

Lifestyle changes – product changes

Level

Intermediate

Tasks

Talking about fast food and healthy eating

Predicting the content of an article and reading to check predictions

Finding vocabulary in the article using the given definitions

Discussing questions raised by the article

How to use the lesson

- 1 Hand out the worksheet and ask students how often they eat fast food. Do they make a conscious effort to eat healthily, or do they eat whatever they like? Ask students to give reasons for their answers.
- 2 Students look at the title of the article and predict what they think it will be about.
- 3 Ask students to skim the article to confirm their predictions. Ask learners for their reactions to the article.
- 4 Ask students to find words or phrases in the article with the definitions listed.

Answers

a initiative b CEO c product innovation e brand promotion

- 5 Students discuss the questions in groups, then report their ideas to the class. Hold a class feedback session.

Related websites

Send your students to these websites, or just take a look yourself.

www.mcdonalds.com

www.kraft.com