

5 The consumer society



Vocabulary

shops and shopping

- 1 Do the quiz. Then work in pairs and discuss your answers. Turn to page 142 to see what your answers say about you.

Quiz

← →

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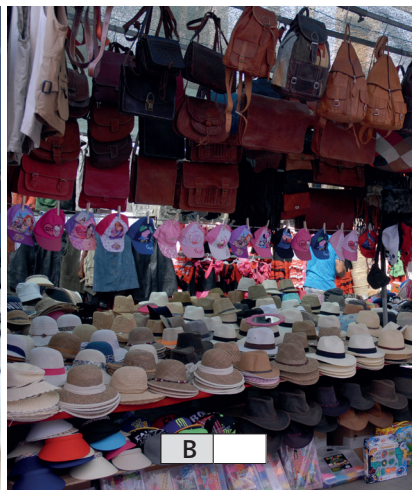
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What kind of consumer are you?

	Agree	Disagree
HOME		
NEWS		
BLOG		
QUIZZES		
LINKS		
CONTACT		
HELP		
Sign Up/Log In		
username		
password		
1 It's important for me to wear well-known <u>brands</u> and <u>logos</u> .	<input type="radio"/>	<input type="radio"/>
2 I often go to second-hand bookshops.	<input type="radio"/>	<input type="radio"/>
3 I prefer <u>shopping centres</u> to <u>street markets</u> .	<input type="radio"/>	<input type="radio"/>
4 I like shopping in independent shops more than in <u>chain stores</u> .	<input type="radio"/>	<input type="radio"/>
5 I buy a lot of things <u>on credit</u> .	<input type="radio"/>	<input type="radio"/>
6 I think it's good to buy myself luxury products from time to time.	<input type="radio"/>	<input type="radio"/>
7 It's more convenient for me to shop at an out-of-town <u>hypermarket</u> than in a local shop.	<input type="radio"/>	<input type="radio"/>
8 I buy a lot of things in sales.	<input type="radio"/>	<input type="radio"/>
9 I always go on a price comparison website to find the best deal.	<input type="radio"/>	<input type="radio"/>
10 I still <u>browse</u> in bookshops, but nearly always buy books online.	<input type="radio"/>	<input type="radio"/>



A



B



C



D

2 Match the underlined words in the quiz to their meanings (1–8).

- 1 a very large supermarket
- 2 a place outside where people buy and sell goods
- 3 a product made by a particular company
- 4 one of a group of shops owned by the same company
- 5 look at things without necessarily wanting to buy anything
- 6 a design or symbol a company uses as its special sign
- 7 a large covered area where there are a lot of different shops
- 8 an arrangement to pay for something later

3 Match the comments (A–D) to four of the sentences in the quiz (1–10).

A It's so much easier to buy things with just a few clicks of the mouse.

B I like getting clothes that aren't the same as everybody else's.

C That way you know you're not going to see it cheaper anywhere else.

D Maybe it costs a bit but it makes you feel good!

4 Write some comments like the ones in Activity 3 to explain your answers to the quiz.

5 Work in pairs. Show your comments from Activity 4 to your partner. Can he/she guess which statements from the quiz they refer to?

6 Where do you or your family go shopping for food? Have your shopping habits changed in the last few years? If so, how?

Multiple matching

7 21 Listen to four people talking about a recent shopping experience. Match the speakers (1–4) to the photos (A–D).

8 You will listen to the four people from Activity 7 again. Read the exam task and underline the key words. Think about words the speakers might use for these key words.

Example:

A: *wasted time*: spent a lot of time/hours; was there for

Listen and choose from the list (A–E) what each speaker says about the experience. There is one extra letter which you do not need to use.

- | | | |
|--|-----------|--------------------------|
| A I <u>wasted time</u> choosing what to buy. | Speaker 1 | <input type="checkbox"/> |
| B I did something for the first time. | Speaker 2 | <input type="checkbox"/> |
| C I went with a relative. | Speaker 3 | <input type="checkbox"/> |
| D I didn't find what I expected. | Speaker 4 | <input type="checkbox"/> |
| E I found a problem with a product. | | |

EXAM TIP

Don't expect to hear exactly the same words that you read in the options – think about different ways in which the speaker might express each idea.

9 Listen again and do the exam task in Activity 8.

10 Discuss the questions.

- 1 Do you usually choose what to buy quickly or take a lot of time? Why?
- 2 Do you think people will do all their shopping online in the future? Why/Why not?

