

Level: B2: Upper Intermediate

Skill: Reading

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Food on Social Media: Why It's so Popular

Food is one of the most fascinating and popular topics on social media today. From Instagram to Facebook, people love to share pictures of their meals and recipes with others. But why is food such an interesting topic for people to follow?

Firstly, food is something that everyone can relate to. We all have to eat, and we all have our favourite dishes and flavours. By sharing photos and recipes of food, people are able to connect with others who share similar tastes and interests. This creates a sense of community and belonging.



Secondly, food is visually appealing. The colours, textures, and presentation of food make it an attractive subject for photography. Social media platforms like Instagram allow users to easily share beautiful images of their meals, which can be both inspiring and mouth-watering.

Thirdly, food is a cultural experience. Different countries and regions have their own unique cuisines and cooking styles. By sharing recipes and photos of food from around the world, people are able to learn about different cultures and broaden their culinary horizons.



Finally, food is a source of inspiration and creativity. Many people enjoy experimenting with new ingredients and techniques in the kitchen, and social media provides a platform for them to share their creations with others. This can inspire others to try new things and expand their own culinary skills.

In conclusion, food is a fascinating topic for people to see and follow on social media because it is relatable, visually appealing, culturally significant, and a source of inspiration and creativity. As long as people continue to eat and cook, food will remain a popular and engaging subject for social media content.

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Pick the right answer!

1. Why is food such an interesting topic for people to follow on social media?
 - A. Because it is a basic human need.
 - B. Because it is visually appealing.
 - C. Because it is a cultural experience.
 - D. Because it is a source of inspiration and creativity.
2. How does sharing photos and recipes of food create a sense of community and belonging?
 - A. By connecting people who share similar tastes and interests.
 - B. By promoting healthy eating habits.
 - C. By encouraging people to try new foods.
 - D. By providing a platform for culinary experts to share their knowledge.
3. What makes food a visually appealing subject for photography?
 - A. The colours, textures, and presentation of food.
 - B. The nutritional value of different foods.
 - C. The cultural significance of different cuisines.
 - D. The history of food and cooking techniques.
4. How can sharing recipes and photos of food from around the world broaden people's culinary horizons?
 - A. By introducing them to new ingredients and cooking techniques.
 - B. By teaching them about the history of different cuisines.
 - C. By promoting healthy eating habits.
 - D. By providing a platform for culinary experts to share their knowledge.
5. Why is food a source of inspiration and creativity for many people?
 - A. Because it allows them to experiment with new ingredients and techniques.
 - B. Because it is a basic human need.
 - C. Because it is culturally significant.
 - D. Because it is visually appealing.
6. What is the main idea of the text?
 - A. Food is a popular topic on social media.
 - B. Food is a basic human need.
 - C. Food is a cultural experience.
 - D. Food is a source of inspiration and creativity.
7. What is the author's attitude towards food as a topic on social media?
 - A. Indifferent.
 - B. Critical.
 - C. Positive.
 - D. Negative.

