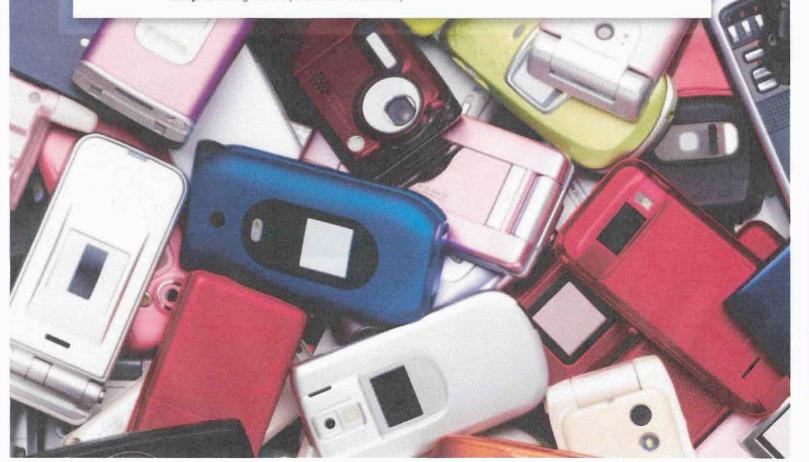## EXPLORE

1 READ the article about consumer societies. Notice the words in **bold**.

What is a Consumer Society?

A *consumer* is a person who buys things, and a *consumer society* is a society that encourages people to buy and use goods.[1] Some people think that a consumer society provides people with **better** lives. People in consumer societies tend to live **more comfortably**. They eat a **wider** variety of food. They go to restaurants **more often**. They also buy a lot of products, maybe more than they need.

Products such as TVs, cell phones, and computers used to be luxuries.[2] Today people can buy these things **more easily than** ever before. The market for these goods is growing **faster** all the time. Consumer societies encourage people to buy **bigger** and **better** products. For example, **"smarter"** phones come out every year. In a consumer society, people are often buying **newer** and **more advanced** products. This creates a lot of waste. Nowadays, many people are thinking **more seriously** about the effects of consumer societies on the environment, and they are trying to become **more responsible** consumers.

[1] **goods:** items that can be bought or sold
[2] **luxury:** something that is expensive but not necessary

2 CHECK. Read each statement. Circle **T** for *true* and **F** for *false*.

1. Everyone agrees that consumer products improve their lives.   **T**   **F**

2. These days, consumer goods are hard to find.   **T**   **F**

3. Many people want luxury products these days.   **T**   **F**

4. Consumer societies help the environment.   **T**   **F**

3 DISCOVER. Complete the exercises to learn about the grammar in this lesson.

A Find these sentences in the article from exercise **1**. Write the missing words.

1. They eat a _____ variety of food.

2. . . . ., and they are trying to become _____ consumers.

B Look at the words you wrote in exercise **A**. Then circle the correct word to complete each rule.

1. For **long / short** adjectives, put *more* before the adjective to form the comparative.

2. For **long / short** adjectives, add *-er* to the end of the adjective to form the comparative.