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Level 3

Women have to pay more in shops

21st January, 2016

<http://www.breakingnewsenglish.com/1601/160121-gender-tax.html>

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Please try Levels 0, 1 and 2 (they are easier).

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THE ARTICLE

From <http://www.BreakingNewsEnglish.com/1601/160121-gender-tax.html>

Women have to pay a lot more in stores than men for almost the same things. A new study by The Times newspaper in Britain found that many products for women cost up to twice as much as similar products for men. Researchers looked at hundreds of goods in the UK's biggest shops. They found that women's clothes and beauty products and girls' toys were on average 36 per cent more expensive than products for men and boys. One store charged over \$7 more for a pink scooter aimed at girls than a black one. Another store charged double the price for ten razors simply because they were pink. Researchers said Levi's 501 jeans for women are on average 46 per cent more expensive than those for men.

The Times called this "sexist" pricing. Other people have called it a "gender tax". Maria Miller, the chairwoman of the British government's women and equalities committee, called it a "rip-off". She said she would ask Britain's government to look into this to see if there was price discrimination. Britain's Financial Times (FT) newspaper said: "Perhaps women tend to be busier and have less time to shop around. Or perhaps they care more about quality when it comes to deodorant or shampoo, whereas men just want something cheap." However, the FT said men paid more for some things and questioned why the journalists did not look at the price differences for things that appeal more to men.

Sources: <http://www.thetimes.co.uk/tto/money/consumeraffairs/article4668903.ece>
<http://www.ft.com/cms/s/0/b89e16da-b96c-11e5-b151-8e15c9a029fb.html>
<http://www.telegraph.co.uk/finance/newsbysector/retailandconsumer/12066820/New-Gender-Tax-study-shows-women-are-charged-more-for-being-woman.html>

WARM-UPS

1. SHOPPING: Students walk around the class and talk to other students about shopping. Change partners often and share your findings.

2. CHAT: In pairs / groups, talk about these topics or words from the article. What will the article say about them? What can you say about these words and your life?

stores / newspaper / products for women / products for men / expensive / scooter / sexist / gender / discrimination / newspaper / shampoo / journalists / price differences

Have a chat about the topics you liked. Change topics and partners frequently.

3. PRODUCTS: Why might these things be more expensive for men and women? Complete this table with your partner(s). Change partners often and share what you wrote.

	Who is it more expensive for?	Why?
Jeans		
Razors		
Toys		
Haircut		
Restaurant meals		
Cars		

4. THINGS FOR WOMEN: Students A **strongly** believe things for women are more expensive; Students B **strongly** believe things for men are more expensive. Change partners again and talk about your conversations.

5. SHOPS / STORES: Rank these with your partner. Put the best shops at the top. Change partners often and share your rankings.

- clothes shop
- bakery
- computer shop
- bookshop
- CD store
- food takeaway
- convenience store
- furniture shop

6. JEANS: Spend one minute writing down all of the different words you associate with the word "jeans". Share your words with your partner(s) and talk about them. Together, put the words into different categories.

BEFORE READING / LISTENING

From <http://www.BreakingNewsEnglish.com/1601/160121-gender-tax.html>

1. TRUE / FALSE:

Read the headline. Guess if a-h below are true (T) or false (F).

- | | |
|--|-------|
| a. The article says everything costs more for women. | T / F |
| b. Some things for women cost twice the price of similar things for men. | T / F |
| c. Researchers looked at thousands of different products. | T / F |
| d. Levi 501 jeans were 46% cheaper for women than men. | T / F |
| e. The Times newspaper called for a gender tax to be introduced. | T / F |
| f. A newspaper said women might be busier than men. | T / F |
| g. The newspaper said women might care more about deodorant quality. | T / F |
| h. The article said some things cost more for men. | T / F |

2. SYNONYM MATCH:

Match the following synonyms from the article.

- | | |
|----------------|----------------|
| 1. stores | a. twice |
| 2. study | b. just |
| 3. similar | c. reporters |
| 4. simply | d. report |
| 5. double | e. maybe |
| 6. called | f. inexpensive |
| 7. perhaps | g. shops |
| 8. cheap | h. named |
| 9. journalists | i. attract |
| 10. appeal to | j. comparable |

3. PHRASE MATCH:

(Sometimes more than one choice is possible.)

