

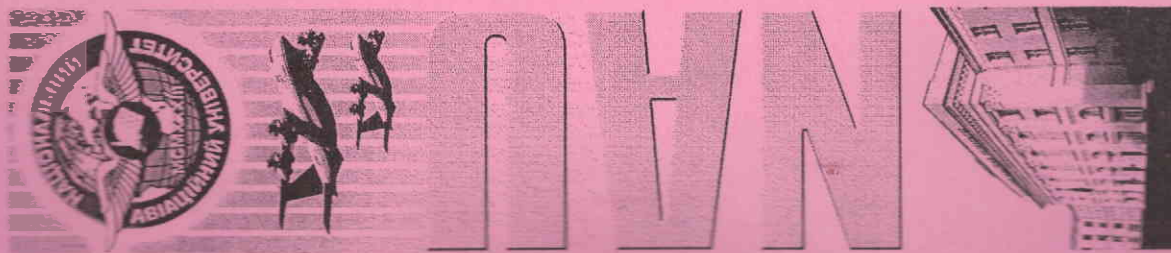
MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
National Aviation University

S. Grynyuk

ENGLISH FOR SOCIOLOGISTS

Practical manual

Kyiv 2015



VIVERE!
VINCERE!
CREARE!

Міністерство освіти і науки України
Міністерство освіти і науки України
Міністерство освіти і науки України

Національний авіаційний університет
Національний авіаційний університет
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Київ, 2015

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Посібник містить матеріал для фахової підготовки майбутніх фахівців за напрямками підготовки «Соціологія», «Соціальна робота». Для студентів вищих навчальних закладів.

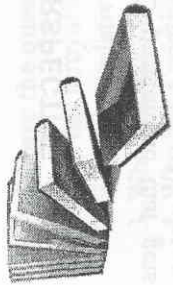
Групуук S.

G 91 English for sociologists : practical manual / S.P. Групуук. – Kyiv : NAU, 2015. – 48 p.

A manual contains material for the professional training of future specialists in the field branches "Sociology" "Social work".
For the students of higher educational establishments.

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ВСТУП

Практикум першочергово призначений для студентів вищих навчальних закладів для напрямів підготовки «Соціологія» та «Соціальна робота».

Основною метою даного посібника є подальше формування, розвиток та автоматизація навичок читання англійської літератури автентичного характеру за фахом.

Структурно кожен розділ складається з тексту для читання та низки тренувальних вправ, які слідують за ним. Розроблені лексико-граматичні вправи відображають контекст поданої інформації у тексті і націлені на перевірку розуміння тексту, оптимізацію засвоєння певних граматичних аспектів іноземної мови. При розробці вправ у розрахунок приймалися їхня комунікативна спрямованість, лексичне наповнення та граматичний контекст, які призначені для перевірки не тільки розуміння змісту запропонованого матеріалу, але й загальної мовної компетенції студентів, учнів, усіх бажаних вивчати іноземні мови.

Запропонований посібник сприяє формуванню навичок читання текстів, що характеризуються професійною спрямованістю, та реалізації їх у різноманітних ситуаціях мовного характеру, ознаменнено з культурою англійських країн, культурою спілкування та етикетом, розширення лінгвістичних знань у цілому.

Передбачається, що даний посібник сприятиме розвитку і закріпленню навичок читання іноземною мовою, подальшому вдосконаленню та розширенню попередньо отриманих знань.

Text 1. THE SOCIOLOGICAL PERSPECTIVE

1. Read the text.

Who Do You Think You Are? is a BBC programme that gets celebrities to research their family's roots. They find out about their ancestors, sometimes travelling across the world to interview relatives. They discover that their family histories include every type of person imaginable: heroes, liars, geniuses, soldiers, inventors and even kings.

In one episode, model Jodie Kidd learns that she is the great-granddaughter of newspaper owner Lord Beaverbrook, who was a politician during both world wars. Jodie also discovers that her great-grandfather on her mother's side of the family made a fortune from building ships during World War I and received letters from the King of England and Winston Churchill.

And on the subject of kings, Olympic athlete Matthew Pinsent finds that he is related to Edward I, one of the most famous kings in British history. Another Olympic gold medallist, Colin Jackson, takes a DNA test and discovers that he is fifty-five per cent sub-Saharan African, thirty-eight per cent European and seven per cent American Indian. The last result comes as quite a surprise!