Future forms

► GRAMMAR REFERENCE p.151

1 Read the messages. What are the girls' plans for the day?

□

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Lyn

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I can't believe it – (1) I'm picking up my new car today at 11.30!

Oh wow, Lyn – fantastic! Are you excited?

Yep! It's beautiful. (2) You'll love it! And (3) I'm going to keep it in the garage and clean it every weekend! Do you fancy coming to pick it up with me?

That would be great. (4) I might change my car soon and I can look at some when we're there. 11.30 is fine, after my dental appointment, but I've got a video conference later, so I must be home for that. (5) It starts at 3.30.

Cool. (6) I'll meet you at the car dealer's. It's Meadens on East Street. Then maybe I can drive you somewhere for a quick lunch – in my lovely new car!

Sounds a great idea. See you there! Got to go now – my dental appointment is at 9.30 and (7) I'm going to be late. See you later.

Good luck! Yep, see you at 11.30.

2 Match the underlined verbs (1–7) in the messages in Activity 1 with the descriptions (A–G).

- A an intention – something you've decided
- B an arrangement
- C a decision made while you're speaking
- D a prediction based on belief
- E a prediction based on something already happening now
- F a possibility
- G a timetabled event

LANGUAGE TIP

When we use *will* for predictions, we often use it with verbs and phrases such as *I think, I know, I'm sure*.

I'm sure you'll enjoy the film.

3 Complete the dialogues with the correct future form of the verbs in brackets. Sometimes more than one form is possible.

- A: Do you want to have a coffee and a snack in the shopping centre this afternoon?

B: I (meet) Terry outside Maxi's at 3.15, so we (come) along to The Coffee Bean afterwards. OK?
- A: (you/buy) anything in the sales tomorrow?

B: I'm not sure. I (get) some new boots but I (see) how much money I've got!
- A: Do you think we (be) home by 8.00?

B: Sure. The shops (close) at 7.00, so we (definitely/be) back by 7.30.
- A: Let's go to the market after lunch. I can't go earlier because I (play) tennis with Mike in the morning.

B: No problem. It (be) less crowded then too!
- A: It's nearly 9.00. We (be) late for class.

B: Don't worry. I (explain) that it was my fault.

4 Work in pairs and talk about

- something you're going to do this evening.
- something you're doing tomorrow.
- something you believe will happen later today.
- something that might happen in the next few weeks.





Making and responding to suggestions

- 1** Work in pairs. A bookshop needs to attract more customers. Do you think the ideas below are good ideas? Why/Why not?

- | | |
|----------------|----------------------------|
| 1 coffee bar | 4 author visits |
| 2 free gifts | 5 second-hand book section |
| 3 kids' corner | 6 loyalty card |

- 2** **22** Listen to the owners of the bookshop and tick the ideas in Activity 1 they mention.

- 3** Listen again and complete the phrases the speakers use to make and respond to suggestions.

- OK, brainstorm some ideas.
- How having a kids' corner?
- I it.
- Why ?
- And what do you think having visits from some authors?
- Why we have a loyalty card?
- I'm not too about that.
- It be better to stick with the other suggestions.

- 4** Write the phrases from Activity 3 in the correct column in the table.

Making suggestions	Responding to suggestions
Shall we ... ? We could always ...	Cool! That might work, but ... But don't you think ... ?



Collaborative task

- 5** Look at the photos. Do these things ever make you want to buy products? Why/Why not?

- 6** Work in pairs. Read the exam task and discuss the prompts.

Here are some things a company could do to help sell its products. Talk to each other about whether these are good ways to sell products.



EXAM TIP

Remember that you don't have to talk about all the prompts. It's better to have a good discussion about a few than to rush through them all.

- 7** Work in pairs. Turn to page 139 and do the exam task.

1 Work in pairs. If you had to save money, how would you do it? Think about food, transport and entertainment.

2 Read the article. Does it mention any of your ideas from Activity 1?

Gapped text

3 Work in pairs. Find five words in the article which are new to you. Look at the text around these words. Can you guess their meaning? Discuss your ideas. Then use a dictionary to check.

EXAM TIP

Don't worry if there are words you don't know in the text. You don't need to understand all the words in order to do the task. You can also try to guess the meaning of unknown words: think about the overall topic of the text, and look at the words and sentences around the ones you don't know.

4 Read the article again. Choose from the sentences (A–G) the one which fits each gap (1–6). There is one extra sentence which you do not need to use.

