



BUY NOTHING DAY

Once a year, in countries around the world, people demonstrate their discontent with consumer culture by holding a Buy Nothing Day. Buy Nothing Day began in 1990 in ten countries and has been celebrated every year since then. Each year, more and more people and countries join in the celebration. The intention is to encourage people to say no to consumerism and to remind them that they shouldn't be slaves to material possessions. Every year since then, they have staged similar days, and each year more and more people and countries have joined them.

On Buy Nothing Day, activists organise various free and creative forms of entertainment to prove to people that it is possible to have fun without spending money. Activists also pass out colourful booklets and stick up posters to encourage people to think twice about the dangers of consumerism. Some activists publicly cut up their credit cards at mass demonstrations, as a protest against the pressure on people to spend more than they can afford.

Buy Nothing Day campaigners in the United States have also produced a special TV commercial called an "uncommercial", which asks people not to buy anything! However, the most imaginative suggestion of the Buy Nothing Day activists is their "Christmas Gift Exemption Vouchers". The idea is to give people you love a voucher which states that they are exempt from buying Christmas presents, on condition that they spend quality time with you instead.

The message of Buy Nothing Day is not supposed to be heard only once a year. Its supporters insist that the spirit of simplicity is timeless, and they want people to fight materialism with imagination and creativity all year round.

Read the preceding text and answer the questions as specified.

1. Write a summary of the text in English, including the most important points, using your own words.(25-50 words). (1 mark)

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2. Explain the meaning of the following expressions as used in the text. (1 mark)

- a) unhappiness
- b) organising
- c) token
- d) not affected by time

3. Complete the second sentence of each pair so that it has the same meaning as the first one (1 mark):

a) "Let's order hamburgers for dinner," Lucy said.
Lucy suggested

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b) On Buy Nothing Day, some activists publicly cut up their credit cards at mass demonstrations.

On Buy Nothing day, credit cards.....

c) It was such a clever commercial that it was copied by many agencies.

The commercial wasthat
it

d) Campaigners ask people not to buy anything.

People



4. Relate one word or expression from the text with the words in the box. (1 mark)

Have enough money for purchasing habits unhappiness held innovative

- a. discontent _____
- b. consumer culture _____
- c. staged _____
- d. creative _____
- e. afford _____

5. Answer the following questions in your own words. The information must be taken from the text. PLEASE AVOID REPRODUCING LITERALLY WORDS OR PHRASES FROM THE TEXT.

a) What is the main objective of Buy Nothing Day? (25-50 words) (1,5 marks)

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b) What are the “Christmas Gift Exemption Vouchers” for?(25-50 words) (1,5 marks)

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