

## PROPÓSITO:

Students will be able to use inferiority and equality adjectives specially to describe people, places and animals in oral and written texts.

## MOTIVACIÓN:

Dear students the present guide has the pedagogical intention, to know about adjectives, inferiority and equality comparatives, and how we can use them in oral and written texts. Compare the people?



## EXPLICACIÓN:

### IGUALDAD/ EQUALITY

Si yo digo que **Juan es tan alto como Pedro**, estoy haciendo un **comparativo de igualdad**.

Si digo que **Juan y Pedro no son tan altos como Tomás** estoy haciendo **negación de la igualdad** y en la negación de la igualdad estoy dejando ver **inferioridad**.

Naturalmente hay una **fórmula específica para expresar inferioridad**:

**menos ... que**

Juan y Pedro son **menos** altos **que** Tomás

Pero, ¿no te parece que es más suave decir "no tan... como" que "menos ... que"?

**English examples:**

**Igualdad/Equality**

John is as tall as Peter

Example without equality/

**Ausencia de Igualdad (= Inferioridad)**

John and Peter are not so/as tall as Thomas

Inferiority/ inferioridad

John and Peter are **less** tall **than** Thomas

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## EJERCICIOS:

### A. Complete each sentence with as . . . as and the adjective parentheses.

#### Example

1. Magazine ads are as effective as (effective) newspaper ads.

2. Mark plays the guitar \_\_\_\_\_ (beautiful) Nancy does.

3. Online reviews are \_\_\_\_\_ (useful) than friends about products.

4. The coat was just \_\_\_\_\_ (warm) it looked.

5. Your sofa is just \_\_\_\_\_ (comfortable) Diane's.

6. My computer is \_\_\_\_\_ (fast) than the newer models.

### B. Use either as ... as or not as ... as in the sentences below.

Example: Ben Nevis is \_\_\_\_\_ as Mont Blanc (not/high).

Answer: Ben Nevis is not as high as Mont Blanc.

1) The blue car is \_\_\_\_\_ the red car. (fast)

2) Peter is \_\_\_\_\_ Fred. (not/tall)

3) The violin is \_\_\_\_\_ the cello. (not/low)

4) This copy is \_\_\_\_\_ the other one. (bad)

5) Oliver is \_\_\_\_\_ Peter. (optimistic)

6) Today it's \_\_\_\_\_ yesterday. (not/windy)

7) The tomato soup was \_\_\_\_\_ the mushroom soup. (delicious)

8) Grapefruit juice is \_\_\_\_\_ lemonade. (not/sweet)

9) Nick is \_\_\_\_\_ Kevin. (brave)

10) Silver is \_\_\_\_\_ gold. (not/heavy)

NAME: \_\_\_\_\_ DATE: \_\_\_\_\_

## GRAMMAR WORKSHEET

**COMPARATIVE ADJECTIVES**

## and SPELLING PRACTICE

• Fill in the missing vowels: *a e i o u*

1. A tiger   s   b gg r   th n   c t.
2. A   c t   s   sm ll r   th n   b  r.
3. A   b  r   s   m  r   d ng r   s   th n   d g.
4. A   d g   s   fr ndl r   th n   r bb t.
5. A   r bb t   s   f st r   th n   fr g.
6. A   fr g   s   n  s r   th n   b tt rfly.
7. A   b tt rfly   s   m  r   b   t f i   th n   m nk y.
8. A   m nk y   s   sm rt r   th n   g rff .
9. A   g rfe   s   t ll r   th n   n  lphnt.
10. An   l phnt   s   strng r   th n   sn k .
11. A   sn k   s   lng r   th n   sp d r.
12. A   sp d r   s   sl w r   th n   t g r.

**EVALUACIÓN:****Read and answer the questions**

**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

**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**

#### **AND SELF EVALUATION**

- **1.**What I have learned?
- **2.**What was easy from the lesson?
- **3.**What was difficult?

#### **BIBLIOGRAFÍA:**

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