

# A conversation about consumerism

SPEAKING

LEVEL  
Intermediate

NUMBER  
EN\_BE\_2518S

LANGUAGE  
English

lingoda

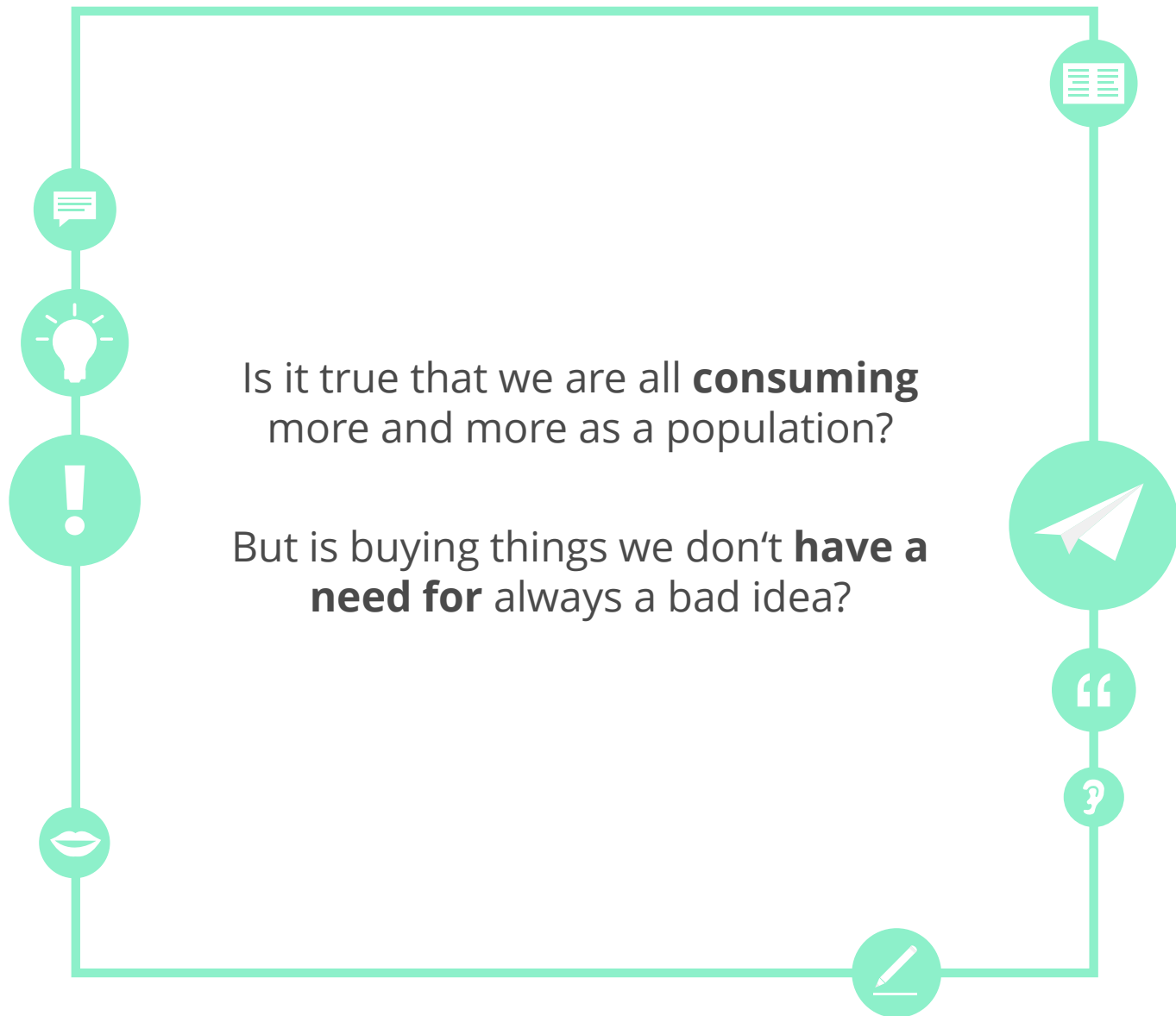




## Goals

- Can express my views regarding consumerism and consumer behaviours.
- Can talk about forecasts with regard to consumer behaviour.







## Preview and warm-up

In this lesson you will have a **conversation** about **consumerism**.



The number of people shopping at the mall is **going up**.



