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Level 6 – 8th September, 2018

Nike uses NFL protest player in ad campaign

FREE online quizzes, mp3 listening and more for this lesson here:

<https://breakingnewsenglish.com/1809/180908-colin-kaepernick.html>

Contents

The Article	2	Discussion (Student-Created Qs)	15
Warm-Ups	3	Language Work (Cloze)	16
Vocabulary	4	Spelling	17
Before Reading / Listening	5	Put The Text Back Together	18
Gap Fill	6	Put The Words In The Right Order	19
Match The Sentences And Listen	7	Circle The Correct Word	20
Listening Gap Fill	8	Insert The Vowels (a, e, i, o, u)	21
Comprehension Questions	9	Punctuate The Text And Add Capitals	22
Multiple Choice - Quiz	10	Put A Slash (/) Where The Spaces Are	23
Role Play	11	Free Writing	24
After Reading / Listening	12	Academic Writing	25
Student Survey	13	Homework	26
Discussion (20 Questions)	14	Answers	27

Please try Levels 4 and 5 (they are easier).

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THE ARTICLE

From <https://breakingnewsenglish.com/1809/180908-colin-kaepernick.html>

The sportswear maker Nike has announced it will use American football player Colin Kaepernick in its advertising campaign to celebrate its "Just Do It" 30th anniversary. Mr Kaepernick ignited controversy in 2016 while playing as quarterback for his team the San Francisco 49ers. He refused to stand for the national anthem as a protest against racial injustice and social issues. Instead he knelt down on one knee. This started a trend of other players "taking the knee" in support of the Black Lives Matter movement. Kaepernick's actions caused heated debate. In September 2017, President Donald Trump tweeted that NFL players should be either fired or suspended if they failed to stand up for the national anthem.

Nike will use a close-up image of Kaepernick's face with the caption: "Believe in something. Even if it means sacrificing everything." Nike supplies the uniforms for all the NFL's 32 teams and is a corporate sponsor of the NFL. The company knows it will receive a backlash for using Mr Kaepernick in its ads. However, it said: "We believe Colin is one of the most inspirational athletes of this generation, who has leveraged the power of sport to help move the world forward." Yahoo Sports said: "It's an interesting decision for Nike. No other athlete produces the same emotional response as Kaepernick." Many on social media applauded Nike for its decision. One person tweeted: "Time to throw away all my Nike crap."

Sources: <https://sports.yahoo.com/nike-makes-colin-kaepernick-face-just-30th-anniversary-campaign-200029766.html>
<https://www.scmp.com/news/world/united-states-canada/article/2162612/nike-defies-trumps-ire-embracing-nfls-kneeling-colin>
<https://www.mirror.co.uk/sport/other-sports/american-sports/nfl-outcast-colin-kaepernick-chosen-13188901>

WARM-UPS

1. NIKE: Students walk around the class and talk to other students about Nike. 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?

sportswear / football / advertising / celebrate / controversy / injustice / heated debate
a close-up image / sacrificing / uniform / sponsor / backlash / generation / emotional

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

3. STAND: Students A **strongly** believe everyone should stand for a national anthem; Students B **strongly** believe people shouldn't have to stand. Change partners again and talk about your conversations.

4. PATRIOTISM: How important are these things? How much do you respect them? Complete this table and share what you wrote with your partner(s). Change partners often.

	Importance	Respect
National anthem		
Flag		
Leader		
History		
Culture		
Police		

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

6. INSPIRATIONAL: Rank these with your partner. Put the most inspirational people at the top. Change partners often and share your rankings.

