

אנגלית

על פי תכנית הרפורמה ללמידה משמעותית

Module C

PART I: ACCESS TO INFORMATION FROM WRITTEN TEXTS (70 points)

Read the article below and then answer questions 1-9.

HOW SCIENCE IS TRYING TO HELP US EAT BETTER

Americans have been eating a lot more salt and sugar in the last 30 years. According to an article in *the Atlantic* magazine, food companies are partly responsible for this increase.

5 In 2007, the Campbell Soup Company tried to make a change. It started using less salt in its soups to make them healthier. However, the public wasn't happy with this change. By July 2011, sales had decreased so much that the company had to put the salt back into its soups.

10 So how can companies make their products healthier without losing costumers? Some researchers think the answer might be in changing the way food smells. Smells can improve the way food tastes to us. That is why researchers are developing 'phantom aromas'. These are aromas that make us think we are tasting flavors that are not really there. For example, in one 2012 study, the aroma of beef was added to a salt-free soup. Over 60% of the participants who tasted the soup believed there was salt in it.

15 "Using phantom aromas won't make it possible for food companies to remove all of the salt from their food, but it's a good start," says Robert Sobel, the scientist who invented the term 'phantom aroma'. Sobel has been researching phantom aromas for the last five years and has already succeeded in removing 10% of the salt in food like potato chips and soups. Some researchers believe that by using
20 other techniques together with phantom aromas, they could decrease the use of salt by more than 35%.

However, food expert Michael White claims that adding artificial smells does not solve the problem at all. He believes that phantom aromas just add to a larger problem. American food already has huge amounts of artificial ingredients in it.

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Answer questions **1-9** in English according to the article. In questions **1, 3, 7, 8** and **9**, circle the number of the correct answer. In the other questions, follow the instructions.

1. What is the main idea of lines 1-3? There has been an increase in (-).

- i) the number of articles about food
- ii) **the amount of salt Americans use**
- iii) the number of food companies in America
- iv) the amount of food Americans eat

(7 points)

2. How did the Campbell Soup Company know that people didn't like the change?
(lines 4-7)

ANSWER: **The sales of soup had decreased.**

(8 points)

3. What do we learn about phantom aromas from lines 8-14?

- i) **They can make our food taste better.**
- ii) They have been used for many years.
- iii) They can make us eat too much salt.
- iv) They make us think salt is good for us.

(8 points)

4. Why did many of participants in the 2012 study think there was salt in the soup?
(lines 8-14)

ANSWER: **because the aroma of beef was added to it.**

(8 points)

5. Robert Sobel says that using phantom aromas is "a good start". (lines 16)
A good start to what? (lines 15-21)

ANSWER: **to removing all salt from our food.**

(8 points)

6. What is ONE thing Robert Sobel did? (lines 15-21)

ANSWER: **has already succeeded in removing 10% of the salt in food like potato chips and soups.**

(8 points)

7. What do we learn about the "other techniques" mentioned in line 20? (lines 15-21)

- i) They are better than phantom aromas.
- ii) **They may work best with phantom aromas.**
- iii) They can decrease the use of salt by 10%.
- iv) They were invented by Robert Sobel.

(7 points)

8. What does Michael White think the real problem is? (lines 22-24)

- i) Phantom aromas make food taste bad.
- ii) **There are already too many artificial ingredients in food.**
- iii) Americans will continue to add salt to their food.
- iv) People will not buy food with phantom aromas.

(8 points)

9. The main subject of the article is (-)

- i) **why people have changed the way they eat**
- ii) why food companies lose customers
- iii) how to convince people to buy American food
- iv) how researchers can help food companies

(8 points)

