



雅思口语干货

Part 2 Cue Card

Talk about a shopping center you are familiar with

| Where the shopping center is

| What you can buy

| How often you go there

and the reason why you like it]

The shopping center that I like the most is called Emperor Square. It is settled in Zhongshan road, next to the Zhonghua Plaza, and it's in the vicinity of my school, so it's convenient for me to go to. This place is focused on fashion and trend, so it's very popular among teenagers. At weekends, the place is filled with middle school students. You can buy most of the 'innest' things there, such as albums of famous pop stars and comic fan stuff. For boys, there are



shops highlighting football, where you can buy pillows with Manchester United or AC Milan's emblem on them. For girls, there are shops selling fancy clothes, accessories, make-up and cute chains to hang on mobile phones. There are also special shops featuring 'DIY', where you can do a range of things from hammering your own silver necklace to making soap and perfumes. We once made a cake of soap ourselves in Junior 1 for our English teacher, who was about to leave China, as a farewell present.

I am not as crazy about shopping as many of my peers, but it doesn't mean that I don't shop at all. I go to the Emperor Square more frequently than other places, about twice or three times a month. I still remember the first time I visited the place with my friends. It was right after an important exam, and my friends decided to go out to relax. When they invited me, I agreed, and I went to the Square with them. From then on I have always regarded the Emperor Square as an interesting place to be.

I am not as rich as others, and sometimes I don't have enough money with me, but even window-shopping there is highly



enjoyable. Just strolling in the maze-like corridors and alleys and studying the exquisitely displayed commodities is a pleasure. Also, we have found this shopping center a good place to purchase birthday presents for our friends, since in the various stores there you can certainly find something suitable for a teenage friend. I really like the Emperor Square, a place of shopping surprises.

Q: Are there many people in the shopping center you just described?

A: Yes, and most of them are teenage students as I have mentioned.

Part 3 General Questions

Q: What features do you think a successful shopping center must acquire?

A: In my opinion, a successful shopping center must, in the first place, be clear about what sort of customers they need to attract-----does it focus on customers of a certain category, for example, sports lovers or old people? Or does it want to attract the



general public? With this in mind, a shopping center can then import the correct goods to sell.

Also, the shopping place needs to be well furnished, equipped with adequate facilities, such as comfortable air-conditioning and spacious, easily accessible lifts. I don't think anybody would like to shop at a construction site!

Then, the commodities the shopping center sells should be both modest in price and high in quality. Everybody likes things that are nice and cheap.

Last but not least, the service in a shopping center should be enhanced in order to attract more customers. Shop-assistants must be friendly to customers and willing to serve them well. There are picky shoppers who find fault with everything and can't make up their minds. A shop-assistant then, must be patient with them instead of being annoyed, and should try his best to satisfy the customers' needs and help them choose what fits them best.

Q: What do you think can be done to make a shopping center more attractive



A: First of all, adjustments can be made to a shopping center's facilities to make them more comfortable. More kinds of goods can be added to the storage and arranged in such a way that they can be more convenient for customers to access to.

Secondly, more sales activities can be held to raise interest. For example, a sales season around Christmas can attract many shoppers, and there can be more commodities on discount ----- cheaper merchandise means more buyers! Also, a shopping center can invite famous people, such as pop singers, to help promote its goods and entertain customers. These activities can certainly make a shopping center more popular.

Q: What do you think are the benefits of Internet shopping?

A: Talking about Internet shopping, I often buy books via the Internet, and I really enjoy this kind of shopping.

Internet shopping can save you a lot of time and energy. If you shop in the traditional way, you may have to run all around the city and turn all the shops upside down just for one special article. It may also cost you a whole morning and you may feel exhausted a

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he end of the day. However, if you do your shopping on the Internet, you can simply key in a few words and with a click of the mouse, your order is off and you can wait for your merchandise to be delivered to you.

Internet shopping is much more convenient than traditional shopping. It can be hard for you to find something you need, for it may be tucked away in a corner of a shop. Yet on the Internet, you can just search for the merchandise you need, and receive the result a second later.

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