- athletes
- astronauts
- nurses
- teachers
- actors
- singers
- business leaders
- religious leaders

VOCABULARY MATCHING

Paragraph 1

- | | |
|----------------|--|
| 1. announced | a. A formal discussion on a particular topic in a public meeting or government, in which opposing arguments are put forward. |
| 2. campaign | b. The date on which an event took place in a previous year. |
| 3. anniversary | c. Disagreement, often when prolonged, public, and heated. |
| 4. ignited | d. Made a public statement about a fact, happening, or plan. |
| 5. controversy | e. A general direction in which something is developing or changing. |
| 6. trend | f. An organized course of action to achieve a particular goal. |
| 7. debate | g. Made an emotion or situation heated. |

Paragraph 2

- | | |
|-------------------|---|
| 8. caption | h. An person or company that pays some or all of the costs involved in putting on a sporting or artistic event in return for advertising. |
| 9. sacrificing | i. A strong and negative reaction by a large number of people, especially to a social or political development. |
| 10. corporate | j. Showed strong approval or praise. |
| 11. sponsor | k. An act of giving up something valued for the sake of something else regarded as more important or worthy. |
| 12. backlash | l. Providing or showing creative or spiritual examples to do something. |
| 13. inspirational | m. Relating to a large company or group. |
| 14. applauded | n. A title or brief explanation put on an article, illustration, cartoon, or poster. |

BEFORE READING / LISTENING

From <https://breakingnewsenglish.com/1809/180908-colin-kaepernick.html>

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

- a. Nike is celebrating its 30th "Just Do It" anniversary. **T / F**
- b. Colin Kaepernick first created controversy in 2016. **T / F**
- c. Kaepernick took the knee to highlight racial injustice. **T / F**
- d. President Trump tweeted against Kaepernick's actions in 2016. **T / F**
- e. Nike supplies the uniforms to half of the NFL teams. **T / F**
- f. Nike doesn't expect to receive a backlash for its ad campaign. **T / F**
- g. Nike said Kaepernick used sport to move the world forward. **T / F**
- h. The article says a person tweeted he/she would buy more Nike products. **T / F**

2. SYNONYM MATCH:

Match the following synonyms. The words in **bold** are from the news article.

- | | |
|-------------------------|---------------------|
| 1. maker | a. discrimination |
| 2. campaign | b. adverse reaction |
| 3. ignited | c. passionate |
| 4. injustice | d. provides |
| 5. heated | e. strategy |
| 6. caption | f. motivating |
| 7. supplies | g. title |
| 8. backlash | h. manufacturer |
| 9. inspirational | i. praised |
| 10. applauded | j. sparked |

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

- | | |
|---------------------------------------|-------------------|
| 1. advertising | a. everything |
| 2. stand for the national | b. injustice |
| 3. a protest against racial | c. or suspended |
| 4. Kaepernick's actions caused heated | d. applauded Nike |
| 5. players should be either fired | e. up image |
| 6. use a close- | f. campaign |
| 7. Even if it means sacrificing | g. athletes |
| 8. a corporate sponsor | h. debate |
| 9. one of the most inspirational | i. of the NFL |
| 10. Many on social media | j. anthem |

GAP FILL

From <https://breakingnewsenglish.com/1809/180908-colin-kaepernick.html>

The sportswear (1) _____ Nike has announced it will use American football player Colin Kaepernick in its advertising (2) _____ to celebrate its "Just Do It" 30th anniversary. Mr Kaepernick ignited (3) _____ in 2016 while playing as quarterback for his team the San Francisco 49ers. He refused to (4) _____ for the national anthem as a protest against racial injustice and social issues. Instead he (5) _____ down on one knee. This started a trend of other players "taking the knee" in (6) _____ of the Black Lives Matter movement. Kaepernick's actions caused (7) _____ debate. In September 2017, President Donald Trump tweeted that NFL players should be either fired or (8) _____ if they failed to stand up for the national anthem.

controversy
support
suspended
maker
stand
heated
campaign
knelt

Nike will use a close-up (9) _____ of Kaepernick's face with the caption: "Believe in something. Even if it means (10) _____ everything." Nike supplies the (11) _____ for all the NFL's 32 teams and is a corporate sponsor of the NFL. The company knows it will receive a (12) _____ for using Mr Kaepernick in its ads. However, it said: "We believe Colin is one of the most (13) _____ athletes of this generation, who has leveraged the power of sport to help move the world forward." Yahoo Sports said: It's an interesting (14) _____ for Nike. No other athlete produces the same emotional (15) _____ as Kaepernick." Many on social media applauded Nike for its decision. One person tweeted: "Time to throw away all my Nike (16) _____."

inspirational
uniforms
response
image
crap
sacrificing
backlash
decision

LISTENING – Guess the answers. Listen to check.

