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Level 3
Anger over racist Chinese advert

29th May, 2016

http://www.breakingnewsenglish.com/1605/160529-racist-advert.html

Contents

Please try Levels 0, 1 and 2 (they are easier).

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THE ARTICLE

There is a lot of anger on social media because of an advertisement for a Chinese laundry detergent. Some newspapers are saying it could be the most racist advert ever made. The commercial was created for the washing detergent company Qiaobi. In the ad, a young Chinese woman puts a detergent tablet into the mouth of a black man. She pushes him into a washing machine, closes the lid and then turns it on. The next scene shows the result of the wash – the black man has turned into a white Chinese man. The woman looks happy when she sees the fairer-skinned man. The ad is a month old but went viral 24 hours ago, after it was shared on social media.

Many news agencies are attacking the ad because of its racist content. The website Buzzfeed called it, the "most racist ad of 2016". It said the ad would make you feel dirty. It wrote: "The commercial will likely leave you feeling like you need a shower." One blogger complained that: "Chinese companies fail to understand the sensitivity of racism, which is a shame, but common in China." Another blogger asked: "How can these marketing people have no knowledge of racism?" The owner of Qiaobi told the BBC that he didn't realise the ad was racist until someone pointed it out. He said: "To be honest, I didn't really pay that much attention to the advertisement."

WARM-UPS

1. RACISM: Students walk around the class and talk to other students about racism. Change partners often and share your findings.

2. CHAT: In pairs / groups, talk about these topics or words from the article. What will the article say about them? What can you say about these words and your life?

anger / social media / advertisement / laundry / washing / detergent / 24 hours / viral news agencies / racist / commercial / shower / blogger / complained / pay attention

Have a chat about the topics you liked. Change topics and partners frequently.

3. CRIME: Students A **strongly** believe racism will not exist in the future; Students B **strongly** believe it will always exist. Change partners again and talk about your conversations.

4. RACIST: How can we stop people being racist? Complete this table with your partner(s). Change partners often and share what you wrote.

	How?	**Effect?**
Using the Internet?		
At school		
Punishments		
Social events		
Sports		
Movies		

5. SOCIAL MEDIA: Spend one minute writing down all of the different words you associate with the word "social media". Share your words with your partner(s) and talk about them. Together, put the words into different categories.

6. ISMs: Rank these with your partner. Put the worst at the top. Change partners often and share your rankings.

- racism
- egoism
- sexism
- ageism

- capitalism
- communism
- hedonism
- atheism

BEFORE READING / LISTENING

1. TRUE / FALSE: Read the headline. Guess if a-h below are true (T) or false (F).

a. There is anger over an advert for a Chinese laundry detergent.   **T / F**

b. Some newspapers say it is the most racist ad ever made.   **T / F**

c. The ad shows a black man having to wash a white woman's clothes.   **T / F**

d. The ad is more than three weeks old.   **T / F**

e. The site Buzzfeed called the ad the most racist in advertising history.   **T / F**

f. The ad showed people in need of a shower.   **T / F**

g. A blogger asked why marketing companies knew so little about racism.   **T / F**

h. The company's boss said he knew the ad was racist when he saw it.   **T / F**

2. SYNONYM MATCH: Match the following synonyms from the article.

1.	advertisement	a.	cover
2.	created	b.	normal
3.	lid	c.	cheerful
4.	next	d.	truthful
5.	happy	e.	following
6.	attacking	f.	commercial
7.	dirty	g.	understanding
8.	common	h.	unclean
9.	knowledge	i.	made
10.	honest	j.	criticising

3. PHRASE MATCH: (Sometimes more than one choice is possible.)

1.	There is a lot of anger on	a.	it out
2.	it could be the most	b.	viral 24 hours ago
3.	washing	c.	then turns it on
4.	closes the lid and	d.	dirty
5.	The ad is a month old but went	e.	the ad was racist
6.	It said the ad would make you feel	f.	racist advert ever made
7.	companies fail to understand the sensitivity	g.	attention
8.	he didn't realise	h.	social media
9.	until someone pointed	i.	of racism
10.	I didn't really pay that much	j.	detergent

GAP FILL

There is a lot of (1) _____ on social media because of an advertisement for a Chinese laundry detergent. Some newspapers are saying it could be the most racist advert (2) _____ made. The commercial was (3) _____ for the washing detergent company Qiaobi. In the ad, a young Chinese woman puts a (4) _____ tablet into the mouth of a black man. She pushes him into a washing machine, closes the (5) _____ and then turns it on. The next scene shows the result of the wash – the black man has (6) _____ into a white Chinese man. The woman looks happy when she sees the (7) _____ -skinned man. The ad is a month old but went viral 24 hours ago, after it was (8) _____ on social media.

