



**HYPNOLANGUAGE**  
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141. A society where money is king

W: Sarah, how do you manage to get by in this consumer society?

Sarah: well I have to work on top of my studies to be able to get by and pay my rent. That's where you ought to realize that money doesn't grow on trees.

W: Sure, it's hard. What amazes me the most is that these days, many people live way beyond their means.

Sarah: we live in a materialistic society and are trained from a very early age to be acquisitive, that's why the only thing people are interested in is making more money.

W: As we say, money is the sinews of war!

Sarah: we all know that in today's society success is measured by money. And a problem arises as well, which sustains this phenomenon.

W: really? What is it?

Sarah: The built-in obsolescence of a large number of consumer goods helps to make people obsessed with money. As a result, lots of people don't spend their money sensibly and find it difficult to make ends meet.

W: Not to mention that some people spend their own lives trying to keep up with the Joneses. So if you add the fact that credit cards help to create a spendthrift attitude in many people and some never manage to escape the credit trap, then you understand that the more money you have, the more money you spend because you always create new needs for yourself.



GLOSSARY:

A society where money is king: une société basée sur l'argent	the sinews of war: le nerf de la guerre
To get by: s'en sortir	A phenomenon: un phénomène
Ought to (auxiliaire): devoir	The built-in obsolescence: l'obsolescence programmée
To realize: réaliser	consumer goods: les biens de consommation
To grow on trees: (littéralement) pousser sur les arbres, ici tomber du ciel	their own lives: leurs propres vies, <i>ici</i> toute leur vie
To amaze : étonner	the Joneses: les Jones <i>qui signifie</i> les voisins
To be trained : être entraîné	credit cards: les cartes de crédit
to be acquisitive: avoir le goût de la propriété	a spendthrift attitude: une attitude dépensière
To be interested: être intéressé	the credit trap: le piège du crédit
To measure: mesurer	new needs: de nouveaux besoins
To arise: provenir, émaner	Way beyond: bien au delà, largement au dessus
To sustain: soutenir, maintenir	Sensibly : à tort et à travers
To be obsessed with: être obsédé	
to make ends meet: joindre les deux bouts	
To spend: dépenser	
To keep up: faire aussi bien	
To add: ajouter	
To escape: échapper	
consumer society: la société de consommation	
my studies: mes études	
A rent : un loyer	
Their means : leur moyens	
a materialistic society: une société matérialiste	
a very early age: dès notre plus jeune âge	