

UNIT **8**

Consumer Society

Comparatives and Superlatives

▲ Cars in a scrap yard in Canada.



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Adjectives and
Adverbs

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(Not) As . . . As
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EXPLORE



CD2-28

- 1 **READ** the article about consumer societies. Notice the words in **bold**.

What is a Consumer Society?

A *consumer* is a person who buys things, and a *consumer society* is a society that encourages people to buy and use goods.¹ Some people think that a consumer society provides people with **better** lives. People in consumer societies tend to live **more comfortably**. They eat a **wider** variety of food. They go to restaurants **more often**. They also buy a lot of products, maybe more than they need.

Products such as TVs, cell phones, and computers used to be luxuries.² Today people can buy these things **more easily than** ever before. The market for these goods is growing **faster** all the time. Consumer societies encourage people to buy **bigger** and **better** products. For example, “**smarter**” phones come out every year. In a consumer society, people are often buying **newer** and **more advanced** products. This creates a lot of waste. Nowadays, many people are thinking **more seriously** about the effects of consumer societies on the environment, and they are trying to become **more responsible** consumers.

¹ **goods**: items that can be bought or sold

² **luxury**: something that is expensive but not necessary



2 CHECK. Read each statement. Circle **T** for *true* and **F** for *false*.

- | | | |
|--|----------|----------|
| 1. Everyone agrees that consumer products improve their lives. | T | F |
| 2. These days, consumer goods are hard to find. | T | F |
| 3. Many people want luxury products these days. | T | F |
| 4. Consumer societies help the environment. | T | F |

3 DISCOVER. Complete the exercises to learn about the grammar in this lesson.

A Find these sentences in the article from exercise 1. Write the missing words.

1. They eat a _____ variety of food.
2. . . . , and they are trying to become _____ consumers.

B Look at the words you wrote in exercise **A**. Then circle the correct word to complete each rule.

1. For **long** / **short** adjectives, put *more* before the adjective to form the comparative.
2. For **long** / **short** adjectives, add *-er* to the end of the adjective to form the comparative.

LEARN

8.1 Comparative Adjectives

	Comparative Adjective	Than	
The blue car is	newer	than	the gray car.
	more expensive		

<p>1. Use a comparative adjective + <i>than</i> to compare two people, places, or things.</p> <p>You can use a comparative adjective + noun when the comparison is clear from context.</p>	<p>Lydia is taller than Alex.</p> <p>Gorillas are more intelligent than cows.</p> <p>The bigger house is mine.</p> <p>The more interesting shows are on cable TV.</p>
<p>2. Add <i>-er</i> to the end of most one-syllable adjectives to form the comparative.* If the adjective ends in <i>-e</i>, add <i>-r</i>.</p>	<p>small → smaller low → lower</p> <p>large → larger nice → nicer</p>
<p>3. Use <i>more</i> before most long adjectives (adjectives that have two or more syllables).</p>	<p>Jack is more serious than Nikki.</p> <p>Do you think math is more important than music?</p>
<p>4. Some two-syllable adjectives are used with either <i>-er</i> or <i>more</i> to form the comparative.</p>	<p>quiet → quieter / more quiet</p> <p>simple → simpler / more simple</p>
<p>5. Some adjectives have an irregular comparative form.</p>	<p>good → better bad → worse</p> <p>far → farther, further</p>

*See page A3 for more information on spelling rules for comparative adjectives.

REAL ENGLISH

Words such as *a little*, *a lot*, *much*, and *not much*, are often used to quantify comparative adjectives.

*Tina is **a little** taller than Nick.*

- 4** Complete each sentence with the correct comparative form of the adjective in parentheses. Add *than* when necessary.

- New cars are much more quiet than / quieter than (quiet) old cars.
- Do you think money is _____ (important) good health?
- This coat is _____ (nice) that one.
- My old laptop was a lot _____ (big) my new one.
- Gas is so expensive! I want a _____ (efficient) car.
- Many people think modern life is _____ (good) life in the past.
- Communication is a lot _____ (easy) it was 50 years ago.
- The pollution in my city is much _____ (bad) it used to be.
- I prefer _____ (hot) temperatures. That's why I love summer.
- My new school is a little _____ (far) my old one.

8.2 Comparative Adverbs

	Comparative Adverb	Than	
Gas prices are rising	faster	than	food prices.
	more rapidly		

1. Use a comparative adverb + <i>than</i> to compare two actions.	Mark works harder than Jeff. Carol drives more carefully than Peter.
2. Add <i>-er</i> to the end of one-syllable adverbs to form the comparative.	fast → faster hard → harder long → longer high → higher
3. Use <i>more</i> before adverbs that end with <i>-ly</i> .	quickly → more quickly frequently → more frequently
4. Some adverbs have an irregular comparative form.	well → better far → farther, further badly → worse

5 Complete the sentences with the comparative form of the adverbs in parentheses + *than*.

- My new oven works a lot better than (good) my old oven. It heats up much _____ (quick) my old oven, but it also burns food _____ (often) my old one!
- Now that he's a manager, Gerry works a lot _____ (hard) he used to. He also travels _____ (frequent) he did before, and his trips last _____ (long) they used to.
- People are creating garbage _____ (rapid) they used to. They are throwing away their old things because they can buy new goods _____ (easy) before. In the past, people treated their belongings _____ (careful) they do now.

