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KIDS MAKE A DIFFERENCE

别小看孩子

Kids

Are Consumers

孩子是消费者

MARITA GAREY (美) 著



外语教学与研究出版社

FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS

致读者

如果你希望读到地道的英语，在享受英语阅读乐趣的同时又能增长知识、开拓视野，这套由外语教学与研究出版社与美国国家地理学会合作出版的“国家地理科学探索丛书”正是你的选择。

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本丛书既适合学生自学，又可用于课堂教学。丛书各个系列均配有一本教师用书，内容包括背景知识介绍、技能训练提示、评估测试、多项选择题及答案等详尽的教学指导，是对课堂教学的极好补充。

本套丛书是适合中学生及英语爱好者的知识读物。

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余国英 注

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CONTENTS

目 录



Introduction.....	4	Chapter 3.....	20
引言		第三章	
<i>You Are a Consumer</i>		<i>Know Your Rights</i>	
你是消费者		了解自己的权利	
Chapter 1.....	7	Chapter 4.....	25
第一章		第四章	
<i>Get the Message</i>		<i>Kids Take Action</i>	
获取信息		孩子们行动起来	
Chapter 2.....	14	Index.....	31
第二章		索引	
<i>Money Sense</i>			
金钱概念			

INTRODUCTION

引言

You Are a Consumer

你是消费者





Have you ever bought something? If your answer is yes, then you are a consumer. Consumers buy goods¹, or products². They spend money to pay³ for these goods.

What are some things that you might buy?

You might buy:

- snacks⁴
- clothes
- movie⁵ tickets
- books and magazines
- CDs
- games
- gifts⁶

1. goods	<i>n.</i>	商品, 货物
2. product	<i>n.</i>	产品
3. pay	<i>v.</i>	付款, 支付
4. snack	<i>n.</i>	点心, 小吃
5. movie	<i>n.</i>	电影
6. gift	<i>n.</i>	礼物



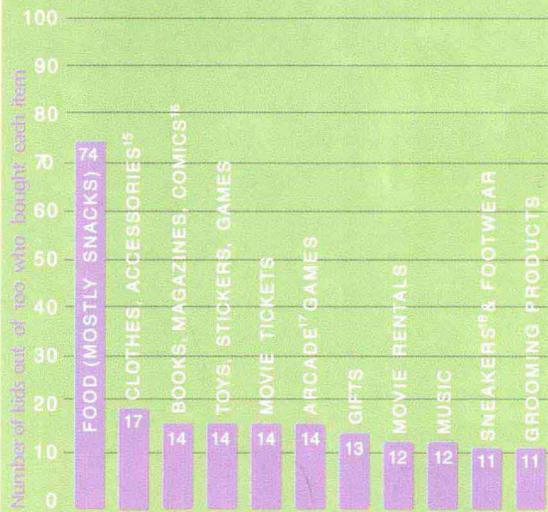
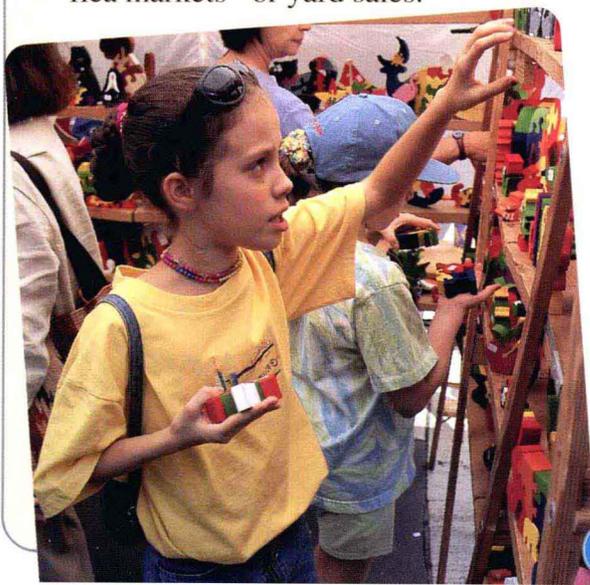
Has your family ever paid someone to fix something? Then you and your family are consumers. Consumers hire¹ people to do services², or work, for them. When the service is completed³, the consumer pays the person who did the work.

