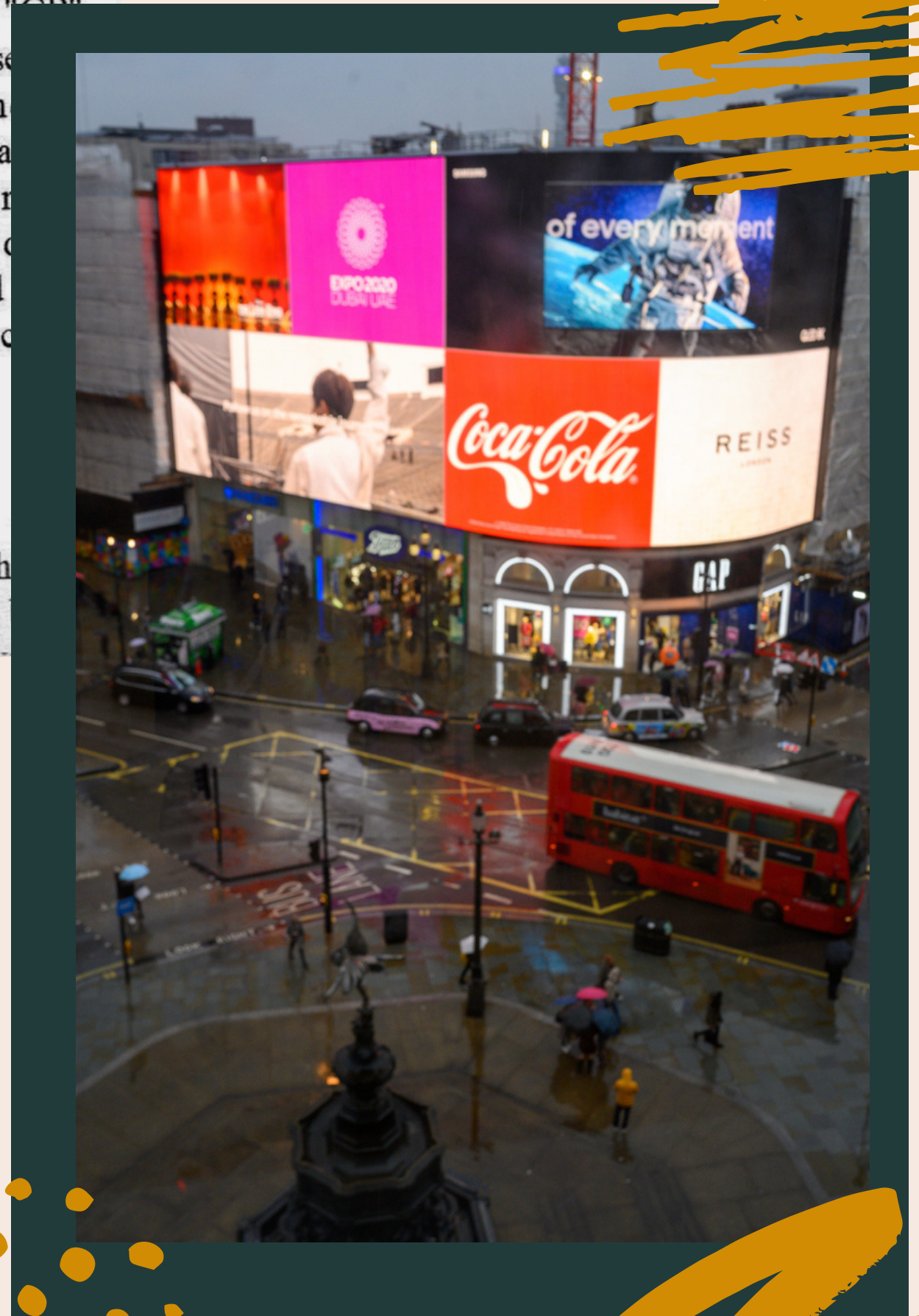


SZALAI NÓRI BEMUTATJA:

LEVEL 3 UNIT 13

Advertisements and commercials
Hirdetések és reklámok

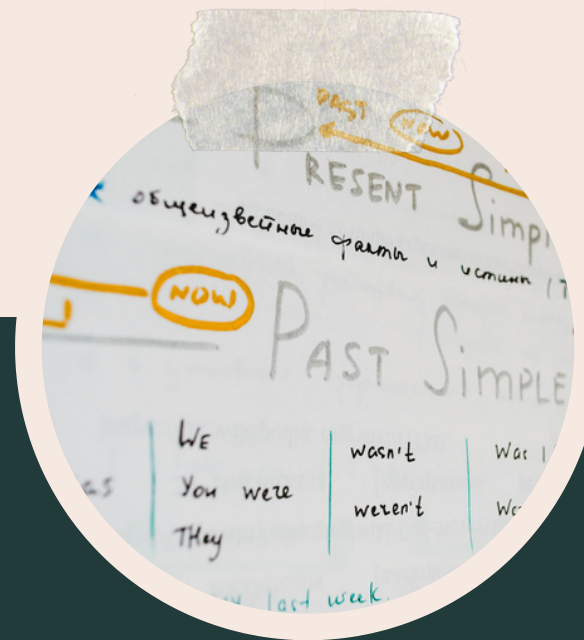


Ebből a leckéből a következőket fogjuk megtanulni:



SZÓKINCST

Reklámok és hirdetések



NYELVTAN

Szenvedő szerkezet (Passive Voice)



BESZÉD

Reklámok, hirdetések, reklámszövegek és hatásaik

Retail Therapy

Shopping is an **activity** in which a **customer browses** what is **available** in a shop in order to buy something **suitable**. A **department store** is a shop that sells many different items in different departments. A **grocer** (UK) or **grocery store** (US) is a shop selling food. The **greengrocer** sells fresh fruit and vegetables, the **butcher** meat, the **baker** fresh bread and cakes, the **newsagent** newspapers and magazines, the **optician** glasses, the **chemist** (UK) or **drugstore** (US) medicines and **toiletries**.

The supermarket is a large shop that sells mostly food and **household items**.

Supermarkets are **self-service**, so costumers do not have to ask for anything while shopping. Different products are in different **aisles** in the supermarket making shopping easier. If you buy your **grocery** at a smaller shop you may be assisted by a shop assistant or the **shopkeeper**. When you've collected everything you need, you have to go to the **checkout** to pay for your groceries. The **cashier** will **scan the barcodes** of the items you've bought and will **deactivate** the security device of certain items (like clothes, CDs, DVDs, etc.). When all your items are **registered**, the cashier tells you how much you'll have to pay. They may also ask how you would like to pay (in cash or by bank card/credit card). If the shop has **loyalty card** programs the cashier will ask you whether you have one so that you can get **discounts** or points. If you don't have any shopping bags with you, you may **purchase** some at the checkout.

When items in a shop are heavily discounted, it is called a **sale**. Many people prefer shopping this way to **snap up** a **bargain**. You have to be quick and buy the items you need so that they don't **go out of stock**.

Nowadays customers also shop online, saving time, energy and travel costs. Online shoppers use a debit or credit card or a PayPal account to make payments. There are alternative ways too, **cash on delivery**, **billing** to mobile phones and gift cards can also be used.

There are people who are **obsessed with** shopping. A **compulsive** shopper is called a shopaholic. Shopping can also be a **mood lifter**; it is jokingly called "**retail therapy**" then.



Important words and expressions

activity - cselekvés
customer - vásárló
to browse - válogatni, keresgélni
available - kapható
suitable - megfelelő
department store - áruház
grocer - élelmiszerárús
grocery store - élelmiszerbolt
greengrocer - zöldséges
butcher - hentes
baker - pék
newsagent - újságárús
optician - szemész
chemist - gyógyszerész
drugstore - drogéria
toiletries - piperecikk
household item - háztartási cikk
self-service - önkiszolgáló
aisle - folyosó
grocery - élelmiszer

shopkeeper - boltos, boltvezető
checkout - pénztár
cashier - pénztáros
to scan the barcode - beolvasni a vonalkódot
to deactivate - hatástalanítani
to register - beolvasni, felvenni
loyalty card - hűségkártya
discount - engedmény
to purchase - vásárolni
sale - leárazás
to snap up a bargain - olcsón vásárolni
to go out of stock - kifogy a készlet
nowadays - manapság
cash on delivery - készpénz szállításkor
to bill to - valamire ráterhelni
obsessed with - valami megszállotja
compulsive - kényszeres
mood lifter - hangulatjavító
retail therapy - boltterápia



