

Unit 2 : Advertising, consumers and safety

Advertising = publicity = إعلانات

Amount = quantity = كمية

Balance = equilibrium = اتزان

Banned = prohibited = منع

Billboard = Advertisement = لوحة إعلانات

Boycott = Refuse = مقاطعة

Consumers = Customers = المستهلك للسلع التجارية

Consumption = Use = استهلاك

Chef = الطاهي

Cost = Price = سعر

Damage = Break = ضرر

Debate = Discussion = مسألة

Decaying = rotting = فساد

Dirt = Not clean = غير نظيف

Eat = Consume = يأكل

Encounter = meet = يصادف = يواجه

Endorsement = Approval = مصادقة

Environment = natural world = بيئة

Expiry = End = انقضاء

Export = sell overseas = تصدير

Fat = Obese = overweight = وزن زائد

Food = Foodstuff = طعام

Habit= behavior = سلوك = طبع

Genetically = hereditarily = خاص بعلم الوراثة

Harmful = dangerous = مضر

Health = physical condition = صحة

Hygienic = clean = صحي

Industries = Bussiness = صناعة

Ingredients = Constituents = المحتوي

Insufficient = Not enough = غير كاف

Junk = Rubbish = الخردة

Label = mark = علامة = طابع

Leftovers = Waste = بقايا

Mad= Crazy = مجنون

Market = Bazaar = سوق

Obesity = Fatness = سمنة

Organic = Untreated = عضوي

Package = Packet = رزمة

Pay = Salary = أجر / راتب

Persuasive = Convincing = شيء مقنع

Pesticide = مبيد

Pot = Container = وعاء

Produce = Manufacture = ينتج

Protect = Defend = يحمي

Purchase = buy = يشتري

Redress = Restore = تعويض

Reject = Refuse = رفض

Rotten = Decayed = قذر

Safety = Security = أمان

Scandal = Rumour = فضيحة

Slogan = Motto = شعار

Sweet = Sugary = حلوى

Weight = Mass = الوزن

Worries = Doubts = القلق = الشك = الانشغال

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