What are some services that you or your family might use?

You or your family might use
 an electrician⁴ to fix your lights.
 a plumber⁵ to fix your bathroom or kitchen sink⁶.
 a mechanic⁷ to fix your car.
 a dentist⁸ to care for⁹ your teeth.
 a tutor¹⁰ to help you with your schoolwork.

Where Do Consumers Buy Goods?

Consumers buy goods from different places. Consumers buy goods from
 catalogs¹¹.
 online sites¹².
 stores.
 flea markets¹³ or yard sales.



SOURCE: ZILLIONS MAGAZINE

You are an important consumer. You have money to buy things. Your parents or other adults¹⁴ buy things for you. Companies and stores selling goods, such as toys, books, and clothes, want your business.

How do businesses get consumers like you to buy their products?

1. hire	v.	雇用
2. service	n.	服务
3. complete	v.	结束; 完成
4. electrician	n.	电工; 电器技师
5. plumber	n.	管子工; 水暖工
6. kitchen sink	n.	厨房洗涤池
7. mechanic	n.	机械工; 技工
8. dentist	n.	牙医
9. care for	v.	护理
10. tutor	n.	家庭教师
11. catalog	n.	(商品)目录
12. online site	n.	网站
13. flea market	n.	跳蚤市场
14. adult	n.	成年人
15. accessories	n.	装饰品(指提包、手套等)
16. comic	n.	连环漫画册
17. arcade	n.	娱乐中心
18. sneakers	n.	帆布胶底运动鞋
19. source	n.	资料来源

Get the Message

获取信息

Many people influence¹ you to buy certain products.

- Friends may tell you what to buy, or they may have something that you want to buy.
- Businesses create² ads or commercials³ that make you want to buy their products.
- Family members may tell you what you can or cannot buy.
- Stores and companies offer incentives⁴, free items⁵ or special deals⁶ that you get when you buy a product.



1. influence	v.	影响, 对……有作用
2. create	v.	创作
3. commercial	n.	(无线电或电视中的)商业广告
4. incentive	n.	奖励
5. free item		免费商品
6. special deal		特卖

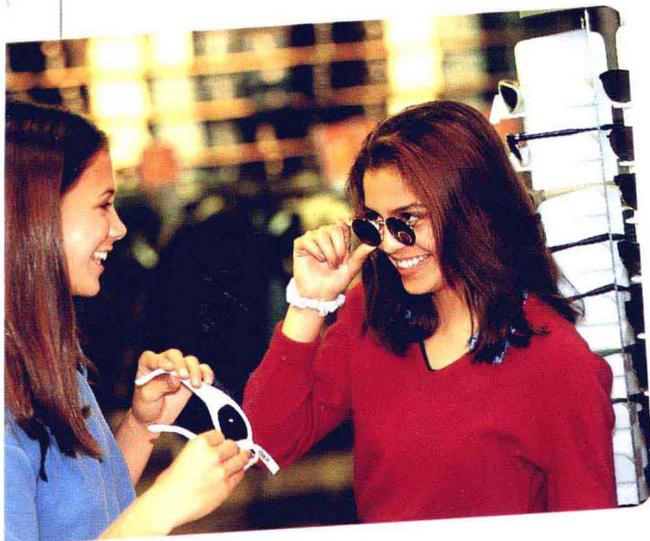
How are ads created? How do ads target¹, or aim² for, kids?

How Ads Are Created

Has this ever happened to you? You see an ad for a certain product. You look at the picture. You read the ad. You think: I need this. I have to have it. I'm buying it! Did you ever wonder how and why that ad made you want to buy the item it was advertising?

Advertising agencies³ and companies that manufacture⁴ goods carefully study the habits of consumers. They send out⁵ questionnaires⁶ and set up discussion groups. They try to find answers to such questions as:

- How much money do consumers spend on different types of products?
- What products do consumers of different ages buy? What kinds of clothes do kids buy? What products do older people buy? What are popular colors? Styles⁷?



Tips¹⁰ for Consumers

Be Aware¹¹. Listen Carefully. Read the Fine Print!

