

Tekst 6

The new tobacco

There were familiar echoes in yesterday's report of the Commons select committee's latest inquiry into dangerous products. The industry denied its products were dangerous, insisted advertising did not increase consumption but merely redistributed spending between brands, and declared an advertising ban would not decrease purchases. No, this was not a new inquiry into tobacco advertising, which is finally banned now – a ban that should shortly produce a fall in consumption like earlier bans in other developed states did. It was a new inquiry into junk food.

In both the US and the UK obesity is beginning to eclipse tobacco as the number one threat to public health. Earlier this week the Food Standards Agency (FSA) launched a new debate, noting that obesity in six-year-olds has doubled in the last decade and has trebled among 15-year-olds. Several studies have already found a clear link between the amount of television watched and diet, obesity and cholesterol levels. Let the research continue, but Sweden has already moved to ban advertising on children's television.

The Guardian

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- 1p **22** What will probably be the result of an advertising ban, according to the writer in the first paragraph?
- A** It will have no effect on what people end up buying.
 - B** It will only make the products concerned more desirable.
 - C** People will buy fewer of the products that are no longer advertised.
 - D** People will buy similar products made by other manufacturers.
- 1p **23** Which of the following does the writer suggest in the second paragraph?
- A** Britain has more overweight people than other European countries.
 - B** It might be useful to stop advertising junk food to young TV viewers.
 - C** Junk food is the main cause of death in the western world.
 - D** People who eat too much often smoke a lot as well.