From <https://breakingnewsenglish.com/1809/180908-colin-kaepernick.html>

- 1) Mr Kaepernick ignited _____ 2016
 - a. controversial in
 - b. contra verse in
 - c. contra versing
 - d. controversy in
- 2) He refused to stand for the national anthem as a protest against _____
 - a. racially injustice
 - b. racialism injustice
 - c. racist injustice
 - d. racial injustice
- 3) other players "taking the knee" in support of the Black Lives _____
 - a. Matter movement
 - b. Matter move meant
 - c. Matter move mend
 - d. Matter moved meant
- 4) Kaepernick's actions caused _____
 - a. heated the bait
 - b. heat it debate
 - c. heated debate
 - d. heat it the bait
- 5) Donald Trump tweeted that NFL players should be either _____
 - a. filed or suspended
 - b. fired or suspended
 - c. fried door suspended
 - d. field or suspend it
- 6) Nike will use a close-up image of Kaepernick's face _____
 - a. with the caps on
 - b. with the caption
 - c. with the cap shun
 - d. with the clap shun
- 7) Believe in something. Even if it means _____
 - a. sacrifice in everything
 - b. sacrifice in every thing
 - c. sacrificing every thing
 - d. sacrificing everything
- 8) The company knows it will receive _____
 - a. a black lash
 - b. a back clash
 - c. a backlash
 - d. a black clash
- 9) We believe Colin is one of the most inspirational athletes _____
 - a. off this generation
 - b. of this generation
 - c. of these generation
 - d. of this generations
- 10) One person tweeted: "Time to throw away all _____."
 - a. my Nike crap
 - b. may Nike crap
 - c. my Nike clap
 - d. may Nike clap

LISTENING – Listen and fill in the gaps

From <https://breakingnewsenglish.com/1809/180908-colin-kaepernick.html>

The sportswear maker Nike has (1) _____ use American football player Colin Kaepernick in its advertising campaign to celebrate its "Just Do It" 30th anniversary. Mr Kaepernick (2) _____ 2016 while playing as quarterback for his team the San Francisco 49ers. He (3) _____ for the national anthem as a protest against racial injustice and social issues. Instead he knelt down on one knee. This started a trend of other players "taking the knee" (4) _____ the Black Lives Matter movement. Kaepernick's actions (5) _____. In September 2017, President Donald Trump tweeted that NFL players should be either (6) _____ if they failed to stand up for the national anthem.

Nike will use (7) _____ of Kaepernick's face with the caption: "Believe in something. Even if it means sacrificing everything." Nike supplies (8) _____ all the NFL's 32 teams and is a corporate sponsor of the NFL. The company knows it will (9) _____ for using Mr Kaepernick in its ads. However, it said: "We believe Colin is one of the most inspirational athletes (10) _____, who has leveraged the power of sport to help move the world forward." Yahoo Sports said: It's an interesting decision for Nike. No (11) _____ the same (12) _____ Kaepernick." Many on social media applauded Nike for its decision. One person tweeted: "Time to throw away all my Nike crap."

COMPREHENSION QUESTIONS

From <https://breakingnewsenglish.com/1809/180908-colin-kaepernick.html>

1. What "Just Do It" anniversary will Nike be celebrating?
2. When did Colin Kaepernick first become controversial?
3. What movement did Colin Kaepernick kneel to support?
4. When did Donald Trump tweet about athletes taking the knee?
5. What did Mr Trump say NFL teams should do to those who kneel?
6. What does a Nike caption believe people should believe in?
7. What does the company know it will receive?
8. What did Nike say Mr Kaepernick helped to move forward?
9. How did many people on social media react to Nike?
10. What will a person throw away, according to a tweet they made?

