

HYPERMARKETS

1 Arguments for hypermarkets

* Hypermarkets have many advantages to offer.

► One-stop shopping is a big plus.

- Shoppers can find a wide range of high quality products under one roof. Combining a supermarket and a department store, megastores sell everything from food to non-food goods: toys, clothes, stationery, books, electronics, and even furniture, sporting goods, gardening tools and car supplies.
- There is no need to trail around a number of small shops. As all the items on the shopping list can be bought in these superstores, customers can save a lot of time.

► The price range and bargains have a wide appeal. For price-sensitive customers and bargain hunters superstores are the perfect choice.

- Hypermarkets offer good service at unbeatable prices. Their own brands are always cheaper. They constantly run special offers and promotions: huge discounts, money-off coupons, bonus points and “free gift” wrapping.

► Convenience makes hypermarkets attractive.

- They have long opening hours, with some providing a round-the-clock service.
- Shoppers can browse around in comfort while listening to soft music in a spacious, air-conditioned environment. Kids enjoy “driving” their special trolleys.
- Hypermarkets are easily accessible by car. Parking is easy and free. Shopping can be dumped into the boot. Isn't it more comfortable than hunting for a parking lot downtown, or carrying heavy bags along crowded streets?
- In the fast food restaurant or cafeteria of the hypermarket customers can quench their thirst and satisfy their hunger after shopping.
- At weekends hypermarkets frequently organise programmes – car shows, concerts, activities for children – turning shopping into entertainment for the whole family.

► Hypermarkets contribute to the local community.

- They reduce unemployment by offering a good number of jobs with reasonable pay. Through taxes they help boost the local economy.

Base Form

- advantage
- a wide range of
- high quality
- under one roof
- department store
- megastore
- toy
- stationery
- tool
- supply
- trail around
- customer
- price range
- bargain
- wide appeal
- price-sensitive
- bargain hunter
- choice
- at unbeatable prices
- brand
- special offer
- promotion
- discount
- money-off coupon
- bonus point
- “free gift” wrapping
- convenience
- round-the-clock
- browse around
- spacious
- environment
- trolley
- accessible
- dump
- boot
- parking lot
- downtown
- quench ... thirst
- satisfy ... hunger
- contribute to
- local community
- reduce
- unemployment
- reasonable pay
- tax
- boost

Pronunciation

- əd'vɑ:ntɪdʒ
- ə ,waɪd 'reɪndʒ əv
- ,haɪ 'kwɒləti
- ʌndə 'wʌn ,ru:f
- dɪ'pɑ:tmənt stɔ:
- 'megəstɔ:
- tɔɪ
- 'steɪʃnəri
- tu:l
- sə'plaɪ
- 'treɪl ə ,raʊnd
- 'kʌstəmə
- 'praɪs ,reɪndʒ
- 'bɑ:gɪn
- ,waɪd ə'pi:l
- 'praɪs ,sensətɪv
- 'bɑ:gɪn ,hʌntə
- tʃɔɪs
- ət ʌn,bɪ:təbl 'praɪsɪz
- brænd
- ,speʃl 'ɒfə
- prə'məʊʃn
- 'dɪskɑʊnt
- ,mʌni ɒf 'ku:pɒn
- 'bɒʊnəs ,pɔɪnt
- frɪ: 'gɪft ,ræpɪŋ
- kən'vi:nɪəns
- ,raʊnd ðə 'klɒk
- 'braʊz ə ,raʊnd
- 'speɪʃəs
- ɪn'vaɪrənmənt
- 'trɒli
- ək'sesəbl
- dʌmp
- bu:t
- 'pɑ:kɪŋ lɒt
- ,daʊn'taʊn
- ,kwentʃ ... 'θə:st
- ,sætɪsfai ... 'hʌŋgə
- kən'trɪbjʊ:t tə
- ,ləʊkl kə'mju:nəti
- rɪ'dju:s
- ,ʌnɪm'plɔɪmənt
- ,rɪ:znəbl 'peɪ
- tæks
- bu:st

Hungarian

- előny
- széles választék
- jó minőségű
- egy fedél alatt
- áruház
- nagyáruház
- játék
- papír- / írószertár
- szerszám
- felszerelés
- végigjár
- vásárló
- árfekvés
- alkalmi vétel
- nagy vonzerő
- árérzékeny
- akcióvadász
- választás
- verhetetlen áron
- márka
- akciós ajánlat
- eladásösztönző akció
- árengedmény
- engedményre jogosító szelvény
- jutalompont
- ingyenes ajándék-csomagolás
- kényelem
- éjjel-nappali
- nézelődik
- tágas
- környezet
- bevásárlókocsi
- megközelíthető
- rak, ömleszt
- csomagtartó
- parkoló
- a belvárosban
- szomját oltja
- éhségét csillapítja
- hozzájárul
- helyi közösség
- csökkent
- munkanélküliség
- méltányos fizetés
- adó
- fellendít

