

# TWGHs Mrs Wu York Yu Memorial College

## Elect Unit 3: Pack your bags

&

## Exploring Geography: Using urban space wisely




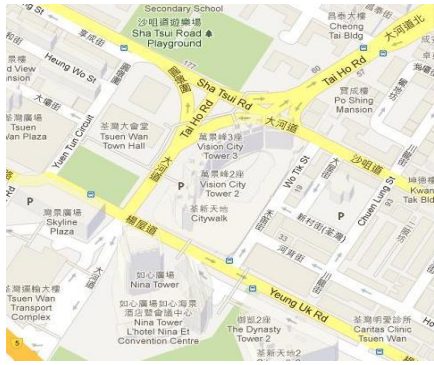
### I. Writing

#### 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

<b>Positive</b>	<b>Comparative</b>	<b>Superlative</b>
dark	darker	darkest
tall	taller	tallest

b

<b>Positive</b>	<b>Comparative</b>	<b>Superlative</b>
difficult	more difficult	most difficult
interesting	more interesting	most interesting

c

<b>Positive</b>	<b>Comparative</b>	<b>Superlative</b>
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.twghwymms.edu.hk/izone/content/LAC/writingchallengevocab1.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