- A Kath admits that she ate a lot of soup during the year, made from reduced-price vegetables!
- B In particular, she was concerned about not being able to afford a good present for her brother when he got married twelve months later.
- C In spite of this, she was able to save even more money in a range of different ways.
- D She had finally managed to save enough money to buy her brother a decent wedding present.
- E But it wasn't like that at all.
- F Every time there was a public event and a crowd was needed, I was there.
- G This was the cost of a mobile phone which she simply couldn't afford.

Vocabulary

deducing words from context

5 Match the underlined words in the article to their meanings (1–8).

- 1 a person who works for no payment
- 2 a difficult task
- 3 the amount of money you allow yourself to spend
- 4 a person who lives alone and never goes out
- 5 made a strong promise
- 6 the money you pay to use a room or a flat
- 7 helping to sell a new product
- 8 the time after which a food product cannot be sold

6 Complete the questions with words from Activity 5. Then work in pairs and discuss the questions.

- 1 When was the last time you never to repeat a mistake?
- 2 Are you, or would you like to be, a to help other people?
- 3 Do you set yourself a for what you can spend each week?
- 4 What was the greatest you've ever had to deal with?
- 5 Do you think it's better to pay or buy a place to live? Why?
- 6 Do you ever buy things that have passed their ? Why/Why not?

7 Work in pairs and discuss the questions.

- 1 Do you admire Kath or do you think her challenge was pointless? Why?
- 2 What is the minimum amount of money you think you could live on a day?
- 3 Which of Kath's money-saving activities would you not do? Why?



Teacher lives on £1 a day

Kath Kelly, a teacher of English to international students living in Bristol, was complaining about all her money worries to a group of friends. 1 So she came up with an unusual way to save money. She vowed that she would try to live for twelve months without spending more than a pound a day.

The next day Kath wasn't so sure that she had made the right decision. Although her rent and energy bills were paid for, she still had to buy food and clothes, pay for transport and have a social life – all on one pound a day! Kath said, 'My mates all tried to stop me. They thought I was mad. They imagined I would be living like a hermit, never going out or borrowing from them. 2

Kath discovered lots of ways to find cheap food. She often went to supermarkets near closing time and bought food that was reduced because it was close to its sell-by date. She filled her freezer with 10p-loaves of bread and other cheap items. 3 She also picked fruit from bushes and always took free samples from people who were promoting things in the streets or shops.

As another way of getting food and also as part of her social life, she started going to lots of free events. 'I was out all the time,' says Kath. 'I went to public lectures at Bristol University that had a buffet afterwards, and I went to the library's 100th birthday where they had a buffet as well. I was the queen of the buffet. 4 I would drag friends out to art openings and book launches.'

She even managed a holiday visit to her brother in France by hitchhiking to the Channel Tunnel and persuading a French woman to take her to France as a

passenger. On the way back, she travelled on the ferry with a lorry driver and had dinner at the drivers' canteen.

Any form of public transport was beyond Kath's budget, so she did a lot of cycling during the year. This increased because of another saving she had to make. 5 So she would simply cycle to friends' houses if she wanted to speak to them and leave a note if they were out.

After a difficult but fascinating twelve months, Kath successfully completed the challenge she had set herself. 6 Another advantage of her year's challenge was that she met and fell in love with Bruce Taylor while she was working as a volunteer on an organic farm.

Today Kath says that the experiment has completely changed her attitude to life. 'I'm a lot more careful with my money now and live a completely different lifestyle.'

Could you live on £1 a day?





- 1 Do you enjoy shopping in a big city? Why/Why not?
- 2 Work in pairs. You will hear an interview with a girl about the differences between shopping in a small village and in a big city. What do you think the girl will mention?
- 3 23 Listen to the interview. Does the girl mention any of your ideas from Activity 2?

be/get used to

► GRAMMAR REFERENCE p.152

- 4 Listen again and complete the sentences.
 - 1 I imagine it was difficult to living in a big city!
 - 2 It took a while to all the noise and the traffic.
 - 3 Now, I loads of different types of shops.
 - 4 It's the price of things that I
 - 5 My mum so much for vegetables.
 - 6 Also, I the crowds you get in shops here.
 - 7 A lot of shop assistants in London late.
 - 8 You it all in time!
- 5 Find phrases in Activity 4 that match these meanings.
 - 1 become familiar with
 - 2 be familiar with
 - 3 be unable to become familiar with
 - 4 not be familiar with

- 6 Choose the correct option in *italics* to complete the rules.

