

Are British consumers getting a bargain? 在英国超市购物真能捡到便宜吗?

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英国消费者组织 **Which?** 指责各大超市故意使用 “special offer 特价商品” 和 “promotions 优惠” 来困惑前来购物的客人。此组织呼吁竞争管理机构对超市展开全面的调查。以下是 **Kamal Ahmed** 的报道。

Money-off offers which don't offer money off and **buy-one-get-one-free deals** where 'free' is a pretty elastic term. The consumer pressure group 'Which?' said that customers were being **bamboozled** by a **plethora** of supermarket promotions which were impossible to understand. Richard Lloyd, 'Which?' executive director, argues that the sector was creating an illusion that products were being **discounted**:

“For years we've been uncovering **dodgy** pricing tactics in lots of the big retailers. We've tried to work with them to get them to change their practices, to get the pricing much fairer and clearer for consumers. And we're now saying enough is enough!”

About 40% of all groceries sales are promotions and 'Which?' said that customers were being **misled** into buying items because they believed they were getting a **bargain**. Prices were often impossible to compare with previous offers. Supermarkets **hit back** saying that Britain had one of the most **competitive** sectors in Europe with prices 7% cheaper compared to other European countries. Although some mistakes were made selling discounted goods, the British Retail Consortium said there was no evidence of a widespread problem.

Questions

1. What does the reporter mean by 'free' being a pretty elastic term'?
2. What does the executive director of 'Which?' want to happen?
3. What do supermarkets say about their pricing?
4. Which word in the article means 'made people believe something which is not correct'?

Vocabulary and definitions

buy-one-get-one-free deals	买一赠一活动
bamboozled	被欺骗, 被迷惑
plethora	过多, 大量
discounted	已打过折扣
dodgy	不诚实的, 不正当的
misled	(过去式) 误导
bargain	(名词) 便宜货
hit back	回击, 反驳
competitive	具有竞争力的

Answers to the questions:

1. What does the reporter mean by 'free' being a pretty elastic term?
Answer: He means the word 'free' is not used accurately.

2. What does the executive director of 'Which?' want to happen?
Answer: He wants supermarkets to make their prices fairer and clearer for consumers.

3. What do supermarkets say about their pricing?
Answer: They say that their prices are 7% cheaper compared to other European countries.

5. Which word in the article means 'made people believe something which is not correct'?
Answer: Misled.