

Finding Out: Words in Context

**Step 1:** Look at the words in bold below. Can you guess what they mean? Write a short definition in English. (Don't use your dictionary yet. You will be able to check their meanings in the next section: Definitions.)

The best healthcare **publicity campaigns** use inventive ways to get the word out and, ultimately, save lives. The **publicity campaign** for the upcoming film saw three of the film's actors posing in T-shirts.

What do you think 'publicity campaign' means? \_\_\_\_\_

Among the girls, 70 percent had a healthy weight, 22 percent were overweight and 8 percent were **obese**. People who are **obese** have a much higher chance of having a heart attack than people who are slim.

What do you think 'obese' means? \_\_\_\_\_

Pure food is safer and more filling than **processed food**.

Not all **processed food** is unhealthy but some processed food may contain high levels of salt, sugar and fat.

What do you think 'processed food' means? \_\_\_\_\_

Many think **genetically modified** foods have the potential to end world hunger.

Some people say that **genetically modified** (GM) foods are hazardous to our health and the environment, while others say they are safe and resist disease better.

What do you think 'genetically modified' means? \_\_\_\_\_

There are often water **shortages** in our town in the dry, hot months of July and August.

Food **shortages** in the country caused thousands of deaths a couple of years ago.

What do you think 'shortages' means? \_\_\_\_\_

Many people are unaware of just how much food and drink they **consume**.

Most people **consume** far more protein than they actually need.

What do you think 'consume' means? \_\_\_\_\_

Experts agree that a **balanced diet** is the key to great health.

Instead of taking vitamins in pill form, it is better to simply eat a well-**balanced diet**.

What do you think 'balanced diet' means? \_\_\_\_\_

If you wish to **eat out**, there are several reasonably priced local restaurants.  
I'm too tired to cook tonight; shall we **eat out**?

What do you think 'eat out' means? \_\_\_\_\_

Most schools don't want to **cut down on** staff in order to cut costs.  
**Cut down on** fatty foods and alcohol if you want to lose weight.

What do you think 'cut down on' means? \_\_\_\_\_

I had fallen into my old **bad habit** of leaving everything until the last minute.  
Don't start smoking - it's a very **bad habit**.

What do you think 'bad habit' means? \_\_\_\_\_

Women have a longer **life expectancy** than men.  
Scientists estimate that smoking reduces **life expectancy** by around 12 years on average.

What do you think 'life expectancy' means? \_\_\_\_\_

Good **nutrition** is very important to a developing child.  
Too many people forget about **nutrition**, and choose their food solely on how good it tastes.

What do you think 'nutrition' means? \_\_\_\_\_

TV adverts try to **tempt** television viewers into buying beauty aids, kitchen goods and other products.  
Travel companies **tempt** people with special offers.

What do you think 'tempt' means? \_\_\_\_\_

The children are **addicted to** computer games.  
I think my neighbour is **addicted to** coffee, she drinks about 15 cups a day.

What do you think 'addicted to' means? \_\_\_\_\_

The average cow **produces** 40 glasses of milk each day.  
The village **produced** enough food to survive the winter.

What do you think 'produce' means? \_\_\_\_\_



Finding Out: Definitions

**Step 1:** Match the words with their definitions. (If you can't understand the definitions, you can use a bilingual dictionary.)

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|------------------------|--|
| 1 publicity campaign   | 1 too fat, in a way that is dangerous for your health  |
| 2 obese                | 2 to have a meal in a restaurant instead of at home  |
| 3 processed food       | 3 to eat or drink something  |
| 4 genetically modified | 4 to make you want to do or to have something  |
| 5 shortages            | 5 an effort to convey information to the public  |
| 6 consume              | 6 something bad that you do often or regularly, often without thinking about it                      |
| 7 balanced diet        | 7 foods that have been treated or prepared by a special method (often in order to preserve them)     |
| 8 eat out              | 8 a diet that contains the correct amounts of carbohydrates, fats, proteins, vitamins, minerals etc. |
| 9 cut down on          | 9 a plant or animal that has had its genetic structure changed in order to make it better            |
| 10 bad habit           | 10 unable to stop doing something  |
| 11 life expectancy     | 11 the length of time that someone is likely to live   |
| 12 nutrition           | 12 to make or grow something, especially in large quantities and in order to be sold                 |
| 13 tempt               | 13 a lack of something that you need or want   |
| 14 addicted to         | 14 food considered as something that keeps you healthy   |
| 15 produce             | 15 to start doing less of something, especially because it is bad for your health                    |

Definitions taken from [www.macmillandictionary.com](http://www.macmillandictionary.com)

Answers: 1-5, 2-1, 3-7, 4-9, 5-5, 6-3, 7-8, 8-2, 9-15, 10-6, 11-11, 12-14, 13-4, 14-10, 15-12