

Breaking News English.com

Ready-to-Use English Lessons by Sean Banville

**"1,000 IDEAS & ACTIVITIES
FOR LANGUAGE TEACHERS"**

breakingnewsenglish.com/book.html

**Thousands more free lessons
from Sean's other websites**

www.freeeslmaterials.com/sean_banville_lessons.html

Level 3 – 20th October, 2018

'Mansize' tissues renamed for being sexist

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

<https://breakingnewsenglish.com/1810/181020-tissues.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 0, 1 and 2 (they are easier).

Twitter



twitter.com/SeanBanville

Facebook



www.facebook.com/pages/BreakingNewsEnglish/155625444452176

Google +



<https://plus.google.com/+SeanBanville>

THE ARTICLE

From <https://breakingnewsenglish.com/1810/181020-tissues.html>

One of the world's biggest makers of tissues is changing the name of one of its products. The company called Kimberly-Clark is putting an end to its Kleenex "Mansize" brand of tissues. This comes after many people complained to the company that the name "Mansize" was sexist. That name has been on the boxes of Kleenex tissues for over 60 years. Kleenex "For Men" tissues were first launched in 1956. They were advertised as an alternative to cotton handkerchiefs. Adverts said the tissues "stayed strong when wet". The company said that from now, the tissues will be renamed "Extra Large". Many companies around the world are looking at the name of their products to make sure they are not gender stereotyping.

Kimberly-Clark said it was changing the name of its tissues because its consumer service department had many complaints about the Mansize name. It said: "Kimberly-Clark in no way suggests that being both soft and strong is...exclusively masculine....Nor do we believe that the Mansize branding suggests or endorses gender inequality." It added: "We remain committed to developing the best possible products for our consumers and we take any feedback extremely seriously." The name change has started an online debate on brand names, company names and sexism. A radio presenter suggested it was time to rename the store Mothercare as many fathers also look after babies.

Sources: <https://www.standard.co.uk/news/world/kleenex-ditches-mansize-tissues-after-complaints-of-sexism-a3965146.html>
<https://www.bbc.com/news/uk-politics-45899784>
<https://www.dailymail.co.uk/news/article-6288461/Kleenex-renames-Mansize-tissues-brand-extra-large-sexism-complaints.html>

WARM-UPS

1. TISSUES: Students walk around the class and talk to other students about tissues. 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?

tissues / products / brand / complained / sexism / alternative / cotton / handkerchiefs
consumer / soft / strong / masculine / feedback / online debate / radio presenter

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

3. GENDER NEUTRAL: Students A **strongly** believe all products should be gender neutral; Students B **strongly** believe otherwise. Change partners again and talk about your conversations.

4. ALTERNATIVES: What are alternatives to these things? Complete this table with your partner(s). Change partners often and share what you wrote.

	Alternative	Would you choose this?
Tissues		
The Internet		
Music		
Television		
English		
Using electricity		

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

6. SEXIST PRODUCTS: Rank these with your partner. Put the most sexist products at the top. Change partners often and share your rankings.

(See <https://www.buzzfeed.com/erinchack/pointlessly-gendered-products>)

- Mansize tissues
- Dolls for girls
- Women's deodorant
- Men's socks
- Girls' kitchen toy
- Women's toolset
- Men's tea
- Beer for women

VOCABULARY MATCHING

Paragraph 1

- | | |
|----------------------|--|
| 1. products | a. Being unfair towards women; not treating women equally. |
| 2. putting an end to | b. Started a new business, website, campaign, etc. |
| 3. complained | c. Things that are made, created or grown and then sold. |
| 4. sexist | d. A widely-held and oversimplified image or idea of a particular type of person or thing. |
| 5. launched | e. Finish something; cause something to stop existing or working. |
| 6. alternative | f. Said or wrote you are unhappy with something or someone. |
| 7. stereotyping | g. One (or more things) you can choose as another (or a different) choice or possibility. |