Davina McCall, presenter of **Big Brother**, knows her mother's side of the family is from France. She goes to Paris and finds out that her great-grandfather, Celestin Hennion, was famous throughout France as head of the French police. He once received a medal from King George V to say 'thank you' for organising security for the king's trip to France in 1914.

Not everyone on the programme finds good news about their family history. Jerry Springer learns of a tragic story: his parents escaped Nazi Germany three days before the start of World War II but other family members died in the war. And Actress Kim Cattrall discovers that her grandfather, from Liverpool, UK, abandoned his family, including three young daughters. He didn't go far. Forty miles down the road in Manchester, he started another family.

Finally, Nigella Lawson, a famous chef whose father was a British politician, discovers that one of her relatives was a thief from the Netherlands. After being sentenced to prison, he escaped to England, which is how the Lawsons ended up in London.

2. Answer the questions on the text.

1. Who has a royal ancestor?
2. Who has a relative who was a policeman?
3. Who has roots in three continents?
4. Who has a relative who started a second family?
5. Who has an ancestor who built boats?
6. Who has a criminal relative?

3. Find words or phrases in the text that match meanings below.

- 1) a lot of money; 2) someone who won a gold medal in sport; 3) making arrangements so someone is safe; 5) extremely sad; 6) left someone (or something) in a bad condition; 7) given a punishment for a crime.

4. Complete the conversations. Use a verb from the box and a contraction of *had better* or *had better not*, depending on the meaning.

arrive ask be call hurry walk

1. A: Is the gift shop still open?
B: Yes, it is. But you _____. It closes in five minutes.
2. A: When does the sales meeting begin?
B: At 2:00 sharp. We _____ late.
3. A: Do you think I could walk to the museum from here?
B: Well, it looks like rain. You _____. You should take a taxi instead.
4. A: Do you think we could get a table at Carlo's for dinner on Friday?
B: Well, it gets pretty busy. You _____ the concierge to make a reservation for you.
5. A: Hello, front desk? I'm trying to connect to the Internet but I can't seem to get online.
B: I'm so sorry. I _____ the business centre for you. They can send someone up to check it.
6. A: Is the fitness centre open early tomorrow?
B: Yes. It opens at 7:00. But you _____ early. It gets very crowded after 7:30.

5. Underline the correct alternative in sentences below.

1. I would like to *build/make* a film. 2. The doctor *cured/cared* me.
3. This hero *rescued/saved* my life! 4. Sometimes businesses can *become/develop* very successful. 5. My friend Jack *spends/goes* most of

his time watching TV. 6. She lost her job after being arrested by/for a crime. 7. I played/was the role of Hamlet. 8. The criminal spent/passed ten years in prison.

6. Underline the correct alternative.

1. I'd like to become famous *so/to/because* I'm going to study acting. 2. I'm doing an English course *so/to/because* improve my speaking. 3. I'll do many jobs in the future *so/to/because* I like to try different things. 4. You need to communicate well *so/to/because* become successful in my job. 5. I'd like to make a film about my life *so/to/because* I've had many great experiences. 6. I'd love to spend time abroad *so/to/because* experience another culture. 7. I'm going to take an exam *so/to/because* I have to study a lot. 8. It's difficult to be an impostor *so/to/because* you can never relax.

Text 2. SOCIALIZATION AND THE LIFE COURSE

1. Read the text.

Looking at your bank balance should carry a health warning these days. But while many of us are struggling to pay for the basics such as food, fuel, housing and transport, there are an awful lot of expenses that aren't essential but chip away at our bank balance regardless. Here are some reasons you're broke.

The very latest footwear and your professional-standard racket / bat / clubs / bike will not make you better at your sport. The same goes for DIY addicts: a laser spirit level is no better at getting a shelf level than a can on its side (does it roll off? No. Then it's level). Stop spending hard-earned cash on gear that won't make any difference.

You're tired, it's raining, you have a heavy bag. Suddenly, you have a great excuse to phone or hail a cab. I'm not saying cabs don't have a place, but try this simple rule: if you didn't need a cab to get there, then you don't need one back.

The latest, glossy, £40 cookbook from the TV chef du jour; a £30 hardback photo book of China's splendour; you may think these look good on your coffee table but, seriously, who are you trying to impress? If your visitors don't like you, then that book won't change their minds.

It's January. You decide to get in shape, so you sign up to a gym. Five months later and you've been once. There is no point paying a

monthly subscription in the hope you change your ways. If nothing else, your bank balance will be healthier.

