Pre-Reading: Vocabulary from “The Dorito Effect…”

(http://www.vox.com/2015/7/30/9070255/dorito-effect)

**A. Read the following sentences and try to guess what the words in bold mean.**

1. “Rarely, however, do we talk about the **corollary** of this: that at the same time food companies mastered the art of engineering flavors to make things like soda and chips irresistible, real foods like meat produce have become increasingly bland.”

2. “We know smoking is deadly because it causes cancer along with a **host** of other **ailments**.”

3. “All the good stuff we grow has gotten continually more bland……they have become **diluted** of nutrients.”

4. “We started producing flavors in factories and adding them to all sorts of things. We created flavors that were **out of context**.”

5. “These flavored foods deliver deliciousness and calories, but they don’t deliver a **diversity** of nutrients.”

6. “Arch West wanted to **unleash** tortilla chips on the market.”

7. “ You’re not tasting the chicken- the chicken is more a **delivery vehicle** of flavoring that was created by flavor scientists. This is incredibly deceptive on the cognitive level, but it’s also **messed up** the palate.”

8. “More recently, scientists developed the ability to make isolated flavoring chemicals in a ‘natural’ way. It’s just a **distortion** of policy and a legal labeling **framework**.”

9. “Soy milk, for example, has this **clean reputation**. But when you start to look, it has a huge amount of flavoring and sugar.”

10. “When I was researching *The Dorito Effect*, I thought there was an absolute **trade-off** between quality and quantity.”

Discussion Questions from “The Dorito Effect”

**A. Discuss these questions with your group.**

1. Did you find the results of Mark Schatzker’s research that flavor is what is making us unhealthy surprising? Do you believe that his finds might be correct?

2. Do you find that raw ingredients (meat, vegetable, fruit, milk, eggs, etc.) in North America taste different from those in your home country? If so, how would you describe the difference?

3. Are you careful about what you eat? Do you care about food labels such as organic, natural, artificial etc?

4. During the interview, Mark Schatzker said that “*we need to shop like a passionate Italian chef*” is this realistic?

5. Later he says that “*by choosing quality over quantity only rich people would be able to afford truly delicious food*” is this perhaps, already the case? Is any research about food that isn’t about how to make more of it for those who don’t have enough a waste of time and/or money?

**B. Choose one of the above questions and write your answer below.**

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