Basic vocabulary

age restricted items	korhatáros termékek
bag	szatyor
bar code	vonalkód
bill/receipt	számla/blokk
cash register	pénztárgép
coupon	kupon
discount/sale	árleszállítás/vásár
gift certificate/gift card	ajándékkártya
price tag	árcédula
loyalty card/club card	hűségkártya/törzsvásárlói kártya/ klubkártya
shopping basket	bevásárlókosár
shopping trolley	bevásárlókocsi



Other important expressions

action code:	a number cashiers type on the register to tell the computer to do something
float:	the amount of money in a cash register or till before and after a person's shift
to key in a code:	to type in a code into a cash register
to put on layaway:	to put a product away for a customer who will come back to purchase it at a later time
NOF:	an error code that means a product price is not on file
to punch in/out:	to record the start and end time of your shift using a time clock system
to refund:	to get money back
till:	the drawer that holds money in a cash register
workstation:	the area where a shop assistant/cashier works



Other important expressions

Do you have a discount card?

Van kedvezménykártyája?

Are you using any coupons today?

Fog ma kupont használni?

I will need to see some ID to sell you cigarettes.

Szükségem lesz valamilyen személyi azonosító okmányra, hogy cigarettát adhassak önnek.

I'm sorry but your card has been declined.

Sajnálom, de a kártyáját visszautasították.

Would you like to use another form of payment?

Szeretne más módon fizetni?

Will there be anything else for you today?

Lesz még valami ma önnek?

Will that be cash or card?

Készpénz vagy kártya lesz?

How will you be paying today?

Hogyan fog ma fizetni?

Your total comes to

A teljes összeg ... lesz.

Here is your change.

Itt a visszajáró.

Please swipe your card.

Kérem húzza le a kártyáját.

Would you like a bag?

Szeretne szatyrot?



USEFUL DIALOGUES – HASZNOS PÁRBESZÉDEK

SHOPPING/ASKING ABOUT A PRODUCT – VÁSÁRLÁS/ÉRDEKLŐDÉS EGY TERMÉKRŐL

Woman: Excuse me. May I see that camera for a moment?

Shop assistant: Sure. You mean this one?

Woman: No, the one on the right. Yes, that's the one. Thank you.

Shop assistant: It's a brand new model. It has a 12.1 megapixel sensor. The 3x optical zoom lens offers a range of versatile framing options. The camera has a 2.5" LCD.

Woman: Any other advantages?

Shop assistant: The camera includes Smart Audio Mode, which selects intelligently the proper settings. It also has an evolved Face Detection Technology, plus a Face Detection self-timer.

Woman: Is it waterproof?

Shop assistant: Yes, it is waterproof up to 10 metres, freeze proof up to -10 degrees, shockproof when dropped from a height of 1.22 metres and also dust proof. In addition, there is a range of optional protective accessories available.

Woman: That sounds great! How much is it?

Shop assistant: The regular price is 179 pounds, but until July the 31st it's on sale for just 149 pounds.

Woman: So if I buy it now, I can save 30 pounds.

Shop assistant: Yes, that's right. Just to let you know, the camera is compatible with SD/SDHC, MMC/MMC Plus/HC MMC Plus cards, but no card is included in the price.

Woman: Okay, I have a card at home, so it doesn't really matter. I'll take it.



Useful phrases and words

Excuse me.

Elnézést kérek.

May I see that ... for a moment?

Láthatnám azt a/az ... egy pillanatra?

Sure.

Persze.

You mean this one/that one?

Úgy érti ezt/azt?

It's a brand new model.

Ez egy vadonatúj modell.

Any other advantages?

További előnyök?

Is it waterproof?

Vízálló?

That sounds great!

Ez nagyszerűen hangzik!

How much is it?

Mennyibe kerül?

If I buy it now, I can save

Ha most veszem meg, akkor spórolok ...

That's right.

Így igaz.

Just to let you know... .

Csak, hogy tudja

The ... is compatible with

A/Az ... kompatibilis a/az ...-val/-vel.

It doesn't really matter.

