

Unit

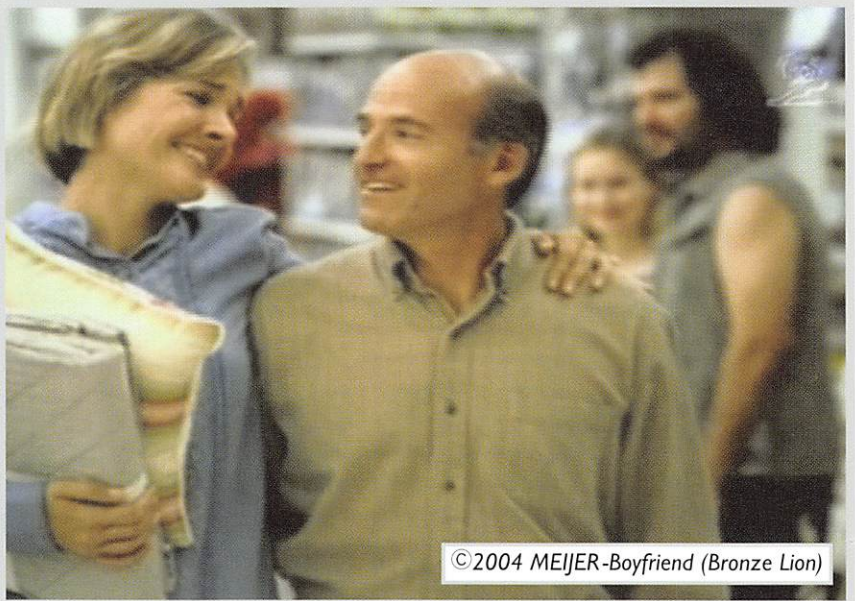
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Meijer—Higher Standards, Lower Prices

I. Preliminary Reading:

DVD

This section provides preliminary background information for the TV commercials you are going to watch and listen to. Read the passage carefully and do the tasks that follow.



The supermarket is considered to be one of America's most **effective** innovations because it has dramatically changed the lives of people in many countries. The most important characteristics of the supermarket are its self-service system and **massive** displays of a wide variety of **merchandise** sold at reasonable prices. Michael Kullen, later known as King Kullen, opened his first self-service supermarket in Queens, New York City, in 1930, realizing his dream of creating mass merchandising and high-volume sales at low **profit** margins. During the Great **Depression** of the 1930s, supermarkets boomed and spread all over the United States.

The growing popularity of the **automobile** helped spur the supermarket boom. Supermarkets' large parking lots allowed customers to buy food in **bulk** for the coming week and bring it home in their cars. Today, American-style supermarkets are found around the world. Some are now so large that they are called hypermarkets or megamarkets and deal in almost all the goods and services that exist in the world of commerce: meat, **dairy products**, produce, seafood, flowers, clothing, books, computers and software, home electronics, jewelry, and furniture. Many even have tire shops, pharmacies, hearing aid centers, **optometrists**, and gas stations.

Many customers are fascinated and **overwhelmed** by the products and services available and are often persuaded to buy even more than they had intended to. Some customers, however, **criticize** supermarkets and hypermarkets because they tend to turn people into shopaholics who are **addicted** to buying much more than they actually need and who are never completely happy or satisfied no matter how much they buy. Shopping can be fun, but careful planning should come first.

2. Vocabulary Build-up: Find the **highlighted** words in the reading that match the following descriptions and write them in the parentheses, as in the example.

- Example: To judge or complain about** (criticize)
1. Milk, butter, and cheese ()
 2. Goods presented for sale ()
 3. The money gained from business ()
 4. A specialist in examining the eyes ()
 5. A motorcar for drivers and passengers ()

3. Reading Comprehension: Choose the sentence below which most closely matches the content of the reading passage.

1. Customers began buying food in bulk for the coming week when cars became popular all over the U.S. in the 1930s.
2. King Kullen opened his first supermarket in New York City in 1930, and later his mass merchandising system spread across the United States and around the world.
3. Some supermarkets are called mega-markets because they don't have tire shops, gas stations, or hearing aid centers.
4. Supermarkets make large profits because they turn their customers into shopping addicts who buy more than they actually need.

