

Aula10

CONSUMERISM

META

Caracterizar algumas situações que tratem do Consumo e como ela afeta o meio ambiente.

OBJETIVOS

At the end of this class, it is expected that the students:
Reconhecer as práticas de consumismo; estar consciente acerca da redução de consumo; ser capaz de utilizar vocabulário relacionado ao tema.

PRERREQUISITOS

O aluno deve ter conhecimento prévio sobre reciclagem e mudanças climáticas.

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INTRODUCTION

O objetivo desta aula é abordar o consumo e seus impactos em nossa sociedade. Nesta última aula de nosso material didático, através de textos e vocabulário específico, buscamos discutir um tema intrinsecamente relacionado às demandas de nosso meio ambiente: a redução do consumo.

O consumo é importante para a economia global, contudo, quando ocorre de modo desmesurado, prejudica o meio ambiente e resulta em grandes mudanças climáticas, que, por sua vez, afetam as vidas de milhões de pessoas todos os anos.

Diante desse cenário, como podemos reduzir nosso consumo diário? Em geral, as pessoas compram por necessidade ou por prazer? O consumo desenfreado é estimulado em nosso país? Tendo em vista tais indagações, nesta unidade, abordaremos o consumo, tema complexo, uma vez que permite entender nossas relações econômicas, sociais e ambientais.

CONSUMERISM



<https://jenjennifercole.files.wordpress.com>

Pre-reading questions: Do you think we consume more than we need? Why? In your opinion, does consuming more make us happier?

CONSUMERISM

"Buying a car is a big step up in society. Now we have a car, I feel that people look at us differently."

Woman interviewed at motor show in Beijing.

Humanity is becoming a race of consumers. The entire economy of the 'developed' world is geared to consumption - a process that is driven by saturation advertising. We consume more and more but we do not get any happier. This is hardly surprising as advertising is designed to keep us dissatisfied.

Our greedy appetites are having a terrible impact upon the world. The quality of life enjoyed by the rich comes at the expense of the poor. The richest one-fifth of humanity accounts for 86 percent of global private consumption expenditure. For everyone on Earth to enjoy the material wealth of Australians, we would need several additional planets. In Australia, it is estimated that “total wasteful consumption amounts to over \$10.5 billion dollars annually spent on goods and services that are never or hardly ever used.”

Overconsumption is a primary influence of upon climate change and thus on the future of our planet. Australia’s carbon footprint is three times the global average. And within Australia itself, the annual carbon footprint of high-income households is 160 percent greater than that of the poorer households.

The global economy is geared to growth, and we have equated growth with ever-increasing consumption. The poor need economic growth desperately. The rich need to explore ways to live more ethically and simply by using less of the world’s resources.

Fonte: http://www.afairerworld.org/_The_global_economy/consumerism.html

TAKE NOTES

Do you think consumerism will change over time?

Do you consume more than you need?

How does society influence consumerism?

How does consumerism affect the environment and nature?



<https://occupyconsumerism.files.wordpress.com>

The Brief, Tragic Reign of Consumerism—and the birth of a happy alternative

Richard Heinberg

April 14, 2015

You and I consume; we are consumers. The global economy is set up to enable us to do what we innately want to do—buy, use, discard, and buy some more. If we do our job well, the economy thrives; if for some reason we fail at our task, the economy falters. The model of economic existence just described is reinforced in the business pages of every newspaper, and

in the daily reportage of nearly every broadcast and web-based financial news service, and it has a familiar name: *consumerism*.

Consumerism also has a history, but not a long one. True, humans—like all other animals—are consumers in the most basic sense, in that we must eat to live. Further, we have been making weapons, ornaments, clothing, utensils, toys, and musical instruments for thousands of years, and commerce has likewise been with us for untold millennia.

[...]

Crisis time

Still, as the critics have insisted all along, consumerism as a system cannot continue indefinitely; it contains the seeds of its own demise. And the natural constraints to consumerism—fossil fuel limits, environmental sink limits (leading to climate change, ocean acidification, and other pollution dilemmas), and debt limits—appear to be well within sight. While there may be short-term ways of pushing back against these limits (unconventional oil and gas, geo-engineering, and quantitative easing), there is no way around them. Consumerism is doomed. But since consumerism now effectively is the economy (70 percent of US GDP comes from consumer spending), when it goes down the economy goes too.

