



COMUNE DI FOLIGNO

FA

CONCORSO PUBBLICO PER TITOLI ED ESAMI
PER LA COPERTURA A TEMPO PIENO ED INDETERMINATO N. 1 POSTO DI
SPECIALISTA COMUNICAZIONE MEDIATICA (CAT. D)
Indetto con determinazione dirigenziale n. 619 del 22 Aprile 2022

PROVA ORALE SU MATERIE OGGETTO DELLA PROVA SCRITTA

DOMANDE GRUPPO "A"

A1) Accesso civico e accesso documentale: normativa di riferimento e differenze

A2) Il trattamento dei dati sensibili: requisiti e modalità.

A3) L'informativa sulla privacy: contenuto

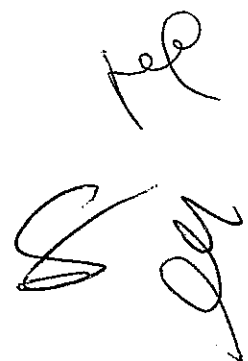
A4) Le fasi del procedimento amministrativo

A5) L'istituto dell'autocertificazione, i presupposti normativi e i casi applicativi

A6) Il Piano triennale di Prevenzione della Corruzione e per la Trasparenza ai sensi della
190/2012.

A7) Attribuzioni del Sindaco nelle funzioni di competenza statale.

A8) La posta elettronica certificata definizione e prerogative ai sensi del Codice dell'Amministrazione Digitale
A9) Lo Statuto e i Regolamenti comunali
A10) I reati contro la pubblica amministrazione: il reato di corruzione





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DOMANDE GRUPPO "B"

B1) ILLUSTRI IL CANDIDATO COSA SI INTENDE PER SOCIAL MEDIA POLICY
B2) ILLUSTRI IL CANDIDATO COSA SI INTENDE PER CALL TO ACTION
B3) AI SENSI DELLA LEGGE N. 150/2000 QUALI STRUTTURE SONO ADIBITE ALL'ATTIVITA' DI INFORMAZIONE
B4) COSA SI INTENDE PER AGENDA SETTING
B5) QUALI SONO LE FASI DI UN PIANO DI COMUNICAZIONE
B6) COSA SI INTENDE PER BRAND IDENTITY
B7) QUALI SONO GLI ELEMENTI DELLA COMUNICAZIONE EFFICACE
B8) ILLUSTRI IL CANDIDATO L'IMPORTANZA DEI SOCIAL PER LA COMUNICAZIONE PUBBLICA E SE LA PUBBLICA AMMINISTRAZIONE E' OBBLIGATA AD APRIRE PAGINE ISTITUZIONALI SUI MAGGIORI SOCIAL NETWORK
B9) COS'E' E COME SI SVILUPPA UN PED

[Handwritten signatures and initials on the right margin]

B10) DIFFERENZA TRA COMUNICAZIONE PUBBLICA E COMUNICAZIONE POLITICA

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DOMANDE MATERIA SPECIALE DELLA CONOSCENZA E USO DELLE TECNOLOGIE INFORMATICHE E DELLE COMPETENZE DIGITALI NECESSARIE PER IL PROFILO MESSO A CONCURSO, FRA CUI LE TECNICHE DI GESTIONE E IMPLEMENTAZIONE DI CONTENUTI DI SITI WEB.

- | | |
|-----|---|
| D1) | Definizione di CMS (Content management system) e per cosa viene utilizzato
EXCEL – Esercizio-1
WORD - Esercizio-1 |
| D2) | Quali sono i 2 componenti principali di un CMS tradizionale o accoppiato? La letteratura alcune volte ne indica 3
EXCEL – Esercizio-2
WORD - Esercizio-2 |
| D3) | In un CMS Tradizionale o accoppiato dove vengono salvate le informazioni?
EXCEL – Esercizio-3
WORD - Esercizio-3 |
| D4) | Quali sono i vantaggi di utilizzare un CMS per gestire un sito web?
EXCEL – Esercizio-4
WORD - Esercizio-4 |
| D5) | Cosa sono i cookie? Cosa dice la direttiva ePrivacy sul loro utilizzo in un sito web?
EXCEL – Esercizio-5
WORD - Esercizio-5 |
| D6) | Privilegi e ruoli In un CMS - definizione e loro utilizzo (es WordPress)
EXCEL – Esercizio-6
WORD - Esercizio-6 |

