

Answers

A) Match the phrases to the definitions

Based on the context of the article, can you match the words in the box to the definitions listed below? Then add the word into the example sentence. You may need to change the form of the word to fit the meaning of the sentence.

to adhere to/comply with	lenient	to engage in underhand/illegal activity
to impose	measures	to crack down on
to be frowned upon	to be subject to	by the book
		a ban
		to lift
		room for manoeuvre

1. Not strict, allowing you to break the rules a little bit and not punishing as much as expected: **lenient**

*"Our manager is too **lenient** with sales people who are not hitting their targets."*

2. To introduce strong measures to stop something or really reduce something: **to crack down on**

*"The government are **cracking down on** tax avoidance."*

3. To follow (a law, rule): **to adhere to/comply with**

*"We must **adhere to/comply with** strict ethical practices."*

4. An official prohibition stopping you from doing something: **a ban**

*"The government have introduced a **ban** on smoking indoors."*

5. Strictly following the rules or the best practices: **by the book**

*"As a law firm we have to do things **by the book**."*

6. To officially introduce a rule, law or punishment: **to impose**

*"During covid 19, the government **imposed** strict lockdowns on the population."*

*"Our manager has **imposed** some stricter rules about when we must be in the office."*

7. An opportunity and freedom to change things slightly: **room for manoeuvre**

*"The spending regulations are not so strict; there is some **room for manoeuvre**. I estimate that we can go around \$1000 over budget without any real consequences"*

8. To be in a situation where you have to follow a rule or law: **to be subject to**

*"Our factory **is subject to** strict hygiene controls."*

9. To do illegal or dishonest things: **to engage in underhand/illegal activity**

*"The company was finally **engaging in underhand/illegal activity** for many years."*

10. A plan or course of action introduced for a specific purpose: **a measure**

*"Management have introduced new **measures** to tackle employee absences."*

11. To officially end a restriction, law or ban: **to lift**

*"The final lockdown measures were **lifted** in February 2022."*

*"The government have **lifted** the ban on dairy imports."*

12. To be disapproved of: **to be frowned upon**

*"Leaving the office before 5pm is generally **frowned upon**. I wouldn't advise this if you want to progress in the company."*

B) Key Words in a New Context

The Vaping Explosion

In recent years, the e-cigarette industry has exploded in popularity, with more and more people turning to vaping as an alternative to traditional smoking. However, this industry is full of controversy, with concerns over health risks, regulation, and dishonest business practices.



E-cigarettes are a fairly new technology, which means that there is a fierce debate raging as to whether e-cigarettes are a viable alternative to smoking, or whether they are in fact more dangerous in the long-term.

On the one hand, e-cigarettes produce fewer carcinogens than real cigarettes, and they can act as a vehicle for smokers to eventually quit the habit. They are potentially influential in a general shift in societal attitudes, whereby smoking real cigarettes seems to be much more **frowned upon** and much less fashionable. On the other hand, the technology is still in its infancy, and there is relatively little understanding of the potential risks of inhaling such vapours. Furthermore, the industry is still highly unregulated in some parts of the world

The e-cigarette industry is **subject to** specific regulations in each country. Some countries have **imposed** strict **measures** on vaping. In around 40 countries, including India and many

South American countries, there is some kind of **ban** on e-cigarettes. Other countries take a slightly more **lenient** attitude, whereby normal cartridges are legal, but flavoured cartridges are illegal.

One of the most controversial issues surrounding e-cigarettes is their marketing. Unlike cigarettes, there is very little regulation in terms of the presentation of their products. This has created a situation where some companies are able to **engage in underhand practices**, creating colourful products and exciting new flavours which are clearly aimed at young teenagers. It is not just about colours and flavours, however. There is also very little regulation in place regarding the presentation of the dangers of vaping on packaging. Unlike cigarettes, vapes can be presented as fun, harmless, trendy alternatives. There is so much **room for manoeuvre** and so many ways to skirt regulations.

In response to these concerns, the UK government has begun to **crack down on** the illegal sale of vapes to underage teenagers. Like many countries, only people over the age of 18 can legally purchase e-cigarettes in the UK. Thousands of teenagers have been recruited to form an “enforcement team” to go into shops to make test purchases in order to ensure that shopkeepers are **complying** with the law.

C) Comprehension Questions

1. Paragraph 2 mentions that there is a ‘fierce debate raging’ about e-cigarettes. Could you rephrase this in simpler English?
 If something is ‘fierce’ it means that it shows aggression. We can describe a ‘fierce lion’ or a ‘fierce rugby match’. A ‘fierce debate’ is a strong collocation, meaning that these two words often go together.

 If something is ‘raging’ then it means that it has a high level of intensity. E.g. ‘His anger raged’.

 Therefore, to rephrase this in simpler English, we could say: ‘there is an intense, aggressive debate’.
2. What are some of the main pros and cons regarding e-cigarettes mentioned in paragraph 3?
 The main pros are the fact that they contain fewer carcinogens than real cigarettes. They could also potentially help smokers to quit the habit. They are making the smoking of real cigarettes less fashionable and more frowned upon.

 The main cons are that the industry is ‘in its infancy’ meaning that it is very young. Also there is little regulation surrounding e-cigarettes.
3. What are the 2 main ways in which e-cigarette companies can engage in underhand practices regarding the marketing of their products?
 They can use colours and flavours to attract teenagers. They can also ignore the health dangers surrounding e-cigarettes.
4. What do you think the phrase ‘to skirt regulations’ means in paragraph 5?

To 'skirt regulations' means to avoid the rules without breaking them. We could also use the phrase 'to get around regulations'. The clue from the text is the idea that there is a lot of 'room for manoeuvre' regarding regulations.

5. What is the UK government's plan to tackle the sale of vapes to underage teenagers?
They have put together a team of teenagers, who will go into shops and attempt to buy e-cigarettes in order to check that shopkeepers are complying with the age restrictions.