Paragraph 2

- | | |
|----------------|--|
| 8. consumer | h. A formal discussion on a particular topic in a public meeting, on social media, in schools, etc. in which opposing arguments are put forward. |
| 9. exclusively | i. A person who buys goods and services for personal use. |
| 10. masculine | j. Only for that purpose or reason. |
| 11. gender | k. Unfairness because of differences in skin colour, sex, religion, weight, etc. |
| 12. inequality | l. One of the two sexes (male, female...). |
| 13. feedback | m. Manly; anything about men. |
| 14. debate | n. Information about feelings towards a product, a person's performance of a task, etc. which is used to make things better. |

BEFORE READING / LISTENING

From <https://breakingnewsenglish.com/1810/181020-tissues.html>

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

- a. The name of the company that makes the Mansize tissues is Kleenex. **T / F**
- b. Mansize tissues first went on sale in the 1950s. **T / F**
- c. Advertisements said the tissues were "wet when strong". **T / F**
- d. The "Mansize" tissues have been renamed "Peoplesize". **T / F**
- e. The company had many complaints about the product being sexist. **T / F**
- f. The company said the Mansize tissues were very masculine. **T / F**
- g. The company said it is serious about listening to feedback. **T / F**
- h. A radio presenter wants the store Mothercare to be renamed. **T / F**

2. SYNONYM MATCH: (The words in **bold** are from the news article.)

- | | |
|-----------------------------|------------------|
| 1. makers | a. goods |
| 2. putting an end to | b. substitute |
| 3. complained | c. solely |
| 4. alternative | d. protested |
| 5. products | e. supports |
| 6. consumer | f. care for |
| 7. exclusively | g. manufacturers |
| 8. endorses | h. very |
| 9. exclusively | i. customer |
| 10. look after | j. finishing |

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

- | | |
|--|----------------------------|
| 1. One of the world's biggest | a. inequality |
| 2. putting an end to its Kleenex "Mansize" | b. department |
| 3. tissues were first | c. stereotyping |
| 4. They were advertised as an alternative | d. masculine |
| 5. gender | e. launched in 1956 |
| 6. consumer service | f. brand of tissues |
| 7. both soft and strong is exclusively | g. seriously |
| 8. gender | h. makers of tissues |
| 9. we take any feedback extremely | i. names |
| 10. brand | j. to cotton handkerchiefs |

GAP FILL

From <https://breakingnewsenglish.com/1810/181020-tissues.html>

One of the world's biggest (1) _____ of tissues is changing the name of one of its (2) _____. The company called Kimberly-Clark is putting an end to its Kleenex "Mansize" brand of tissues. This comes after many people (3) _____ to the company that the name "Mansize" was sexist. That name has been on the (4) _____ of Kleenex tissues for over 60 years. Kleenex "For Men" tissues were first (5) _____ in 1956. They were advertised as an alternative to (6) _____ handkerchiefs. Adverts said the tissues "stayed strong when (7) _____ ". The company said that from now, the tissues will be renamed "Extra Large". Many companies around the world are looking at the name of their products to make sure they are not (8) _____ stereotyping.

cotton
complained
gender
makers
launched
products
wet
boxes

Kimberly-Clark said it was changing the name of its tissues because its (9) _____ service department had many complaints about the Mansize name. It said: "Kimberly-Clark in no way suggests that being (10) _____ soft and strong is...exclusively (11) _____....Nor do we believe that the Mansize branding suggests or endorses (12) _____ inequality." It added: "We remain committed to developing the best possible products for our consumers and we take any (13) _____ extremely seriously." The name change has started an online (14) _____ on brand names, company names and (15) _____. A radio presenter suggested it was time to rename the store Mothercare as many fathers also (16) _____ after babies.

both
gender
sexism
consumer
debate
look
masculine
feedback

LISTENING – Guess the answers. Listen to check.