D7)

In wordpress, o in generale in un CMS, cosa sono le revisioni di una pagina?
EXCEL – Esercizio-7
WORD - Esercizio-7

D8)

Definizioni e funzione dei fogli di stile
EXCEL – Esercizio-8
WORD - Esercizio-8

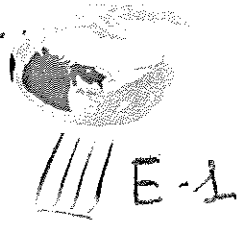
D9)

Cosa è un tema in un CMS in particolare in WordPress
EXCEL – Esercizio-9
WORD - Esercizio-9

D10)

Cosa sono i plugin in un CMS (WordPress)?
EXCEL – Esercizio-10
WORD - Esercizio-10

Alc TO (M) del

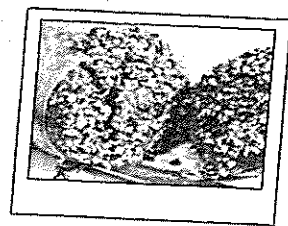


The world's weirdest

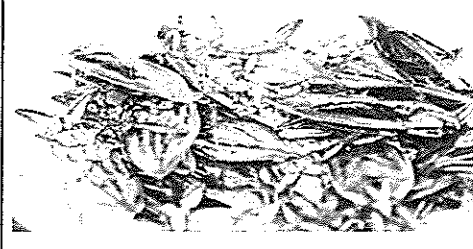
Food

...the world's weirdest food... haggis... brains... insects... hakarl... sennakji... fugu... casu marzu...

A world-famous dish, haggis is made from the parts of a sheep many people would throw away. The heart, lungs and liver are mixed together with onion, spices and oatmeal, then put inside a sheep's stomach and boiled for three hours.



These are not as common as they were in the past, but in parts of Ohio you can still get fried brains served on hamburger buns. Brains don't have much flavour, so you eat the sandwiches with plenty of sauce.



Insects (Asia, Africa and South America) Many insects are high in protein and contain important fatty acids and vitamins. In Thailand it's common to find fried grasshoppers, crickets, scorpions and worms on sale in the street. In Cambodia fried tarantula are a delicacy; people eat the legs two at a time.

This has been described as the most disgusting food ever. Made by fermenting a Greenland or Basking shark for two to four months, hakarl smells of ammonia (like the bleach used for cleaning). It is available all year round in Icelandic stores and often served in cubes on toothpicks.

Now that Japanese sushi is popular all over the world, many people are used to eating raw fish. But this Korean delicacy is quite different, since the seafood isn't dead. Sennakji consists of baby octopus which are sliced up while alive; the tentacles are still wriggling about when the dish is served. If you don't chew the octopus carefully, there's a real danger that the tiny suction cups can stick to your mouth and throat and choke you.



Fugu is the famous Japanese puffer fish, filled with enough of the poison tetrodotoxin to be lethal. Chefs have to be trained for two to three years before they can prepare the fish. Fugu actually tastes quite bland; the excitement is in surviving the experience of eating it.

More live food, this time from Sardinia in Italy. Casu marzu is a cheese made with fly larvae, or maggots, to promote a level of fermentation that is close to decomposition. It is traditionally served with live insect larvae still inside. The tiny, translucent worms can jump 15 cm if disturbed, so many people prefer to brush them off before trying the smelly cheese.

- 1 what is the reading about?
- 2 What is the weirdest food you have ever eaten?

Handwritten signatures and scribbles at the bottom of the page.

The end of life on Earth?

