

3 Products and packaging

Articles

1 Complete the sentences using *the*, *an* or no article.

- 1 I have ___ idea. Let's develop ___ completely new model with extra features – we could call it 'Premia'.
Of course, it would sell at ___ much higher price.
- 2 When we launch ___ new 'Premia' model, we will have to redesign ___ packaging. We want to differentiate it from ___ standard model we sell now.
- 3 Anyone who works in ___ marketing will tell you – ___ packaging is very important – ___ products don't just sell themselves.

2 Complete the grammar rules using *the*, *a/an* or *no article*.

- 1 You use _____ when the listener doesn't know which person or thing you are talking about because:
 - you are mentioning it for the first time or
 - it is not specific.
- 2 You use _____ when it is clear which person or thing you are talking about because:
 - it's clear from the context or
 - there is only one or
 - you have already mentioned it.
- 3 You use _____ when you are talking generally.

3 Fill in the gaps using *the* or *a/an*.

- 1 I've brought with me ___ mockup of our latest GPS device – ___ mockup shows how compact the new product will be.
- 2 I'd like to finish ___ presentation by telling you ___ story.
- 3 Have you heard about ___ MP-bunny? It's ___ electronic rabbit that dances and talks.
- 4 We've developed ___ great new product – ___ idea came from our R&D department.

4 Fill in the gaps using *the* where necessary.

- 1 People say that ___ money makes ___ world go round.
- 2 ___ money we spend on ___ market research is only a small part of our whole budget.
- 3 ___ football these days is much more commercialized than ___ football they played 20 years ago.
- 4 ___ plastic is often used as a packaging material, and ___ plastic we use is 100% biodegradable.

Defining relative clauses

5 Read how to join two short sentences.

Here is the package. We designed it last week.
→ Here is the package **which/that we designed last week.**

(NOT Here is the package which we designed it last week.)

Here is the CV of the Portuguese candidate. She got the job.

→ Here is the CV of the Portuguese candidate **who/that got the job.**

(NOT Here is the CV of the Portuguese candidate who she got the job.)

The underlined phrases are relative clauses.

The words in **bold** are relative pronouns. You use *which* for things, *who* for people and *that* for both things and people.

(In speech, *that* is more common for things, and *who* is more common for people.)

Join the sentences below. Write both relative pronouns.

- 1 FedEx® is an international company. It operates in the transportation business.
- 2 Charlie Wang is a dynamic man. He runs the New China Packaging Company.

Relative clauses without the relative pronoun

6 Look at the two joined sentences with the underlined relative clauses in the box in Exercise 5.

In one of the sentences you can leave out the relative pronoun. Write the whole sentence again, without any relative pronoun.

7 Underline the correct words in **bold** to make a rule. Think about your last answer and look again at the box above to help you.

- You can leave out *who*, *which* or *that* in a defining relative clause if they are followed immediately by a **verb / a pronoun / a noun**.
- You must keep *who*, *which* or *that* if they are followed immediately by a **verb / a pronoun / a noun**.