

## 8 CONSUMER CULTURE

### LESSON A • What's new on the market?

#### 1 Grammar

1. Some stores offer their customers frequent-buyer rewards as incentives to return.
2. Advertising is useful because it gives us information about improved products.
3. The salesperson recommended the latest headphones to me.
4. Someone had to explain the new printer to Daniel.
5. This GPS must have cost you a lot of money.
6. You should return those boots to the store if they're not comfortable.
7. Online auction sites offer collectors a great way to find the things they want.
8. I don't shop online often because I like to ask salespeople questions in person.

#### 2 Grammar

1. The salesperson showed the woman the latest tablets.
2. The salesperson recommended the GS5 model to the woman.
3. He described the main features to her.
4. The woman asked him the price.
5. The salesperson told her the price.
6. She said nothing to him for a moment. / For a moment, she said nothing to him.
7. The salesperson offered her a discount.
8. She gave the money to the salesperson.

#### 3 Grammar

Possible answers

1. Mai should return the book to the store and get one she doesn't have.
2. Kate and Ray should lend Pam some money.
3. Ian should teach his sister Thai.
4. Jessica should recommend Luigi's to her father.
5. Max should mention the problem to his friend.

#### 4 Vocabulary

Possible answers

1. Both Monica and Emil love to go window-shopping.
2. Jeremy seems to be a compulsive shopper.
3. Mark is a real bargain hunter.
4. Anne and her mother went on a shopping spree.

5. Jen has a case of buyer's remorse.

6. Eric went over his credit limit.

#### 5 Writing

A 1. a, b 2. a, c 3. b, c

B Answers will vary.

C Answers will vary.

### LESSON B • Consumer awareness

#### 1 Grammar

I saw the sales flier for your supermarket, and I felt it was imperative that I write you. All the food on sale this week is snack food or other highly processed foods. Although I buy these foods occasionally, I suggest that local and organic foods be on sale, too. It's crucial that people have the chance to buy affordable local foods, and I recommend that your supermarket start offering these items at better prices. I also propose that you offer a larger selection of fresh fruits and vegetables. Many people don't buy fresh foods because they are not easily available. I think it's essential that your customers get the chance to incorporate these foods into their meals.

#### 2 Grammar

1. It is important that people learn how to block offensive ads on their devices.
2. It is vital that a health-conscious person eat fast food only once or twice a month.
3. It is essential that parents read reviews before their children see a movie.
4. We insist that the government prevent students from dropping out of school.

#### 3 Grammar

Answers will vary.

#### 4 Vocabulary

Answers will vary.

#### 5 Reading

A hearing, sight, smell

B 1. c 2. a 3. b