FOOD TV: EDUCATION OR

1. Shows about cookery have become more and more popular all over the world. But what are the reasons for this, and does it make us cook more7 In the UK, BBC viewers complained to the programme Points of View that there were too many cookery shows on TV. In one week, the BBC showed 21 hours of cookery. When shows on other channels were included, this came to an amazing 434.5 hours of food TV.
2. In the past, TV cookery shows were there to teach people how to cook. One of the first famous TV cooks, Julia Child, was American. She began her career as a cook when, in 1948, she moved to Paris and learnt to cook sophisticated French cuisine because her husband loved good food. On her return home, she published a collection of French recipes made simple, for ordinary American housewives to use, which was an instant success. She was invited to do a TV show, where her humour and strong personality soon won her great fame
3. Nowadays TV chefs are famous for all sorts of different reasons. Gordon Ramsay, for example, is an interesting TV chef. He is famous for having a bad temper and using foul language. In his TV show, Hell's Kitchen, he shouts at his staff when they make mistakes because he wants all the food at his restaurants to be perfect. He has many restaurants in different countries. Jamie Oliver is a good-looking, working-class boy who made healthy eating fashionable. He believes children should eat healthy food and he worked with the government to make school meals healthier. His style of cooking is quick, easy and fun.
4. There are some famous pairs of TV cooks as well. The Hairy Bikers are a pair of chefs who have beards and ride motorbikes. They travel around to different places and cook there. They were both fat but then did a series of shows on how to cook diet food and both lost weight. Another famous pair was the Two Fat Ladies. They cooked unhealthy food using lots of f at and they didn't care about healthy eating. They also rode a motorbike.
5. The introduction of a competitive element to many cookery shows reminds us that food TV is more entertainment than education these days. Many of us love shows the Masterchef, where a contestant is eliminated on every show. The personalities of both the contestants and the judges are far more important than the cookery. In a popular competitive show called The Great British Bake-Off, there was a 'nice judge', Mary Berry, and a 'nasty judge', Paul Hollywood.
6. We know that cooking at home is better for us than eating ready-made or takeaway meals. However, the fact that there is more cookery on TV doesn't necessarily mean people cook more. Different studies have produced different results, but most agree that people generally spend less time cooking than they did in the past. Certain cookery shows influence viewers more than others. One study found that the most influential show was Jamie Oliver's 15 Minute Meals, which influenced 21% of viewers. This may

be because his method is to cook quick, simple, healthy meals rather than 'restaurant-style' food.

1. It seems, though, that teaching children to cook at home and at school has much more influence on healthy eating than watching TV programmes on cooking. Grandparents have an important role to play because they may have more time -

and experience - than parents. Cooking with family members on a regular basis and making food preparation part of the school curriculum is likely to ensure that children become adults who can and do cook.

**Read the article about Food TV. Which paragraphs contain the following information?**

**Write the correct letter, A-F.**

[NB You may use any letter more than once.}

1 The cooking show that affects people most F

**2** A TV chef who was first famous as an author B

3 The number of food shows on TV A

**4** The role of cookery shows for enjoyment rather than learning E

5 Why children should be taught to cook at school G

6 Research about the amount of time people cook F

**7** Examples of famous cookery partners D

**Look at the following descriptions (1-7) and the list of famous chefs. Match each description with the correct chef, A-F.**

[NB You may use any letter more than once.}

**1** Changed the style of cooking on some of their programmes C

**2** One of the first TV chefs E

3 Helped to get children eating healthy food B

**4** The kinder of two judges A

5 Cooked food that was not very good for you F

6 Is very rude to the kitchen workers D

7 Showed people that cooking foreign dishes need not be difficult E

A Mary Berry

**B** Jamie Oliver

C The Hairy Bikers

D Gordon Ramsay

E Julia Child

F Two Fat Ladies

**THE FUTURE OF MALLS**

1. Shopping malls have never been just about shopping. They began in the United States after the Second World War and, for the young, they were always a place to 'hang out' and be seen. However, the world has moved on, and just providing shops and a food court is no longer enough to keep malls alive. Malls became less popular at the start of the 21st century, mainly because of on line shopping. There is even a website, dead malls.com, which shows the end of many US malls. Malls need to change to survive. So what will the mall of the future look like?
2. Malls are already becoming bigger and better all over the world. Asia and not the US is now the 'mall capital' of the world and is home to the five largest malls in the world. China is home to the two largest. Some mat ls in the Middle East and East Asia are starting to specialise. It is predicted that this will happen more and more in the future. Some ma tis will only sell electrical items, for example, or only fashion for young people. Some malls will only include expensive shops or cheap shops, as already happens in Bangkok and Singapore.
3. Malls are becoming 'the new downtown', with cinemas, bowling alleys, climbing walls and even concert halls. Xanadu, a mall 30 km from Madrid, is a recreation centre for a family day out as well as a shopping centre, with ski slopes, minigolf, go-karts, balloon rides, bowling and billiards. We have always been able to grab a burger at the mall, but in the future we are going to see 'fine dining' too, with more expensive restaurants based at malls, as well as spas, fitness centres and art galleries. There are also going to be more apartments and office space so that more people can live, work, shop and be entertained in one location.
4. Mall owners are going to need to think of new ideas to remain in business. One growing trend is the seasonal changes in the mall. It began with having Santa Claus in December, but now there are 'pop-ups' - temporary shops, stalls and kiosks - for other seasons and events. Brent Cross in North London has an 'urban beach' in summer, and its main lobby has different promotions and events every week, from bungee jumping for kids to free health checks.
5. So, we have looked at the facitities ma tis wilt need to offer. Malts will need to consider the environment too. There will be more open-air malts and more natural features. Mall designers will have to make sure people can get there by public transport. They will also need to use more natural sources of heat and light. We will see more plants, trees, grass and even waterfatls at our local malls in the future.
6. The future of malls looks exciting: there will be 'virtual malts' and technology wilt be used within malts to help us shop, find bargains and even park our car. With all these creative innovations, the malt will go from strength to strength.

i Innovate and stay alive

ii Fast food paradise

**iii** Expanding and improving

iv Malls and the natural world

v A new city centre

Paragraph B \_\_ iii

Paragraph D \_\_ v

Paragraph C \_\_ i

Paragraph E \_\_ iv