6 Use the words in parentheses to complete each sentence. Use the comparative form of the adverb and the correct form of the verb.

- This computer works more efficiently than _____ (work / efficiently) that computer.
- My new watch _____ (keep time / accurately) my old watch.
- My sister _____ (call / often) my brother.
- My phone _____ (ring / loudly) your phone.
- Tara _____ (shop / frequently) Lori.
- Brad _____ (type / quickly) Lynn.
- Kate _____ (sing / badly) Deb.
- Lila _____ (study / hard) Nora.

8.3 Completing Comparisons

1. You can use an object pronoun to complete a comparison. But in more formal speaking and writing, use a subject pronoun + an auxiliary verb.	Ed is six feet tall. Bob is taller than <u>him</u> . <small>Object Pronoun</small> Ed is six feet tall. Bob is taller than <u>he is</u> . <small>Subject Pronoun + Aux. Verb</small>
2. Use an auxiliary verb after <i>than</i> . Do not repeat the main verb.	✓ Ana runs faster than Pat does . ✗ Ana runs faster than Pat <u>runs</u> .
3. A possessive noun or possessive pronoun can be used after <i>than</i> .	My car was more expensive than Ellen's . My car was more expensive than hers .
4. If the comparison is clear, <i>than</i> and the second part of the comparison are not necessary.	Nowadays, smart phones are cheaper .
5. Be careful! Use <i>than</i> , not <i>then</i> , in a comparison.	✓ I work harder than I used to. ✗ I work harder <u>then</u> I used to.

7 Circle the correct word(s) to complete each sentence.

- My computer is more efficient **than your** / **than yours**.
- The white coat is warmer **then** / **than** the gray one.
- Ellen buys nicer clothes **than I do** / **than I am**.
- Cars are expensive, but houses are **more expensive** / **more expensive than**.
- Does your new stereo play music more loudly than your old one **was** / **did**?
- Harry's motorcycle is newer than **my** / **mine**.
- Cho's package arrived more quickly **than Kelly's did** / **than Kelly's was**.
- Dave is 27 years old. His sister is older **than he is** / **than he does**.

8 Complete each comparison using the information in parentheses. Do not repeat the same noun.

- Irina's car is bigger than mine (is) (my car).
- Tom takes better photos _____ (his father).
- Miguel's suit is more fashionable _____ (Chad's suit).
- You finished your shopping more quickly _____ (she).
- Jeff's kitchen is larger _____ (our kitchen).
- This printer prints more quickly _____ (your printer).
- My apartment is more comfortable _____ (their apartment).
- Alison studies harder _____ (her sister).

PRACTICE

- 9 Use the words in parentheses to complete the conversation with comparative adjectives or adverbs. Add *than* where necessary. In some cases, more than one answer is possible.

Matt: My phone is working (1) worse than (badly) ever! And it's
(2) _____ (old) all the other phones I see, too.
I want a (3) _____ (modern) phone.

Lara: Take a look at my phone. It was (4) _____ (cheap) my
last phone, and I'm much (5) _____ (happy) with it. When I'm
traveling, I listen to music (6) _____ (often) I do when I'm at
home, so I wanted a phone with a (7) _____ (big) memory card.

Matt: Wow, it's much (8) _____ (nice) mine! The screen is a lot
(9) _____ (large), too. I want one like that!

Lara: Yeah, you need a big screen, because you watch videos on your phone
(10) _____ (frequently) I do.

- 10 Look at the charts comparing three laptop computers. Then complete the sentences with the comparative form of the adjectives and adverbs in parentheses.

Product Details	T400	XJ7	A-50
Screen size	15 inches	17 inches	14 inches
Weight	5.5 pounds	6 pounds	6.5 pounds
Amount of time on the market	18 months	3 months	9 months
Cost	\$565	\$650	\$499

Customer Ratings	T400	XJ7	A-50
Starts quickly	★ ★ ★	★ ★	★ ★ ★ ★
Runs reliably	★ ★ ★ ★ ★	★ ★ ★ ★	★ ★ ★
Operates quietly	★ ★ ★ ★	★ ★ ★	★ ★ ★ ★ ★
Displays pictures well	★ ★ ★	★ ★ ★ ★ ★	★ ★ ★ ★

- (large / small) The screen of the T400 is larger than the A-50's, but it is smaller than the XJ7's.
- (light / heavy) The XJ7 is _____ the A-50, but it is _____ the T400.
- (new / old) The A-50 is _____ the T400, but it is _____ the XJ7.
- (cheap / expensive) The T400 is _____ the XJ7, but it is _____ the A-50.
- (quickly / slowly) The T400 starts _____ the XJ7, but _____ the A-50.

6. (reliably) The T400 runs _____ the XJ7 or the A-50.
7. (quietly) The A-50 operates _____ the T400 or the XJ7.
8. (well) The XJ7 displays pictures _____ the T400 or the A-50.



