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## **Level 4 – 2nd July, 2020**

### **Stop Hate for Profit campaign suspends social media ads**

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

<https://breakingnewsenglish.com/2007/200702-stop-hate-for-profit-4.html>

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**Please try Levels 5 and 6. They are (a little) harder.**

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# THE READING

From <https://breakingnewsenglish.com/2007/200702-stop-hate-for-profit-4.html>

The "Stop Hate For Profit" campaign group has dented the value of Facebook and Twitter. It asked advertisers to stop advertising with the social media giants until they reformed. The group wants stricter moderation of posts containing hate speech and misinformation. The value of Facebook fell by eleven per cent as major brands paused their spending on the social media platform. Facebook's value fell by around \$60 billion.

The Stop Hate For Profit campaign started after civil rights groups and non-profit watchdogs collaborated. It called for an advertising boycott and asked advertisers to, "hit pause on hate". It wants businesses, "to stand in solidarity with our most deeply held...values of freedom, equality and justice and not advertise on [these] services in July." Facebook said it will ban hateful content and on posts making false claims about voting.

Sources: <https://www.stophateforprofit.org/>  
<https://www.euroweeklynews.com/2020/06/30/facebook-loses-almost-e53-billion-in-market-value-in-two-days-as-advertising-boycott-continues-over-racist-posts/>  
<https://www.theguardian.com/technology/2020/jun/29/how-hate-speech-campaigners-found-facebooks-weak-spot>

# PHRASE MATCHING

From <https://breakingnewsenglish.com/2007/200702-stop-hate-for-profit-4.html>

## PARAGRAPH ONE:

- |                          |                           |
|--------------------------|---------------------------|
| 1. dented the            | a. brands                 |
| 2. It asked advertisers  | b. giants                 |
| 3. the social media      | c. by around \$60 billion |
| 4. stricter moderation   | d. value of Facebook      |
| 5. hate                  | e. spending               |
| 6. major                 | f. of posts               |
| 7. paused their          | g. speech                 |
| 8. Facebook's value fell | h. to stop advertising    |

## PARAGRAPH TWO:

- |                                 |                    |
|---------------------------------|--------------------|
| 1. civil rights                 | a. solidarity      |
| 2. non-profit watchdogs         | b. groups          |
| 3. It called for an advertising | c. about voting    |
| 4. hit pause on                 | d. collaborated    |
| 5. stand in                     | e. hate            |
| 6. values of freedom, equality  | f. hateful content |
| 7. Facebook said it will ban    | g. boycott         |
| 8. making false claims          | h. and justice     |

# LISTEN AND FILL IN THE GAPS

From <https://breakingnewsenglish.com/2007/200702-stop-hate-for-profit-4.html>

The "Stop Hate For Profit" campaign group has (1) \_\_\_\_\_ of Facebook and Twitter. It asked advertisers (2) \_\_\_\_\_ with the social media giants (3) \_\_\_\_\_. The group wants stricter moderation of posts (4) \_\_\_\_\_ and misinformation. The value of Facebook (5) \_\_\_\_\_ per cent as major brands paused their spending on the social media platform. Facebook's (6) \_\_\_\_\_ around \$60 billion.

The Stop Hate For Profit campaign started after (7) \_\_\_\_\_ and non-profit watchdogs collaborated. It called (8) \_\_\_\_\_ boycott and asked advertisers to, "hit (9) \_\_\_\_\_. It wants businesses, "to stand in solidarity with our most (10) \_\_\_\_\_ of freedom, (11) \_\_\_\_\_ and not advertise on [these] services in July." Facebook said it will (12) \_\_\_\_\_ and on posts making false claims about voting.

# PUT A SLASH ( / ) WHERE THE SPACES ARE

From <https://breakingnewsenglish.com/2007/200702-stop-hate-for-profit-4.html>

The "StopHateForProfit" campaign group has dented the value of Facebook and Twitter. It asked advertisers to stop advertising with the social media giants until they reformed. The group wants stricter moderation of posts containing hate speech and misinformation. The value of Facebook fell by eleven percent as major brands paused their spending on the social media platform. Facebook's value fell by around \$60 billion. The StopHateForProfit campaign started after civil rights groups and non-profit watchdogs collaborated. It called for an advertising boycott and asked advertisers to "hit pause on hate". It wants businesses, "to stand in solidarity with our most deeply held... values of freedom, equality and justice and not advertise on [these] services in July." Facebook said it will ban hateful content and on posts making false claims about voting.

# INTERNET ADS SURVEY

From <https://breakingnewsenglish.com/2007/200702-stop-hate-for-profit-4.html>

Write five GOOD questions about Internet ads 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.

## WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student A: Do not show these to your speaking partner(s).

a) \_\_\_\_\_

b) \_\_\_\_\_

c) \_\_\_\_\_

d) \_\_\_\_\_

e) \_\_\_\_\_

f) \_\_\_\_\_

*Stop Hate for Profit campaign suspends social media ads – 2nd July, 2020*  
More free lessons at [breakingnewsenglish.com](http://breakingnewsenglish.com)

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## WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student B: Do not show these to your speaking partner(s).

a) \_\_\_\_\_

b) \_\_\_\_\_

c) \_\_\_\_\_

d) \_\_\_\_\_

e) \_\_\_\_\_

f) \_\_\_\_\_