## Pronunciation

up



## Pronunciation

up

us



## Pronunciation

up

us

much



## Pronunciation

up

us

much

until





## Pronunciation

up

us

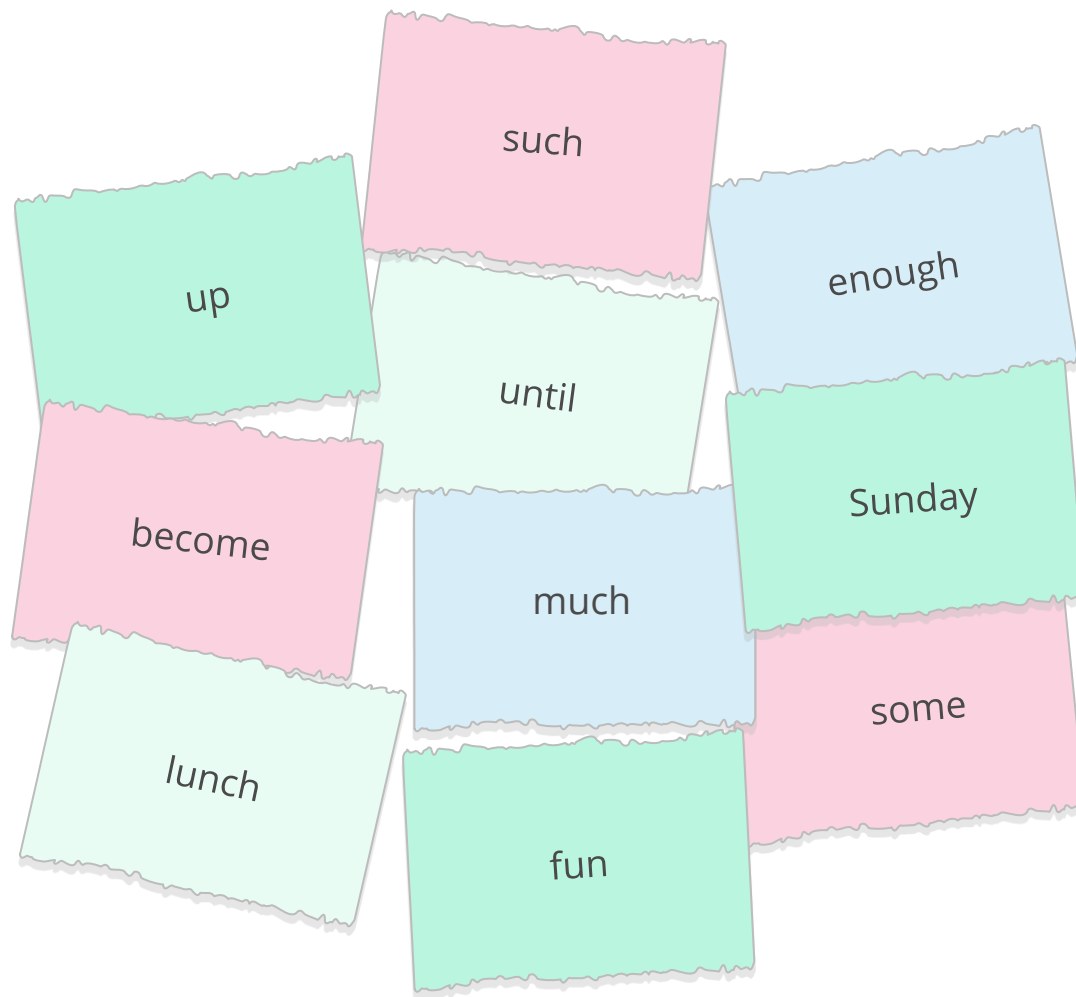
much

until

Practise saying the /ʌ/ **sound** with your teacher.



## Practise saying these words





## Vocabulary review

to go up

to pick up

to speed up

to set up

to hold up



to cut down

to go down

to come down



## Vocabulary review

to have a need

to replace  
something

to try a new  
product

advertising

to predict that

chances are  
that

sure to



likely to



## Sentences



Prices of basic goods are **going up**.

James is **likely to set up** his own business soon.



We need to **cut down** on how much packaging we use.



## Sentences



I really want **to try a new** type of make up.

I should **replace** my old mobile phone.



**Advertising** is everywhere!

Chances are that sales will **go down**.





## Speaking

**What are the benefits of consumerism? Which jobs completely depend on consumerism?**



marketing  
assistant

social media  
influencer



## Discuss

**Answer the questions with your classmates.**



1

What have you bought over the last 24 hours?

2

Is there anything you bought that you didn't really have a need for?

3

In general, is there anything you think you should cut down on buying?





## Speaking

**What is the best reason to buy something?  
What do you think is not a good reason to buy something?**



To replace  
something

To try something  
new

Because you  
have a need

Because you see  
a great advert



## Speaking

**Where do you see  
advertising the  
most often?**



**How have adverts  
changed our  
shopping habits?**





## Speaking

**Read the statement below. Discuss with your classmates what you think about this law. Do you think it makes children less consumerist?**



Sweden has banned all advertising aimed at children under 12 years old. That means there are no toy adverts or adverts for unhealthy food during children's TV shows.





## Speaking

**These products are green or environmentally-friendly. Do you own any products like this? What other ones can you think of?**





## Speaking

Sales of goods that  
are bad for the  
environment will  
probably go down

**Sales of green or  
environmentally-friendly goods  
are going up.**

Why is this both a **good** and a **bad**  
thing?

We are still  
consuming more  
and more!



