

www.amazon.com

An EFL lesson based on the authentic web site

High-intermediate

3 class periods

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Amazon.com is a paragon of business-to-consumer e-commerce. Not only does the company offer a virtually unlimited selection of books (and a good range of other items) that are easily ordered from the web site and shipped promptly, but its database system keeps the return visitor constantly updated as to his/her buying history and the newest items available that correspond to that history and personal pattern of taste or interest.

What should I do?

1. Go to the web site, and from the front page, find out the current “top sellers” in the categories of Book, Music, DVD and Video.

Book: Title: _____

Author: _____

Music: Title: _____

Musician(s): _____

DVD: Title: _____

Main actor: _____

Video: Title: _____

Main actor: _____

2. Some of the links below (from the top banners of the web site) are correct, and others are written incorrectly or do not exist. To find them, select **Books** and **Music** in the search box and press Go! You will have to check the banner links carefully to mark the correct ones with a ✓.

- | | |
|---|--------------------------------------|
| <input type="radio"/> E-books & documents | <input type="radio"/> Classic |
| <input type="radio"/> Browse styles | <input type="radio"/> Welcome |
| <input type="radio"/> Music inlet | <input type="radio"/> Worst sellers |
| <input type="radio"/> Top sales | <input type="radio"/> Opera & Vocal |
| <input type="radio"/> Bargain Cook Outlet | <input type="radio"/> Music |
| <input type="radio"/> Search for | <input type="radio"/> Used music |
| <input type="radio"/> Free downloads | <input type="radio"/> Browse Objects |

3. Find the link for employment opportunities with Amazon.com. _____

4. In what city is the Amazon headquarters? _____

5. Now, let's look at some books. In the search box, select **Books** again, and underneath that, type in the title **A Leaf in the Bitter Wind** and press Go!

6. Who is the author? _____

7. Click on the paperback edition of *A Leaf in the Bitter Wind*. Now, read the Editorial Review.

8. Ting-Xing Ye's family was torn apart by the _____

9. She was forced to work on a _____ because she was a

_____.

10. Now read the first two Customer Reviews of the Day of Ting-Xing Ye's book. Copy them on the next two pages (or print them out and paste them on the pages here).

11. Do the customers generally like *A Leaf in the Bitter Wind*? Circle Yes No

12. How many stars is the average customer rating? Circle the correct one below.

◇ ◇ _ ◇ ◇ ◇ ◇ _ ◇ ◇ ◇
 ◇ ◇ ◇ _ ◇ ◇ ◇ ◇ ◇ ◇ ◇ ◇ _ ◇ ◇ ◇ ◇ ◇

13. In the search box, choose **Books** once again and type in Anchee Min. When you reach the next page, click on the \$6.75 paperback edition of Anchee Min's book *Red Azalea*.

Writing suggestion
(teacher's option): Have students write a customer review of a book they have read, then locate the book on the Amazon web site and post their reviews online.

14. When you scroll down the page, you'll see similar books by Jan Wong (*Red China Blues*) and Jung Chang (*Wild Swans*).

15. Click on Wild Swans.

16. Scrolling down on the Wild Swans page, do you find any other books about China that you have not seen yet? Write their titles and authors here:

Title	Author

17. Read the Editorial and/or Customer Reviews of Anchee Min's *Red Azaleas*. Anchee Min emigrated to which country in 1984? _____

18. On the home page, click on **Browse Subjects**. Now, find a book that would interest you. **Add to shopping cart and print out the shopping cart page**. If you cannot print it out, copy the details here:

Title	Author	List Price	Our Price

End of lesson. Answer key on next page.

1. Top sellers change often, but students should have the same answers on the same day.

2.

<input type="checkbox"/> E-books & document	<input type="checkbox"/> Classic
<input type="checkbox"/> Browse styles	<input type="checkbox"/> Welcome
<input type="checkbox"/> Music inlet	<input type="checkbox"/> Worstsellers
<input type="checkbox"/> Top sales	<input type="checkbox"/> Opera & Vocal
<input type="checkbox"/> Bargain Cook Outlet	<input type="checkbox"/> Music
<input type="checkbox"/> Search for	<input type="checkbox"/> Used music
<input type="checkbox"/> Free downloads	<input type="checkbox"/> Browse Objects

3. join our staff

4. Seattle

5. n/a

6. Ting-Xing Ye

7. NA

8. Cultural Revolution

9. Prison farm, "capitalist's child."

10. Students should copy or paste. Customer reviews change periodically.

11. Yes

12. 4 _ stars

13. NA

14. NA

15. NA

16. *Life and Death in Shanghai* by Nien Cheng, and *China Wakes* by Nicholas Kristoff, et al

17. USA

18. Variable