A train wreck is foreseeable. No one knows exactly when the impact will occur or precisely how bad it will be. But it is possible to say with some confidence that this wreck will manifest itself as an economic depression accompanied by a series of worsening environmental disasters and possibly wars and revolutions. This should be news to nobody by now, as recent government and UN reports spin out the scenarios in ever grimmer detail: rising sea levels, waves of environmental refugees, droughts, floods, famines, and collapsing economies.

Indeed, in view of the events since 2007, it's likely the impact has already commenced, though it is happening in agonizingly slow motion as the system fights to maintain itself.

Fonte: <http://www.postcarbon.org/the-brief-tragic-reign-of-consumerism-and-the-birth-of-a-happy-alternative/>

1. Mark T (True) or F (False) according to the text:

- a) () It is important to consume due to economy.
- b) () Consumerism has a short history.
- c) () It doesn't affect climate changes at all.
- d) () Consumerism will never end.
- e) () The impact of consumerism started in 2007.

2. In “as recent government and UN reports spin out the scenarios in ever grimmer detail”, grimmer means:

- a) Great
- b) Deep
- c) Remarkable

- d) Depressing
e) Different

VOCABULARY

The buying power = The purchasing power	To throw one's money away / down the drain
A customer = a consumer, a shopper	To waste/squander money
A shopping center (GB) = A shopping mall (US)	To slash prices
A trolley (GB) = a cart (US)	To be broke
A rebate = a discount	To be in debt
A convenience store = a corner shop	To pay (in) cash
Small shops = small businesses	To go on a spending spree
A deal = a bargain	To shop around
A salesperson = a shop-assistant	
The cashdesk = the checkout	
An article = an item	

The following words/expressions are related to consumerism. Look them up and write down their meaning.

1. Cease and Desist Order: _____
2. Competition: _____
3. Demand: _____
4. Life Cycle: _____
5. Life Span: _____
7. Need: _____
8. Profit: _____
9. Scarcity: _____
10. Supply: _____



<http://photo.elsear.com>

FAVELAS: BRAZIL'S NEW CONSUMERISM BOOMS FROM THE BOTTOM

29th May 2012

RIO DE JANEIRO – Few outsiders come to this favela (slum) in Rio de Janeiro's West Zone, populated largely with recent migrants from Brazil's traditionally depressed northeast region and controlled for years by anti-drug trafficker paramilitaries that made the favela the thinly-veiled subject of the recent blockbuster "Elite Squad: The Enemy Within."

Tucked behind a lagoon popular for boating and the wealthy condos of the Barra region, Rio das Pedras had been accustomed to residents making their few big-ticket purchases in the malls of the Barra beachside neighborhood.

But a flurry of new high-end commerce here is showing that Brazil's new middle class is starting to do its shopping closer to home.

"For sound systems, they don't buy 500-, 800-reais ones (\$275-\$440). They buy 2000-reais ones (\$1100)," said Jorge Fiz, manager of the RicardoEletro electronics store that opened just before Christmas in 2011. The flatscreen-TV and home-appliances store was the first electronics outlet in the community, and it employs 25 salespeople. Fiz said he often sees customers who have informal work – he names waiters, bus drivers and nannies – who are unable to get credit cards but purchase the store's largest items with cash.

"The banks are slow to get in on this market, even though they have a high purchasing power," Fiz said.

Lucia Ferreira Leite, who said she had washed her clothes by hand all of her life, wandered into the store to look for her first washing machine. The elderly pensioner asked if she could pay in "carnê" – a system similar to paying parceled monthly amounts automatically charged on a credit card but in which clients pay their installments in cash and in person on a paper bill.

"I saw the ads. Now we'll see if it's worth it," Ferreira Leite said.

