

Make a decision about which of the two watches you would buy
What was the characteristic that made you take that decision?

Skill: Identify author's purpose

Task

1 Look at the advertisement for Swiss Army watch in each of the sentences that follow decide whether the information is presented in an objective or slanted way. Write O or S in front of each sentence.

- a Introducing the unique engineering of the Swiss Army Brand Delta Watch.
- b Its innovative pivotal case is designed to flex with you.
- c The domed cristal echoes the unique construction of the case.
- d And the Swiss quartz movement provides precision accuracy.
- e Just as you'd expect of a watch that comes from the people who bring you the Original Swiss Army knife.

2 Same as above with the ad for Jaeger-LeCoultre Reverso.

- a In 1931 Jaeger-LeCoultre announced a wrist-watch designed be equally at home on the sports field or in the drawing room.
- b The reverso's case consisting of 37 parts, can be reversed which protects the glass and dial from damage.
- c the metal bracelet, with its flowlessly machined links, fits snugly to your wrist and perfectly complements the Art Déco inspired lines of the case itself.
- d A classic example of simple, understated styling that has withstood change in fashion for over 60 years

3 Does the Swiss Army Watch advertisement appeal mainly to the reader's

- | | | | |
|--------------|--------------------------|---------------------------------------|--------------------------|
| emotions | <input type="checkbox"/> | admiration for accuracy and functions | <input type="checkbox"/> |
| intelligence | <input type="checkbox"/> | admiration for technology | <input type="checkbox"/> |
| | | admiration for elegance and status | <input type="checkbox"/> |

4 Does the Jaeger-LeCoultre advertisement appeal mainly to the reader's

- | | | | |
|--------------|--------------------------|---------------------------------------|--------------------------|
| emotions | <input type="checkbox"/> | admiration for accuracy and functions | <input type="checkbox"/> |
| intelligence | <input type="checkbox"/> | admiration for technology | <input type="checkbox"/> |
| | | admiration for elegance and status | <input type="checkbox"/> |

5 Write down what part from the text influenced your decision on question 3.

6 Write down what part from the text influenced your decision on question 4

Clearing it up

Task 1

Look at these examples. Then answer the questions below.

Tom used to go to Los Angeles. He always stayed there for a couple of months every year.

Lena went to Europe. She stayed there for three weeks last summer.

- 1 What does the verb form "used to go" the first sentence tell us?
 - a that something happened often in the past, but doesn't happen now
 - b that something happened once in the past.
- 2 What does the verb form "went" in the second example tell us?
 - a that something happened often in the past, but doesn't happen now?
 - b that something happened at one time in the past.
- 3 We can change the verb "stayed" in one sentence to "used to stay." Which one?
 - a He stayed there for a couple of weeks every summer
 - b He stayed there for a couple of weeks one summer
- 4 What form of the verb "live" do we need to use after "used to" in this sentence? Louis used to _____ French.
 - a studied
 - b studies
 - c study

Task 2

Read the following sentences. Rewrite the ones you can., using "used to"

- 1 Until he was fifteen my father lived in Montemorelos.
- 2 After that he moved to Monterrey.
- 3 His life changed a lot when he moved.
- 4 In the country he always climbed trees.
- 5 And he played with his cousins everyday.
- 6 In the city he made lots of new friends.

