


# Culture

## Shopping around the world

### Learning objectives

- The students learn about the shopping habits of teenagers.
- In the project stage, students write and carry out a questionnaire about the shopping habits of teenagers in their country, and produce a report on it.

### Warmer

- 1 Brainstorm a list of different types of shop onto the board, e.g. *supermarket, department store, book shop* and also brainstorm the kind of things you can buy in each shop.
  - 2 Play 'Where am I?' Tell the students that you're in one of the shops on the board and they can ask you five yes/no questions to find out where you are. However, they can't use the names of things you can buy in these shops in the question.
  - 3 The students then play this game in small groups.
- 1 Ask the students to read the questions. Pre-teach a *discount* and *special offer* by asking *If a shop gives a discount or has a special offer, are things cheaper or more expensive?* Ask the students to ask and answer the questions in pairs.
  - 2  1.06 As a class, look at the names of the four special shopping times together first, and encourage the students to try to guess some information about each one. Then, in pairs, the students guess the countries. Then listen and check.

### Answers

Cyber Monday: Britain

Dubai Shopping Festival: Dubai, the United Arab Emirates

Black Friday: the United States

Golden Weeks: China

### Audioscript

**Narrator:** One

**Candy:** The best day for shopping in the United States is Black Friday. It's the day after Thanksgiving, which is a public holiday, so most people take the Friday off as well and have a long weekend. It's really good to go shopping on Black Friday because the stores all give large discounts, and everyone's happy when they serve you. Families often go shopping together, or teenagers go with their friends; it's a perfect, relaxed weekend for everyone. Thanksgiving is the last Thursday in November, and Black Friday is the day after that.

**Narrator:** Two

**Ibrahim:** Dubai is a brilliant place for shopping, like many other cities in the United Arab Emirates, where I live.


A lot of tourists come here all the time, but the best time for shopping in Dubai is during the Dubai Shopping Festival. Of course, all the shops are open and they give discounts, but the best thing is that there are lots of other things happening, competitions with great prizes and fashion shows, that kind of thing. The festival usually starts at the beginning of January and lasts the whole month.

**Narrator:** Three

**Li-Hua:** I think the best time to go shopping in China is in the second Golden Week. Golden Weeks are holidays – the first one is at Chinese New Year and the second one is in October. That's better, as there isn't as much going on. A lot of people travel in these weeks and visit different places in China, as well as going abroad, so the shopping malls are really full and everyone is in a good mood.

**Narrator:** Four

**Ricky:** I guess the idea of Cyber Monday came over to Britain from the States, but of course the online shops here really like the idea of their own shopping day and they encourage it by giving discounts and special offers so people will shop online. It's the Monday after Black Friday, so it usually falls at the beginning of December, and for a lot of people it's the start of buying presents for Christmas.

- 3  1.06 Ask the students to look at the questions and then play the recording again.

### Answers

- a Black Friday: the day after Thanksgiving, which is the last Thursday in November and is a public holiday. Many people take the Friday afterwards off work and go shopping with family and friends.
- b Dubai Shopping Festival: usually takes place in January and lasts a month. Dubai is a great place for shopping. During the festival there are competitions and fashion shows.
- c Golden Weeks: there are two Golden Weeks in China when most people don't work. The first is for Chinese New Year and the second in October. Lots of people travel abroad or within China.
- d Cyber Monday: This idea has come from the USA and is the Monday following Black Friday. Online stores offer discounts.

- 4 Ask the students to cover the texts, look at the photos and answer the two questions. Then, ask the students to read the texts quickly. Tell them that they should look only for the name of the city or country and the things you can buy there.

### Answers

- 1 Bangkok, Thailand: street food, jeans, T-shirts
- 2 Doha (Qatar): luxury/designer goods, clothes, fashion items
- 3 Istanbul (Turkey): antiques, jewellery, carpets, leather, clothes, electronic things, spices, food
- 4 Moosonee, Canada: You can buy necessary things, but people do most of their shopping online.

- 5 Encourage the students in pairs to read the question and try to answer the questions first from memory. Then ask them to read the text carefully and check their ideas. Remind them to underline their answers in the text.

### Answers


Note: Accept any other reasonable answer if the student can justify it, e.g. 7 Moosonee, Canada: You're unlikely to get wet if you're shopping online at home.

