



LENGUA EXTRANJERA INGLÉS

Supersize Gavin Dudeney

Elsewhere in this series we looked at 'downsizing', and now it's the turn of 'supersizing'. You may remember this term from the Morgan Spurlock film *Super Size Me* where the director attempted to live for an entire month only on food available from McDonald's. And perhaps it's no surprise that McDonald's are credited for bringing this word into existence.

The idea came from a man called David Wallerstein who had worked out that people who are very hungry often feel guilty about buying two items of the same food, but can be persuaded to buy one bigger portion. Wallerstein took the idea to McDonald's in the mid-nineties where customers suddenly found themselves being asked if they would like their menu supersized.

Essentially this meant buying bigger burgers, bigger chips (or fries) and a bigger drink for a little more money. And so people got more food, but their guilty feelings of greed were kept at bay because – in their eyes – they were still only buying one burger, and one bag of chips.

Supersizing spread to other areas not long after that, and enjoyed a brief period as a positive term for something bigger and better. Cars were supersized, television shows with feature-length episodes were supersized and supersizing was all the rage.

However, with increasing criticism of fast food and consumerism in general, supersizing has fallen out of favour in recent years.

READ THE TEXT AND ANSWER THE FOLLOWING QUESTIONS.

1.- Match these words and phrases to their definitions. (1,2 marks)

- | | |
|---------------------------------|---|
| a. entire | 1.a single serving of food |
| b. to be credited for something | 2.a strong desire to have more of something than you need |
| c. to feel guilty | 3.to discover something or to reach a good understanding of a situation |
| d. to work something out | 4. the whole of something |
| e. a portion | 5. people say that someone is responsible for something |
| f. greed | 6. to feel bad about yourself because of your actions |

2.- Find the phrases in the text that have the following meanings. (0,5 marks)

- In another or different place.....
- Tried to do something.....
- An economic system or lifestyle that is dominated by people spending money on material possessions that are not essential for life.....

3.- Decide if the following statements are true or false, according to Gavin Dudeney.(1,2 marks)

- In the film *Super Size Me*, the director only ate food from McDonald's for several months.

- McDonald's are said to have created the new word.
- David Wallerstein realised hungry people didn't buy two items of food, but that they would buy one bigger item.
- People feel more guilty about the food they eat when they 'supersize' their meal



- e) 'Supersize' was seen as a positive word for a long time.
- f) 'Supersize' is not seen as a positive thing now because it was too expensive for the consumers, for the restaurant customers.....

4.- Answer the following questions with your own words. (2,5 marks)

- a) How often do you eat out at restaurants, or buy your lunch from a sandwich shop?
- b) How often do you go to fast food restaurants, such as KFC or McDonald's?
- c) What do you think about these fast food places? Consider the taste and quality of the food, the prices, the quality of the service, the atmosphere of the restaurants etc.
- d) Many fast food restaurants are popular with children and teenagers. Why do you think this is?
- e) What would you say are the positive things about fast food restaurants, and what are the negative points about them?

5.- In the word 'supersize', 'super' is a prefix which means more, better or bigger than usual. Complete the following sentences with the correct words. (0,7marks)

- a) Super.....: they wear the clothes at a fashion show and earn a lot of money
- b) Super.....: it is very good for your health; it may help fight some illnesses
- c) Super.....: a very famous person, perhaps a sports person, a film actor or musician
- d) Super.....: a large shop which sells food and other domestic products
- e) Super.....: things that come from a mysterious power and seem not to have a scientific or natural explanation
- f) Super.....: a fictional character with special powers, often found in comic books
- g) Super.....: a country with great military and economic strength that has a large

6.- Use the words from exercise 5 to complete the sentences below. (1,4 marks)

- a) David Beckham is certainly a; he is famous in so many countries, such as America, Japan and Russia.
- b) Kate Moss is an incredibly successful..... I think she has been one for over ten years now, and she still looks great in the latest designs.
- c) I think Spiderman is my favourite..... Superman is really boring.
- d) I think it is harder to say which countries are..... these days. The world is changing a lot, I mean, perhaps India will be one soon.
- e) There's a campaign against Tesco in my town. People don't want them to open another.....as it will badly affect all the small shops.
- f) I'm afraid I don't believe there are..... phenomena. I'm sure everything can be explained by science, even ghosts.
- g) Garlic is aas it helps fight colds. Also, green tea is one because it is high in vitamin C.

7.- Answer the following questions in your own words. (2,5 marks)

- a) Do you know the names of any supermodels? What do you think of them? Do you think models are paid too much for such simple work?
- b) Which superhero movies have you seen? Did you like them? Have you ever read superhero stories in comic books?
- c) Which countries do you think are superpowers these days? Do you worry about the power that they have?
- d) Supermarkets provide convenient shopping at a reasonable price for consumers.
- e) Supermarkets destroy local communities and take the heart out of towns. Do you agree with these points? Which side of the argument is most important?
- f) Ghosts, telepathy and communicating with the spirits of the dead are all examples of supernatural phenomena. Do you think they exist?