

## READING COMPREHENSION



1 Read the following text carefully and do the tasks that follow it.

### Young people and consumerism

In the summer of 1965, 17-year-old Fred DeLuca was trying to figure out how to pay for medical school. A family friend suggested that Fred open a sandwich shop – and then the friend invested \$1,000 to help get it started. Within a month, they opened their first sandwich shop. From that **humble** start grew the Subway franchise chain with approximately 45,000 stores in more than 100 countries.



For more than 10 years, Subway advertisements **featured** Jared **Fogle**, a college student who was **overweight** but lost 245 pounds (about 111 kg) by only eating Subway's low-fat sandwiches. Jared says it was a fluke that he ended up in Subway's ads. Fogle first came to media attention in April 1999, via an article written by a former dorm mate about Fogle's weight loss and published in Indiana Daily Student. According to the article, Fogle had become obese through lack of exercise and eating **junk** food. Switching to eating at Subway, he changed his eating habits there to include healthier **choices** and smaller portions free of fattening condiments such as mayonnaise, which was followed by his significant weight loss. Jared already knew he liked Subway sandwiches, but the "7 under 6" promotion inspired him to incorporate them into his diet. As soon as **Jared's** ads began to run, word of his inspiring story spread and consumer **awareness** of Subway and its healthy fare **increased**.

Subway's strategy at that time **focused** on its line of seven different sandwiches with under six grams of fat. The goal was to set Subway food apart from other fast food, position it to appeal to health-conscious eaters, and spark new sales growth. Rapidly, sales grew more than 18 percent that year. The ads also attracted attention from potential franchises which saw in Subway a **profitable** small business opportunity. Subway tried to balance its menu and promotion to appeal to three segments: customers interested in low fat, those most concerned about taste, as well as those seeking a good **value**.

a Match the parts of the sentences. Write the letters a), b), c) ... in the boxes.

- |   |   |  |
|---|---|--|
| 1. Fred DeLuca opened a sandwich shop   | 3 | a. because it offers healthy and tasty food at a low price |
| 2. After a modest start, Subway grew    | 7 | b. after losing weight by only eating their sandwiches     |
| 3. Jared Fogle was used in Subway's ads | 5 | c. different and better fast food                          |
| 4. Fogle's story                        | 2 | d. to become a worldwide franchise                         |
| 5. Subway's strategy was to offer       | 6 | e. helped Subway to attract attention from customers       |
| 6. Subway is such a lucrative business  | 4 | f. in order to have money for college                      |

b Explain what the "7 under 6" promotion is.

children under 7 under 6 have an offer of some sandwiches which will be a bit cheap for the consumer.

c Complete the following sentences according to the text.

1. The first Subway sandwich shop opened...

and then the friend invested \$7,000 to help get it started

2. DeLuca only managed to start his business with...

was trying to figure out how to pay for medical school

3. Jared Fogle had struggled with weight problems because he...

gave through lack of exercise and eating junk food

4. By changing his eating habits at Subway, Fogle was able to ...

Fogle a college student who was overweight but lost 245 pounds

d CONSUMER RIGHTS: Complete the name of each consumer right with the words below.

information - consumer education - basic needs - a healthy environment - redress - safety - representation - choose

1. Right to a healthy environment - this right guarantees survival, adequate food, clothing, shelter, health care, education and sanitation.

2. Right to safety - the consumer should be protected against the marketing of goods or the provision of services that are dangerous to health and life.

3. Right to basic needs - the consumer should be protected against dishonest or misleading advertising or labeling and has the right to be given the facts needed to make an informed choice.

4. Right to choose - the consumer has the right to select from among various products at competitive prices with an assurance of satisfactory quality.

5. Right to information - the right to express consumer interests in the making and execution of government policies.

6. Right to redress - the right to be compensated for misrepresentation, shoddy goods or unsatisfactory services.

7. Right to consumer education - the right to acquire knowledge and skills necessary to be an informed customer, while being aware of basic consumer rights and responsibilities.

