Task 1. Read the texts below. Match choices (A-H) to (1-5). There are three choices you do not need to use.

List of Headings

A. The value of classic theories of sacrifice
B. Developing a collaborative ethnographic approach
C. The impact of marketing on shopping behaviour
D. A shift from traditional anthropological perspectives
E. Shopping as an expression of social and moral relationships
F. Difficulties in carrying out urban ethnography
G. How people define themselves through products
H. Plans for broader future research

A Theory of Shopping

1. _____. For a one-year period I attempted to conduct an ethnography of shopping on and around a street in North London. This was carried out in association with Alison Clarke. I say 'attempted' because, given the absence of community and the intensely private nature of London households, this could not be an ethnography in the conventional sense. Nevertheless, through conversation, being present in the home and accompanying householders during their shopping, I tried to reach an understanding of the nature of shopping through greater or lesser exposure to 76 households.

2. _____. My part of the ethnography concentrated upon shopping itself. Alison Clarke has since been working with the same households, but focusing upon other forms of provisioning such as the use of catalogues (see Clarke 1997). We generally first met these households together, but most of the material that is used within this particular essay derived from my own subsequent fieldwork. Following the completion of this essay, and a study of some related shopping centres, we hope to write a more general ethnography of provisioning. This will also examine other issues, such as the nature of community and the implications for retail and for the wider political economy. None of this, however, forms part of the present essay, which is primarily concerned with establishing the cosmological foundations of shopping.

3. _____. To state that a household has been included within the study is to gloss over a wide diversity of degrees of involvement. The minimum requirement is simply that a householder has agreed to be interviewed about their shopping, which would include the local shopping parade, shopping centres and supermarkets. At the other extreme are families that we have come to know well

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during the course of the year. Interaction would include formal interviews, and a less formal presence within their homes, usually with a cup of tea. It also meant accompanying them on one or several 'events', which might comprise shopping trips or participation in activities associated with the area of Clarke's study, such as the meeting of a group supplying products for the home.

4. _____. In analysing and writing up the experience of an ethnography of shopping in North London, I am led in two opposed directions. The tradition of anthropological relativism leads to an emphasis upon difference, and there are many ways in which shopping can help us elucidate differences. For example, there are differences in the experience of shopping based on gender, age, ethnicity and class. There are also differences based on the various genres of shopping experience, from a mall to a corner shop. By contrast, there is the tradition of anthropological generalisation about 'peoples' and comparative theory. This leads to the question as to whether there are any fundamental aspects of shopping which suggest a robust normativity that comes through the research and is not entirely dissipated by relativism. In this essay I want to emphasize the latter approach and argue that if not all, then most acts of shopping on this street exhibit a normative form which needs to be addressed. In the later discussion of the discourse of shopping I will defend the possibility that such a heterogeneous group of households could be fairly represented by a series of homogenous cultural practices.

5. _____. The theory I propose challenges much of the existing literature on consumption. Unlike many studies that focus on individual shoppers, I argue that shopping is rarely directed at the shopper themselves. Instead, it involves relationships with others—such as children or partners—and a broader, cosmological purpose connected to shared values beyond immediate utility.
While conducting the ethnography, I did not initially consider sacrifice relevant. However, reading Bataille and especially the classic works on sacrifice by Hubert and Mauss (1964) provided a crucial interpretive framework. When I use 'sacrifice', I refer mostly to its traditional anthropological meaning—the complex ritual structures—not the common notion of self-sacrifice. This structural understanding forms the basis of my analysis rather than a metaphorical use of the term.

Task 2. Read the text below. For questions (6–10) choose the correct answer (A, B, C or D).

Fashion Facts

Did you know the trend toward shorter skirts for women started with the advent of the automobile? Or that more than two billion t-shirts are sold each year worldwide? These fashion facts are as diverse as the clothes people wear!

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1. Weddings weren't always white A woman walking down the aisle in a white dress is an iconic image. But, traditionally, women did not wear white on their wedding day. In many countries, white was considered a grieving color. That was until Queen Victoria wore white to her wedding with Prince Albert. She was one of the first women to do so.

Queen Vicky really was the trend setter!

