

Think Before You Buy

Manny Medina

Be a More Conscious Consumer

Shopping is necessary, but it is not so simple. Every day, you make a lot of choices: How to buy? When to buy? Where to buy? And why buy? These are important questions. Thinking about them might help you save money.

- 1) How do you buy? Do you pay with **cash**? Or do you make payments over a long period of time? If you buy on **credit**, how much interest do you pay?
- 2) When do you buy? Look at how many times you buy the same thing in one day, like a coffee in the morning, an ice coffee at noon, and a coffee in the afternoon. Is it healthy to buy all these coffees? Does the **advertising** make you want more?
- 3) Where do you buy? Do you buy at stores where they sell expensive brand-name products? Or do you visit stores that sell **generic brands**?
- 4) Why do you buy? Do you buy something because you need it or because you want it? Do you ever go shopping to try to make yourself feel better?

So, my consumer friend, try thinking about these questions before you open your wallet. You will save yourself grief. You will have better health. You will save money. And you will be a more conscious consumer.

Manny Medina is a student at English for Action in Providence, RI, and he served on the editorial board of this issue of The Change Agent.

Match the Word and the Image

The bold words in the text (in the left column) match the images below. Write the words that go with each image.



Laughing at Advertising

Read the coffee advertisement above. Look at some real coffee ads. What are they trying to get you to feel? Are they effective? Make your own humorous version of an ad.

Shopping as Therapy?

Write about a time that shopping made you feel better. Write about a time that it made you feel worse.