MULTIPLE CHOICE - QUIZ

From <https://breakingnewsenglish.com/1809/180908-colin-kaepernick.html>

- 1) What "Just Do It" anniversary will Nike be celebrating?
 - a) 10th
 - b) 30th
 - c) silver
 - d) platinum
- 2) When did Colin Kaepernick first become controversial?
 - a) 2017
 - b) 2014
 - c) 2015
 - d) 2016
- 3) What movement did Colin Kaepernick kneel to support?
 - a) Black Lives Matter
 - b) Tea Party Movement
 - c) Animal Rights
 - d) Occupy
- 4) When did Donald Trump tweet about athletes taking the knee?
 - a) 2015
 - b) 2016
 - c) 2017
 - d) 2018
- 5) What did Mr Trump say NFL teams should do to those who kneel?
 - a) fine them
 - b) fire or suspend them
 - c) nothing
 - d) name and shame them
- 6) What does a Nike caption believe people should believe in?
 - a) the future
 - b) football
 - c) something
 - d) God
- 7) What does the company know it will receive?
 - a) e-mails
 - b) money
 - c) an award
 - d) a backlash
- 8) What did Nike say Mr Kaepernick helped to move forward?
 - a) the world
 - b) football
 - c) the future
 - d) social media
- 9) How did many people on social media react to Nike?
 - a) they applauded Nike
 - b) with horror
 - c) they held a party
 - d) they blogged about it
- 10) What will a person throw away, according to a tweet they made?
 - a) a Nike chap
 - b) Nike "crap"
 - c) a Nike cap
 - d) a Nike clasp

ROLE PLAY

From <https://breakingnewsenglish.com/1809/180908-colin-kaepernick.html>

Role A – Athletes

You think athletes are the most inspirational people. Tell the others three reasons why. Tell them why their people aren't as interesting. Also, tell the others who are the least inspirational of these (and why): astronauts, actors or nurses.

Role B – Astronauts

You think astronauts are the most inspirational people. Tell the others three reasons why. Tell them why their people aren't as interesting. Also, tell the others who are the least inspirational of these (and why): athletes, actors or nurses.

Role C – Actors

You think actors are the most inspirational people. Tell the others three reasons why. Tell them why their people aren't as interesting. Also, tell the others who are the least inspirational of these (and why): astronauts, athletes or nurses.

Role D – Nurses

You think nurses are the most inspirational people. Tell the others three reasons why. Tell them why their people aren't as interesting. Also, tell the others who are the least inspirational of these (and why): astronauts, actors or athletes.

AFTER READING / LISTENING

From <https://breakingnewsenglish.com/1809/180908-colin-kaepernick.html>

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

national	anthem

- 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:

<ul style="list-style-type: none">• maker• 2016• social• started• other• either	<ul style="list-style-type: none">• face• 32• believe• power• forward• social
--	--

NIKE SURVEY

From <https://breakingnewsenglish.com/1809/180908-colin-kaepernick.html>

Write five GOOD questions about Nike 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.

NIKE DISCUSSION

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

1. What did you think when you read the headline?
2. What images are in your mind when you hear the word "national"?
3. What do you know about Colin Kaepernick?
4. What do you think of Nike's sportswear?
5. What do you think of your national anthem?
6. Should we always have to stand for a national anthem?
7. What do you think of Nike using Colin Kaepernick in its campaign?
8. What do you think of the "taking the knee" trend?
9. Should sports players be fired for "taking the knee"?
10. Should Donald Trump stay quiet on issues like this?

