



IELTS READING/Writing LESSON 04-24-2018

Section One Pronunciation

1. She sells seashells by the seashore
2. How can a clam cram in a clean cream can?
3. I scream, you scream, we all scream for ice cream
4. I saw Susie sitting in a shoeshine shop
5. Susie works in a shoeshine shop. Where she shines she sits, and where she sits she shines
6. Fuzzy Wuzzy was a bear. Fuzzy Wuzzy had no hair. Fuzzy Wuzzy wasn't fuzzy, was he?
7. Can you can a can as a canner can can a can?
8. I have got a date at a quarter to eight; I'll see you at the gate, so don't be late
9. You know New York, you need New York, you know you need unique New York
10. I saw a kitten eating chicken in the kitchen
11. If a dog chews shoes, whose shoes does he choose?
12. Fred fed Ted bred, and Ted fed Fred bread
13. Red lorry, yeallow lorry (x3)
14. Rolling red wagons (x3)

Section Two Reading and Pronunciation

ARTICLE A

Source

1. Clothes and Costumes as Form of Nonverbal Communication

Consumerism is one of the strongest forces affecting our lives in the modern world. The term 'consumerism' does not simply refer to immediate factors in our daily lives such as the omnipresence of advertising, but anything connected to the overarching idea in our modern society that in order to be happier, better and more successful people we have to have more stuff.

2. What is wrong with consumerism?

There is not necessarily anything morally wrong in buying and selling things, nor even in promoting them (in an honest way and to a certain extent). But the extreme form of consumerism that now dominates the Western world has a number of unpleasant and even potentially dangerous characteristics.

3. It is manipulative

One might argue that advertisements are simply there to make people aware of the products available to them and serve no purpose other than this. But this is not always the case. Many advertisements and other communications in our consumer society go way beyond this function and attempt to manipulate people into making particular decisions.

Modern advertising is not just about telling people that a product exists – i.e. responding to an existing want or need someone may have. It is now about creating wants and needs that we might not have had before seeing the advertisement. In other words, it creates false desires and needs in us by manipulating us. The advertiser's ultimate purpose in creating these needs is always to make people want their product.

4. It does not meet our needs

Some people may believe that consumerism meets all their desires in life. But for an increasing number of people it does not. It creates impossible aspirations – quite simply, the principles it is based on make it a logical impossibility that it will make us happy. If the idea of consumerism is to continually create new needs in people and make them consume more, this will result in us constantly chasing after a carrot on a stick. Although we might reach it sometimes (e.g. by buying a particular product), a new 'carrot' (i.e. need) will then appear. A lack of fulfilment is therefore built into the whole idea of consumerism.



This is not surprising – if the system is not aimed at meeting human needs and interests, but at generating profit, then it will only be a matter of extreme luck that it ends up doing the former.

5. It restricts our choices and lives

Consumerism is a system that actually restricts our ability to see the choices available to us in life, make choices or put them into action. It only promotes its own view of 'the good life' – attempting to make people become better consumers - rather than helping people to see the full range of options open to them and helping them to decide for themselves what they want. It pretends that it offers people choices and freedom beyond its own view of the good life. You know the sort of thing – advertisements saying 'You're you. Be you. You can be what you want' and other such nonsense. But all that this is doing is encouraging you to feel free within the consumerist parameters they are setting for you. And that is not real freedom.

6. It is unsustainable

We live on a planet with a rapidly growing population (6.7 billion people and counting) and a finite set of natural resources for this population to consume. We've moved from using around half the planet's biocapacity in 1961 to over 1.25 times it in 2003. We are already living way beyond the planet's limits.

Given this worrying situation, it seems obvious that we can't continue with the ever-increasing levels of consumption demanded by consumerism without major consequences. In fact, what we urgently need is precisely the opposite of consumerism – namely, a philosophy that urges us to reduce our levels of consumption.

7. What can we do about it?

Changes we can make to society

To move away from a culture of consumerism, we will therefore need to challenge the philosophy and values of this current economic system. Essentially, we need a cultural shift in our society and its values. Perhaps the current financial crisis gives us the ideal opportunity to think about the direction in which we're heading as a society, and to consider new ideas like this.

8. We need to move towards a society that has a much broader and nuanced view of what gives people well-being and happiness, and use the economic system simply as one of the means we employ to achieve this end, rather than as an end in itself. We need to do all this within parameters of sustainability and social justice. This type of approach to society is often referred to as 'new economics'.

9. Changes we can make to our own lives

These changes in society will not happen overnight. There are however some immediate steps we can each take in our own lives to release ourselves from the grip of consumerism, and to start living the lives we really want.

