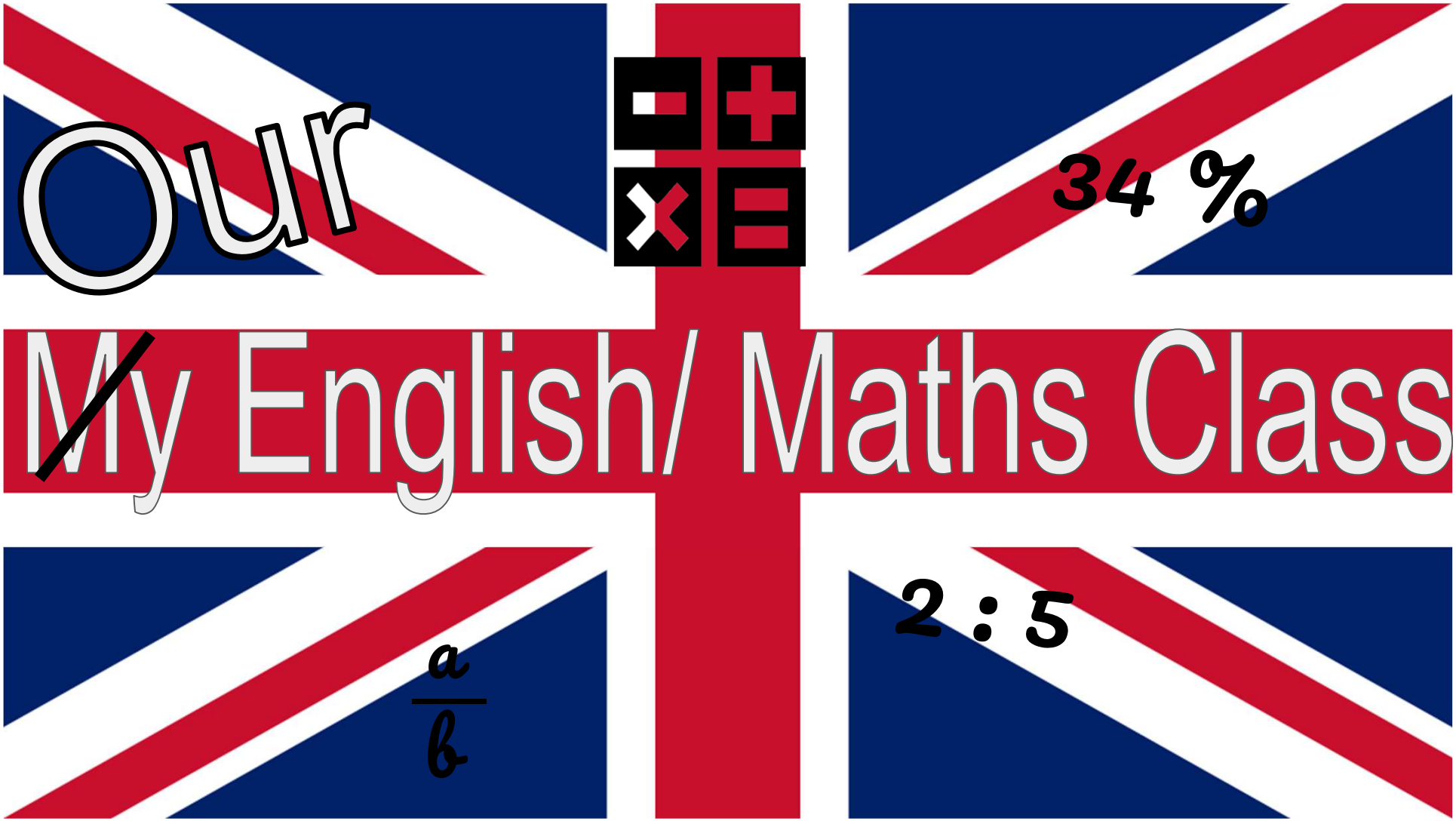

Our
34 %
My English/ Maths Class
2 : 5
a/b

Objectifs

Dans ce cours on va:

- découvrir comment on consomme et quels sont les facteurs qui nous influencent dans nos choix
- parler, comprendre en anglais
- apprendre à analyser des indications chiffrées et les graphiques
- utiliser les mathématiques : raisonnement et vocabulaire.

