

5 The consumer society

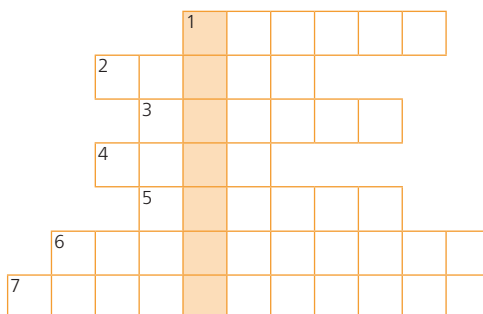
Vocabulary

shops and shopping

► CB pages 48–49

1 Read the clues and complete the puzzle. What's the hidden word? What does it mean?

- 1 People usually do this in shops when they don't particularly want to buy something.
- 2 The name of a product or a group of products made by a company.
- 3 People use this when they don't want to pay for something immediately.
- 4 A small image that represents a company.
- 5 You can buy and sell things here – it's usually outside.
- 6 This is one of a group of shops which are run by the same company (two words).
- 7 This type of shop sells things which are not new (two words).



2 Complete the blog post with the correct form of words from Activity 1. You must use one of the words twice.



I must admit I'm a bit of a shopaholic. I love all sorts of shopping, whether it's in a shopping centre or an outside street (1), and I especially like looking for (2) Whenever there's a sale advertised, I'm there! Sometimes I just (3) but other times I spend way too much. I try not to buy things on (4), though, because I don't like being in debt and often if I haven't got much money, I check out the (5) things in charity shops. You can often get good (6) when you buy designer items there. Mind you, I'm not that worried about having a famous (7) on everything I buy. But I do have a thing about designer bags. Gucci and Hermès are my favourite (8), so I usually go for those.

Listening

Multiple matching

► CB page 49

- 1** **09** Listen to four people talking about shopping for presents. Match the speakers (1–4) to the people they are buying a present for (A–E). There is one extra letter which you do not need to use.

- | | |
|-------------------|------------------------------------|
| A a friend | Speaker 1 <input type="checkbox"/> |
| B a sibling | Speaker 2 <input type="checkbox"/> |
| C a cousin | Speaker 3 <input type="checkbox"/> |
| D an uncle | Speaker 4 <input type="checkbox"/> |
| E him- or herself | |

- 2** Listen again 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 The credit card didn't work. | Speaker 1 <input type="checkbox"/> |
| B I had too little time. | Speaker 2 <input type="checkbox"/> |
| C The shop was too crowded. | Speaker 3 <input type="checkbox"/> |
| D The assistant was unhelpful. | Speaker 4 <input type="checkbox"/> |
| E It was difficult to find something to buy. | |

Grammar

future forms

► CB page 50

- 1** Find and cross out one extra word in six of the sentences.

- I'm going to meet my friend at the shopping mall on Saturday.
- I think the shop will be close early today as it's a holiday tomorrow.
- Do you think we will to get home by six tonight?
- I'm going playing golf with Susie this afternoon.
- I will to explain to my friend why I can't come to the party next week.
- The bus leaves at 11.00, so I'm going to get to the bus station at 10.45.
- I might to visit my uncle when I go to the city next week.
- I will definitely be home by seven tonight, so we will be able to discuss the situation then.
- Are you coming to the match this evening?
- The film will starts at eight, so we'll have to be at the cinema by 7.30.

- 2** Cross out the option that is NOT possible in each sentence.

- I'm taking/I'm going to take/I take* that new phone back to the shop this morning – it isn't working properly.
- I'll meet/I'm meeting/I'm going to meet* Tina at the leather market at 3 p.m. She wants to buy a new bag.
- Where do you think *I'm getting/I might get/I'll get* the best deal on a second-hand car?
- Oh no! The website's crashed on the payment page. *I'll have to/I'm having to/I'm going to have to* start again!
- I think *I'll look/I look/I might look* at some of those price comparison websites for travel insurance later. It depends how tired I am after work.
- The bank *might close/closes/will close* at 4 p.m. today – it says so on their website. So I'd better go and pay the money in now.

