

The consumers

What can you remember from the film? Fill in the following words and terms in the text below:

successful – economy - wealth - globalization - many - responsible - goods – products - distribute
 newly industrializing countries - fairly – customers' demands - environmental destruction - nature
 consumers - entrepreneurs - safeguards – richer – living standards – consumer behaviour

1 Consumers' decisions on what to buy determine which _____ and services are
 _____ on the market, and companies react to their _____ .
 As consumers we influence the local, regional and global economies. Today we have a global economy but not all
 countries and regions are able to profit from _____. In too many countries there are still
 5 catastrophic working conditions and ongoing _____ .
 The big players in an economy – governments and big businesses – make sure that this situation does not improve, or
 only slowly and not comprehensively, for various reasons. As _____ we can make things happen
 when we make decisions about what to buy. Here in Europe we want to be paid _____ for our work. We want
 our environment to remain intact and our _____ to improve. People in developing and
 10 _____ want just the same. But not all states are able to
 protect and support their workers and farmers. This is where consumers from the _____ countries could
 contribute a lot to improving living conditions in poorer countries. We should always bear in mind how a particular
 product was produced when we buy it.
 With one eye on the available resources and our endangered environment, we also have to reconsider our _____
 15 _____. Today, too many _____ are being produced. Our planet is being
 exploited and our environment destroyed. Our society has to deal with our natural resources in a _____
 way.
 Our status and our well-being should not depend on how _____ state-of-the-art products we have but on how
 responsibly we are behaving as consumers. And there are many ways of avoiding shopping binges. How do we want to
 20 live? And what _____ our living conditions? These are questions which influence the
 _____ .
 Just how we will define _____ in the future and just how we will manage to _____
 it fairly to everybody on the planet – finding answers to these questions is our goal for the future.
 It is in our power – as consumers, _____, politicians or as members of NGOs and
 25 interest groups - to realize our vision of a better life in keeping with _____ for everybody who
 lives on earth.

Analytic reading: When you have finished filling in the gaps, analyse the content.

1. Ask three questions about the text where the answers can be found in the text. Then ask three questions about the text which cannot be answered when reading it.
2. Highlight the following terms in the text with the given colour.
 - technical terms (yellow)*
 - persons and groups of persons (green)*
 - organizations (orange)*
 - places and locations (red)*
 - expressions of time (blue), i.e.: today, then, 20th century, World War I., etc.*
3. Identify the key words and then write a summary of the text.
4. Convert the text into another text type, i.e. a poem, letter to a friend or mindmap.