- 1 Be **used to** and **get used to** are followed by a noun or a verb ending in *-ing/-ed*.
- 2 Be **used to** describes *a state/a changing situation*.
- 3 Get **used to** describes *a state/a changing situation*.

LANGUAGE TIP

Don't confuse *be/get used to + -ing* with *used to + infinitive*. *Used to + infinitive* is only used for habitual actions in the past.

*I **used to walk** past that shop on my way to school.*

Remember that *be/get used to* is followed by *-ing*.

*I can't **get used to getting up** early for my new job.*

- 7 Write three things you weren't used to doing when you started this course and three things that you've got used to now. Then work in pairs and compare your answers.
- 8 Imagine that someone has moved to your town or city from the UK. What do you think they might say about the things in the box? Complete the sentences. Then work in pairs and compare your answers.

food language shopping transport weather

- 1 I'm not used to
- 2 I can't get used to
- 3 It took a while to get used to
- 4 Now I'm used to
- 5 It's difficult to get used to

1 Work in pairs and discuss the questions.

- 1 When you go shopping for food, do you look for special offers or reductions? Why/Why not?
- 2 Have you found a surprising bargain recently?

Multiple-choice cloze

2 Read the sentences and say why the underlined words are incorrect. What words can you use to replace them?

- 1 I'd prefer go into town later.
- 2 I gave in my job at the shop last weekend.
- 3 I enjoy looking up bargains in the sales.
- 4 Despite it was raining, we went to the market.
- 5 We made our shopping and then went home.
- 6 The price was too tall, so I didn't buy the coat.

3 Read the article and answer the questions. Don't worry about the gaps at the moment.

- 1 Why were the chocolate oranges so cheap?
- 2 How did some shoppers take advantage of this?
- 3 What special offer did Hoover make that almost destroyed the company?

4 Read the article again and decide which answer (A, B, C or D) best fits each gap.

EXAM TIP

Before deciding on the correct word, think about both its meaning and its grammar (e.g. What verb form is used before/after the word? What preposition comes after the word?).

- | | | | |
|---------------|--------------|------------|-------------|
| 0 A true | B right | C live | D real |
| 1 A table | B desk | C site | D position |
| 2 A combine | B join | C link | D connect |
| 3 A sale | B reduction | C value | D bargain |
| 4 A presented | B showed | C appeared | D looked |
| 5 A did | B worked | C made | D increased |
| 6 A gone | B come | C got | D been |
| 7 A paid | B gave | C put | D spent |
| 8 A kept on | B looked for | C ran over | D took up |

5 Do you think the shoppers who bought the chocolate oranges behaved dishonestly? Why/Why not?

6 Work in pairs. Turn to page 141 and follow the instructions.

LateNews

The consumer wins!

For chocolate fans it was a dream come (0) A true. A mistake at the cash (1) of a well-known supermarket meant that the chocolate oranges that normally cost £2.75 were on sale for just 29p. The mistake happened because there was a 'buy one get one free' promotion, which people could (2) with another promotion. Shelves were quickly emptied of the oranges, with one (3) hunter buying 192, saving himself almost £500! Photographs of people with pyramids of chocolate oranges quickly (4) on social networking sites. One person (5) an immediate profit by selling the chocolate oranges to other people for a pound each.

This is not the first time that this kind of promotion has (6) wrong. The most famous case was when the company Hoover offered return flights to Europe or the USA for anyone who (7) more than £100 on its products. So many people (8) the offer that it almost ruined the company and cost an enormous £50 million!



- 1** Work in pairs. Do you often buy things that you've seen advertised? What has an advertisement persuaded you to buy recently?

Essay

► **WRITING** REFERENCE pp.167–168

- 2** Read the exam task and underline the key words.

In your English class you have been talking about advertising. Now your teacher has asked you to write an essay.



Can advertising have a bad influence on young people today?

Notes

Write about

- 1 product information
- 2 pressure on spending
- 3 (your own idea)

Write an essay using **all** the notes and giving reasons for your point of view. Write **140–190** words.

- 3** Read the essay. Do you agree with the writer's points? Why/Why not?

I think advertising has a huge influence on the decisions people make and the lifestyle they aim for, especially young people. But is this a good or a bad influence?

First of all, it is often thought that advertising is important to give us information as consumers. This is because it helps us know what products and services are available.

While this is true, advertising also encourages young people to buy things that they can't afford as it increases the pressure to own certain items. This can lead to people feeling bad even if they were content before seeing the advert. *As well as this*, it may lead to some people getting into debt.