From <https://breakingnewsenglish.com/1810/181020-tissues.html>

- 1) many people complained to the company that the name "Mansize" _____
 - a. was sexier
 - b. was sexy
 - c. was sexist
 - d. was sex is
- 2) Kleenex "For Men" tissues were first _____ 1956
 - a. launched in
 - b. launched on
 - c. launched an
 - d. launched un
- 3) They were advertised as an _____ cotton handkerchiefs
 - a. alternator to
 - b. alter native to
 - c. altar native to
 - d. alternative to
- 4) The company said that from now, the tissues _____ "Extra Large"
 - a. will been renamed
 - b. will being renamed
 - c. will beer named
 - d. will be renamed
- 5) the name of their products to make sure they are _____ stereotyping
 - a. not gentler
 - b. not gander
 - c. not genders
 - d. not gender
- 6) Kimberly-Clark in no way suggests that being both soft and strong is..._____
 - a. exclusively masculinity
 - b. exclusive masculine
 - c. exclusively masculine
 - d. exclusive masculinity
- 7) Nor do we believe that the Mansize branding suggests or endorses _____
 - a. engender inequality
 - b. gender inequality
 - c. gender on equality
 - d. gentler in the quality
- 8) possible products for our consumers and we take any feedback _____
 - a. extremely seriously
 - b. extreme serious
 - c. extremely serious
 - d. extreme seriously
- 9) The name change has started an online debate on brand names, company _____
 - a. name and sexism
 - b. name sand sexist
 - c. names and sexism
 - d. name sand sexism
- 10) it was time to rename the store Mothercare as many fathers also _____
 - a. book after babies
 - b. took after babies
 - c. look after babies
 - d. hook after babies

LISTENING – Listen and fill in the gaps

From <https://breakingnewsenglish.com/1810/181020-tissues.html>

One of the world's biggest (1) _____ is changing the name of one (2) _____. The company called Kimberly-Clark is putting an end to its Kleenex "Mansize" brand of tissues. This (3) _____ people complained to the company that the name "Mansize" was sexist. That name has been on the boxes of Kleenex tissues for over 60 years. Kleenex "For Men" tissues were (4) _____ =1956. They were advertised (5) _____ to cotton handkerchiefs. Adverts said the tissues "stayed strong when wet". The company said that from now, the tissues will be renamed "Extra Large". Many companies around the world are looking at the name of their products to make sure they (6) _____ stereotyping.

Kimberly-Clark said it was changing the name of its tissues because (7) _____ department had many complaints about the Mansize name. It said: "Kimberly-Clark (8) _____ suggests that being both soft and strong is...exclusively masculine.... (9) _____ believe that the Mansize branding suggests or endorses gender inequality." It added: "We remain committed to developing the best possible products (10) _____ consumers and we take any feedback extremely seriously." The name change has started (11) _____ on brand names, company names and sexism. A radio presenter suggested it was time to rename the store Mothercare as many fathers (12) _____ babies.

COMPREHENSION QUESTIONS

From <https://breakingnewsenglish.com/1810/181020-tissues.html>

1. What is the name of the company that makes Kleenex tissues?
2. When were Mansize tissues first introduced?
3. What were the tissues seen as an alternative for?
4. What is the new name of the Mansize tissues?
5. What are companies making sure they are not doing with their products?
6. What did the company say being soft and strong was not exclusively?
7. What does the company remain committed to?
8. What does the company take seriously?
9. Where did a debate happen?
10. Who suggested the store Mothercare should change its name?

MULTIPLE CHOICE - QUIZ

From <https://breakingnewsenglish.com/1810/181020-tissues.html>

- 1) What is the name of the company that makes Kleenex tissues?
 - a) Kellogg's
 - b) Kimberly-Clark
 - c) Kraft
 - d) Kodak
- 2) When were Mansize tissues first introduced?
 - a) 1928
 - b) 1982
 - c) 1965
 - d) 1956
- 3) What were the tissues seen as an alternative for?
 - a) cotton handkerchiefs
 - b) toilet paper
 - c) paper bags
 - d) towels
- 4) What is the new name of the Mansize tissues?
 - a) Personsize
 - b) Size
 - c) Extra Large
 - d) Nose-Size
- 5) What are companies making sure they are not doing with their products?
 - a) being gender neutral
 - b) gender stereotyping
 - c) losing money on them
 - d) putting Mansize on them
- 6) What did the company say being soft and strong was not exclusively?
 - a) masculine
 - b) feminine
 - c) gender neutral
 - d) tissue
- 7) What does the company remain committed to?
 - a) feedback
 - b) large tissues
 - c) developing the best products
 - d) brand names
- 8) What does the company take seriously?
 - a) feedback
 - b) tissues
 - c) brand names
 - d) inequality
- 9) Where did a debate happen?
 - a) online
 - b) on TV
 - c) in the newspapers
 - d) on a radio station
- 10) Who suggested the store Mothercare should change its name?
 - a) brand names
 - b) Mothercare's CEO
 - c) a tissue user
 - d) a radio presenter

ROLE PLAY

From <https://breakingnewsenglish.com/1810/181020-tissues.html>

Role A – Mansize Tissues

You think Mansize tissues are the most sexist products. Tell the others three reasons why. Tell them why their products aren't really sexist. Also, tell the others which is the least sexist of these (and why): women's deodorant, men's socks or dolls for girls.

