



Anti-smoking campaign	
Fertigkeit: Hörverstehen	Niveau B1 Ich kann längere Texte und Gespräche aus bekannten Themengebieten verstehen, wenn klar und deutlich gesprochen wird.
Deskriptor: Ich kann Beschreibungen und Berichten die wichtigsten Informationen entnehmen.	
Beschreibung: Die Schülerinnen und Schüler sehen sich zunächst die Aufgaben an; dann hören sie die Texte von der CD zweimal an; danach kreuzen sie auf dem Arbeitsbogen die entsprechenden <i>statements</i> an.	
Organisationsform: Einzelarbeit	
Zeitaufwand: ca. 20 Minuten	
Erfüllungsgrad: Die Aufgabe gilt als erfüllt, wenn 6 von 10 Punkten richtig angekreuzt wurden.	
Spiegelbild-Aufgabe: <u>Sprechen</u> : Die Schülerinnen und Schüler erzählen ihren Partnern, was sie von Rauchverboten in Büros und Restaurants halten.	
Material / Medien: Hörtext(e) auf CD Arbeitsblatt Lösungsblatt	

Transkript

(1:14 min)

The European Commission will spend about ninety-five million dollars over the next four years trying to prevent children and young adults from smoking. That's a big increase on the twenty-five million dollars it spent on its last anti-smoking campaign.

But it's an amount that's dwarfed by the multi-billion dollar financial clout of the tobacco industry, even though companies like British-American tobacco say they support efforts to reduce the incidents of youth smoking across Europe.

The Commission's latest campaign ties in with a global anti-smoking treaty which came into force on Sunday and which requires that governments take tough measures against the promotion of tobacco. The Commission's already spent money on a logo and slogan both of which will be unveiled at the launch of the anti-smoking campaign on Tuesday and which will be followed up by a series of EU wide TV and cinema adverts.

The campaign comes on top of existing efforts to curb tobacco use. The Commission is encouraging countries to put picture warnings on cigarette packets which would feature photos of blackened lungs and from July this year tobacco firms will be banned from advertising at sporting events such as formula one car racing.

Manuela Saragosa, BBC, Brussels

Source:

BBC Learning English - Words in the News - 1 March, 2005 - Published 15:38 GMT
<http://www.bbc.co.uk/worldservice/learningenglish/index.shtml>

Task

- Look at the questions below. For each of them, four alternative answers are given.
- Then listen to the recording. You will hear a radio presenter speaking about the campaign in the news.
- You will hear the recording twice.
- Tick (✓) those answers which you think are correct.

New European Anti-smoking campaign



1.	How much money is the European Commission going to spend on its new campaign?	A <input type="checkbox"/> 59 million dollars B <input type="checkbox"/> 19 million dollars C <input type="checkbox"/> 95 million dollars D <input type="checkbox"/> 95 billion dollars
2.	The money will be spent over a period of	A <input type="checkbox"/> 4 months B <input type="checkbox"/> 14 years C <input type="checkbox"/> 4 weeks D <input type="checkbox"/> 4 years
3.	How much money did the European Commission spend on its last campaign?	A <input type="checkbox"/> 125 million dollars B <input type="checkbox"/> 29 million dollars C <input type="checkbox"/> 28 million dollars D <input type="checkbox"/> 25 million dollars
4.	When did the global anti-smoking treaty come into force?	A <input type="checkbox"/> the Sunday before B <input type="checkbox"/> the Saturday before C <input type="checkbox"/> the Tuesday before D <input type="checkbox"/> the Thursday before
5.	When is the European anti-smoking campaign to be launched?	A <input type="checkbox"/> the Sunday after B <input type="checkbox"/> the Saturday after C <input type="checkbox"/> the Tuesday after D <input type="checkbox"/> the Thursday after

6.	According to the treaty, what are governments supposed to take tough measures against?	A <input type="checkbox"/> public smoking areas B <input type="checkbox"/> the smoking of young people C <input type="checkbox"/> the advertising of tobacco products D <input type="checkbox"/> the whole tobacco industry
7.	In connection with the new campaign, what has the European commission spent money on so far?	A <input type="checkbox"/> a logo and a slogan B <input type="checkbox"/> a symbol and a poem C <input type="checkbox"/> a symbol and a slogan D <input type="checkbox"/> a logo and a poem
8.	The launching of the campaign will be followed by a series of	A <input type="checkbox"/> newspaper and cinema adverts B <input type="checkbox"/> TV and newspaper adverts C <input type="checkbox"/> TV and cinema adverts D <input type="checkbox"/> magazine and cinema adverts
9.	What could be on the picture warnings on cigarette packets?	A <input type="checkbox"/> photos of blackened hearts B <input type="checkbox"/> photos of blackened veins C <input type="checkbox"/> photos of yellow teeth D <input type="checkbox"/> photos of blackened lungs
10.	What will tobacco firms be banned from?	A <input type="checkbox"/> advertising in subways B <input type="checkbox"/> advertising at sporting events C <input type="checkbox"/> advertising on TV D <input type="checkbox"/> advertising at music concerts

Lösungsblatt

Solutions

1: C; 2: D; 3: D; 4: A; 5: C;
6: C; 7: A; 8: C; 9: D; 10: B