Do you like to shop? During this lesson you will learn just how to go about shopping in Latin American shops and markets. We’ll explore terms for everything from foods to clothes to how to find the best buy, so let’s go spend some money!

What You’ll Learn to Do

1. Describe shopping in the Otavalo, Ecuador, open-air market.
2. List many foods and items found in a supermarket and name several articles of clothing and accessories.
3. Describe how to try on clothing and discuss how clothing fits.
4. Compose yes/no questions and answers and use interrogatives.
5. Listen and distinguish methods of bargain shopping.

Open-air Markets

If you were to take a trip about two hours north of Quito, Ecuador, in the Andean highland, you would find the world famous Otavalan Indian market. Arrive early on a Saturday morning and you are in for a shopper’s delight: merchants and tourists buying, selling, and haggling over the right price line the town’s streets.

So just what makes this market unique? This mercado (market) is run by a group of Indian peoples who have managed to maintain their ethnic identity, despite efforts by Spaniards and the modern world to change them. Many still speak Quechua, their native language, and wear traditional dress. You may see the men attired in calf-length white trousers, rope sandals, and reversible blue/grey ponchos, with their hair tied back in long ponytails. The women wear long black skirts, shawls, colorful embroidered blouses, and beautiful jewelry of gold or blown-glass beads.

History tells us that the Otavalo Indians have been good textile makers and businesspeople since ancient times. During the Incan rule of the fifteenth century, Otavalo was known as an important administrative area. After the Spanish conquest, Rodrigo de Salazar continued and expanded textile production in the area. He established a huge weaving workshop (obraje) which employed hundreds of workers; by the early 1600s, it was the most important workshop in Ecuador. This business tradition has continued and still runs strong today.

If you are an early riser, Otavalo is the right place for you. At 6:00 on Saturday morning, the animal market opens, and what a site it is! Squealing pigs, cackling chickens, sheep, goats, and horses wake up the town as expert bargainers work their trade. By 9:00 A.M., Poncho Plaza will be alive and filled with the artesian market. Colored textiles of every kind will be seen in every direction.
ponchos, Panama hats, thick wool cobijas (blankets), patterned belts, and tapestries adorned with pictures of llamas and Indian pictures. You can practice your shopping and bargaining skills as you soak in the Indian culture. So, let’s shop! *A comprar!*

**Let’s Check Your Mastery**

Answer the following questions and then check your answers in the Answer Key at the back of this course manual. Do not submit your answers to Independent Study.

1. What is a *mercado*?

2. Where is the Otavalo market located?

3. Why is the Otavalo market unique?

**The Supermarket**

**Vocabulary**

Listen and repeat the words found below and on the section on your CD entitled “Groceries” (track 3).

- groceries—los abarrotes
- food—la comida

**Fruits and Vegetables—las frutas y las verduras**

- grapes—las uvas
- apple—la manzana
- orange—la naranja
- strawberry—la fresa
- peach—el durazno
- lemon/lime—el limón
- pineapple—la piña
- broccoli—el brócoli

- lettuce—la lechuga
- spinach—la espinaca
- beans—los frijoles or las habichuelas
- corn—el maíz
- tomato—el tomate
- onion—la cebolla

**Meats—la carne**

- beef—la carne de res
- ham—el jamón
- turkey—el pavo
- duck—el pato
- chicken—el pollo
- lamb—el cordero/la oveja
- fish—el pescado
- shrimp—el camarón

**Others—los otros**

- milk—la leche
- bread—el pan
- rice—el arroz
- ketchup—la salsa de tomate
- eggs—los huevos
- cookies—las galletas
- cheese—el queso
- mustard—la mostaza
- vanilla ice cream—el helado de vainilla
- to eat—comer
- to buy—comprar
- to sell—vender

**Let’s Check Your Mastery**

Answer the following questions and then check your answers in the Answer Key at the back of this course manual. Do not submit your answers to Independent Study.

Elena está comprando abarrotes en el supermercado para un barbeque. Ayúdale con sus compras. Ponga en su carrito (canasta) de compras lo que ella necesita en la orden de su lista. (Put the letters of the correct pictures in the order of her grocery list.)

**Lista de compras**

1. Carne de res
2. Queso
3. Lechuga
4. 3 tomates
5. 2 cebollas
6. Piña
7. Uvas
8. Helado de vainilla
9. Torta de chocolate
10. Salsa de tomate
Vocabulary

Listen and repeat the words listed below and found on the section of your CD entitled “Clothing” (track 4).