Recommandations

- Parler en anglais
- Participer activement
- Recopier les parties indiquées COPY
- Retrouver le cours et l'émission en *Replay* sur le site Lumni de France 4

SUMMER

How do I choose...?

It depends on the...

Price

Quality

Style

Brand

It's a guarantee of quality

Opinion

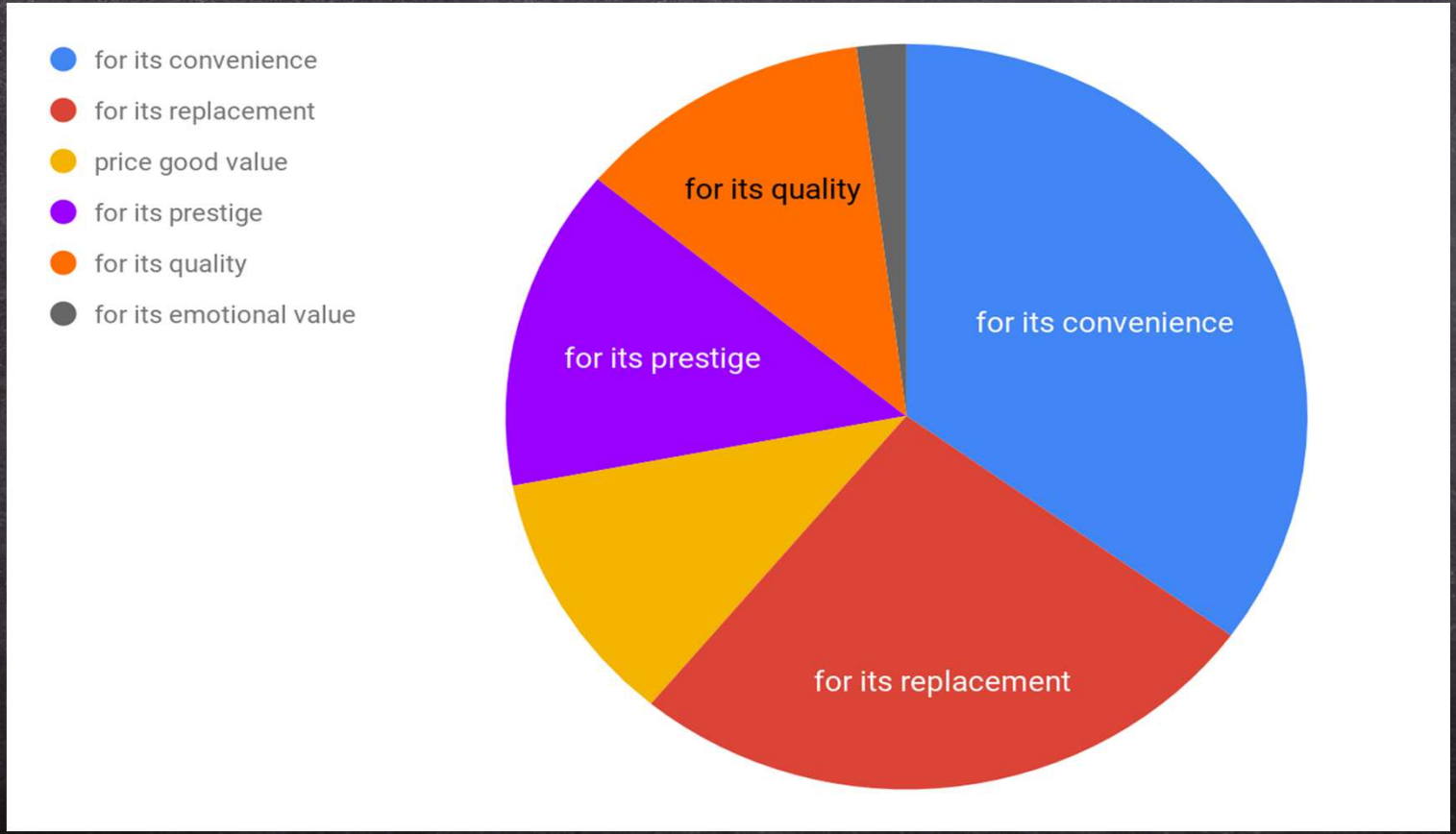
Trend

Why do you decide to buy ?

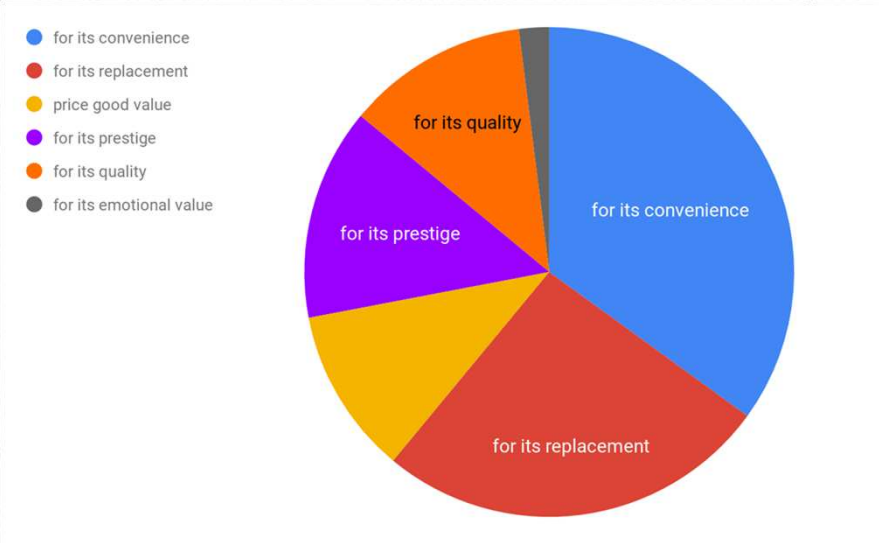
You usually buy a product ...

- for its convenience
- for its prestige
- for its quality
- for its replacement
- for its price / good value
- for its emotional value

Pie Chart - why do we buy a product ?



How to analyse a pie chart ?



Vocabulary

- a pie chart
- a section
- the data
- a percentage
- a proportion

Most of the customers buy a product for its convenience or its replacement.
Some (+1/4) buy for its quality or prestige.
Few (less than 1/4) customers buy for its emotional value.

How do prices influence our choices ?

Let's compare ...

The pink t-shirt is cheaper than the blue t-shirt. You prefer the blue one but it's too expensive !

The yellow t-shirt is the most expensive but it makes the blue t-shirt more reasonable. So, you think" £80 is not too bad."

Is it really a 'good' bargain ?

$125

32 %

$ 150

+

84%

$12 600

$59

68%

- More people subscribed the digital offer than the print offer.
- Customers prefer subscribing the combo offer to the digital offer.

The decoy effect

The decoy effect is often used in subscriptions. It encourages you to buy more.

In this experiment there were three options : **digital** version ($59), **print** version ($125) which was the decoy option and the **combo version** where customers got both digital and print versions for ($150). There were 2 cases.

In the first case with 2 options : **the print-only and the digital version.** 68% of customers bought the digital version, and 32% bought print only version.

In the 2nd case with 3 options : 84% of customers purchased the combo version generating a **total revenue of $ 12 600. The customers preferred subscribing the combo version because they believed it was a good bargain.**

How to calculate with a proportion?

TOTAL REVENUE (all options included)	
Revenue of the combo version	

+

84%

$12 600

How do brands influence our choices ?

Teenager opinions on brands

I agree with Terry.

