

Chapitre 20

Prices and Discounts

Les prix et les offres spéciales

Compétence à acquérir : effectuer des achats dans les magasins de proximité

Dans le test du TOEIC, il vous arrivera peut-être d'entendre des conversations entre un client et un vendeur dans un magasin et de lire des publicités ou des articles pour des magasins de proximité. Vous entendrez éventuellement un client qui souhaite rendre un article ou un produit (**product**) et l'échanger pour une taille ou une couleur différente, ou un assistant qui vante une marque spécifique (**brand**), qui propose une réduction (**discount**) ou qui s'excuse de ne pas avoir un certain article en stock (**in stock**). Vous lirez peut-être des publicités pour des périodes de soldes (**sales**) ou des articles sur l'ouverture de nouveaux magasins.

People shop in different ways. Some people have favorite **brands**. They may be willing to pay any price for a **product** if the brand is right. Other people are more interested in price and enjoy finding a **bargain**. They may look in newspapers for stores that are having **sales** or only buy items that have a **discount**. Then there are the shoppers who don't spend any money at all. They are the ones who go to the store to **browse** without any **intention** of **actually** buying anything. They just enjoy looking at the **product** displays. Perhaps these shoppers are the ones who get the most **value** out of the shopping experience!

Vocabulaire

Actually (adv.) : *vraiment, réellement ; en fait, à vrai dire*

Paul bought a new television set even though he didn't actually want it. (...même s'il n'en avait pas vraiment besoin.)

adj. actual : *réel, véritable*

I bought this at a discount so the actual price was only \$50.

☛ Faux amis

Il ne faut pas confondre **actually** et *actuellement*.

Actually (en anglais) signifie *réellement, vraiment, en effet* en français. *Actuellement* (en français) se traduit par **at present, currently** en anglais.

Bargain (n.) : *marché, affaire ; bonne affaire*

I think \$50 for a nice dress is a real bargain.

v. bargain : *marchander, négocier*

You can bargain with the clerk if you want, but she won't lower the price.

Brand (n.) : *marque*

This brand of soap is very popular, and you can find it in all the stores.

☛ Synonymes

Ces mots ont le même sens :

brand, make (n.) : *marque*

Browse (v.) : *regarder, faire les magasins*

We browsed around the store but didn't see anything we wanted to buy.

☛ Expressions courantes

Browse signifie généralement regarder autour de soi pour voir ce que l'on peut trouver, ce qu'il y a d'intéressant, sans but spécifique. On peut utiliser ce verbe pour dire *faire les magasins, regarder sans acheter ; feuilleter, parcourir un livre* (**browse in store** ou **browse through a book**).

On peut aussi l'utiliser pour Internet (**browse the Internet**), c'est-à-dire naviguer d'un site à un autre. Pour naviguer, on utilise a **browser** (*un navigateur*), un programme spécifique tel qu'Internet Explorer ou Safari.

Surf the Internet ou **Surf the Net** ont le même sens que **browse**.

Discount (n.) : *remise, rabais, escompte, ristourne*

There is a ten percent discount on all items on that counter.

v. discount : *faire une remise*

At the end of the year, we discount prices throughout the store.



Fair (adj.) : *juste, équitable, justifié*

The store will give you your money back if the item is damaged, and we feel that this is a fair policy. (*Nous vous rembourserons si l'article est endommagé...*)

adj. unfair : *injuste*

adv. fairly : *équitablement, loyalement*

adv. unfairly : *injustement, de manière non justifiée*

It is unfair to charge full price for damaged items.

We want to treat our customers fairly.

If you feel that you have been treated unfairly, please let the manager know.

▣▣▣▣ ➤ **Homonymes**

Le mot **fair** a plusieurs significations :

1. (adj) just : *juste, équitable*
2. (adj.) clear, as in weather : *beau, non perturbé (pour le temps)*
3. (adj.) having light-colored hair or skin : *blond, au teint clair*
4. (adj) mediocre, good but not great : *de qualité moyenne, passable, assez bon*
5. (n.) outdoor event : *une foire, une fête, une fête foraine*

Product (n.) : *produits, articles*

They sell health and beauty products at that store.

n. production : *production*

v. produce : *produire, fabriquer*

The production of this type of item is expensive and that's why the selling price is high.

