

THE CLASSIFIEDS


A. Reading

Scanning

What do we do after we skim through a text? Usually, we will be interested in certain specific details. So, we look for details. We look at numbers, names, addresses, amounts, etc. This kind of reading activity is called *scanning*. Scanning is reading a text, also very fast, to find important spots in the reading. It is like what the computer does when it *scans* a virus. The computer will scan through the data or program files to see if there is a virus.

Read the texts below, and then, match the information on the left column with its item in the right column. Be sure that you do the task as quickly as you can. On a task like this, usually you are given a limited time.

Text 1

<p>Kmart ☞ ---cutting the cost of living---</p>		<p>SONY large LED display save Rp 20.000 for you only</p>	<p>Rinse-so-Clean pack of 1 kg Rp 15.450 pack of 2 kg Rp 29.950 pack of 4 kg Rp 58.950</p>														
<p>Bata Steel shoes Rp 35.450</p>	<table border="1"> <tr><td>Dinner set</td><td>Rp 6.950</td></tr> <tr><td>Bullet-shape cup</td><td>Rp 2.450</td></tr> <tr><td>Coffee mixer</td><td>Rp 9.950</td></tr> <tr><td>Cookware set</td><td>Rp 5.950</td></tr> <tr><td>Frypan # 2</td><td>Rp 3.950</td></tr> <tr><td># 4</td><td>Rp 4.950</td></tr> <tr><td># 6</td><td>Rp 5.950</td></tr> </table>	Dinner set	Rp 6.950	Bullet-shape cup	Rp 2.450	Coffee mixer	Rp 9.950	Cookware set	Rp 5.950	Frypan # 2	Rp 3.950	# 4	Rp 4.950	# 6	Rp 5.950	<p>Rp 144.950</p> <hr/> <p>T E A C</p> <p>large CD radio cassette Rp 4.950 ea.</p> <p>Bass boot PCD780</p>	<p>Sundance Shampoo or Conditioner</p>
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<p>Bata Men's leather Rp 65.950</p>	<p>tustel digital camera</p> <ul style="list-style-type: none"> • 2 mega pixels • 16 mb internal memory • 3 x optical zoom • compatible with major camera products <p>Your choice for only</p>	<p>Rp 159.950</p> <hr/> <p>AUDIOSONIC</p> <p>Audiosonic micro hi-fi</p> <ul style="list-style-type: none"> • analogue tuning • digital read-out <p>Save: Rp 149.950</p> <p>Sale ends this week.</p> <hr/> <p>PANASONIC</p>	<p>Your choice of work table and chair</p> <p></p> <p>hot price</p> <p>only Rp 159.950</p>														
<p>Queen-size towels Rp 19.950 ea. or 2 for Rp 37.750</p>	<p>Rp 295.950</p> <p>save save save save save</p>	<p>DVD home theatre sys-</p>															

1. What product is described the most completely?
2. How much will we save if we buy two towels?
3. Which offer has a time limitation?
4. What does Kmart use to emphasize price
5. What special thing can you say about prices?
6. Where can you find **ea**? What can it mean?
7. What kitchenware article is the most expensive? Why?
8. Two different articles have the same price. What are they?

reduction?

Text 2



International Students Association

Southeast Campus
Student Union Building C Room 201a

March 09, 2003

Dear members,

We are offering you a shopping trip to the "Direct Factory Outlets" in town situated at High Street 375 where you will be able to find a bargain or two. This trip will take place on Friday, 23rd, 2003.

In these shops, discounts will be given up to 80% on most clothes, footwear, sleepwear, home appliances, handbags/luggage, sporting goods, and gardenware. Food facilities will be varied from European to Oriental menus.

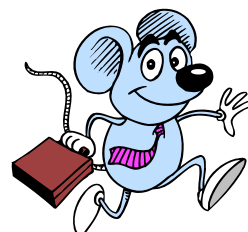
We will depart from Student Union Car Park at 10.15 a.m. and will be back at 2.30 p.m., in time for parents to collect children from their schools. Be sure to wear warm clothes, as it can be quite chilly with the weather around 17° centigrade. Bus seats are limited and will be reserved on first-come-first-served bases. Please, call Anita at 624 2359 or Mohammed at 645 8943.

We will be looking forward to having a good time with you.

Agus Santosa
Coordinator of Members Welfare

Match the information in the left column with its description or relation in the right column.

- | | |
|------------------------------------|-----------------------------------|
| 1. Students Union office | a. High Street 375, City |
| 2. date of the letter | b. Anita or Mohammed |
| 3. salutation | c. 4 hours and 15 minutes |
| 4. location of the activity | d. Building C Room 201a |
| 5. date of the activity | e. Dear members |
| 6. length of the activity | f. first-come-first-served |
| 7. reason for wearing warm clothes | g. Coordinator of Members Welfare |
| 8. reservation | h. March 09, 2003 |
| 9. sender of the letter | i. March 23, 2003 |
| 10. reservation procedure | j. 17° centigrade |



Text 3

Things go better with *Coca-Cola*

Coca-Cola is enjoyed all over the world. 1.6 billion gallons are sold every year, in over one hundred and sixty countries. The drink was invented by Dr John Pemberton in Atlanta as a health drink on 8 May 1886, but it was given the name Coca-cola by his partner, Frank Robinson, because it was originally made from the coca plant,. In the first year, only nine drinks a day were sold.



The business was bought by a man called Asa Candler in 1888, and the first factory was opened in Dallas, Texas, in 1895, but the recipe is still kept secret!

Diet coke has been made since 1982, and over the years many clever advertisements have been used to sell the product. It is certain that Coca-Cola will be drunk far into the twenty-first century.

(Taken from: *New Headway English Course Student's Book (pre-intermediate)*)

Exercise

Now read the passage carefully, looking up anything you do not understand, and answer the following questions.

1. What is the origin of the name "Coca Cola"?
2. Who gave the name "Coca Cola"?
3. Did "Coca Cola" sold out in the first year?
4. What's the role of the advertisement here?
5. What is "Coca"?

B. Vocabulary

Prefixes and Suffixes

In the above text you can find the following words:

<i>elderly</i>	<i>disadvantage</i>
<i>daily</i>	<i>dissatisfied</i>
<i>quickly</i>	<i>concentrate</i>
<i>carefully</i>	<i>concentration</i>
<i>advantage</i>	

Notice that *elderly*, *daily*, *quickly*, and *carefully* have the same suffix (-ly), *advantage* and *disadvantage* have the same base (*advantage*), *disadvantage* and *dissatisfied* have the same prefix (dis-), and *concentrate* and *concentration* have the same base (*concentrate*). Prefixes and suffixes play an important role in the word formation. We can change the part of speech of a word into another different part of speech by adding a prefix or suffix to the base. Without changing its part of speech, we can also change the meaning of a word by adding a prefix or suffix.

The suffix -ly in *elderly* and *daily* changes nouns (*elder*, *day*) into adjectives. The suffix -ly in *quickly* and *carefully* changes adjectives (*quick*, *careful*) into adverbs. The prefix dis- in *disadvantage* changes the meaning of *advantage* into its antonym. Both *advantage* and *disadvantage* are nouns; the prefix does not change the part of speech. The prefix dis- in *dissatisfied* also changes the meaning of *satisfied* into its antonym. Both *satisfied* and *dissatisfied* are adjectives. The suffix -ion in *concentration* change a verb (*concentrate*) into a noun. What about *powerful* and *pleasant* in the text above? We can

identify the suffix *-ful*, which changes a noun (*power*) into an adjective, and the suffix *-ant*, which changes a verb (*please*) into an adjective. There are still many other prefixes and suffixes and you can consult a good dictionary if you want to know more.

Exercise

Now, complete the following sentences with the **noun** or **adjective** that is related to each underlined word.

1. Students study to become managers.
2. A native of English speaks English as a native language.
3. To become a better reader, you have to practice reading; reading is a skill.
4. Do your instructors assign a lot of homework? Do they give many reading ?
5. Educators try to improve the quality of in schools.
6. Can smoking harm people? Is it a or a habit?
7. Vegetarians are not usually people. They do not like to compete.
8. are experts in nutrition (the study of diet and food).
9. How can the weather have power over people? Weather can have a effect on people's feelings. People are often against the forces of nature (such as earthquakes, storms, floods).
10. I often forget things, and I am very and I am often worried at my

C. Grammar

Sentence Pattern: SVO₁O₂

This sentence pattern consists of a subject, a verb, a direct object, and an indirect object. The same with SVO, the verb in this pattern cannot be a verb from the SV pattern or SVC pattern. So, the verb may not be an intransitive verb and it may not be a form of *be*. In addition, the verbs are those that can be followed by two objects.

The students ask the teacher many questions.

S V O₁ O₂

The patient in the next room told us the story of her life.

S V O₁ O₂

All the participants of the conference gave the chairman useful suggestions.

S V O₁ O₂

The sun gives us heat and light.

S V O₁ O₂

And just like before, this pattern can also take an adverb. Please, make examples of sentences using this pattern: S V O₁ O₂ Adv.

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Exercise 1

The following sentences are of the SVO₁O₂ pattern. Identify these parts.

1. The company sends the customers the goods everyday.
2. We asked the manager many questions about the after-sale services.
3. The waiter brought the customers three glasses of ginger ale.
4. People in the street told the policeman everything they saw about the accident.
5. Before going to work, the mother leaves the children their lunch.
6. The worker pays the employees a lot of money.
7. They sell us good merchandise.
8. I have given the chickens a lot of corn to feed.
9. The doctor wrote me a prescription of antibiotics.
10. We lent the young crafters five hundred thousand rupiahs to start their business.

Exercise 2

The following sentences have various patterns: SV, SVC, SVO, and SVOO. Identify the parts of each of the sentences.

1. One of the prisoners escaped last night.
2. Our company is a producer of dynamos for various machines.
3. The intimidating formula needs some further explanation.
4. My father bought me this new CPU set for my birthday.
5. The students got very tired after finishing their sport exercises.
6. Customers will receive the products within the next three weeks.
7. Small manufacturers cannot survive because larger companies cannot obtain credit overseas.
8. We will be responsible for the delivery of your purchase.
9. The manager explains that the export policy will increase our revenue.
10. The school provides everybody some food and drink for lunch.