ever

lid

anger

shared

detergent

fairer

created

turned

Many news (9) _____ are attacking the ad because of its racist content. The website Buzzfeed called it, the "most racist ad of 2016". It said the ad would make you feel (10) _____. It wrote: "The commercial will likely leave you feeling like you (11) _____ a shower." One blogger complained that: "Chinese companies fail to understand the sensitivity of racism, which is a (12) _____, but common in China." Another (13) _____ asked: "How can these marketing people have no (14) _____ of racism?" The owner of Qiaobi told the BBC that he didn't realise the ad was racist until someone (15) _____ it out. He said: "To be honest, I didn't really pay that much (16) _____ to the advertisement."

knowledge

need

agencies

attention

dirty

blogger

pointed

shame

LISTENING – Guess the answers. Listen to check.

1) anger on social media because of an advertisement for a Chinese _____
   a. laundered detergent
   b. lawn dry detergent
   c. laundry detergent
   d. lawn tree detergent
2) Some newspapers are saying it could be the most racist _____
   a. adverts ever made
   b. advert ever made
   c. advert never made
   d. advert even made
3) She pushes him into a washing machine, closes the lid and then _____
   a. turns it ton
   b. turn sit on
   c. turn it on
   d. turns it on
4) The woman looks happy when she sees the _____
   a. fairer-skin man
   b. fairer-skinned man
   c. fairer-skinned men
   d. fair a skinned man
5) The ad is a month old but went _____ ago
   a. rival 24 hours
   b. viral 24 hours
   c. revel 24 hours
   d. rebel 24 hours
6) Many news agencies are attacking the ad because of _____
   a. its racist content
   b. its racist contents
   c. its racist context
   d. its race is content
7) The commercial will likely leave you feeling like you _____
   a. needs a shower
   b. need a shower
   c. need a showering
   d. need the shower
8) How can these marketing people have no knowledge _____
   a. of racism
   b. for racism
   c. off racism
   d. of racist
9) he didn't realise the ad was racist until someone _____
   a. pointed it tout
   b. pointed a tout
   c. pointed outer
   d. pointed it out
10) To be honest, I didn't really pay that much attention _____
   a. to the advertisements
   b. to the ad first is meant
   c. to the ad vest is mine
   d. to the advertisement

LISTENING – Listen and fill in the gaps

There is (1) _____ social media because of an advertisement for a Chinese laundry detergent. Some newspapers are saying it (2) _____ racist advert ever made. The commercial (3) _____ the washing detergent company Qiaobi. In the ad, a young Chinese woman puts a detergent tablet into the mouth of a black man. She pushes him into a washing machine, closes the lid (4) _____. The next scene shows the result of the wash – the black man has turned into a white Chinese man. The woman looks happy (5) _____ fairer-skinned man. The ad is a month old (6) _____ hours ago, after it was shared on social media.

Many news agencies are attacking the ad because (7) _____. The website Buzzfeed called it, the "most racist ad of 2016". It said the ad would (8) _____. It wrote: "The commercial will likely (9) _____ like you need a shower." One blogger complained that: "Chinese companies fail to understand the sensitivity of racism, (10) _____, but common in China." Another blogger asked: "How can these marketing people have (11) _____ racism?" The owner of Qiaobi told the BBC that he didn't realise the ad was racist until someone pointed it out. He said: "To be honest, I didn't really pay (12) _____ to the advertisement."

COMPREHENSION QUESTIONS

1. What is the advertisement for?

2. Who is saying the ad could be the most racist ever made?

3. Where does a Chinese woman put a black man?

4. What does the woman close?

5. When did the article go viral?

6. What did the website Buzzfeed call the ad?

7. What did Buzzfeed say you might need after watching the ad?

8. Who questioned why marketing people have no knowledge of racism?

9. Which news agency did the company boss talk to?

10. What did the boss of the company not pay much of attention to?

MULTIPLE CHOICE - QUIZ

1) What is the advertisement for?
a) a car
b) a mobile phone
c) a laundry detergent
d) pizza

2) Who is saying the ad could be the most racist ever made?
a) some newspapers
b) a charity
c) a TV channel
d) a Chinese company

