

4 Ways to Spot Greenwashing

lindsay dahl
 ACTIVIST, WRITER, CLEAN LIVING EXPERT



- 1 Finding the truth behind labels on your favorite beauty product or health food isn't always easy. Now that the marketplace is seeing more environmentally-friendly products, companies are using just about every expression possible to convince consumers to buy their products. "Greenwashing" is a term that's used to describe when companies use misleading marketing terms to persuade potential customers that their products are safer, or more natural than they really are. But, how can you spot it?
- 2 [- 3 -]
 Avoid buying products that have a strong scent and list "fragrance" on the ingredient list. Fragrances are protected by trade secrets and can contain hundreds of chemicals. Any company which doesn't fully disclose the contents of their fragrances should not label their products as "natural", or "organic". Please note that companies can use essential oils to scent their products, but they should label them accordingly.
- 3 [- 4 -]
 Double-check the ingredient list of products to confirm how much of the product is actually organic. Since organic foods are healthier, many people assume that all organic products are healthier, but that's not always the case. Beauty products may use certified organic raw ingredients (like coconut oil), but the rest of the ingredient list could be full of artificial chemicals.
- 4 [- 5 -]
 How green can your company really be if the carbon footprint of each product is excessive? Case in point, one company I love makes plant-based protein. Their veggie burger looks delicious but is packed in excessive plastic, paper and cardboard. Being "green" isn't just about what's inside the box, it's also about how the product is stored and shipped.
- 5 [- 6 -]
 For beauty products, check to see how they rate on the handy Skin Deep database created by the Environmental Working Group. This scores common beauty products, helping consumers to effortlessly navigate a complicated marketplace and understand what is safe and what is not. You'll notice several brands that are marketing themselves as "natural" have items that rank 7-10 on the hazard scale. I aim only to buy those that score 3 or less.
- 6 I hope these simple tips help you. Feel free to ask me questions if you're particularly stumped, and always hold companies accountable for truth and transparency in their labeling.

Text A — 4 Ways to Spot Greenwashing

Answer the following questions.

1. According to the writer, what trend has caused companies to turn to greenwashing?

2. Which phrase in **paragraph 1** suggests that companies distort the truth about their products?

Choose an appropriate heading from the list that completes each gap in the text.

- | | | |
|------------|--------------------------|--------------------------------|
| 3. [- 3 -] | ☐ | A. Excessive Packaging |
| 4. [- 4 -] | ☐ | B. Fake Organic Products |
| 5. [- 5 -] | ☐ | C. Organic Marketing Claims |
| 6. [- 6 -] | ☐ | D. Follow Your Nose |
| | | E. Misleading Ratings |
| | | F. Trust the Research Findings |
| | | G. Unlicensed Ingredients |
| | | H. Unnecessary Transportation |

Find the words that complete the following sentences. Answer using the words as they appear in **paragraphs 2-6**.

7. Treat with great caution any company that...

8. According to the writer, it is a mistake to think that...

9. A truly "green" product is more than...

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10. Choose the three true statements.

[3]

☐
☐
☐

- A. The Skin Deep database shows consumers which natural ingredients are used in beauty products.
- B. The writer thinks the database is easy for consumers to use.
- C. The database shows which stores sell the best products.
- D. Most beauty products aim to achieve a score higher than 7 on the database.
- E. A number of brands are selling products classified as unsafe.
- F. The writer will help consumers if they have more questions about greenwashing.

Heart emoji: The language of love in the 21st century

by University of South Australia

It may not be a Shakespearean sonnet,¹ but the language of love in the 21st century is just as affectionate and meaningful as it ever was, according to University of South Australia linguist, Dr. David Caldwell.



