

SECTION 2: IS THIS RIGHT?

ACTIVITY 2: EXPLORING CONSUMER LANGUAGE

Education

ACE Consumer



Activity

- a) Revisit the **Fair play?** scenario and conduct a teacher-led discussion to explore students' consumer language knowledge and introduce new words or terms. You could use questions like these to introduce new words and terms and have the students use their own words in definitions.

Key word to explore (in capitals)	Possible answers from students
CONSUMER In the Fair play? scenario who is the consumer? What is another way of saying consumer?	Sam purchaser, buyer, someone who buys goods or services
BUSINESS Where did Sam buy his CD player? What are different names for people who sell things?	shop, store, retail outlet business, trader, seller, retailer
MANUFACTURER Who made the CD player? Not the brand, but the collective name for those that make things.	factory, manufacturer
PURCHASE What is another word for buy?	purchase, acquire
GOODS What is a collective name for things we can buy?	goods, products, items
SERVICES If Sam paid for a haircut is he still a consumer? What is the collective name for things that we buy that are not items or goods, eg, a haircut? What is a service? What other services might Sam purchase?	yes services something someone does for you, eg, the hairdresser cuts your hair, the plumber fixes a drain, the builder builds a new garage. a bus or train trip, a doctor's consultation
GUARANTEE What is a guarantee?	In consumer law a guarantee is an obligation to provide something (eg, a remedy) to a person you have a contract with if a product or service fails.
SALE PRICE What is a 'sale price'?	A reduced or lower price for an item.
REDRESS What is redress?	The word that describes the right to have a problem with consumer goods or services fixed (solved, or 'put right'). For example, Sam is entitled to redress when his new CD player stopped working because of a faulty part. (See Section 4 for more details.) He is entitled to have the problem 'put right' or solved.



- b) Ask the students to look at the first **Fair play?** illustration and write one or two sentences explaining what happens in the illustration using the consumer words or terms correctly. For example Sam, the consumer, went in to the shop to **purchase** a **sale price** CD player from the **shop assistant**.
- c) You may wish to develop a class word bank of consumer terms and words with definitions that can be displayed in your room and added to throughout the unit of work.
- d) If some students demonstrate that they are still unsure of some words, design a word map for these words on the board.

Word map