- 1 Villaggio Mall (*and designer label shops selling luxury goods*)
- 2 Saphan Phut market (*All the local teenagers go to it because it's cheap*)
- 3 Saphan Phut market (*It's also really good for its street-food stalls ... great for meeting friends, shopping and eating*); Villaggio Mall (*it's got cinemas and restaurants too*); The Grand Bazaar (*lots of cafés and restaurants*)
- 4 Saphan Phut market (*doesn't close until midnight*); Villaggio Mall (*It's open every day and most days from 9.00 in the morning till 11.00 at night*); Moosonee, Canada (*Online shopping ... the shops are open 24 hours*)
- 5 Moosonee, Canada (*Online shopping ... the shops are open 24 hours*)
- 6 Saphan Phut market (*it isn't a tourist destination (yet!)*); Moosonee, Canada
- 7 The Grand Bazaar (*it's one of the biggest covered markets in the world*)
- 8 Villaggio Mall (*it's got cinemas and restaurants too, and there's a new theme park for kids*)

- 6 Ask the students to read the questions first, underline the important words and, in pairs, try to answer them from memory. Next, ask them to read the texts and check their ideas on their own. Then ask them to check their answers with a partner by comparing the words they underlined in the texts.

### Answers

- 1 No. (*it has a lot of second-hand stuff*)
- 2 More expensive (*with all the main international shops, and designer label shops selling luxury goods*)
- 3 Yes. (*it's one of the biggest covered markets in the world*)
- 4 Yes. (*I love shopping at the spice bazaar*)
- 5 Because there aren't any roads. (*There's no road access*)

- 7  1.07 Ask the students to read the six questions and say where they would expect to hear or read them (they are from a questionnaire for teenagers in the United States). Next, ask the students to read the questions again and think about how *they* would answer them. Then, ask them to listen to the report.

### Answers

1 c 2 f 3 d 4 e 5 a 6 b

### Audioscript

- Presenter 1:** Let's talk about your shopping habits now. How do teenagers in the United States really spend their money? Charlie?
- Presenter 2:** Well, we asked nearly five hundred teenagers to complete an online questionnaire about

shopping habits, and we had some very interesting replies. We asked:

**Presenter 1:** How often do you go shopping?

**Presenter 2:** And you answered that 14% of you go shopping every week, 22% every two weeks and a huge 38% every month. So then we asked:

**Presenter 1:** What do you buy when you go shopping?

**Presenter 2:** Well, 43% of you put clothes at the top of your list here, which isn't surprising. 16% of you put electronic goods at the top and 15% put books, which is more than music at 10%, which I found quite surprising. Then we asked:

**Presenter 1:** Do you count shopping as one of your hobbies?

An amazing 80% said yes! Then we wanted to find out how you shop, so we asked:

**Presenter 2:** Do you shop more in store or online?

**Presenter 1:** This really surprised us – 77.5% of you said that you shop in stores more than online. We then asked:

**Presenter 2:** Have you bought anything online in the last three months?


**Presenter 1:** And only 26% of you have. Digital world, where have you gone?

**Presenter 2:** Finally, we asked:

**Presenter 1:** Where do you usually get the money from when you go shopping?

**Presenter 2:** For most of you, this seems to be money that people have given you as presents, for your birthday, Thanksgiving, and so on.

**Presenter 1:** Obviously, we asked a lot more questions than this, and if you're interested, you can find all the results online at our website [www.vwssradio.com](http://www.vwssradio.com).

- 8  1.07 Ask the students to look at the pie charts and try to match them to five of the questions in exercise 7. Then play the recording again and ask the students to check their ideas.

### Answers

green pie chart – question d      red pie chart – question f  
yellow pie chart – question e      blue pie chart – question c  
orange pie chart – question a

## Project

Organise the students into groups or pairs and tell them they are going to write a short questionnaire to find out about shopping habits in their country. They need six to eight questions.

They can use the questions in exercise 7 or write their new questions.

Next, the students should interview at least 10 other teenagers – these can be students in the class or their friends. Remind them to make a note of the answers as they will need to make pie charts to show the answers.

If appropriate, show the students how to create pie charts using an Excel file. Finally, ask them to produce a report on their results and show it to the rest of the class. Encourage the class to look at all the reports and write some sentences about the similarities and differences among their results.