

Extra Reading

- 1 Look at the first paragraph. Read the first and last sentence.
What is the main idea of the paragraph?

1. Researchers argue about sales and profits.
✓ 2. The food industry is partly responsible for people being overweight.
3. It's easy to lose weight.



Food

If you want to lose weight, you have to eat a sensible diet and exercise more. It is simply a matter of willpower and self control. However, a growing number of studies are beginning to question this traditional approach to dealing with obesity and have found that environmental factors must also take some of the blame for the rise in obesity in the United States. Researchers argue that the food industry, in its desire to increase sales and profits, has played an integral role in creating the country's weight problem and must be held accountable.

Firstly, researchers suggest that the increase in portion sizes over the last 30 years in the United States has encouraged people to eat more. One experiment conducted by the University of Illinois showed that if given an extra large tub of popcorn instead of a smaller container, cinemagoers will eat 45 to 50 per cent more. This theory is further supported by the fact that in countries such as France, where people are thinner, portion sizes are significantly smaller than those in the United States.

In addition, it would seem that it is the price of healthy food products which has the most effect on whether people are likely to buy them. In a recent study, researchers from the University of Minnesota found that dropping the price of low-fat snacks by even a very small amount had a direct effect on the number of these snacks that were purchased.

Although nobody can deny that the responsibility for eating healthily ultimately lies with the individual, experts believe that many Americans would find it much easier to lose weight if portions were not quite so large and healthy food options were not quite so expensive.

- 2 Decide whether the sentences are true (T) or false (F). Find evidence in the text to support your answers.

- F 1. The food industry can't be held responsible for weight problems.
The food industry, in its desire to increase sales and profits, has played an integral role in creating the country's weight problem and must be held accountable.
T 2. People eat more food if they are served bigger quantities.
the increase in portion sizes over the last 30 years in the United States has encouraged people to eat more.
T 3. French people eat less than their American counterparts.
in ... France, where people are thinner, portion sizes are significantly smaller than those in the United States.
T 4. People don't buy healthy food because of the price.
... dropping the price of low-fat snacks even by a very small amount had a direct effect on the number of these snacks that were purchased.
T 5. Individuals are not entirely to blame for the obesity epidemic in the United States.
Although ... the responsibility for eating healthily ultimately lies with the individual, ... Americans would find it much easier to lose weight if portions were not quite so large and healthy food options were not quite so expensive.

- 3 Write four words from the text that have got the same sound as:

east /i:/ eat, dealing, obesity, increase,
recent, even, eating, easier, these,
believe

- 4 Answer the questions.

1. According to researchers, what motivates the food industry?
The food industry is motivated by increasing sales and profits.
2. How can the food industry help people to lose weight?
The food industry can lower the price of healthy snacks and reduce the portion sizes.

- 5 Find words or expressions in the text that mean the same as:

1. determination (paragraph 1) willpower
2. important (paragraph 1) integral
3. responsible (paragraph 1) accountable
4. carried out (paragraph 2) conducted
5. bought (paragraph 3) purchased
6. in the end (paragraph 4) ultimately

Extra Reading

1 Read the first paragraph. What conclusion can you infer?

- ☐ 1. Some people go to parties for a living.
- ☐ 2. People feel satisfied at parties.
- ☒ 3. People are affected by how others perceive their jobs.



Are You Proud of Your Job?

The next time someone at a party asks you what you do for a living, think very carefully about how you answer. The reaction you get to what you say may well have a direct effect on how satisfied you continue to feel at work.

Research has shown that job satisfaction may be greatly affected by what other members of society feel about a particular job. A survey conducted by Harris Interactive demonstrated that teachers have become more highly regarded in the USA over the past 30 years. Interestingly, this finding corresponded to a similar rise in the percentage of teachers who said that they were very satisfied with their career.

Yet, if the amount of prestige that is given to a particular job is indeed important, this poses a problem for companies. The Harris survey found that low-paid jobs such as teachers and firefighters scored well on prestige, while the prestige of professional athletes has fallen as their incomes have risen. This suggests that there is little correlation between prestige and money. As a result, it cannot be influenced by a standard incentive such as an increase in salary, so organisations must develop new strategies if they wish to influence what people in society think about a particular job.

With this idea in mind, the American Trucking Association is attempting to improve the low morale of lorry drivers by altering the perception people have of them. It has introduced a Highway Watch programme which encourages drivers to look out for potential terrorist and criminal activities, in the hope that it will improve their prestige.

However, prestige can often be influenced by factors that are beyond a company's control. For example, when the well-known American comedian Jay Leno made an unfair joke about the employees of 7-Eleven, the popular convenience shops in the USA, no amount of marketing by the company could undo the damage done. It would seem that if employers truly wish to improve their workers' reputation, they have their work cut out for them!

2 Now read the whole text and choose the best answer.

1. The Harris survey showed that ...
 - a. people admired teachers more in the past
 - b. teachers have to be more than 30 years old
 - ☒ c. people admire teachers more highly today
2. The American Trucking Association wants to ...
 - ☒ a. improve the status of its drivers
 - b. help drivers to realise their potential
 - c. catch terrorists

3 Write two words from the text that have got the same sound as:

say /ei/ say, may, paid, demonstrated, USA,
 day /ei/ correlation, organisations, they, Highway,
 eye /ai/ Jay, reputation
 satisfied, highly, rise, firefighters, society,
 idea, mind, Highway, drivers

4 Decide whether the sentences are true (T) or false (F). Find evidence in the text to support your answers.

- T 1. People care what others think of their jobs.
 Research has shown that job satisfaction may be greatly affected by what other members of society feel about a particular job.
- F 2. Teachers in the USA used to have more prestige than they do today.
 ... teachers have become more highly regarded in the USA over the past 30 years.
- T 3. The prestige of lorry drivers is low.
 ... in the hope that it will improve their prestige.

5 Find words or expressions in the text that mean the same as:

1. showed (paragraph 2) demonstrated
2. connection (paragraph 3) correlation
3. regular (paragraph 3) standard
4. reward (paragraph 3) incentive
5. spirit (paragraph 4) morale
6. changing (paragraph 4) altering