It weighed about 10,000 tons, entered the atmosphere at a speed of 64,000km/h and exploded over a city with a blast of 500 kilotons. But on 15 February 2013, we were lucky. The meteorite that showered pieces of rock over Chelyabinsk, Russia, was relatively small, at only about 17 metres wide. Although many people were injured by falling glass, the damage was nothing compared to what had happened in Siberia nearly one hundred years ago. Another relatively small object (approximately 50 metres in diameter) exploded in mid-air over a forest region, flattening about 80 million trees. If it had exploded over a city such as Moscow or London, millions of people would have been killed.

By a strange coincidence, the same day that the meteorite terrified the people of Chelyabinsk, another 50m-wide asteroid passed relatively close to Earth. Scientists were expecting that visit and know that the asteroid will return to fly close by us in 2046, but the Russian meteorite earlier in the day had been too small for anyone to spot.

Most scientists agree that comets and asteroids pose the biggest natural threat to human existence. It was probably a large asteroid or comet colliding with Earth which wiped out the dinosaurs about 65 million years ago. An enormous object, 10 to 16km in diameter, struck the Yucatan region of Mexico with the force of 100 megatons. That is the equivalent of one Hiroshima bomb for every person alive on Earth today.

Many scientists, including the late Stephen Hawking, say that any comet or asteroid greater than 20km in diameter that hits Earth will result in the complete destruction of complex life, including all animals and most plants. As we have seen, even a much smaller asteroid can cause great damage.

The Earth has been kept fairly safe for the last 65 million years by good fortune and the massive gravitational field of the planet Jupiter. Our cosmic guardian, with its stable circular orbit far from the sun, sweeps up and scatters away most of the dangerous comets and asteroids which might cross Earth's orbit. After the Chelyabinsk meteorite, scientists are now monitoring potential hazards even more carefully but, as far as they know, there is no danger in the foreseeable future.

Types of space rocks

Comet – a ball of rock and ice that sends out a tail of gas and dust behind it. Bright comets only appear in our visible night sky about once every ten years.

Asteroid – a rock a few feet to several kms in diameter. Unlike comets, asteroids have no tail. Most are too small to cause any damage and burn up in the atmosphere. They appear to us as 'shooting stars'.

Meteoroid – part of an asteroid or comet.

Meteorite – what a meteoroid is called when it hits Earth.

1. What is the reading about?
2. Why is the planet Jupiter so important for Earth?

Handwritten signatures and scribbles at the bottom right of the page, including a large circular scribble and several lines of cursive writing.

Video games are good for you!

For years video games have been criticised for making people more antisocial, overweight or depressed. But now researchers are finding that games can actually change us for the better and improve both our body and mind.

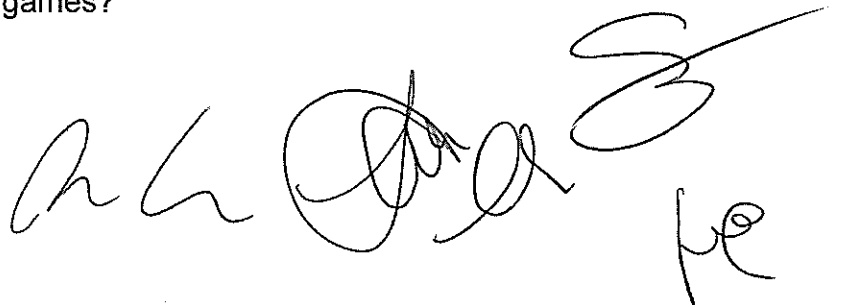
Games can help to develop physical skills. Pre-school children who played interactive games such as the ones available on Wii have been shown to have improved motor skills, for example they can kick, catch and throw a ball better than children who don't play video games. A study of surgeons who do microsurgery in Boston found that those who played video games were 27 per cent faster and made 37 per cent fewer errors than those who didn't. Vision is also improved, particularly telling the difference between shades of grey. This is useful for driving at night, piloting a plane or reading X-rays.

