

Check your ECCE Listening Skills – Part 2– Activity 2

Key and Item Analysis

Imagine you are listening to the radio. You are going to hear someone from a radio station interviewing some people at a Health Fair.

Man (M): Tell me Debbie, how is the fair organized?

Woman (W): Some of the main display areas concentrate on the health and fitness of different age groups. For instance, the blue stand over there should attract a lot of parents. All day at the stand there are pediatricians giving free medical advice for pre-school age children, so if you have any questions about your child's health, or if you want to know how to get a problem treated, you'll be able to find someone to provide an answer. The green stand next to it has doctors who give advice to adults and especially to people who have problems with their weight, young or old. People can get themselves weighed, have their blood pressure taken and be given a special diet.

Item 1

Item difficulty: Moderate

1. Who will be interested in the blue stand?

- A. doctors
- B. parents
- C. children

Answer: B

Explanation: The correct answer is B as the woman states that parents would be interested in the blue stand: "the blue stand over there should attract a lot of parents."

Item 2

Item difficulty: Moderate

2. Who will be interested in the green stand?

- A. people with high blood pressure
- B. people with weight problems
- C. people with special diets

Answer: B

Explanation: The correct answer is B as the woman states that at the green stand people can get advice about being overweight: "The green stand next to it has doctors who give advice to adults and especially to people who have problems with their weight, young or old."

M: It seems that the fair is for people of all ages.

W: That's right. When we talk about health and fitness, it's the family situation that we have in mind. For instance, a lot of unhealthy eating habits begin at home, and this surprises a lot of people. It's parents who allow children to eat the wrong things at the wrong times. Everyone blames TV advertising, but it's parents who buy what is shown on TV. For instance, kids really enjoy eating cereals for breakfast, and cereals are generally very nutritious. Unfortunately, parents tend to buy products that are low in fiber content, but that have a lot of sugar. Manufacturers of such cereals put in far too much sugar. This has no benefit for kids as it accustoms them to eating sugar and sweets. If parents say no to sweets, the kids start crying and refuse to eat any proper food until they get the sweets they want.

Item 3**Item difficulty:** Less challenging

3. Who does she say is responsible for bad eating habits?

- A. parents
- B. advertisers
- C. manufacturers

Answer: A

Explanation: The correct answer is A as the woman states that parents are responsible for their children's bad eating habits as the parents buy the food and allow their children to eat it: "It's parents who allow children to eat the wrong things at the wrong times." "...but it's parents who buy what is shown on TV."

Item 4**Item difficulty:** Moderate

4. Why do children stop eating proper food?

- A. They eat too many cereals.
- B. They eat too much fiber.
- C. They eat too much sugar.

Answer: C

Explanation: The correct answer is C as the woman states that cereals have a lot of sugar in them and children then get in the habit of eating too much sugar and do not want to eat proper food: "... it accustoms them to eating sugar and sweets." "... kids start crying and refuse to eat any proper food until they get the sweets they want."

M: So, do you suggest to parents what sorts of foods they should buy for their kids?

W: We try to set guidelines. We can't tell parents which brand name products to buy and which not to buy, of course. But we do give them some ideas. For instance we tell them common sense things like reading the ingredients on the labels of any food they buy, especially for children. Parents need to take their role as consumers seriously because their health and especially the health of their children should be a top priority. They should also read the expiration date before they buy any food products. This all sounds simple, but you'd be surprised at how infrequently consumers do this.

Item 5**Item difficulty:** Moderate

5. What does she say parents need?

- A. guidelines
- B. brand names
- C. ingredients

Answer: A

Explanation: The correct answer is A as the woman states that guidelines are given to parents about buying food for their children: "We try to set guidelines."

Item 6

Item difficulty: Moderate

6. What does she say consumers need to do?

- A. buy simple products
- B. take their role as consumers seriously
- C. improve their health

Answer: B

Explanation: The correct answer is B as the woman states that parents are the ones who buy the food for their children and as such parents need to take this role seriously: "Parents need to take their role as consumers seriously because their health and especially the health of their children should be a top priority."