- 5 "Romance is alive and well in the digital realm, and that opens new ways of communicating love and affection, different from the traditional handwritten love letter," Dr. Caldwell says.
- "Modern love communication features images (selfies or images of a couple together), emoticons, emojis and memes, and many other combinations of words, sounds, images and animations that, in essence, combine to function as a love letter.
- 10 "With digital communications, we also have unprecedented access to each other's love letters. It is not uncommon for couples to publicly post and or announce their affections."
- Dr. Caldwell says love language today is typically less formal, less poetic, less elaborate and less metaphorical.
- 15 "There isn't much room for comparing your beloved to a summer's day, at least not as superbly as Shakespeare does in Sonnet 18, but the sentiment is no less loving or meaningful," he says.
- "Today's love language is more immediate, often a two-way online exchange, likely to be more concise in language form, and can often include 'youth speak'—abbreviations, acronyms and humour.
- 20 "The change perhaps reflects a shift in what we value in a prospective partner's linguistic repertoire.
- "Are we less attracted to a wordsmith than we once were? Does poetic, elaborate, metaphorical language in the context of romance, now feel outdated, excessive, and possibly inauthentic?
- "Perhaps today, the value is in a prospective partner's ability to use digital communicative tools—humour, emojis, memes and the like—to show a mastery of modern life."
- 25 Dr. Caldwell says the current generation are "doing love" quite differently from the romantic stereotype.
- "There are no doubt fewer love letters, but online dating is booming.
- "The most common written genre people produce for these sites is a kind of information report or auto-biography.
- 30 "It is designed to 'sell' a person to potential partners. And this commodification of self has specific language patterns, which are often very efficient, and certainly not metaphorical or poetic, like the language patterns of love letters.
- "At the end of the day, love is love and people will express their affection in ways that elicit a positive response—and it may be that successful wooing today, relies a lot more on the right emojis than the structural rigours of a sonnet or a haiku²."
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² haiku: a type of short form poetry originally from Japan

Text B — Heart emoji: The language of love in the 21st century

Choose the correct answer.

11. According to Dr. Caldwell, how does the language of love used today compare to that found in Shakespeare's poetry?
- ☐ A. It has become more passionate.
- ☐ B. It still uses very similar vocabulary.
- ☐ C. It has retained the same qualities.
- ☐ D. It has become less expressive.
12. Dr. Caldwell thinks that the digital world helps us to...
- ☐ A. express our romantic feelings creatively.
- ☐ B. explore personal relationships in depth.
- ☐ C. understand the contents of intimate love letters.
- ☐ D. write better love letters by hand.
13. Dr. Caldwell highlights the amount to which...
- ☐ A. the public can read other people's communications.
- ☐ B. couples talk about the feelings of other people.
- ☐ C. couples post information about their lifestyles.
- ☐ D. the public take an interest in other couples' love lives.

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Find the words that complete the following sentences. Answer using the words as they appear in lines 12–20.

14. The expressions in love letters used to be much more flowery and poetic when compared with...

15. These days, it seems that no one has the opportunity to express their sentiments...

16. Unlike past generations, lovers today can convey their feelings for each other in a...

What do the following words mean in the text? Choose the appropriate words from the list.

- | | | |
|---------------------------|--------------------------|-------------------|
| 17. elaborate (line 21) | ☐ | A. promised |
| 18. excessive (line 22) | ☐ | B. complex |
| 19. inauthentic (line 22) | ☐ | C. extreme |
| 20. prospective (line 23) | ☐ | D. dishonest |
| | | E. false |
| | | F. strong |
| | | G. interconnected |
| | | H. potential |

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Choose an appropriate word from the list that completes each gap in the following text.

Dr. Caldwell concludes by saying that [– 21 –] the decline of the romantic love letter as a written genre, new kinds of writing for online dating are flourishing. For instance, we see many prospective lovers now producing a business-like autobiographical report [– 22 –] their potential partners. [– 23 –] this strategy, they expect their readers to react favourably. To achieve this, the modern lover is likely to use emojis [– 24 –] poetic or metaphorical language.

