

## CONSUMER RIGHTS

### I. Evocation.



1. Task: look at the picture; basing on your personal life experience brainstorm ideas on the concept “Consumer rights” .

### II. Realization.

2. Task: learn the words; make up collocations and phrases in your native language.

<b>conformity</b>	[kən'fɔ:miti] – n. the condition or fact of being in harmony or agreement;	
<b>consumer</b>	[kən'sju:mə'] – n. a person who buys goods or services for personal needs;	
<b>fine</b>	[ˈfaɪn] - n. money charged to a person for doing something wrong;	
<b>fraud</b>	[frɔ:d] – n. trickery; cheating;	
<b>inferior</b>	(quality) [ɪn'fɪəriə'] - adj. of lower quality;	
<b>receipt</b>	[ri'si:t] – n. a written acknowledgment that goods, money, etc., has been received;	
<b>remedy</b>	[ˈremədi] n. court action, by which violation of a right is compensated for.	

3. Task: read the text and be able to reflect the information.

A consumer is a person who buys and uses goods or services to satisfy his or her needs (things that are necessary for survival, such as food, clothing) and wants (things which are not necessary for survival, but which add pleasure and comfort to our lives). We all are consumers. We buy products and services every day. We buy snacks, clothing, books, pay bills, etc. As consumers we are very important to businesses and the economy. The buying decisions we make can lead to either success or failure of many businesses. Consumer’s wants and needs guide business practices. As a result, businesses expand great efforts to attract and please consumers.

However, the rather pleasant relationship that is enjoyed by businesses and consumers now was not always so. Consumers were often cheated in many ways and there was nowhere to complain about the offending business. It was not until the middle of the 20<sup>th</sup> century that consumer movements to fight against unfair business practice started all over the world. Nowadays each country has its own Consumer Bill of Rights. It declares that every customer had the following rights:

- **the right to be informed** – to be given the correct information needed to make a choice;
- **the right to safety** – to be protected from harmful goods and services;
- **the right to choose** – to be assured of the availability of goods and services at competitive prices;

- **the right to be heard** – to be assured that consumer interests will be fully considered by government when laws are being developed and enforced;
- **the right to a remedy** – the assurance of the right to legal correction of wrongs committed against consumers;
- **the right to a consumer education** – to learn about consumer rights and responsibilities as economic citizens.

4. Task: answer the questions; use the new words.

1. Do you know your consumer rights? What are they?
2. Which of the consumer rights did you exercise yesterday?
3. Give examples of consumer fraud.
4. What responsibilities do you believe we, as consumers, should perform?
5. What is usually the best way to solve a consumer problem?

5. Task: work in groups; brainstorm predictions.

Buying a new car	Buying a used car
<b>Next consumer rights may be violated...</b>	<b>Next consumer rights may be violated...</b>
_____	_____
_____	_____
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6. Task: match the words and their definitions.

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|--|--|
| <ol style="list-style-type: none"> <li>1. Car dealer</li> <li>2. Mileage</li> <li>3. Model</li> <li>4. Negotiate</li> <li>5. Priority</li> <li>6. Test drive</li> <li>7. Warranty</li> </ol> | <ol style="list-style-type: none"> <li>a. To try to come to an agreement.</li> <li>b. An agreement or contract to repair or give maintenance to something you buy.</li> <li>c. Something that's very important.</li> <li>d. To drive a car to see how it feels and drives.</li> <li>e. A person who sells cars.</li> <li>f. A design or style.</li> <li>g. The total number of miles that a car has traveled.</li> </ol> |
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7. **Priorities are things that are very important to you.** Task:

- read the list and mark the things that you **HAVE TO HAVE** in a car with **1**,
- mark the things that **WOULD BE NICE TO HAVE** with **2**,
- and mark the things you **DO NOT NEED** with **X**.

- |                            |                           |                       |
|----------------------------|---------------------------|-----------------------|
| ___ Leather seats          | ___ Convertible roof      | ___ Extended warranty |
| ___ Good safety record     | ___ Cassette player       | ___ Power windows     |
| ___ Air conditioner        | ___ CD player             | ___ Sunroof           |
| ___ Automatic transmission | ___ AM/FM radio           | ___ Good gas mileage  |
| ___ Standard transmission  | ___ Driver side airbag    | ___ Cruise control    |
| ___ 4-wheel drive          | ___ Passenger side airbag | ___ Tinted windows    |
|                            | ___ Alarm                 |                       |

### 8. Buying a Car? Here are some tips to make you a wiser car buyer.

Task: fill in the table ranking in the correct order the car buying steps.

Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Step 7	Step 8

- Ask the vehicle's former owner about its condition, mileage, and use.
- Test drive the vehicle. Drive it cold and warmed up. Test it at highway and city speeds.
- Read all about price and condition.
- Insist that all oral promises be put in writing on the contract.
- Arrive at the dealership with a clear idea of features and options you want in your car.
- Keep copies of all documents and anything else you sign.
- Have the vehicle inspected by a mechanic or body shop before you buy it.
- Sign only when you're ready to buy.