A night out on the town is great fun, but if you're not careful your head won't be the only thing suffering in the morning. Drinks, club entry, the inevitable taxi home, possibly a stop off for your takeaway of choice on the way back, painkillers and isotonic drinks in the morning: £50, easily. Try that once a week and we're talking thousands over the year. Is it really worth it?

Not having to cook or wash up, table service, a sense of occasion ... there are dozens of reasons that dining out is great. And almost every one of them equally applies to dinner parties. Think about it: is £40 a head a better use of your money than a £10 bottle of wine for the host?

A 20-a-day habit will cost you about £2,200 a year. Still okay with that? Well, £1,600 of that money is tax. You just paid £1,600 to the Treasury for no good reason. Oh, and you're less likely to die of lung cancer if you give up.

Real honey and jojoba with sandalwood extract, not to mention the pro-vitamin soothing and hydration formula. That clearly means 200ml of bath gel is worth £22. Or you could buy 11 litres of soothing bath gel from a major supermarket or pharmacy brand for the same price. It will get you just as clean, promise.

That new Ford Focus might look lovely on the forecourt. But even in today's discounted times, you are paying £3,000 more for exactly the same car as a one-year-old vehicle. That's an awfully large amount of cash to spend on a single letter in the number plate.

2. Answer the questions.

1. Which of the advice do you think is good?
2. Which do you think would be a good idea for you to follow?
3. Make word combinations from these words and match them to the definitions below. They were all in the article.

| | | | | | | | |
|-------|--------|---------|---------|--------|---------|--------|--------------|
| party | level | balance | plate | table | warning | bank | health |
| gel | spirit | coffee | monthly | dinner | bath | number | subscription |

1. _____ the amount of money you have in your bank account;
2. _____ a statement explaining how something can affect your physical condition;

3. _____ a device used to check to see if something is perfectly horizontal;
4. _____ a small, low table;
5. _____ money paid every month for a service or product;
6. _____ a social gathering based around an evening meal;
7. _____ a substance used to wash oneself;
8. _____ a sign on a vehicle displaying its registration number.

4a. Look at this extract from the article: "Suddenly, you have a great excuse to phone or *hail a cab*." What does "to hail a cab" mean?

4b. Certain nouns are accompanied by a specific verb as in this expression. Underline the verbs that go best with the nouns below.

| | |
|-----------------------|--------------|
| 1. catch / get / find | a cold |
| 2. tell / say / speak | a lie |
| 3. say / put / give | an example |
| 4. make / take / do | a photograph |
| 5. have / take / eat | medicine |
| 6. sit / make / do | an exam |

Text 3. GROWING UP IN A CONTEMPORARY AND DIVERSE SOCIETY

Part I

1. Read the article and find out how the events have affected the mankind.

Some events change the direction of mankind. Here are our top 10 history changing events.

The Invention of Gunpowder. Ironically, it was a quest for immortality that led to the invention of the deadliest weapon before the arrival of the atomic bomb. Experimenting with life-lengthening elixirs around A.D. 850, Chinese Alchemists instead discovered gunpowder. Their explosive invention would become the basis for almost every weapon used in war from that point on, from fiery arrows to rifles, cannons and grenades.

Daily Life in the Agora. It was the heart of the city - where ordinary citizens bought and sold goods, politics were discussed and ideas were

passed among great minds like Aristotle and Plato. Who knows where we'd be without the "agoras" of ancient Greece. Lacking the concept of democracy, perhaps, or the formula for the length of the sides of a triangle.

The Council of Nicea. When Constantine became the first Christian leader of the Roman Empire in the fourth century, his vast territory was populated by a hodgepodge of beliefs and religions. To quell the controversy, in A.D. 325, he brought together 318 bishops from across the empire to the town of Nicea to find common ground on issues plaguing the new religion. It was the first ever worldwide gathering of the Church. The Christianity we know today is a result of what those men agreed upon.

The Black Death. By the time the tornado-like destruction of the 14th-century bubonic plague finally dissipated, nearly half the people in each of the regions it touched - and 75 million people total - had succumbed to a gruesome, painful death. The Black Death especially ravaged Europe, leading to immediate social changes, from increased wages to mistrust of the church.

Discovery of Sugar. It's unlikely that many candy lovers in the United States think about history while each consumes an estimated 100 pounds of sugar per year, but the sweet stuff once played a major role in one of the sourest eras in modern times. White Gold, as British colonists called it, was the engine of the slave trade that brought millions of Africans to the Americas beginning in the early 16th century. Profit from the sugar trade was so significant that it may have even helped America achieve independence from Great Britain.

