cappuccino. The Irish also gave it up and drink their Guinness inside in a warm pub,

bans, because people eat and drink more, so pub and restaurant owners support smoking or smoke outside in the rain. Abroad, even

## Potatoes and tobacco

That kind of tobacco was too strong to smoke in a pipe, and it was only in 1578 that the English adventurer Sir Walter Raleigh And potatoes too! brought the first pipe-tobacco to Europe. Tobacco was first introduced to Europe in 1528, by Spanish explorers¹ who saw Native Americans smoke it during their rituals.

People were slow to start eating potatoes, but tobacco-smoking spread like wildfire<sup>2</sup>! very fashionable. They thought it was good medicine, and

# Smoking for equal rights Historically, people thought smoking was not 'feminine', so it wasn't popular

The advertising genius Edward Bernays (Sigmund Freud's cousin) made smoking popular in the 1920s with publicity events\* that showed trendy women smoking. This was quite rebellious behaviour at the time, and so smoking was connected with with women until the 20th century.

the Marlboro Man (a cigarette-smoking cowboy) to today's ads, smoking is sold hasn't changed much since then. From women's rights and individualism. The recipe for advertising smoking

## AND WHAT IS TAS BEEN

as a symbol of freedom, which is quite different to how addictive<sup>5</sup> the nicotine in

## Nicotine - a hard habit to crack cigarettes really is.

Tobacco's main effect on the body is through the chemical nicotine. This is both a stimulant's and a relaxant's and it works within seconds to make the brain produce many complex neurotransmitters'. These help people concentrate, relax, be more alert's, and teel less pain. When smokers take short puffs', the effect is to stimulate (= make active) the brain, and when they

WHAT IT DOES WHAT IT IS, SMOKING:

take long puffs, the chemicals in their blood create a mild sedative <sup>12</sup>.
Of course, because it is a drug, smokers get used to the effect and gradually <sup>13</sup> need more nicotine to feel the same effect as before. This physical dependency<sup>14</sup> can lead to clinical addiction, which is often compared to an addiction to heroin, cocaine also smoked). and crack (= cocaine crystals that are

Smokers also experience psychological dependency. They say "I'm just a social smoket" or "Ill gain weight fit give it up or "I helps my nerves". It doesn't really matter that each of these things can be managed with a different activity; they are just excuses that smokers have to explain their habit.

spreadlike wildfire - se rozślilo jako pożał rozślilo jako pożał s for equal rights (lukwo)ij - za rownopiawnost - publicity event - propagačni akce - aktralia i kalinalna kontrolia i kontrolia ko

o alert (ɔˈlaɪ) - ostražīv, bdēly
o puř [pʌi] - Sluk, potálnutí
za z cígarety
o mild sedative [maild 'scdativ] mirné sedativum (uklidňující - m

s public's attitude - postoj veřejnosti » in the minority [mai/noriti] – v menšině » butt [bat] - oharek, nedopalek odhadovat ['estiment] -

their fingers and teeth can rum yellow after smoking for a long time. Naturally, their health is also affected, and in some countries cigarettes are very expensive, so it hurts The costs of smoking
Smokers pay a social cost for smoking – their
hair and clothes stink (= smell bad), and their pocket too.

But it's not just smokers who pay a price for smoking. Non-smokers also pay – in the form of higher health insurance 15 and



some countries require tobacco companies to put graphic reminders of the dangers of smoking on the package.

taxes, the effects of second-hand smoke\*, and washing all those clothes after a night

5 million deaths worldwide every year since 2000, and caused 100 million deaths during through heart disease, stroke<sup>16</sup> and cancer. The WHO (World Health Organization) estimates<sup>17</sup> that tobacco has caused out with friends!

Another high price to pay is that smoking kills. We lose friends and family the 20th century.

No more butts!
Although smoking looks cool in old movies, attitudes in society and the media have more strictly controlled than in the past. Tobacco advertising was actually banned from television and radio in the USA as long changed since the 1970s. Today, most actors are not allowed to smoke in Hollywood movies or on US television, and advertising is

VOCABULARY explorer [ik splace(r), ck-] -objevitel

> companies have had to put health warnings on their ads and products. Sponsorship of public events was also hanned in 2010, a tobacco company. Anyway, it's hard to play football when you're out of breath! which is why no World Cup sponsor is ago as 1971. And since 1984, US tobacco

complained about cigarette smoke were in the minority<sup>20</sup>, and they were called complainers and spoilsports\*. These days it's smokers who have to stand outside if bars. Even the Czech Republic has restricted (= limited) smoking in some public places. they need a cigarette - in the workplace, also changed. Once, non-smokers who government buildings, restaurants, shops and Generally, the public's attitude19 has

The Italians gave up smoking surprisingly easily, especially since they have their Smoking in the Czech Republic

attitude to smoking?

in pubs, at bus stops, and sitting next to insural jeeple who rate about ther own health and do not snoke for the its really disgusting People hooked on snokeing should pay more motival for operates and for the medical treatment they will have to undergo that Kolomazniková (CR) am a non-smoker and 99% of my friends are non-smokers, and we feel slightly discriminated against it's as it smokers were welcomed everywhere – they snoker

Almost 45% of Czech people under 24 years of age smoke. profits can increase by up to 15%. So what's the problem with the Czech Republic and banning smoking in girls smoking. This raises the question of how underage people are getting hold of cigarettes, and where the money comes from, if they're not stealing. This all adds to Almost 45% of people under 24 years of age smoke, and 18% of people under 15, with the same ratio<sup>21</sup> of boys and support the ban a bit more than men, though no one thought to ask children what public places? It appears to be due to the politicians, because most Czechs agree that a ban would be good for the country. O the social costs we've already seen. they think. want a ban on smoking in restaurants, with 40% of smokers supporting it. Women Andrew Power (UK) A recent poll showed that 78% of adults

Listen to a dialogue about smoking on the Bridge CD.

## We asked on the Bridge

is started smoking when I was 15 because it was fin and all my friends smoked I definitely elopad of, too I also eaply going to moves; but I wouldn't want to like in a crienta That's the problem with addiction it takes something fin moves a compulsion — into semething fin move a compulsion — into semething that's MQT at choice. I stank that's what people don't undestand about a diduction, it trailly lingle. (~ takes control of) you harn and hogly so it becames impossible, without outside help to break free. oshua Mensch (Canada).

## DISCUSS

publicity event - propaga...

acc ender - yprobled se (nakim) prostedek!

a to crack - yprobled se (nakim) postupně

to crack - yprobled se (nakim) postupně

postupně

postupně second-hand smoke - robacco
drpostředek dependency (frakio) second-ha

Would you support the smoking ban in pubs? Why or why not? Do you mind when your friends smake?