9. Task: fill in the gaps with words from the box and role-play the dialogue.

<p>Willing safe warranties loan forward price mileage cover mechanic exactly maintenance.</p>
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- A:** I found some great cars last week. There were three different cars that I liked. But one is 1) \_\_\_\_\_ what I want, so I probably should buy it. What would you advice me?
- B:** Find out which ones are 2) \_\_\_\_\_ to drive. That is important for your family.
- A:** You are right. We also want to get a car that gets good gas 3) \_\_\_\_\_. I do not want to spend a lot of money on gas every week.
- B:** The dealer can give you that information. You also do not want to spend a lot of money on 4) \_\_\_\_\_ and repairs. Some cars are easier to repair than others.
- A:** Yes. I am comparing the 5) \_\_\_\_\_ for each car. Some new cars have warranties that cover basic repairs for 60 months or 60,000 miles. Other warranties only 6) \_\_\_\_\_ the car for 36 months or 36,000 miles.
- B:** From what I see you've chosen the most suitable variant. It's a good deal. Should a 7) \_\_\_\_\_ check it out for you?
- A:** A mechanic looked at it for me on Tuesday when I first looked at it.
- B:** It's good that you took care of that. Have you agreed upon a 8) \_\_\_\_\_ with the seller?
- A:** Yes, he was 9) \_\_\_\_\_ to lower his price a bit and I'm good with that.
- B:** Do you know how you are going to pay for this car?
- A:** Yes, I have already pre-qualified for a 10) \_\_\_\_\_ with my credit union.
- B:** You are very well prepared! I could go with you to talk to the seller and help you get your car home.
- A:** I appreciate the offer of help!
- B:** It will be my pleasure to help you. I am looking 11) \_\_\_\_\_ to riding in your new car.

10. Task: provoke a discussion with the aim to prove that in the situation given above the consumer rights are respected completely.

III. Reflection.

**11. Problems with the car you bought from a dealer?  
Have the strategy for solving them.**

Task: say **TRUE** or **FALSE** and be a respected and protected consumer.

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|--|-------------|--------------|
| 1) Examine all window stickers.  | <b>TRUE</b> | <b>FALSE</b> |
| 2) Don't ask the dealer about the defects. The car looks new.                              | <b>TRUE</b> | <b>FALSE</b> |
| 3) The warranty doesn't fall within the dealer's competence.                               | <b>TRUE</b> | <b>FALSE</b> |
| 4) Dealers must inspect the vehicle and disclose any noticeable defects.                   | <b>TRUE</b> | <b>FALSE</b> |
| 5) You notice a defect shortly after purchase and repair the car at your own expense.      | <b>TRUE</b> | <b>FALSE</b> |
| 6) Tell the dealership about the problem and give the dealer an opportunity to resolve it. | <b>TRUE</b> | <b>FALSE</b> |
| 7) Keep a record of any contact with the dealer.   | <b>TRUE</b> | <b>FALSE</b> |
| 8) Speak with the dealer with a rude, angry tone.  | <b>TRUE</b> | <b>FALSE</b> |
| 9) Be reasonable, polite, and discuss the facts.   | <b>TRUE</b> | <b>FALSE</b> |
| 10) Your dispute with the dealer has failed. Refuse the filing an official complaint.      | <b>TRUE</b> | <b>FALSE</b> |

**12. Being consumers sometimes we feel ourselves violated.  
Different Assistants' answers are presented below.**

Task: tick as **RIGHT** the respectful answers and as **WRONG** the disrespectful ones.

➤ I can't help you. You have lost your receipt so I can't change your purchase.	<b>RIGHT</b>	<b>WRONG</b>
➤ We don't change goods at all.	<b>RIGHT</b>	<b>WRONG</b>
➤ If you bought it 14 days ago we would change them even without any receipt.	<b>RIGHT</b>	<b>WRONG</b>
➤ I am not a manager. I am just a shop assistant. I can't do anything.	<b>RIGHT</b>	<b>WRONG</b>
➤ It is not our fault. We won't change it.	<b>RIGHT</b>	<b>WRONG</b>
➤ It is no problem. There is no basis to refuse you.	<b>RIGHT</b>	<b>WRONG</b>
➤ If you don't mind, we can repeat your order.	<b>RIGHT</b>	<b>WRONG</b>
➤ OK. You should go to the headwaiter.	<b>RIGHT</b>	<b>WRONG</b>
➤ If you don't pay I will call a police.	<b>RIGHT</b>	<b>WRONG</b>

**13. Being respected means to respect! Before requiring consumer rights upholding develop customer buying skills!**

Task: fill in the advices below with the verbs from the box.

Take buy compare don't choose examine know consider

1. \_\_\_\_\_ price, quality, and service of one product to those of another product.
2. \_\_\_\_\_ a product before buying to be certain the quality of it will satisfy your needs.
3. \_\_\_\_\_ the business's reputation.
4. \_\_\_\_\_ brand names.
5. \_\_\_\_\_ from the variety of stores.
6. \_\_\_\_\_ your time to visit more stores, give yourself a chance to look for a product you really want and need. It usually results in saving your money.
7. \_\_\_\_\_ at the right time. The prices are lowest at predictable times like seasonal sales.
8. \_\_\_\_\_ impulsive to avoid buying unwanted goods.

IV. Extension.

14. Task: list tips for selling a vehicle respecting consumer rights.

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