

Trends. Consumerism.

1. Consumer spending
2. Consumer habits
3. Consumer needs
4. to over-consume
5. excessive consumption of material goods
6. to indulge oneself – потакать себе
7. **obsolescence** = deliberately making goods that quickly go out of style or no longer function in order to assure profits both on the original purchase and on replacement purchases in the future
8. a cornerstone / headstone of modern economy – краеугольный камень
9. to pump out goods
10. to profit/benefit from smth

11. To manipulate smb into doing smth
12. **To lure smb into doing smth** – to persuade someone to do something, especially something wrong or dangerous, by making it seem attractive or exciting
13. Persuasion: the act of moving by argument to a belief, opinion or course of action.
14. To persuade / get smb to do smth *We couldn't get him to sign the agreement.*
15. Persuasive devices – средства убеждения
16. To be conditioned to do smth – to be made to behave in a certain way by influencing them for a long period of time

17. To create and sustain the demand for non-essential goods
18. The necessities – товары первой необходимости

19. To do without smth – обойтись без ч-л
20. To make do with smth – обойтись чем-либо

21. to achieve/attain happiness
22. to pursue the “American Dream”
23. to buy smb happiness
24. to bring smb contentment - the state of being happy and satisfied
25. to be in fashion
26. to go out of style

27. to be gripped by smth = to be influenced/ impacted/ affected by = to have a strong effect on someone or something,
28. To be immersed in smth (advertising environment) – быть погруженным в повсеместную атмосферу рекламы
29. **to hold primacy in smb’s life** = play the lead = play a key role
30. **"affluenza"** - a lifestyle centered upon the pursuit of material goods

31. self-expression – the expression of your feelings or thoughts, especially through activities such as painting, writing, or acting (самовыражение)
32. **to give smb room for self-expression**
33. self-awareness - knowledge and understanding of yourself (самосознание)
34. self-esteem - the feeling of being satisfied with your own abilities, and that you deserve to be liked or respected (самооценка, чувство собственного достоинства)
35. low / poor self-esteem
36. to build up / bolster / raise one’s self-esteem
37. to undermine / to damage smb’s self-esteem

38. self-confidence – уверенность в себе
39. self-mutilation - членовредительство
40. to develop an eating disorder
41. to develop a lack of imagination and individuality
42. an aftermath / an outcome / a side-effect / an after-effect / a pay-off / a backwash of smth – последствие чего-либо
43. to portray / to project an image – показывать образ
44. to feature (semi-naked women) – показывать (о ролике, фильме)
45. to glorify / promote ideas – продвигать, прославлять идеи
46. to be reflected in advertising – быть отраженным в рекламе
47. latent discomfort with smth – скрытое недовольство чем-либо
48. **to rise to the surface** – вылезти на поверхность
49. **to hit too close to home** = it's so close to the truth that it hurts

Idioms

- ⌚ **a bigger slice of the cake** - a share of the available money or benefits that you believe you have a right to.
- ⌚ **spend money like it's going out of style** and **spend money like there's no tomorrow**
Fig. to spend money recklessly; to spend money as if it were worthless or will soon be worthless.
- ⌚ **To pour money down the drain** – to waste money having spent it on smth useless
- ⌚ **spend money like water** – If someone spends money like water, they spend too much *Carol spends money like water - no wonder she's always broke.*

- ⌚ **To stock up on / with smth** - to buy a large amount of something so that you will have enough for future use
- ⌚ **To splash out on smth** – to spend a fortune on smth in a lump sum
- ⌚ **To splash the plastic** - to waste money on entertainment and other non-necessary things
- ⌚ **to keep up with the Joneses** - is an idiom in many parts of the English-speaking world referring to the comparison to one's neighbor as a benchmark for social caste or the accumulation of material goods. To fail to "keep up with the Joneses" is perceived as demonstrating socio-economic or cultural inferiority.
- ⌚ **to cut the cord** – to stop the influence of smth on smb

Questions for discussion:

- What are the elements of a product that make it valuable?
- Ads sell ideas not products. Do you agree?
- In what ways and for what reasons might people overconsume?
- Can consumer needs be created?
- What are the values most ads appeal to both explicitly and implicitly? What lifestyles / fantasies do they promote?
- How do ads bolster the demand for non-essential goods?
- Could you think of some attitudes cultivated by excessive consumer spending? (E.g. “More is better”, “happiness can be attained through the acquisition of material goods” etc.)
- How do you regard the notion of “American Dream”?
- What might be the outcomes of restless efforts to keep up with the Joneses?
- Do you believe in the notion of obsolescence? Provide examples.
- Comment on the concept of “throwaway society”
- Comment on the well-known ad: "There are some things money can't buy. For everything else, there is Master Card." What is the underlying message? Is this ethical?

- What do you think of sales-shopping? Discounters – help or hindrance?

- What cultural aspects happen to be threatened by consumerism?

- What seems to be the fastest growing consumer demographic?
- Is there a connection between the increase in advertising and social unrest?
- What might be psychological impacts of advertising?
- Can advertising be responsible for plummeting self-esteem?
- Can images portrayed in ads be behind elevated cases of depression, self-mutilation, eating disorders?
- What's your opinion on plastic surgeries? Can the trend for being operated on be regarded at the aftermath of consumerism?