- | | |
|--------------------------------------|----------------------------|
| 1. Women have to pay a lot | a. for some things |
| 2. many products for women cost up | b. products |
| 3. Researchers looked at | c. to be busier |
| 4. beauty | d. to twice as much |
| 5. Another store charged double the | e. it comes to deodorant |
| 6. Perhaps women tend | f. differences for things |
| 7. have less time to shop | g. more in stores than men |
| 8. they care more about quality when | h. around |
| 9. men paid more | i. hundreds of goods |
| 10. look at the price | j. price for ten razors |

GAP FILL

From <http://www.BreakingNewsEnglish.com/1601/160121-gender-tax.html>

Women have to pay a (1) _____ more in stores than men for almost the same things. A new study by The Times newspaper in Britain found that many products for women cost up to (2) _____ as much as (3) _____ products for men. Researchers looked at hundreds of goods in the UK's biggest shops. They found that women's clothes and (4) _____ products and girls' toys were on average 36 per cent more (5) _____ than products for men and boys. One store charged over \$7 more for a pink scooter (6) _____ at girls than a black one. Another store charged (7) _____ the price for ten razors simply because they were pink. Researchers said Levi's 501 jeans for women are on (8) _____ 46 per cent more expensive than those for men.

similar
lot
double
expensive
twice
average
beauty
aimed

The Times called this "sexist" pricing. Other (9) _____ have called it a "gender tax". Maria Miller, the chairwoman of the British government's women and equalities committee, called it a "rip-off". She said she would (10) _____ Britain's government to (11) _____ into this to see if there was price discrimination. Britain's Financial Times (FT) newspaper said: "Perhaps women tend to be (12) _____ and have less time to shop (13) _____. Or perhaps they care more about quality when it comes to deodorant or (14) _____, whereas men just want something cheap." However, the FT said men paid more for some things and questioned why the (15) _____ did not look at the price differences for things that (16) _____ more to men.

ask
busier
shampoo
people
appeal
look
journalists
around

LISTENING – Guess the answers. Listen to check.

From <http://www.BreakingNewsEnglish.com/1601/160121-gender-tax.html>

- 1) Women have to pay a lot more in stores than men for almost _____
 - a. the same thing
 - b. the same things
 - c. the same thingies
 - d. the same thinks
- 2) many products for women cost up to twice as much as similar _____
 - a. product for men
 - b. products for men's
 - c. products for men
 - d. product for men's
- 3) Researchers looked at hundreds of goods in the UK's _____
 - a. biggest shop
 - b. big as shops
 - c. biggest shopping
 - d. biggest shops
- 4) One store charged over \$7 more for a pink scooter aimed at girls _____
 - a. then a black one
 - b. than the black one
 - c. than a black one
 - d. then the black one
- 5) Levi's 501 jeans for women are on average 46 per cent _____
 - a. more expensive
 - b. more expansive
 - c. mere expensive
 - d. mere expansive
- 6) The Times called this "sexist" pricing. Other people have called _____
 - a. it's a "gander tax"
 - b. it the "gender tax"
 - c. it a "gender tax"
 - d. it a "gander tax"
- 7) She said she would ask Britain's government to look _____
 - a. into this to see
 - b. onto this to see
 - c. up to this to see
 - d. unto this to see
- 8) Perhaps women tend to be busier and have less time _____
 - a. to shop around
 - b. to shop abound
 - c. to shop a round
 - d. to shop a bound
- 9) However, the FT said men paid more for some things _____
 - a. and questions why
 - b. and questioned why
 - c. and questioning why
 - d. and question why
- 10) the journalists did not look at the price differences for things that _____
 - a. appeal more too men
 - b. appeal more two men
 - c. appeal more to men
 - d. appeal more through men

LISTENING – Listen and fill in the gaps

From <http://www.BreakingNewsEnglish.com/1601/160121-gender-tax.html>

Women have (1) _____ more in stores than men for almost the same things. A new study by The Times newspaper in Britain found that many products for women cost (2) _____ much as similar products for men. Researchers looked at hundreds of goods in the UK's biggest shops. They found that women's clothes (3) _____ and girls' toys were on average 36 per cent more expensive than products for men and boys. One (4) _____ \$7 more for a pink scooter aimed at girls than a black one. Another store charged double the price for ten razors (5) _____ they were pink. Researchers said Levi's 501 jeans for women (6) _____ 46 per cent more expensive than those for men.