Nike uses NFL protest player in ad campaign – 8th September, 2018
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NIKE DISCUSSION

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

11. Did you like reading this article? Why/not?
12. What do you think of when you hear the word "anthem"?
13. What do you think about what you read?
14. What advice do you have for Colin Kaepernick?
15. What do you believe in?
16. What things do you have to sacrifice in life?
17. Which athletes are the most inspirational?
18. How can sport help the world move forward?
19. Do you understand why people are angry with Nike?
20. What questions would you like to ask Colin Kaepernick?

DISCUSSION (Write your own questions)

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

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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DISCUSSION (Write your own questions)

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

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

LANGUAGE - CLOZE

From <https://breakingnewsenglish.com/1809/180908-colin-kaepernick.html>

The sportswear maker Nike has (1) _____ it will use American football player Colin Kaepernick in its advertising campaign to celebrate (2) _____ "Just Do It" 30th anniversary. Mr Kaepernick ignited controversy in 2016 (3) _____ playing as quarterback for his team the San Francisco 49ers. He refused to stand for the national anthem as a protest against (4) _____ injustice and social issues. Instead he knelt down on one knee. This started a trend of other players "taking the knee" in support (5) _____ the Black Lives Matter movement. Kaepernick's actions caused heated debate. In September 2017, President Donald Trump tweeted that NFL players should be either fired or (6) _____ if they failed to stand up for the national anthem.

Nike will use a (7) _____ image of Kaepernick's face with the caption: "Believe in something. Even if it means (8) _____ everything." Nike supplies the uniforms for all the NFL's 32 teams and is a corporate sponsor of the NFL. The company knows it will receive a (9) _____ for using Mr Kaepernick in its ads. However, it said: "We believe Colin is one of the most inspirational athletes of this generation, who has (10) _____ the power of sport to help move the world forward." Yahoo Sports said: It's an interesting decision for Nike. No (11) _____ athlete produces the same emotional response as Kaepernick." Many on social media applauded Nike for its decision. One person tweeted: "Time to throw away all my Nike (12) _____."

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

- | | | | | |
|-----|-----------------|----------------|------------------|----------------|
| 1. | (a) announces | (b) announced | (c) announcement | (d) announce |
| 2. | (a) this | (b) its | (c) that's | (d) it |
| 3. | (a) whiles | (b) whiling | (c) awhile | (d) while |
| 4. | (a) racism | (b) racial | (c) racist | (d) racially |
| 5. | (a) to | (b) of | (c) at | (d) on |
| 6. | (a) suspension | (b) suspend | (c) suspended | (d) suspender |
| 7. | (a) closed-up | (b) closed-off | (c) close-up | (d) closure |
| 8. | (a) sacrificial | (b) sacrificed | (c) sacrificing | (d) sacrifices |
| 9. | (a) black clash | (b) back clash | (c) black lash | (d) backlash |
| 10. | (a) leveraged | (b) beverage | (c) averaged | (d) outraged |
| 11. | (a) other | (b) others | (c) another | (d) the other |
| 12. | (a) clap | (b) chap | (c) crap | (d) cap |

SPELLING

From <https://breakingnewsenglish.com/1809/180908-colin-kaepernick.html>

Paragraph 1

1. anenucdn it will use American
2. advertising gamnpiac
3. its "Just Do It" 30th viayrennasr
4. Kaepernick ignited recnvosorty
5. protest against racial stiicnjue
6. be either fired or nuedspesd

Paragraph 2

7. Kaepernick's face with the onitpac
8. it means gnfciirsiac everything
9. The company knows it will receive a khcblaas
10. one of the most ionpiaairnstl athletes
11. the same emotional onpersse
12. social media edlpudaap Nike

PUT THE TEXT BACK TOGETHER

From <https://breakingnewsenglish.com/1809/180908-colin-kaepernick.html>

Number these lines in the correct order.