2. The first models weren't humans Initially, designers did not use men and women to model their new designs. They used dolls to display fashion trends. But in 1853, the "father of Haute Couture," Charles Frederick Worth, asked his wife to model his designs. His wife, Marie Vernet Worth, is therefore the world's first fashion model. This is where the term "house model" came from.

3. Buttons aren't always for buttonholes If you know much about history, then you know Napoleon's armies spent some time in the cold. When people were out in the cold, their noses ran. When noses ran, people wiped them on whatever they could find. Soldiers didn't always have a tissue handy, so French soldiers resorted to wiping their noses on their coat sleeves. This bothered Napoleon so much that he had tailors sew buttons onto the sleeves of the soldier's jackets. These buttons served no real purpose other than to be uncomfortable when people would wipe their noses on their sleeves.

4. The Little Black Dress changed things

Coco Chanel designed the infamous Little Black Dress in 1926. She revealed the dress at a time when

many other designers were embracing patterns and colors. Traditionally, those in service like butlers and housemaids, wore simple black garments. Chanel changed everything. When Vogue put the LBD on the cover, they compared it to the Ford Model T – a classic in its own time. By combining a simple garment with opulent accessories, like necklaces and bags, a new fashion staple was born.

Chanel herself said, "One can be overdressed, but never overelegant." With the Little Black Dress, the wearer is never overdressed, only ever elegant.

5. Barbie is a trendsetter Most little girls get their first taste of fashion by playing with their Barbies. Today, there are countless outfits and careers for Barbie enthusiasts to explore with. But did you know the first outfit Barbie came wearing was a black and white swimsuit? Barbie's first job was very different than a toy for children. She was originally a model. Fashion designers such as Yves St. Laurent, Calvin Klein, Versace, and Armani have all worked on her outfits over the years.

6. The necktie is an import The modern-day necktie can trace its roots back to the 30 Years War in the 1600s. Croatian mercenaries came to France to fight with the French. These soldiers were small cloths tied around their necks called a cravat. This style piqued the interest of the French. Then, Louis XIV started wearing lace cravats in the 1640s. After that, the style caught on. Today, there are many styles of ties including the bowtie, ascot, bolo, zipper tie, knit, and modern-day cravat.

6. What is true according to the information from the 1 paragraph?

A Queen Victoria was the first woman who was wearing blue for wedding

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B White was considered a color of war

C Queen Victoria set a trend wearing white in the streets

D White was the wedding color of Queen Victoria's wedding to Prince Albert

7. Who were the first models?

A Men and women were used originally to model new clothes.

B Charles Frederick Worth's wife was the first "house model".

C House model was used to model new designs at home

D Dolls were used to show fashion to Marie Vernet Worth

8. The real fact about the buttons on clothes is the following:

A Napoleon liked the soldiers' fashion with buttons

B French soldiers spent time in uncomfortable conditions, and buttons prevented them from getting cold

C Tailors sewed buttons onto the sleeves of the soldier's jackets for their comfort

D Buttons prevented soldiers from wiping their running noses

9. What is true about the Little Black Dress design?

A The wearer of the Little Black Dress can be overdressed

B Coco Chanel designed dresses for housemaids

C It was compared to a classic automobile after it appeared on the Vogue cover

D The little Black Dress was never combined with expensive necklaces

10. Who was Barbie?

A A toy wearing black and white

B A model wearing colorful clothes

C A model whose outfit has been designed by fashion couturier over years

D A little girl with a good taste of fashion

Task 3.

Read the texts below. Match choices (A-H) to (11-16). There are two choices you do not need to use. Fill in the table with your answers.

Healthcare Services Around the World

Healthcare systems vary widely across countries, shaped by cultural values, government policies, and levels of economic development. While the goal remains the same — to keep people healthy — the way this is achieved can differ dramatically. This article explores healthcare systems in six different countries: the United Kingdom, the United States, Germany, Japan, India, and Cuba.

11._____United Kingdom. The UK is known for its publicly funded healthcare system, the National Health Service (NHS). Funded through taxation, the NHS provides free healthcare at the point of delivery for all residents. Patients are registered with general practitioners (GPs) and referred to specialists when necessary. While the system ensures equal access, challenges

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such as long waiting times and staff shortages are common.

