

# The social history of chocolate

Matt Smith with Emma Robertson

Recording length: 18'26

Audio file: <http://www.latrobe.edu.au/marketing/assets/podcasts/2013/130523-emma-robertson.mp3>

Listen to the recording and answer the following questions.

Questions 1 – 5. True, False or Not Given?

1. \_\_\_\_ Solid chocolate became first available in Australia in 1959
2. \_\_\_\_ Before World War I chocolate was only available as a drink.
3. \_\_\_\_ A wide range of types and brands of chocolate is a relatively new phenomenon.
4. \_\_\_\_ Early chocolate was not tasty at all.
5. \_\_\_\_ Cadbury was the first to adopt technology that allows production of better quality chocolate.



*A Lady Pouring Chocolate*  
By Jean-Étienne Liotard (1744)

Questions 6 – 10: Complete the following sentences with one word from the recording.

6. In the 18th century good quality chocolate drink was very expensive and only the \_\_\_\_\_ could afford it.
7. As the drink was quite unpalatable, it was marketed as \_\_\_\_\_, being something that is good for your health.
8. In the middle of the 19<sup>th</sup> century, chocolate was promoted as an alternative to \_\_\_\_\_ by the Quaker manufacturers.
9. Later on, when chocolate became more flavoursome and \_\_\_\_\_ it was marketed for the working class and even part of rations for the navy.
10. What made chocolate more appealing is the development of manufacturing process and especially the addition of \_\_\_\_\_.

Questions 11 – 12: Which TWO of the following countries and regions are NOT mentioned as a source of cocoa beans?

- |                  |                |                    |
|------------------|----------------|--------------------|
| a) India         | c) West Indies | e) Central America |
| b) The Caribbean | d) Ghana       | f) Britain         |

# Authentic Listening

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Questions 13 – 15: Which THREE of the following issues forming part of the history of chocolate would now be considered unacceptable?

- |                      |                 |                        |
|----------------------|-----------------|------------------------|
| a) labour conditions | c) fair trade   | e) slavery             |
| b) cocoa plantations | d) child labour | f) small scale farming |

16. Emma Robertson mentions the *artisan kind of chocolate*. What does the word 'artisan' mean in the given context?

17. Why is Emma Robertson interested in female workforce in chocolate manufacturing?

18. As a rule, married women did not seek employment in Britain the 1920s. Why did Lillian work for Terry's?

19. What kind of jobs were women in chocolate factories engaged in?

Questions 20 – 21: Emma Robertson offers two examples of how the job at the factory created strong women. What are they?

20. \_\_\_\_\_

21. \_\_\_\_\_

22. What does chocolate mean to Emma Robertson?



HANDMADE  
ARTISAN  
CHOCOLATES

Image source:  
<http://cdn.chocolatechocolate.com/images/HandmadeChocolates.jpg>



Image Source: <https://s-media-cache-ak0.pinimg.com/564x/7a/75/1a/7a751a83763582a29205fae1b8f5133d.jpg>

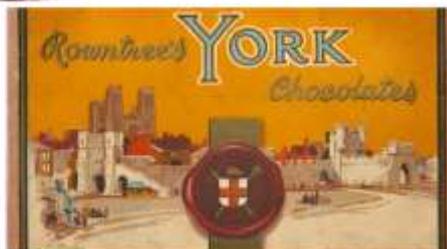


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