The Declaration of Independence. When he penned the Declaration in 1776, Thomas Jefferson had an inkling of the consequences it held for the 13 colonies, who were announcing their intention to break free from the shackles of British rule. What he may not have anticipated, however, were the widespread effects his powerful words would also have around the world. The Declaration of Independence didn't just change the course of American history, but created a ripple effect that nudged a host of other nations toward independence, making a revolutionary poster boy of Jefferson in the process.

A Monk and His Peas. Working in the solitude of an Austrian monastery, one 19th-century holy man managed to unravel the basic principles of heredity with just a handful of pea species that he bred and crossbred, counted and catalogued with monastic discipline. While plant and animal genes were Gregor Mendel's original focus, his ideas later made sense of our complex human workings, too, kicking off the scientific discipline of genetics.

A Trip to the Galapagos. Boobies and lava gulls and giant tortoises, oh my! The Galapagos Islands host a faunal freak show of rare animal species endemic only to those volcanic specks isolated in the Pacific Ocean. While still very interesting to ecologists today, in the 19th century the life there proved key in Charles Darwin's seminal evolutionary theory of the origin of species. It was the fantastic menagerie of the Galapagos that ultimately lit the fire under the theory and its mechanism of natural selection, which changed biology forever.

12 Seconds in the Air. The pioneering, 120-foot flight over Kitty Hawk, North Carolina, may have gone off with little fanfare that day in 1903, but it would soon have enormous implications that wrapped, very literally, around the world. Brothers Orville and Wilbur Wright did not invent flight, but they became the Internet of their era with their invention of the first manned, powered, heavier-than-air and (to some degree) controlled-flight aircraft, bringing people and ideas together like never before.

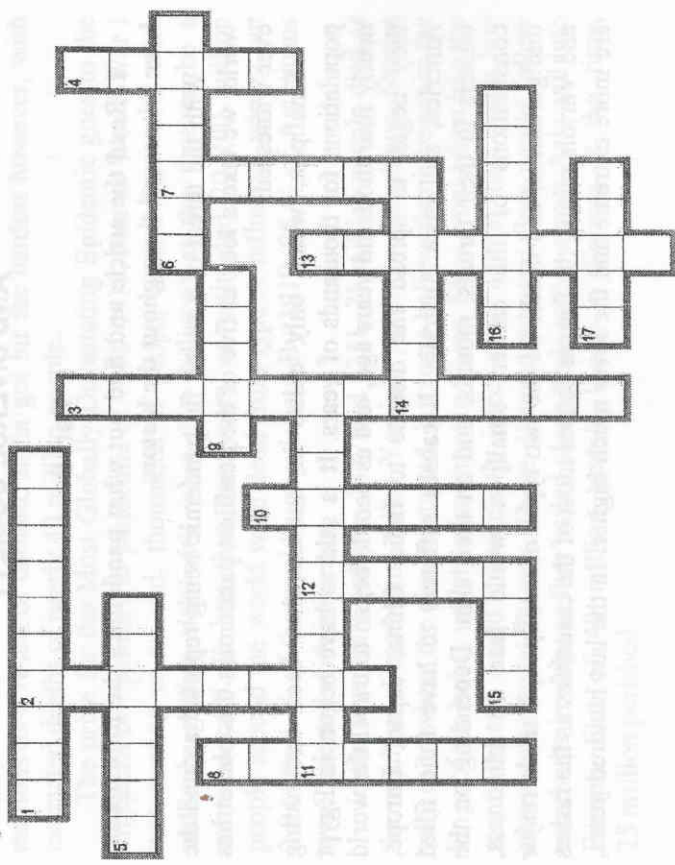
Test-Tube Babies. Just over 30 years ago, a baby girl came screaming out of the womb much like any other. It was how she got in there in the first place that was far from average. As the first "test tube" baby born using in-vitro fertilization methods, England's Louise Brown tested the way we looked at life and science, sparking intense debates that continue to stir controversy. Though fertilization treatments existed before and have since become quite commonplace, that moment in 1978 marked a profound switch in biological medicine.

2. Answer the questions.

1. Which of the ten events or inventions do you think changed history the most?
2. Are there any events or inventions that you think should be added to the list?