Games also benefit a variety of brain functions, including decision-making. People who play action-based games make decisions 25 per cent faster than others and are no less accurate, according to one study. It was also found that the best gamers can make choices and act on them up to six times a second, four times faster than most people. In another study by researchers from the University of Rochester in New York, experienced gamers were shown to be able to pay attention to more than six things at once without getting confused, compared with the four that most people can normally keep in mind. Additionally, video games can also reduce gender differences. Scientists have found that women who play games are better able to mentally manipulate 3D objects.

There is also evidence that gaming can help with psychological problems. At the University of Auckland in New Zealand, researchers asked 94 young people diagnosed with depression to play a 3D fantasy game called SPARX and in many cases, the game reduced symptoms of depression more than conventional treatment. Another research team at Oxford University found that playing Tetris shortly after exposure to something very upsetting – in the experiment, a film of traumatic scenes of injury and death was used – can actually prevent people having disturbing flashbacks.

The effects are not always so positive, however. Indiana University researchers carried out brain scans on young men and found evidence that violent games can alter brain function after as little as a week of play, affecting regions in the brain associated with emotional control and causing more aggressive behaviour in the player. But Daphne Bavelier, one of the most experienced researchers in the field, says that the violent action games that often worry parents most may actually have the strongest beneficial effect on the brain. In the future, we may see many treatments for physical and neurological problems which incorporate the playing of video games.

1. What is the reading about?
2. What is your opinion about video games?

A large, stylized handwritten signature in black ink, appearing to be 'AL [unclear] he'.

How to stay fit, happy and healthy

If you've been listening to the news you already know about our national obesity levels rising by the day. It has never been more important to watch what you are eating and to get an adequate amount of exercise and sleep to keep yourself fit and healthy. Though it may feel like really hard work at first, once you adopt an exercise routine and change your sleep patterns, you'll forget you ever did things differently.

Here are just four of the top adjustments to make:

1. Get more sleep!

Sleep is huge and almost a third of the US population doesn't get near enough to staying physically and mentally healthy. If you are sleep deprived, try changing your habits in order to get a full eight hours every night.

2. Strive for a better diet

Look at your diet and what you're eating now and make changes where you see fit. If you are susceptible to snacking, keep a piece of fruit or a few nuts at hand. The key is to eat small meals throughout the day. Reduce portion sizes, take out white bread and replace with whole grains and make sure each meal contains at least one portion of fruit and – or vegetables. Healthy food doesn't have to reduce your protein intake, and you can get an abundance of low priced fruit and veggies, like apples, bananas, potatoes and peas.

3. Stop all those bad habits

Take a look at your current lifestyle and make a small list of everything you do that is not good for your health. This could be anything, from eating too much junk food or drinking too much caffeine, to smoking or drinking. Start the process of breaking these habits one by one. Some will be easy, while others may take months or maybe years to get rid of and eradicate completely from your life, but the sooner you start fighting, the better.

Some addictions (like smoking, drugs or alcohol) are incredibly bad not only to your health, but also to your pocketbook. If you smoke and – or drink, start by cutting back on how many drinks you have, or cigarettes you smoke, in a day, and if necessary, seek medical advice and assistance to be expensive in the least bit.

4. Exercise, exercise, exercise

We all should be doing at least 30 minutes of exercise, 3 to 4 or more times a week, to maintain good health and keep fit. This can be pretty much anything that is physical, like walking, cycling, running, swimming to weightlifting, etc. This too does not have to be expensive, and you can get a great work out without joining any costly gyms. Most of these exercises are inexpensive, and just doing a cardiovascular exercise, like walking, jogging, or walking on a treadmill a few times a week will do your body (and heart) good.

1. What is the reading about and what are its main takeaways?
2. What is your personal opinion about it?

The image shows four handwritten signatures or initials. From left to right: a stylized 'Mh', a circular signature, a signature that looks like 'Ch', and a signature that looks like 'pe'.

