

## **M.Phil Year 2 Translation 13HT Week 1**

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### **Buy British: Why isn't there a new campaign**

1. He says the default setting is unpatriotic because shoppers believe "German salami is better than British salami and French wine is better than British wine". Empire and immigration has led to the British consumer becoming "much less parochial".
2. It would be very hard for Cameron to stand up and say Buy British, when half of our exports go to the EU. If they did the same half our exports would no longer go there.
3. In addition to price, another problem for any Buy British campaign could be that many people assume that nothing is manufactured in the UK.
4. The UK is producing more with fewer people, and like most modern economies, the focus has turned to higher-value items such as aerospace and defence equipment.

<http://www.bbc.co.uk/news/magazine-15551818>