Nem igazán számít.

camera

on the right/on the left

brand new

lens

a range of ...

versatile

advantage

disadvantage

to include

proper

evolved

waterproof/

freeze proof/

shockproof

dust

in addition

protective accessory

available

regular

to be on sale

to save

to let somebody know

to be compatible with

fényképezőgép

jobbra/balra

vadonatúj

lencse (kamera)

egy sor ...

sokoldalú

előny

hátrány

tartalmaz

megfelelő, alkalmas

fejlesztett,

kifejlesztett

vízálló/fagyálló/

ütésálló

por

ráadásul

védőfelszerelés

elérhető,

megszerezhető,

kapható

rendes, rendszeres

le van értékelve,

kedvezményesen

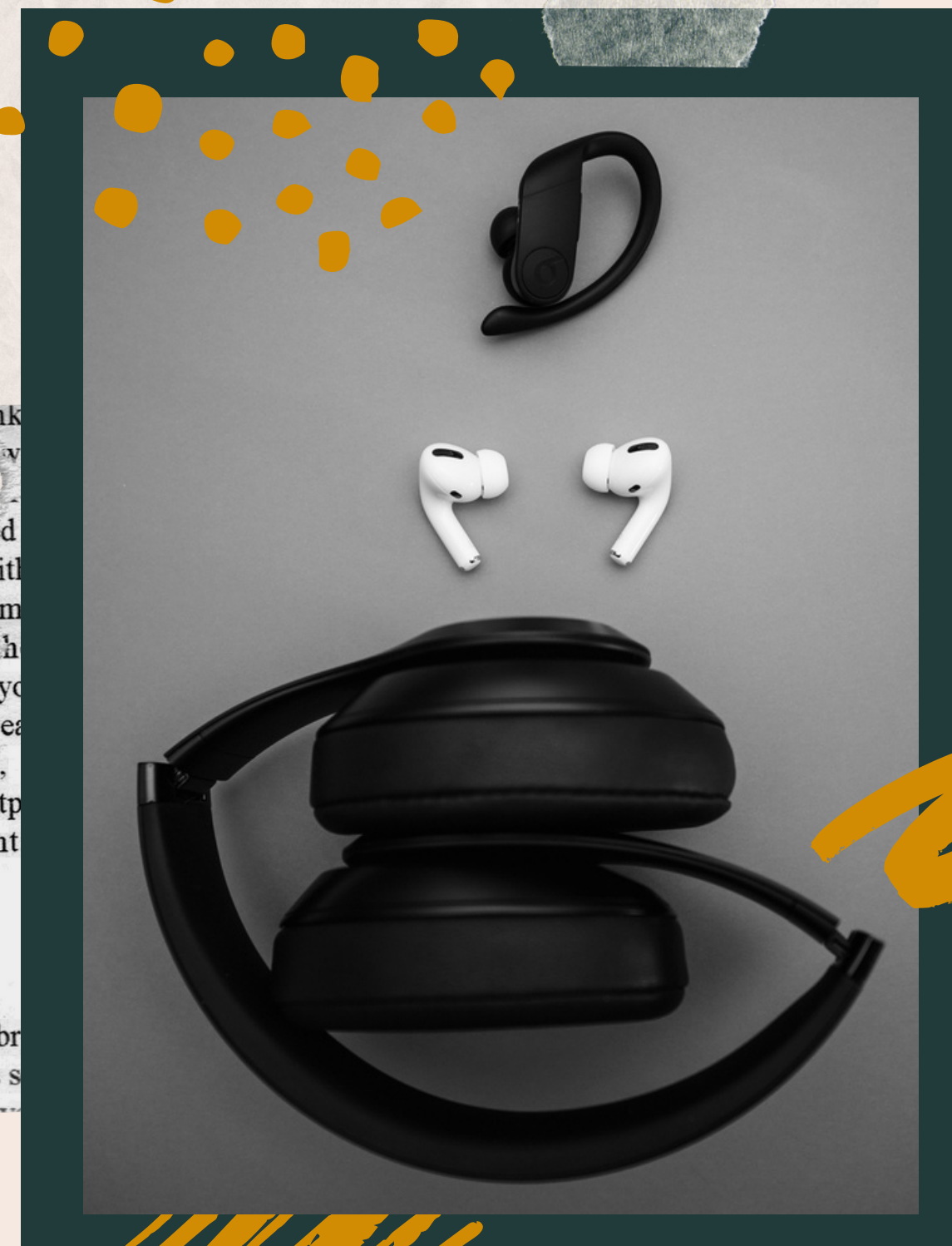
kapható

spórol

tudatni valakivel

kompatibilis

valamivel



USEFUL DIALOGUES – HASZNOS PÁRBESZÉDEK

SHOPPING/ASKING ABOUT THE WARRANTY – VÁSÁRLÁS/ÉRDEKLŐDÉS A GARANCIA FELŐL

Woman: Good afternoon! I've just bought this laptop computer, and I need the warranty card to be stamped.