- **Exercise intellectual independence** - be aware of how consumerism touches your life and when people or organizations are trying to manipulate you. Try to defend yourself from unwanted external pressures. One effective way to do this is to simply ignore advertising – don't let it affect you or take up any of your time or brain space. Avoidance is one strategy, but it is also important to build up the intellectual independence to deal with consumerism. When you receive any message, whether it is in a social conversation, at work, in a newspaper, or on television, consider the source it came from and whether it might have a particular agenda. Decide whether you can trust it and whether you should make any allowances for it in your interpretation of the message. You can then choose whether the message is to be digested or ignored.
- **10. Consume less, live more** - take some time to stand back from your life, away from influences like consumerism, and think about what really matters to you in life and how you want to live. Then, try to live the life you want, not the one that others would like you to lead. Many of us will find that reducing our levels of consumption, caring less about materialism and refocusing our attention and time towards things that really matter to us will eliminate a lot of problems in our lives and give us a great deal more satisfaction, whilst also leading to a more sustainable and fair future for all.



ARTICLE B

[Source 1](#) | [Source 2](#)

Sustainable consumption

1. One of the greatest global challenges is to integrate environmental sustainability with economic growth and welfare by decoupling environmental degradation from economic growth and doing more with less. Resource decoupling and impact decoupling are needed to promote sustainable consumption and production patterns and to make the transition towards a greener and more socially inclusive global economy.
To ensure sustainable consumption and production practices necessarily entails to respect the biophysical boundaries of the planet and to reduce current global consumption rates in order to fit with the biophysical capacity to produce ecosystem services and benefits.
2. Sustainable consumption and production is about promoting resource and energy efficiency, sustainable infrastructure, and providing access to basic services, green and decent jobs and a better quality of life for all. Its implementation helps to achieve overall development plans, reduce future economic, environmental and social costs, strengthen economic competitiveness and reduce poverty.
At the current time, material consumption of natural resources is increasing, particularly within Eastern Asia. Countries are also continuing to address challenges regarding air, water and soil pollution.
3. Since sustainable consumption and production aims at “doing more and better with less,” net welfare gains from economic activities can increase by reducing resource use, degradation and pollution along the whole life cycle, while increasing quality of life. There also needs to be significant focus on operating on supply chain, involving everyone from producer to final consumer. This includes educating consumers on sustainable consumption and lifestyles, providing them with adequate information through standards and labels and engaging in sustainable public procurement, among others.
4. Facts and figures
 - Should the global population reach 9.6 billion by 2050, the equivalent of almost three planets could be required to provide the natural resources needed to sustain current lifestyles.
 - With rises in the use of non-metallic minerals within infrastructure and construction, there has been significant improvement in the material standard of living. The per capita “material footprint” of developing countries increased from 5 metric tons in 2000 to 9 metric tons in 2017.
 - 93% of the world’s 250 largest companies are now reporting on sustainability.
5. Water
 1. Less than 3 per cent of the world’s water is fresh (drinkable), of which 2.5 per cent is frozen in the Antarctica, Arctic and glaciers. Humanity must therefore rely on 0.5 per cent for all of man’s ecosystem’s and fresh water needs.
 2. Humankind is polluting water in rivers and lakes faster than nature can recycle and purify
 3. More than 1 billion people still do not have access to fresh water.
 4. Excessive use of water contributes to the global water stress.
 5. Water is free from nature but the infrastructure needed to deliver it is expensive.
6. Energy
 - If people worldwide switched to energy efficient lightbulbs, the world would save US\$120 billion annually.
 - Despite technological advances that have promoted energy efficiency gains, energy use in OECD countries will continue to grow another 35 per cent by 2020. Commercial and residential energy use is the second most rapidly growing area of global energy use after transport.



- In 2002 the motor vehicle stock in OECD countries was 550 million vehicles (75 per cent of which were personal cars). A 32 per cent increase in vehicle ownership is expected by 2020. At the same time, motor vehicle kilometers are projected to increase by 40 per cent and global air travel is projected to triple in the same period.
- Households consume 29 per cent of global energy and consequently contribute to 21 per cent of resultant CO2 emissions.
- The share of renewable energy in final energy consumption has reached 17.5% in 2015.

7. Food

- While substantial environmental impacts from food occur in the production phase (agriculture, food processing), households influence these impacts through their dietary choices and habits. This consequently affects the environment through food-related energy consumption and waste generation.
- Each year, an estimated 1/3 of all food produced – equivalent to 1.3 billion tons worth around \$1 trillion – ends up rotting in the bins of consumers and retailers, or spoiling due to poor transportation and harvesting practices
- 2 billion people globally are overweight or obese.
- Land degradation, declining soil fertility, unsustainable water use, overfishing and marine environment degradation are all lessening the ability of the natural resource base to supply food.
- The food sector accounts for around 30 per cent of the world's total energy consumption and accounts for around 22 per cent of total Greenhouse Gas emissions.

Section Three Listening

Sustainable consumption

<https://www.youtube.com/watch?v=mEshrB9PzpU>

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

<https://www.youtube.com/watch?v=EdmxaUYp01I>

Consumerism

<https://www.youtube.com/watch?v=c3O-gj2ArSE>

<https://www.youtube.com/watch?v=dR0dzsFjXc>