This factory produces electronics.

▣▣▣▣ ➤ **Attention**

Produce avec l'accent sur la deuxième syllabe est un verbe qui a le même sens que **make** ou **manufacture** (*produire*).

Produce avec l'accent sur la première syllabe est un nom. Il signifie *les produits agricoles, les produits maraîchers, les fruits et légumes*.

Receipt (n.) : *reçu, ticket de caisse, quittance, récépissé*

Check the receipt to make sure that they didn't charge you too much.

Refund (n.) : *remboursement*

If you would like a refund, just bring the item back to the store.

Si vous souhaitez être remboursé, vous devez simplement rapporter l'article en magasin.

v. refund : *rembourser*

adj. refundable : *remboursable*

We will be happy to refund your money if you are unhappy with your purchase.

Your purchase is refundable in cash only if you paid in cash.

Vous ne pouvez être remboursé en liquide que si vous avez payé en liquide.

Retail (n.) : *vente au détail*

I buy the products from the factory and sell them at retail in my stores.

n. retailer : *magasin de vente au détail, commerçant, détaillant*

v. retail : *vendre au détail*

Retailers make most of their sales during the holiday season.

These items retail at high prices because of the brand name.

Return (n.) : *rendre, restituer, rapporter*

If the item you purchased is damaged, return it to the store.

n. return : *retours, articles en retour*

This store accepts returns within 30 days of the purchase date.

Sale (n.) : *soldes*

You can buy that at a lower price if you wait until the store has a sale.

Vous pourrez acheter cela moins cher si vous attendez les soldes.

▣▣▣▣ ➤ **Homonymes**

Le mot **sale** a plusieurs significations dans le même champ linguistique :

1. (n.) offer of merchandise at a lowered price : *solde*
2. (n.) act of selling something : *vente (le fait de vendre)*

▣▣▣▣ ➤ **Expressions courantes**

For sale signifie **available for purchase** : *à vendre*

On sale signifie **available for purchase at a lowered price** : *en solde*

Stock (v.) : *stocker, avoir en magasin, être approvisionné en, avoir en stock*

We stock books and magazines in several languages.

n. stock : *stock, quantité, réserve, approvisionnement*

There is a stock of children's boots in the back of the store.

▣▣▣▣ ➤ **Expression courante**

In stock renvoie à la marchandise qui se trouve en magasin par opposition aux articles qu'il faut commander ou qui sont épuisés : *en stock*

Value (n.) : *valeur*

All the items in that store are of low value and not worth buying. (*...ne valent pas la peine d'être achetés.*)

v. value : *attacher de la valeur (sentimentale), estimer, apprécier, faire grand cas de*

adj. valuable : *qui a de la valeur, précieux, de grand prix*

I value the gifts my friends give me. (*J'attache de l'importance...*)

This ring is made of gold and is very valuable.

Wholesale (adj.) (≠ retail) : *en gros, de gros*

Wholesale prices are available only to store owners.

Seuls les commerçants peuvent bénéficier des prix de gros / Les prix de gros ne concernent que les commerçants.

n. wholesaler : *grossiste*

A wholesaler sells merchandise to stores.