## Debate

**You are going to have a debate with your classmates. Divide into two groups. One group will argue that we will be more consumerist in the future. The other will argue that consumerism will go down.**



**Group A: You believe  
consumerism and its problems  
will go up**



**Group B: You believe  
consumerism will come down**



## Reflect on the goals

Go back to the second slide of the lesson and check if you have achieved all the goals of the lesson.

yes

no

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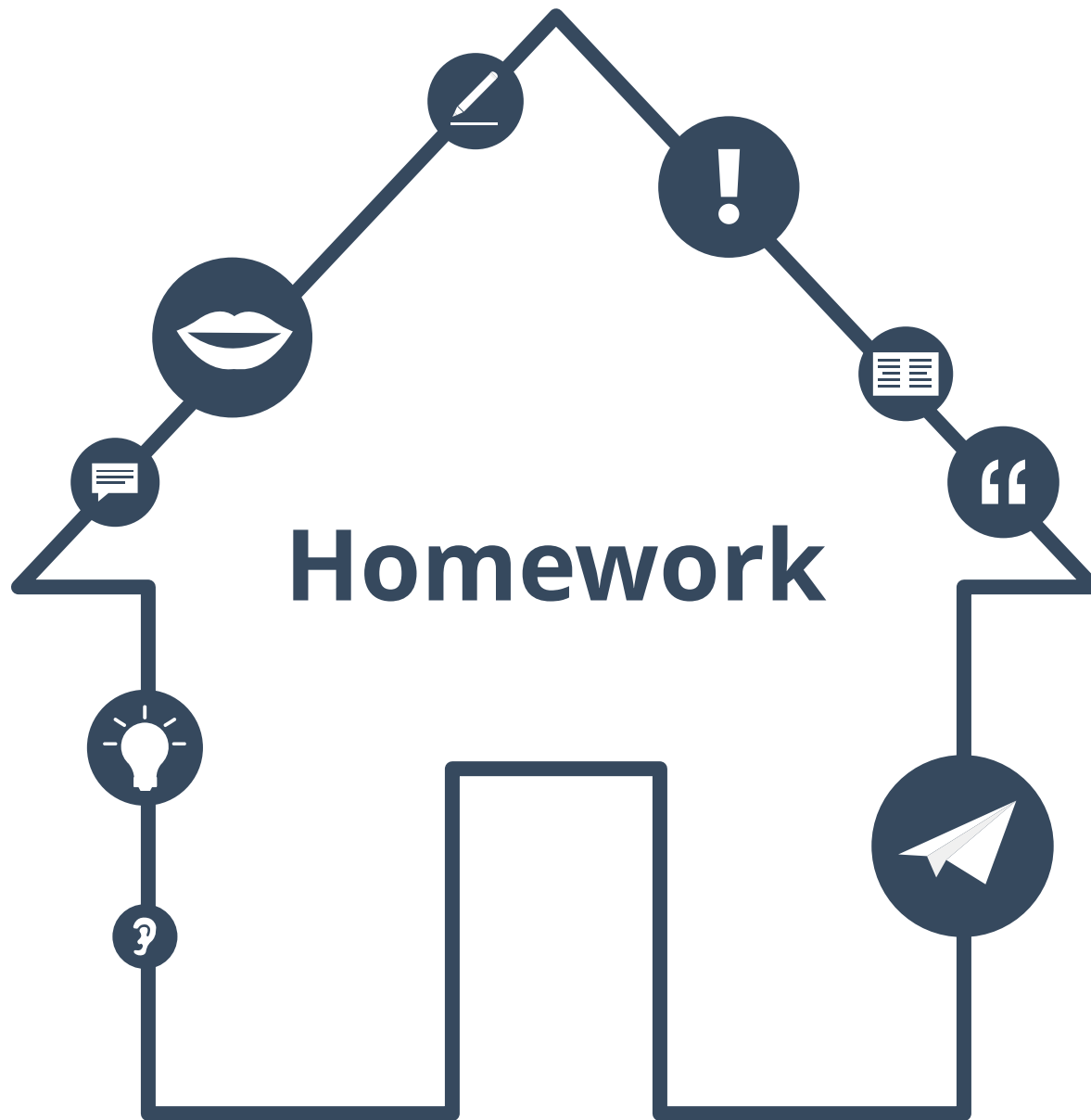
## Reflect on this lesson

Think about everything you have seen in this lesson.  
What were the most difficult activities or words? The easiest?



If you have time, go over  
the most difficult slides again







## Unscramble

A

the future.

will go

Consumerism

down in

C

More people

green  
businesses.

are

setting up

B

green products

Sales of

up.

are going

D

goods is

of green

coming down.

The price



## Writing

**Think about the debate that you had on p. 22.  
Write 5 sentences arguing that consumerism will go up or go  
down in the future.**

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○	



## Homework answer key

### **Exercise p. 26**

A. Consumerism will go down in the future. B. Sales of green products are going up.  
C. More people are setting up green businesses. D. The price of green goods is coming down.



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