3) Where does a Chinese woman put a black man?
a) in a washing machine
b) in a garage
c) in the garden
d) in the living room

4) What does the woman close?
a) a deal
b) a lid
c) a website
d) a door

5) When did the article go viral?
a) Tuesday
b) a week ago
c) last month
d) 24 hours ago

6) What did the website Buzzfeed call the ad?
a) the worst ever
b) the most racist of 2016
c) sad
d) disgusting

7) What did Buzzfeed say you might need after watching the ad?
a) a shower
b) sleep
c) a lawyer
d) a new computer

8) Who questioned why marketing people have no knowledge of racism?
a) a marketing boss
b) a website boss
c) a blogger
d) the company boss

9) Which news agency did the company boss talk to?
a) NHK
b) ABC
c) CNN
d) the BBC

10) What did the boss of the company not pay much of attention to?
a) the advertisement
b) profits
c) criticism
d) laundry detergent

ROLE PLAY

Role A – Racism

You think racism is the worst thing. Tell the others three reasons why. Tell them things that are also wrong with their isms. Also, tell the others which is the easiest of these to fight (and why): ageism, sexism or egoism.

Role B – Ageism

You think ageism is the worst thing. Tell the others three reasons why. Tell them things that are also wrong with their isms. Also, tell the others which is the easiest of these to fight (and why): racism, sexism or egoism.

Role C – Sexism

You think sexism is the worst thing. Tell the others three reasons why. Tell them things that are also wrong with their isms. Also, tell the others which is the easiest of these to fight (and why): ageism, racism or egoism.

Role D – Egoism

You think egoism is the worst thing. Tell the others three reasons why. Tell them things that are also wrong with their isms. Also, tell the others which is the easiest of these to fight (and why): ageism, sexism or racism.

AFTER READING / LISTENING

1. WORD SEARCH: Look in your dictionary / computer to find collocates, other meanings, information, synonyms … for the words 'social' and 'work'.

social	work

- Share your findings with your partners.
- Make questions using the words you found.
- Ask your partner / group your questions.

2. ARTICLE QUESTIONS: Look back at the article and write down some questions you would like to ask the class about the text.

- Share your questions with other classmates / groups.
- Ask your partner / group your questions.

3. GAP FILL: In pairs / groups, compare your answers to this exercise. Check your answers. Talk about the words from the activity. Were they new, interesting, worth learning…?

4. VOCABULARY: Circle any words you do not understand. In groups, pool unknown words and use dictionaries to find their meanings.

5. TEST EACH OTHER: Look at the words below. With your partner, try to recall how they were used in the text:

• lot	• content
• most	• 2016
• young	• shower
• lid	• fail
• on	• owner
• 24	• pay

RACISM SURVEY

Write five GOOD questions about racism in the table. Do this in pairs. Each student must write the questions on his / her own paper.
When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.

RACISM DISCUSSION

STUDENT A's QUESTIONS (Do not show these to student B)

1. What did you think when you read the headline?

2. What springs to mind when you hear the word 'racism'?

3. What do you think about what you read?

4. How racist are people in your country?

5. Why are people racist?

6. What can we do to stop people being racist?

7. How racist is the detergent advert?

8. Why do you think the advert was allowed to be put on TV?

9. What advice do you have for the ad company?

10. How does racism damage society?

Anger over racist Chinese advert – 29th May, 2016
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RACISM DISCUSSION

STUDENT B's QUESTIONS (Do not show these to student A)

11. Did you like reading this article? Why/not?

12. When will racism disappear from the world?

13. Should the detergent company apologise?

14. Why might you want a shower after seeing the ad?

15. Why don't companies understand racism in 2016?

16. Should the marketing people lose their jobs?

17. How can the company's owner not realize the ad was racist?

18. What should the punishment be for racism?

19. How angry are you over this ad?

20. What questions would you like to ask the company's owner?

DISCUSSION (Write your own questions)

STUDENT A's QUESTIONS (Do not show these to student B)

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

DISCUSSION (Write your own questions)

STUDENT B's QUESTIONS (Do not show these to student A)

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

LANGUAGE - CLOZE

There is a lot of (1) _____ on social media because of an advertisement for a Chinese laundry detergent. Some newspapers are saying it could be the (2) _____ racist advert ever made. The commercial was created (3) _____ the washing detergent company Qiaobi. In the ad, a young Chinese woman puts a detergent tablet into the mouth of a black man. She pushes him (4) _____ a washing machine, closes the lid and then turns it on. The next scene shows the result of the wash – the black man has (5) _____ into a white Chinese man. The woman looks happy when she sees the fairer-skinned man. The ad is a month old but went viral 24 hours (6) _____, after it was shared on social media.