11 LISTEN to six people deciding what to buy. Circle the choice each speaker makes. Then write the reason for each decision. Use comparative adjectives or adverbs.

	Speaker's Choice	Reason for Decision
Speaker 1	blue coat / <u>green coat</u>	<i>It is more comfortable.</i>
Speaker 2	sports car / family car	
Speaker 3	yellow roses / red roses	
Speaker 4	downtown / suburbs	
Speaker 5	brown boots / black boots	
Speaker 6	big TV / small TV	

12 APPLY.

- A** Imagine that you are going on vacation soon. Brainstorm a list of vacation ideas, for example, a camping vacation, a resort vacation, a safari, etc. Write your list of ideas in your notebook.
- B** Choose two of your vacation ideas from exercise **A** to compare. In your notebook, make a chart like the one below. Write notes about your vacation ideas in your chart.

A Camping Vacation	A Resort Vacation
<i>cheap sleep on the ground fun simple food close to nature</i>	<i>expensive comfortable bed relaxing good food gym, pool</i>

- C** In your notebook, write five sentences comparing your two vacation choices. Use the information from your chart from exercise **B** and comparative adjectives and adverbs.

*A camping vacation is cheaper than a resort vacation.
Your sleep will be more comfortable at a resort.
Camping is more fun than a resort.*

- D** Choose one of your vacation ideas from exercise **C**. In your notebook, write two or three sentences to explain why you prefer it.

I want to go on a camping vacation. It's cheaper than a resort vacation, and it's closer to nature. . . .

- E** Work with a partner. Share your ideas from exercise **C** and explain your decision from exercise **D**. Did your partner make a good choice? Why, or why not?

EXPLORE



CD2-30

- 1 **READ** the excerpt from a discussion between the professor of a business class and a guest speaker. Notice the words in **bold**.

Online Reviews: ★ or ★★★★★?

Professor: So, Dennis, what changes have you seen in marketing recently?

Dennis: Well, as you know, customers love to post online reviews of products these days. These reviews are now just **as important as** traditional advertising. Maybe even more important. TV advertising is **as useful as** it was before, of course. On the other hand, newspaper ads¹ are much **less effective than** they used to be.

Professor: Hmm. That's interesting. . . . I've spoken to some marketing people who aren't **as positive as** you are about online reviews.

Dennis: Really? I'm surprised. There are certainly some concerns with online reviews. For example, satisfied customers are **less likely** to write reviews **than** people who have had a problem. This means there might be more negative reviews than positive ones. But online shoppers are wiser now. A few negative opinions are **not as harmful as** they used to be. Also, the positive reviews can be **as valuable as** ads. If a customer loves a product, he or she will endorse² it just **as enthusiastically**³ as a TV ad does!

¹ **ad:** short for advertisement

² **endorse:** to say that you support or approve of someone or something

³ **enthusiastically:** to do something in a way that shows a lot of interest and excitement

▼ A billboard, a traditional form of advertising



2 CHECK. Read each statement. Circle **T** for *true* or **F** for *false*.

- | | | |
|---|----------|----------|
| 1. Dennis thinks that online reviews are not very important in marketing. | T | F |
| 2. Newspaper ads used to be more effective. | T | F |
| 3. Some marketing people have a negative opinion of online reviews. | T | F |
| 4. Customers with problems are more likely to write online reviews. | T | F |
| 5. Online shoppers won't buy a product if they see a negative review. | T | F |
| 6. Positive online reviews aren't very valuable. | T | F |

3 DISCOVER. Complete the exercises to learn about the grammar in this lesson.

A Look at each phrase from the discussion in exercise 1 on page 213. Does the phrase mean *equal* or *not equal*? Circle the correct answer.

- | | |
|---------------------------|--------------------------|
| 1. as useful as | <u>equal</u> / not equal |
| 2. less effective than | equal / not equal |
| 3. aren't as positive as | equal / not equal |
| 4. not as harmful as | equal / not equal |
| 5. as valuable as | equal / not equal |
| 6. as enthusiastically as | equal / not equal |

B Look at the phrases from exercise A. Then answer the questions.

1. What word follows comparisons beginning with *as* + adjective? _____
2. What word follows comparisons beginning with *less* + adverb? _____



◀ Neon signs in Nanjing Lu, Shanghai's main shopping street, China

LEARN

8.4 Comparisons with As . . . As

	As	Adjective	As	
My car is	as	big comfortable	as	your car.

	As	Adverb	As	
I drive	as	well carefully	as	you do.

1. Use <i>as</i> + adjective/adverb + <i>as</i> to compare two people, places, or things that are the same or equal in some way.	Adjective: Your car is as old as mine. Adverb: I can run a mile as fast as you can.
2. To complete a comparison with <i>as . . . as</i> , you can use a. a noun (+ verb) b. a subject pronoun + verb or an auxiliary verb c. a possessive noun or possessive pronoun	a. I dance as well as my brother (dances) . b. I dance as well as he dances . I dance as well as he does . c. My computer is as old as Rita's . My computer is as old as hers .
3. In informal speaking, object pronouns are often used to complete comparisons with <i>as . . . as</i> .	Formal: He's as tall as I am . Informal: He's as tall as me .

