

STUDY GUIDE N°2

FOCUS ON READING COMPREHENSION

Reconoce información general y específica en textos narrativos y descriptivos orales y escritos relacionados con temas académicos de interés.

→ Instruction: read the text.

HOW YOUR GOVERNMENT SPENDS YOUR MONEY

One of the most important jobs of a government is to decide how to spend money. Most nations spend billions of dollars each year on an enormous variety of things: education, health, transport, research, foreign aid and much more.

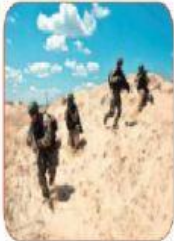
Politicians rarely agree about the best way to spend money. Some think that the most important thing is to have excellent public services, such as schools and hospitals. Other people think that rich countries should spend more money on helping poorer countries so that they can give their citizens basic services like clean drinking water. Others think that people should pay less tax. This means that people can keep more of the money that they earn, but the government then has less money to spend, and public services are usually more expensive.

Some countries are very lucky, and have natural resources like oil that they can sell. This gives them lots of money to spend and it means that their citizens don't need to pay so much tax. Other countries suffer from natural disasters like floods and hurricanes, and need to spend a lot to protect their citizens.

GLOSSARY

- spend money: gastar dinero
- research: investigación
- foreign aid: ayuda al extranjero
- tax: impuestos
- citizens: ciudadanos
- oil: petróleo
- floods: inundaciones

Which of these things doesn't the text mention?



Defence



Education



Health



Drinking water

→ Instruction: Complete the sentences from the text.

a. Rich countries should spend _____ money on helping poorer countries.

b. Others think that people should pay _____ tax.

→ Instruction: read the first part of the article below.

THE FASHION TRAP



Fashion is an industry that is changing all the time. What is 'in' now might be 'out' in a week's time. You can wear quality clothes for a long time, but clothes companies don't want this. They want you to regularly buy new clothes, and that's why they invent fashion trends. These are new styles that appear throughout the year and make you feel the need to buy new clothes.

What is the Fashion Trap?

- A. You have to wear the same clothes all the time.
- B. You can wear quality clothes for a long time.
- C. You have the opportunity to choose new styles in clothes.
- D. People in fashion industry make you feel the need to buy new clothes, and that's why they invent fashion trend.

→ Instruction: now read the rest of the article. Match a heading to each paragraph.

a. Don't buy clothes which advertise themselves

c. Follow your instincts

b. Be yourself

d. Choose classic brands

AVOIDING THE FASHION TRAP

1. _____

Don't buy clothes from new brands. These clothes don't stay in fashion for long, so you will soon need to buy some more new clothes from newer brands. If brands are important to you, buy clothes by designers who are popular and well known. These don't go out of fashion so quickly.

2. _____

When choosing your clothes, avoid items which have big printed words which advertise the company. If the company goes out of fashion, you will feel under pressure to stop wearing them, even if they are in good condition.

3. _____

Don't buy clothes just because everybody is wearing them. Instead, buy clothes that you really like. This can help you save a lot of money. Buy what you really need and concentrate on clothes that fit you and make you feel comfortable.

4. _____

Don't get clothes because you think they will make you look more interesting and attractive. Clothes don't define who you are. What really matters is what kind of person you are, so be authentic!



GLOSSARY

- trap: trampa
- be 'in': estar a la moda
- be 'out': ser anticuado
- constantly: constantemente
- fashion trends: tendencias de moda
- brands: marcas
- avoid: evitar
- fit (verb): quedar bien

→ Instruction: read the article. Then, write the correct strategy for each description.

THE ADVERTISING GAME

Companies use different techniques in their adverts to attract people to their products. Here are some of the most common strategies.

We all know these adverts – you see a popular singer, sports person or model using a product, and it makes you want to buy it, so that you can be just like your favourite celebrity.

Companies advertise their products in a creative way. They use strong colors to catch your eye, because they attract us to the product and they look good.

A lot of adverts promote their products by using music, images and stories that touch your emotions – love, friendship, nostalgia, etc. This is a very powerful way to attract you to their product.

This is a very common and successful way to advertise a product. People enjoy laughing, and they like to watch adverts again and again if they are funny. Soon, you associate this pleasant feeling with a product.

Companies often make you believe that you are getting something for free if you buy their products. Be careful – this is usually not true!



GLOSSARY

- celebrities: famosos/as
- strategies: estrategias
- catch your eye: llamar la atención
- promote: promocionar
- pleasant: agradable
- special offer: oferta
- for free: gratis

Special offers - Visual stimulation – Celebrities - Emotional attraction – Humor

→ Instruction: listen and choose the correct option.

Listen

Advert 1

a. How much does it cost to call abroad?

1. It's free for 30 minutes a day.
2. 30 pesos per minute.
3. It's free all the time.

Advert 2

b. What can't you do with this product?

1. Go into the garden.
2. Explore the house.
3. Fall off.

Advert 3

c. What isn't true about this product?

1. It contains vitamins.
2. Your dog should eat it every day.
3. It contains one type of meat.

→ Instruction: read the texts and match them with the pictures.



1. ____

In a cooperative, everyone is the boss. The members own the company and run it. Everyone is equal, and they make decisions together.

2. ____

A responsible company provides a safe place for its employees to work. It respects the rights of its employees, and it respects the environment too.