Role B – Women's Deodorant

You think women's deodorant is the most sexist product. Tell the others three reasons why. Tell them why their products aren't really sexist. Also, tell the others which is the least sexist of these (and why): Mansize tissues, men's socks or dolls for girls.

Role C – Men's Socks

You think men's socks are the most sexist products. Tell the others three reasons why. Tell them why their products aren't really sexist. Also, tell the others which is the least sexist of these (and why): women's deodorant, Mansize tissues or dolls for girls.

Role D – Dolls for Girls

You think dolls for girls are the most sexist products. Tell the others three reasons why. Tell them why their products aren't really sexist. Also, tell the others which is the least sexist of these (and why): women's deodorant, men's socks or Mansize tissues.

AFTER READING / LISTENING

From <https://breakingnewsenglish.com/1810/181020-tissues.html>

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

man	size
------------	-------------

- 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">• makers• end• 60• 1956• wet• sure	<ul style="list-style-type: none">• service• suggests• nor• remain• online• fathers
---	--

TISSUES SURVEY

From <https://breakingnewsenglish.com/1810/181020-tissues.html>

Write five GOOD questions about tissues 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.

TISSUES 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 'man'?
3. What do you think of tissues?
4. What do you use tissues for?
5. What do you think of tissues being called "Mansize"?
6. Is the name "Mansize" sexist?
7. Should all products have gender-neutral names?
8. Which are better, tissues or handkerchiefs?
9. Is it important for tissues to "stay strong when wet"?
10. Is "Extra Large" a better name for the tissues?

'Mansize' tissues renamed for being sexist – 20th October, 2018
Thousands more free lessons at breakingnewsenglish.com

TISSUES 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 'tissue'?
13. What do you think about what you read?
14. Why were the tissues called "Mansize" and not "Womansize"?
15. Have you ever complained about a product?
16. Do you think companies listen to feedback?
17. What could we use instead of tissues?
18. How bad are tissues for the environment?
19. Should the store Mothercare change its name to Parentcare?
20. What questions would you like to ask the company CEO?

DISCUSSION (Write your own questions)

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

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

Copyright © breakingnewsenglish.com 2018

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/1810/181020-tissues.html>

One of the world's biggest (1) _____ of tissues is changing the name of one of its products. The company called Kimberly-Clark is putting an (2) _____ to its Kleenex "Mansize" brand of tissues. This comes after many people complained (3) _____ the company that the name "Mansize" was sexist. That name has been on the boxes of Kleenex tissues for over 60 years. Kleenex "For Men" tissues were first (4) _____ in 1956. They were advertised as an alternative to cotton handkerchiefs. Adverts said the tissues "stayed strong when (5) _____". The company said that from now, the tissues will be renamed "Extra Large". Many companies around the world are looking at the name of their products to make sure they are not (6) _____ stereotyping.

Kimberly-Clark said it was changing the name of its tissues because its consumer service department had many (7) _____ about the Mansize name. It said: "Kimberly-Clark in no way suggests that being both soft and strong is...exclusively (8) _____....Nor do we believe that the Mansize branding suggests or endorses gender inequality." It added: "We (9) _____ committed to developing the best possible products for our consumers and we take any feedback (10) _____ seriously." The name change has started an online (11) _____ on brand names, company names and sexism. A radio presenter suggested it was time to rename the store Mothercare as many fathers also (12) _____ after babies.

