

“Whoever said that money can’t buy happiness simply didn’t know where to go shopping.”
Bo Derek

Exercise 1

Look at the pictures below. Where do you enjoy shopping most? Why?



Exercise 2

Complete the text by choosing the correct words (a-d).

5 signs that you have a shopping addiction

1. You often purchase things you don't need or didn't plan to buy

You may be easily tempted by items that you can do without: a fifth candle or a new iPod case (...). You're particularly 1..... if you've self-diagnosed to having an obsession, such as shoes or designer handbags. Just because your splurges tend to stick to one category doesn't make them any more rational.

2. An argument or frustration sparks an 2..... to shop

Compulsive shopping is an attempt to fill an emotional 3....., like loneliness, lack of control or lack of self-confidence. (...) So, if you tend to binge on comfort food after a bad day, studies suggest you may be more likely to 4..... in a shopping spree, too.

3. You try to 5..... shopping habits

If you're hiding shopping bags in your daughter's closet or constantly looking 6 your shoulder for passing co-workers as you shop online, this could be a sign you're spending money at the expense of your family or job.

4. Purchases are followed by feelings of remorse

Guilt after shopping isn't something that's limited 7..... big purchases. Instead, compulsive shoppers are just as often attracted to deals and bargain hunting, and they may regret it as lots of smaller buys pile up. Despite any remorse that follows, though, shopaholics are adept 8 rationalizing just about any purchase.

5. You feel anxious on days you don't shop

It's one thing to feel anxious if you haven't had your morning cup of 9 But if you're feeling on 10 because you haven't swiped a debit card all day, be concerned.

(author: Renee Morad, source: <https://www.moneytalksnews.com/7-signs-youre-shopaholic/>)

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|-------------------|---------------|----------------|--------------|
| 1. a) comfortable | b) vulnerable | c) gullible | d) tolerable |
| 2. a) urge | b) need | c) inspiration | d) tendency |
| 3. a) emptiness | b) void | c) gap | d) break |
| 4. a) decide | b) give | c) result | d) indulge |
| 5. a) reduce | b) indicate | c) conceal | d) manifest |
| 6. a) over | b) at | c) through | d) under |
| 7. a) in | b) to | c) at | d) on |
| 8. a) at | b) in | c) through | d) above |
| 9. a) jack | b) rob | c) joe | d) tom |
| 10. a) border | b) brink | c) line | d) edge |

Discuss the questions below:

1. Is any of the statements above true for you?
2. Do you know somebody who is addicted to shopping?
3. Do you sometimes go shopping to improve your mood?
4. How often do you buy new clothes?
5. Do you prefer to go shopping on your own or with your friends/partner/family?



Exercise 3

VIDEO: [https://www.youtube.com/watch?v= GvJ5qmumI](https://www.youtube.com/watch?v=GvJ5qmumI)
The Truth About Black Friday, Matt D'Avella

Watch the first part of the video (up to 0:48) and fill in the gaps with the missing words:

1. Companies are prices and cutting costs.
2. Frenzy shoppers by seductive deals.
3. These manic scenes of shoppers in the big-box stores on Black Friday is something that we see less of each year.
4. Not every store is getting those and crazy crowds like they used to.

Exercise 4

Watch the second part of the video (0:50-3:12) and decide whether the statements below are true or false

1. Some people fight over good deals like some fight over access to water. T/F
2. The shopping season starts a few days before Thanksgiving. T/F
3. The term BLACK FRIDAY stems from the fact that companies start being profitable around this time of the year. T/F
4. The trick about Black Friday is that people tend to buy more products than the initially plan to. T/F

5. An average American has a credit card debt of 50 000 USD. T/F
6. 18% of Americans live paycheck to paycheck T/F

Exercise 5

Watch the third part of the video (3:12 – 4:53) and answer the questions below:

1. What is the Target Effect?
2. What do companies do to encourage customers to buy online?
3. What are shopping haul videos?

Discuss the questions below:

1. Have you ever watched a shopping haul video?
2. How often do you shop online?
3. Do you believe that ads sometimes trick you into buying things you weren't planning to buy?



KEY:

Exercise 2

1. b
2. a
3. b
4. d
5. c
6. a
7. b
8. a
9. c
10. d

Exercise 3

1. slashing, back
2. lured, doorbuster
3. stampeding
4. frantic

Exercise 4

1. T
2. F
3. F
4. T
5. F
6. F

Exercise 5

1. The result of going into a store, intending to buy a few things, and leaving with much more than you planned.
2. Track our every move, thoughtfully display ads that lead us to buying new things, offer free shipping on orders over e.g. \$100, influencing us to buy 1 or 2 products more, implement tags with direct links to online stores.

3. YouTube videos where people share all the things that they've purchased on a given day.

HOMEWORK

Exercise 1

1. SANTA: Each person in the family buys only one specific gift for one specific person
2. EXPERIENCES: doing something together or for each other instead of buying gifts
3. MAKE: instead of buying gifts, make them yourself (e.g. a homemade candle, cookies, etc).