



# BBC WORLD SERVICE LEARNING ENGLISH

[Online Shopping](#)



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## Online Shopping 网上购物

### An Increasing Trend 日益流行的趋势

Read the text below and do the activity that follows.

阅读下面的短文，然后完成练习：

With only two weeks to go before Christmas, buying presents is a high priority for a lot of people. However, this year not so many people are leaving their homes to browse around the shops. These days lots of people can do their shopping in the comfort of their own home with the help of the internet.

Online shopping is becoming more and more popular for a number of reasons; prices are often lower online, you don't have to queue up in busy shops and you can buy almost any product imaginable with just a few clicks of your mouse.

Computer trends are often male-dominated but this year women are expected to do more shopping on the internet than men. It seems women are now more attracted to the convenience of online shopping than they used to be.

Average spending online this Christmas by women will rise to £240 (3360 Yuan) compared to the slightly lower average of £233 for men, while the average spend per person on the high street is only £197. 70% of internet users, male and female, are now buying their Christmas gifts online.

In the past a lot of people were reluctant to shop online. Many were worried about the security of entering their card details on the internet and the reliability of the internet but as shopping online has become more widespread, these worries have begun to disappear. 45% of internet users still do have security worries but it hasn't slowed down the ever-increasing numbers of online shoppers.

One victim of the online shopping boom is the UK high street. Christmas trading can represent up to 60% of turnover for some stores. Many companies are concerned that not enough shoppers are coming through their doors in the run-up to Christmas. As a result there are lots of special offers in the shops.

Most shops traditionally have sales after Christmas but this year the bargains have come early in an attempt to lure consumers to spend. Bad news for the high street has become good news for the bank balances of UK shoppers this Christmas!

## Glossary 词汇表

<b>to browse around</b> – 浏览	<b>in the comfort of their own home</b> – 在家里舒舒服服的(...)
<b>to queue up</b> – 排队	<b>any product imaginable</b> – 可以想象到的产品
<b>a few clicks of your mouse</b> – 点击你的鼠标	<b>male-dominated</b> – 由男性主宰的
<b>the high street</b> – 主要商业街	<b>reluctant</b> – 勉强的
<b>entering their card details</b> – 填写银行卡资料	<b>reliability</b> - 可靠性
<b>widespread</b> – 流行广泛的	<b>internet users</b> – 上网者
<b>ever-increasing</b> – 不断增长的	<b>victim</b> – 牺牲品
<b>boom</b> – 繁荣	<b>trading</b> – 交易
<b>turnover</b> – 营业额	<b>the run-up</b> – 即将到来之际
<b>special offers</b> – 特价	<b>to lure</b> – 诱惑

### 1. Reading Quiz 阅读测验

**Are these sentences true or false? Circle the correct answer.**

以下句子哪句是真?哪句是假? 请圈出正确答案。

1. For a lot of people just before Christmas, buying presents is very important.  
True / False
2. There is a wide variety of products available to buy on the internet.  
True / False
3. Men are spending more online this Christmas than women. True / False
4. The more popular internet shopping becomes, the more people worry about the security of shopping online. True / False
5. There are lots of bargains in UK shops in the run up to Christmas to encourage people to spend more money. True / False

## 2. More/Less/Fewer 数量比较级

Look at the table below with write the correct figures on the right according to the information in this week's article Online Shopping.  
从上文中找出下列答案.

Average amount spent online by women this Christmas	£
Average amount spent online by men this Christmas	£
Average amount spent per person on the high street this Christmas	£
Internet users buying Christmas gifts online	%
Internet users worried about online security	%
Turnover from Christmas trading for some stores	%

When we are comparing things we often use the words 'more', 'less' or 'fewer'. For example, *There are more cars in Beijing than in Tangshan.* The opposite of 'more' is 'less' or 'fewer'. We use 'fewer' with countable nouns like chairs or dogs. 'Less' is used with uncountable nouns like water or rice. For example: *You use less water taking a bath than a shower. There are fewer people in the UK than in China.*

做比较数量时我们常用到'more', 'less' 或 'fewer'之类的词语. 比如说, 英语比中文难. 'more'的反义词是'less'或 'fewer'. 'fewer'用于可数名词(比如桌子,狗), 'less'则用于不可数名词比如象水或米.

Now complete the sentences using the information from the table above choosing the correct option.

根据上列填出的数据表格完成下列句子.

1. Women are spending more / less money online than men.
2. People are spending more / less money on the high street than online.
3. More / fewer people are buying gifts online than in the shops.
4. The number of internet users worried about online security is more / fewer than the number of internet users shopping online for Christmas gifts.
5. Christmas trading can represent more / less profit than any other time of the year.