3. Complete the crossword with words from the article.

| | |
|--|---|
| <p>Across:</p> <p>1. a confused mixture;</p> <p>5. to fail to resist (illness, pressure, temptation, etc.);</p> <p>6. to investigate and solve (a mystery or puzzle);</p> <p>9. to ignite or stimulate (interest, activity, etc.);</p> <p>11. not unusual; ordinary;</p> <p>14. an elaborate welcome or introduction;</p> <p>15. a person's or thing's function in a particular situation;</p> <p>16. a slight suspicion; a hint;</p> <p>17. a search or pursuit made in order to find or obtain something;</p> | <p>Down:</p> <p>2. causing repulsion or horror;</p> <p>3. a series of consequences caused by a single action or event (2 words);</p> <p>4. to put an end to;</p> <p>7. to cause extensive damage to; devastate;</p> <p>8. to start (phrasal verb);</p> <p>10. to cause continual trouble or distress to;</p> <p>12. to give gentle encouragement to;</p> <p>13. restraints or impediments.</p> |
|--|---|



4. There is an increased usage of nouns as verbs. Which of these words can be used as both nouns and verbs? Which ones are pronounced differently in the noun and verb forms?

| | | | |
|--------|----------|---------|---------|
| drink | detail | compete | command |
| value | test | invent | ink |
| report | invest | import | staff |
| need | file | export | stock |
| play | exercise | notice | fax |
| paper | time | climb | reveal |
| house | record | bank | pencil |
| target | talk | chair | boss |
| table | seat | film | list |

5. Write some examples of the above words used as nouns and verbs, make your sentences to illustrate.

Text 4. GROWING UP IN A CONTEMPORARY AND DIVERSE SOCIETY

Part II

1. Read the article and find out what pandemics the humankind have witnessed throughout the history.

With the threat of a swine flu pandemic being reported around the world, we take a look at five of the deadliest pandemics this planet has ever witnessed.

Smallpox, which only exists in humans, has been decimating populations for thousands of years. It is said to have begun in Egypt nearly four thousand years ago, and as people began to travel the world they began to spread the disease to India, China, Japan, Europe, America, and even Australia. It causes sufferers to have fluid filled blisters in their throats, mouths, and on their skin. Depending on the constitutions of the carrier, smallpox would lead to blindness, disfigurement, and death. Of the two types of smallpox, Variola major and Variola minor, the former causes most of the casualties as the rashes are more extreme and the fever much higher. In the last hundred years,

smallpox has caused the deaths of over 300 million people across the globe.

In 1796, Dr. Edward Jenner in England discovered that by inoculating a young boy with the fluid from a cowpox lesion, the young boy became immune to smallpox. He is credited with the world's first "vaccination," as the word comes from the Latin word "vacca" meaning cow. Smallpox was declared eradicated on May 8th, 1980.

When a human eats food or drinks water that has been infected with the bacterium *Vibrio cholera*, he or she can be dead in less than 4 hours without the proper treatment. The cholera disease attacks the lining of the small intestine and causes incredible amounts of diarrhea, vomiting, fever, dehydration, a critical drop in blood pressure, exhaustion and death.

The first outbreak of cholera reared its nasty head in 1817 in Calcutta, after the great Kumbh festival at Hardwar in the Upper Ganges of India. The festival attracted thousands of people from all over the country. During the 19th century alone Asia, Europe, Africa, and North America all reported death tolls from the hundreds of thousands, to the millions as a result of cholera. India got hit the hardest however, with estimated deaths of nearly 40 million people.

The prize for the Most Globally Devastating Epidemic goes to the influenza or Spanish Flu pandemic of 1918-1919. Just as World War I was coming to an end, thousands of people around the world were suddenly getting sick with what they believed at the time to be a common cold. In less than two years, an estimated 20-100 million people around the world were dead from type A influenza, wiping out 2.5 % to 5 % of the world's population. By 1919, 25 % of Americans were infected with influenza.

In the four years between 1347 and 1351, 75 million people died as the result of a bacterium called *Yersinia pestis*, or the plague. Stories vary as to where the disease started, but some believe that it began in the lungs of the bobac variety of marmot in China. Fleas would then bite the marmots, and would subsequently infect every animal they would bite afterwards, especially rats. These diseased rats and fleas would follow merchants in ships as they sailed along trade routes across Asia and into Europe. Out of 40 million people living in Europe at the time, 25 million perished.

The plague manifested itself in three forms: bubonic, pneumonic, and septicemic. Sufferers of the bubonic plague would develop swollen lymph nodes or buboes on their necks, armpits, and groin. These skin bubbles would ooze blood, puss, and would turn black as the skin decayed. Sufferers would usually die within a week. Pneumonic plague would infect the lungs causing victims to suffocate or drown, and the septicemic plague is a form of blood poisoning which rots the extremities and turns the skin black.

