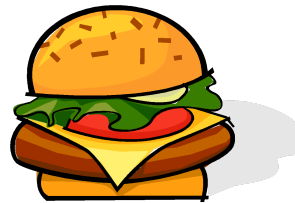


EPISODE 95

LEVEL B2

READING COMPREHENSION



M like McDonald's

Richard McDonald, who founded the McDonald's restaurant chain, died in 1998, but as long as our civilization survives he will never be forgotten. The golden arches he invented seem to **infest** (= flood) the planet like a bright yellow plague. Not only on American highways now where once there were spectacular views stretching to the horizon, the landscape is dominated by **fluorescent** (=brightly lit) plastic letter MC McDonald's restaurants are impossible to ignore. They are found in over 100 countries, including a vegetarian version in non-beef-eating India. The company is obviously aiming for world domination and is destroying traditional eating habits wherever it goes. In Japan the arrival of McDonald's has even overcome the traditional taboo about eating with your fingers while standing up, which was always regarded as bad manners.

McDonald has shaped the modern world and lifestyle and has **altered** (=changed) far more than just our eating habits and skyline. His fast food chain had **fundamentally** (=basically, totally) changed human behavior in every country that has been "McColonised" and it is argued that it is responsible for causing **obesity** (=being fat) among millions of its customers through the easy availability of a cheap meal with an above average fat content. It all began in 1948 when in the post-war "baby-boom" American families were becoming increasingly concerned about value for money. Richard McDonald had already earned a reputation as a marketing genius – he invented drive-in laundries and was the first person to use neon signs to advertise. Later he had an idea of feeding people quickly and cheaply from a simple, fixed menu without making them get out of cars. In the 50s and 60s his restaurant chain was considered to be the king. With his system Richard McDonald has given us faster food but this has arguably created a **demand for** (= desire for) everything else to be faster too. Modern society has become impatient and easily frustrated. Above all McDonald has created an unstoppable monster that gave birth to the phrase "junk FOOD" .



EXERCISE 1

After reading the text, answer the questions true or false:

1. McDonald's hasn't shaped the modern world too much.
2. McDonald's has promoted eating with your fingers while standing up.
3. Richard McDonald was the first person to use neon signs to promote restaurants.



ENGLISH IN USE



AS OR LIKE...

BEFORE A NOUN:

As = the job or function

She worked as a model (that's her job).

You can use the table as a desk. (that's one of its functions)

Like = similar to

He dresses like a tramp (but he isn't a tramp)

Your sister looks like you (you have a similar face or appearance)

Like = is also used to express an example = such as

Some vegetables such as: spinach, avocado and green beans have a lot of iron.

BEFORE A CLAUSE:

As and **like** can both be used before the clause, but like is more formal.

Houses are expensive in London, as / like they are in most capital cities.

They played really badly, as / like they did last year.

With verbs of speaking and knowing we normally use **as**:

As you know....

As I was saying.....

As we expected....

We say **AS USUAL** NOT LIKE ALWAYS !!!

David forgot my birthday, as usual.

EXERCISE 2

Write as or like in the gaps to complete the sentences:

1. Don't use the plate an ashtray.
2. She dresses just her sister.
3. I said before, I can't help you.
4. I'd like to give you this a present.
5. You're behaving a child.
6. I wish I spoke Italian fluently you.
7. I was late for work this morning, usual.
8. I love winter sports skiing.
9. We are going to Sweden we did last summer.
10. I used to work a piano teacher.

IDIOM CLOSE-UP



I'm at a crossroads. = at a point in your life when you must take an important decision.

My temper sometimes gets me into hot water. = to get sb into trouble.

I'm in a rut at work. = living or working in a situation that never changes.

PHRASAL VERBS CLOSE-UP



THAW IT OUT = let it gradually become warmer so that it was not frozen anymore

TOP-UP = put more drink into sb's glass or cup

HAND ROUND = offer sth especially food and drink to visitors



EXERCISE 3

Complete each gap with a phrasal verb.

1. Kate prepared a chicken dish and later put it in the freezer to make sure it didn't go off. So the next morning she removed it from the freezer and it
2. When her friends arrived, Sylvia sandwiches and other snacks.
3. Her boyfriend poured out drinks and went round the room making sure all glasses were

NEWS



MCDONALDS ...

“You may think you are eating to be kind to your waistline - but think again.

The McDonald's Caesar salad, to be launched this month amid concern over spiraling **obesity** levels, is more fattening than the burger.

In its biggest menu revolution in 30 years, the restaurant chain will introduce the grilled chicken salad at 1,235 of its branches with a choice of Caesar dressing, or the lighter option of a **drizzle** of balsamic.

However, anyone hoping the salad option will help battle the **bulge** should read the nutritional information on the McDonald's website.

It shows that **ditching** the burger for a salad is no good for **slimmers**.

For with dressing and croutons it contains 425 calories and 21.4g of fat, compared with the 253 calories and 7.7g of fat in the standard burger.

Adding a portion of fries to your burger brings the calorie count to 459 - still less fatty than the salad at 16.7g. Last month McDonald's announced it will ditch its super-size portion of fries and soft drinks at British outlets by the end of the year, amid a **backlash** against firms blamed for a an "obesity epidemic".”

GLOSSARY:

Obesity – being fat

Drizzle – here: sprinkle

Bulge – a sudden increase that soon returns to the usual level

Ditching – to get rid of something or someone that is no longer wanted

Slimmer – a person who is trying to get thinner by eating less and doing more exercise

Backlash- a strong feeling among a group of people

KEY TO EXERCISES

Ex.1

1. F
2. T
3. F

Ex.2

1. Don't use the plateas... an ashtray.
2. She dresses justlike....her sister.

3.As...I said before, I can't help you.
4. I'd like to give you thisas ...a present.
5. You're behavinglike....a child.
6. I wish I spoke Italian fluentlylike...you.
7. I was late for work this morning,as usual....
8. I love winter sportslike....skiing.
9. We are going to Swedenaswe did last summer.
10. I used to work.....as...a piano teacher.

Ex.3

1. Kate prepared a chicken dish and later put it in the freezer to make sure it didn't go off. So the next morning she removed it from the freezer and it**thawed out**.....
2. When her friends arrived, Sylvia**handed round**..... sandwiches and other snacks.
3. Her boyfriend poured out drinks and went round the room making sure all glasses were**topped up**.....