The goal of an ad is to make you think that you need something. Sometimes an ad uses language that is not totally¹² true: the most incredible¹³; the best in the world; a must-have product; absolutely¹⁴ necessary. Think before you buy an item. Ask yourself: Do I really need this? Or do I just want it? Make sure you read the whole ad, including the fine print, before you buy!

1. target	v.	把……作为目标
2. aim	v.	以……为目标
3. advertising agency		广告公司
4. manufacture	v.	制造; 加工
5. send out		发送出
6. questionnaire	n.	调查表
7. style	n.	式样
8. interview	v.	采访
9. learn about		了解
10. tip	n.	提示
11. be aware		注意
12. totally	adv.	完全地
13. incredible	adj.	难以置信的
14. absolutely	adv.	绝对地

What time of year do consumers buy certain products?

How do sales affect what and when consumers buy?

What price will consumers pay for a certain product?

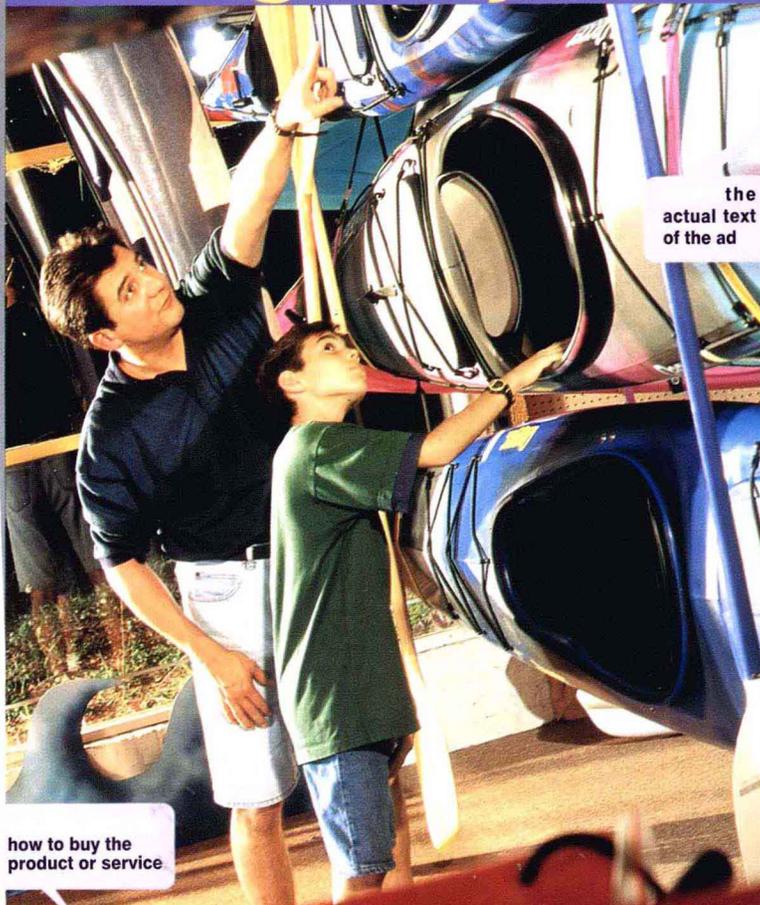
Ad agencies interview⁸ consumers. They ask them many questions to learn about⁹ their buying habits. Then they use the consumers' answers to create their ads.

Here are some terms¹ that are used in the world of advertising.

1. term	<i>n.</i>	词语	9. adjustable	<i>adj.</i>	可调整的
2. kayak	<i>n.</i>	轻便小艇	10. foot brace		脚链
3. be fit for		适合	11. paddle holder		划桨支架
4. pond	<i>n.</i>	池塘	12. trainee	<i>n.</i>	学员; 受训人员
5. bay	<i>n.</i>	湾; 海湾	13. royal	<i>adj.</i>	浓艳的
6. stable	<i>adj.</i>	稳定的; 坚固的	14. ship	<i>v.</i>	运送
7. steady	<i>adj.</i>	稳固的; 平稳的	15. oar	<i>n.</i>	桨; 橹
8. folding seat		折叠式座位			

the main line of the ad

King Kayaks Rule!



the actual text of the ad

King Kayaks² are fit for³ a king or queen.