4 Complete each sentence with *as . . . as* and the adjective or adverb in parentheses.

- Magazine ads are as effective as (effective) newspaper ads.
- Mark plays the guitar _____ (well) Nancy does.
- Online reviews are _____ (useful) asking friends about products.
- I read online reviews _____ (carefully) he does.
- The coat was just _____ (warm) it looked.
- Your sofa is just _____ (comfortable) Diane's.
- My computer is _____ (fast) the newer models.
- He shops online _____ (frequently) I do.

5 Use the words to make comparisons with *as . . . as*.

- Desktop computers / be / popular / laptops
Desktop computers are as popular as laptops (are).
- Microwave ovens / work / well / regular ovens

- Motorcycles / go / fast / cars

- This hotel room / be / big / my apartment

5. A smartphone / send messages / quickly / a laptop

6. My mother / speak English / well / my father

7. Gabi / go shopping / often / Linda

8. Trains / be / comfortable / airplanes

8.5 Comparison with *Less* and *Not As . . . As*

Less + Adjective or Adverb + Than

	<i>Less</i>	Adjective/Adverb	<i>Than</i>	
This phone is	less	expensive	than	that one.
This old fan works	less	efficiently	than	the new fan.

Not As + Adjective or Adverb + As

	<i>Not As</i>	Adjective/Adverb	<i>As</i>	
This phone is	not as	expensive good	as	that one.
This old fan does	not work as	efficiently well	as	the new fan.

1. The opposite of *more* is *less*. *Not as . . . as* and *less* have the same meaning.

My old car was **less efficient than** my new car.
My old car was **not as efficient as** my new car.

2. Use *not as . . . as* with one-syllable adjectives or adverbs.

My apartment is **not as big as** yours.
Tom doesn't run **as fast as** Steven.

3. Use *less . . . than* or *not as . . . as* with adjectives or adverbs that have two or more syllables. The meaning is the same.

My son visits **less frequently than** my daughter.
My son doesn't visit **as frequently as** my daughter.

4. **Remember:** If the comparison is clear, the second part of the comparison is not necessary.

The food at Joe's cafe isn't **as good as** the food at Chez Claude, but it's **less expensive**.
The food at Joe's cafe is **less expensive than** the food at Chez Claude, but it isn't **as good**.

See Chart 8.3 for more information completing comparisons.

6 Complete the conversations with *less* or *not as . . . as* and the words in parentheses. Do not use *not* unless it is included in the parentheses. Use *than* and the second *as* only where necessary.

1. Anita: The clothes in this store (1) aren't as nice as (not be / nice) they used to be. Look at this coat! It's much (2) _____ (fashionable) the coat I bought here last year.

Jackie: Well, that's true. It (3) _____ (not be / stylish), but it's also (4) _____ (expensive).

2. Chris: Check out this new coffee machine! It looks great! Ours (5) _____ (not be / fancy) this new one.

Mike: Well, it's definitely fancier than ours, but it (6) _____ (not be / efficient). It (7) _____ (not make coffee / quickly), and the coffee (8) _____ (not taste / good).

7 Rewrite each sentence with the word(s) in parentheses.

1. My watch is less attractive than yours. (not as . . . as)

My watch isn't as attractive as yours.

2. Sally's shoes aren't as fancy as Jill's. (less)

3. Adam exercises less frequently than he used to. (not as . . . as)

4. This supermarket isn't as expensive as the one across the street. (less)

5. The actor's new movie isn't as exciting as his last one. (less)

6. This gym is less convenient than the one near my house. (not as . . . as)

7. This review is less positive than that one. (not as . . . as)

8. The new tablet doesn't start up as quickly as the old one. (less)

PRACTICE

8 Complete the conversation with *less* or (*not*) *as . . . as* and the words in parentheses. Make the verbs negative only when *not* is given. Use *than* and the second *as* only where necessary.

Tina: Your new camera (1) isn't as big as (not be / big) your old one.

Dawn: I know. It (2) _____ (not be / heavy) my old X-2000, and it was (3) _____ (expensive), too.

Tina: But you took great photos with your old one! Why did you decide to change?

Dawn: Well, my old camera was really difficult to use, so I

(4) _____ (not take photos / often)

I wanted to. This new camera is (5) _____ (not be / complicated)

my old one, so it's much (6) _____ (difficult) to use.

Tina: And what about your photos? Are they (7) _____ (nice) the ones from your old camera?

Dawn: Oh yes, they're just (8) _____ (good) my old ones.

- 9 EDIT.** Read the online reviews of a play house for children. Find and correct seven more errors with comparisons with *less* and (*not*) *as . . . as*.