<ul style="list-style-type: none"> • hype up • of poor quality • put (put) ... health at risk • dairy products • smell bad • go off • rot • off-the-peg • break (broke, broken) down • fishmonger's • florist's • purchase • wide variety • cheat • tempt (to do) • special deal • out of stock • lure into • hike up • you'd better (do) • expiry date • on the outskirts • nuisance • inconvenient • earn • nickname • locate • aisle • irritated • queue • checkout • via • closed circuit television • impersonal • turn up • attend • controversial • exploit • mistreat • low pay • bully • drive prices down • corner shop • force ... out of business • capital • compete with • multinational 	<ul style="list-style-type: none"> • 'haɪp ʌp • əv pɔ: 'kwɒləti • ,pʊt ... 'helθ ət 'rɪsk • 'deəri ,prɒdʌkts • ,smel 'bæd • 'gəʊ ɒf • rɒt • ,ɒf ðə 'peg • breɪk, brəʊk, 'brəʊkən daʊn • 'fɪʃmʌŋgəz • 'flɒrɪsts • 'pɜ:ʃtəz • ,waɪd və'reəriəti • tʃi:t • tempt • ,speʃl 'di:l • aʊt əv 'stɒk • 'ljʊə ,ɪntə • 'haɪk ʌp • ju:d 'betə • ɪk'spaɪəri ,deɪt • ɒn ðɪ 'aʊtska:ts • 'nju:sns • ,ɪnkən'vi:niənt • ɜ:n • 'nɪkneɪm • læʊ'keɪt • aɪl • 'ɪrɪteɪtɪd • kju: • 'tʃekʌʊt • 'vaɪə • ,kləʊzɪd sɜ:kɪt • 'telɪvɪʒn • ɪm'pɜ:snəl • 'tɜ:n ʌp • ə'tend • ,kɒntreɪ'vɜ:ʃl • ɪk'splɔɪt • ,mɪs'tri:t • læʊ 'peɪ • bʊli • ,draɪv 'praɪsɪz • daʊn • 'kɔ:nə ʃɒp • ,fɔ:s ... aʊt əv 'bɪznɪs • 'kæpɪtəl • kəm'pi:t wɪð • ,mʌltɪ'næʃnəl 	<ul style="list-style-type: none"> • agyonreklámoz, felfúj • rossz minőségű • veszélyezteteti az egészségét • tejtermékek • rossz szaga van • megromlik • rothad • konfekció • elromlik, lerobban • halbolt • virágbolt • beszerez • széles választék • becsap • csábít, rávesz • akciós ajánlat • kifogy, nincs raktáron • csábít, csalogat • felemel, növel • jobban teszted • lejárat dátuma • a város szélén • nyűg • kényelmetlen • kiérdemel • csúfnév, becenév • megtalál • sor • bosszús • sor • pénztár • keresztül, át • zárt láncú televízió • személytelen • előkerül • kiszolgál • vitatott • kihasznál • rosszul bánik • alacsony fizetés • megfélemlít, zsarol • leviszi / csökkenti az árat • kis vegyesbolt • kiszorítja a piacról • tőke • versenyez • multinacionális 	<h2>2 Arguments against hypermarkets</h2> <p>★ <u>The advantages of hypermarkets are hyped up.</u></p> <ul style="list-style-type: none"> ▶ <u>The goods offered under one roof are often of poor quality, sometimes even putting your health at risk.</u> <ul style="list-style-type: none"> ■ Pre-packed meat smells bad; dairy products are gone off; vegetables start to rot; clothes are off-the-peg; electrical appliances soon break down. At the grocer's, greengrocer's, fishmonger's butcher's, florist's, and in boutiques, toy shops, bookshops you can purchase a wider variety of fresher and higher-quality goods. ▶ <u>Shopping in a hypermarket is not as economical as believed. Shoppers may even be cheated.</u> <ul style="list-style-type: none"> ■ You are tempted to get things that you don't need, only because they are on special offer. Many special deals are out of stock after the first day. Still, once you are there, you are lured into buying much more expensive goods. ■ The original selling price may be hiked up, so you save only 10% on a 50% discount. ■ If you buy two to get one free, you'd better check the expiry date. ■ As megastores are on the outskirts, you must take the car, which is an expensive nuisance. ▶ <u>Hypermarkets are inconvenient.</u> <ul style="list-style-type: none"> ■ They look ugly. No wonder they have earned themselves the nickname "big-box stores". ■ They are too enormous, making it a job to locate the goods you need. ■ In a crowded hypermarket you can hardly push your trolley along the narrow aisles, and you get irritated about the long queues at the checkout. ■ You are being watched all the time via closed circuit television. ■ Being self-service shops, superstores are too impersonal. You must wait a long time for an assistant to turn up to answer your questions. In small shops you can do your shopping in a friendlier environment. As you are attended by assistants, you get a more professional service. ▶ <u>The contribution of hypermarkets to local communities is rather controversial.</u> <ul style="list-style-type: none"> ■ They exploit and mistreat their workers, who have to work long hours for low pay. ■ They bully suppliers to drive prices down. ■ They cause unemployment. They force corner shops out of business, as "mom and pop" family businesses haven't got enough capital to compete with multinational companies.
---	--	---	--