UK Students Protest Covid-19 Measures

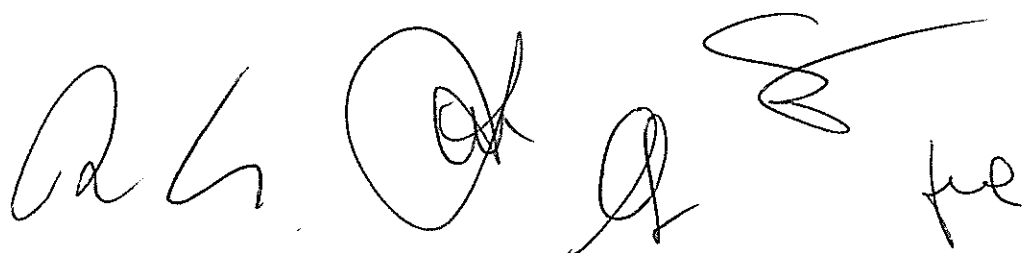
5th October 2020

A group of UK university students are demanding partial refunds of their university fees, due to the coronavirus restrictions which have severely limited their university experience. This comes at a time when over 2,600 students and staff in 50 UK universities have confirmed cases of Covid-19. Thousands of students have been told to self-isolate, while face-to-face lessons have been replaced by online lectures. The group, **Refund Us Now**, has been asking for a 15% cash refund for all students who have been told lies and forced to comply with strict rules by their universities. The fifteen percent corresponds to the amount by which online learning was found to be less effective than in-person teaching, according to one international study.

At the beginning of the term, students were encouraged to attend campus. They were promised a safe university experience involving a blend of online and face-to-face teaching. Instead, many have been forced to stay inside halls of residence, socialising only with the students with whom they share kitchen and bathroom facilities. Many of them feel they have been abandoned and mistreated. At Manchester Metropolitan University, where 1,700 students in two accommodation blocks were told to self-isolate after more than 120 tested positive, there are reports of security guards stopping students from leaving their halls, even when they were no longer required to self-isolate. Meanwhile, students at Leeds University were left without cleaning supplies or information about how to buy food or take out rubbish. They were also prevented from using laundry services and instead were told to buy more clothes or wash their clothes in the sink.

Covid-19 can spread very easily in student accommodation. It's also very hard to monitor and enforce students' activities there, unlike in the bars and restaurants that they are forbidden to visit. Despite hefty fines for breaking government rules of remaining in household groups, some students are organising parties for 20-25 people. The students who have tested positive for the virus feel most free to socialise with others who test positive. Some students feel they are better off catching the disease while they are among other young, healthy people and away from more vulnerable family members. Other students, however, keep to the rules. They use their isolation to bond with housemates or entertain themselves online. But inevitably, some are feeling mental and emotional strain, as well as anger and frustration over their less-than-perfect university experience.

1. What is the reading about?
2. What's your opinion about the impact of Covid-19 in students life?

The image shows five distinct handwritten signatures or initials in black ink, arranged horizontally. From left to right: the first is 'AL'; the second is a large circle with 'OK' inside; the third is a stylized 'A'; the fourth is a large, sweeping signature; and the fifth is 'fe'.

10 THINGS YOU SHOULD NEVER DO WHEN STARTING A NEW JOB

Congratulations! You've finally secured a new job, and now you want to start off on the right foot. You want to be careful not to make any career-ending mistakes. So, what should you NEVER do when starting a new job?

Don't show up late

You learned this in first grade, when the teacher began keeping track of tardies: Being on time matters. Factor in extra time if there's traffic, construction, or other reasons to expect a delay.

Don't dress unprofessionally

Before starting your job, talk with the hiring manager or human resources professional to make sure you understand what constitutes acceptable outfit for your new workplace. There's nothing more embarrassing than showing up wearing something that doesn't fly with your supervisors.

Don't avoid the job orientation

Many companies require new employees to go through a training process before starting a new position. While it may be tempting to skip these sessions or treat them lightly, don't do it. Even if your training managers won't be your direct supervisors, they are watching you.

