

BURNING OF THE BRANDS

Do you wish that you were more popular? Are you convinced that owning famous brands of clothing would help? Young journalist Neil Boorman thought so. Then one day, he took all his brand-name possessions - \$20,000 worth of expensive designer gear - and destroyed **them** in a bonfire in central London.

5 From fashions like Adidas trainers to gadgets like Blackberry phones, Boorman threw it all into the pyre. "From an early age, I have been taught that to be accepted, to be loveable, to be cool, one must have the right stuff," he says. At school, he had tried to make friends with the popular kids, but was teased for not having stripes on his trainers. He nagged his parents to buy him the "right" shoes, and the instant improvement in his social life triggered a life-long obsession. As an adult, still dependent on these status symbols for his self-esteem, he spent most of his income on brand-name items.

10 As his debts began to grow, he realized that rather than making him happy, his addiction was making him more and more miserable. He declared that he would not only get rid of all his brand-name things - he was going to live without brands for an entire year.

This meant searching his local farmers' markets for fresh produce rather than running out to the supermarket. Clothes shops on the high street were now out of bounds, so he went to second-hand shops. Since he couldn't find brand-free alternatives to his TV or DVDs, he spent the year without **them**. Unable to find brand-free toothpaste, he made his own.

15 As described in Boorman's book, *Bonfire of the Brands*, the year was a constant struggle. Nevertheless, there were many benefits. He got to know his local shopkeepers by name and lost weight from not eating ready-made food. Of course, his bank account was in much better shape, and his anxiety about needing brands for status nearly disappeared. "I've lost a whole bunch of stuff, but suddenly **it** doesn't matter," he wrote.

20 Critics have commented that Boorman should have given his belongings to charity, but if he had not staged the bonfire, he wouldn't have received the publicity he desired. He was, after all, making a 25 statement - not only about brands, but about consumerism in general. In the UK, he says, shopping has become the national pastime because people have blindly accepted advertising's message: we'll feel better if we consume more. In reality, consumer culture has done us more harm than good. If we stopped working such long hours to pay our debts, we'd suffer less stress and enjoy more free time.

25 You still may not want to get rid of the things you've worked so hard to buy, or stop shopping for your favourite brands. But if Neil Boorman's actions have at least made you think twice about your consumer habits, then he has accomplished his goal.

Reading Comprehension

Read the text. Decide who or what the following pronouns refer to.

them (Line 3)

This (Line 12)

them (Line 14)

it (Line 18)

Find the following words in the text. Read the entire sentence and try to guess each word's meaning.

loveable

out of bounds

staged

Choose the best answer according to the text.

1. As an adult, Boorman ...

- a) became obsessed with brands
- b) spent less money on brand-named goods
- c) continued his childhood addiction
- d) blamed his parents for his obsession

2. From lines 25-29, we can infer that Boorman ...

- a) feels advertising's message is important
- b) thinks people should work hard to improve their lives
- c) believes we will feel better if we buy more
- d) thinks we consume more than we should

Are the following statements true or false?

- 1) Boorman's popularity grew when his parents bought him the correct trainers.
- 2) Boorman was sorry that he hadn't given his things to charity.
- 3) After his experiment, Boorman remained dependent on brands.

Answer the following questions in your own words.

- 1) Why did Boorman feel he needed brands?
- 2) What were two negative effects of Boorman's addiction?
- 3) According to the article, in what way has consumer culture damaged people's lives?

Complete the sentences using your own words .

- 1) Boorman went to second-hand shops in order to
- 2) Boorman's financial situation improved as a result of
- 3) Boorman felt a bonfire was a good way to

Find words or expressions in the text that mean:

1. change for the better
2. instead of
3. advantages
4. achieved, completed
5. purpose, objective

Words from the Text

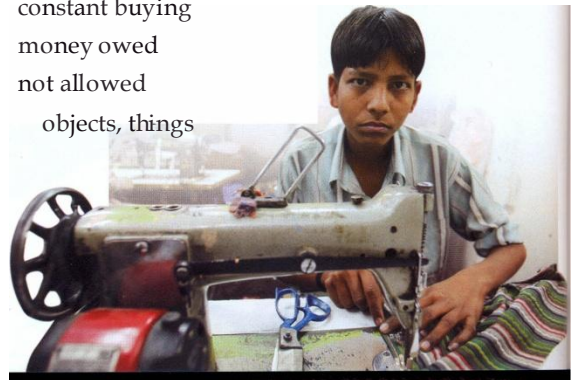
Choose **two** possible answers to complete each sentence.

