

# VOCABULARY MATCHING

## Paragraph 1

- |               |  |
|---------------|--|
| 1. phenomenon | a. A set of different things of the same general type.                           |
| 2. range      | b. A sly appearance or impression of something.                                  |
| 3. reaction   | c. An action or strategy carefully planned to achieve a specific result.         |
| 4. tactic     | d. Something done, felt, or thought in response to a situation or event.         |
| 5. illusion   | e. A fact or situation that we see, but its cause or explanation is in question. |
| 6. relying    | f. Get something by paying for it; buy.  |
| 7. purchase   | g. Being dependent on.   |

## Paragraph 2

- |                       |  |
|-----------------------|--|
| 8. resorted           | h. Choose to participate in something.   |
| 9. flagship           | i. Chose a course of action (especially an extreme or undesirable one) so as to resolve a difficult situation. |
| 10. bottom line       | j. Having the ability to create or design new things or to think originally.                                   |
| 11. absorb            | k. Assume that something is always there without thinking about it.  |
| 12. inventive         | l. The final total of an account or balance sheet; profit.   |
| 13. opt in            | m. Take up and reduce the effect or intensity of.  |
| 14. taken for granted | n. The best or most important thing owned or produced by a particular organization.                            |

# GAP FILL

From <https://breakingnewsenglish.com/2204/220404-shrinkflation.html>

A new phenomenon is taking (1) \_\_\_\_\_ across the world - "shrinkflation". This is when companies reduce the size of their products or (2) \_\_\_\_\_ of services while maintaining prices. It is in reaction to the rising prices of raw materials needed in the production process. Another (3) \_\_\_\_\_ being used is to place smaller numbers of items in larger boxes, providing an (4) \_\_\_\_\_ to shoppers that they are getting more for their money. Shrinking the size of products is in (5) \_\_\_\_\_ a cost-cutting strategy. Manufacturers are (6) \_\_\_\_\_ on psychology here. They know that consumers are more (7) \_\_\_\_\_ to price than quantity or quality. Most shoppers will still make a regular (8) \_\_\_\_\_, even if it has shrunk, as long as the price has not risen.

*range*  
*purchase*  
*relying*  
*hold*  
*sensitive*  
*illusion*  
*tactic*  
*effect*

The chocolate bar maker Cadbury has (9) \_\_\_\_\_ to shrinking the size of one of its flagship products by 10 per cent to maintain its bottom line. A company spokesperson said: "We look to (10) \_\_\_\_\_ costs...in this difficult environment [so] we've had to make the decision to (11) \_\_\_\_\_ reduce the weight of [chocolate] bars for the first time since 2012, so that we can keep them (12) \_\_\_\_\_." The service industry is also being inventive to try to (13) \_\_\_\_\_ from raising prices. The hotel (14) \_\_\_\_\_ Hilton and Marriott have made daily housekeeping services "(15) \_\_\_\_\_ in". This means that guests must now request the cleaning of their room. Many other free services we have taken for granted are on the (16) \_\_\_\_\_ and being shrunk.

*refrain*  
*slightly*  
*chains*  
*resorted*  
*wane*  
*absorb*  
*opt*  
*competitive*

# LISTENING – Guess the answers. Listen to check.

From <https://breakingnewsenglish.com/2204/220404-shrinkflation.html>

- 1) This is when companies reduce the size of their products or \_\_\_\_\_.
  - a. derange of services
  - b. rage of services
  - c. range of services
  - d. grange of services
- 2) It is in reaction to the rising prices of raw materials needed in \_\_\_\_\_.
  - a. the production prowess
  - b. the production progress
  - c. the production processed
  - d. the production process
- 3) is to place smaller numbers of items in larger boxes, providing an \_\_\_\_\_.
  - a. illusion to shoppers
  - b. allusion to shoppers
  - c. delusion to shoppers
  - d. a luge on to shoppers
- 4) Shrinking the size of products is in effect a \_\_\_\_\_.
  - a. cost-cutting strategy
  - b. cost-cutting strategic
  - c. cost-cutting strategise
  - d. cost-cutting strategies
- 5) Most shoppers will still make a regular purchase, even if \_\_\_\_\_.
  - a. it has shrank
  - b. it has shrunk
  - c. it has shrink
  - d. it has shirk
- 6) The chocolate bar maker Cadbury has resorted to shrinking the size of one of \_\_\_\_\_.
  - a. its frog-shaped products
  - b. its flogs lip products
  - c. its flagship products
  - d. its frogs lip products
- 7) A company spokesperson said: "We look \_\_\_\_\_.
  - a. to absorb coasts
  - b. to absorb costs
  - c. to absorb cots
  - d. to absorb cossets
- 8) in this difficult environment [so] we've had to make the decision to slightly \_\_\_\_\_.
  - a. reduce the weighty
  - b. reduce the wait
  - c. reduce the whey
  - d. reduce the weight
- 9) The hotel chains Hilton and Marriott have made daily housekeeping \_\_\_\_\_.
  - a. services "opting"
  - b. services "option"
  - c. services "op tin"
  - d. services "opt in"
- 10) Many other free services we have taken for granted are \_\_\_\_\_.
  - a. on the vane
  - b. on the mane
  - c. on the bane
  - d. on the wane

# SHRINKFLATION DISCUSSION

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

1. What did you think when you read the headline?
2. What images are in your mind when you hear the word 'shrink'?
3. What do you know about shrinkflation?
4. Has shrinkflation affected you?
5. Would you prefer the same and pay more, or less at the same price?
6. Why are we experiencing shrinkflation?
7. How much smaller can things like chocolate bars be?
8. What do you think of a small number of things in a big box?
9. How price sensitive are you?
10. What advice do you have for manufacturers?

*'Shrinkflation' now widespread in goods and services – 4th April, 2022*  
Thousands more free lessons at [breakingnewsenglish.com](https://breakingnewsenglish.com)

---

# SHRINKFLATION DISCUSSION

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

11. Did you like reading this article? Why/not?
12. What do you think of when you hear the word 'inflation'?
13. What do you think about what you read?
14. What do you think about shrinkflation?
15. Do you think chocolate bars should be a standard size?
16. Do you feel duped by shrinking product sizes?
17. What do you think of opt-in services at hotels?
18. How could English schools shrink their products or services?
19. What hotel services do you take for granted?
20. What questions would you like to ask manufacturers?