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

Hi Charlie,

What **(1)** (you/do) tomorrow? I'm going shopping. It's my twin brother and sister's birthday on Sunday and I've got lots to buy, so I **(2)** (go) into town after my classes. I **(3)** (buy) my sister a voucher and for my brother, an alarm clock – he loves his gadgets! I know they **(4)** (be) really pleased with those.

After shopping, I **(5)** (meet) some friends and we **(6)** (have) dinner at our favourite pizza restaurant. One of my friends, Steph, hasn't been before but I'm sure she **(7)** (like) it. Then we **(8)** (go) to see a late-night film at the cinema, which **(9)** (start) at 11 p.m., but it depends how tired we are! I **(10)** (write) again soon!

Love,
Elena

Speaking

Collaborative task


► CB page 51

- 1** Look at some sentences from a Part 3 discussion about shopping. Complete the phrases the students used to make and respond to suggestions with the words in the box. There are two extra words.

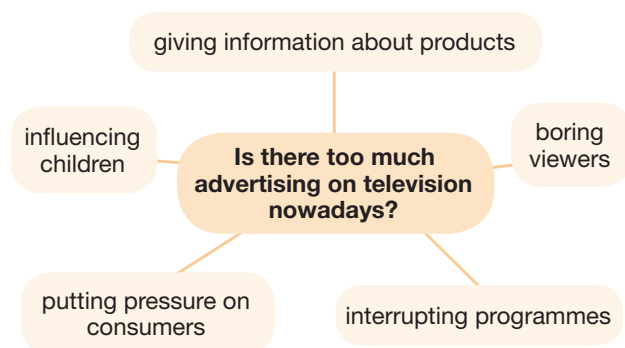
about have to let's might shall
sure think true

- 1 OK, talk about how shops encourage people to spend money .
- 2 But don't you that might be difficult?
- 3 we talk about spending habits next?
- 4 It be better to try something less complicated though.
- 5 That might be, but people like buying new things.
- 6 I'm not too about that. There are lots of discounts these days.

- 2** Are the sentences in Activity 1 suggestions (S) or responses to suggestions (R)?

- 3**  **10** Read the exam task and choose the correct words to complete the discussion on the right. Then listen and check.

Some people think there is too much advertising on television nowadays, and other people disagree. Here are some things they think about. Talk to each other about whether there is too much advertising on television nowadays.



- A:** So, let's think about advertisements influencing children. What do you think? Is advertising a bad thing for them?
- B:** **(1)** *Clearly/To be honest*, I don't think children really watch them – they probably ignore them. But if they do, I would say it's a bad thing to have a lot of advertisements on television, especially for sweets and sugary things.
- A:** I know what you **(2)** *say/mean*. Children can be easily influenced to want things that are bad for them, especially if the advert has music and cartoons to amuse them as well.
- B:** What about giving information about products? That's quite important for consumers.
- A:** You're **(3)** *OK/right*, but do you think advertisements always tell the whole truth?
- B:** It **(4)** *depends/can*. I suppose it's our responsibility to check out what they say.
- A:** That would be a problem **(5)** *while/if* we had to do it for all the advertisements on television! There seem to be advert breaks every ten minutes.
- B:** We **(6)** *might/could* be able to rely on most of them – after all, they are checked before they are broadcast.
- A:** True. But what annoys me is the way they interrupt a programme I'm really enjoying.
- B:** Yeah, I totally agree about that. There's nothing more annoying than having a dramatic moment spoiled by an advert.
- A:** So, **(7)** *could/maybe* people who record programmes and fast forward through the adverts are being clever!
- B:** Yes! But the **(8)** *problem/question* is, are there too many advertisements on television? I'd say there are.
- A:** I'm not too sure **(9)** *on/about* that. I think companies do need to advertise their products – that creates a good economy.
- B:** You have a point, though I don't think I **(10)** *can/might* agree with you.

Reading

Gapped text

► CB pages 52–53

- 1** Read the title of the article and choose the best definition for *swapped*.