### 3. Vocabulary 词汇

Match the definitions of useful internet shopping vocabulary with the words themselves.

下列词语都同网上购物有关，请找出有对应关系的定义，配对。

- |  |                    |
|--|--------------------|
| 1. place where you store the items you want to buy                     | a. keywords        |
| 2. look for  | b. shopping basket |
| 3. where you pay for what you have chosen                              | c. update          |
| 4. words that you type to search for an item                           | d. secure          |
| 5. safe, other people will not be able to see the information you type | e. to search       |
| 6. add the most recent information                                     | f. checkout        |

Now complete the passage below putting the correct words from the right hand column above in the correct spaces.

请从上方右列词语中选用适当的词语完成下列短文。

The first thing you do when buying something online is 1\_\_\_\_\_ for the items that you want to buy on the website. You can usually do this by typing in one or two 2\_\_\_\_\_ to help you find what you need. When you have chosen something to buy, it goes in your 3\_\_\_\_\_ \_\_\_\_\_ until you are ready to pay. Every time you choose something new to buy you have to 4\_\_\_\_\_ the shopping basket to make sure that all the items you want are there. When you are ready to pay for your items you click the button on the screen which says 5 "\_\_\_\_\_". But you must make sure the website is 6\_\_\_\_\_ so that no-one can steal your personal information like credit card number, name or address.

#### 4. Wordsearch 单词搜索

Try to find the words associated with internet shopping in the puzzle below.

There are ten words to find. Words can be written horizontally (g), vertically (i) or diagonally (m)

请在下面的字谜游戏中，找出与网上购物有关的英语单词来。

共有10个单词，其组成方式可能以水平的 (g) 垂直的 (i) 或对角的 (m) 形式出现。

f	z	c	l	i	c	b	r	o	w	s	e
h	o	c	h	i	g	h	s	t	r	e	p
i	n	u	s	e	s	w	e	e	i	a	s
g	l	r	o	w	c	l	u	s	e	r	s
h	i	e	m	i	j	k	s	e	r	c	h
s	n	r	m	o	u	s	o	a	e	h	t
t	e	s	e	c	u	m	e	u	e	k	f
r	t	c	p	b	a	s	k	e	t	o	u
e	w	l	u	v	c	h	e	c	y	o	y
e	h	i	g	r	s	t	r	e	u	s	e
t	s	c	e	i	e	b	a	s	k	i	n
c	g	k	o	n	l	i	k	e	m	o	o

basket	browse	online	checkout	secure
search	high street	users	mouse	click

# Answers 答案

## 1. Reading Quiz 阅读测验

Are these sentences true or false? Circle the correct answer.

1. For a lot of people just before Christmas, buying presents is very important. **True**
2. There is a wide variety of products available to buy on the internet. **True**
3. Men are spending more online than women. **False**
4. The more popular internet shopping becomes, the more people are worrying about the security of shopping online. **False**
5. There are lots of bargains in UK shops in the run up to Christmas to encourage people to spend more money. **True**

## 3. Vocabulary 词汇

Match the definitions of useful internet shopping vocabulary with the words themselves.

1. b   2. e   3. f   4. a   5. d   6. c

Now complete the passage below putting the correct words from the right hand column above in the correct spaces.

The first thing you do when buying something online is 1 **search** for the items that you want to buy on the website. You can usually do this by typing in one or two 2 **keywords** to help you find what you need. When you have chosen something to buy, it goes in your 3 **shopping basket** until you are ready to pay. Every time you choose something new to buy you have to 4 **update** the shopping basket to make sure all the items you want to buy are there. When you are ready to pay for your items you click the button on the screen which says 5 **“checkout”**. But you must make sure the website is 6 **secure** so that no one can steal your personal information like credit card number, name or address.

## 2. More/Less/Fewer 数量比较级

Average amount spent online by women this Christmas	£ 240
Average amount spent online by men this Christmas	£ 233
Average amount spent per person on the high street this Christmas	£ 197
Percentage of internet users buying Christmas gifts online	70 %
Percentage of internet users worried about online security	45 %
Percentage of store turnover from Christmas trading for some stores	60 %

1. Women are spending **more** money online than men.
2. People are spending **less** money on the high street than online.
3. **More** people are buying gifts online than in the shops.
4. The number of internet users worried about online security is **fewer** than the number of internet users shopping online for Christmas gifts.
5. Christmas trading can represent **more** profit than any other time of the year.

## 4. Wordsearch 单词搜索

		c				b	r	o	w	s	e
h	o		h								e
i	n			e							a
g	l				c		u	s	e	r	s
h	i		m			k					c
s	n			o			o				h
t	e				u			u			
r		c			b	a	s	k	e	t	
e		l	u				e				
e		i		r							
t		c			e						
		k									