As far as the animal kingdom is concerned, mosquitoes kill more humans than all the others combined. A tiny bite from this tiny insect is all it takes to infect someone with Plasmodium, a nasty little parasite which multiplies in the liver and then goes on to infect the red blood cells. If gone untreated, malaria can kill its victim in less than two weeks, disrupting the blood supply to vital organs. While the malaria pandemic has spread to the Americas and various parts of Asia, 85-90 % of the fatalities occur in sub-Saharan Africa, where the parasite kills over one million people per year. Plasmodium has co-existed with humans for over 10,000 years, but President Obama has declared that the United States, along with its world partners, will work to eradicate malaria by 2015.

2. Match the five deadliest pandemics to their names in the box.

- | | | |
|----------------|-------------|----------------|
| 1. Malaria | 2. Smallpox | 3. Black Death |
| 4. Spanish Flu | 5. Cholera | |

- ___ This disease only exists in humans.
- ___ President Obama has declared that the United States, along with its world partners, will work to eradicate the disease by 2015.
- ___ This disease wins the prize for the Most Globally Devastating Epidemic.
- ___ It is said to have begun in Egypt nearly four thousand years ago.
- ___ When a human eats food infected with the bacterium that causes this disease, he or she can be dead in less than 4 hours.
- ___ Without treatment, this disease can kill its victim in less than two weeks by disrupting the blood supply to vital organs.
- ___ It was declared eradicated on May 8th, 1980.
- ___ The disease manifested itself in three forms: bubonic, pneumonic, and septicemic.

___ It causes sufferers to have fluid filled blisters in their throats, mouths and on their skin.

___ The world's first "vaccination" was created for this disease.

___ The first outbreak of this disease was in 1817 in Calcutta.

___ In 1919, 25 % of Americans were infected with this disease.

___ This disease is spread by fleas.

___ The disease still kills over one million people per year in sub-Saharan Africa.

3. Complete the gaps in these sentences with the information from the article.

1. A burn can cause a ___ on your skin.
2. A person who has a disease and passes it on to other people is called a ___.
3. Another way of saying vaccinate is ___.
4. If you are resistant to a particular infection you are said to be ___ to the infection.
5. A sudden occurrence of a disease is an ___.
6. Fleas ___ people with the plague by biting them.

4. There are a number of verb combinations with "go" in English. Complete the gaps with the prepositions below to make the phrasal verbs defined.

- | | | | | |
|-------|-------|------|---------|------|
| ahead | along | away | back | down |
| off | on | out | through | with |

1. Go ___ to depart, especially from home for a holiday etc.
2. Go ___ to agree to; take the same view as.
3. Go ___ (of a computer network etc.) to cease to function.
4. Go ___ (especially of foodstuffs) to deteriorate; decompose.
5. Go ___ (often followed by with) to be the boyfriend/girlfriend (of).
6. Go ___ to experience; suffer (something).
7. Go ___ to fail to keep (one's word, promise, etc.).
8. Go ___ to proceed without hesitation.

Text 5. GROWING UP IN A CONTEMPORARY AND DIVERSE SOCIETY

Part III

1. Read the text.

A lot of Americans think they're eating a healthy diet these days. But it's easy to be fooled by our assumptions and the ways that food manufacturers play on them.

Take chicken. The average American eats about 90 pounds of it a year, more than twice as much as in the 1970s, part of the switch to lower-fat, lower-cholesterol meat proteins. But roughly one-third of the fresh chicken sold in the U.S. is "plumped" with water, salt and sometimes a seaweed extract called carrageenan that helps it retain the added water. The U.S. Department of Agriculture says chicken processed this way can still be labelled "all natural" or "100 % natural" because those are all natural ingredients, even though they aren't naturally found in chicken.

Producers must mention the added ingredients on the package – but the lettering can be small: just one-third the size of the largest letter in the product's name. If you're trying to watch your sodium to cut your risk of high blood pressure, heart attack and stroke, it pays to check the Nutrition Facts label. Untreated chicken has about 45 to 60 mgs of sodium per four-ounce serving. So-called enhanced or "plumped" chicken has between 200 and 400 mgs of sodium per serving, almost as much as a serving of fast-food French fries.

Here are some other foods that may not be as healthy as they appear.

"Wheat bread". This is a meaningless term, since almost all bread is made with wheat. Some manufacturers add to the illusion by using a brown wrapper or darkening bread with brown sugar or molasses. The more healthful stuff is whole wheat, which includes the outer bran and the wheat germ inside, good sources of nutrients and fiber. Check the ingredients. If the first one listed is "enriched wheat flour," you aren't getting much whole grain.

