

This unit of work explores some of the language and the texts we have to understand or to produce in the everyday consumption of goods and services. The aim is to investigate how language is working to explain, to persuade, and to make things happen. Our focus is how language is being used to move money around, as well as goods and services, but the insights about language will apply much more widely.

1. WATCH the video *Money Stuff*. It is a short drama about three young people living in a group house. Sophie, Tye and Nik each have their own financial problems—phone bills, loans and credit cards—and they have a few household issues to sort out too.

DISCUSS: Have you had any memorable experiences as a consumer? These may include experiences such as childhood attempts at buying goods, use of lay-by, credit, buying a mobile phone, buying second hand goods, cars, computers and returning faulty goods. It may also include paying for services such as rent, bills, internet access and so on.

2. What do you understand by the word *text*?

Over recent years the meaning of text has moved away from referring only to a written text and now generally refers to any purposeful written, spoken or visual communication involving language. It might be anything from a shop sign, to a TV advertisement, billboard or newspaper article.

- a) BRAINSTORM

List some of the texts you have engaged with today.

- b) DISCUSS: Where were these texts? Who produced the texts? Why?
- c) Using the table on the next page, LIST some of the texts that are associated with buying goods and services. Some texts are a combination of spoken, written and visual. List them by the most important element of the text. Include texts that you produce as well as those you see and hear. Some examples have been included.

	<i>Spoken texts</i>	<i>Written texts</i>	<i>Visual texts</i>
Mobile phones	Sales pitch	Contract Handset instructions	Magazine ad
Used cars	Phone enquiry		
Loans and credit			
Renting and bills			
Complaints and refunds		Signs about refunds in shop Letter of complaint	
Clothes, music and computers			
Other:			

3. Read through this list of texts. Where would you put them in the table above?

Contracts, radio advertisements, credit card bills, requests for information, warranties, the sales pitch, magazine advertisements, terms and conditions, a letter of complaint, explanations, websites. Some will appear in several places.