3. ____

Some factories, often called 'sweatshops', have extremely poor working conditions. They are dangerous, and their employees have long shifts with no minimum wage or other benefits.

→ Instruction: You are going to write a radio advert for a product. Match the descriptions to the parts of the text.

- A prediction about how the product will improve the listener's life
- The name of the product (repeated)
- A description of the product
- A line that touches the listener's emotions



→ Instruction: read about two Fairtrade farmers.

1

Gerardo Arias Rodríguez is a coffee farmer in Costa Rica.

'Fairtrade helps us to have a better quality of life and to take care of the environment. At the moment, we're learning how to protect our water resources. We're also learning to make compost to fertilise our plants. It makes our farms more productive, and we can sell our products at reasonable prices.

The technicians from Fairtrade usually work with communities to train people to be more efficient and use their resources in a better way. A lot of farmers like me are taking courses to learn new techniques, so that we can use the methods in our own farms.'



2

Comfort Akoye is a cocoa farmer in Ghana.

'Life is usually very hard in villages where people grow cocoa. Most people don't have access to healthcare, drinking water and other vital facilities. But now, our situation is changing.

Because we work with Fairtrade, we now have extra money that we can spend on improving our community. We now have drinking water every day. We have a health centre and schools - they are always open for everyone, and we love that! And what is more, we're getting a better price for our cocoa beans.

Our community is changing, too. Women are participating in the decisions that we make. And our children don't go to work in the fields - they go to school instead.'



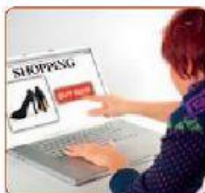
➔ Instruction: complete the information about the farmers.

FARMER	NAME	PLACE	PRODUCT	HOW FAIRTRADE IS HELPING
1				
2				

→ Instruction: read each situation.



1. A local car factory in your city has closed. The company that owns it has opened a new factory abroad, where salaries and production costs are cheaper.



4. You want to buy a pair of shoes from your local shoe shop. But you have found them in an online shop from the United States, where they are much cheaper.



2. A new multinational company has opened an office in your city. Lots of people have started to work there. It has also started building a new school.



5. A factory abroad has collapsed, and lots of the workers inside have died. Inside the building, the employees made clothes for Europe, and North and South America.



3. Your friend plays in a band. It has become really popular on the Internet, and people from Europe, Africa and Asia are downloading their music.



6. A foreign gold mining company has invested in Colombia. It will create jobs, but it is cutting down trees in the rainforest, in order to build a gold mine.

GLOSSARY

- band: grupo
- download: descargar
- collapse: derrumbarse
- invest: invertir
- cut down: talar
- gold mine: mina de oro

→ Instruction: read the situations again. Which situation:

- a. might be a sweatshop?
- b. is bad for local shops and businesses?
- c. will provide jobs for local people?
- d. is bad for the environment?
- e. is benefiting the local community in other ways?

→ Instruction: read the text. Then write which items are mentioned in each paragraph.

button, pocket, zip - cotton plant - thread, dye

The life story of jeans

A pair of jeans passes through a long process before it arrives at a clothes store. Let's have a look.

1. Jeans are made of denim, which starts life as cotton. Cotton is mostly grown in warm countries. The cotton plant takes approximately 2 to 6 weeks to produce cotton fibre. When it is ready, the cotton is picked from the fields.
2. The cotton is processed to make thread. First, this thread is coloured blue (or sometimes black, white or other colours) using dye. It is then inserted into a machine and turned into denim.
3. After that, the denim is cut into pieces using patterns in order to create the shape of jeans. These pieces are sewn together on machines to get a perfect pair of jeans. Next, the extra sections are added: buttons, pockets, zips and labels are sewn on, and the jeans are finished!
4. Finally, the jeans are organised into different styles, colours and sizes, and are sent to the stores in trucks. They are often sold at high prices, because they are the world's most popular trousers.

GLOSSARY

- fibre: fibra
- thread: hilo
- dye: tintura
- pattern: estampado
- label: etiqueta

→ Instruction: read the article about how to be an ethical consumer. Write the headings below to paragraphs 1–4.

- It's not only about people
- Keep it local
- Save the planet
- The people that you don't see

Are you an ethical consumer?

Every time that we buy something, we make a choice. It isn't only a choice about the products that we want, but also about the company that makes the product. Is the company ethical or unethical? Is it environmentally friendly? Every choice that we make when we buy is strongly connected with people's lives, and with the future of our planet.

1. An ethical consumer cares about the environment. They ask themselves questions like: What is this product made of? Can I recycle the packaging? If you only buy products that you can recycle, you will help the environment.
2. An ethical consumer cares about the people who worked on the product. They find out about the company, and how its products are made. If you avoid products from sweatshops and other places with terrible working conditions, you will help workers in those countries.
3. An ethical consumer supports local businesses. If you buy products from local businesses, you will help the local economy. This will mean more jobs in your local area.
4. An ethical consumer cares about animals as well as people. These days, it's easy to buy products that are not tested on animals. If we treat animals well, we will create a more caring society. So, are you an ethical consumer? If you aren't, will you become one soon?

GLOSSARY

- ethical consumer: consumidor responsable
- make a choice: elegir
- care: preocuparse por
- environmentally friendly: respetuoso con el medio ambiente
- packaging: empaquetado/a
- support: apoyar
- test on animals: probar en animales