The Times called this (7) _____. Other people have called it a "gender tax". Maria Miller, the chairwoman of the British government's women and equalities committee, called (8) _____. She said she would ask Britain's government (9) _____ to see if there was price discrimination. Britain's Financial Times (FT) newspaper said: "Perhaps women (10) _____ busier and have less time to shop around. Or perhaps they care more about quality when it comes to deodorant or shampoo, (11) _____ want something cheap." However, the FT said men paid more for some things and questioned why the journalists did not look at the price differences for things that (12) _____ men.

COMPREHENSION QUESTIONS

From <http://www.BreakingNewsEnglish.com/1601/160121-gender-tax.html>

1. How much more does the first sentence say women have to pay?

2. How many goods did researchers look at?

3. On average, how much more expensive were women's clothes?

4. What did a store charge \$7 more for?

5. How much more expensive were women's Levi 501 jeans?

6. What kind of tax did The Times newspaper call the increased prices?

7. What did a British government committee call the increased prices?

8. What did a newspaper say women might not have time to do?

9. What did a newspaper say women might care about the quality of?

10. Who did the FT newspaper say did not look at price differences for men?

MULTIPLE CHOICE - QUIZ

From <http://www.BreakingNewsEnglish.com/1601/160121-gender-tax.html>

1. How much more does the first sentence say women have to pay?
 - a) around \$50
 - b) a little
 - c) a lot
 - d) 10-20%
2. How many goods did researchers look at?
 - a) hundreds
 - b) millions
 - c) thousands
 - d) 361
3. On average, how much more expensive were women's clothes?
 - a) 501%
 - b) 46%
 - c) 7%
 - d) 36%
4. What did a store charge \$7 more for?
 - a) women's clothes
 - b) pink scooters
 - c) beauty products
 - d) jeans
5. How much more expensive were women's Levi 501 jeans?
 - a) 36%
 - b) 7%
 - c) 46%
 - d) 501%
6. What kind of tax did The Times newspaper call the increased prices?
 - a) a tax for sexists
 - b) a sexist tax
 - c) a sexy tax
 - d) a tax on sexism
7. What did a British government committee call the increased prices?
 - a) cheap
 - b) normal
 - c) economical
 - d) a rip-off
8. What did a newspaper say women might not have time to do?
 - a) work
 - b) shop around
 - c) complain
 - d) buy jeans
9. What did a newspaper say women might care about the quality of?
 - a) shampoo
 - b) cars
 - c) jeans
 - d) restaurants
10. Who did the FT newspaper say did not look at price differences for men?
 - a) men
 - b) women
 - c) the British government
 - d) journalists

ROLE PLAY

From <http://www.BreakingNewsEnglish.com/1601/160121-gender-tax.html>

Role A – Clothes shop

You think a clothes shop is the best shop. Tell the others three reasons why. Tell them things that aren't as good about their shops. Also, tell the others which is the least useful of these (and why): bookshop, convenience store or CD store.

Role B – Bookshop

You think a bookshop is the best shop. Tell the others three reasons why. Tell them things that aren't as good about their shops. Also, tell the others which is the least useful of these (and why): clothes shop, convenience store or CD store.

Role C – Convenience store

You think a convenience store is the best shop. Tell the others three reasons why. Tell them things that aren't as good about their shops. Also, tell the others which is the least useful of these (and why): bookshop, clothes shop or CD store.

Role D – CD store

You think a CD store is the best shop. Tell the others three reasons why. Tell them things that aren't as good about their shops. Also, tell the others which is the least useful of these (and why): bookshop, convenience store or clothes shop.

