**Spaces and exchanges**

**Consumption**

**PICTURE 1**

Shopping mall / centre. It is Christmas time/season

Very crowded / overcrowded 🡪 crowd = la foule

People are shopping; they are getting everything ready for Christmas (ils préparent les fêtes de Noël)

**PICTURE 2**

The scene takes place in a supermarket at midnight. People are running inside to enjoy huge (énorme) discounts of Black Friday (= the day after Thanksgiving, start of Christmas season).

On this day people get crazy / mad/ nuts, they want to be the first to grab (se saisir) articles. They’re even ready to fight. They want to make good deals (bonnes affaires), discounts (rabais), sales (soldes)

**PICTURE 3**

We can see four logos of big companies (multinational companies), these logos *have been modified* **to** create a message for the consumers. It is a strong criticism of the consumption/ consumer society

This message means that consumers are slaves to their masters: Big companies. We receive orders just like robots which obey without thinking. We are links of a chain.

The weapons of these companies is advertising that unconsciously influence**s** all of us

A bargain: une bonne affaire