

CROSSROADS

CROSSROADS Language Studio's Newsletter November, 2018



Since ancient times people have bought and sold from each other, originally using labour or trading animals in exchange for produce from farmers, before items such as conch shells and the first currencies (estimated 600bc) began to be used.

Then, markets and fairs emerged from daily fruit and vegetable stalls to annual mass gatherings, with Roman and Greek ruins still testament to the great lure that goods proved to the masses. The market place then evolved from nomadic, temporary stalls into permanent, built shops through the Middle Ages, before emerging as more of a pursuit for pleasure, rather than just for necessities, in the mid-1700s (in Western Europe at least).

From here, more and more countries' economies would come to rely on retail trade, but shops became vital socially too. Such shopping served as a means for social interaction, providing a central hub around which towns were often built and society flourished, friendships forged and deals brokered. As grocery stores and specialist shops came to be superseded by the supermarket, though, a trend started where retailers have been moving further out of city centres – as typified by the rise of US-style, out-of-town shopping malls and hypermarkets. Localised trade had also helped distribute wealth, and created jobs, locally. The emergence of the internet in the 1990s increased the flow of wealth and work away from the point of sale though.



Now, the lure of immense selections of goods online, at a fraction of the price asked in-store, is starting to turn city and town centres into ghost towns, as high shop rates and a lowering customer turnout forces shops to close up, or move their retail service online too. Even there, though, with the emergence of gigantic online retailers like Amazon, Rakuten and Aliexpress, privately-owned internet shops are being brought out or swallowed up as the 'big-hitters' undercut their rivals and offer unbeatable discounts – 'predator pricing' - at least until the competitors have been defeated.

Opponents of such trends argue that people are becoming further isolated from each other and that societies are threatened due to lost jobs, relationships and lost finances (people still pay out their money, but none of the corporate profits are reinvested locally). Some also feel that shopping through the internet poses risks of scamming and card skimming, where unscrupulous thieves may steal your data and then your money, or of receiving fake or inferior products when purchasing online.

In some countries, to counter the movement towards internet shopping, campaigns have been set-up to 'support your local shop-keeper', combined with a resurgence of local (often organic-produce) markets, garage sales (USA), car boot sales (UK) and people trading and giving away their fruit, vegetables and other commodities.

What do you think – is it worth preserving the high street, the local shops, family-run grocers, farmers' markets and the community that goes with them, or should we continue

moving towards buying everything online and enjoy the convenience of staying at home?



Net News

NET LESSONS: Too busy to come to CROSSROADS?
.... Try our *lessons on the net!*

Here's a list of most of the online shopping sites in Japan: <https://www.onegai-kaeru.jp/japanese-online-shops/>

Article by Mark

Some Thoughts for the Month



Joshua Says: I think everyone is now aware of our new business support service; if you need to use English at work and you're having trouble dealing with some of the details – you don't understand an email; you need to check your English translation of your company's pamphlet; the restaurant you work for has asked you to translate their menu, etc - bring it in and we'll take a look at it for you. This support is free for all our students and it is our hope that, through you as "English ambassadors," Ehime will soon get to join the international business/tourist community.

Junko Says: The Japanese parliament is now discussing new laws concerning foreign laborers. And every provincial city is trying to expand the marketing of its products to foreign countries. Also, the English entrance examination system for universities is going to change from 2021. With these changes, I feel Japan is entering a second globalization phase. Of course the role of English is becoming more important. Now, the only thing remaining for us is to go along with the movement and speak English!



Mark Says: I am still hoping for a freak, deep snowfall (especially after seeing snowflakes last week), but am enjoying the crisp air under blue skies. Whenever I've lived in temperate (4 season) climates I have always fattened-up coming into winter, gaining weight naturally as a barrier against the cold. In Japan though everyone stays slim – including myself. I think there's some magic in the air!

Darrin Says: This month, my family are celebrating my daughter's "Shichi, go, san," or 7, 5, 3 in English. It's not something that we do in Australia, but as the saying goes, 'When in Rome....' I must say that it's been fun watching her getting dressed up in a kimono and taking photos of her at some different places in Matsuyama and Uwajima. I may be biased, but I think she looks very cute.



Mandcy dit: C'est bien connu, la France est le pays de l'AMOUR!! Ainsi, Victor Hugo disait : "Vous voulez la Paix, créez l'amour" Mais le saviez-vous? Cette année, La France fête le centenaire (100 ans) de la Première Guerre mondiale. On ne célèbre pas la guerre en fait, mais plutôt la Paix. Je suis d'ailleurs très heureuse de vivre dans un pays aussi pacifique que le Japon. Et j'espère que nous puissions vivre heureux encore de longues années.