12._____United States. In contrast, the US has a largely private healthcare system. Most people rely on private health insurance, often provided by employers. Those without insurance may face extremely high medical costs. Government programs like Medicare and Medicaid offer support for the elderly and low-income individuals. While the US is a leader in medical research and innovation, access remains unequal, and affordability is a major concern.

13._____ Germany. Germany operates a universal multi-payer healthcare system. Citizens are required to have health insurance, and the majority are covered through statutory health insurance funds, which are jointly financed by employers and employees. Others may choose private insurance. The system ensures high-quality care, short waiting times, and strong patient rights, making it one of the most efficient in Europe.

14._____Japan. Japan offers universal health coverage through a system where everyone is required to have health insurance, either through their employer or a community-based plan. Patients pay around 30% of their medical costs, with the government covering the rest. Japan is known for its high life expectancy and efficient service, although the country faces growing pressure from an aging population and increasing healthcare costs.

15._____India. India's healthcare system is a mix of public and private providers. The public system offers free or low-cost care, particularly in rural areas, but often suffers from underfunding and poor infrastructure. In urban areas, private hospitals offer higher-quality care, though they are expensive. To address inequality, the government has launched programs like Ayushman Bharat, a national health insurance scheme for low-income families.

16._____Cuba. Cuba operates one of the world's most distinctive healthcare systems. Despite its limited economic resources, the country provides free and universal healthcare funded entirely by the state. There is a strong focus on preventive care, with family doctors deeply embedded in communities. While facilities and equipment may be outdated, Cuba's model is praised for its emphasis on public health and medical education.

Which paragraph mentions information about:

A. A country where citizens are automatically enrolled in a private insurance plan
B. A country where health insurance is required by law
C. A country with a healthcare system criticized for being expensive and unequal
D. A country with a national programme that supports poor households
E. A country with a system where treatment is free but patients often have to wait
F. A country that focuses strongly on prevention despite limited resources
G. A country where most citizens are covered through employer contributions
H. A country known for its universal healthcare funded through high taxes

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Task 4. Read the text below. Choose from (A-H) the one which best fits each space (17-22). There are two choices you do not need to use. Fill in the table with your answers.

Trends Transforming the Service Sector

Global Market Reach

The rise of digital platforms has enabled service-based businesses to operate across borders. **(17)** _____ to connect with clients worldwide, creating new growth opportunities for small and medium-sized enterprises.

Financial Service Innovation

FinTech solutions are revolutionizing **(18)** _____. Mobile apps, digital wallets, and cryptocurrency services make financial management more accessible and promote competition in the sector.

Growth of Eco-Friendly Services

(19) _____ the adoption of green business practices. Hotels are investing in energy-saving systems, restaurants are minimizing plastic use, and logistics firms are turning to electric vehicles—enhancing brand image among eco-conscious consumers.

Adaptable Work Models

The pandemic brought lasting changes to work structures. Remote and hybrid formats are now common, with sectors like education and healthcare **(20)** _____.

Digital Transformation and Automation

Automation is reshaping the service sector. **(21)** _____ streamline processes, reduce costs, and improve customer experiences. AI-based solutions are gaining popularity to help forecast demand and optimize delivery routes.

Enhanced Customer Personalization

Modern consumers expect an individualized approach and high quality of service. In response to this, **(22)** _____, offering products and services that meet the specific needs of customers. Such approaches require the analysis of large amounts of data, which, in turn, stimulates the development of analytical platforms.

Innovations in the service sector are opening up new business opportunities, and the involvement of professional solutions is becoming the key to success in a dynamic environment.

A. Rising environmental awareness is accelerating
B. companies are introducing personalized services
C. Consumers increasingly consider environmental responsibility
D. Platforms like Upwork and Fiverr allow professionals
E. which in turn can enhance productivity and job satisfaction
F. CRM systems, chatbots, and smart booking platforms
G. how companies interact with customers
H. increasingly relying on online platforms and virtual services

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Task 5. Read the text below. For questions (23–32) choose the correct answer (A, B, C or D).

Dear Manager!

I would like to complain about the poor **(23)** _____ and service we **(24)** _____ while we were at your hotel recently.