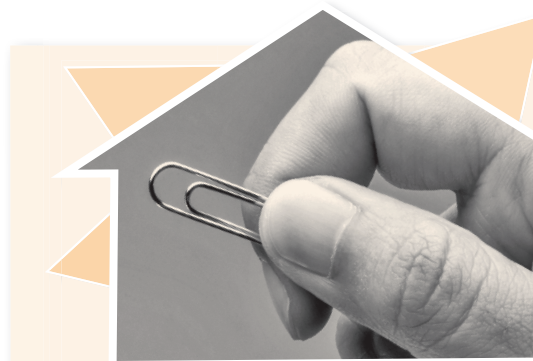
A bought **B** exchanged

2 Read the article. 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 From the start, MacDonald insisted on meeting each person with whom he was dealing.
- B I don't see it as any more strange than offering your time in return for a salary like most people in full-time jobs do.
- C 'I was doing trades all over the place without spending any of my own money on petrol or plane fares,' he said.
- D However, no one seems more surprised by his success than Kyle himself.
- E This was even more remarkable as MacDonald had intended the whole thing to be 'just a bit of fun'.
- F 'I only dealt with people I liked the sound of, or who seemed to genuinely support the idea of the website.'
- G Why not see what people would give him in exchange for it?

3 Match the underlined words in the article to their meanings (1–6).

- 1 very strange
- 2 with no value
- 3 useful
- 4 looked quickly
- 5 very silly or unreasonable
- 6 not important



I swapped my paper clip for a house

Do you, like me, have a drawer somewhere at home full of different bits of rubbish which you think might come in handy some day? If so, the story of Canadian internet entrepreneur Kyle MacDonald may inspire you to take a closer look at what is hiding among the old pieces of paper and bits of string.

A few years ago, Kyle set out on what seemed a ridiculous and impossible project at the time – to trade a single paper clip for a house. He advertised this almost worthless item on the internet and succeeded in swapping it for bigger and better things. Twelve months and thirteen swaps later, he announced that his final deal had got him a property, a two-storey farmhouse in Kipling, Saskatchewan. **1**

It certainly turned out to be more than that!

Kyle graduated with a degree in geography before travelling the world. He did odd jobs – from delivering pizzas to working on oil rigs. One day he received an email from an old friend reminding him of a game called *Bigger and Better*, which they had played as children. In this game, you started with small objects and competed to see what you could trade them for. MacDonald finished reading the email, glanced down at his desk and saw a paper clip. **2**

And so a strange and brilliant idea was born.

He wrote down this ambition: 'I'm going to keep trading up until I get a house.' His first offer was a pen in the shape of a fish. This was soon exchanged for a doorknob with

a smiley face and the doorknob, in turn, for an outdoor stove. **3** It was, he says, 'just a great way to meet new people'.

In this, he did have some help. His father, an enthusiastic inventor, had come up with a new idea for restaurant tables. MacDonald travelled across America and Canada to advertise his father's product. On the way, he would stop off to meet the people who'd contacted him on his website and who he wanted to do business with on his paper clip project. **4**

As news of the website spread, MacDonald had to choose between hundreds of offers for each item he advertised, but he says their financial value was irrelevant. **5** Kyle continued to trade up. His trades included an appearance on TV, some time in a recording studio, an afternoon with the rock star Alice Cooper and a small role in a film. Finally, he got his house.

Kyle tries to explain his success. 'People might think this is an odd way to spend your time but remember that before money was invented, people swapped things for centuries. **6**

What's that blue plastic object on my desk? It's the top of an old pen. Once I might have thrown it in the bin but now I pick it up and turn it thoughtfully in my fingers. Today it's just a plastic pen top; tomorrow it could be a villa in Tuscany!

Grammar

be/get used to ► CB page 54

1 Complete the text with the correct form of be used to or get used to.

I'm from Spain and I came to live in the UK a few months ago. I'm a shopaholic and I love shopping, but it's taken me a while to (1) shopping here. I live in a village and the shops close at 5.30 p.m. I (2) that because in Spain they're open much later and I (3) being able to go shopping after work. I can't do that now, so I have to either shop online or wait until the weekend

Another thing I (4) is the prices because they're much higher in the UK. I think it might take me ages to (5) shopping without comparing how much I'd spend on a similar item back home. The sizes are different too, so I can't just walk into a shop and pick something up without trying it like I (6) !

