

**Paragraph 4 Soruları aşağıdaki parçaya göre cevaplayınız.**

It does not matter what a company calls its weight-loss program, none have been shown through reliable research to lead to long-term weight loss for more than a minority of those who use it. You might have noticed that many diet companies no longer use the word 'diet'; they talk about 'lifestyle' instead. But diets are still what they sell. The multi-billion-dollar diet industry has a huge advertising presence, and your daughter will see the advertisements everywhere. This decades-long marketing effort has convinced most people of a false idea - that fat people are fat because they lack the determination to keep weight off over a long period of time. We are taught to ignore fat people, to be fearful of becoming one of them, or if we are already fat, to do all that we can to shape our bodies into a slimmer physique. The incredible thing is that after all this marketing and all the government campaigns, there is not a single country in the world that has successfully reduced obesity rates.

**1. The author stresses that weight-loss programs --**

--.

- A) play a significant role in informing people about the dangers of obesity
- B) should involve children to help them avoid obesity
- C) are remarkably useful even though a small number of people go on a diet
- D) get poor support from the advertising sector although they are very common
- E) are not supported by careful scientific studies

**2. It can be understood from the passage that ----.**

- A) contrary to what advertisers claim, determination might be the key to keeping your weight under control
- B) diet companies try to do their best to reduce obesity rates
- C) being exposed to advertisements, people are highly motivated to lose weight
- D) using the word 'lifestyle' instead of 'diet' has gained diet companies more customers
- E) advertisements of diet companies have made people doubtful about the efficacy of weight-loss programs

**3. One can infer from the passage that ----.**

- A) obesity rates can be effectively reduced if more advertisements are displayed
- B) diet advertisements have made people become more aware of the threat posed by obesity
- C) it is very hard to understand the relation between diet and obesity in today's world
- D) the fight against obesity seems far from being won very soon
- E) governments should ban misleading diet advertisements to protect citizens from their harmful effects

It does not matter what a company calls its weight-loss program, none have been shown through reliable research to lead to long-term weight loss for more than a minority of those who use it. You might have noticed that many diet companies no longer use the word 'diet'; they talk about 'lifestyle' instead. But diets are still what they sell. The multi-billion-dollar diet industry has a huge advertising presence, and your daughter will see the advertisements everywhere. This decades-long marketing effort has convinced most people of a false idea - that fat people are fat because they lack the determination to keep weight off over a long period of time. We are taught to ignore fat people, to be fearful of becoming one of them, or if we are already fat, to do all that we can to shape our bodies into a slimmer physique. The incredible thing is that after all this marketing and all the government campaigns, there is not a single country in the world that has successfully reduced obesity rates.

**4. What could be the best title for this passage?**

- A) A Brief Look into Weight-loss Programs
- B) The Influence of Weight-loss Programs on Girls
- C) Why Does a Company No Longer Use the Word 'Diet'?
- D) An Enduring Hoax: Weight-loss Program
- E) Why did the Government Campaigns Fail?

**5. One can infer from the passage that ----.**

- A) the writer of the text is gender biased while referring to the target audience of the advertisements
- B) diet advertisements can be successful should they receive the support of government campaigns
- C) it is only recently that we have come to understand the relation between diet and obesity in today's world
- D) it is not only the the label but also the content of what many diet companies sell
- E) a ban on misleading diet advertisements is the only way to protect citizens from their harmful effects

**Paragraph 5 Soruları aşağıdaki parçaya göre cevaplayınız.**

Every few years, decisions on how European funds for agriculture will be distributed to farmers are made, and they have massive implications for much of England's wildlife. The way we farm has huge impacts on our birds, bees and butterflies. Currently, roughly 70 percent of England is farmed, and of that, about 70 percent is under some kind of program whereby the land manager receives a payment for conserving wildlife - so-called agrienvironment (AE) schemes. But birds and insects are disappearing at a disturbing rate - since 1970, the number of birds on our farms has been decreasing. It was hoped that the launch of AE schemes would reverse these losses in ten years. In fact, all that has been achieved is that the decline is occurring more slowly. Some conservationists say that among the schemes available to farmers, the 'Entry Level' scheme that most farmers sign up to is not sufficiently targeted. Farmers choose the easy options, and few gains are made. However, it can be much better if a range of measures that benefit a species over its life cycle are used.

**1. According to the passage, the current situation of AE schemes indicates that ----.**

- A) the harmful effects of farming on wildlife have been handled effectively
- B) the losses in wildlife have been compensated for over the last ten years
- C) farmers should be paid more to conserve wildlife on their lands
- D) they should be redesigned because there has still been a decrease in the number of some species
- E) they have been successful in their attempts to make governments take important actions to conserve

**2. It can be understood from the passage that conservationists ----.**

- A) want the government to initiate schemes that protect species all through their lives
- B) are in search of easier options that can be provided to the farmers
- C) are trying to design a scheme to which most farmers can sign up
- D) would like to see more farmers choosing the 'Entry Level' scheme
- E) need considerable government support to help farmers protect the environment

**3. The primary purpose of the author is to ----.**

- A) draw attention to the low number of AE schemes available to farmers
- B) emphasize the importance of AE schemes to protect wildlife successfully
- C) show that decisions on the distribution of European funds should be made by conservationists not the governments
- D) give information about the 'Entry Level' scheme, which is the most effective AE scheme
- E) reveal that farmers in England cannot receive adequate support from the government to conserve wildlife

**Paragraph 5 Soruları aşağıdaki parçaya göre cevaplayınız.**

Every few years, decisions on how European funds for agriculture will be distributed to farmers are made, and they have massive implications for much of England's wildlife. The way we farm has huge impacts on our birds, bees and butterflies. Currently, roughly 70 percent of England is farmed, and of that, about 70 percent is under some kind of program whereby the land manager receives a payment for conserving wildlife - so-called agrienvironment (AE) schemes. But birds and insects are disappearing at a disturbing rate - since 1970, the number of birds on our farms has been decreasing. It was hoped that the launch of AE schemes would reverse these losses in ten years. In fact, all that has been achieved is that the decline is occurring more slowly. Some conservationists say that among the schemes available to farmers, the 'Entry Level' scheme that most farmers sign up to is not sufficiently targeted. Farmers choose the easy options, and few gains are made. However, it can be much better if a range of measures that benefit a species over its life cycle are used.

**4. The attitude of the author towards the efficacy of agrienvironment schemes is ----.**

- A) dissatisfied
- B) indifferent
- C) sarcastic
- D) appreciative
- E) biased

**5. What could be the best title for this passage?**

- A) A Detailed Analysis of Agrienvironment Schemes
- B) The Influence of European Funds on Agriculture
- C) Farmers Choose the Easy Options. Why?
- D) Payment for Conserving Wildlife Holds Promise
- E) Not Enough is Done to Save the Species in Decline

Paragraph 4 Key

1. e 2. c 3. d 4. D 5. a

Paragraph 5 Key

1. d 2. a 3.b 4.a 5.e