Omega 3. Many foods are adding these essential fatty acids, said to cut the risk of heart disease, cancer and arthritis and help promote brain

health. But you can get a lot more from natural foods. You'd need to drink 40 eight-ounce glasses of milk that is fortified with 32 mgs of Omega 3 to get as much of these fatty acids as you get in a three-ounce serving of salmon.

Fiber. Companies are adding fiber to all kinds of products – including yogurt, ice-cream and beverages. In many cases, the added fiber comes from purified powders, not the kind of fiber found in whole grains, beans, vegetables and fruits. The latter have been shown to lower cholesterol, reduce the risk of diabetes and heart disease and may cut the risk of colon cancer. But there isn't much evidence that "isolated" fibers like inulin, maltodextrose, oat fiber and polydextrose have the same effect. The Nutrition Facts label doesn't differentiate between the kinds of fiber counted, so check the ingredients. "The added fiber is probably better than nothing, but it's not as good as fiber from natural sources."

Salt substitutes. If you're trying to cut down on salt, check with your doctor before you start using a salt substitute. Most contain potassium chloride, which can exacerbate kidney problems and interact badly with some heart and liver medications.

Artificial Sweeteners. Sugar-free gum, mint and candy have fewer calories and are better for your teeth. But they frequently contain sorbitol, a plant extract that isn't completely absorbed by the body and works as a natural laxative. Consuming a single pack of gum or mints can cause bloating, flatulence, stomach pains and diarrhoea in people who are sensitive to it. Some diabetics find that such sugar alcohols, which are sweet but have few calories, can raise their blood sugar. Others include maltitol and xylitol.

Trans fat. There's been a remarkable reduction in these artery-cloggers in processed foods recently. But manufacturers are allowed to round down: Products labelled zero grams of trans fat can have up to 0.49 gram of fat per serving. You could still be consuming significant amounts of trans fat, "especially when the serving size is unrealistic," says Bonnie Taub-Dix, a nutritionist and spokeswoman for the American Dietetic Association, a non-profit professional organization. If the ingredients include partially hydrogenated oil, hydrogenated oil or shortening, a product isn't completely trans-fat free. And it may have considerable saturated fat as well. The same rounding principle applies to zero calories, fat and carbohydrates. Walden Farms, which advertises a line of dips, spreads and dressings as "Fat Free,

Sugar Free and Calorie Free," says its products do have trace calories and up to 0.49 gram of fat and carbohydrates per serving.

Will any of the products mentioned here hurt you? No, but they may not help you as much as manufacturers would like you to think. "Try to buy foods as close to their natural state as possible," says Ms. Taub-Dix.

2. Answer the questions.

1. What information in the report surprised you the most? Do the same practices exist where you live?
2. Do you read the labels on the food products you buy? If so, what are you looking for?
3. What do you think are the dangers of the following: salt substitutes; artificial sweeteners and products that are labeled zero grams of trans fat or zero calories?
4. Which information in the article worries you the most?

3. Complete the gaps in these extracts from the article with the correct form of the words. Then write sentences about yourself using the words studied.

switch (n) remarkable to be fooled roughly
exacerbate meaningless

1. But it's easy _____ by our assumptions and the ways that food manufacturers play on them.
2. The average American eats about 90 pounds of it a year, more than twice as much as in the 1970s, part of the _____ to lower-fat, lower-cholesterol meat proteins.
3. But _____ one-third of the fresh chicken sold in the U.S. is "plumped" with water, salt and sometimes a seaweed extract called carrageenan that helps it retain the added water.
4. "Wheat bread." This is a _____ term, since almost all bread is made with wheat.
5. Most contain potassium chloride, which can _____ kidney problems and interact badly with some heart and liver medications.
6. There's been a _____ reduction in these artery-cloggers in processed foods recently.

4a. Look at this extract from the article: 'If you're trying to cut down on salt, check with your doctor before you start using a salt substitute.' What does the phrasal verb 'cut down' mean here?

4b. There are a number of phrasal verbs with 'cut' in English. Complete the gaps with the appropriate words to make the expressions defined.

down in off in out up off

1. Cut _____ to sever and cause to fall.
2. Cut _____ to move or thrust oneself, a vehicle, etc., abruptly between others.
3. Cut _____ to deprive someone of a supply of power, water, etc.
4. Cut _____ to interrupt.
5. Cut _____ (of an engine, machine, etc.) to stop running.
6. Cut _____ to cut into pieces or sections.
7. Cut _____ to intercept.