Don't feel disappointed if you are not given total support

No matter where you're working, there are certain processes, tools, and forms that make up the standard operating procedures of your company. You may have been introduced to these through a very organized, systematic orientation, or you may feel like you're expected to absorb them by osmosis. If you were formally informed, consider yourself fortunate, if not, don't feel shortchanged or frustrated. Instead, take initiative and master the basics on your own.

Don't lose confidence in yourself

It's understandable that you may need help or guidance during your first few weeks at a new job, and asking co-workers for assistance or just to answer questions can be perfectly acceptable. But remember, you were hired because managers believed in your ability to get the job done. Ask for help if you need it, but believe in yourself and prove that you can do the work yourself.

Don't spend time on private matters

Your employer isn't paying you to chat with your girlfriend or even your kids' babysitter. Make a personal policy of limiting personal phone calls and texts to your lunch break, except for emergencies.

Don't demand a higher income

Most likely, you and your employer agreed to a certain salary during the hiring process. So don't change your mind before you even show up at work. Don't expect more money until you've worked long enough to prove your value to the employer.

Don't try to change things

Of course you want to make a good impression as soon as you arrive at a new job, and show your new employer they made the right choice in hiring you. However, be cautious of suggesting new policies or strategies during your first few weeks, as it may not be the best way to demonstrate you are a team player. At first, take time to really understand and learn your job, then over time, you can make suggestions and changes as situations arise, and as your input and expertise is called upon.

1. What is the reading about?
2. In your opinion, what are the most important things to think about when starting a new job?

Handwritten signatures and initials at the bottom of the page, including 'AL', a circled signature, and other illegible marks.

Are zoos a good thing?

Zoos are hugely popular attractions for adults and children alike. But are they actually a good thing?

Critics of zoos would argue that animals often suffer physically and mentally by being enclosed. Even the best artificial environments can't come close to matching the space, diversity, and freedom that animals have in their natural habitats. This deprivation causes many zoo animals to become stressed or mentally ill. Capturing animals in the wild also causes much suffering by splitting up families. Some zoos make animals behave unnaturally: for example, marine parks often force dolphins and whales to perform tricks. These mammals may die decades earlier than their wild relatives, and some even try to commit suicide.

On the other hand, by bringing people and animals together, zoos have the potential to educate the public about conservation issues and inspire people to protect animals and their habitats. Some zoos provide a safe environment for animals which have been mistreated in circuses, or pets which have been abandoned. Zoos also carry out important research into subjects like animal behaviour and how to treat illnesses.

One of the most important modern functions of zoos is supporting international breeding programmes, particularly for endangered species. In the wild, some of the rarest species have difficulty in finding mates and breeding, and they might also be threatened by poachers, loss of their habitat and predators. A good zoo will enable these species to live and breed in a secure environment. In addition, as numbers of some wild species drop, there is an increased danger of populations becoming too genetically similar. Breeding programmes provide a safeguard: zoo-bred animals can be released into the wild to increase genetic diversity.

However, opponents of zoos say that the vast majority of captive breeding programmes do not release animals back into the wild. Surplus animals are sold not only to other zoos but also to circuses or hunting ranches in the US or South Africa, where some people are willing to pay a lot of money for the chance to kill an animal in a fenced enclosure. Often, these animals are familiar with humans and have very little chance of escaping.

So, are zoos good for animals or not? Perhaps it all depends on how well individual zoos are managed, and the benefits of zoos can surely outweigh their harmful effects. However, it is understandable that many people believe imprisoning animals for any reason is simply wrong.

1. What is the reading about?
2. What's your personal opinion about zoos?

The image shows four handwritten responses to the questions. From left to right: the first is 'ML' in a simple, blocky font; the second is a large, circular scribble with a central loop; the third is a stylized, cursive signature; and the fourth is a cursive signature that appears to be 'JL'.

Leaving home

Going away to university is always a tricky time, both for the students who are leaving home and their parents who are staying behind. We got advice on how to cope from a student daughter and her dad.