First of all, the bedroom wasn't even clean when we arrived for our holiday. In fact, it was absolutely filthy. In addition, we were promised a room with a **(25)** _____ of the sea. Well, I don't call that tiny glimpse of blue above the rooftops of all the **(26)** _____ hotels a view.

The website said that the hotel had been recently built. However, when we arrived there were still construction workers on the site and nothing seemed to be finished. The noise was almost impossible to **(27)** _____. **(28)** _____ the receptionist offered us a room at the back of the hotel, we weren't very keen **(29)** _____ being directly above the kitchen. So we decided there was no alternative but to **(30)** _____ with the noise. Then there was the problem with the air conditioning. It was impossible to turn it off, so we almost froze to death.

Finally, we weren't satisfied with the room service, either. We ordered some snacks every evening, but it took so long for them to arrive that we were absolutely starving by the time they got to the room. The waiter was downright **(31)** _____ when we mentioned the long wait.

We certainly will not be recommending your hotel to anyone we know. I hope you will take this feedback seriously, so that future guests won't **(32)** _____ the same problems we had.

Yours sincerly,

Max Smith

23	**A**	shelter	**B**	housing	**C**	accommodation	**D**	room
24	**A**	received	**B**	obtained	**C**	Accepted	**D**	expected
25	**A**	view	**B**	sight	**C**	Vision	**D**	scene
26	**A**	near	**B**	close	**C**	Nearly	**D**	neighbouring
27	**A**	bear	**B**	accept	**C**	Suffer	**D**	experience
28	**A**	because	**B**	when	**C**	From	**D**	although
29	**A**	to	**B**	off	**C**	On	**D**	for
30	**A**	cope	**B**	survive	**C**	Manage	**D**	handle
31	**A**	rude	**B**	respectful	**C**	Crude	**D**	polite
32	**A**	confront	**B**	experience	**C**	Tolerate	**D**	avoid

Task 6. Read the text below. For questions (33–42) choose the correct answer (A, B, C or D).

Christmas Shopping

Each year, we repeat the same last-minute purchases and overspending mistakes. Here are some tips for wise shopping during the holiday season.

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Make a list and a budget

If you **(33)** _____ a list of gifts to buy, you'll have a good idea of how much money you'll spend in total. Calculate the amount that you know you can realistically spend on gifts without affecting your family's current expenses. Avoid **(34)** _____ impulse purchases on a credit card that you know you **(35)** _____ to pay for a long time.

Plan with the Internet

Instead of going **(36)** _____ a **(37)** _____ and exhausting tour of the stores, do some screen shopping! Almost all stores have a website, some of them even allowing you to check an item's availability in a store near you. It's a very practical way to save some time and avoid going across town to find a specific gift.

Look for deals!

In recent years, deals start several weeks before Christmas. Some items are sometimes **(38)** _____ a 50% discount to attract customers. It's up to you to take advantage of these great offers, without buying too much of course!

Beware (39) _____ gift cards

You **(40)** _____ **think** that you'll please someone by giving him/her carte blanche, but there is increasing evidence that gift cards are not used by many. In this case, it is often better to give money directly instead of a gift card.

Choose your battles!

Shopping in the middle of the Holidays is exhausting! On the weekends and some weeknights, malls are so packed that we get **(41)** _____ before we even complete our purchases. If you can, try to go shopping at the beginning of the week. Avoid dressing too **(42)** _____, drop your coat in a mall locker, take a coffee break to rest a little, do whatever it takes to make your outing fun and not painful.

33	**A**	will make	**B**	have made	**C**	are made	**D**	mustn't
34	**A**	having putting	**B**	to put	**C**	putting	**D**	to putting
35	**A**	can't	**B**	won't be able	**C**	ought	**D**	have
36	**A**	in	**B**	off	**C**	at	**D**	on
37	**A**	5 hours' long	**B**	5-hour-long	**C**	5-hour's long	**D**	5 hour long
38	**A**	on	**B**	at	**C**	In	**D**	-
39	**A**	in	**B**	on	**C**	onto	**D**	of
40	**A**	might	**B**	should	**C**	have to	**D**	will be able to
41	**A**	discourage	**B**	discouraged	**C**	to discourage	**D**	discouraging
42	**A**	warm	**B**	warmer	**C**	warmly	**D**	warming

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