

Topic 7 CONSUMERISM – LIVING IN A MATERIAL WORLD

1 Complete the text using vocabulary from topic 7.

Consumerism

Perhaps Brad Pitt's character Tyler Durden said it best in the film *Fight Club* when he said "Advertising has us chasing cars and clothes, working jobs we hate so we can buy shit we don't need." As the quote suggests,

_____ has become about more than simply shopping. In our _____ we no longer simply buy the things we need, but we have become _____ shoppers in a _____ economy.

Whether people are shopping for _____ or clothes, online or in enormous shopping malls, we are spending more of our hard-earned money and free time standing in _____ and checking _____ for _____ to take to our already full homes. In fact, people are buying so much stuff that they do not have any space for it, which in turn has led to a boom in the _____ as we look for space to store our _____.

But some people are turning their back on this way of life and are _____ on a life of _____ spending less money and even adopting minimalism. This is not just a way of _____ on what they spend, but a conscious decision to not _____ brands and things, and instead to _____ that other things in life are more important. In fact, anti-consumerism and minimalist movements have become increasingly influential as more and more people try to _____ and simplify their lives.

Of course, it is not only the consumers that have decisions to make, but also the companies themselves. In a world of _____ and space, they have a responsibility to address the issue of _____ and not produce with _____ materials, for example. Furthermore, they have the power to influence how people consume and more companies are promoting a _____ whereby products are recycled and not _____.

But not all companies are interested in this. Why should they risk harming our _____ when they can _____ our need to always have the newest, fastest and cheapest things?

Whichever way you look at it, our relationship with the material things in our life is a complex one, but the _____ is that the things you own can end up owning you.

2 Match the words on the left (1-8) with their synonyms on the right (A-H).

1	compulsive	A	coupon
2	voucher	B	promise
3	to maintain something	C	to repair
4	to worship	D	obsessive
5	pledge	E	to look after something
6	to mend	F	deceptive
7	consent	G	to idolize
8	misleading	H	permission

3 Match the words on the left (1-8) with their definitions on the right (A-H).

1	to strive towards something	A	what somebody leaves behind
2	to sue somebody	B	a mess-up
3	calamity	C	with intention
4	legacy	D	to bring legal charges against somebody
5	deliberately	E	to go out of business
6	to go bust	F	a sudden insight into the reality of something
7	to be funded by	G	to try hard to achieve something
8	epiphany	H	to be supported financially

4 Fill in the gaps.

- The notes taking during a meeting are known as the _____.
- Your _____ is your mental attitude.
- _____ language should be banned from schools.
- A _____ is another name for an electronic device.
- Somebody who wants to buy things at a low price is a _____.
- A chain of negative circumstances is a _____.
- If you give something away, you _____ it.
- Apple* customers are said to have a very high _____.

5 What is it in German?

- bargain _____
- temptation _____
- undisputed _____
- to embark on _____
- dwindling resources _____
- disgrace _____
- groundbreaking _____
- launch _____