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How much is it?

## 11 READING


# Shop Till You Drop

Look at the pictures of different kinds of shopping in the United States. What kind of shopping can you do in your country?




### Catalog Shopping

People in the United States often shop from catalogs. There are special catalogs for almost every need – including clothing, furniture, health and beauty products, and things for the kitchen. People also order about 40% of their music from music club catalogs. Customers say that music stores are too noisy.



### Television Shopping

Television shopping began in 1986. About 5% to 8% of the American public now shops by television. Some popular shopping channels are the Home Shopping Network and QVC. Customers say that television shopping is easier than shopping in a store. How do they buy things? They make a phone call and charge the item to their credit card. And TV shopping channels are on late at night, so people can “go shopping” anytime.



### Computer Shopping

Is computer shopping the way of the future? About 37% of American households now have personal computers. And shopping by computer (or “shopping on-line”) is interesting to more people every day. Already, shoppers can use their computers to order many different products, such as computer products, flowers, food, T-shirts, and posters. And new on-line shopping services appear every day. Soon people may be able to shop for anything, anytime, anywhere in the world.

**A** Read the article. Check (✓) True or False. For the false statements, give the correct information.

	True	False
1. About 60% of music in the United States is sold through music stores.	<input type="checkbox"/>	<input type="checkbox"/>
2. The Home Shopping Network is the name of a computer shopping service.	<input type="checkbox"/>	<input type="checkbox"/>
3. About 37% of American households do their shopping through the computer.	<input type="checkbox"/>	<input type="checkbox"/>

**B Pair work** Talk about these questions.

- Do you like shopping? How often do you usually shop?
- What kinds of shopping do you like? Check (✓) the appropriate boxes.

<input type="checkbox"/> shopping at discount stores <input type="checkbox"/> television shopping <input type="checkbox"/> shopping at department stores	<input type="checkbox"/> shopping at small stores <input type="checkbox"/> catalog shopping <input type="checkbox"/> shopping at secondhand or thrift stores	<input type="checkbox"/> computer shopping <input type="checkbox"/> shopping at a mall
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