AFTER READING / LISTENING

From <http://www.BreakingNewsEnglish.com/1601/160121-gender-tax.html>

1. WORD SEARCH: Look in your dictionary / computer to find collocates, other meanings, information, synonyms ... for the words 'beauty' and 'product'.

beauty	product
---------------	----------------

- Share your findings with your partners.
- Make questions using the words you found.
- Ask your partner / group your questions.

2. ARTICLE QUESTIONS: Look back at the article and write down some questions you would like to ask the class about the text.

- Share your questions with other classmates / groups.
- Ask your partner / group your questions.

3. GAP FILL: In pairs / groups, compare your answers to this exercise. Check your answers. Talk about the words from the activity. Were they new, interesting, worth learning...?

4. VOCABULARY: Circle any words you do not understand. In groups, pool unknown words and use dictionaries to find their meanings.

5. TEST EACH OTHER: Look at the words below. With your partner, try to recall how they were used in the text:

<ul style="list-style-type: none">• lot• twice• hundreds• 36• 7• 46	<ul style="list-style-type: none">• tax• rip• into• less• care• appeal
--	---

WOMEN SHOPPING SURVEY

From <http://www.BreakingNewsEnglish.com/1601/160121-gender-tax.html>

Write five GOOD questions about women shopping in the table. Do this in pairs. Each student must write the questions on his / her own paper. When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.

WOMEN SHOPPING DISCUSSION

STUDENT A's QUESTIONS (Do not show these to student B)

- 1) What did you think when you read the headline?
- 2) What springs to mind when you hear the word 'shopping'?
- 3) What do you think of shopping?
- 4) What do you think about what you read?
- 5) Why are things in shops more expensive for women?
- 6) Why might a scooter cost more if it is pink?
- 7) What do you think of stores for charging women more?
- 8) Should women buy the cheaper men's products?
- 9) What products for women should cost more than those for men?
- 10) Should women not shop in stores that charge more?

Women have to pay more in shops – 21st January, 2016
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WOMEN SHOPPING DISCUSSION

STUDENT B's QUESTIONS (Do not show these to student A)

- 11) Did you like reading this article? Why/not?
- 12) Do you think this is 'sexist pricing'?
- 13) Why do you think stores charge more for women's products?
- 14) Is shopping a hobby?
- 15) Do you think men are more careful with their money when shopping?
- 16) Should the government stop this unfair pricing?
- 17) Do women care more about quality?
- 18) Does it matter if something is pink or another colour?
- 19) Why do women like shopping more than men?
- 20) What questions would you like to ask a store that charges more for women's products?

DISCUSSION (Write your own questions)

STUDENT A's QUESTIONS (Do not show these to student B)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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DISCUSSION (Write your own questions)

STUDENT B's QUESTIONS (Do not show these to student A)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

LANGUAGE - CLOZE

From <http://www.BreakingNewsEnglish.com/1601/160121-gender-tax.html>

Women have to pay a (1) _____ more in stores than men for almost the same things. A new study by The Times newspaper in Britain found that many products for women cost up to (2) _____ as much as similar products for men. Researchers looked at hundreds of goods in the UK's biggest shops. They found that women's clothes and beauty products and girls' toys were (3) _____ average 36 per cent more expensive than products for men and boys. One store charged (4) _____ \$7 more for a pink scooter aimed (5) _____ girls than a black one. Another store charged double the price for ten razors simply because they were pink. Researchers said Levi's 501 jeans for women are on average 46 per cent more expensive than (6) _____ for men.

The Times called this "sexist" pricing. Other people have called it a "(7) _____ tax". Maria Miller, the chairwoman of the British government's women and equalities committee, called it a "(8) _____-off". She said she would ask Britain's government to look into this to see if there was price discrimination. Britain's Financial Times (FT) newspaper said: "Perhaps women (9) _____ to be busier and have less time to shop around. Or perhaps they care more about quality when it (10) _____ to deodorant or shampoo, (11) _____ men just want something cheap." However, the FT said men paid more for some things and questioned why the journalists did not look at the price differences for things that (12) _____ more to men.