- Perfect for exploring ponds⁴, lakes, and bays⁵.
- Stable⁶ and steady⁷.
- Great for beginners or experts.
- Easy-to-use.
- Light and bright.

All kayaks include:

- High-back folding seat⁸
- Adjustable⁹ foot braces¹⁰
- Paddle holder¹¹

the people for whom a product is intended

So, whether you are an Olympic trainee¹² or just beginning, King Kayak is the perfect kayak for you. Comes in royal¹³ green, yellow, or purple.

Order today by phone and you'll receive free shipping¹⁴ and free oars¹⁵! That saves you over \$100!

the free gift or the special price that makes you want to buy the product

how to buy the product or service

King Kayak: \$329—fit for a king or queen, but priced for everyone! Order by calling 1-800-555-kyak or visit our website: www.kingkayak.com. Don't be left standing on the shore, get your King Kayak today!

Are there different kinds of ads?
What makes ads different?

Ads are often created to tap¹ into people's dreams, hopes, and fears. Think about yourself. If you saw an ad that said a product would make you smarter² without any work, would you buy it? Probably. We all want to be smart.

1. tap	v.	利用; 开发
2. smart	adj.	聪明的
3. bandwagon	n.	时尚; 潮流
4. desire	n.	愿望; 欲望
5. snob appeal		高档(或罕见, 舶来等) 商品对势利顾客的吸引力
6. recognize	v.	承认; 公认
7. celebrity	n.	名人; 知名度高的人
8. admire	v.	钦佩; 羡慕
9. elementary-age kid		年龄小的孩子
10. control	v.	控制
11. teenager	n.	(13-19 岁的)青少年

Let's look at three different types of advertisements.

Bandwagon³ ads tap into people's desire⁴ to be part of a group.

Snob appeal⁵ ads tap into people's desire to be recognized⁶ as being better than others.

Celebrity⁷ ads use famous people whom others admire⁸ to get them to buy something.

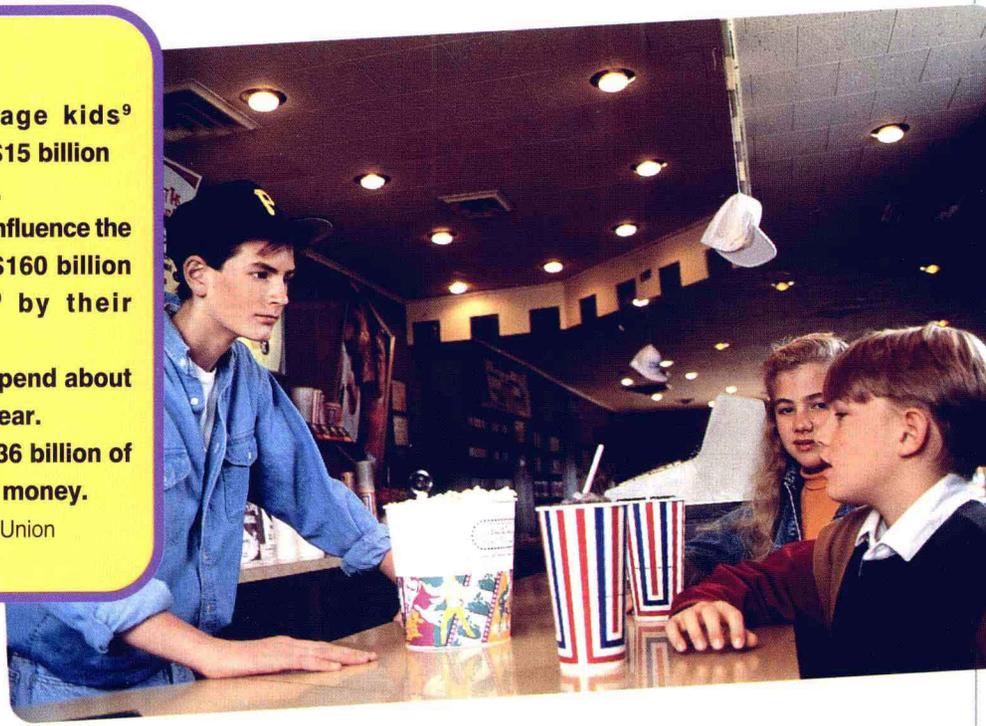
All three types of ads get people to buy products, but each ad works in a different way.