A daughter's advice to parents, by Kerry Price

My parents drove me to Uni at the beginning of the first term. That was great, but then they hung around, so it was hard to chat to the people in the rooms near mine. It's best if you leave us to unpack ourselves.

Don't ask us to come home during term time. There's a lot going on at weekends, there just isn't time.

Get another interest or a pet if you feel lonely without us. Don't make us feel guilty about leaving home!

It is quite interesting to hear about your experiences at Uni, but remember that it was a LONG time ago so don't go on about it so much. Things have changed a lot. Now we have a lot more debt and it'll be harder to find a job in the future.

Please don't check up on us or our friends on Facebook. I know it's a public site, but we have the right to some privacy.

Don't change anything in our bedrooms. We have only half left home - we'll be back in the holidays, so please don't touch anything.

We'd still like to come on family holidays with you. Don't forget to include us just because we're not there all the time.

A father's advice to students, by Stuart Price

Don't complain so much about how much work you have to do. We work a lot too. You're an adult now, get used to it.

Put up with the fact that we refused to get a dog while you were at home, then suddenly bought one as soon as you moved out. We miss you!

Just because you're at university studying very complex subjects, it doesn't mean that you're more intelligent than everybody else. Don't treat your family as if they were stupid; we're really not.

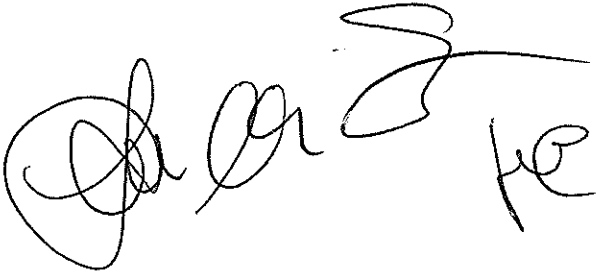
Let us come and visit you now and again. We promise to try not to embarrass you in front of your friends. We just want to see you for a short time and take you out for a meal.

Don't waste so much time on Facebook. You need time for all that work you have to do, remember?

We might make a few changes to your room, so deal with it. It's great to have a guest room at last, but we won't change things too much, promise.

Don't forget to call home from time to time and don't get annoyed if we phone you. It's not pestering. If we didn't call, you wouldn't know that we care.

1. What is the reading about?
2. What are your ideas about it?

ML  K

Personality and health

There is increasing evidence that health is linked to personality. However, until now, the relationship has not affected the way health care is delivered. There are several reasons for this. Some health workers doubt whether there is a direct link between health and personality or whether it's just a coincidence. Some feel it is their professional duty to treat all patients in the same way. Others argue that delivering health services according to patients' personalities will have minimal impact and therefore isn't worth the effort. However, some psychologists believe that applying different procedures to people with different personalities could have a significant, positive effect on health.

Research into personality has, in recent years, focused on the Big Five model of personality types. This model measures how neurotic, extrovert, open to experience, agreeable and conscientious a person is. Some of these personality types have been studied in relation to health. For example, conscientious people tend to be less likely to smoke, drink too much alcohol or be inactive. However, in other cases, the relationship is less clear. Neurotic behaviour, for instance, has been found in some studies to increase the risk of death, in others to protect people from illness and in others to have no link to health at all.

Even so, if health workers applied an understanding of personality to the services they provide, they could influence the extent to which patients act on advice and follow their treatment. For example, high sensation-seeking individuals, who are extroverts and unconscientious in the Big Five model and tend to take part in risky activities, respond to drama, energy and emotion. Thus, to encourage those people to follow health advice, health promotions can be designed to incorporate those factors. An example of this was the campaign SENTAR which aimed to reduce cannabis use among high sensation-seeking teenagers. By creating a suitable television advert, they successfully engaged these youths and reduced their recreational drug use. Of course, this approach isn't always possible. It is often impractical and expensive to create several versions of a campaign to reach different personality types. However, recent developments in computer technology, cookies and targeted advertising may allow this approach to be used more in future.

