

Up in smoke 呼呼吸烟者戒烟一个月

Vocabulary: smoking 词汇: 吸烟

Smokers in England have been asked **to give up** smoking for 28 days this month, in a campaign **backed** by Cancer Research UK and the British Heart Foundation.

Research shows people who manage not **to light up** for this length of time are five times more likely **to kick the habit** for good.

Public health experts say campaigns that include a combination of **hard-hitting** adverts and supportive messages work best.



Quitting smoking can be difficult. People are much more likely to succeed if they get support than if they try to do it alone and **go cold turkey**.

Robert West, Director of Tobacco Studies at University College London, points out how **peer pressure** can prevent a tobacco **addict's** resolve **going up in smoke**.

"We are social animals, we are herd animals and we are influenced by each other," he said.

The initiative has met some **scepticism** among readers of the BBC News Online website. Some compared it to asking people to stop eating as a way of combating obesity. Others doubt the campaign's effectiveness.

"Its weakness is that it fails **to address** why a person smokes, and these reasons are as varied as the number of smokers", says someone who signed as BluesBerry.

Another reader, Cazz, has decided to give it some credit. He says: "Campaigns like this won't necessarily **prompt** the majority of smokers to quit, but may **prompt** those thinking about quitting to set a date and try. Surely it's **worth a shot**."

The number of smokers in England is estimated at 8 million.

According to the Department of Health, smoking is the biggest cause of **premature** death in the country.

词汇表请参看答案与词汇部分

Quiz 测验

阅读短文并回答问题。

1. For how long is the campaign asking smokers to be smoke-free?
2. Look at the article. Why is it easier to stop smoking when other people are doing the same?
3. Is the following statement true, false or not given? *Most of the BBC News Online website readers do not believe the anti-smoking campaign will succeed.*
4. What adjective in the article means something done with the objective to cause shock?
5. What are the three verbs used to say 'not to smoke anymore'?

Exercise 练习

请你在不参考课文的情况下完成下列练习。从每个表格中选择一个意思合适的单词填入句子的空格处。

1. John knew that drugs were consuming his life so he's decided to go cold _____ and now is free of them.

pigeon	duck	turkey	chicken
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2. Nowadays teenagers suffer a great deal of _____ pressure to have the latest gadgets.

sneer	beer	sir	peer
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3. Betty used to work as a receptionist but she's applied for a post as a secretary. She hasn't got any experience but thinks it's worth a _____.

bullet	knife	shot	bomb
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4. My doctor told me to go on a diet but I find it hard to give _____ sweets.

up	in	on	down
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5. Cigarettes are harmful for children and health authorities recommend parents _____ the habit.

punch	kick	shock	hit
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Answers and Glossary 答案与词汇

Quiz 小测验

1. For how long is the campaign asking smokers to be smoke-free? 28 days
2. Look at the article. Why is it easier to stop smoking when other people are doing the same? According to the University College London's commentator Robert West, people are social animals and are influenced by each other.
3. Is the following statement true, false or not given? *Most of the BBC News Online website readers do not believe the anti-smoking campaign will succeed.* False. The article mentions reader Cazz saying that it is worth for smokers who are thinking about quitting to take part in the campaign.
4. What adjective in the article means something done with the objective to cause shock? 'Hard-hitting'.
5. What are the three verbs used to say 'not to smoke anymore'? To give up, to kick the habit, to quit.

Exercise 练习

1. John knew that drugs were consuming his life so he's decided to go cold turkey and now is free of them.
2. Nowadays teenagers suffer a great deal of peer pressure to have the latest gadgets.
3. Betty used to work as a receptionist but she's applied for a post as a secretary. She hasn't got any experience but thinks it's worth a shot.
4. My doctor told me to go on a diet but I find it hard to give up sweets.
5. Cigarettes are harmful for children and health authorities recommend parents kick the habit.

Glossary 词汇表

to give up	放弃
to back	支持
to light up	点燃
to kick the habit	要戒掉恶习
a public health expert	公共健康专家
hard-hitting	强硬的
to quit	戒掉, 放弃
to go cold turkey	突然停止(做某事)
peer pressure	同伴压力
an addict	瘾君子
to go up in smoke	化为乌有, 成为泡影
scepticism	怀疑, 怀疑主义
to address	解决
to prompt	促使
to be worth a shot	值得一试的
premature	过早