Put the correct words from the table below in the above article.

- | | | | | |
|-----|-------------|-------------|-------------|------------|
| 1. | (a) lots | (b) lot | (c) loads | (d) least |
| 2. | (a) doubles | (b) double | (c) two | (d) twice |
| 3. | (a) at | (b) on | (c) by | (d) on |
| 4. | (a) more | (b) least | (c) over | (d) most |
| 5. | (a) at | (b) by | (c) of | (d) to |
| 6. | (a) those | (b) that | (c) these | (d) them |
| 7. | (a) gentler | (b) gander | (c) danger | (d) gender |
| 8. | (a) rip | (b) tip | (c) lip | (d) whip |
| 9. | (a) trend | (b) tend | (c) attend | (d) tent |
| 10. | (a) arrives | (b) reaches | (c) comes | (d) moves |
| 11. | (a) wearies | (b) wears | (c) whereas | (d) whirs |
| 12. | (a) repeal | (b) appeal | (c) peel | (d) peal |

SPELLING

From <http://www.BreakingNewsEnglish.com/1601/160121-gender-tax.html>

Paragraph 1

1. siaimrl products for men
2. ebtuay products
3. on ereavag 36 per cent more
4. a pink scooter edaim at girls
5. Another store charged eldbuo the price
6. more xseevnpei than those for men

Paragraph 2

7. a "egerdn tax"
8. women and equalities emitetcom
9. women tend to be srbiue
10. questioned why the alssrjtunoi did not look
11. price cfeidfeesnr
12. things that eapalp more to men

PUT THE TEXT BACK TOGETHER

From <http://www.BreakingNewsEnglish.com/1601/160121-gender-tax.html>

Number these lines in the correct order.

- () around. Or perhaps they care more about quality when it comes to deodorant or
- () and questioned why the journalists did not look at the price differences for things that appeal more to men.
- () for men. Researchers looked at hundreds of goods in the UK's biggest shops. They found that women's clothes
- () and beauty products and girls' toys were on average 36 per cent more expensive than products for men
- () of the British government's women and equalities committee, called it a "rip-off". She said she would ask Britain's
- () double the price for ten razors simply because they were pink. Researchers said Levi's 501 jeans for women
- (**1**) Women have to pay a lot more in stores than men for almost the same things. A new study by The Times newspaper in
- () are on average 46 per cent more expensive than those for men.
- () government to look into this to see if there was price discrimination. Britain's Financial Times (FT)
- () shampoo, whereas men just want something cheap." However, the FT said men paid more for some things
- () The Times called this "sexist" pricing. Other people have called it a "gender tax". Maria Miller, the chairwoman
- () Britain found that many products for women cost up to twice as much as similar products
- () and boys. One store charged over \$7 more for a pink scooter aimed at girls than a black one. Another store charged
- () newspaper said: "Perhaps women tend to be busier and have less time to shop

PUT THE WORDS IN THE RIGHT ORDER

From <http://www.BreakingNewsEnglish.com/1601/160121-gender-tax.html>

1. than stores in more lot a pay to have Women men .

2. for women cost up to twice as much Many products .

3. more expensive Girls' toys were on average 36 per cent .

4. double for charged price razors store the ten Another .

5. expensive Jeans for women are on average 46% more .

6. tax' called it Other a people 'gender have .

7. this would government into She Britain's look ask to .

8. shop less busier tend around time and to to have be Women .

9. care quality comes They about it deodorant more when to .

10. more for appeal men differences that to Price things .

CIRCLE THE CORRECT WORD (20 PAIRS)

From <http://www.BreakingNewsEnglish.com/1601/160121-gender-tax.html>

Women have to pay a *lot / lots* more in stores than men for almost the same things. A new study by The Times newspaper in Britain found that many *products / produce* for women cost up to *double / twice* as much as similar products for men. Researchers looked at *hundred / hundreds* of goods in the UK's biggest shops. They found *that / those* women's clothes and beauty products and girls' toys were *on / in* average 36 per cent more expensive than products for men and boys. One store *charging / charged* over \$7 more for a pink scooter aimed *at / to* girls than a black one. Another store charged double the price for ten razors *simple / simply* because they were pink. Researchers said Levi's 501 jeans for women are on average 46 per cent more expensive than *those / them* for men.

