



Thinking time

Some people say there is too much choice these days.

1. Do you have a wide variety of food to choose from? Would you like more or less choice, and why?
2. What is your favourite food? What do you like about it?
3. What is the food you like least, and why?
4. We are often told what we should and should not eat for our health. Do you think it is up to each person to decide or should people be given advice on what to eat?



Speaking & Listening – a matter of choice

Discuss the quotations on page 6. Do you make similar food choices? Share experiences of when you had a choice of food. Take it in turns to answer these questions:

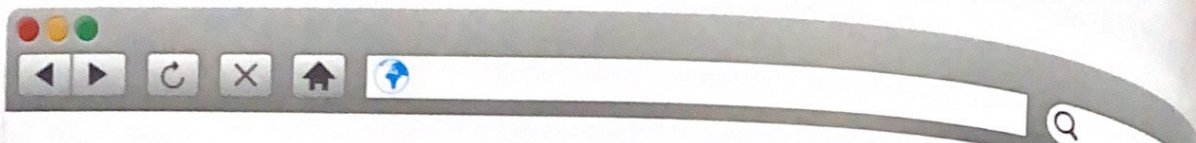
- What foods could you choose from?
- Where were you?
- Who cooked or prepared the foods?
- What did you choose?
- Why did you choose those foods?
- Do you think you make the right food choices? Why?

Discuss your choices and reasons.





A blog about food choices



Spoilt for choice

- 1 Do you know how many kinds of breakfast cereal there are in my local supermarket? 165 kinds. Yes, 165! – and that's just one product. Think about all the **varieties** of biscuits, yoghurt, chocolate bars, soup. We have so much choice these days, it's incredible!
- 5 So all this choice makes us happier, right? Well, **not necessarily**. People like the idea of having a choice, and many people think more choice must be a good thing. But, in fact, too much choice can cause us problems.
- 10 If there are too many different things to choose from, we can become **paralysed** with **indecision** and not know what to choose. If you offer me a choice of three cookies, I can decide fairly quickly which one I want. But if you offer me a choice of 33 cookies, my brain can't cope. It feels like a computer crashing because it has too much data to process!
- 15 Another problem with too much choice is we think that somewhere there must be the *perfect* cookie. The fact is, there isn't – so



when we have spent half an hour deciding which cookie we want, we feel disappointed because it's not as good as we expected it to be. It's not **cookie perfection**. Then we begin to regret all the other cookies, thinking one of them might have been better.

So there *can* be such a thing as too much choice. According to Barry Schwartz, who has written a book about choice, we need to recognise that while some choice is good, too much can make us confused and **discontented**. He argues we should focus on being pleased with what we choose. I am going to remember this next time I'm offered a cookie – choose one and enjoy it!

Understanding

Answer the following questions.

1. How many different types of breakfast cereal are there in the blog writer's local supermarket?
2. Why do many people think the more choice the better?
3. Explain in your own words why having too many choices can be problematic.
4. How do you know the writer is an expert on the subject?
5. What is the writer's solution to the problem?

Word cloud

cereal paralysed
 discontented perfection
 indecision varieties
 not necessarily

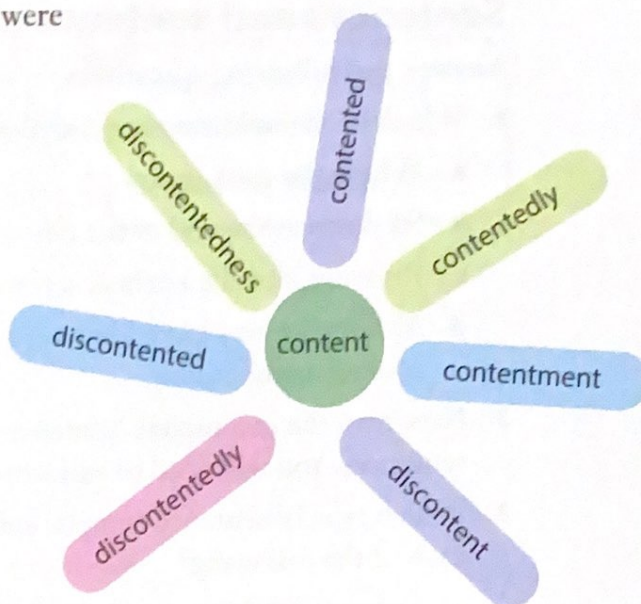
6. Can you think of another situation in your life where you were faced with too much choice? What did you do?

Key concept

Word families

All words belong to families. There are different types of word families.

One type of word family involves words that come from the same root word. For example, the word 'discontented' comes from the root word 'content'.



Word builder

Create a word family for all the words in the Word cloud. Look at the example on the right. Share your ideas with others in your class.



Global Perspectives

What is a typical breakfast where you live? How much choice do you have in what you eat for breakfast? Do some research about how different cultures approach breakfast. Is there much difference globally in what is eaten and how people regard the breakfast meal?

Developing your language – stylistic techniques

The blog writer uses a number of techniques to keep the reader interested.

Answer the following questions.

- Match each technique to a quotation from the blog.