- () in 2016 while playing as quarterback for his team the San Francisco 49ers. He refused to stand
- () other athlete produces the same emotional response as Kaepernick." Many on
- () Nike will use a close-up image of Kaepernick's face with the caption: "Believe in something. Even if it means
- () on one knee. This started a trend of other players "taking the knee" in support of the Black Lives Matter
- () the world forward." Yahoo Sports said: "It's an interesting decision for Nike. No
- () should be either fired or suspended if they failed to stand up for the national anthem.
- () for the national anthem as a protest against racial injustice and social issues. Instead he knelt down
- () sacrificing everything." Nike supplies the uniforms for all the NFL's 32 teams and is a corporate sponsor
- () movement. Kaepernick's actions caused heated debate. In September 2017, President Donald Trump tweeted that NFL players
- () one of the most inspirational athletes of this generation, who has leveraged the power of sport to help move
- (**1**) The sportswear maker Nike has announced it will use American football player Colin Kaepernick in its advertising
- () of the NFL. The company knows it will receive a backlash for using Mr Kaepernick in its ads. However, it said: "We believe Colin is
- () social media applauded Nike for its decision. One person tweeted: "Time to throw away all my Nike crap."
- () campaign to celebrate its "Just Do It" 30th anniversary. Mr Kaepernick ignited controversy

PUT THE WORDS IN THE RIGHT ORDER

From <https://breakingnewsenglish.com/1809/180908-colin-kaepernick.html>

1. anniversary . its "Just Do It" Celebrate 30th
2. racial and against injustice issues . social A protest
3. "taking A the knee" . trend players of other
4. or suspended . NFL either fired should be players
5. national up stand anthem . the to Failed for
6. Kaepernick's will close-up a image face . use of Nike
7. all for the NFL's uniforms 32 Supplies the teams .
8. most generation . athletes of inspirational this The
9. athlete No the produces emotional same other response .
10. to all my Nike Time away throw crap .

CIRCLE THE CORRECT WORD (20 PAIRS)

From <https://breakingnewsenglish.com/1809/180908-colin-kaepernick.html>

The sportswear maker Nike has *announced* / *announcement* it will use American football player Colin Kaepernick in its advertising campaign to celebrate *that* / *its* "Just Do It" 30th anniversary. Mr Kaepernick *ignition* / *ignited* controversy in 2016 *while* / *awhile* playing as quarterback for his team the San Francisco 49ers. He refused to *stand* / *stood* for the national anthem as a protest against *racial* / *racially* injustice and social issues. Instead he knelt down on one knee. This started a *trend* / *trendy* of other players "taking the knee" *in* / *on* support of the Black Lives Matter movement. Kaepernick's actions caused *heat* / *heated* debate. In September 2017, President Donald Trump tweeted that NFL players should be either fired or suspended if they failed *for* / *to* stand up for the national anthem.

Nike will use a close-up *imagery* / *image* of Kaepernick's face with the caption: "Believe in something. Even if it *meaning* / *means* sacrificing everything." Nike supplies the uniforms *from* / *for* all the NFL's 32 teams and is a corporate *sponsorship* / *sponsor* of the NFL. The company knows it will receive a *whiplash* / *backlash* for using Mr Kaepernick in its ads. However, it said: "We believe Colin is *once* / *one* of the most inspirational athletes of this generation, who has *leveraged* / *beverage* the power of sport to help move the world forward." Yahoo Sports said: It's an *interesting* / *interested* decision for Nike. No other athlete *produces* / *productions* the same emotional response as Kaepernick." Many on social media applauded Nike for its decision. One person tweeted: "Time to throw away all my Nike *clap* / *crap*."

