

### CROSSROADS Language Studio's Newsletter April, 2022

# planned obsolescence

**D**o you sometimes wonder why it is that your parents' tools and equipment still works despite their age and years of use, while your shiny new household gadgets break down as soon as the warranty no longer applies?

It's not just your bad luck or the costperformance factor at play. What many of us experience, in practical terms, is an industry practice called "planned obsolescence." The aim is to intentionally design a product to wear out prematurely and cause the device to cease functioning properly, warranting a repair or, all too often, a replacement of the entire product. Back in the days when our technological commodities daily designed to last as long as possible, people fully expected them to do their intended task without fail. The choices were limited and the cost of products was directly transferred to longevity and robustness of the design.

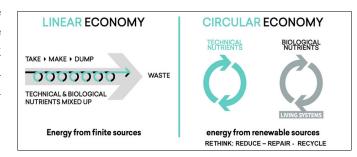
Nowadays, however, we are neck-deep in the world of fast fashion and disposable electronic devices, which are replaced with the latest model. Planned obsolescence



Fortunately, people are slowly becoming appreciative of quality over quantity, demanding more durable and sustainable products.

Government policymakers are now focusing on this subject, introducing new regulations for manufacturing industries, making it difficult or impossible to produce goods that cannot be repaired or their components replaced. People will also be informed about the expected product cost-lifespan, so they can make more educated of us purchasing decisions.

In Scandinavia, many start-up companies are spearheading ideas for repairing existing devices and creating new ones that can be easily fixed by an average consumer. Additionally, more and more people are keen to share many possessions, such as cars, washing machines, power tools, etc.



This shift of thinking of ownership will have a great impact on how we behave as consumers and hopefully this will lead to better models of recycling and waste management – which are currently in dire need of restructuring – extending all the way to a new economic system that doesn't heavily rely on consumption. Getting rid of planned obsolescence is the first big step to creating better economy and a better world.

Article by Marek

## Net News

**NET LESSONS**: Too busy to come to CROSSROADS?

### .... Try our lessons on the net!

For more info and more details, please visit: https://www.bbc.com/future/article/20160612-heres-the-truth-about-the-planned-obsolescence-of-tec

## Some Thoughts for the Month



<u>Joshua Says</u>: Well, guess what! The TV in our open house is now working perfectly! This means that you can now watch the news, the latest movies and TV whenever you have some free time – lesson day or not. It will be on all day while we remain open and everyone is welcome to come in and use this chance to "soak-up" some English. Catching up with the news from overseas is a good way to get that "extra perspective" on what's going on out there.

<u>Junko Says</u>: As you know, the USB (Universal Serial Bus) device is one of the most common systems for connecting computers to other devices. The "Bus" in its name refers to a set of wires that carry information to and from different devices just like a city bus transports people from one place to another. And if you're not careful you can catch the wrong bus! Recently, I bought the wrong USB cable. The ports that receive these cables have different colors indication different data transfer rates, ranging from 0.19Mbps to 10Gbps. If you don't catch the right bus, get the right cable speed, watch out!

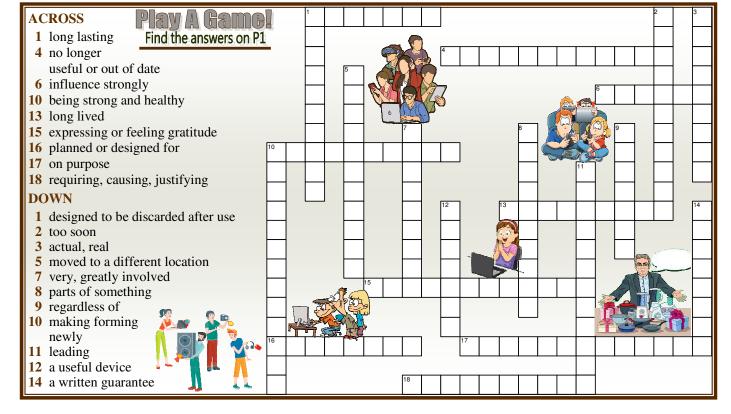




<u>Marek Says</u>: Recently I read an article about a winemaker from Norway, who successfully grows grapes and produces quality wine. A couple of decades ago this would be unimaginable, but now climate change opens up new possibilities to farmers in the northern and southern regions of the planet. It also creates new challenges to existing vineyards closer to equator, forcing them to adapt in order to survive.

<u>Mandcy dit:</u> Joyeuses Pâques à tous! C'est la fête du chocolat. Et vous? Quel est vôtre chocolatier préféré? Personnellement, j'aime beaucoup Pierre Hermé et ses petits macarons au chocolat. A cause de Pâques, j'ai mangé trop de chocolat et j'ai eu une crise de foie. J'ai mangé des oeufs, des lapins et des cloches en chocolat. Je suis trop gourmande! Et vous, quel est vôtre pêché mignon?





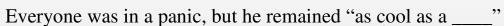
# A simile uses "like" or "as" to compare two different things that express a common quality. Below, you will find some commonly used similes. Finish them by selecting the correct missing word:

He can never hide his feelings. "His heart is like an open \_\_\_\_

A: door.

B: book.

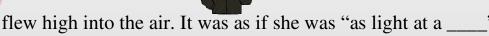
C: bag of potato chips.



A: movie star.

B: banana.

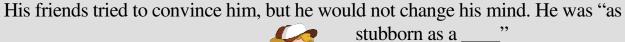
C: cucumber.



A: feather.

B: balloon.

C: breeze.



A: rock.

B: mule.

C: brick.



I wouldn't trust a word he says. He's "as cunning as a \_\_\_\_

A: snake.

B: monkey

C: fox.

# Last Month's Puzzle Solution

## 

### ACROSS

- 1 in an important way
- 4 parts of a broadcast serial
- 5 idea
- 6 a collection of various things
- 7 able to pay for
- 8 many of
- 9 restored or returned
- 14 how something is done
- 16 parts of something
- 17 based on or imitating something
- 18 made shorter
- 19 things gathered together
- 20 someone who makes and sells hats

#### DOWN

- 2 insult to one's self-esteem
- 3 true, correct
- 10 left behind
- 11 the owner of a business
- 12 a humorous play on words
- 13 at the beginning
- 15 absolutely necessary

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