- 1) Your **pastime** could be working in an office / making jewellery / gardening.
- 2) Your **belongings** might include your shoes / your MP4 player / your school.
- 3) You can buy **ready-made** soup / wood / curtains.
- 4) You'd probably be **miserable** if you finished your homework / failed a test / lost your wallet.
- 5) You can buy a specific **brand** of flowers / pencils / crisps.
- 6) A **shopkeeper** might own a shoe shop / restaurant / boutique.

Read the sentences in I. Then match the words or phrases in colour to their definitions in II

- I
- 1) Does this shop sell camping gear?
 - 2) Let's get rid of all these old magazines.
 - 3) How will you pay back all your debts?
 - 4) The teacher's room is out of bounds for students.
 - 5) Consumerism leads to many social problems.
 - 6) I've got plenty of stuff that I don't know what to do with.

- II
- a. equipment
 - b. throwaway
 - c. constant buying
 - d. money owed
 - e. not allowed
 - f. objects, things



Pay attention to the words:

- 1) a holiday when people light bonfires
- 2) a gadget that has become trendy
- 3) something a child might nag his parents about
- 4) a benefit of using a credit card
- 5) something a pupil might get teased about

COLLOCATIONS

Which of the nouns and noun phrases can be used to form collocations with the verbs?

Do -

more harm than good, a difference, business with, one's duty, someone a favour, a decision, the shopping, one's best

Make-

friends, a statement, an experiment, an effort, a deal, a mistake, your homework, a living, an excuse

Pay-

a debt, someone a visit, a remark, someone a compliment, a message, the bill, attention, a fortune, the price

Complete the sentences with the correct form of do, make or pay.

1. You shouldyour best if you want to keep this job.
2. We know the boss alreadya decision.
3. You should havethe bill last week.
4. I want to apologise forthis mistake.
5. If you smoke now, you'll..... the price when you're older.
6. Dad was furious when he heard I hadn'tmy homework. I'll
7. I'll speak with Edna about the problem, but that mightmore harm than good.
8. It took Joe quite a while tofriends at his new school.
9. Wea fortune for the concert tickets, but they were worth it.
10. They were in the neighbourhood, so theyus a visit.

11. We order our groceries online now, so we don't have to go out to the shopping.
12. Many of my friends nowtheir best to eat locally-grown food.
13. His parents have refused to help him his debts.

Complete the sentences with collocations from the previous activity. Make any necessary changes.

- 1).....She's for being a snob: she has very few friends.
- 2) You shouldn't go to that club. I think you're
- 3) Could you me and lend me ten euros?
- 4).....My boss me yesterday. He said I was doing a great job.
- 5) Could you please repeat what you said? I wasn't
- 6) It's very difficult to from art. I'll
- 7).....Let's I'll clean the bathroom if you do the washing-up.
- 8).....Many companies refuse factories that use child labour.

Decide whether the following statements are true or false. Correct the false statements.

1. If there is a discount on an item, it costs less than its usual price.
2. If a shop goes out of business, it is successful.
3. If an item is made in a sweatshop, the people who made it are paid well.
4. If you get a free trial, you can try something out before you buy it.
5. If you get a refund, you get your money back.
6. If something is free of charge, you must pay for it.
7. If you exchange an item, your money is returned.
8. A receipt proves you paid for an item.

Complete the monologues about shopping habits with the words below. Make any necessary changes.

carry • price conscious • bargain • afford • splurge • outlet • price tag • overpriced • on sale • merchandise

"I prefer to shop at inexpensive shops or Of course, I select things I like, but before I try anything on. I look at the I compare prices at different shops and try to find"

"I only shop in a place that the brands I like. I know what I want and I'll buy even if it's because my image is important to me. I'm not very"

"I can't to buy everything I'd like, so I usually try to find at a reasonable price. I also look for things that are But *every* once in a while I'llon something I really want!"

