

1.2 Why spending's #trending

GOALS ■ Talk about spending ■ Talk about states, thoughts and feelings

Vocabulary & Listening spending

1 Work with a partner. Look at the title of the lesson and discuss the questions.

- 1 What is happening in the photos?
- 2 What does it mean if something is 'trending'?
- 3 Why might spending be trending?

2a 1.4))) Listen to a short radio news item about *Black Friday* and compare what you hear with your ideas from exercise 1.

b Does anything you heard surprise you?

3a 1.4))) Read the statements. Then listen again and decide if the statements are true (T) or false (F). Correct the false statements.

- 1 The expression *Black Friday* has been used more than two billion times on Twitter recently.
- 2 *Black Friday* only happens in the USA.
- 3 Some people have queued overnight.
- 4 Shoppers around the world spent more than 11 billion dollars on *Black Friday* last year.
- 5 There have been five injuries in the last few years on *Black Friday*.

b Compare your answers with a partner.

4a Put the words and phrases in the box into the correct groups.

customer consumer deals discounts half-price items purchaser purchases special offers two for the price of one

b Check your ideas with a partner.

shoppers

people who buy

shopping

things we buy

bargains

buy at a lower price

5 Work with a partner or in small groups. Discuss the questions.

- 1 What have you bought recently that was a *bargain*?
- 2 Do you look for *special offers* such as *two for the price of one* in the supermarket? How important are they to you in choosing your *purchases*?
- 3 Have you ever bought something you didn't need because it was a good *deal*? If so, give an example.
- 4 Would you be willing to queue for hours to get a good *discount*? For what kind of *item*?

Grammar & Speaking state verbs

- 6 Look at the posters. Do you agree with the message in them? Why/Why not?
- 7a 1.5))) Listen to a radio interview with a supporter of *Buy Nothing Day*. Which of the following points does he mention?

Buy Nothing Day is important because it might encourage people not to ...

- 1 use shopping as a kind of therapy.
- 2 owe a lot of money.
- 3 support big companies.
- 4 consume more than their fair share of the world's resources.
- 5 buy goods where the workers are badly paid.
- 6 buy goods with unnecessary packaging.

- b Which of the points would be most likely to make you think about buying less? Discuss with a partner.
- 8a Complete extracts 1–7 from the listening with the most appropriate form of the verbs in brackets.
- 1 Can you explain a little about what *Buy Nothing Day* _____ (mean)?
 - 2 When you really _____ (think) about it, the idea of buying things as a way of spending your leisure time is crazy.
 - 3 We _____ (believe) shopping makes us happy, but it doesn't.
 - 4 Yes, I _____ (agree), that's a good point.
 - 5 We all _____ (own) far too much.
 - 6 Most of the time we _____ (prefer) people to buy locally ...
 - 7 Most people _____ (not/understand) how difficult it is ...

- b 1.6))) Listen and check your answers.

- 9a What do all the completed verb forms in exercise 8a have in common? Read the information in the Grammar focus box and check.

GRAMMAR FOCUS state verbs

Some verbs are most often used in simple tenses, even if we mean 'just now'. These *state* verbs are often used to talk about:

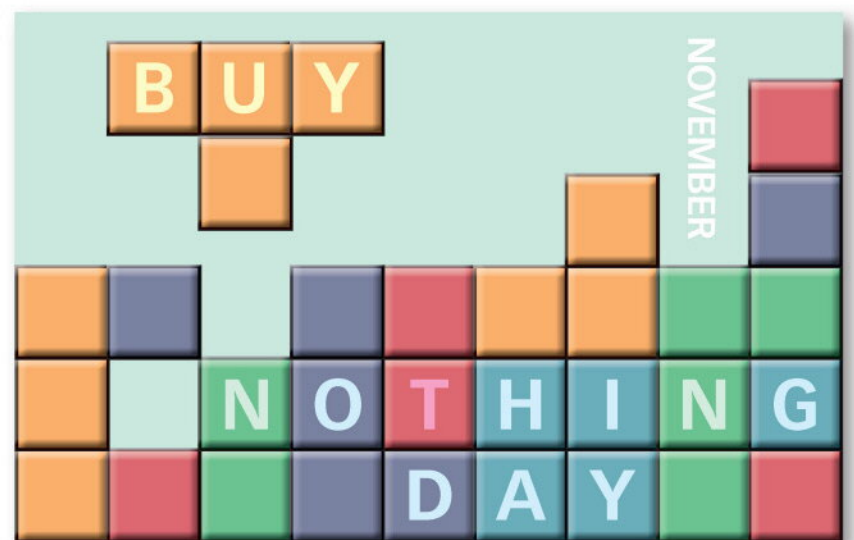
- How we think: *know, mean, think*, 1 _____, 2 _____, 3 _____
- What we feel: *like, want, hate, love, dislike, feel* 4 _____
- What we possess: *have, belong*, 5 _____
- What we experience: *be, see, hear, look, smell, taste, seem*

→ Grammar Reference page 137

- b Put the verbs in exercise 8a into the correct category.



1



2

- 10a Look at the posters for *Buy Nothing Day* and complete the text with the best form of the verbs in brackets – present simple or present continuous.

In Poster 1 there are some people who 1 _____ (stand) inside a shopping basket. I 2 _____ (like) this one because I 3 _____ (think) it shows the idea of being trapped by shopping very well. It 4 _____ (seem) to be saying that we 5 _____ (not/understand) that we are in a cage. It's simple but quite a powerful message. Poster 2 6 _____ (look) quite good, but I'm not sure what it 7 _____ (try) to say. It's obviously based on the *Tetris* video game, and the four blocks at the top that say 'buy' clearly 8 _____ (fit), but I'm not sure it would make me want to stop shopping. I definitely 9 _____ (prefer) the first one.

- b Compare your answers with a partner.

- 11a **TASK** Work in small groups. Which of the posters do you think is more effective? Give reasons.

- b Decide together on the design of your own poster to promote *Buy Nothing Day*. Which of the points in exercise 7a could you focus on? How will you make it effective? Present your ideas to the class.