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

- | | | | | |
|-----|-----------------|---------------|---------------|-----------------|
| 1. | (a) makers | (b) markers | (c) marks | (d) markets |
| 2. | (a) finish | (b) stop | (c) end | (d) event |
| 3. | (a) at | (b) on | (c) to | (d) by |
| 4. | (a) softened | (b) ripped | (c) ignited | (d) launched |
| 5. | (a) wet | (b) what | (c) wit | (d) with |
| 6. | (a) gander | (b) gender | (c) ginger | (d) agenda |
| 7. | (a) complaining | (b) complain | (c) complains | (d) complaints |
| 8. | (a) man | (b) masculine | (c) macho | (d) masculinity |
| 9. | (a) be | (b) have | (c) remain | (d) still |
| 10. | (a) extremity | (b) extreme | (c) extremes | (d) extremely |
| 11. | (a) consider | (b) words | (c) discuss | (d) debate |
| 12. | (a) after | (b) look | (c) see | (d) gaze |

SPELLING

Paragraph 1

1. the name of one of its sourcpdt
2. many people iemdpconal to the company
3. the name "Mansize" was ssxiet
4. tissues were first cheluand in 1956
5. an tatnelvirea to cotton handkerchiefs
6. they are not rdnege stereotyping

Paragraph 2

7. its eocmursn service department
8. exclusively aisulncem
9. We irmaen committed
10. we take any keedafcb
11. reetlxmye seriously
12. an online etebad

PUT THE TEXT BACK TOGETHER

From <https://breakingnewsenglish.com/1810/181020-tissues.html>

Number these lines in the correct order.

- () Kimberly-Clark is putting an end to its Kleenex "Mansize" brand of tissues. This comes after many
- () strong is...exclusively masculine....Nor do we believe that the Mansize branding suggests or endorses gender
- () Kimberly-Clark said it was changing the name of its tissues because its consumer service department had many
- () the boxes of Kleenex tissues for over 60 years. Kleenex "For Men" tissues were first launched in
- () 1956. They were advertised as an alternative to cotton handkerchiefs. Adverts said the tissues "stayed strong
- (**1**) One of the world's biggest makers of tissues is changing the name of one of its products. The company called
- () people complained to the company that the name "Mansize" was sexist. That name has been on
- () world are looking at the name of their products to make sure they are not gender stereotyping.
- () time to rename the store Mothercare as many fathers also look after babies.
- () inequality." It added: "We remain committed to developing the best possible products for our consumers and we take any
- () when wet". The company said that from now, the tissues will be renamed "Extra Large". Many companies around the
- () on brand names, company names and sexism. A radio presenter suggested it was
- () complaints about the Mansize name. It said: "Kimberly-Clark in no way suggests that being both soft and
- () feedback extremely seriously." The name change has started an online debate

PUT THE WORDS IN THE RIGHT ORDER

From <https://breakingnewsenglish.com/1810/181020-tissues.html>

1. of biggest world's tissues . of the One makers
2. name tissues . on Kleenex the been That has
3. an handkerchiefs . as Advertised cotton to alternative
4. at Looking their of name products . the
5. stereotyping . make sure they not To gender are
6. had many service department Its complaints . consumer
7. for the possible products our best consumers . Developing
8. seriously . take We feedback customer any extremely
9. name debate . has an started change The online
10. the Suggested store . time was to rename it

CIRCLE THE CORRECT WORD (20 PAIRS)

From <https://breakingnewsenglish.com/1810/181020-tissues.html>

One of the world's biggest *makers / markers* of tissues is changing the name of one of its *products / produce*. The company called Kimberly-Clark is putting an *ends / end* to its Kleenex "Mansize" *brand / bland* of tissues. This comes after many people complained *of / to* the company that the name "Mansize" was sexist. That name has been *in / on* the boxes of Kleenex tissues for over 60 years. Kleenex "For Men" tissues were first launched in 1956. They were advertised *as / has* an alternative to cotton handkerchiefs. Adverts said the tissues "stayed strong when wet". The company said that from *know / now*, the tissues will be renamed "Extra Large". Many companies around the *worldly / world* are looking at the name of their products to make sure they are not *gender / gander* stereotyping.

Kimberly-Clark said it was *charging / changing* the name of its tissues because its consumer *service / serviced* department had many *compliance / complaints* about the Mansize name. It said: "Kimberly-Clark in no way suggests that being both soft and strong is...*exclusive / exclusively* masculine....Nor do we *belief / believe* that the Mansize branding suggests or endorses gender inequality." It added: "We *still / remain* committed to developing the best possible products for our consumers and we *fake / take* any feedback extremely seriously." The name *change / charge* has started an online debate *in / on* brand names, company names and sexism. A radio presenter suggested it was time to rename the store Mothercare as many fathers also *take / look* after babies.