PHRASAL VERBS

Complete the sentences with the phrasal verbs below. Make any necessary changes.

pick out • come to • shop around • stock up on • give out • snap up

- 1.....We should rice. There'll be a price rise soon.
- 2.....Let's and compare prices.
- 3..... All the discounted bags werein the sale.
- 4.....I bought too many things. My bill nearly \$1,000
- 5..... They're free samples of biscuits and cakes. Let's try some!
- 6..... She looked at all the dolls and one with black hair.

Complete the passage with the words below. Make any necessary changes.

sweatshop • carry • go out of business • afford • snap up • bargain • merchandise • price tag

If you're looking for a and you live in North America, you'll probably go to Walmart. With 3,600 gigantic stores on that

continent alone, Walmart is the largest company in the world. The store'sincludes everything from furniture, clothing and groceries to medicine, toys and TVs - all at amazingly low prices. However, Walmart has also got a dark side. Wherever it has appeared, smaller shopsbecause they're unable to compete. How does Walmart keep its prices so low? By being extremely efficient - but, according to its critics, also by underpaying its employees and byproducts manufactured in third-world On the other hand, Walmart claims that it enables lower-income groups to buy things they couldn't otherwise For millions of customers who eagerly Walmart's goods, the cheap prices on the make Walmart's dark side easy to ignore.

Complete the dialogues with the correct form of the words and phrases below.

snap up • get rid of • afford • nag • stuff • merchandise • make excuses • on sale • overpriced • pay the bills • make an effort • belongings

Mark: I had no idea that this shop was so expensive! I can't anything, not even the things that are

Rose: You're right. Everything's terribly , but it doesn't seem to matter to all of these customers who are the shop's, especially the sweaters.

Mark: I wonder if they'll regret buying them when they have to at the end of the month.



Mum: I want you to tidy up your room - today! I'm tired of seeing so many of your on the floor and piled on your chair.

Lucy: I know! You keep me about it! But I don't have anywhere else to put some of that!

Mum: Stop trying to I'm sure you've got things you don't wear or use any more. I suggest that you to look through your things and see what you're willing to We can donate it to the charity shop, and then you'll have plenty of space.

Lucy: But, Mum!

Choose the correct answer. Pay attention to the underlined words.

1. We had a huge bonfire on the beach / in our flat yesterday.
2. My neighbour's a doctor, whose pastime is working in a hospital / painting landscapes.
3. Due to our culture of consumerism, many of us eat / spend more than we should.
4. Some small shopkeepers lost customers when the new supermarket / cinema opened.
5. One of the benefits of living here is being able to enjoy this incredible view / having no view.
6. I've got too many gadgets. For instance, I don't need three MP3 players / frying pans.
7. The company recently improved the exercise equipment / working conditions in this sweatshop.
8. We were teasing Sam, but he thought we were joking / serious.
9. Every day, thousands of commuters / free newspapers are given out during rush hour in cities all over Europe.
10. It took a long time to pick out a pair of earrings for Laura, but she eventually found the perfect gift for her / helped her get them out of her ears.



Complete consumer column with the correct form of the words and phrases below.

stock up on • shop around • afford • outlet • price tag • come to • merchandise • go out of business

SHOPPING WITH CYNDI

For consumers who want designer brands at prices they can, the best places to go are ends up there for various reasons. Some items may have small flaws, such as a missing button; others may be from a previous season, or left over odd sizes and colours; others come from small clothing companies that have failed and To fully appreciate the bargains you're likely to get in an outlet, and take a look at the on things in trendy boutiques. Then, make your way to the nearest outlet and

..... clothing. You'll be pleasantly surprised. at how little the final bill

CONDITIONALS

Conditional sentences: Type 1

1. If I see him, I _____ (give) him a lift.
2. The table will collapse if you _____ (stand) on it.
3. If he _____ (eat) all that he will be ill.
4. If I find your passport I _____ (telephone) you at once.
5. The police _____ (arrest) him if they catch him.
6. If he _____ (read) in bad light he will ruin his eyes.
7. Someone _____ (steal) your car if you leave it unlocked.
8. What will happen if my parachute _____ (not open)?
9. If he _____ (wash) my car I'll give him \$80.
10. If she _____ (need) a radio she can borrow mine.