☛ Synonymes

Ces mots ont le même sens :

marked off, reduced (p.p.) : *escompté, rabaisé*

Pratiquez votre vocabulaire

Choisissez le mot qui convient pour compléter les phrases suivantes. Vous trouverez les corrigés à la page 330.

bargain value brand actually browse

Smart shoppers know that a good (1) _____ is not only about price, it is also about quality. Even if you pay a lower price for an item, you still want (2) _____ for your money. Many shoppers rely on (3) _____ to help them choose quality. They know from experience that some companies produce higher quality products. To find the best prices, do your research. (4) _____ the ads in the newspapers and on the Internet. Find out the prices in as many stores and on as many websites as you can. Then when you make your purchase, you can feel sure that you are not just getting a good price, you are (5) _____ getting the best price.

unfair refund receipt stock return

Information for Customers

It is our intention to keep our customers 100% satisfied. If you are not happy with your purchase for any reason, you may (6) _____ it to the store within 30 days of the purchase date. You must bring the (7) _____ to prove the purchase date and price. You may exchange the item for another similar item if we have one in (8) _____. Or, you may request a (9) _____, payable by check only (no cash). If you feel that this policy is (10) _____ to customers in anyway, please speak with the store manager.

sale discounts products retail wholesale

Cloverdale Drugstore

Summer (11) _____!

All health and beauty (12) _____ in the store are available at lower prices than ever before.

- 20% off toothpaste and toothbrushes
- 25% off all brands of shampoo
- 30% off hand creams and beauty lotions.

You've never seen such big (13) _____!

Don't pay the full (14) _____ price that other stores ask for.

Our prices are so low, it's almost like buying (15) _____.

See you at Cloverdale!

Grammaire

Les comparatifs

Un comparatif sert à comparer deux choses :

The red shirt costs \$20. The blue shirt costs \$25.

The red shirt is *cheaper*. The blue shirt is *more expensive*.

La chemise rouge est moins chère. La chemise bleue est plus chère.

Le comparatif des adjectifs d'une syllabe et des adjectifs de deux syllabes qui se terminent par **-y** se forme en ajoutant **-er**. Le **-y** se change en **i** lorsqu'on lui ajoute **-er**.

| Une syllabe | Deux syllabes qui se terminent en -y |
|-----------------|--------------------------------------|
| nice - nicer | easy - easier |
| small - smaller | happy - happier |
| big - bigger | friendly - friendlier |
| cheap - cheaper | dirty - dirtier |
| short - shorter | ugly - uglier |
| tall - taller | pretty - prettier |
| clean - cleaner | funny - funnier |
| slow - slower | busy - busier |

Pour les adjectifs de deux syllabes qui ne se terminent pas par **-y** et pour tous les adjectifs plus longs, le comparatif se forme avec **more**. Certains adjectifs de deux syllabes admettent les deux formes : **-er** ou **more**.

| Deux syllabes et plus |
|--------------------------------|
| expensive – more expensive |
| beautiful – more beautiful |
| attractive – more attractive |
| important – more important |
| interesting – more interesting |
| tired – more tired |
| surprised – more surprised |

| Adjectifs qui admettent les deux formes |
|---|
| quiet – quieter (more quiet) |
| simple – simpler (more simple) |
| polite – politer (more polite) |
| pleasant – pleasanter (more pleasant) |
| narrow – narrower (more narrow) |
| handsome – handsomer (more handsome) |
| true – truer (more true) |
| cruel – crueller (more cruel) |

Certains adjectifs ont des formes irrégulières au comparatif :

good – better
bad – worse
far – farther/further

Lorsque les deux termes de la comparaison figurent dans la phrase, le second terme est introduit par **than**.

The red shirt is *cheaper than* the blue shirt.

En anglais écrit formel, le pronom qui suit **than** est le pronom sujet, et non le pronom complément d'objet, suivi ou non de **to be** à la forme correcte.

I am wealthier than *my friends*.
I am wealthier than *they*. (pronom sujet)
I am wealthier than *they are*.
They are happier than *I am*.

Le comparatif des adverbes se forme selon les mêmes règles que celui des adjectifs. On ajoute **-er** pour les adverbes d'une syllabe :

fast – faster
hard – harder

La plupart des adverbes sont cependant plus longs. On forme donc leur comparatif avec **more** :

more slowly
more easily

Différents schémas sont possibles :

Mary shops carefully. I shop more carefully.
I shop more carefully than Mary.
I shop more carefully than she.
Mary shops more quickly than I.
I shop more carefully than she shops.
I shop more carefully than she does.
She shops more quickly than I do.
She shopped more quickly than I did.