Terry, " I believe brands create a connection between the consumer and the product. "

I totally disagree with Jane because sometimes there are fake promises.

Jane " Brands are like loyal friends they never disappoint you!"

I partly share Kate's opinion because you don't have to buy a product because of the brand.

Kate " I hate brands as you become a consumer slave ! No thanks!"

What's your opinion?

Sharing opinions

- I believe ...
- In my opinion..
- According to ...

- I agree with ...
- I share ....'s opinion
- I absolutely agree

- I partly agree
- I'm not sure about that

- I don't agree with...
- I totally disagree
- That's not true.

How can other people's opinions influence our choices ?

Opinion leaders

Opinion (10)

3/ 5

"It's good value for money even if it is basic. You **should** buy it."

- They are people who give their opinion. They are influencers or trend setters because they can be very influential on your consumer decisions.
- Companies get the influencers to promote their products and services.
- They get you to buy a product .

Grammar practice

➢ A trend setter gets you to buy a product.

On implique un effort de persuasion

➢ An opinion leader makes you choose a service.

On implique un lien de cause à effet voire une contrainte

➢ Les structures causatives permettent d'exprimer un lien de cause à effet, de contrainte ou de persuasion.

How to calculate a satisfaction rate?

Opinion ☆☆☆☆☆

I noticed that when 5 people said that they loved this product, 2 of them don't mind and 3 of them regret what they bought.

How to calculate a satisfaction rate?

Satisfaction ratio

😀 😐 ☹️

12 : 4 : 4

Opinion ☆☆☆☆☆

What is today's trend?

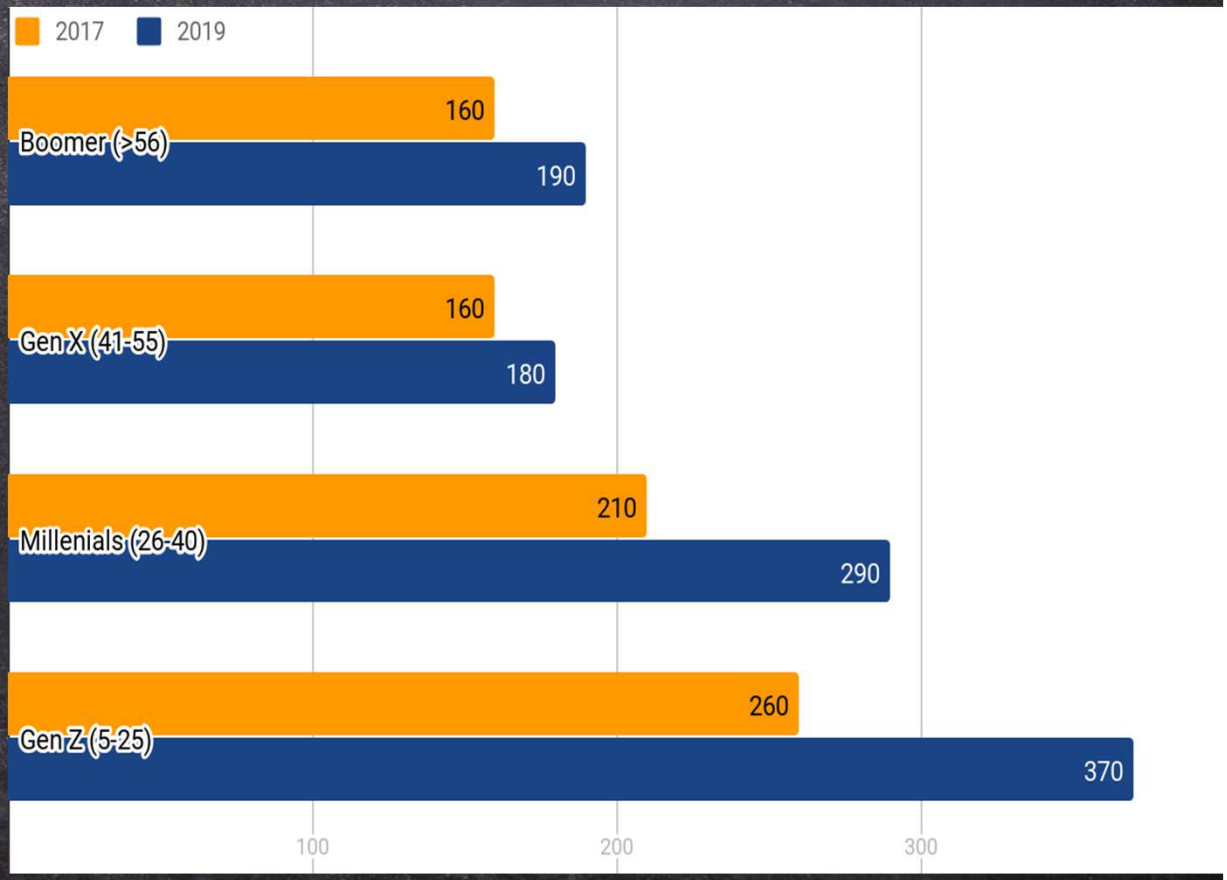
What is the trend today?