Research has also shown that, by identifying different patients' motivations for treatment and then corresponding with them in a way that reflects their motivations, patients will become more involved in their treatment, compared to when the same messages are sent to everyone. Correspondence could, therefore, be adapted to reflect patients' personality type, too. For example, less conscientious people could be sent phone reminders to attend appointments. So far, there has been very little research into the effectiveness of tailoring health guidance according to personality, so this area deserves further study.

Until now, the focus of personality-health research has been to explore the link between personality and health and has had very little practical application. Thus, health workers have not engaged deeply with it. However, by suggesting, trialling and implementing practices to engage patients with different personalities, the relationship between psychology researchers and health workers could improve, along with the health of the general public.

1. What is the reading about?
2. What is the SENTAR campaign?

The image shows several handwritten signatures and initials in black ink. From left to right, there is a signature that looks like 'Ah', a circular signature, a signature that looks like 'el', a signature that looks like 'S', and a signature that looks like 'je'.

The principles of the New High Protein Diet

This diet is the most effective way of losing body fat. Remember, if we go on a starvation diet, we lose weight but not much fat. In starvation mode, we use up our energy stores of carbohydrate first (in the form of a substance called glycogen). However, the body can store only a little glycogen, and this is used up within two days. Then we start breaking down fat and protein. But we can't afford to lose body proteins: our muscle mass decreases, we become noticeably weaker, and our immunity is compromised because the lack of protective immunoglobulin proteins means we are subject to an increased risk of infection. Not good! Sure, we look slimmer, and we certainly weigh less, but we are weaker and becoming unhealthy.

Quite simply, we are going to virtually eliminate all refined carbohydrates and sugars (which are also carbohydrates), leaving us with a low-carbohydrate, high-protein diet. Of course, you may have heard of high-protein diets before, and they all failed because the carbohydrates were not restricted. Remember, unless you switch off the mechanism to make fat, and switch on the mechanism to burn fat, it is very difficult to lose body fat. On this diet, you will be cutting out virtually all refined carbohydrates so that body fat is burned preferentially, to provide energy. Sugar, starch, white flour, cakes, bread, pasta and rice are the usual culprits. These foods have very little nutritional value and, what's more, can cause medical and fat problems. Of course, there are forms of these carbohydrates – such as wholemeal rice, wholemeal bread and wholemeal pastas – that do have nutritional benefits and which you can reintroduce later, but in the initial stage of the diet, you have to reduce all carbohydrates, to switch on the fat-burning mechanism.

You should definitely cut out all pasta, rice, cakes and biscuits, and stick to a maximum of one slice of bread per day. Your body will rapidly adjust to a healthy, high-protein, low-carbohydrate diet, and will burn body fat. The bottom line is that you don't need refined carbohydrates and processed sugars. These foods provide energy and no other form of essential nutrition – and when you eat more than the energy you can use immediately the rest is stored as fat. One point to be aware of is that refined carbohydrates can appear in many unexpected sources. You probably know that bread, cakes, pastries, biscuits, pies, pizzas, potato crisps and fried potato chips all contain refined carbohydrates, but pasta, rice, most breakfast cereals, most tinned foods, many pre-packaged foods, tinned vegetables, tinned soups, and prepared sauces do as well... In fact the list goes on and on. Virtually all 'fast foods' contain very high proportion of refined carbohydrates – as well as hydrogenated fats – and if your diet is high in refined carbohydrates and hydrogenated fats, you will definitely put on weight. If you're worried that by cutting out refined carbohydrates you'll have virtually no foods left to choose from, fear not. In fact, high-protein and nutritious foods such as meat, poultry, fish, shellfish and eggs are all open to you, along with vegetables, cheese, spices and herbs, from which you can easily produce delicious, healthy and quick meals.

So by excluding the refined carbohydrates, you have excluded the 'bad' fats from your diet at a single stroke.

1. What is the reading about?
2. Why are starvation diets useless for losing weight and are harmful to health?