

Vocabulary: shopping 词汇: 购物

Do you like shopping? For **shopaholics** in the UK, the place to head to used to be the 'high street'. This location refers to the streets in the centre of a town where businesses and popular **branches** of **retail chains** could be found. It was the place where you could find familiar fashion **brands** and essential everyday items. But change in our shopping habits has **taken its toll** on the British high street.

News about shops losing money and shutting is now common. Some city-centre **department stores** have closed and even long-established **retailers** such as Marks and Spencer have reported **profit slumps**. According to the accountancy firm Pricewaterhouse Coopers and the Local Data Company, a record 2,481 shops disappeared from UK high streets last year - up by 40%. Even some large **warehouse-style stores** in **out-of-town retail parks**, have gone **bust** and shut up shop.

As the BBC's Emma Simpson writes, things have become a lot harder for traditional retailers in recent years. They have faced rising costs from wages, **business rates** and the requirement to introduce Europe's new data law. But the biggest threat has come from online shopping. She says "**Consumers** now spend one in every five pounds online - and if businesses are seeing 20% fewer sales on the **shop floor**, as well as their **fixed costs** rising, then profit **margins** will be squeezed."

While some of us like to **window shop** – **browsing** for things to buy, only to purchase them online at a discount - the fact is that, overall, shoppers are making fewer visits to high streets. Eventually, town centres could become like **ghost towns**. If people aren't out and about shopping, they won't use other services, like cafes, restaurants and cinemas. It also results in job losses. The British Retail Consortium has already warned that 900,000 UK retail jobs could be lost by 2025. The high street has also suffered from the advent of big **shopping malls**, which offer a retail experience under one roof, with free parking, away from the bad weather!

Meanwhile, back on the high street, some shops still exist. Analysts have said it's those that have moved away from traditional retailing that are surviving. These include **beauty salons**, **nail bars** and independent coffee shops – but are these kinds of shops enough to keep the British high street open for business?

词汇表

shopaholic	购物狂
branch	分店
retail chain	连锁店
brand	品牌
take its toll	造成损失
department store	百货公司
retailer	零售商
profit	利润
slump	猛跌，下滑
warehouse-style store	仓储式商店
out-of-town	城外的，市郊的
retail park	(郊外的) 购物区，零售商业区
bust	破产的
business rate	商业税
consumer	消费者
shop floor	实体店里，商店里
fixed costs	固定成本
margin	利润
window shop	只逛不买；浏览商店橱窗，但无意购买
browse	随意看
ghost town	“鬼镇”，被废弃的城镇
shopping mall	购物中心
beauty salon	美容院
nail bar	美甲店

测验与练习

1. 阅读课文并回答问题。

1. According to the article, what sort of things could you buy on a traditional British high street?
2. Why are shops on the high street becoming more expensive to operate?
3. True or false? *People are visiting the high street less because they look like ghost towns.*
4. What can you do with your car at many large shopping malls?
5. According to the British Retail Consortium, what might be lost by 2025?

2. 请在不参考课文的情况下完成下列练习。选择一个意思合适的单词填入句子的空格处。

1. Have you seen this new shopping website? It sells all my favourite _____ at half the usual price!

brand

branded

branding

brands

2. _____ seem to be waking up to the idea that shoppers buy more if they are offered a discount.

retailers

consumers

branches

independent

3. The stress of his job has _____ on his body – he looks like he's 60 even though he's only 39!

take a toll

taken its toll

taken the toll

takes a toll

4. I prefer to shop at small _____ shops where you get personal service.

out-of-town

shopping mall

browsing

independent

5. My boyfriend spends hours _____ but he never actually buys anything – it's so annoying!

window shops

window shopping

window shopped

window shopaholic

答案

1. 阅读课文并回答问题。

1. According to the article, what sort of things could you buy on a traditional British high street?

You could buy fashion brands and essential everyday items on the British high street.

2. Why are shops on the high street becoming more expensive to operate?

High streets are facing rising costs from wages, business rates and introducing Europe's new data law – these are some of the fixed costs.

3. True or false? *People are visiting the high street less because they look like ghost towns.*

False. Shoppers are making fewer visits to high streets. In the future town centres could become like ghost towns.

4. What can you do with your car at many large shopping malls?

One of the advantages at many shopping malls is you can park your car for free!

5. According to the British Retail Consortium, what might be lost by 2025?

The British Retail Consortium has already warned that 900,000 UK retail jobs could be lost by 2025.

2. 请在不参考课文的情况下完成下列练习。选择一个意思合适的单词填入句子的空格处。

1. Have you seen this new shopping website? It sells all my favourite **brands** at half the usual price!

2. **Retailers** seem to be waking up to the idea that shoppers buy more if they are offered a discount.

3. The stress of his job has **taken its toll** on his body – he looks like he's 60 even though he's only 39!

4. I prefer to shop at small **independent** shops where you get personal service.

5. My boyfriend spends hours **window shopping** but he never actually buys anything – it's so annoying!