8. Right to representation - the right to live and work in a place which is neither threatening nor dangerous and which permits a life of dignity and well-being.

Vocabulary page 272

- information: información
- consumer education: educación del consumidor
- basic needs: necesidades básicas
- a healthy environment: un ambiente saludable
- redress: compensación
- safety: la seguridad
- representation: representación
- choose: escoger
- humble: humilde
- rogue: señor
- overweight: exceso de peso
- junk: basura
- choices: opciones
- Jared: back
- awareness: conciencia
- increased: aumentado
- focused: enfocado
- profitable: rentable
- value: valor

2 Read the following text carefully and do the tasks that follow it.

### Studying Abroad

If you've always dreamed of traveling the world but would rather not give up on your education, then why not combine the two? Record numbers of people are now studying abroad, gaining once-in-a-lifetime travel experiences in far-flung places and improving their job prospects in the process. You can choose to spend a week away, or a summer, or even a year. You can go to China. Or Spain. Or you can keep things simple by studying in an English-speaking country like Canada or Australia. Quite literally, there is a whole world of options to choose from.



Just a couple of decades ago, the options for studying abroad were few and far between. Today the marketplace is positively crowded; so much so that it's difficult to know where to start. On the upside, this means you're very much the master of your own destiny. So, if you're serious about studying abroad (as opposed to just traveling for fun), it's time to get planning. Where would you like to go? Is there a specific country, course or university that appeals to you? How does your "study abroad" plan fit with your long-term goals? Could you be happy in a foreign country, far from your friends and the usual home comforts? More importantly, if you're already studying, will your home university or college credit you for the things that you learn abroad?

Studying abroad can also be expensive. Apart from the cost of the actual education you receive, there are additional expenses to think about – from flights and accommodation to food, sightseeing and insurance. "Eighty percent of American high school teens say they want to travel, but only 1 to 3 percent of them actually do it," says Samantha Martin, "and we know finances are a huge part of the problem." Last year Samantha and her colleague Jennifer Thomas launched Project Travel, a specialist website, to help more students "get on the plane or bus". Students can launch individual fundraising projects on the Internet for study, internships, volunteer work, teaching and other types of educational travel. This type of initiative, known as crowdfunding, isn't necessarily for everyone, and there are other avenues you can explore if you want to reduce the overall cost of studying abroad. These are tricky issues to get to grips with, but program advisors, lecturers, fellow students, friends and parents can all give advice and help you find a "study abroad" program that fits with your academic goals, your finances and, just as importantly, your personal interests.

<http://www.roughguides.com/article/studying-abroad/> (abridged and adapted)

a Choose the correct option.

- In the past:

A. studying abroad implied travelling to distant places around the world.

B. only few people took the chance to study abroad.

C. studying abroad was too expensive.

D. the opportunities to study abroad were very limited

- "Today the marketplace is positively crowded" (2nd paragraph) means that

- A. there is an excessive number of people studying abroad.
- B. many participants think it is a positive experience.
- C. the programmes offer participants high quality options.
- D. there is a huge variety of programmes available.

- Nowadays, the options available for studying abroad

- A. empower students.
- B. meet students' long-term goals.
- C. meet students' long-term goals.
- D. widen students' abilities

- In order to study abroad, American high school students

- A. get grants from specific projects.
- B. may get financial help from online donations
- C. can set their plane or bus ticket from project travel
- D. need to do some volunteer work

- The author's attitude towards this type of experience could best be described as

- A. favourable
- B. casual
- C. neutral
- D. critical

### vocabulary Page 214

- rather: bastante
- upside: al revés
- abroad: en el extranjero
- destiny: destino
- lifetime: toda la vida
- course: curso
- improving: mejorando
- comforts: comodidades
- marketplace: mercado
- volunteer: voluntario