Shop assistant: Certainly. Yes, here it is. Please, fill in the form with your name, address and the product serial number. In the meantime I'll check the product.

Woman: Okay. Do you need any other contact numbers?

Shop assistant: No, madam. That's enough. Can I have the receipt for a moment?

Woman: Here it is.

Shop assistant: Thank you. I'll just stamp the warranty card for you, and make a copy of the receipt. I'll be back in a minute.

Woman: All right.

Shop assistant: Okay. Everything is done. The warranty card is in the box ... and here is your receipt back.

Woman: Is the warranty valid in Hungary, too?

Shop assistant: Yes, it's valid throughout the world.

Woman: One more thing, could you pack it for me?

Shop assistant: Sure, but I'm afraid you'll have to pay a service charge for that.

Woman: That's not a problem. How much is that?

Shop assistant: One pound extra.



Useful phrases and words

I need the warranty card to be stamped.

Szükségem van pecsétre a garancialevélre.

Fill in the form.

Töltse ki az űrlapot.

Do you need any other ... ?

Van szüksége más ...?

That's enough.

Ez elég lesz.

Can I have the receipt for a moment?

Megkaphatnám egy pillanatra a blokkot?

I'll stamp the warranty card for you.

Lepecsételem a garancialevelet önnek.

I'll make a copy of the receipt.

Csinálok egy másolatot a blokkról/számláról.

I'll be back in a minute.

Egy perc múlva visszajövök.

Is the warranty valid in ...?

Érvényes a garancia ...?

It's valid throughout the world.

Az egész világon érvényes.

Could you pack it for me?

Be tudná csomagolni kérem?

Sure.

I'm afraid

You have to pay a service charge for that.

Szolgáltatási díjat kell ezért fizetnie.

That's not a problem.

How much is that?

Természetesen.

Sajnálom/

Attól tartok ...

Ez nem probléma.

Az mennyibe kerül?

warranty

warranty card

to be stamped

certainly

to fill in a form

serial number

in the meantime

to check

enough

receipt

to stamp

to make a copy

valid

throughout

to be afraid

to pack

service charge

garancia

garancialevél

lepecsételve lenni

természetesen

kitölteni egy űrlapot

szériaszám

eközben, ezalatt

ellenőriz

elég

blokk, számla

pecsétel, bélyegez

másolatot készíteni

érvényes

mindenütt

félni/tartani valamitől

becsomagol

szolgáltatási díj



USEFUL DIALOGUES – HASZNOS PÁRBESZÉDEK

SHOPPING/WHAT MAKE IS IT? – VÁSÁRLÁS/MILYEN GYÁRTMÁNY?

Man: Good afternoon! Could you help me, please?

Shop assistant: Sure. How can I help you?

Man: I'm looking to buy a pair of headphones.

Shop assistant: For any particular use?

Man: I just want to use it with my laptop. Nothing special. Not too expensive, but good quality.

Shop assistant: I see. What about this one?

Man: How much is it?

Shop assistant: It's 15.99 pounds. It's got a flexible headband, so also single-sided listening is possible.