The Times called this "*sexist*" / "*sexy*" pricing. Other people have called it a "*gander / gender* tax". Maria Miller, the chairwoman of the British government's women and equalities committee, called it a "*rip-cord*" / "*rip-off*". She said she would ask Britain's government to look *onto / into* this to see if there was price *discrimination / discriminate*. Britain's Financial Times (FT) newspaper said: "Perhaps women *tend / trend* to be busier and have less time to shop *round / around*. Or perhaps they care more about quality when it *comes / coming* to deodorant or shampoo, whereas men just want something cheap." However, the FT said men paid more for some things and questioned *what / why* the journalists did not look at the price differences for things that *appeal / apparel* more to men.

Talk about the connection between each pair of words in italics, and why the correct word is correct.

INSERT THE VOWELS (a, e, i, o, u)

From <http://www.BreakingNewsEnglish.com/1601/160121-gender-tax.html>

W_m_n h_v_t_p_y_l_t m_r_n st_r_s th_n m_n f_r
_l_m_st th_s_m_th_ngs. _n_w st_dy by Th_T_m_s
n_wsp_p_r_n Br_t_n f_nd th_t m_ny pr_d_cts f_r
w_m_n c_st_p_t tw_c_s m_ch_s s_m_l_r pr_d_cts
f_r m_n. R_s_rch_rs l_k_d_t h_ndr_ds_f_g_ds_n
th_K's b_gg_st sh_ps. Th_y f_nd th_t w_m_n's
cl_th_s_nd b__ty pr_d_cts_nd g_rls' t_ys w_r_n
_v_r_g_ 36 p_r_c_nt m_r_xp_ns_v_th_n pr_d_cts f_r
m_n_nd b_ys. _n_st_r_ch_rg_d_v_r \$7 m_r_f_r
p_nk sc__t_r__m_d_t g_rls th_n _bl_ck_n_. _n_th_r
st_r_ch_rg_d_d__bl_th_pr_c_f_r_t_n r_z_rs s_mply
b_c__s_th_y w_r_p_nk. R_s_rch_rs s__d L_v_'s 501
j__ns f_r w_m_n_r__n_v_r_g_ 46 p_r_c_nt m_r_
_xp_ns_v_th_n th_s_f_r m_n.

Th_T_m_s c_ll_d th_s "s_x_st" pr_c_ng. _th_r p__pl_
h_v_c_ll_d_t_ "g_nd_r_t_x". M_r__M_ll_r, th_
ch__rw_m_n_f th_Br_t_sh_g_v_rnm_nt's w_m_n_nd
_q__l_t__s c_mmtt__, c_ll_d_t_ "r_p-ff". Sh_s__d
sh_w__ld_sk Br_t_n's g_v_rnm_nt t_l_k_nt th_s
t_s__f th_r_w_s pr_c_d_scr_m_n_t__n. Br_t_n's
F_n_nc__l T_m_s (FT) n_wsp_p_r_s__d: "P_rh_ps
w_m_n_t_nd t_b_b_s__r_nd h_v_l_sst_m_t_sh_p
_r__nd. _r_p_rh_ps th_y c_r_m_r__b__t q__l_ty wh_n
_t c_m_s_t_d__d_r_nt_r sh_m_p__, wh_r__s m_n_j_st
w_nt s_m_th_ng ch__p." H_w_v_r, th_FT_s__d m_n
p__d m_r_f_r s_m_th_ngs_nd q__st__nd why th_
j__rn_l_sts d_d_n_t l_k_t th_pr_c_d_ff_r_nc_s_f_r
th_ngs th_t_pp__l m_r_t_m_n.