Clothing—la ropa
pants—los pantalones
socks—los calcetines
dress—el vestido
suit—el traje
tie—la corbata
jacket—la chaqueta
coat—el abrigo
cap—la gorra
swimsuit—el traje de baño
pajamas—las pijamas
necklace—el collar
ring—el anillo
shirt—la camisa
shoes—los zapatos
skirt—la falda
blouse—la blusa
sweater—el suéter
boots—las botas
gloves—los guantes
hat—el sombrero
bathrobe—la bata de baño
underwear—la ropa interior

earrings—los aretes
watch—el reloj
to try on—probar
to wear—llevar
to cost—costar (hint: costar is an O to UE stem-changing verb)

Let’s Check Your Mastery

Answer the following questions and then check your answers in the Answer Key at the back of this course manual. Do not submit your answers to Independent Study.

Have you ever looked in your closet and thought, “What in the world am I going to wear?” Carolina is having that very same thought. Help her decide what to wear to the following places by filling in the blanks below.

1. un baile formal (a formal dance)
2. el parque (the park)
3. la playa (the beach)
4. a esquiar (to snow ski)
5. a acostar por la noche (to go to sleep for the night)

Trying on Clothing

Now that you know the names of clothing items, you may want to go to the store and try some on. Here are some phrases that may help. You may listen to them on the section of your CD entitled “En la tienda” (track 5).
If you need some help from un dependiente (a salesperson), you may ask:

¿Con permiso, me puede atender, por favor?
Excuse me, can you help me please?

Sizes

Uso talla 36.
I wear size 36.

Uso el número 40 en zapatos.
I wear a size 40 in shoes.

small—chico
medium—medio
large—grande

¿Me la puedo probar?
Can I try it on?

Asking How Clothes Fit

Preguntas

¿Te gusta esta falda?
Do you like this skirt?

¿Cómo me veo en estos pantalones?
How do I look in these pants?

¿Cómo te queda la camisa?
How does the shirt fit you?

Respuestas

La falda está muy de moda.
The skirt is very stylish.

Te ves muy . . . (bonita, guapo, etc.)
You look very . . . (beautiful, handsome, etc.)

Me queda un poco estrecha.
It fits a little tight.

Los pantalones me quedan anchos/largos.
The pants are too loose/long.

Tu camisa no hace juego con tus pantalones.
Your shirt does not match your pants.

¿Me la puedo probar?
Can I try it on?

Questions and Answers

Asking questions—A preguntar

Yes/No Questions

If you are going to go shopping, you will probably need to ask some questions. In English, when we ask questions, we use the order: Do-subject-verb-object? For example:

Do you eat bananas?

Yes, I eat bananas.

In Spanish, asking questions is a little different because there is no word for do, and the word order is different. The Spanish word order for a yes/no question is: verb-subject-object.

¿Come usted plátanos?
¿Compran ellos camisas verdes?

Answering yes/no questions

To answer yes to such questions, it is usually done the same in Spanish as it is in English.

Sí, yo como plátanos.
Yes, I eat bananas.

However, to answer no to such questions, it becomes necessary to learn a few rules. In English, when we answer negatively, we say:

No, they don’t buy green shirts.

Let’s Check Your Mastery

Answer the following questions and then check your answers in the Answer Key at the back of this course manual. Do not submit your answers to Independent Study.

¡Te toca a ti!
The negative word *not* is combined with the word *do*. We just learned, though, that they don’t use the word *do* in Spanish, so the negative word *no* stands by itself immediately before the verb.

No, ellos no compran camisas verdes.

1. To ask a *yes/no* question in Spanish, use the following order: verb-subject-object
   
   Example: ¿Vende él naranjas?
   
   *Does he sell oranges?*

2. To answer a *yes/no* question in Spanish positively, use the following order: sí-subject-verb-object
   
   Example: Sí, él vende naranjas.
   
   *Yes, he sells oranges.*

3. To answer a *yes/no* question in Spanish negatively, use the following order: no-subject-no-verb-object.
   
   Example: No, él no vende naranjas.
   
   *No, he doesn’t sell oranges.*

4. Remember: There is no *do, does, don’t, did,* or *didn’t* in Spanish!

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**Let’s Check Your Mastery**

*Answer the following questions and then check your answers in the Answer Key at the back of this course manual. Do not submit your answers to Independent Study.*

Translate the following sentences into Spanish and then check your answers in the Answer Key.

