

NEWS BREAK

Sunday's News Break selects an article from Sunday, November 1, 2015 of The Seattle Times e-Edition for an in-depth reading of the news. Read the selected story and answer the attached study questions.

Has the fizz gone out of the soda business (NW Arts & Life, page H8)

Pre-Reading and Vocabulary

1. Before you read this article, as a class discuss what you think this story will be about.
Write down any keywords from the title, which you used to make your predictions.

2. Vocabulary: Match the words to the numbered definitions below.

- A. adverse
- B. advocacy
- C. bombarded
- D. chronic
- E. consumption
- F. contribute
- G. evidence
- H. mounting
- I. obesity
- J. profitability
- K. revelation
- L. sophisticated
- M. trumpets
- N. vigilant

- 1. to increase in amount
- 2. to praise (something) loudly and publicly especially in a way that is annoying
- 3. to help to cause something to happen
- 4. very fat; fat in a way that is unhealthy
- 5. continuing or occurring again and again for a long time
- 6. bad or unfavorable; not good
- 7. a usually secret or surprising fact that is made known
- 8. something which shows that something else exists or is true
- 9. carefully noticing problems or signs of danger
- 10. to hit or attack (something or someone) constantly or repeatedly
- 11. highly developed and complex
- 12. making money
- 13. the act or process of supporting a cause or proposal
- 14. the act of eating or drinking something

Comprehension

1. According to the article, the soda industry has been taking a beating lately because there is mounting evidence that sugary drinks can contribute to what two things?
2. There was a revelation that what soda company was paying for science that could knock holes in claims that soda contributes to ill health? **(Multiple Choice)**
 - a) Coca-Cola
 - b) Dr. Pepper/Snapple Bottling
 - c) Pepsi Co.
3. Dr. Marion Nestle said that her new book "Soda Politics" is about advocacy – **true or false?**
4. Although soda remains a highly _____ industry, sales have been dropping. **(Fill in the blank)**
5. In "Soda Politics", Nestle outlines how the soda industry has responded to criticism that its products have _____ health effects by borrowing from the tobacco industry's playbook. **(Fill in the blank)**
6. The biggest possibility raised by the soda industry in order to sell doubt is that the lack of physical activity, not empty calories from sugar, is the reason for what?
7. The soda industry also trumpets the idea of _____. **(Fill in the blanks)**
8. Nestle said that her rule of thumb for calories is that it takes about 1-mile to walk off how many calories?
9. What does Nestle say the soda industry bombards us with?
10. What did Nestle give credit to the soda industry for working hard to do?

Additional Activities

1. Have students track their calories from sugary drinks and sodas for a week. Have students figure out how many miles they would have to walk to burn off those calories according to Nestle's rule of thumb. Then have students come up with healthy alternatives to sugary drinks and sodas.
2. **Answer the following questions about the article you just read:**
 - A. Who or what is this article about?
 - B. Why do you think this article is important?
 - C. What is the most important or interesting fact you learned from this article?

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Answer Key to Vocabulary

- A. 6
- B. 13
- C. 10
- D. 5
- E. 14
- F. 3
- G. 8
- H. 1
- I. 4
- J. 12
- K. 7
- L. 11
- M. 2
- N. 9

Answer Key to Comprehension Questions

- 1. Obesity and chronic disease
- 2. a) Coca-Cola
- 3. True
- 4. profitable
- 5. adverse
- 6. Rising rates of obesity
- 7. personal freedom
- 8. 100 calories
- 9. Sophisticated advertising
- 10. She gave them credit for working hard to find healthier drinks that people can buy.