PUNCTUATE THE TEXT AND ADD CAPITALS

From <http://www.BreakingNewsEnglish.com/1601/160121-gender-tax.html>

women have to pay a lot more in stores than men for almost the same things a new study by the times newspaper in britain found that many products for women cost up to twice as much as similar products for men researchers looked at hundreds of goods in the uk's biggest shops they found that women's clothes and beauty products and girls' toys were on average 36 per cent more expensive than products for men and boys one store charged over \$7 more for a pink scooter aimed at girls than a black one another store charged double the price for ten razors simply because they were pink researchers said levi's 501 jeans for women are on average 46 per cent more expensive than those for men

the times called this "sexist" pricing other people have called it a "gender tax" maria miller the chairwoman of the british government's women and equalities committee called it a "rip-off" she said she would ask britain's government to look into this to see if there was price discrimination britain's financial times (ft) newspaper said "perhaps women tend to be busier and have less time to shop around or perhaps they care more about quality when it comes to deodorant or shampoo whereas men just want something cheap" however the ft said men paid more for some things and questioned why the journalists did not look at the price differences for things that appeal more to men

PUT A SLASH (/) WHERE THE SPACES ARE

From <http://www.BreakingNewsEnglish.com/1601/160121-gender-tax.html>

Women have to pay a lot more in stores than men for almost the same things. A new study by The Times newspaper in Britain found that many products for women cost up to twice as much as similar products for men. Researchers looked at hundreds of goods in the UK's biggest shops. They found that women's clothes and beauty products and girls' toys were on average 36 percent more expensive than products for men and boys. One store charged over \$7 more for a pink scooter aimed at girls than a black one. Another store charged double the price for ten razors simply because they were pink. Researchers said Levi's 501 jeans for women are on average 46 percent more expensive than those for men. The Times called this "sexist" pricing. Other people have called it a "gender tax". Maria Miller, the chairwoman of the British government's women and equalities committee, called it a "rip-off". She said she would ask Britain's government to look into this to see if there was price discrimination. Britain's Financial Times (FT) newspaper said: "Perhaps women tend to be busier and have less time to shop around. Or perhaps they care more about quality when it comes to deodorant or shampoo, whereas men just want something cheap." However, the FT said men paid more for some things and questioned why the journalists did not look at the price differences for things that appeal more to women.

HOMework

1. VOCABULARY EXTENSION: Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

2. INTERNET: Search the Internet and find out more about women shopping. Share what you discover with your partner(s) in the next lesson.

3. WOMEN'S PRODUCTS: Make a poster about the price of products for women. Do some research in local stores to find price differences between similar products for men and women. Show your work to your classmates in the next lesson. Did you all have similar things?

4. GENDER TAX: Write a magazine article about price differences between similar products for men and women. Include imaginary interviews with people who think there are good reasons for this, and with people who think this is terrible.

Read what you wrote to your classmates in the next lesson. Write down any new words and expressions you hear from your partner(s).

5. WHAT HAPPENED NEXT? Write a newspaper article about the next stage in this news story. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

6. LETTER: Write a letter to an expert on women shopping. Ask him/her three questions about women shopping. Give him/her three of your ideas. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

ANSWERS

TRUE / FALSE (p.4)

a F b T c F d F e F f T g T h T

SYNONYM MATCH (p.4)

- | | |
|----------------|----------------|
| 1. stores | a. shops |
| 2. study | b. report |
| 3. similar | c. comparable |
| 4. simply | d. just |
| 5. double | e. twice |
| 6. called | f. named |
| 7. perhaps | g. maybe |
| 8. cheap | h. inexpensive |
| 9. journalists | i. reporters |
| 10. appeal to | j. attract |

COMPREHENSION QUESTIONS (p.8)

1. A lot more
2. Hundreds
3. 36%
4. Pink scooters
5. 46% more expensive
6. A sexist tax
7. A rip-off
8. Shop around
9. Deodorant or shampoo
10. Journalists

MULTIPLE CHOICE - QUIZ (p.9)

1. c 2. a 3. d 4. b 5. c 6. d 7. b 8. d 9. a 10. d

ALL OTHER EXERCISES

Please check for yourself by looking at the Article on page 2.
(It's good for your English ;-)