Fringe Goes Mainstream: the Rise of Veganism

2018 has been pronounced the year of mainstream veganism, as trend forecasters and market analysts all seem to agree. Veganism is not exactly news, however. The term itself was coined in 1944, but the flesh-avoiding diet dates back to ancient times. A cornerstone of Buddhist, Hindu and Pythagorean teachings, vegetarianism and veganism rested on the belief that humans should not inflict pain on other animals. The meatless diet never really caught on in the Western world and has always been more of a fringe movement. Although already in the 18th century, philosopher Jeremy Bentham – who was highly influential in promoting women's rights, the abolition of slavery, and the elimination of capital punishment – equated the idea of human superiority over animals to racism, veganism never became as popular as other progressive ideas.

The first English vegetarian society was founded in 1847. In the U.S. it was Reverend Sylvester Graham, the father of Graham crackers, who set up the American Vegetarian Society mid-19th century. Along with vegetarianism the Presbyterian reverend promoted abstinence, moderation and strict hygiene. Veganism would have to wait until 1944, when British woodworker Donald Watson coined the denomination “vegan,” to describe people who also abstained from dairy and egg. The previous year tuberculosis had been found in 40% of Britain’s cows, which proved to be quite timely for Watson. In the first edition of The Vegan Society newsletter, he was thus able to proclaim veganism as a potential life-saving choice. The newsletter initially attracted a meager 25 subscribers. By the time Watson died in 2005, the number of self-proclaimed vegans in Britain had reached 250,000.

Nowadays people generally give a combination of three reasons for going vegan: animal welfare, environmental concerns and personal health. This increasing awareness is being accompanied by an up-and-coming vegan industry with startups, TV shows, YouTube channels, cookbooks and promotional events cropping up every day. Crowdfunding cash keeps flowing in making vegan campaigns some of the most popular ones. The new veggie-based burger startup, Vurger, reached its £150,000 investment target in little over 24 hours. The annual Veganuary campaign – cleverly following the well-trodden path of traditional New Year's wellness resolutions – has seen subscriptions rising steeply from 3,300 people in 2014 to a staggering 168,000 in 2018. With household names such as Ellie Goulding, Natalie Portman, Woody Harrelson and Ellen DeGeneres as avowed vegans promoting Veganuary, it is perhaps not surprising that the majority of subscribers in 2018 were women under 35.

Riding the millennial tsunami, veganism seems to have finally arrived in the Western world. Whether it turns out to be a fad or a watershed, this new-found popularity is certainly worrisome for the traditional food industry.
1. Until recently, veganism was
   A) a marginal phenomenon.       B) an illegal dietary choice.
   C) only a religious choice.      D) non-existent.

2. The link between veganism and animal rights was first articulated fully in

3. Donald Watson used the tuberculosis epidemics of 1943 to promote veganism as
   A) a healthy choice.          B) an environmental cause.
   C) a lifestyle sympathetic to animal welfare. D) a health hazard.

4. Many vegan businesses are funded by
   A) governments.              B) consumers.           C) religious institutions.  D) celebrities.

5. The Veganuary campaign is
   A) a celebrity scam.         B) an unsuccessful project.
   C) a time-tested type of campaign. D) most popular among seniors.

Read the text. For each question (6-15), choose the best answer.

**Stephen Hawking**

To fellow scientists and millions of science geeks around the world, Stephen Hawking was all one

(6) ........ wish for and more: a very gifted translator of the complex mysteries of the universe into

engaging, scintillating, readable prose. The fact that he was able to (7) ........ above a crippling condition

without allowing it to chip away at his generosity of spirit and sense of humour was nothing (8) ........

of a miracle. When Hawking was diagnosed with motor neurone disease in 1963, aged 21, doctors did

not expect him to live longer than two more years. But Hawking held (9) ........ for another half a century

and did so in style: going for the occasional spin on dance floors in his wheelchair or engaging in wild

driving. Stephen Hawking displayed similar levels of quirkiness and originality when it came to his

understanding of the universe, stirring (10) ........ debates in scientific circles with his hypotheses about

black holes. Hawking’s bestselling book, A Brief History of Time, stayed on the Sunday Times

bestsellers list for an amazing 237 weeks, which (11) ........ it its inclusion in the Guiness Book of

Records. Hawking was a (12) ........ kid in the field of physics, perpetually fond of scientific wagers and

(13) ........ when he lost them. He will be remembered as a charming eccentric, always (14) ........

controversy and excitedly riding its wave. Above all, Hawking goes down in history as the scientist who

perhaps best succeeded in explaining the mysteries of space, time and infinity to the broadest audience.