Conditional sentences: Type 2

1. If I had a typewriter I _____ (type) it myself.
2. If I _____ (know) his address I'd give it to you.
3. He _____ (look) a lot better if he shaved more often.
4. If you _____ (play) for lower stakes you wouldn't lose so much.
5. If he worked more slowly he _____ (not make) so many mistakes.
6. I shouldn't drink that wine if I _____ (be) you.
7. If I were sent to prison, _____ (you, visit) me?
8. I _____ (buy) shares in that company if I had some money.
9. If you drove your car into the river, _____ (you, can) get out?
10. If everybody _____ (give) \$1 we would have enough.

Conditional sentences: Type 3

1. If I had known that you were in hospital I _____ (visit) you.
2. The ground was very soft. But for that, my horse _____ (win).
3. If you _____ (arrive) ten minutes earlier you would have got a seat.
4. If he had slipped he _____ (fall) 500 metres.
5. If I _____ (have) a map I would have been all right.
6. I _____ (offer) to help him if I had realised that he was ill.

7. But for the fog we _____ (reach) our destination ages ago.
8. The hens _____ (not get) into the house if you had shut the door.
9. If you _____ (speak) more slowly he might have understood you.
10. He would have been arrested if he _____ (try) to leave the country.

Conditional sentences: mixed types

1. If you _____ (find) a skeleton in the cellar, don't mention it to anyone.
2. If you pass your examination we _____ (have) a celebration.
3. What _____ (happen) if I press this button?
4. I should have voted for her if I _____ (have) a vote then.
5. If you go to Paris, where _____ (you, stay)?
6. The flight may be cancelled if the fog _____ (get) thick.
7. If the milkman _____ (come), tell him to leave two pints.
8. I could repair the roof myself if I _____ (have) a ladder.
9. You _____ (not have) so many accidents if you drove more slowly.
10. If you _____ (wear) a false beard nobody would have recognised you.

REWRITE THE FOLLOWING SENTENCES SO THAT THEY MEAN THE SAME:

1. I didn't renew my subscription because I lost interest in the magazine's articles.
2. He was too slow to win the race.
3. I won't go to Rio unless I find a cheap flight.
4. I never sunbathe because I get sunburnt easily.
5. She will understand you provided that you don't speak too fast.
6. He won't come for a drink because he's got work to do.
7. She's too young to get a driving licence.
8. They lost the match because of the heavy rain.
9. Whenever Peter and I meet, we talk about the good old times.
10. Should you see Paul, tell him about the meeting.
11. We didn't see The Two Towers because the cinema was closed.
12. She doesn't understand because you haven't explained the situation to her.
13. You won't get a promotion if your work doesn't improve
14. I never eat octopus because I get sick.
15. We didn't pick you up at the station because you didn't phone us
16. The government won't win the elections unless they create employment.
17. I'll buy I new computer provided that I get a rise in salary.

18. She wanted to buy that picture, but she didn't have enough money.
19. Whenever I make a promise, I keep it.
20. We haven't got any matches, so we can't light a fire.
21. She isn't passing her exams because she isn't studying hard enough.
22. I'd like to buy a bigger flat, but I haven't got enough money.
23. I didn't get to the meeting on time because my car broke down.
24. I never travel by plane because I get ear ache.
25. I won't go to the party if you don't go with me.
26. If I had been told about the situation, I would have dismissed them.
27. The restaurant was full so we couldn't get a table.
28. You can attend the meeting as long as you are a club member.
29. I'm too busy to go to the pub.
30. Ice melts down when you heat it.
31. We won't have a holiday because we haven't got any money.
32. I don't know the answer, so I can't tell you.
33. There aren't any eggs, so I won't make an omelette.
34. We have three children, so we won't take a year off and travel the world.
35. I'm not very clever, so I won't be a doctor.
36. He spends all his money gambling. He isn't a wealthy man.
37. I haven't got any spare time. I won't learn Russian.
38. Jim works very hard. He has no time to spend with his family.
39. I've got a headache. I can't go swimming.
40. We haven't got a big house. We can't invite friends to stay.
41. I didn't go to Helen's party because she didn't invite me.
42. We'll go to the beach unless it rains
43. Ann can't buy a new car because she hasn't got enough money.
44. I don't have a modem, so I can't e-mail you.
45. I didn't send them a postcard because I didn't know their new address.

46. Jim missed the plane because he arrived late at the airport.
47. Carlos Sainz didn't win the Monte Carlo Rally because his car broke down.
48. You can get access to the Intranet only by having a password.
49. She feels lonely since she hasn't got any friends