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/1810/181020-tissues.html>

O n _ _ f t h _ w _ r l d ' s b _ g g _ s t m _ k _ r _ s _ f t _ s _ s _ _
s _ s c h _ n g _ n g t h _ n _ m _ _ f _ n _ _ f _ t _ s p r _ d _ c _ t _ s
. T h _ c _ m p _ n _ y c _ l _ l _ d K _ m b _ r l y - C l _ r k _ s p _ t
t _ n g _ n _ n d t _ _ t _ s K l _ _ n _ x " M _ n s _ z _ " b r _ n d
_ f t _ s _ s _ _ s . T h _ s c _ m _ s _ f t _ r m _ n _ y p _ _ p l _
c _ m p l _ _ n _ d t _ t h _ c _ m p _ n _ y t h _ t t h _ n _ m _ " M _ n s _ z _ "
w _ s s _ x _ s t . T h _ t n _ m _ h _ s b _ _ n _ n
t h _ b _ x _ s _ f K l _ _ n _ x t _ s _ s _ _ s f _ r _ v _ r 6 0 y _ _
r _ s . K l _ _ n _ x " F _ r M _ n " t _ s _ s _ _ s w _ r _ f _ r _ s t
l _ _ n c h _ d _ n 1 9 5 6 . T h _ y w _ r _ _ d v _ r t _ s _ d _ s
_ n _ l t _ r n _ t _ v _ t _ c _ t t _ n h _ n d k _ r c h _ _ f _ s . A d v _ r
t _ s _ _ d t h _ t _ s _ s _ _ s " s t _ y _ d s t r _ n g w h _ n
w _ t " . T h _ c _ m p _ n _ y s _ _ d t h _ t f _ r _ m n _ w , t h _
t _ s _ s _ _ s w _ l l b _ r _ n _ m _ d " E x t r _ L _ r g _ " . M _ n y
c _ m p _ n _ _ s _ r _ _ n d t h _ w _ r l d _ r _ l _ _ k _ n g _ t t
h _ n _ m _ _ f t h _ _ r p r _ d _ c _ t _ s t _ m _ k _ s _ r _ t h _ y
_ r _ n _ t g _ n d _ r s t _ r _ _ t y p _ n g .

K _ m b _ r l y - C l _ r k s _ _ d _ t w _ s c h _ n g _ n g t h _
n _ m _ _ f _ t _ s t _ s _ s _ _ s b _ c _ _ s _ _ t _ s c _ n s _ m _ r s _ r
v _ c _ d _ p _ r t m _ n t h _ d m _ n y c _ m p l _ _ n t _ s _ b _ _ t
t h _ M _ n s _ z _ n _ m _ . I t s _ _ d : " K _ m b _ r l y - C l _ r k
_ n n _ w _ y s _ g g _ s t _ s t h _ t b _ _ n g b _ t h s _ f t _ n
d s t r _ n g _ s . . . x c l _ s _ v _ l y m _ s c _ l _ n N _ r
d _ w _ b _ l _ _ v _ t h _ t t h _ M _ n s _ z _ b r _ n d _ n g s _ g
g _ s t _ s _ r _ n d _ r _ s _ s g _ n d _ r _ n _ q _ _ l _ t _ y . " I t _ d
d _ d : " W _ r _ m _ _ n c _ m m _ t t _ d t _ d _ v _ l _ p _ n g t h _
b _ s t p _ s _ s _ b l _ p r _ d _ c _ t _ s f _ r _ _ r c _ n s _ m _ r _ s _ n d
w _ t _ k _ _ n _ y f _ _ d b _ c _ k _ x t r _ m _ l y s _ r _ _ _ s _ l y . " T
h _ n _ m _ c h _ n g _ h _ s s t _ r t _ d _ n _ n l _ n _ d _ b _ t _ _ n
b r _ n d n _ m _ s , c _ m p _ n _ y n _ m _ s _ n d s _ x _ s _ m . A
r _ d _ _ p r _ s _ n t _ r s _ g g _ s t _ d _ t w _ s t _ m _ t _
r _ n _ m _ t h _ s t _ r _ M _ t h _ r c _ r _ _ s m _ n y f _ t h _ r _ s _ l
s _ l _ _ k _ _ f t _ r b _ b _ _ s .