2 Find and correct the mistakes in the sentences.

- 1 I still haven't got used to get up so early for my new job.
- 2 Sue didn't think she'd like living on her own but she used to it now.
- 3 I got used to do all my shopping online when I moved to a small village a long way from any big shops.
- 4 Antonio says it's too difficult to be used to the British weather, so he's going back to Portugal.
- 5 Jen didn't used to getting so much attention from the media. It's all new to her and she hates it.
- 6 It took me ages to be used to living in a big city but I love it now.

Use of English

Multiple-choice cloze ► CB page 55

1 Match the words (1–6) to the parts of speech (A–F).

- | | |
|-------------|----------------|
| 1 customer | A adjective |
| 2 therefore | B adverb |
| 3 quickly | C linking word |
| 4 down | D preposition |
| 5 expensive | E verb |
| 6 spend | F noun |

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

Supermarket scams

Supermarkets are very (0) A. good at deceiving their poor customers, it seems. Customers think they are getting good (1) for money but they aren't. They are (2) getting much less of a bargain than they imagine. Here are a couple of the most common tricks used by supermarkets to (3) their customers spending.

You might think that buying a bigger packet would cost you quite a lot (4), right? Wrong. At Fas Mart, for example, a 100-g jar of coffee costs £3.00. A 200-g jar, (5), costs £5.99 – a saving of only one penny!

Special offers. You've seen them on the shelves – 'buy one, get one free'. The best offers are usually on fruit and vegetables – but can you really eat all those potatoes before they (6) bad and you have to throw them (7) ?

So, (8) to think about what you're really buying before you fill up your shopping trolley!



- | | | | |
|----------------|-----------|------------|-------------|
| 0 A good | B well | C fine | D right |
| 1 A price | B value | C charge | D cost |
| 2 A absolutely | B exactly | C actually | D correctly |
| 3 A keep | B hold | C continue | D last |
| 4 A less | B fewer | C lower | D slighter |
| 5 A although | B whereas | C despite | D however |
| 6 A get | B go | C become | D are |
| 7 A A up | B around | C off | D away |
| 8 A forget | B avoid | C remind | D remember |

Writing

Essay ► CB page 56

1 Read the statements about writing an essay and decide if they are true (T) or false (F).

- It is all right if you don't cover all the points in the exam task.
- You don't need to include an introduction as long as the conclusion is clear.
- It is a good idea to give examples or reasons for your point of view.
- You don't need to worry about paragraphs as long as your points are clear.
- Using linking words and phrases will make your essay easier to read.

2 Read the exam task and complete the essay on the right with the words in the box.

all although balance clearly other
however point seems such as true

In your English class you have been talking about money and happiness. Your teacher has now asked you to write an essay.

Does having a lot of money always make people happy?

Notes

Write about

1 health

2 security

3 (your own idea)

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

People often imagine that anyone who has a lot of money must be happy. But are they really?

First of (1), I must say that (2) money can appear to make people happy, this may be an illusion. (3), money can't buy good health, and that's crucial for happiness. What is the point of having money if you are not well enough to enjoy spending it?

On the (4) hand, having a lot of money can provide security for people and stop them worrying about a lot of things, (5) having somewhere to live. It (6) to me that this kind of security is also a kind of happiness.

Another (7) to consider is that if people have money, they can enjoy their free time because they can buy things like theatre tickets or foreign holidays. It is certainly (8) that entertainment like this does make people happy. (9), it could also be said that helping other people is more satisfying.

On (10), I think having a lot of money does make people happy, but it is not very meaningful unless they do something useful with it.

3 Match the highlighted phrases in the essay to these phrases with a similar meaning (1–6).

- On the whole
- Obviously
- At the same time
- As far as I'm concerned
- To begin with
- Nevertheless

4 Read the exam task and make notes to plan your answer. Then write your answer.

In your English class you have recently had a discussion about money. Your teacher has now asked you to write an essay.

Is it better to save money or to spend it?

Notes

Write about

1 enjoyment

2 security

3 (your own idea)

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

