

Video activity

The RISE and FALL of Malls in America

Level:Intermediate



- 1- Why Malls are falling in the USA?
- 2- How often do you shop at the Mall?
- 3- What are your favorite Malls? Why?
- 4- What are the advantages of doing shopping at a Mall?
- 5- Are Malls popular in your country?



1. What was the original purpose of the mall according to Victor Gruen, the inventor of the mall?

- a. To manipulate people into buying more stuff
- b. To provide a place for people to gather and participate in community life
- c. To make money for corporations
- d. To replace traditional town squares

2. Which of the following factors has NOT contributed to the decline of American malls?

- a. Online shopping
- b. Poor municipal planning and lack of public transportation
- c. The increasing divide between upper-middle and lower/working classes
- d. Overregulation by the government

3. According to the video, what percentage of retail sales in the US are from online shopping?

- a. 10%
- b. 20%
- c. 30%
- d. 40%

4. What is a key difference between the success of malls in Europe compared to the US?

- a. Europe has more regulations on factory outsourcing
- b. Europe has more luxury malls
- c. Europe has less public transit options
- d. Europe has more online shopping

5. What strategy are some malls using to try to revitalize themselves?

- a. Adding amusement park elements
- b. Becoming more focused on community spaces
- c. Increasing prices to cater to the upper class
- d. Both a and b

Article: The rise and fall of the US mall



1-What is identified as a key factor contributing to the decline of many malls in the modern retail environment?

2-Describe the traditional architecture of a mall and the role of department stores within it.

3-Why do department store closures pose a significant challenge for many malls according to the text?

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