1. Do you have shoes?

2. No, we don’t have shoes.

3. Does he sell swimming suits?

4. Yes, he sells swimming suits.

5. Do they want to buy pajamas?

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**Interrogative Words: Qué, Quién, Dónde, Por qué, Cómo, Cuánto**

While you have been shopping, you’ve been able to ask questions like, “Do you have apples?” or “Do you like broccoli?” But perhaps you would like to get some more details. That is why we need interrogative words, like the following:

- **Qué**—what
- **Quién**/**Quiénes**—who
- **Dónde**—where
- **Cuándo**—when
- **Cuánto/Cuántos**—how much
- **Por qué**—why
- **Cómo**—how

In Spanish, the interrogative word is usually the first word in the sentence. Generally speaking, interrogative questions follow the word order: interrogative-verb-subject (if needed)-object (if needed).

For example:

- ¿Qué comen ellos?
  *What are they eating?*

- ¿Dónde está Carmen?
  *Where is Carmen?*

- ¿Cómo canta ella la canción?
  *How does she sing the song?*

- ¿Cuándo compra José los tomates?
  *When does José buy the tomatoes?*

- ¿Por qué quiere Luisa una falda nueva?
  *Why does Luisa want a new skirt?*

- ¿Cuál es la fecha?
  *What is the date?*

- ¿Quiénes venden pantalones negros?
  *Who sells black pants?*

- ¿Cuánto cuesta la camisa?
  *How much does the shirt cost?*
Note: Notice that the interrogatives **quién** and **cuánto** can be singular or plural.

For example:

¿Quién tiene el sombrero?
*Who (singular) has the hat?*

¿Quiénes tienen el sombrero?
*Who (plural) has the hat?*

¿Cuánta agua necesita?
*How much water do you need?*

¿Cuántos zapatos quiere?
*How many shoes do you want?*

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**Let’s Check Your Mastery**

Ask some questions! Translate the following sentences into Spanish.

1. How much do the socks cost?

2. When does Adán eat?

3. Where does Olivia try on the clothing?

4. What does Victor need to sell?

5. Why does Pedro wear purple pants and a red shirt?

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**Bargain Shopping**

*regatear—to bargain*

In many open air markets in Latin America, it is customary to bargain over the price of goods. Here in the U.S. we don’t get many chances to bargain, so here are a few tips. Upon approaching a *vendedor* (seller), ask him the price of what you would like to buy. He will probably tell you a higher price than he expects to receive. Then, ask him how much he will let it go for to show him you want to bargain. He will probably give you a lower price. Then, if you do not want to pay the new price, you can offer him a lower price, usually about two-thirds the original offer. You do not want to give an offer that is too low, or you may insult the seller. Here are some bargaining phrases that may come in handy:

**Pregunta (Question):**

¿Cuánto cuesta la camisa?
*How much does the shirt cost?*

¿Qué precio tiene la camisa?
*What is the price of the shirt?*

¿Cuánto vale la camisa?
*What is the shirt worth?*

**Respuesta (Reply):**

Cuesta diez dólares.
*It costs ten dollars.*
Aquí, no se puede regatear; tenemos precios fijos.
You can’t bargain here; we have fixed prices.
A usted, se lo doy por ocho dólares.
I’ll give it to you for 8 dollars.
Se lo regalo por cinco dólares, pero es mi última oferta.
I’ll give it to you (as a gift) for 5 dollars, but it is my last offer.

**Shopping For Sales—en barata**
el descuento—discount
en barata—on sale
la oferta—the sale
dos por uno—two for one
una ganga—a bargain
gratis—free
por ciento—percent

**Examples:**

Estoy mirando, nada más.
I’m only looking.
¡Cuesta una fortuna!
*It costs a fortune!*

¡Cuesta un montón!
*It costs a ton!*

**Let’s Check Your Mastery**

Answer the following questions and then check your answers in the Answer Key at the back of this course manual. Do not submit your answers to Independent Study.

**Bargain Shopping: Listening Comprehension**

Escuche la sección nombrada “Shopping” en tu CD y conteste las siguientes preguntas. (Listen to the section entitled “Shopping” (track 6) on your CD and answer the following questions.) Compare your answers to the correct answers.