Many news agencies are attacking the ad because of its racist (7) _____. The website Buzzfeed called it, the "most racist ad of 2016". It said the ad would make you (8) _____ dirty. It wrote: "The commercial will likely leave you feeling like you need a shower." One blogger (9) _____ that: "Chinese companies fail to understand the sensitivity of racism, which is a (10) _____, but common in China." Another blogger asked: "How can these marketing people have no knowledge (11) _____ racism?" The owner of Qiaobi told the BBC that he didn't realise the ad was racist until someone pointed it out. He said: "To be honest, I didn't really (12) _____ that much attention to the advertisement."

Put the correct words from the table below in the above article.

1.	(a)	angrily	(b)	angry	(c)	angered	(d)	anger
2.	(a)	mist	(b)	mast	(c)	moat	(d)	most
3.	(a)	on	(b)	for	(c)	as	(d)	to
4.	(a)	onto	(b)	unto	(c)	into	(d)	so to
5.	(a)	spiraled	(b)	twisted	(c)	turned	(d)	exchanged
6.	(a)	ago	(b)	before	(c)	passed	(d)	gone
7.	(a)	ingredients	(b)	content	(c)	index	(d)	includes
8.	(a)	feel	(b)	be	(c)	do	(d)	take
9.	(a)	completed	(b)	complained	(c)	contented	(d)	accompanied
10.	(a)	smooth	(b)	shelf	(c)	shame	(d)	shaft
11.	(a)	at	(b)	on	(c)	of	(d)	by
12.	(a)	sale	(b)	purchase	(c)	buy	(d)	pay

SPELLING

From http://www.BreakingNewsEnglish.com/1605/160529-racist-advert.html

Paragraph 1

1.   laundry <u>rettgende</u>

2.   a washing <u>ceanmih</u>

3.   The next <u>cnese</u> shows the result

4.   she sees the fairer-<u>ndnskie</u> man

5.   went <u>ilvar</u> 24 hours ago

6.   it was shared on social <u>aimed</u>

Paragraph 2

7.   news <u>ncaegsei</u> are attacking the ad

8.   one blogger <u>dopimecanl</u>

9.   the <u>iisnitstvye</u> of racism

10. he didn't <u>sielrae</u> (UK) / <u>lreiaze</u> (USA) the ad was racist

11. To be <u>notehs</u>

12. I didn't really pay that much <u>ittanoten</u>

PUT THE TEXT BACK TOGETHER

Number these lines in the correct order.

(   )   racism, which is a shame, but common in China." Another blogger asked: "How can these marketing

(   )   detergent. Some newspapers are saying it could be the most racist advert ever made. The commercial was created

(   )   month old but went viral 24 hours ago, after it was shared on social media.

(   )   realise the ad was racist until someone pointed it out. He said: "To be honest, I didn't really pay

(   )   of a black man. She pushes him into a washing machine, closes the lid and then turns it on. The next scene

(   )   it, the "most racist ad of 2016". It said the ad would make you feel dirty. It wrote: "The commercial will likely leave you feeling

(   )   Many news agencies are attacking the ad because of its racist content. The website Buzzfeed called

(   )   happy when she sees the fairer-skinned man. The ad is a

(   )   people have no knowledge of racism?" The owner of Qiaobi told the BBC that he didn't

(   )   like you need a shower." One blogger complained that: "Chinese companies fail to understand the sensitivity of

(   )   that much attention to the advertisement."

(***1***   )   There is a lot of anger on social media because of an advertisement for a Chinese laundry

(   )   for the washing detergent company Qiaobi. In the ad, a young Chinese woman puts a detergent tablet into the mouth

(   )   shows the result of the wash – the black man has turned into a white Chinese man. The woman looks

PUT THE WORDS IN THE RIGHT ORDER

1.   because   media   social   on   Anger   advertisement   an   of   .

2.   be   ever   the   made   most   It   racist   could   advert   .

3.   detergent   created   company   for   The   the   commercial   washing   was   .

4.   shows   wash   the   The   result   next   of   scene   the   .

5.   viral   went   but   old   month   a   is   ad   The   ago   hours   24   .

6.   ad   its   Agencies   the   of   content   attacking   because   racist   are   .

7.   make   said   you   the   feel   ad   dirty   would   It   .