- | | | |
|----------------|--------------------------|-----------------|
| 21. [– 21 –] | ☐ | A. as well as |
| 22. [– 22 –] | ☐ | B. by means of |
| 23. [– 23 –] | ☐ | C. concerning |
| 24. [– 24 –] | ☐ | D. contrary to |
| | | E. for |
| | | F. in spite of |
| | | G. instead of |
| | | H. on behalf of |

An extract from *Dead Girl Walking*

I had been amazed when the producer phoned and asked me to come in for some session work on the new Savage Earth Heart album. I thought it was someone from the orchestra winding me up, because I had taken some flak after I was heard playing along to The Vena Tribe in my hotel room. I went as far as getting the guy to hold while I Googled the recording studio he claimed to be calling from and checked the number that was showing up on my handset.

I was a little star-struck the first time I met her, and worried that I'd be all thumbs when it came to playing. Luckily the pressure of trying to please my mum served me well, and I really killed it that day. I remember being delighted with my performance, and then disappointed that Heike said so little about it, detached behind the soundproof glass of the mixing booth. All I got out of her throughout the sessions was technical stuff: give us another run-through; give us more of that; give us less of this. We barely spoke beyond the professional; in fact, we were seldom in the same room.

So it was another big surprise when she asked me to join the band outright: not just for the forthcoming tour, but as a fully fledged member. I didn't need to be asked twice, thinking she must have been running the rule over me in ways I didn't appreciate during the album sessions. I expected our relationship to take on a different footing after that, but I can't say that it did, really.

From then on we were in the same room, at least, hammering away for hours at a time in a rehearsal space down by the Clyde in preparation for the live shows. But at the end of those days Heike just seemed to disappear, hardly ever coming for drinks or a bite with the rest of us. She always had somewhere she needed to be: meetings with Mairi, the band's manager, meetings with the label, media interviews, photo shoots. I wondered whether she was subtly laying down a dividing line between herself and the rest of us, as though to emphasise that we were only her backing band.

Maybe that was what was going on during set-up here in Bristol: the minions scurrying around, making everything ready before their queen graced them with her presence.

I only needed a glimpse of her, maybe a nod or a wave: just something that would make me feel I was in the right place, because nothing else was doing that so far.

I got shouted at to knock off tuning up because it was interfering with something else on the console. Then I got shouted at again because I had gone off in a worried daydream and didn't realise I was being addressed when the sound engineer actually needed me to play.

Text C — An extract from *Dead Girl Walking*

The following statements are either true or false. Tick [✓] the correct option, then justify it using words as they appear in the text. Both parts are required for [1 mark].

25. Certain people were critical of some of the narrator's musical tastes.

☐ True	Justification:
☐ False	

26. The narrator made the producer wait until she had checked up on his place of work.

☐ True	Justification:
☐ False	

27. When Heike was first introduced, the narrator was slightly in awe of her.

☐ True	Justification:
☐ False	

Choose the correct answer.

28. What was the narrator's immediate reaction to her own playing at the audition?

☐	A. Disappointment
	B. Anxiety
	C. Joy
	D. Detachment

29. The narrator thought Heike's reaction to her performance was...

☐	A. puzzling.
	B. fair-minded.
	C. perceptive.
	D. inoffensive.

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30. The phrase "she must have been running the rule over me" (line 16) suggests that Heike's decision was based on...

- ☐
- A. her calculation of the cost of an additional musician.

B. her objective assessment of the narrator's musicianship.

C. her prior knowledge of the narrator's musical talent.

D. her need to select a musician she could control.

31. On becoming a full-time member of the band, the narrator thought...

- ☐
- A. Heike would explain her musical ideas.

B. she would get to know the rest of the band better.

C. the rest of the band would accept her as an equal.

D. her relationship to Heike would change.

Answer the following questions.

32. Which phrase in lines 14 to 25 suggests the narrator and the band practised very intensively?

33. According to the narrator, what happened to Heike immediately after each rehearsal?

34. Which phrase in lines 26 to 32 describes the way the workers were carrying out Heike's instructions?

35. Which phrase in lines 26 to 32 suggests the narrator was not able to concentrate on the job she'd been asked to do?

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To whom or to what do the underlined words refer? Answer using words as they appear in the text.

36. Maybe that was what was going on... (line 26)

.....

37. ...their queen graced them... (line 27)

.....

38. ...because it was interfering... (line 30)

.....