Which ad would most influence you to buy something?

Kid Power

- **Elementary-age kids⁹ spend about \$15 billion dollars a year.**
- **They directly influence the spending of \$160 billion controlled¹⁰ by their parents.**
- **Teenagers¹¹ spend about \$57 billion a year.**
- **They spend \$36 billion of their families' money.**

Source: Consumers Union



A Bandwagon Ad

Do you have a group of friends? Do you and your friends enjoy doing many of the same things? Do you often dress alike? Most people want to belong to¹ a group.

A bandwagon ad taps into a consumer's need to be part of a group. Some of the words and phrases² that these ads use include³:

“Join us.”

“Don't be the last one to...”

“Everyone uses...”

“We all love this...”

“Don't be left out⁴. Buy...now!”

Bandwagon ads often show groups of people doing things together, such as kids playing a game or sharing a special food. The ad makes you want to be part of that group, but do you need the product being advertised? Do you want the product, or do you want to be part of the group? Think carefully before you buy the product.

1. belong to
2. phrase
3. include
4. leave out

11.
12.

属于
用语：简洁的语句
包括
漏掉



WANT TO BE PART OF THE TEAM?

Jump in **with**
Jump Sneakers!



Everyone wears
Jump Sneakers.

Be cool, be fast, play hard, and win the game with JUMP SNEAKERS—the only sneakers for real players.

A Snob Appeal Ad

Do you like to be the first or maybe the only person to own something? Are you a trendsetter¹, the first to do, own, or wear something in your group?

A snob appeal ad taps into some consumers' need to be the first to own or wear something. Some consumers like to think that they're the first to have something that others do not.

A Word About Advertising

Sometimes ads cannot sell a product. No matter what the ads say, no one buys the product. A famous example is the Edsel⁷ car made by Ford⁸. No matter how many ads it ran or what price it charged for the Edsel, Ford could not sell the car. Few wanted to buy an Edsel. Today, when a product is created that does not sell, it's called an Edsel.

Some of the words and phrases that these ads use include:

“Be the first to own...”

“You must have...”

“You deserve a...”

“Only the finest...”

Snob appeal ads are often for products that cost a lot of money. The ads claim² that the products will make you feel special. Most often, these products are things that you do not need but want, such as an expensive brand³ of jeans⁴ or the latest version⁵ of a video game system⁶. Before you buy, think carefully about why you want the product advertised in a snob appeal ad. Is the product worth the price? Can you buy a less expensive version?



You want the best scooter⁹.
Not just any scooter.
You want...

Saturday Night Scooter

It's the Porsche¹⁰ scooter.
Silver-plated¹¹ and one of a kind. When you want the best, and only the best will do...
Then you want a Saturday Night Scooter.
\$99.95 at your local¹² store.

- | | | | | |
|----------------|-----------|--------------|-------------------|-------------------------|
| 1. trendsetter | <i>n.</i> | 创新风的人; 标新立异者 | 7. Edsel | 爱泽尔牌汽车(一种滞销汽车); <喻>彻底失败 |
| 2. claim | <i>v.</i> | 声称 | 8. Ford | (美国)福特汽车公司 |
| 3. brand | <i>n.</i> | 品牌 | 9. scooter | <i>n.</i> 踏板车 |
| 4. jeans | <i>n.</i> | 牛仔裤 | 10. Porsche | 保时捷(品牌名) |
| 5. version | <i>n.</i> | 版本 | 11. silver-plated | <i>adj.</i> 镀银的 |
| 6. system | <i>n.</i> | 系统 | 12. local | <i>adj.</i> 当地的 |

A Celebrity Ad

Are there famous people whom you admire? Do you think that you can trust these people? A celebrity ad uses well-known people to sell things. If someone you admire recommends¹, or endorses², a product, then you think it must be a good product. The product might be related³ to the work the celebrity does. A famous track star⁴ might sell running shoes, or a movie star, cosmetics⁵.