1. For how much did Octavio buy the sombrero?

2. What is the sale on the green shirts?

3. Why can’t Roberto bargain for the shoes?
LESSON 2
SPEEDBACK
ASSIGNMENT

Mark all answers here, then transfer them to your Speedback answer form. You may either submit your completed answer form to Independent Study for processing, or you may use WebGrade for immediate grading. See your Read Me First pamphlet for instructions.

Keep in mind that the final exam for this course is “closed book” so you will want to take note of the questions that you had to look up in the material. Studying for the Speedback assignment as if it were a closed book exam will better prepare you to pass the final exam, which you must pass in order to get credit for the course. Caution: I am aware that these exercises can be done with a computer or other automatic translation tools. If you choose to use them: 1) you won’t learn the material very well, 2) you won’t be prepared to take the final exam, and 3) you will fail the course if I can detect that you have used them.

Multiple Choice

1. *Un mercado* is
   a. a clothing or department store
   b. a market
   c. a type of car
   d. to bargain

2. Where is Otavalo?
   a. Colombia
   b. Perú
   c. Ecuador
   d. Guatemala

3. What makes the Otavalo market unique?
   a. It sells ponchos, blankets, and patterned belts.
   b. At 6 A.M., you can hear cows, sheep, chickens, and all kinds of animals in the streets as their owners buy and sell.
   c. You can bargain in the market.
   d. It is run by an Indian group who maintain their ethnic identity, wear their traditional dress, and speak Quechua.
Matching

Match the English words with their Spanish counterparts.

4. groceries  a. huevos
5. grapes      b. camarón
6. onions      c. durazno
7. shrimp      d. abarrotes
8. eggs        e. uvas
               f. habichuelas
               g. cebollas

Multiple Choice

Choose the best English translation for the following sentences.

9. ¿Te gusta este vestido?
   a. Do you like this dress?
   b. Does this dress fit?
   c. Do you like this skirt?
   d. Does she like this shirt?

10. Los pantalones me quedan anchos.
    a. The pants fit me tight.
    b. The pants don’t match.
    c. The pants are stylish.
    d. The pants fit me loose.

11. Tu camisa no hace juego con tu falda.
    a. Your shirt doesn’t match your socks.
    b. Your dress doesn’t match your shoes.
    c. Your shirt doesn’t match your skirt.
    d. Your shirt and skirt don’t fit.

Fill in the blanks.

12. Jorge lleva _____________, _________________, y _________________ a un baile formal.
    a. corbata, traje, zapatos
    b. vestido, guantes, collar
    c. gorra, traje de baño, camisa
    d. suéter, abrigo, botas

Choose the best Spanish translation for each of the following sentences.

13. Do you buy underwear?
    a. ¿Tú compras ropa interior?
    b. ¿Compras tú ropa exterior?
    c. ¿Ropa interior compras?
    d. ¿Compras tú ropa interior?

14. No, I don’t buy underwear.
    a. Yo no compro ropa interior.
    b. Yo compro ropa interior.
    c. No, no compro yo ropa interior.
    d. No, yo no compro ropa interior.
15. Yes, we do buy underwear.
   a. Sí, nosotros sí compramos ropa interior.
   b. Sí, nosotros compramos ropa interior.
   c. Compramos ropa interior.
   d. Sí, sí compramos ropa interior.

16. How much does the necklace cost?
   a. ¿Cuánto cuesta el collar?
   b. ¿Cuándo cuesta el collar?
   c. ¿Cómo es el collar?
   d. ¿Qué cuésta el collar?

17. Where does Victor sell oranges?
   a. ¿Cuándo vende Victor naranjas?
   b. ¿Dónde Victor vende naranjas?
   c. ¿Dónde vende Victor naranjas?
   d. ¿Dónde naranjas Victor vende?

18. If you walked past a store window with a sign posted out front that said, “¡En barata!” you would know that
   a. the store was giving things away free
   b. they want you to come in and try something on
   c. they’re selling things two for one
   d. they are having a sale

19. Another day you find a shoe sale that offers you “un descuento de 50 por ciento.” If the original price of the shoes was $20, the sale price would be
   a. $5
   b. $10
   c. $15
   d. $20

20. To find out if a vendedor will bargain with you, you can ask him:
   a. ¿Cuánto cuesta la corbata?
   b. ¿Me la puedo probar?
   c. ¿Cómo me veo en esta corbata?
   d. ¿Me puede rebajar el precio?