

# Animal rights Road Kill candy victory (Sat 26 Feb)

## WARM-UPS

**CHAT:** Talk in pairs or groups about candies / animal rights / candy company responsibility / road kill / candy shapes / ...

To make things more dynamic, try telling your students they only have one minute (or 2) on each chat topic before changing topics / partners. Change topic / partner frequently to energize the class.

**CANDY BRAINSTORM:** Spend one minute writing down all of the different words you associate with the word 'candy'. Share your words with your partner / group and talk about them.

**MY CANDY HISTORY:** Write down very brief notes of the history of you and candy. Did you eat a lot as a kid? Do you still eat a lot? What were / are your faves?

**OPINIONS:** What do you think of the following opinions about this article?

- a. Bravo NJSPCA. What Kraft is doing is horrible and tasteless.
- b. The NJSPCA should spend more time and money on protecting real animals.
- c. Kids are kids. They love this kind of candy. It's fun.
- d. Road Kill candy is another example of how American values are sliding.
- e. No child is going to eat Road Kill candy and then drive a car hunting for animals to run over.
- f. If these fun candies are withdrawn from the market, it means the thousands of similarly 'offensive' children's toys must also go.
- g. My favourite is squashed squirrel.
- h. What a fantastic company Kraft is. They took their Road Kill off their website immediately.
- i. Stop taking the fun out of life NJSPCA.
- j. The NJSPCA is making a mountain out of a molehill – no flattened moles (ha ha).

## PRE-READING IDEAS

**WORD SEARCH:** Look in your dictionaries / computer to find collocates, other meanings, information, synonyms ... of the words 'road' and 'kill'.

**TRUE / FALSE:** Predict whether the following statements about the article are true or false:

- a. