

TWGHs Mrs Wu York Yu Memorial College

Elect Unit 3: Pack your bags

&

Exploring Geography: Using urban space wisely




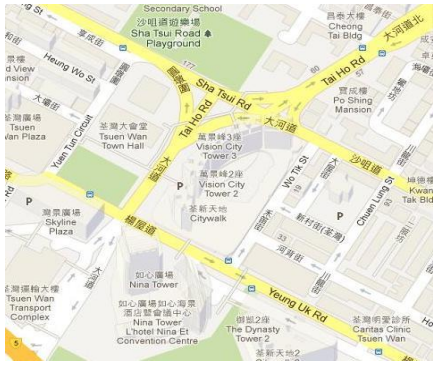
I. Writing

Situation

Your cousin, Chris, has just won one million Hong Kong dollars after taking part in the “One Minute Challenge to Win”. S/he would like to run a high order snack shop and is now considering the shop location. Finally, s/he comes up with two choices (please refer to the information given below). S/he would like to ask you for advice. Write an email of advice to Chris in no less than 200 words.

Generic skill focus

Fill in the table below.

Shopping Mall	Shek Yam Shopping Centre	Citywalk
District	K_____ C_____	T_____ W_____
Types of households	P_____ h_____ e_____	P_____ h_____
Transportation	bus and minibus	_____, bus and minibus
Parking	✓	✓
Area (sq. ft.)	300	300
Floor	G/F	G/F
Rental (\$/ sq. ft./month)	120	300
		
		

Fill in the comparison table below.

Comparison Table

Factors to consider \ Choices	Shek Yam Shopping Centre	Citywalk
Rent	_____	_____
Accessibility	_____	
	Eg. Bus and minibus	Eg. MTR, bus and minibus
Target customers	Public housing estates ↓ Working class ↓ Low income	_____ ↓ _____ ↓ _____
Purchasing power of customers	_____	_____

Checklist

1. Tone

- Formal / Informal
- WHO are you? _____
- To WHOM: _____
- Relationship: _____

2. Format

- Salutation / Greeting or Opening
- Main Body
- Closing Remark
- Complimentary Close
- Signature

3. Language

- Friendly tone, e.g. You know, ..., By the way,...
- Contractions, e.g. I'm, it's, you're...
- Tense
- Subject-Verb Agreement
- Comparatives
- Exclamations, e.g. I got it!
- Informal expressions, e.g. No kidding, Just kidding...

Language focus

Comparative and superlative of adjectives

a

Positive	Comparative	Superlative
dark	darker	darkest
tall	taller	tallest

b

Positive	Comparative	Superlative
difficult	more difficult	most difficult
interesting	more interesting	most interesting

c

Positive	Comparative	Superlative
bad	worse	worst
good	better	best
little	less	least
many/much	more	most

Exercise Complete the sentences with comparative or superlative of adjectives.

- 1 London is one of the _____ (large) financial and business centres in the world.
- 2 Transport congestion is _____ (serious) in Kuala Lumpur than in Hong Kong.
- 3 Living conditions in Hong Kong are _____ (congested) than in Guangzhou.
- 4 The air quality of Hong Kong is _____ (bad) than Singapore.
- 5 The design of 'Eco-city' is _____ (good) than the new towns in Hong Kong.
- 6 It is possible for us to use clean energy at _____ (low) costs.
- 7 The loss of lives in more developed countries is _____ (small) than less developed countries.
- 8 The Amazon River is the second _____ (long) river in the world.

Vocabulary and Sentence Structures

	Vocabulary items	Parts of speech	Example
1	<u>consider</u>	verb	Chris is considering the location of the snack shop.
2	<u>afford</u>	verb	If you choose to sell snacks with cheap prices, you can only afford a lower rent.
3	<u>reasonable</u>	Adj.	The rental of shop is reasonable.
4	<u>rental</u>	Adj.	The rental rate for shop is reasonable.
5	<u>adjacent to</u>	Adj.	Although Shek Yam Shopping Centre is not adjacent to MTR stations, it can be easily accessed by various kinds of public transport.
6	<u>accessibility</u>	noun	MTR, buses and minibuses make it possible to have high accessibility to the general public.
7	<u>public transport</u>	phrase	People can take the public transports to get there in a convenient way.
8	<u>convenient</u>	Adj.	
9	<u>public housing estates</u>	phrase	There are a number of public housing estates in the vicinity.
10	<u>vicinity</u>	noun	
11	<u>small community</u>	Adj.+noun	The public housing estates form a small community with dense population.
12	<u>dense population</u>	Adj.+noun	
13	<u>purchasing power</u>	Adj.+noun	Those people tend to be richer and thus have higher purchasing power.
14	<u>customers</u>	noun	They should be your target customers.
15	<u>favorable</u>	Adj.	Cheaper goods are favorable for working class.
16	<u>recommend</u>	verb	I strongly recommend you operate your snack shop in Citywalk.

Available at English iZone:

<http://www.twghwyms.edu.hk/izone/content/LAC/writingchallengevocabl.html>

Text type focus

Fill in the blanks.

Shek Yam Shopping Centre

Dear Chris,

Congratulations! I'm glad to hear that you want to operate a snack shop with the money you have won in the 'One Minute Challenge to Win'. I know that you are considering the location of the snack shop. As you told me that you want to sell snacks with cheap prices, I would like to give you the following advice.

To begin with, I have to point out the most important factor that you need to consider. As you choose to sell snacks with cheap prices, you can only afford an _____ rent. Thus, Shek Yam Shopping Centre is a _____ choice.

Operating a snack shop in Shek Yam Shopping Centre has a number of advantages. Firstly, Shek Yam Shopping Centre has _____ and high accessibility. The rental rates for shop is reasonable. Besides, although it's not adjacent to MTR stations, it can be easily accessed by various kinds of _____, such as _____. Thus, people can take public transport and they will find your location convenient.

Secondly, there are a number of _____ in the vicinity, such as Shek Yam Estate and Shek Yam East Estate. They form a _____ with dense population. Thus, it provides reliable source of customers.

Thirdly, the people who live near the shopping centre tend to be from the _____ class. They have _____. Thus, they can only afford low price products. Cheaper goods are _____ for them.

After considering the rent, accessibility and the purchasing power of target customers, I strongly recommend you operate your snack shop in Shek Yam Shopping Centre. I hope you will offer me a VIP card for your snack shop! Just kidding. Wish you every success in running the snack shop!

Best,

Peter