

## UNIT 4

### READING

#### 3.1 READING FOR DETAILED COMPREHENSION

##### Reading Comprehension

When a passage is given for reading comprehension, one should first skim and scan through the passage to find what the passage is about and to know the general drift. The detailed reading should be given after going through the questions. After thoroughly understanding the passage, the questions should be answered suitably.

##### **Read the following passage and answer the below questions**

Tobacco addiction is a global epidemic that is increasingly ravaging countries and regions that can least afford its toll of disability, disease lost productivity and death. The tobacco industry continues to put profits before life: it's own expansion before the health of future generations; its own economic gain ahead of the sustainable development of struggling countries. Now, as nations have begun fight back with a global strategy, and some countries begun to turn the course of the epidemic, tobacco companies continue to launch new weapons the form of products disgust to appear less harmful and more attractive.

The core strategy of the tobacco industry is not new. It is the new variant of "light, mild" and low tar. Cigarette campaigns that were so effective in keeping customers gaining new ones and undermining tobacco control in the 20th century. Now a days, tobacco companies continue reassuring health concern, smokers by offering with their new products the illusion of safety. They continue to take their old and new customers to more insidious level of deception by promoting and selling new products discussed under healthier name, fruity flavours are more attractive looking packaging. In the mean time they continue their search

for reduced harm products. However, none have been thoroughly evaluated in human studies, so there is not reliable information on what is the toxicant exposure or health impact. Honest accurate information on tobacco product ingredients, toxicant deliveries, and health effects is scarce for many of these products. Fortunately, tobacco control professionals learnt a valuable lesson about tobacco industry approaches from the experiences and success as well as failures' of 20th century tobacco control efforts.

Global public health also has the strength of the combined forces of the United Nations and its member states through the world health organizations frame work. Convention on tobacco control –the Who, FCTC a powerful tool to combat tobacco and the challenging approaches of its industry. The purpose of the world no tobacco day 2006 is to raise awareness about the existence of great variety of deadly tobacco products in order to help people get accurate information, remove the disguise and unveil the truth behind tobacco products- traditional, new and future. The slogan raises as follows: tobacco: deadly in any form of disguise.

It is crucial to empower people and organization to the knowledge about the different tobacco products and their many forms and disguise in order to implement more effectively control tobacco and improve global health World No Tobacco Day 2006has the following objectives

- Raise awareness all forms of tobacco: DEADLY IN ANY FORM. Cigarettes, pipes , biddies, kreteks, clove cigarettes , snus, snuff, smokeless ,cigars..... they are all deadly
- raise awareness about all types and names and flavours ; deadly in any disguise . mild , light, low tar , full flavor , fruit flavored, chocolate flavoured, natural, additive-free, organic cigarette, PREPs(potentially reduced exposure products), harm –reduced .... They are all deadly

- raise awareness about the need for strict regulations and encourage its implementation all of the products and practices are deadly and additive and thus the absence of truthful information deprives even well intended people the ability to make, healthy choices. Whether the disguise is perpetuated by multinational corporations or by well indented, but uninformed shops, families, and individuals, the end product can be the same: use of products that carry unnecessary risk of disease, debilitation and death. The truth about tobacco can empower people to improve their own health, as well as the health of their families, friends, and others in their community.

**I. Choose the best answer for the questions from the options given: 8 X 1 = 8**

(1) The tobacco industry expands on the basis of its

- a) own merit
- b) advertisement
- c) health of future generation
- d) own economic gain

(2) Tobacco companies continue to sell their products by

- a) disguising their products under healthy names
- b) deceiving their customers
- c) taking care of the health aspects

d) informing people of the production

(3) The FCTC of WHO is a tool to

a) fight against tobacco

b) fight against the challenge of the industry

c) promote tobacco sale

d) help people

(4) Which of the following is NOT the purpose of World Tobacco Day?

a) Raise awareness of the existence of the deadly tobacco products

b) Inform people of the tobacco products

c) Unveil the truth behind the tobacco products

d) Fight against the companies

(5) Which one of the following methods is NOT used by the tobacco companies?

a) Give attractive looking packaging

b) Use healthier names

c) Sell at a lower prices

d) Use attractive flavours

(6) What does “Deadly in Disguise” mean?

- a) Death is indirectly hinted
- b) Death is directly spoken of
- c) The person may not die
- d) Death in another form

(7) If the information about the tobacco products are given,

- a) people would have made wise decisions
- b) People will make healthy choices
- c) the sale will go higher
- d) the company will have been in loss

(8) Tobacco addiction is compared to an epidemic disease that spreads because

- a) it causes diseases that spread to other people
- b) the people carry the disease germs
- c) the disease can spread to other countries
- d) addiction to the habit keeps spreading very fast