Although RicardoEletro is the flashiest example of new enterprise here, tucked among the juice counters and landline-phone stations for calls to other states are the pricey mattress store Ortobom, Bradesco and BMG banks, a supermarket with 25 checkout counters, and two travel agencies – all opened within the last five years, and several in 2011 alone.

Margarida Duarte, manager of a travel agency that monitors airfare promotions so it can call routine clients waiting to buy tickets, said the price of a plane ticket can be only slightly higher than that of the three-day buses to the northeastern cities where her clients go to visit their families.

"I believe the buses are going to close their doors soon," Duarte said. "Someone who has traveled once by plane doesn't want to go by bus again."

Although Rio das Pedras has little formal policing and stores pay monthly protection fees to the heavy-handed paramilitaries, favelas with

the new Units of Pacifying Police program installed over the past three years have seen a rapid growth in formal commerce, especially as informal networks that provided pirated utilities and services cease functioning.

Since the police invaded and occupied the massive favela of Rocinha in November, the community opened a new cable-TV store, a RicardoEletro, a Banco do Brasil and two private foreign-language courses. Before the so-called “pacification,” the only option to learn English was with tutoring offered at an Internet cafe.

The bright white walls and flatscreen TVs of the language school Skill host full early-morning and evening classes of working-age adults. English is the most popular language course, though the school also offers Spanish, Mandarin, German and Japanese.

Leticia Salustino, a 22-year-old waitress in a sushi-and-pizza restaurant in tourist Copacabana, arrived early on a Saturday morning for her first private English lesson. Two hours of class a week and books costs a monthly 190 reais (\$105). “Where I work, there are a lot of gringos,” Salustino said when asked why she enrolled. “People who work there live here.”

Next door to Salustino’s language school is the two-story RicardoEletro, where Elvis da Silva has come to scope out the store’s top smart phones. The copy-machine operator, who works across town, said he is tired of his cheaper Nextel phone, which doesn’t allow him to access Facebook and online chats to talk to his girlfriend during his long trips to work. Since making a local call can easily cost several dollars when made to someone using another service provider, the phones advertise having spots for two SIM cards in order to use at least two operators in one device.

“Nowadays everyone listens to music in traffic on their commute,” da Silva said while choosing a 400-reais (\$218) Nokia C3-00.

While teams of sharpshooters and military vehicles rolled up the hills of Rocinha to reclaim it from drug traffickers, they were accompanied by another, weaponless army – more than 200 salesmen from the cable-TV company SKY. Sergio Ribeiro, commercial director of SKY TV, said the company sold more in the eight days after the pacification of Rocinha than it did in its entire previous history in the favela. “With a better distribution of income, people have better access to TV channels,” he added.

Fonte: <http://latintrade.com/favelas-brazils-new-consumerism-booms-from-the-bottom/>



ACTIVITY

1. About the text, mark T (True) or F (False):

- a) () Lucia Ferreira Leite receives a pension.
- b) () There aren’t any famous shops in Rocinha.

- c) () Elvis da Silva doesn't want to buy a new washing machine.
d) () Elvis works at RicardoEletro.
e) () Pacification influenced selling rates in Rocinha.
2. In "But a flurry of new high-end commerce here is showing that Brazil's new middle class is starting to do its shopping closer to home", flurry means:
a) Light
b) Excitement
c) Hurry
d) Quick
e) Confused
3. Do you think we are encouraged to be consumerists in Brazil? Is it good or bad? Why?

TAKE NOTES

Does mass media and society affect consumerism?

In your opinion, who are more likely to be consumerists: men or women? Why?

Are there any benefits in consumerism?



