



True / False / Not Given

1 Read this text carefully.

Shopping for what we need or what we want?

Over the past hundred years, shopping has grown to become one of the leading pastimes of an increasing proportion of populations in rich and developing nations alike. Indeed, for many – and this is not necessarily restricted to the most affluent – shopping is cited as the number-one hobby. Changes in modern lifestyles mean that for many families, it is no longer eating together but shopping that bonds them as a family, at least at the weekend. The era that invented the term 'shopaholic' witnessed shopping, originally the necessary process of exchanging goods or services in order to eat and dress, become acknowledged as a serious addiction if not by all branches of medicine, at least by the general public, and as such, it is an issue that merits serious study.

One reason for this lies in how the products we shop for are marketed. It is not simply a case of presenting the public with a product in an eye-catching manner. Advertising works by focusing on the promotion of our ego, the sense of ourselves that we identify with, rather than on specific objective facts of whatever it is we buy. The 'feel-good factor' often associated with purchasing items can be explained in these terms rather than price or value, although of course everyone likes to feel that he or she has got a bargain. Companies know that they don't sell products, they sell us lifestyles, regardless of whether they are selling a cheap daily necessity or a special luxury item: everything from our breakfast cereals to the cars we drive is marketed in this way. We buy a toothbrush or a pair of jeans and we actually buy into an image of ourselves that is defined by what we have, not who we are.

2 Look at the underlined phrases in the text and the expressions in bold in these statements, then decide if the statements are True (T), False (F) or Not Given (NG).

- 1 Shopping has **only recently** become a social pleasure.
- 2 The interest in shopping as a way of spending time crosses **social and national** borders.
- 3 In **most** families, shared mealtimes have been replaced by shopping as an opportunity for family togetherness.
- 4 **Medical research** is being conducted into the problem of excessive shopping.
- 5 The success of an advert relies **on more than** the nature and properties of the product itself.
- 6 The act of buying something creates a sense of satisfaction, **as long as** the buyer has got value for money.
- 7 It is **easier** to sell cheaper products than more expensive items because they don't rely on sophisticated sales techniques.
- 8 Our possessions **make statements** about our identity.