Dans les trois derniers exemples, **than** est suivi d'un sujet et d'un auxiliaire. L'auxiliaire évite de répéter le verbe (**shop** dans les exemples ci-dessus). Il se conjugue au temps voulu par le contexte et s'accorde avec le sujet.

Pratiquez votre grammaire

Complétez les phrases suivantes avec le comparatif du mot entre parenthèses. Vous trouverez les corrigés à la page 330.

- This computer is _____ than the others, but it is a very good value.
(expensive)
- Gold is _____ than silver.
(valuable)
- Retail prices are _____ than wholesale prices.
(high)
- You can get a _____ price for that product if you buy it online.
(good)
- This store displays its products _____ than other stores in the area.
(attractively)
- You will find those products _____ if you look on the Internet.
(fast)
- That brand is _____ than others and is difficult to keep in stock.
(popular)
- The new store is _____ than the old one and has many more items for sale.
(large)

Révision lexicale et grammaticale

Vous trouverez les corrigés à la page 330.

Phrases à compléter

Choisissez le mot qui convient pour compléter les phrases suivantes.

- The stores are always _____ on Saturdays than they are any other day of the week.
(A) crowd
(B) crowds
(C) crowded than
(D) more crowded
- This brand is very popular and sells faster than other brands _____.
(A) is
(B) do
(C) did
(D) does
- When a store doesn't have a certain _____ in stock, they may offer to order it for you.
(A) product
(B) produce
(C) producing
(D) production
- All items in this store are _____; just present your receipt and we will give you your money back.
(A) refund
(B) refunds
(C) refundable
(D) refunding
- Jack needs to buy a new computer and is looking for one that is _____ his old computer.
(A) fast
(B) fasts
(C) faster
(D) faster than
- He retails items to a few individual customers, but his _____ business is selling wholesale to stores throughout the region.
(A) actual
(B) acting
(C) actually
(D) actualize
- On a rainy afternoon, I like to go to the mall and _____ around the stores.
(A) value
(B) browse
(C) retail
(D) stock
- My new car is _____ than my old car was.
(A) luxury
(B) luxuries
(C) luxurious
(D) more luxurious
- I enjoy shopping in this store because it is cleaner than most other stores _____.
(A) is
(B) do
(C) are
(D) does
- The clerks in this store treat the customers _____ than clerks in other stores generally do.
(A) more politely
(B) politely
(C) politer
(D) polite

Exercice de compréhension

Lisez la lettre suivante, puis répondez aux questions.

James Jones, Manager
East Side Electronics
23 Main St.
Brownsville, IN 04821

Dear Mr. Jones,

I thought you would want to know about an unpleasant experience I had at your store last week. I bought a laptop computer, but when I got it home, I found that it was broken. I plugged in the power cord and pushed the power button, but it wouldn't turn on. I returned it to the store to exchange it for another one. I didn't even ask for a refund. I just wanted a computer that worked. However, the clerk refused to exchange the computer for me. In fact, he suggested that I had broken the computer myself. He said he would fix it, but I would have to pay for the repairs. I don't think this is fair at all. I want to make it clear that I paid full price for the computer. It wasn't on sale and didn't have a discount, and I have the receipt that proves that. In the past, I have bought all my computer and printer supplies at your store because your prices are better than at other electronics stores. But now I see that your service is worse. I will not make any more purchases at your store.

Sincerely,

Patricia Martin

1. Why did Patricia write the letter?
 - (A) To find out what products are on sale
 - (B) To get information about electronics
 - (C) To complain about the service
 - (D) To ask for a refund
2. What did Patricia buy last week?
 - (A) A computer
 - (B) A printer
 - (C) A power cord
 - (D) A button
3. The word *returned* is closest in meaning to
 - (A) recovered
 - (B) bought
 - (C) showed
 - (D) took
4. The word *discount* is closest in meaning to
 - (A) lower price
 - (B) broken piece
 - (C) better brand
 - (D) new package