THE JOLLY ROGER PIRATE SHIP

Customer Reviews

★★★★★ **A Huge Success!**

Our family loves this! Our last playhouse was much less exciting ^{than} the Jolly Roger. It was also less attractive as this one. And this is really an important point: it wasn't as safe as. –**Maria**



★★★ **Hard to Build**

My kids enjoyed this, but for me, putting it together was just as hard building a real pirate ship! It's true that I probably don't build things as quickly as a lot of other people do. And maybe I'm not as good with tools as they do, but I still think this product should be less complicated than! –**Sam**

★★★★★ **Fun for Younger Kids**

My four-year-old son says this play structure is fun as a real pirate ship! He plays in it as often as he can, but my six-year-old daughter isn't as enthusiastic as he is about it. I'm a little disappointed because she uses it less often than I expected. –**Lin**

- 10** Look at the chart comparing three Internet movie services. Then complete each sentence with the words in parentheses. Use *less* and (*not*) *as . . . as*. For some sentences, more than one answer is possible.

	C-Movie	MyScreen	FAB
Membership fee	\$9.95	\$5.00	\$5.00
Monthly rate	\$7.95	\$8.50	\$9.95
New movies	every month	every two weeks	every week
Easy to use	★ ★ ★	★ ★ ★	★ ★ ★ ★
Customer service	★ ★ ★	★ ★ ★ ★	★ ★ ★ ★

- FAB's membership fee is as cheap as (be / cheap) MyScreen's.
- Becoming a member of MyScreen _____ (be / expensive) joining C-Movie.
- C-Movie's monthly rate _____ (be / high) the others'.
- C-Movie _____ (add new movies / frequently) FAB.
- Using FAB _____ (be / difficult) using the others.
- On C-Movie, you can _____ (find movies / easily) on MyScreen. They are both pretty easy to use.
- MyScreen's customer service _____ (be / good) FAB's.
- C-Movie's customer service _____ (be / helpful) the other two services.

11 APPLY.

- A** Use the chart below to compare two or three similar products or services you have used. For example, transportation services, restaurants, shopping websites, etc. Choose five categories to compare. Use the chart from exercise **10** as a model.

	1: _____	2: _____	3: _____

- B** In your notebook, write five sentences comparing the products or services from your chart in exercise **A**. Use *less* and (*not*) *as . . . as*. Use the sentences in exercise **10** as models.

The TRIMET bus is less expensive than the subway or a taxi. It's not as comfortable as a taxi. . . .

- C** Work with a partner. Talk about how the products or services you chose compare with each other. Use *less* and (*not*) *as . . . as*. Does your partner agree with you?

EXPLORE



CD2-31

1 **READ** the article about a problem on Mount Everest. Notice the words in **bold**.

Mount Everest: The Highest Garbage Dump in the World?



Most people know that Mount Everest is **the highest** mountain in the world. However, there is another fact that many people don't know: it has become one of **the dirtiest** mountains in the world.

Mount Everest is one of **the toughest** and **most exciting** mountains to climb on Earth. It is not **the coldest** or **the windiest** place on Earth, but it comes close! These challenges make it one of **the most attractive** mountains for serious climbers. Since 1952, over 3500 climbers have reached the top. Unfortunately, most of them have left equipment and trash on the mountain.

In fact, trash is now one of **the biggest** threats to the environment on Mount Everest. Local organizations have brought tons of trash down from the mountain. One of **the most interesting** projects handed over more than a ton of tin cans, glass bottles, and old climbing tools to artists in Nepal. The artists used the trash to create works of art. Then, they sold the art to raise money for local charities.¹ **The least expensive** work of art cost \$17, and **the most expensive** one cost \$2400.

¹ **charity**: an organization that raises money to help people

► The consumer society produces a lot of waste, even in the Himalayas. Here, a climber collects trash on Mount Everest.

2 CHECK. Circle the correct word to complete each statement.

1. According to the reading, Mount Everest is very **clean** / **dirty**.
2. Climbing Mount Everest is very **difficult** / **easy**.
3. Mount Everest is **an unusual** / **a popular** mountain for serious climbers.
4. Climbers **rarely** / **often** leave trash on Mount Everest.
5. People create **art** / **charities** from the trash on Mount Everest.

3 DISCOVER. Complete the exercises to learn about the grammar in this lesson.

A Look at the bold phrases in the reading from exercise 1. Then write three more examples in each column of the chart.

Adjectives with <i>-est</i>	Adjectives with <i>most</i>
tall	exciting

B Which adjectives add *most*? Circle the correct answer. a. long ones b. short ones



LEARN

8.6 Superlative Adjectives and Adverbs

	Superlative Adjective	
The red car is	the nicest the most expensive	car in the parking lot.

	Superlative Adverb	
She runs	the fastest the most slowly	of all the players on the team.