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)

From <https://breakingnewsenglish.com/1809/180908-colin-kaepernick.html>

T h_ s p_r t s w__ r m_k_r N_k_ h_s _n n__ n c_d _t
w_l_l _s_ A m_r_c_n f__ t b_l_l p_l_y_r C_l_n K__ p_r
n_c k _n _t s _d v_r t_s_n g c_m p__ g_n t_ c_l_b r_t_
_t s " J_s t D_ I t " 3 0 t h _n n_v_r s_r y . M r K__
p_r n_c k _g n_t_d c_n t_r_v_r s_y _n 2 0 1 6 w h_l_ p
l_y_n g _s q__ r t_r b_c k f_r h_s t__ m t h_ S_n
F r_n c_s c_ 4 9_r s . H_ r_f_s_d t_ s t_n d f_r t h_
n_t__ n_l _n t h_m _s _ p_r t_s t _g__ n_s t r_c__ l _n
j_s t_c_ _n d s_c__ l _s s__ s . I n s t__ d h_ k_n_l t
d_w n _n _n_ k_n__ . T h_s s t_r t_d _ t_r n_d _f _t
h_r p_l_y_r s " t_k_n g t h_ k_n__ " _n s_p p_r t _f
t h_ B_l_c k L_v_s M_t t_r m_v_m_n t . K__ p_r n_c k
' s _c t__ n s c__ s_d h__ t_d d_b_t_ . I n S_p t_m
b_r 2 0 1 7 , P_r_s_d_n t D_n_l_d T_r_m p t w__ t_d
t h_t N F L p_l_y_r s s h__ l_d b_ __ t h_r f_r_d _r
s_s p_n d_d _f t h_y f__ l_d t_ s t_n d _p f_r t h_
n_t__ n_l _n t h_m .

N_k_ w_l_l _s_ _ c_l_s_-p _m_g_ _f K__ p_r n_c k ' s
f_c_ w_t h t h_ c_p t__ n : " B_l__ v_ _n s_m_t h_n g
. E v_n _f _t m__ n s s_c r_f_c_n g _v_r y t h_n g . "
N_k_ s_p p_l__ s t h_ _n_f_r m_s f_r _l_l t h_ N F L ' s
3 2 t__ m s _n d _s _ c_r p_r t_ s p_n s_r _f t h_ N
F L . T h_ c_m p_n y k_n_w s _t w_l_l r_c__ v_ _ b_c
k_l_s h f_r _s_n g M r K__ p_r n_c k _n _t s _d s .
H_w_v_r , _t s__ d : " W_ b_l__ v_ C_l_n _s _n _f
t h_ m_s t _n s p_r t__ n_l _t h_l_t_s _f t h_s
g_n_r_t__ n , w h_ h_s l_v_r_g_d t h_ p_w_r _f s
p_r t t_ h_l_p m_v_ t h_ w_r_l_d f_r w_r d . " Y_h__
S_p_r t s s__ d : I t ' s _n _n t_r_s t_n g d_c_s__ n
f_r N_k_ . N_ _t h_r _t h_l_t_ p_r_d_c_s t h_ s_m_
_m_t__ n_l r_s p_n s _s K__ p_r n_c k . " M_n y _n
s_c__ l m_d__ _p p_l__ d_d N_k_ f_r _t s d_c_s__ n .
O_n p_r_s_n t w__ t_d : " T_m_ t_ t h_r_w _w_y _l_l
m_y N_k_ c_r_p . "

PUNCTUATE THE TEXT AND ADD CAPITALS

From <https://breakingnewsenglish.com/1809/180908-colin-kaepernick.html>

the sportswear maker nike has announced it will use american football player colin kaepernick in its advertising campaign to celebrate its just do it 30th anniversary mr kaepernick ignited controversy in 2016 while playing as quarterback for his team the san francisco 49ers he refused to stand for the national anthem as a protest against racial injustice and social issues instead he knelt down on one knee this started a trend of other players taking the knee in support of the black lives matter movement kaepernicks actions caused heated debate in september 2017 president donald trump tweeted that nfl players should be either fired or suspended if they failed to stand up for the national anthem

nike will use a closeup image of kaepernicks face with the caption believe in something even if it means sacrificing everything nike supplies the uniforms for all the nfls 32 teams and is a corporate sponsor of the nfl the company knows it will receive a backlash for using mr kaepernick in its ads however it said we believe colin is one of the most inspirational athletes of this generation who has leveraged the power of sport to help move the world forward yahoo sports said its an interesting decision for nike no other athlete produces the same emotional response as kaepernick many on social media applauded nike for its decision one person tweeted time to throw away all my nike crap"