Celebrity ads use words or phrases such as:

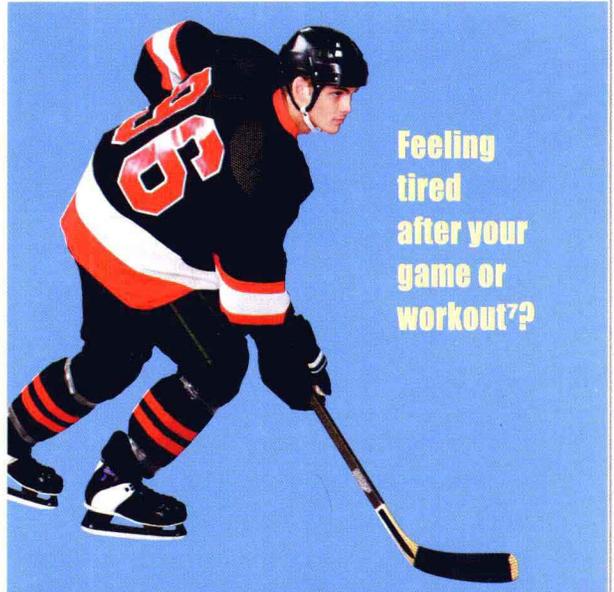
“I recommend you buy...”

“It works for me. And...will work for you, too.”

“Do you know how I build my muscles? I use...”

The ads make you think, “Wow, this product helped this celebrity. It will help me.” Think carefully. Do you really need the product? Will it do for you what it did for the celebrity? Does it make sense for you to buy it? Don't buy a product just because someone you admire says you should.

1. recommend	v.	推荐
2. endorse	v.	赞同; 认可
3. relate	v.	有关; 涉及
4. track star		田径运动明星
5. cosmetics	n.	化妆品
6. Internet	n.	因特网
7. workout	n.	训练; (体育)锻炼
8. guarantee	v.	保证; 担保



Feeling tired after your game or workout??

Need a cool drink? Well, after a hard game, I drink **Kangaroo Ade**. It makes me want to jump and play till I drop. Try it. You'll love it. I guarantee⁸ it!



Ads appear in newspapers, magazines, and on the Internet⁶. They're on radio and television and now even at the movies. Young people your age are often the target for many of these ads and commercials. You have to decide if you want or need to buy the product advertised.

How do I know when I should buy a product?
How do I know I have the best deal on a product?

Money Sense

金钱概念

You buy many different products. Some products, such as snacks, school supplies¹, or hair products cost a little money. Other products such as bikes, CD players, or computer games cost a lot of money.

Let's say that you need a notebook for school. You'll buy it right away. Notebooks do not cost a lot. You do not have to wait for a sale or to comparison shop² to buy a notebook. Buying a notebook is an easy consumer decision.

- | | | |
|--------------------|----|------|
| 1. supplies | n. | 用品 |
| 2. comparison shop | | 比价商店 |
| 3. purchase | n. | 购买 |

What if you wanted to buy a bike? Buying a bike is a big purchase³. You want to make sure that you buy the right bike for the right price. Making a good consumer decision can save you money. Making a bad decision can cost you money.





How can I make a good decision when I buy a high-priced item? Are there steps I can take to make sure I am making a smart consumer decision?

Smart Shopping

You're shopping for a high-priced product. You have a limited¹ budget², or amount³ of money to spend. You want to get the best deal for your money. You want to be an educated⁴ consumer. An educated consumer is someone who does his or her homework before buying something. Here are some steps you can take to become an educated consumer.

Step 1: Know Why You Are Buying a Product

Before buying a high-cost product, think about

- why you are buying the product.
- how often and when you will use the product.
- what the main use of the product is.
- why you need this product now, not later.

- | | | |
|-------------|-------------|----------|
| 1. limited | <i>adj.</i> | 有限的; 不多的 |
| 2. budget | <i>n.</i> | 预算 |
| 3. amount | <i>n.</i> | 数量 |
| 4. educated | <i>adj.</i> | 有经验的 |