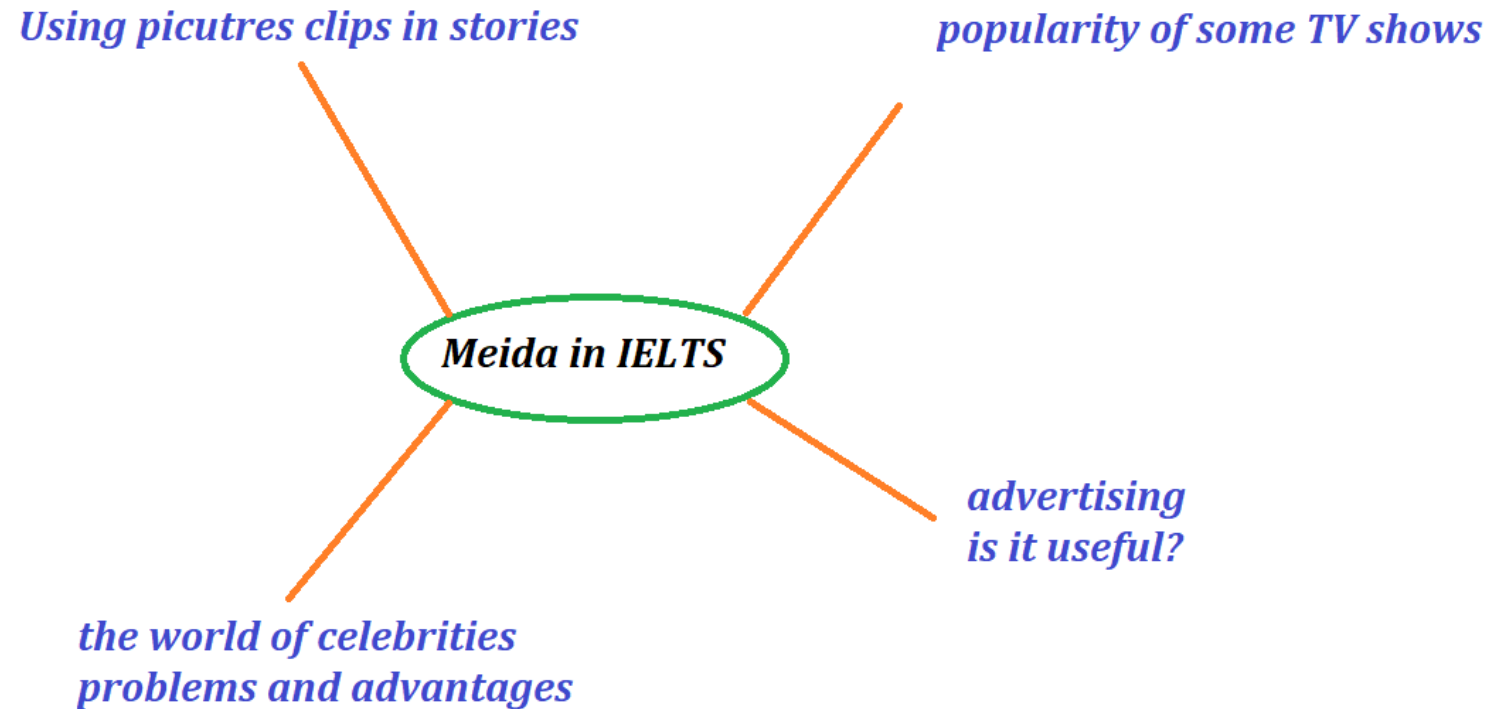




Health and food
Media and advertising

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Key phrases for Media



Some vocabulary items to create ideas

Illusions of reality	Advertise vulgarity	Unethical behavior	Alternative media sources	Monotonous
Tabloids/ broadsheets	Pry into someone's life.	Celeb's life is on the rocks.	Buying on impulse	In the public eye



News stories on TV and in newspaper are very often accompanied by pictures. Some people say that these pictures are more effective than words.

Pictures and clips are necessary	Pics and clips not necessary
<p>Photos stay in the memory of people for a longer period of time. they create a lasting impression.</p> <p>Pictures capture the true essence of an event.</p>	<p>words are really impressive especially in broadsheets.</p> <p>But</p> <p>Without pictures the columns seems monotonous.</p>



Is advertising useful?

Useful	Not useful
<p>They usually cause customers to buy on impulse.</p> <p>Children are usually the target, because they have a nagging power.</p> <p>Advertising cause consumerism to grow. (glamorize consumerism)</p>	<p>Advertising is a tool for marketing a product.</p> <p>To promote a product, they present a flattering picture of it.</p>



The world of celebrities: problems and advantages

Problems	Advantages
<ul style="list-style-type: none">• Tabloid reporters are always after them.• Celebrity background investigated in detail.• One mistake and their life will come under attack.• Their life in the public eye.	<ul style="list-style-type: none">• They can make a lot of money• 😊



Popularity of TV shows

Bad	good
<ul style="list-style-type: none">• Glamorize consumerism.• Unethical behavior is valued.• Some of them gain popularity through vulgarity.	<ul style="list-style-type: none">• Some of them are informative.



Food and health in IELTS

- **Increasing the number of sports facilities to improve health**
- **People go hungry around the world despite agricultural advances**
- **Working people not getting enough exercise and they are sick**
- **Average weight of people is increasing, and their health is decreasing.**



Related vocabulary

Deliberate policies to cause starvation	A man-made crisis	Food scarcity	Obesity	Sedentary lifestyle
Physical recreation	Couch potato	Addiction to sth	Penalize	Counter the issue



A sedentary lifestyle

Why is this the case?	How to improve it? To counter the issue,....
<ul style="list-style-type: none">• The world's adult population face competitive labor market → they have to work longer hours → no movement in front of computers → Increase the risk of cardiovascular diseases.• They are addicted to TV or catch up on their sleep on weekends.	<ul style="list-style-type: none">• Take frequent breaks while working.• Penalize employers who force too many tasks on their clients.• Provide more sport facilities in the parks for the public.



Food, agriculture and hunger

Famine is a man-made disaster

The reason for starvation is mainly political → civil wars → some parts do not receive food supply they have no means of finding food

Economic → there is abundant food access → but too expensive to buy

World food organization should be there to help people.

International observation for food distribution



Food and health speaking questions

- What time do you usually eat dinner?
- Are there any types of food you don't like?
- How often do you cook? Would you like to be able to do so more often?
- How often do you eat out? Would you like to do so more often?
- Would you say that you have a healthy diet? Why do you say that?
- What kinds of restaurants do people your age in your country usually go to? Is that different from your parent's generation?



Media questions

- Where do you usually get the news from? (Why do you choose that medium?)
- Do you regularly read any magazines? (What kinds of topics do they cover?)
- Do you often read a newspaper? (Why/ Why not?)
- In which kinds of circumstances do you usually listen to the radio? (Would you like to listen more often? Why/ Why not?)

