

Worksheet 4

Read the text and answer the questions

Unit 9a

Shopping time

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Read the title of the text. What do you think it is about? Listen, read and check.

CHOICES. YOU MAKE THEM

Clever companies know that there is big money in small pockets, which means that they're after your pocket money! And that's why they advertise everywhere, persuading you to buy their products with their smart slogans, attractive colours and beautiful, smiling people. Some companies even send out 'coolhunters' to find out what young people find cool and then make adverts that appeal especially to them! Sometimes we need the things they are advertising, of course, but many times we really don't. We buy food, clothing, beauty products and many other things to fit in with our friends, or simply because it's fun to shop! But every time we buy something, there's an effect on the environment. When clothes are made, for example, lots of natural resources are used and harmful chemicals are produced. So, the next time an advert tempts you to buy something new, STOP and THINK about your choices before you do! Here are a few ideas to get you started ...

Buy smart. Take some time to think about why you are buying something and whether you really need it. Send an e-card instead of a paper birthday card, for example. And buy well-made clothes that will last a long time! 20

Share with friends. Perhaps you and your friends like the same kind of music, magazines or video games? Don't buy the same ones! Buy different ones and then share or swap. 25

Buy recycled & recycle. Fewer natural resources are used to produce recycled items. So read the labels and choose recycled! 30 Sick of that old jacket? Go ahead and get a new one, but donate the old one to a charity shop.

We all have the power to make smart buying choices ... and that includes YOU!



- When was the last time you went shopping?.....
- Where did you go? What did you buy?.....
- What makes you buy things?
- Which of the sentences below would you say?.....
- What do you think it is about?.....
- Where can we see product advertisements?.....
- Where can we see product advertisements?.....
- According to the text, why do we buy things?.....
- What can we do to make wise choices?.....
- How do companies get us to buy things we don't really need?.....