1. Use a superlative adjective to compare three or more people, places, or things.	Ali is the tallest student in our class. Prague is the most beautiful city I've ever seen. What's the most interesting book you've ever read?
2. Use a superlative adverb to compare the action of three or more people or things.	Of all my friends, Alicia calls the most frequently . My red shoes fit the most comfortably of all my shoes.
3. Add <i>-est</i> to the end of most one-syllable adjectives or adverbs to form the superlative.* Use <i>the</i> before superlative adjectives. It is not as common before adverbs.	Adjective: I bought the longest couch in the store. Adverb: Steve works hardest of all the students.
4. Use <i>the most</i> before most adjectives that have two or more syllables and adverbs ending in <i>-ly</i> .	Maria is the most careful climber of the group. The Grand Canyon is the most amazing sight I've ever seen. Of all the girls, Brenda sings the most beautifully .
5. For some two-syllable adjectives and adverbs, either <i>-est</i> or <i>the most</i> can be used to form the superlative.	stupid → the stupidest /the most stupid cruel → the cruellest /the most cruel
6. Some superlatives are irregular.	good/well → the best bad/badly → the worst

*See page A3 for more information on spelling superlative adjectives and adverbs.

- 4** Complete the sentences with the superlative form of the adjective or adverb in parentheses.
- The biggest (big) piles of trash on Mount Everest are on the lower areas.
 - Trash is one of _____ (bad) problems on Mount Everest now.
 - Many climbers consider K2, a mountain between Pakistan and China, to be _____ (difficult) mountain to climb, not Mount Everest.
 - Ted was _____ (experienced) climber on the expedition.
 - Which climber is _____ (far) from the top?

6. That was _____ (easy) mountain I've ever climbed.
7. Danny climbs _____ (quickly) of all of us.
8. Mount Everest is _____ (high) mountain on Earth.
9. That company has _____ (good) guides.
10. Climbing Mount Everest in a snowstorm is one of _____ (stupid) thing you can do. It's extremely dangerous!

5 LISTEN & SPEAK.



A Listen and complete each question with the superlative form of the adjective or adverb you hear.

1. At what time of day do you work most efficiently?
2. Who is _____ person in the world?
3. What is _____ movie you've ever seen?
4. What kind of books do you read _____?
5. What is _____ thing to do in a storm?
6. What is _____ to watch?
7. What is _____ place to have lunch in this area?
8. Who is _____ person in your family?

B Work with a partner. Take turns asking and answering the questions from exercise **A**.

A: *At what time of day do you work most efficiently?*

B: *In the afternoon.*

REAL ENGLISH

A possessive adjective can replace *the* in a superlative comparison.

*Zara is **the best** friend I have.
Zara is **my best** friend.*

8.7 More on Superlative Adjectives and Adverbs

1. The opposite of <i>the most</i> is <i>the least</i> .	This is the least expensive phone in the store. All the other phones cost a lot more. She drives the least carefully of all my friends. All my other friends drive much more carefully.
2. A prepositional phrase with <i>in</i> or <i>of</i> is often used to complete a superlative.	The Nile is the longest river in the world . This hat is the prettiest of the three .
3. Remember: If the comparison is clear, it is not necessary to complete it.	This sentence is the longest . She won because she ran the fastest .
4. <i>One of the</i> often comes before a superlative adjective. The superlative adjective is followed by a plural noun.	China is one of the biggest countries in the world.

6 Use the words in parentheses to write superlative sentences. Use *least* when *not* is included in the parentheses. Make the nouns plural if necessary.

1. This is a state park. (not popular / in California)

This is the least popular state park in California.

2. Canada is a country. (large / in North America)

3. Tokyo has a population. (big / in Japan)

4. This is an apartment. (not expensive / in the building)

5. Alan drives. (fast / of my three brothers)

6. Jane is a student. (one of the / intelligent / in her class)

7. That was a class. (one of the / not interesting / I've ever taken)

8. Mel works. (not efficiently / all the people in this office)

9. This is a computer. (cheap / in the store)

10. That's a street. (one of the / pretty / in this city)

7 SPEAK. Work with a partner. Talk about people, places, and things you know about. Use the superlative form of the adjectives and adverbs from the box or your own ideas.

carefully	fast	hard	large	popular
crowded	good	interesting	old	well

My grandmother is the oldest person in my family. She's 91.

PRACTICE

8 Complete the sentences with the superlative form of the adjectives and adverbs in parentheses. Use *least* if *not* is included in the parentheses.

1. **Kelly:** I think people are too concerned about having (1) the most modern (modern) cell phones. Cell phones contain some of (2) _____ (rare) minerals on Earth, but many people just throw their old cell phones away when they buy a new one. This is (3) _____ (one of the / bad / thing) you can do! But if you recycle your old cell phones, it's (4) _____ (one of the / good / thing) you can do.
2. **Amir:** My cell phone is (5) _____ (important / thing) I own. It's (6) _____ (convenient / place) I have to keep information.
3. **Brad:** My new cell phone is a piece of junk! It was (7) _____ (not expensive) phone in the store. What a mistake! Also, the salesperson in that store was one of (8) _____ (not helpful / salesperson) I've ever spoken to.

9 **EDIT.** Read the article about trash in the desert. Find and correct eight more errors with superlatives.

