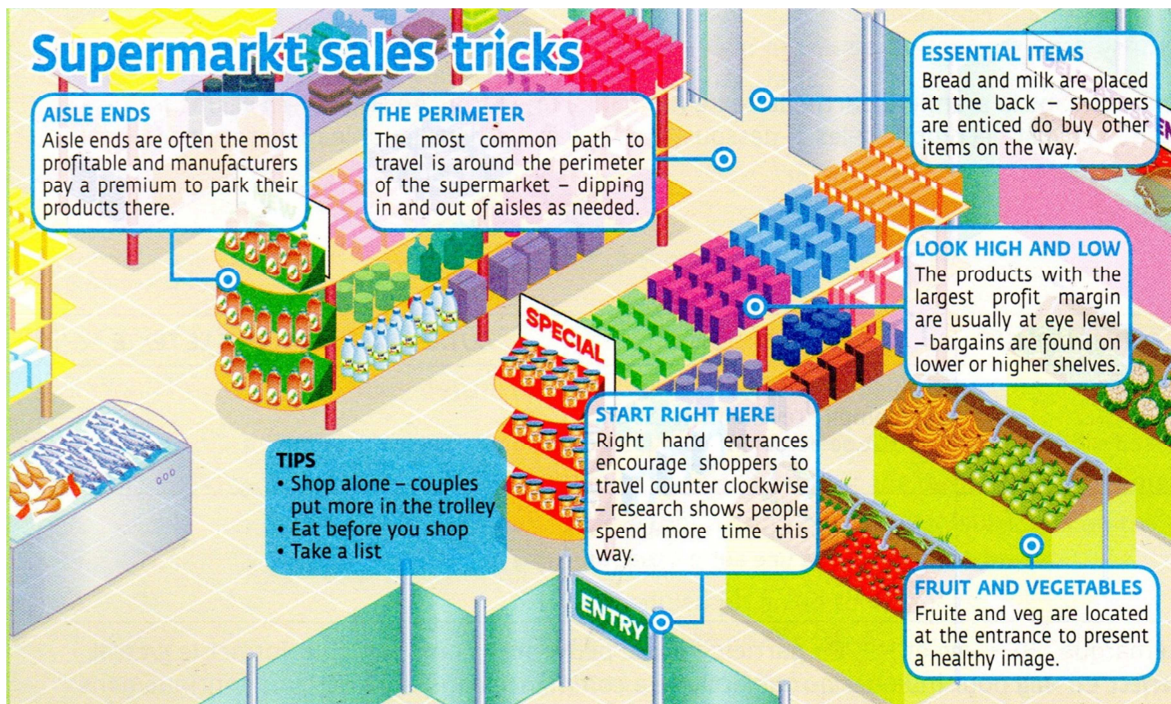


III. WHY DO WE BUY WHAT WE BUY?

1. Before you listen:



a) Focus on the visual document and answer the following questions:

Why is the entrance usually located on the right?

On which shelves are the most profitable products located? Why?

Where is bread usually located? Why?

Where are fruits and vegetables usually located? Why?

In general, which products are usually located near the checkouts? Guess why.

b) “to retail” means “to sell”. What can “retailers” mean?

☐ shoppers ☐ companies ☐ online shops ☐ high street shops

How would you define e-retailers?

c) What do you think the audio document “Supermarket spies” can be about?

2. Listen to the audio document:

a) First listening: take some notes. Focus on people and places.

b) Second listening:

- 1) Give information about the brand / the company.
- 2) Once a week something happens. Can you explain what? When? And why?
- 3) Complete the sentences:

Step 1: The customer's face...

Step 2: Information...

Step 3: Advertisers...

Step 4: Advertisers...

- 4) What system can you find in Tesco petrol stations? Explain in your own words.
- 5) What do you think may be the advantages for the customer? For the company?

c) Third listening: match the beginning of each statement with its ending.

The CEO of the company (Tesco) does not defend the practice
Privacy campaigners realise that the comparison to Minority Report is a bad thing
Tesco continues to sound the alarm.

3. Interact with the audio document:

- When shopping online, your preferences and data are used and kept. What do you think of it?
- Is the system used in Tesco supermarkets different? Why or why not?

YOUR TASK

You're a privacy campaigner.

Debate with Tesco's CEO to explain why customers should not be tracked and identified while shopping.

You can use arguments from the video but also some of your own.