Definition
It is the general direction in which something is changing.

Derived words
To be trendy / a trend / a trend setter

Second hand buying

Evolution of second hand buying



What is the impact on our economy ?

The current trend to buy second hand products encourages us :

- to buy and think differently.
- to spend and produce less.
- to reduce waste and maintain economic development without using our natural resources (= sustainable development).
- to educate customers and make them more aware.

Let's advertise our product

What is advertising ?

- It is when you pay for space to promote a product, a service or a cause.
- It is based on a strategy to make us buy the product.

a target

a slogan

a price

an opinion

Mathematical facts

Media

Brand new product for summer

BE COOL and TRENDY
Buy second hand

"this T shirt is not only cool but also great value for money"

On récapitule...

COPY

Vocabulary:

an ad/ an advert / an advertisement
a device
a slogan
a brand
a trend
a store/ a shop
to increase/ rise
to decrease / fall
to advertise
to promote
to purchase

Grammar :

- deriving words
- causative structures:

(make someone do something/ get someone to do something/ persuade someone to do something)

- comparatives
- Prefer + verb-ing
- Would rather ...than

Mathematical terms :

a pie chart
a bar chart
a graph
an axis
a proportion
a ratio
a percentage

Pour aller plus loin

- Réaliser une campagne de publicité en incorporant les différentes parties revues dans le cours.

- Grammar : https://www.englisch-hilfen.de/en/

- Analysing graphs and bar charts in English
https://learnenglishteens.britishcouncil.org/skills/writing/intermediate-b1-writing/describing-bar-chart

Stay Safe
and
Don't forget
the protective
measures !

Good buy :)

Good bye

Ressources

- summer : https://pxhere.com/en/photo/1541433
- T-shirts: https://publicdomainvectors.org/fr/gratuitement-des-vecteurs/Rose-t-shirt-vector-images-clipart/11652.html
- Trainers: https://pixabay.com/fr/vectors/chaussures-de-sport-formateurs-310941/
- newspaper : https://freesvg.org/vector-illustration-of-newspaper-icon
- printer : https://pixabay.com/fr/vectors/imprimante-périphériques-matériel-146481/
- Pie chart on online consumption
- https://lab.getapp.com/research-online-purchase-offline-omnichannel/
- secondhandbuying : https://commons.wikimedia.org/wiki/File:Brand_new_second_hand.jpg
- secondhand buying charts : https://www.thredup.com/resale?tswc_redir=true
- secondbuying woman : https://www.pxfuel.com/en/free-photo-xnctv
- Time square https://fr.wikipedia.org/wiki/Fichier:Times_Square_Lightboards_-_USA.jpg
- Calculator https://www.publicdomainpictures.net/fr/view-image.php?image=82908&picture=calculatrice-noir-clipart