Another negative effect of advertising, *of course*, is that it encourages unhealthy habits; for example, if you see junk food advertised, you are more likely to buy some. Children can be easily affected by this type of advertising.

In conclusion, I must say that *even though* I believe that advertising is necessary to show us the range of things we can buy, it can have a negative influence on young people. *In my opinion*, it is something we have to live with. *However*, there should be stricter guidelines for advertisers on how they market their products, especially to children.

- 4** Match the underlined words/phrases in the essay to their functions.

- 1 introducing an opinion
- 2 showing contrast
- 3 saying that something is obvious
- 4 adding a new point
- 5 summarising the writer's opinion

- 5** Match the words/phrases in the box to the functions in Activity 4.

as far as I'm concerned clearly in addition to this
in spite of this on balance

- 6** Work in pairs. Read the exam task and discuss the question.

In your English class you have been talking about shopping. Now your teacher has asked you to write an essay.



Do you think people buy a lot of things they don't need nowadays?

Notes

Write about

- 1 the importance of luxuries
- 2 wanting to be like other people
- 3 (your own idea)

Write an essay using **all** the notes and giving reasons for your point of view. Write **140–190** words.

- 7** Plan your essay. Make notes for each paragraph (1–5). Use this plan to help you.

- 1 Introduction: explain the issue.
- 2 Write about the first point.
- 3 Write about the second point.
- 4 Write about the third point (your own idea).
- 5 Conclusion: summarise the main points and include a concluding statement.

- 8** Write your essay.

EXAM TIP

When you write an essay, it's important to organise your ideas and express them clearly. Use linking words and phrases (e.g. *as well as this*, *on the other hand*) to link your ideas together – this will make your essay easier to read.

1 Complete the article with the words in the box.

browse centre chain stores supermarkets
on credit online supermarket street market

Shop at your leisure

It's incredible to think how shopping has changed in the last 100 years. Our great-grandparents went to an outdoor (1) or greengrocer's for their fruit and vegetables, and got their meat from a butcher's. The biggest innovation of the last century was the (2), which appeared in every town centre. A lot of shopping areas began to look very similar with the same (3) that have a branch in every town in the country. Then consumers started doing their weekly shop at enormous out-of-town (4) that sell everything, and where parking is easy. Shopping is a favourite leisure activity, particularly among the young, whose favourite destination is often an indoor shopping (5) where you can find your favourite stores, cafés and restaurants. And if you are short of money, you can always buy things (6) (though, of course, you have to pay in the end!). Nowadays a lot of people don't bother going to shops, but order what they want (7) , with a few clicks of their mouse and a card. However, some people still prefer to (8) in the shops even if they don't really want to buy anything.

2 Choose the correct option in italics to complete the sentences.

- Be careful, Raymond – you're *falling/going to fall* if you keep doing that.
- We're sure Rachel *will pass/passes* her driving test this time.
- Don't cry, Emma. Grandad *will buy/is buying* you an ice cream in a minute!
- This summer we *rent/are going to rent* a chalet for a week with Peter and Jan.
- He's *spending/spends* Christmas with Jan and her family this year.
- I'm afraid you've just missed the last train. The next one *is leaving/leaves at* 6.15 tomorrow morning.
- We can't have the party in the garden because it's *going to rain/raining* tomorrow.
- What *do you do/are you doing* tonight? *Are you meeting/Do you meet* Louisa?

3 Match 1–6 to A–F to make sentences.

- He always uses price comparison
- Their shirts have a distinctive
- My grandmother used the same
- The average child has seen over 3,000
- They have spent millions on their
- I'm looking forward to going to

- brand of washing powder for years.
- commercials by the time it is four.
- websites to find the best bargains.
- logo that is immediately recognisable.
- the January sales next weekend.
- advertising campaign.

4 Read the situations and complete the sentences with the correct form of *be used to* or *get used to*.

- Vlad had always driven on the right, so when he came to the UK he had three accidents in the first month. Vlad had three accidents because he was
- I've tried wearing these contact lenses, but they make my eyes itch. I can't
- Carla moved to Canada from Spain five years ago. She found the first three winters really hard but now she enjoys them. Carla has
- At first I found it hard to eat with chopsticks, but now I'm a real expert. I'm
- When Mario left home, he didn't know how to look after himself. Mario wasn't
- My grandmother no longer finds it difficult to shop for her groceries online. My grandmother has