Cameron's Camels

The Arabian Desert in the Middle East is one of the ~~most hot~~^{hottest} environments on Earth, and it has the less amount of rainfall. But to the camel, it is home. The camel is one of the most strong animals in the world. Camels can go for many days with only a little food and water. When they do find water, they probably drink the most quick of any land animal. Adult camels can drink about 25 to 30 gallons (95–114 liters) in ten minutes. Unfortunately, finding water is not the serious~~est~~ problem camels face. Most dangerous threat to camels comes from humans. Tourists in the desert leave trash behind. Camels think the trash is food and eat it. This is very dangerous for the camels, because it can kill them.

One of the most polluted part of the desert is outside the city of Abu Dhabi. Each year, many camels die there from eating trash. Cameron Oliver has been trying to change this. Since he was eight years old, Cameron has been telling people that trash is very dangerous for camels. Of all the young people in Abu Dhabi, Cameron has worked most hard to help the camels. When he was 12, Cameron became the most young person to win an Abu Dhabi award for community service.



**PLEASE STOP KILLING ME
DON'T LITTER**

www.cameronscamelcampaign.com

10 APPLY.

- A** Work with a partner. Use the words in parentheses to write superlatives. Then choose the correct answer to complete each fact on the quiz.

General Knowledge Quiz

- _____ is the highest mountain (high / mountain) on Earth.
a. Mount Kilimanjaro b. Mount Everest c. K2
- _____ is _____ (fast / animal) in the world.
a. the camel b. the zebra c. the cheetah
- _____ is _____ (long / river) in the world.
a. The Nile River b. The Amazon River c. The Yangtze River
- _____ is _____ (wide / ocean) on Earth.
a. The Pacific Ocean b. The Atlantic Ocean c. The Indian Ocean
- _____ is _____ (small / continent).
a. Africa b. Antarctica c. Australia
- _____ is _____ (large / animal) on Earth.
a. the elephant b. the blue whale c. the giraffe
- _____ is _____ (cold / place) on Earth.
a. Antarctica b. Alaska c. Canada
- _____ is _____ (close / planet) to the sun.
a. Mars b. Venus c. Mercury

- B** Check your answers at the bottom of this page. How many of your answers were correct?

- C** With your partner, write six more general knowledge facts like the ones from the quiz in exercise **A**. Use superlative adjectives and adverbs.

1. *The Nile River is the longest river in the world.*

- D** Use the facts from exercise **C** and quiz your classmates.

A: This is the largest country in South America.

B: Is it Argentina?

A: No.

C: Is it Brazil?

A: Yes, it is!

Charts
8.1, 8.3-8.7

1 READ & WRITE.

- A** Read the information about the Greendex survey, and look at the chart. Then complete each sentence according to the information in the chart. Use the comparative or superlative form of the adjective or adverb in parentheses. For some sentences, more than one answer is possible.



The Greendex is a survey of 1000 consumers in several countries. It asks consumers how they spend their money. Each consumer receives a score. High scores indicate “green,” or environmentally friendly, attitudes. Low scores indicate environmentally unfriendly attitudes.

Greendex: Rankings

	Overall	Housing	Transportation	Food	Goods
Americans	44.7	31.5	54.9	57.0	44.2
Brazilians	55.5	48.9	67.1	57.5	53.8
British	49.4	35.9	62.7	62.2	47.1
Canadians	47.9	35.1	57.8	60.9	45.7
Chinese	57.8	48.2	69.0	63.7	56.8
Germans	51.5	40.3	61.9	61.9	47.1
Indians	58.9	51.4	67.3	71.1	57.3
Japanese	48.5	35.3	65.9	54.7	52.7
Mexicans	53.9	48.0	62.2	53.6	54.5
Russians	53.1	44.1	66.4	60.4	47.9

Transportation

- The Chinese make the greenest (green) choices.
- Americans are _____ (green) consumers.
- British consumers make _____ (green) choices than Canadian consumers.
- Mexican consumers are _____ (green) Japanese consumers.

Food

- The British are _____ (concerned) the Chinese.
- Indians are _____ (concerned) consumers.
- Russians are _____ (concerned) Brazilians.
- Americans are _____ (concerned) Canadians.

Goods

9. Canadians don't buy goods _____ (responsibly) Mexicans do.
10. Indians buy goods _____ (responsibly).
11. Germans buy goods _____ (responsibly) Brazilians.
12. Americans buy goods _____ (responsibly).

- B** In your notebook, write four or five sentences based on the housing data from the Greendex chart in exercise **A** on page 227. Use comparative and superlative adjectives and adverbs. Use the sentences from exercise **A** to help you.

Mexicans make greener housing choices than Canadians.

Indian consumers are more concerned about green housing than German consumers are.

Charts
8.1–8.7

- 2 EDIT.** Read the article about the results of the Greendex survey. Find and correct eight more errors with comparatives and superlatives.

The Greendex Survey: Some Overall Conclusions

- According to a recent Greendex survey, people in India were the ~~most green~~ ^{greenest} consumers in the world. They scored lower in transportation than the Chinese were, but they scored the highest than the Chinese in three other categories.
- Mexicans were more concerned about green transportation as green food or goods. For them, the low score of all was in the housing category.
- Germans scored highly in the transportation category than they did in the food category. However, they were least concerned about housing than goods.
- The Japanese were one of the least concerned nationality overall. They had one of the most bad scores in the housing category.
- Americans had the lowest overall score of all the nationalities in the survey. Food was the only category in which Americans did not score lower then the other nationalities.