PUT A SLASH (/) WHERE THE SPACES ARE

From <https://breakingnewsenglish.com/1809/180908-colin-kaepernick.html>

The sports wear maker Nike has announced it will use American football player Colin Kaepernick in its advertising campaign to celebrate its "Just Do It" 30th anniversary. Mr Kaepernick ignited controversy in 2016 while playing as a quarterback for his team the San Francisco 49ers. He refused to stand for the national anthem as a protest against racial injustice and social issues. Instead he knelt down on one knee. This started a trend of other players "taking the knee" in support of the Black Lives Matter movement. Kaepernick's actions caused heated debate. In September 2017, President Donald Trump tweeted that NFL players should be either fired or suspended if they failed to stand up for the national anthem. Nike will use a close-up image of Kaepernick's face with the caption: "Believe in something. Even if it means sacrificing everything." Nike supplies the uniforms for all the NFL's 32 teams and is a corporate sponsor of the NFL. The company knows it will receive a backlash for using Mr Kaepernick in its ads. However, its ad: "We believe Colin is one of the most inspirational athletes of this generation, who has leveraged the power of sport to help move the world forward." Yahoo Sport said: "It's an interesting decision for Nike. No other athlete produces the same emotional response as Kaepernick." Many on social media applauded Nike for its decision. One person tweeted: "Time to throw away all my Nike crap."

FREE WRITING

From <https://breakingnewsenglish.com/1809/180908-colin-kaepernick.html>

Write about **Nike** for 10 minutes. Comment on your partner’s paper.

ACADEMIC WRITING

From <https://breakingnewsenglish.com/1809/180908-colin-kaepernick.html>

People don't have to stand for their national anthem. Discuss.

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 this news story. Share what you discover with your partner(s) in the next lesson.

3. NIKE: Make a poster about Nike. Show your work to your classmates in the next lesson. Did you all have similar things?

4. NATIONAL ANTHEMS: Write a magazine article about having to stand for the national anthem. 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 national anthems. Ask him/her three questions about them. Give him/her three of your opinions on what to do during the playing of a national anthem. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

ANSWERS

VOCABULARY (p.4)

1. d 2. f 3. b 4. g 5. c 6. e 7. a
8. n 9. k 10. m 11. h 12. i 13. l 14. j

TRUE / FALSE (p.5)

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

SYNONYM MATCH (p.5)

- | | |
|------------------|---------------------|
| 1. maker | a. manufacturer |
| 2. campaign | b. strategy |
| 3. ignited | c. sparked |
| 4. injustice | d. discrimination |
| 5. heated | e. passionate |
| 6. caption | f. title |
| 7. supplies | g. provides |
| 8. backlash | h. adverse reaction |
| 9. inspirational | i. motivating |
| 10. applauded | j. praised |

COMPREHENSION QUESTIONS (p.9)

1. The 30th anniversary
2. 2016
3. Black Lives Matter
4. 2017
5. Fire or suspend them
6. Something
7. A backlash
8. The world
9. They applauded Nike
10. Nike "crap"

WORDS IN THE RIGHT ORDER (p.20)

1. Celebrate its "Just Do It" 30th anniversary.
2. A protest against racial injustice and social issues.
3. A trend of other players "taking the knee".
4. NFL players should be either fired or suspended.
5. Failed to stand up for the national anthem.
6. Nike will use a close-up image of Kaepernick's face.
7. Supplies the uniforms for all the NFL's 32 teams.
8. The most inspirational athletes of this generation.
9. No other athlete produces the same emotional response.
10. Time to throw away all my Nike crap.

MULTIPLE CHOICE - QUIZ (p.10)

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

ALL OTHER EXERCISES

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