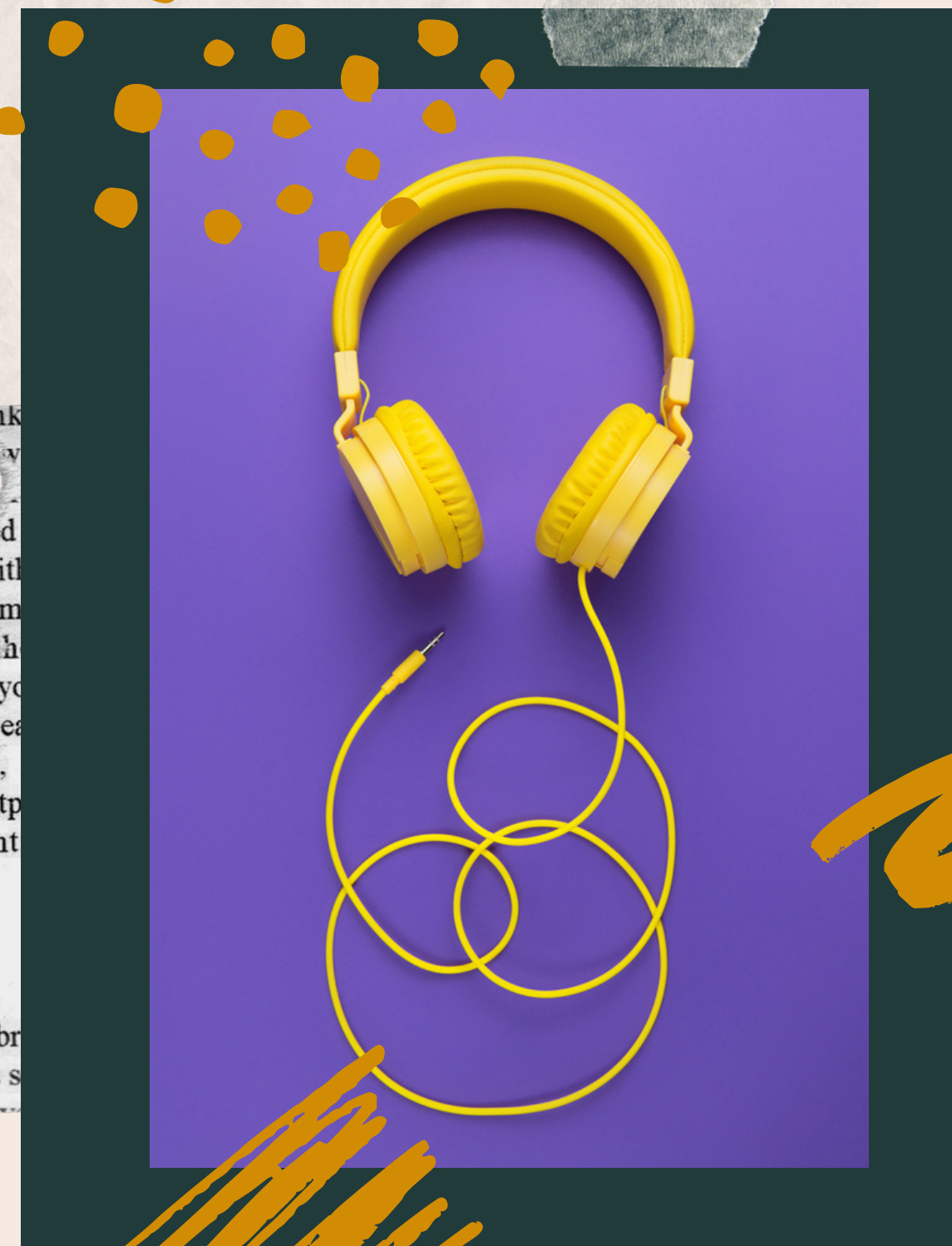
Man: It's a little expensive. Do you have a cheaper one?

Sales clerk: Yes. This one's only 12.99 pounds.

Woman: What make is it?

Sales clerk: It's a Panasonic RP-HT227. It's foldable, so very convenient for travelling, too.

Woman: Okay. I'll take it..



Useful phrases and words

Could you help me, please?

Tudna segíteni, kérem?

How can I help you?

Miben segíthetek?

I'm looking to buy

... -t szeretnék vásárolni.

For any particular use?

Valamilyen speciális használatra?

Nothing special.

Semmi különös.

Not too expensive, but good quality.

Nem túl drága, de jó minőségű.

I see.

Értem.

What about this one?

Mit szólna ehhez?

How much is it?

Mennyibe kerül?

It's a little too expensive.

Egy kicsit túl drága.

Do you have a cheaper one?

Van olcsóbb?

What make is it?

Milyen gyártmány?

It's convenient for travelling.

Kényelmesen használható utazáshoz.

I'll take it.

Elviszem.

**a pair of ...
headphones**

**particular
use**

expensive

cheap

quality

flexible

headband

single-sided

possible

foldable

convenient

egy pár ...
fejhallgató
különleges, speciális
használat

drága

olcsó

minőség

hajlékony

fejpánt

egy oldalú

lehetséges

összehajtható

kényelmes, alkalmas,
megfelelő

