

CrossTalk

CROSSROADS Language Studio's Newsletter April, 2022

planned obsolescence

Do 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 cost-performance 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 daily technological commodities were 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.

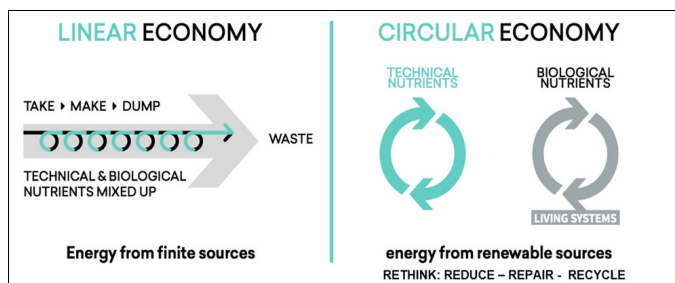
Nowadays, however, we are neck-deep in the world of fast fashion and disposable electronic devices, which are replaced with the latest model. Planned obsolescence drives consumption, and that is its main reason for existence.



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 lifespan, so they can make more educated 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

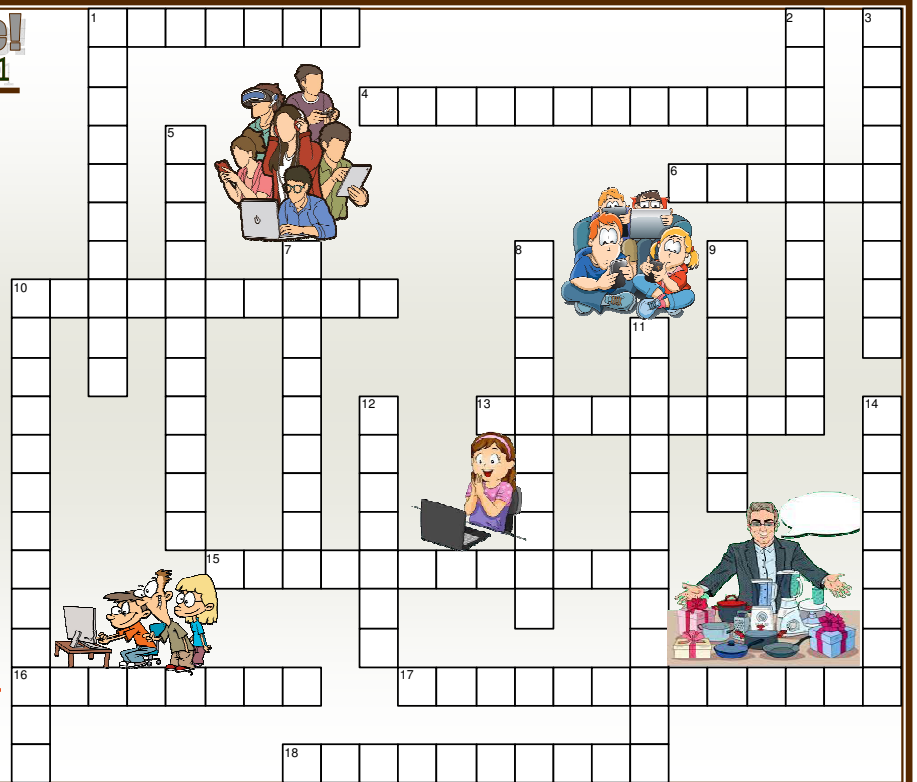
Net News

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>

A headshot of Dr. David A. Clark, a man with short brown hair, smiling. He is wearing a light blue and white striped dress shirt and a dark tie. The background is a plain, light-colored wall.

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.



Everyone was in a panic, but he remained "as cool as a ____"

- A: movie star.
- B: banana.
- C: cucumber.



The dancer _____ flew high into the air. It was as if she was "as light as a ____"

- A: feather.
- B: balloon.
- C: breeze.



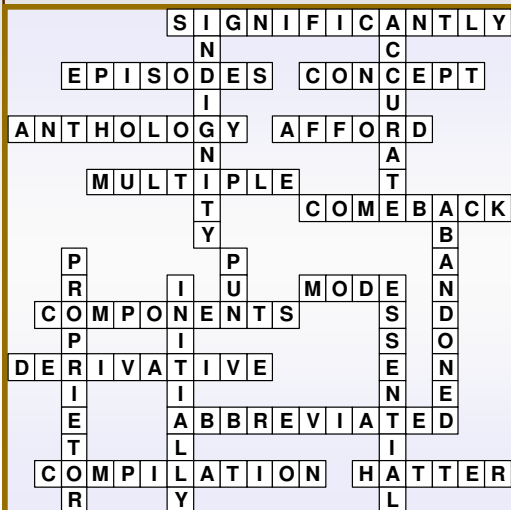
His friends tried to convince him, but he would not change his mind. He was "as stubborn as a ____"

- 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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