3 LISTEN & SPEAK.



A Listen to a professor discussing the Greendex survey with her students. Then complete the students' opinions about the survey.

Martin:

1. Most people think that their country is _____ the results show.
2. Many people think they buy goods _____ they really do.
3. We like to think we're trying _____ we can to be green.

Karin:

4. Life in the United States is much _____ without a car.
5. Cars that use less gas are becoming _____ in the United States.
6. Attitudes about the environment aren't changing _____ people think.

Andrew:

7. Most people want to make life _____ for themselves and their families.
8. Everyone wants an _____ life.



B Look at the sentences from exercise **A**. Then listen again. Do you agree or disagree with the students' ideas and opinions? Why, or why not? Write notes on your own ideas and opinions in your notebook.

C Work with a partner. Share your ideas and opinions from exercise **B**. Use comparatives and superlatives.

I agree with Martin's opinion about goods. People don't shop as carefully as they think they do.

4 WRITE & SPEAK.

A Look at the items in the box. Then rank the items from 1 to 8, with (1 = the least important and 8 = the most important).

_____ a. a big car	_____ d. a smart phone	_____ g. plastic bags
_____ b. stylish clothing	_____ e. meals in restaurants	_____ h. a gold watch
_____ c. a computer	_____ f. a TV	

B In your notebook, write six sentences about the items from exercise **A**. Use comparatives and superlatives and your own ideas and opinions.

I think a computer is less important than a smart phone.

C Work with a partner. Share your rankings from exercise **A** and your opinions from exercise **B**.

1 READ & NOTICE THE GRAMMAR.

- A** Before you buy something, do you compare it with similar products? Discuss your shopping habits with a partner. Then read the text.

The Best Sleeping Bag

I needed to buy a new sleeping bag for a winter camping trip. So, I went to a camping store and compared three different brands¹ of sleeping bags: Ultra Comfort, Snowy Down, and Northern Trek. I wanted to look at each sleeping bag very carefully. For winter camping, the Snowy Down had the highest rating. But in some ways, the other two sleeping bags were better. Of the three sleeping bags, the Snowy Down was the warmest, but it was also the most expensive. The Northern Trek cost less than the Snowy Down, but it was just as expensive as the Ultra Comfort. The Ultra Comfort was warmer than the Northern Trek. Finally, the Ultra Comfort was lighter than the other sleeping bags, so it was easier to carry.

I decided not to get the Northern Trek for camping outside. It wasn't as warm as the other sleeping bags. But we were having a mild winter, so I didn't need the warmest kind of sleeping bag. So I looked more closely at the lightest sleeping bag, the Ultra Comfort. That's the one I chose.



¹ **brand:** the commercial name for a product

GRAMMAR FOCUS

In exercise **A**, the writer uses comparatives and superlatives to discuss three sleeping bags.

*The Ultra Comfort was **warmer than** the Northern Trek.*

*... it was just **as expensive as** the Ultra Comfort.*

*Of the three sleeping bags, the Snowy Down was **the warmest and most expensive**.*

- B** Read the text in exercise **A** again. Underline the comparatives and circle the superlatives. Then work with a partner and compare your answers.
- C** Work with a partner. Complete the chart with information from the text in exercise **A**.

Product Details	Ultra Comfort	Snowy Down	Northern Trek
Cost	<i>as expensive as the Northern Trek</i>		
Warmth		<i>the warmest</i>	
Weight			

- 2 BEFORE YOU WRITE.** Think of a product that you plan to buy. Compare three different brands of this product. Complete the chart with information about each brand. Use the chart from exercise **1C** as a model.

Product Details	Product #1	Product #2	Product #3
Cost			

- 3 WRITE** a review comparing the three different brands of the product you chose. Write two paragraphs. Use the information from your chart in exercise **2** and the article in exercise **1A** to help you.

WRITING FOCUS Correcting Run-on Sentences

A run-on sentence is an error that happens when two independent clauses are connected without a connecting word or correct punctuation.

X *I enjoyed my winter camping trip next year, I'll invite a few friends to join me.*

To correct a run-on sentence, you can divide the run-on sentence into separate sentences.

✓ *I enjoyed my winter camping trip. Next year, I'll invite a few friends to join me.*

You can also use a comma and a conjunction (*and*, *but*, *or*) between the two independent clauses.

✓ *I enjoyed my winter camping trip, but next year I'll invite a few friends to join me.*

- 4 SELF ASSESS.** Read your review and underline the comparatives and superlatives. Then use the checklist to assess your work.

- I used comparative adjectives and adverbs correctly. [8.1, 8.2, 8.3]
- I used comparisons with *less* and (*not*) *as . . . as* correctly. [8.4, 8.5]
- I used superlative adjectives and adverbs correctly. [8.6, 8.7]
- I checked for and corrected run-on sentences. [WRITING FOCUS]