8.   ad   will   leave   you   feeling   like   you   need   a   shower   The   .

9.   to   fail   Companies   racism   of   sensitivity   the   understand   .

10.   much   the   didn't   that   to   I   pay   attention   advertisement   really   .

CIRCLE THE CORRECT WORD (20 PAIRS)

There is a lot of *angry / anger* on social media because of an advertisement for a Chinese *laundry / laundered* detergent. Some newspapers are *saying / said* it could be the most racist advert *never / ever* made. The commercial was created for the washing detergent company Qiaobi. In the ad, a young Chinese woman puts a detergent tablet *into / onto* the mouth of a black man. She pushes him into a washing machine, closes the *bin / lid* and then turns it on. The next scene shows the result of the *awash / wash* – the black man has turned into a white Chinese man. The woman looks happy when she sees the fairer-skinned *man / men*. The ad is a month old but went *virus / viral* 24 hours ago, after it was shared *on / in* social media.

Many news agencies are *attacked / attacking* the ad because of its racist content. The website Buzzfeed *called / calling* it, the "most racist ad of 2016". It said the ad would make you feel *dirt / dirty*. It wrote: "The commercial will likely *leave / left* you feeling like you need a shower." One blogger *compiled / complained* that: "Chinese companies *foil / fail* to understand the *sensitivity / sensitive* of racism, which is a shame, but *commonly / common* in China." Another blogger asked: "How can these marketing people have no knowledge of racism?" The owner of Qiaobi told the BBC that he didn't realise the ad was racist until someone *painted / pointed* it out. He said: "To be honest, I didn't really *pay / buy* that much attention to the advertisement."

Talk about the connection between each pair of words in italics, and why the correct word is correct.

INSERT THE VOWELS (a, e, i, o, u)

Th_r_ _s _ l_t _f _ng_r _n s_c__l m_d__ b_c___s_ _f _n _dv_rt_s_m_nt f_r _ Ch_n_s_ l__ndry d_t_rg_nt. S_m_ n_wsp_p_rs _r_ s_y_ng _t c__ld b_ th_ m_st r_c_st _dv_rt _v_r m_d_. Th_ c_mm_rc__l w_s cr__t_d f_r th_ w_sh_ng d_t_rg_nt c_mp_ny Q___b_. _n th_ _d, _ y__ng Ch_n_s_ w_m_n p_ts _ d_t_rg_nt t_bl_t _nt_ th_ m__th _f _ bl_ck m_n. Sh_ p_sh_s h_m _nt_ _ w_sh_ng m_ch_n_, cl_s_s th_ l_d _nd th_n t_rns _t _n. Th_ n_xt sc_n_ sh_ws th_ r_s_lt _f th_ w_sh – th_ bl_ck m_n h_s t_rn_d _nt_ _ wh_t_ Ch_n_s_ m_n. Th_ w_m_n l__ks h_ppy wh_n sh_ s__s th_ f__r_r-sk_nn_d m_n. Th_ _d _s _ m_nth _ld b_t w_nt v_r_l 24 h__rs _g_ _ft_r _t w_s sh_r_d _n s_c__l m_d__.

M_ny n_ws _g_nc__s _r_ _tt_ck_ng th_ _d b_c__s_ _f _ts r_c_st c_nt_nt. Th_ w_bs_t_ B_zzf__d c_ll_d _t, th_ "m_st r_c_st _d _f 2016". _t s__d th_ _d w__ld m_k_ y__ f__l d_rty. _t wr_t_: "Th_ c_mm_rc__l w_ll l_k_ly l__v_ y__ f__l_ng l_k_ y__ n__d _ sh_w_r." _n_ bl_gg_r c_mpl__n_d th_t: "Ch_n_s_ c_mp_n__s f__l t_ _nd_rst_nd th_ s_ns_t_v_ty _f r_c_sm, wh_ch _s _ sh_m_, b_t c_mm_n _n Ch_n_." _n_th_r bl_gg_r _sk_d: "H_w c_n th_s_ m_rk_t_ng p__pl_ h_v_ n_ kn_wl_dg_ _f r_c_sm?" Th_ _wn_r _f Q___b_ t_ld th_ BBC th_t h_ d_dn't r__l_s_ th_ _d w_s r_c_st _nt_l s_m__n_ p__nt_d _t __t. H_ s__d: "T_ b_ h_n_st, _ d_dn't r__lly p_y th_t m_ch _tt_nt__n t_ th_ _dv_rt_s_m_nt."