Tasks for TV Commercials No. 1 and No. 2

4. Vocabulary Preview: Here are some key words/phrases you need to know to understand the TV commercials for this lesson. Match each with a word/phrase of similar meaning in the box below.

- | | | |
|----------------|-------------------------|--------------------|
| 1. spinach () | 2. brand () | 3. take a bite () |
| 4. sweetie () | 5. bring someone by () | |

a. trademark b. beloved person c. a kind of vegetable d. invite e. try

5. Soundtrack Listening: Listen to the soundtrack of TV Commercial No. 2 without looking at the screen. Then number the words/phrases/sentences below in the order in which you hear them. You can replay the soundtrack as many times as you like. Two have been done for you as examples.



- | | |
|----------------------------|-------------------------|
| a. Sweetie (1) | e. Really nice () |
| b. The one () | f. See you later. (6) |
| c. My boyfriend Spider () | g. Shopping to do () |
| d. Tonight () | h. Angel () |

6. Story Line Completion: *The sentences below describe the scenes in the commercials for this lesson. Watch the video and then complete the commercials' story lines by numbering the sentences in the order in which the scenes appear, as in the examples.*



TV Commercial No. 1

1. The girl does not like the spinach. ()
2. There is a girl sitting at a table and a man standing beside her. (1)
3. The man gives the girl a taste of the MEIJER brand spinach. ()
4. The girl does not like this spinach, either. ()
5. The man asks the girl to try the national brand spinach. ()

TV Commercial No. 2

1. A girl and a tall, rugged-looking young man are shopping in a supermarket. (1)
2. The boyfriend ignores his girlfriend's father. ()
3. The parents seem pleased with their daughter's boyfriend. ()
4. The father tries to shake hands with his daughter's boyfriend. ()
5. The girl's parents run into her and the young man. ()
6. The girl introduces her boyfriend to her parents. ()
7. The father invites his daughter's boyfriend to dinner. ()

7. Transcript Completion: *As you watch and listen to the commercials again, fill in the blanks in the transcripts below.*



TV Commercial No. 1

Tester: OK, Abby, _____ the national _____ .
 Girl: Ugh . . .
 Tester: Good. _____ the MEIJER _____ .
 Girl: Ugh . . .
 Tester: Good.

TV Commercial No. 2

Mom: Hey, _____ .
 Daughter: _____ , _____ .
 Dad: Hi, Angel. _____ ?
 Daughter: This is my boyfriend Spider.
 Dad: Oh, hi, Spider. _____ .
 Well, we've _____ .
 But _____ ?
 Daughter: OK.
 Mom: We'll _____ then.
 Oh, _____ .
 Dad: Yeah, _____ .

8. Finding the Commercial's Message: Choose the sentence that best expresses the main message of each commercial.



TV Commercial No. 1

1. Children usually do not like spinach no matter what brand it is.
2. MEIJER shoppers like the store's higher prices and lower quality.
3. MEIJER shoppers appreciate the store's high quality and low prices.

TV Commercial No. 2

1. When MEIJER customers are shopping, they don't care about their children.
2. Shopping at a MEIJER supermarket is always a joy because of the low prices and high quality.
3. No matter how unattractive their daughters' boyfriends may be, parents always enjoy meeting them.

9. Utilizing Useful Words and Phrases: Rearrange the words/phrases in parentheses below to make complete English sentences. Then translate the sentences into Japanese.

1. Please (take / has just / Mary / the / a bite / baked / of / bread).

2. (don't / why / eat / the / restaurant / you / at / new / Italian)?

3. Can I (my / Sunday / boyfriend / bring / dinner / for / by / on)?

4. I've (a lot / for / shopping / do / my mother / to / more / got) this afternoon.

10. Optional Activity: *Read your completed transcripts (from Task 7 above) aloud as you watch the commercials with the sound off. Match the words with the action.*



11. Topics for Discussion: *Discuss the following topics in class, or write a short paragraph expressing your ideas on each topic.*

1. Spinach is one of the vegetables that children typically do not like. Can you think of any other vegetables children don't care for? Why do you think they dislike them?

2. "Sweetie" is an expression used to address a person's wife/husband, daughter/son, girlfriend/boyfriend, or other loved one. Can you think of any other similar expressions?

3. Would you invite your daughter's boyfriend or your son's girlfriend to dinner even if he or she was unfriendly or impolite?