5. React to these statements using the phrasal verbs studied.

1. I mustn't eat so much chocolate.
2. To make chips, first you have to cut the potatoes into lots of small pieces.
3. The plane's engines stopped and it crashed into the sea.
4. The robber tried to escape, but the police intercepted him at the end of the road.
5. They used a saw to remove all the trees in their garden.
6. He's so rude; he started talking before I had finished my comment.

Text 6. KEY ASPECTS ABOUT ANALYZING SOCIAL INTERACTION

1. Read the article.

Is strategy dead? Chief strategy officers will deny it. Some strategy consultants may reject the idea, too. But markets are unpredictable. The economic outlook is uncertain. The world has changed. If old-style strategy formulation is not exactly dead, then it is hardly in the best of health.

During periods of recession, many leadership teams have only one strategic goal in mind: survival. Grander visions are filed away or

forgotten. In a recent paper, 'Thriving is under adversity', senior Boston Consulting Group partners Martin Reeves and Michael Deimler argue that, in recessions, simply cutting costs has not been enough to ensure a healthy recovery. 'If survival buys time, it does not guarantee sustainable competitive advantage,' they write. The winners in downturns have pursued, and achieved, increased sales.

So companies need a strategy for growth. But I began by arguing that the traditional approach to developing strategy - long, internal debate 30 leading to the announcement of three- or five-year plans - seems to belong to another era. So what does smart, 21st-century strategy development look like?

Unsurprisingly, some sharp minds in the strategy consultancies have been giving this question some thought. At BCG, the same double act of Reeves and Deimler has produced another paper, 'New bases of competitive advantage', that looks at something they call 'adaptive advantage'. This is strategy, too, but not as we know it.

'Organisations with adaptive advantage recognise the unpredictability of today's environment and the limits of deductive analysis,' they write. New problems are constantly so emerging. Well-run businesses respond effectively to them.

How? First, they process relevant data - 'signals' - quickly, and react to them. Google is an obvious master of this, getting closer than anyone else to understanding how online advertising works. Second, they see clearly how their business fits into a wider context. Amazon has made sure its Kindle e-book reader is supported by a network of valuable partners. Third, they are alive to social change and shifting customer preferences. Toyota managed this with its hybrid Prius car. Fourth, they experiment effectively, as Procter & Gamble does when trialling products. Lastly, they draw on the talents of the best people they can find - whether they employ them or not. Software companies such as Red Hat and TopCoder oversee large networks of programmers, using the best people with great flexibility. Their permanent staff is relatively small. But they have access to many more.

This vision of a far more free-flowing, less hidebound corporation, ready to change strategic direction fast, is shared by Lowell Bryan, a so director at McKinsey. He may be a 30-year veteran of the firm, but he discusses these ideas with the enthusiasm of a new hire.

'You have to give up the pretence that you can predict the future,' he says. 'This is about managing much more dynamically. It is a complex, adaptive world, and leaders have to navigate their way through it. How can you say today what the economy will be like even six months from now?'

Leaders need to show a bit more humility, while living with all this uncertainty. 'Strategy is really an evolving idea which develops over a long period, on a long and winding road,' he says. 'And this new world calls for just-in-time decision-making.'

Adapt to survive. The danger for successful companies, Mr Bryan says, is that over time they lose the very abilities or qualities that earned them their market-leading position in the first place. They no longer have the same flexibility, awareness and resilience they once did. Building in some slack - unscheduled meeting time, for instance - might create the no space where some resilience can be re-established, Mr Bryan adds.

Strategy has changed. While the eternal truths - about market position, scale and capabilities - endure, a more dynamic and adaptive approach is now needed. Leaders need to be ready to make necessary adjustments and bigger changes.

by Stefan Stern

2. Match the words and expressions from the article.

| | |
|---------------------------|---|
| 1. downturns | a) creating some free time when you're not busy |
| 2. deductive | b) periods when business activity is reduced and conditions become worse |
| 3. oversee | c) ability to become strong and successful again after a difficult situation or event |
| 4. hidebound | d) using the knowledge and information you have in order to form an opinion about something |
| 5. awareness | e) continue to exist for a long time |
| 6. resilience | f) knowledge or understanding of a particular subject or situation |
| 7. building in some slack | g) be in charge of a group of workers and check that the work is done satisfactorily |
| 8. endure | h) having old-fashioned attitudes and ideas |