CONSUMERISM



<https://www.tutorialspoint.com/>

VOCABULARY

1) comparison shopping	() This is a statement made by a manufacturer or seller of a product or service concerning the responsibility for quality, characteristics, and performance of the product or service.
2) consumer	() Any business practice which is considered unethical or illegal.
3) generic brand	() Unplanned consumer purchases, usually done on the spur of the moment-usually involving items on display or at reduced prices.
4) impulse buying	() A market situation in which only one organization produces the entire output of an industry or sells a product or service for which there is no substitute.
5) monopoly	() Surplus products purchased from many different manufacturers and then labeled with plain white and black labels (their own labels) stating what the product is and giving necessary information. Since the products come from many different manufacturers, the quality varies greatly.
6) name brand	() A brand owned by a particular store or chain of stores. The store will either manufacture their own product and put their name on it, or purchase the product from a manufacturer with the right to place their own name on the product.
7) needs	() A person who uses goods or services or buys goods or services.
8) producers	() It is widely recognized and sold in many different stores. Because of extensive advertising, the name is associated with quality.
9) service	() Those who provide the supply of goods and services to meet consumer demands.
10) store brand	() Work performed to meet the needs of those buying the work, such as repair work, personal grooming services, house cleaning, and transportation. This also includes the professional services of doctors, lawyers, teachers, etc.
11) unfair trade practice	() The basic items a person must have to survive.
12) warranty	() Looking at different brands and models of the same item in various stores to compare price, quality, features, and store services before buying.

Adaptado de: <https://quizlet.com/19289798/consumerism-vocabulary-flash-cards/>

Name some name brands, generic brands and store brands you know.



<https://pixabay.com>

DISCUSSING CONSUMERISM

Taking into account the topic Consumerism, let's discuss:

Teacher: Do you remember the last thing you bought? Was it a necessity?

Student: _____

Teacher: What do you think of impulse buying? Have you ever bought by impulse?

Student: _____

Teacher: How do you feel after you buy something new? Is it a bad or a good feeling? Why?

Student : _____

Teacher: Has anyone ever advised you consume less?

Student : _____

Teacher: How could you cut down on spending money?

Student A: _____

Teacher: Do you think holidays contribute to consumerism? Explain why you agree or disagree with that question.

Student: _____

WEB SEARCH

<https://www.youtube.com/watch?v=vBot8SOLWBQ>

Access the website. Do you agree with the statement “The things you own end up owning you”?

PRACTICE

Look at the following image:



<https://imgflip.com>

The image makes reference to a very famous statement by French philosopher René Descartes (1596-1650). Do you know which statement it refers to? If so, explain the relationship between the original sentence and the one in the image. If you don't, research it and explain it.

CONCLUSION

A partir das discussões levantadas nesta aula, notamos que o consumo aumenta a quantidade de resíduos e interfere nas mudanças climáticas. Por isso, devemos ter consciência e reduzir, sempre que possível, a quantidade de produtos que adquirimos.

Ademais, embora saibamos que consumir é imprescindível para a economia global, fazê-lo de modo ético e consciente é um dever de todos nós, pois seus efeitos podem ser sentidos em nossas relações sociais, bem como em nosso meio ambiente.



SUMMARY

Ao longo das dez aulas que compõem a disciplina Compreensão e Expressão Oral em Língua Inglesa III, desenvolvemos temas transversais que tinham como cenário principal a ética, em suas diversas formas: ambiental, econômica e social. Esperamos que, através da Língua Inglesa, você tenha embarcado nessa viagem rumo à conscientização e engajamento nas questões que abordamos em todas as aulas.

No que tange à Aula 10 – *Consumerism*, essas relações ficaram ainda mais evidentes. Para muitos, consumir em excesso significa ter um bom parâmetro de vida. Todavia, o que vimos – textos, atividades e vocabulário – demonstrou que consumo em demasia pode gerar apenas resíduos desnecessários, que retornarão, de um modo ou de outro, para as nossas vidas.

Nesse sentido, concluímos que cidadão consciente é aquele que consome o que é necessário e pensa nos impactos social, econômico e ambiental que suas ações causarão. É o cidadão que, sobretudo, pensa no futuro da humanidade, dos animais, enfim, do nosso planeta.



SELF-EVALUATION

- Aprendi a dualidade econômica/ambiental que envolve o consumo?
- Reconheço a importância de reduzir o consumo desnecessário?
- Consegui assimilar o material apresentado?

REFERENCE

BRASIL. Secretaria de Educação Fundamental. **Parâmetros curriculares nacionais**: terceiro e quarto ciclos do ensino fundamental: Língua Estrangeira / Secretaria de Educação Fundamental. Brasília: MEC/SEF, 1998.