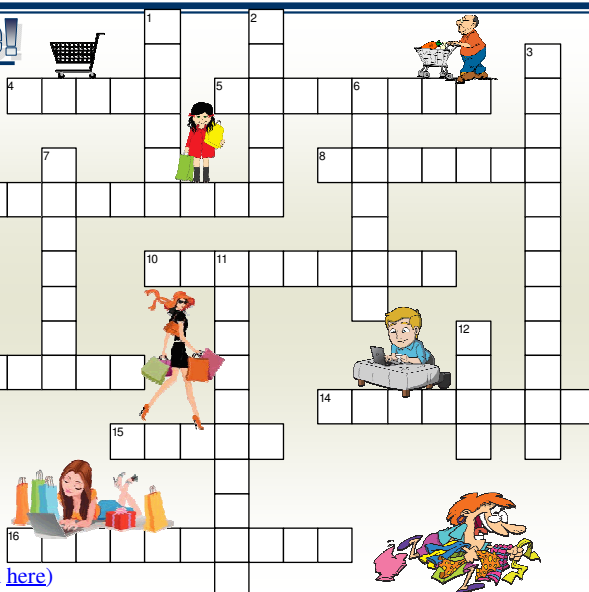
ACROSS

- 4 places to gather products for business
- 5 bought and sold
- 8 having no fixed home
- 9 grown vigorously, successfully
- 10 strong evidence
- 13 perform an essential function
- 14 sell cheaper than the competition
- 15 a type of seashell
- 16 begin again

DOWN

- 1 the common people
- 2 made with effort and care
- 3 dishonest, without principles
- 6 developed through time and experience
- 7 participate in an activity
- 11 taken the place of
- 12 a promise of some kind of reward

Play A Game!



(print version [here](#))



Critic's corner with S(a)3's Taro:

"If I wasn't hard, I wouldn't be alive. If I couldn't ever be gentle, I wouldn't deserve to be alive."

My father said this, out of the blue, when I was lying on the sofa. He asked me who said this phrase. I answered it was Philip Marlowe, a detective in the novels of Raymond Chandler. He nodded and told me that he was going to cite it in front of his students. He was a high school principle and he was looking for a good message for alumni.

Have you read his stories? You might have heard some titles like "The Long Goodbye" or "Farewell, My Lovely" (not "A farewell to Arms"). You can find the phrase my father liked in "Playback," the last novel by Chandler. In the story, Philip Marlowe saved a poor lady who was being blackmailed. He was very tough and strong, but he treated the lady tenderly. When she asked him, "How can such a hard man be so gentle?", he answered with this phrase.

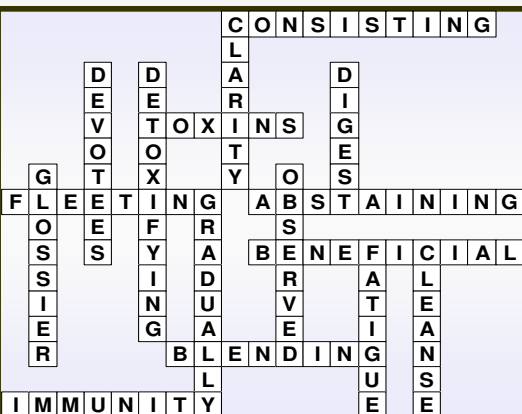
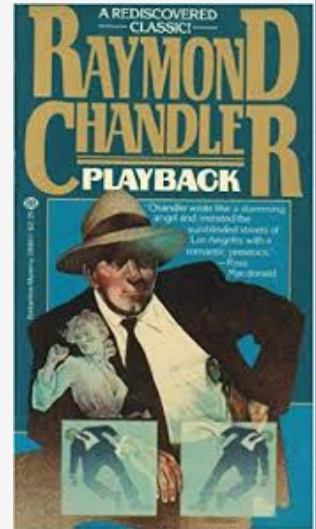
The phrase explains briefly the manner of a "hard-boiled detective." As you know, "Hard-boiled" is originally a word describing eggs. In literature, it means a character that is very cool, tough and uncompromised. On the other hand, Marlowe becomes kind and sentimental once in awhile. He covers his heart with his armor of coolness.

Of course, Chandler's books are entertaining for readers. Also, they are good for students as English textbooks. They contain a lot of instructive words and phrases. If you read the sentence in the headline of this article again, you will notice it is a good example of the subjunctive mood. Marlowe will teach us correct grammar.

Even if you don't like reading, you can enjoy Marlowe's adventures on DVD. He has been portrayed by stars like Humphrey Bogart ("The Big Sleep," 1946), Elliott Gould ("The Long Goodbye," 1973) and Robert Mitchum ("Farewell, My Lovely," 1975). My favorite is Humphrey Bogart. He also acted as another famous hard-boiled detective, Sam Spade, in "The Maltese Falcon" in 1941.

When you enjoy good books or movies, you can study well. Let's try together!

"If you didn't study hard, you wouldn't be a student. If you couldn't enjoy studying, you wouldn't even deserve to be a student."



Last Month's puzzle Solution

ACROSS

- 1 made up of
- 5 poisonous substances
- 8 lasting for a short time
- 10 choosing not to do something
- 11 useful or helpful
- 14 combining into one
- 15 resisting disease

DOWN

- 1 free from confusion, easy to understand
- 2 followers
- 3 removing poisons from
- 4 convert food for use by the body
- 6 shinier and smoother
- 7 watched closely
- 9 slowly, step by step
- 12 loss of strength and energy
- 13 to clean



Don't forget... Our SPECIAL 1+1 Campaign offer! Up to 50% off!!

See our notice board, or ask Junko in our office, for the details.