PUNCTUATE THE TEXT AND ADD CAPITALS

From <https://breakingnewsenglish.com/1810/181020-tissues.html>

one of the worlds biggest makers of tissues is changing the name of one of its products the company called kimberlyclark is putting an end to its kleenex mansize brand of tissues this comes after many people complained to the company that the name mansize was sexist that name has been on the boxes of kleenex tissues for over 60 years kleenex for men tissues were first launched in 1956 they were advertised as an alternative to cotton handkerchiefs adverts said the tissues stayed strong when wet the company said that from now the tissues will be renamed extra large many companies around the world are looking at the name of their products to make sure they are not gender stereotyping

kimberlyclark said it was changing the name of its tissues because its consumer service department had many complaints about the mansize name it said kimberlyclark in no way suggests that being both soft and strong is exclusively masculinenor do we believe that the mansize branding suggests or endorses gender inequality it added we remain committed to developing the best possible products for our consumers and we take any feedback extremely seriously the name change has started an online debate on brand names company names and sexism a radio presenter suggested it was time to rename the store mothercare as many fathers also look after babies.

PUT A SLASH (/) WHERE THE SPACES ARE

From <https://breakingnewsenglish.com/1810/181020-tissues.html>

One of the world's biggest makers of tissues is changing the name of one of its products. The company called Kimberly-Clark is putting an end to its Kleenex "Man size" brand of tissues. This comes after many people complained to the company that the name "Man size" was sexist. That name has been on the boxes of Kleenex tissues for over 60 years. Kleenex "For Men" tissues were first launched in 1956. They were advertised as an alternative to cotton handkerchiefs. Advertisers said the tissues "stayed strong when wet". The company said that from now, the tissues will be renamed "Extra Large". Many companies around the world are looking at the name of their products to make sure they are not gender stereotyping. Kimberly-Clark said it was changing the name of its tissues because its consumer service department had many complaints about the Man size name. It said: "Kimberly-Clark in no way suggests that being both soft and strong is... exclusively masculine.... Nor do we believe that the Man size branding suggests or endorses gender inequality." It added: "We remain committed to developing the best possible products for our consumers and we take any feedback extremely seriously." The name change has started an online debate on brand names, company names and sexism. A radio presenter suggested it was time to rename the store Mothercare as many fathers also look after babies.

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

4. GENDER NEUTRAL: Write a magazine article about all products having gender-neutral names. 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 tissues. Ask him/her three questions about tissues. Give him/her three of your ideas. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

ANSWERS

VOCABULARY (p.4)

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

TRUE / FALSE (p.5)

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

SYNONYM MATCH (p.5)

- | | |
|----------------------|------------------|
| 1. makers | a. manufacturers |
| 2. putting an end to | b. finishing |
| 3. complained | c. protested |
| 4. alternative | d. substitute |
| 5. products | e. goods |
| 6. consumer | f. customer |
| 7. exclusively | g. solely |
| 8. endorses | h. supports |
| 9. exclusively | i. very |
| 10. look after | j. care for |

COMPREHENSION QUESTIONS (p.9)

1. Kimberly-Clark
2. 1956
3. Cotton handkerchiefs
4. Extra Large
5. Gender stereotyping
6. Masculine
7. Developing the best products
8. Feedback
9. Online
10. A radio presenter

WORDS IN THE RIGHT ORDER (p.20)

1. One of the world's biggest makers of tissues.
2. That name has been on the Kleenex tissues.
3. Advertised as an alternative to cotton handkerchiefs.
4. Looking at the name of their products.
5. To make sure they are not gender stereotyping.
6. Its consumer service department had many complaints.
7. Developing the best possible products for our consumers.
8. We take any customer feedback extremely seriously.
9. The name change has started an online debate.
10. Suggested it was time to rename the store.

MULTIPLE CHOICE - QUIZ (p.10)

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

ALL OTHER EXERCISES

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