PUNCTUATE THE TEXT AND ADD CAPITALS

there is a lot of anger on social media because of an advertisement for a chinese laundry detergent some newspapers are saying it could be the most racist advert ever made the commercial was created for the washing detergent company qiaobi in the ad a young chinese woman puts a detergent tablet into the mouth of a black man she pushes him into a washing machine closes the lid and then turns it on the next scene shows the result of the wash – the black man has turned into a white chinese man the woman looks happy when she sees the fairer-skinned man the ad is a month old but went viral 24 hours ago, after it was shared on social media

many news agencies are attacking the ad because of its racist content the website buzzfeed called it the "most racist ad of 2016" it said the ad would make you feel dirty it wrote "the commercial will likely leave you feeling like you need a shower" one blogger complained that "chinese companies fail to understand the sensitivity of racism which is a shame but common in china" another blogger asked "how can these marketing people have no knowledge of racism" the owner of qiaobi told the bbc that he didn't realise the ad was racist until someone pointed it out he said "to be honest i didn't really pay that much attention to the advertisement"

PUT A SLASH (/) WHERE THE SPACES ARE

ThereisalotofangeronsocialmediabecauseofanadvertisementforaChineselaundrydetergent.Somenewspapersaresayingitcouldbethemostracistadvertevermade.ThecommercialwascreatedforthewashingdetergentcompanyQiaobi.Inthead,ayoungChinesewomanputsadetergenttabletintothemouthofablackman.Shepusheshimintoawashingmachine,closesthelidandthenturnsiton.Thenextsceneshowstheresultofthewash–theblackmanhasturnedintoawhiteChineseman.Thewomanlookshappywhensheseesthefairer-skinnedman.Theadisamontholdbutwentviral24hoursagoafteritwassharedonsocialmedia.Manynewsagenciesareattackingtheadbecauseofitsracistcontent.ThewebsiteBuzzfeedcalledit,the"mostracistadof2016".Itsaidtheadwouldmakeyoufeeldirty.Itwrote:"Thecommercialwilllikelyleaveyoufeelinglikeyouneedashower."Onebloggercomplainedthat:"Chinesecompaniesfailtounderstandthesensitivityofracism,whichisashame,butcommoninChina."Anotherbloggerasked:"Howcanthesemarketingpeoplehavenoknowledgeofracism?"TheownerofQiaobitoldtheBBCthathedidn'trealisetheadwasracistuntilsomeonepointeditout.Hesaid:"Tobehonest,Ididn'treallypaythatmuchattentiontotheadvertisement."

FREE WRITING

Write about **racism** for 10 minutes. Comment on your partner's paper.

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

ACADEMIC WRITING

"We are all different, but all the same." What are our differences and similarities?

HOMEWORK

1. VOCABULARY EXTENSION: Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

2. INTERNET: Search the Internet and find out more about racism. Share what you discover with your partner(s) in the next lesson.

3. RACISM: Make a poster about the dangers of racism. Show your work to your classmates in the next lesson. Did you all have similar things?

4. SERIOUS CRIME: Write a magazine article about making all forms of racism a serious crime. Include imaginary interviews with people who are for and against this.

Read what you wrote to your classmates in the next lesson. Write down any new words and expressions you hear from your partner(s).

5. WHAT HAPPENED NEXT? Write a newspaper article about the next stage in this news story. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

6. LETTER: Write a letter to an expert on racism. Ask him/her three questions about it. Give him/her three of your on how to stop people being racist. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

ANSWERS

TRUE / FALSE (p.4)

a T   b T   c F   d T   e F   f F   g T   h F

SYNONYM MATCH (p.4)

1.	advertisement	a.	commercial
2.	created	b.	made
3.	lid	c.	cover
4.	next	d.	following
5.	happy	e.	cheerful
6.	attacking	f.	criticising
7.	dirty	g.	unclean
8.	common	h.	normal
9.	knowledge	i.	understanding
10.	honest	j.	truthful

COMPREHENSION QUESTIONS (p.8)

1. A laundry detergent
2. Some newspapers
3. In a washing machine
4. The lid
5. 24 hours ago
6. The most racist ad of 2016
7. A shower
8. A blogger
9. The BBC
10. The advertisement

MULTIPLE CHOICE - QUIZ (p.9)

1. c   2. a   3. a   4. b   5. d   6. b   7. a   8. c   9. d   10. a

ALL OTHER EXERCISES

Please check for yourself by looking at the Article on page 2.
(It's good for your English ;-)