This in itself is a no (15) ........ feat.
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<tbody>
<tr>
<td>6.</td>
<td>A) should</td>
<td>B) could</td>
<td>C) must</td>
<td>D) ought</td>
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<td>7.</td>
<td>A) rise</td>
<td>B) walk</td>
<td>C) tread</td>
<td>D) ought</td>
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<td>8.</td>
<td>A) less</td>
<td>B) short</td>
<td>C) more</td>
<td>D) if</td>
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<td>9.</td>
<td>A) out</td>
<td>B) up</td>
<td>C) down</td>
<td>D) after</td>
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<tr>
<td>10.</td>
<td>A) heated</td>
<td>B) hot</td>
<td>C) sparkling</td>
<td>D) glowing</td>
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<tr>
<td>11.</td>
<td>A) made</td>
<td>B) earned</td>
<td>C) offered</td>
<td>D) insured</td>
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<td>12.</td>
<td>A) smart</td>
<td>B) whiz</td>
<td>C) spoiled</td>
<td>D) bright</td>
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<td>13.</td>
<td>A) unaware</td>
<td>B) disaffected</td>
<td>C) uncaring</td>
<td>D) unfazed</td>
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<td>14.</td>
<td>A) courting</td>
<td>B) soliciting</td>
<td>C) admitting</td>
<td>D) accepting</td>
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<td>15.</td>
<td>A) mean</td>
<td>B) meagre</td>
<td>C) moderate</td>
<td>D) little</td>
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Read the first sentence. For the second sentence, choose the best answer for each gap (16-20) so that the meaning stays the same.

16. Don’t just assume I’m going to give you a hand with that.
   Don’t .......... that I’m going to give you a hand with that.
   A) take me for granted  B) take out a grant  C) take it for granted

17. It was very nice of them to give us shelter for the night.
   It was very nice of them to .......... for the night.
   A) put us down  B) put us up  C) put us in

18. Tom winning the race came as a surprise as he was definitely not the favourite competitor.
   Tom was .......... so everyone was surprised he won.
   A) a lame duck in the competition  B) a dark horse in the competition
   C) an eager beaver in the competition

19. We will know if we’ve made the right choices once the company strikes a balance between profits and costs.
   We will know if we’ve made the right choices once the company .......... .
   A) evens out  B) stays even  C) breaks even

20. Stephen is by far more caring towards their parents than Nathan.
   Nathan is .......... as caring towards their parents as Stephen.
   A) nowhere near  B) nothing like  C) only just
For questions 21-30, choose the correct answer.

21. Which sentence is correct?
   A) Not till I got home I realised my wallet was missing.
   B) Only when you’ve finished your homework you may go out.
   C) Under no circumstances can we accept credit cards.
   D) Barely attended ten people the talk.
   E) No sooner had she finished her meal when her name was heard.

22. Who was Zeus’ father?
   A) Apollo   B) Cronos   C) Hermes   D) Hades   E) Prometheus

23. The two of them look so much alike that they often .......... for sisters.
   A) appear   B) seem   C) pass   D) look   E) go

24. Match the halves of the phrases.
   1. fair  a. breezy
   2. bright  b. simple
   3. rough and c. void
   4. plain  d. square
   5. null  e. ready
   A) 1e/ 2c/ 3a/ 4d/ 5b
   B) 1b/ 2a/ 3c/ 4d/ 5e
   C) 1d/ 2a/ 3c/ 4e/ 5b
   D) 1a/ 2c/ 3b/ 4e/ 5d
   E) 1d/ 2a/ 3e/ 4b/ 5c

25. Mary: James said that .......... word with me.
   Nick: Yeah, come in and have a seat.
   A) you will want to have a
   B) you can have a
   C) you had a
   D) you wanted to have a
   E) you will say a

26. Which of the following is a nickname for Hollywood?
   A) Emerald City
   B) Bimbo Town
   C) Tinseltown
   D) Film Factory
   E) Sin City

27. I cannot afford to go on that holiday anymore. My bank account is .......... and my bank manager isn’t the most flexible of people.
   A) caught red handed
   B) browned off
   C) tickled pink
   D) in the black
   E) in the red

28. Having .......... her driving test several times, Lisa finally passed at the third attempt.
   A) attended
   B) given
   C) had
   D) made
   E) taken

29. Choose the word that best indicates the meaning of the underlined word.
   *He pretends to be nonchalant, but we could see he was nervous.*
   A) strong-willed
   B) easy-going
   C) narrow-minded
   D) high-spirited
   E) quick-witted

30. An adult male pig is called a .......... .
   A) bull
   B) boar
   C) stallion
   D) calf
   E) cub