

# BreakingNewsEnglish - The Mini Lesson

## Women have to pay more in shops

21st January, 2016



Women have to pay a lot more in stores than men for almost the same things. A new study by The Times newspaper in Britain found that many

products for women cost up to twice as much as similar products for men. Researchers looked at hundreds of goods in the UK's biggest shops. They found that women's clothes and beauty products and girls' toys were on average 36 per cent more expensive than products for men and boys. One store charged over \$7 more for a pink scooter aimed at girls than a black one. Another store charged double the price for ten razors simply because they were pink. Researchers said Levi's 501 jeans for women are on average 46 per cent more expensive than those for men.

The Times called this "sexist" pricing. Other people have called it a "gender tax". Maria Miller, the chairwoman of the British government's women and equalities committee, called it a "rip-off". She said she would ask Britain's government to look into this to see if there was price discrimination. Britain's Financial Times (FT) newspaper said: "Perhaps women tend to be busier and have less time to shop around. Or perhaps they care more about quality when it comes to deodorant or shampoo, whereas men just want something cheap." However, the FT said men paid more for some things and questioned why the journalists did not look at the price differences for things that appeal more to men.

Sources: [thetimes.co.uk](http://thetimes.co.uk) / [ft.com](http://ft.com) / [telegraph.co.uk](http://telegraph.co.uk)

### ~~Writing~~

~~Prices for goods and services for men and women should always be the same. Discuss.~~

### ~~Chat~~

~~Talk about these words from the article.~~

*stores / newspaper / products for women / products for men / expensive / scooter / sexist / gender / discrimination / newspaper / shampoo / journalists / price differences*

## True / False

- a) The article says everything costs more for women. T / F
- b) Some things for women cost twice the price of similar things for men. T / F
- c) Researchers looked at thousands of different products. T / F
- d) Levi 501 jeans were 46% cheaper for women than men. T / F
- e) The Times newspaper called for a gender tax to be introduced. T / F
- f) A newspaper said women might be busier than men. T / F
- g) The newspaper said women might care more about deodorant quality. T / F
- h) The article said some things cost more for men. T / F

## Synonym Match

- |                |                |
|----------------|----------------|
| 1. stores      | a. twice       |
| 2. study       | b. just        |
| 3. similar     | c. reporters   |
| 4. simply      | d. report      |
| 5. double      | e. maybe       |
| 6. called      | f. inexpensive |
| 7. perhaps     | g. shops       |
| 8. cheap       | h. named       |
| 9. journalists | i. attract     |
| 10. appeal to  | j. comparable  |

Write a short paragraph on 3 of the questions

### ~~Discussion Student A~~

- a) Why do you think stores charge more for women's products?
- b) Is shopping a hobby?
- c) Do you think men are more careful with their money when shopping?
- d) Should the government stop this unfair pricing?
- e) Do women care more about quality?
- f) Does it matter if something is pink or another colour?
- g) Why do women like shopping more than men?
- h) What questions would you like to ask a store that charges more for women's products?