexico.

3) We usually use **the** before superlative forms:

The plane is **the fastest** option. He is one of **the most interesting** people I know.

Find examples of comparative and superlative adjectives in the dialogue and add them to the table.



5 Practice 1

Complete each sentence using a comparative form with 'much', 'a lot', 'slightly', 'a little' or 'a bit'. More than one answer is possible.



	Smart car	SUV
Price	\$16,000	\$17,000
Maximum speed	80 km/h	200 km/h

- The SUV is much faster than the Smart car. (fast)
- The Smart car is _____ than the SUV. (slow)
- The SUV is _____ than the Smart car. (expensive)
- The SUV is _____ than the Smart car. (big)
- The Smart car is _____ than the SUV. (cheap)
- The Smart car is _____ than the SUV. (small)

6 Practice 2

Complete each sentence with a comparative or superlative form of the verb in brackets.

- The manager's office is smaller than the conference room. (small)
- This is the worst smartphone I've ever had. (bad)
- Speaking is much _____ than writing. (easy)
- Chinese is much _____ than English. (difficult)
- Their office is a lot _____ than I thought. (far)
- This is one of _____ dishes I've ever eaten! (delicious)
- Joe is _____ employee in his company. (young) Everybody else is much _____ than him. (old)
- Microsoft is one of _____ companies in the world. (big)
- The meeting this morning was much _____ than 30 minutes. (long)
- The new marketing manager is a lot _____ than the previous one. (creative)
- This is _____ month of the year, so you can wear a T-shirt at work. (hot)



7 Role play

Work in pairs. Choose a product category from the list below and think of some questions to ask your partner about brands. Then have a dialogue like in Ex3.

1. clothes
2. cars
3. cleaning products
4. watches
5. coffee shops
6. fast food
7. your industry



2 Listening

Go through the questions and play the dialogue as many times as needed. Students can work individually and check in pairs. Go through the answers.

1. Apple
2. Apple
3. No. She hasn't tried many brands.
4. Apple - Their products are easier to use.
5. Apple or Samsung
6. They are happy with them.
7. Apple

3 Complete the dialogue

Be prepared to explain that companies can be considered plural ('Apple make ...') or singular ('Apple makes ...').

- | | | |
|----------------------|-----------------------|---------------------|
| 1. the best | 2. the most expensive | 3. the worst |
| 4. the most suitable | 5. easier | 6. the most popular |
| 7. better | 8. more reliable | |

4 Comparative and superlative adjectives

Review the comparative and superlative forms. Students read the dialogue again to find more examples. Answers:

- easy - easier (change -y --> -ier)
 reliable --> more reliable (more + two or more syllables)
 suitable --> most suitable (more + two or more syllables)
 popular --> most popular (more + two or more syllables)
 good --> best (irregular)
 bad --> worst (irregular)

5 Practice 1

2. much/a lot slower
3. slightly/a bit more expensive
4. much/a lot bigger
5. slightly/a bit cheaper
6. much/a lot smaller

6 Practice 2

- | | | | |
|------------------------|-------------------|--------------------|-----------------------|
| 3. easier | 4. more difficult | 5. further/farther | 6. the most delicious |
| 7. the youngest; older | 8. the biggest | 9. longer | 10. more creative |
| 11. the hottest | | | |

7 Role play

Demonstrate with a strong student. You can set your own limits, e.g. 5 questions and add any other relevant categories to the list. Partners reverse roles and pick another category.