Technique the writer uses	Example from the blog
a Question to engage the reader's interest	'it's incredible!'
b Use of facts and figures	'we think that somewhere there must be the <i>perfect</i> cookie'
c Use of opinion	'So all this choice makes us happier, right?'
d Use of first person plural	'165 kinds'
e An exclamation	'we should focus on being pleased with what we choose'

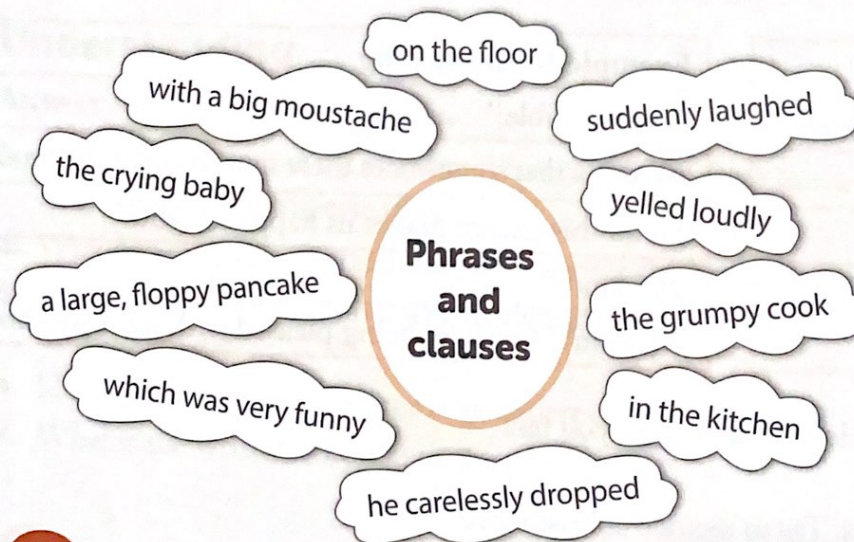
- Write the opening of your own blog about a topic you feel strongly about.

Aim to write at least five sentences. Try to include at least three of the techniques you looked at above.

Sentences and sentence punctuation

Answer the following questions.

- Which of the following are complete sentences?
 - Where the cook is now.
 - Sit down at the end of the dining room.
 - Running into the kitchen, screaming.
 - Although it was incredibly wet and rainy on the day of the cookery competition.
- Now turn the incomplete 'sentences' into complete sentences. You will need to add words.
- Which type of sentence (simple, complex or compound) is each of the following?
 - Fish is a good source of protein.
 - If you learn to cook, you can make dinner for the family.
 - My favourite food is a banana split, with chocolate and salted caramel ice cream, strawberries and whipped cream.
 - After you have chosen your dessert, try not to regret your choice.
 - Would you like to eat dinner or see round the city first?
- Use the phrases, clauses and conjunctions below to write:
 - two simple sentences
 - two compound sentences
 - two complex sentences.
- Construct a grammatically accurate sentence using as many of the phrases and clauses below as you can.



Remember

Simple sentences have one clause. Compound and complex sentences have two or more clauses. Clauses are joined by a coordinating conjunction (e.g. *and*) or subordinating conjunction (e.g. *although*).

Conjunctions

and

so

when

because



Promoting healthy eating

You are going to design and promote a healthy snack or drink.

Planning your product

First, you need to decide:

- what your drink or snack is going to be
- the ways in which it is healthy (you may need to do some research here)
- an appealing name for the drink or snack.

Use a big sheet of paper for your planning. If you can actually develop your drink or snack into a physical product, so that you can see it in front of you, this will really help your planning!

Promoting your product

Once you have decided what your snack or drink is going to be, promote your snack in the following ways:

- Produce a letter for supermarkets, head teachers or parents about your healthy snack or drink.
- Produce a TV advertisement for your healthy snack or drink.

Writing your letter

A formal letter needs to have your address (use your school address) as well as the address of the person and/or company you are writing to. It should also include the date and the correct salutation and valediction (greeting and farewell).



Ms R Brahmani
 Manager
 Superdeal Supermarket
 Castletown

14 February

Dear Ms Brahmani,

Academy of Excellence
 Port Road
 Castletown



Remember

If you begin a formal letter *Dear Sir/Madam*, you should end it *Yours faithfully*. If you begin with a name, you should end *Yours sincerely*.

Planning

Plan your letter. Remember that, while the purpose of your letter will be the same, *how* you write your letter to a supermarket, head teacher or parent will be slightly different.

When you plan, make sure you organise your ideas into paragraphs, using topic sentences where helpful.



Writing

Write your letter to the intended audience. As you write, keep going back to your plan and remember to write in sentences and paragraphs. Every few sentences, stop writing and read what you have written so far, trying to hear it in your head, and checking that it is clear and makes sense.



Proofreading

This is the final stage in the writing process where you make sure every detail is correct. The recipients will not take any notice of a letter that has punctuation or spelling errors.

Where possible, ask another person to check your letter for accuracy.



Editing

Go through your letter, checking it against your plan and making sure that you have included everything you need to include. Are there sections that need deleting? Adding? Amending?

Giving feedback

Swap your letter with another student to give each other feedback. Think about:

- how informative/persuasive the content of the letter is
- how well it is adapted to the particular audience
- how clearly and accurately it is written.

Give feedback on each of these points and say how far you would be convinced by your partner's letter.



Speaking & Listening – creating an advertisement

Start by discussing what makes a good TV advertisement. Research TV advertisements by watching some at home and write down a list of the features they use.

Discuss your list with others, then write a script for your TV advertisement for your healthy drink or snack. Rehearse it, then either perform your advertisement for the rest of the class or film it.

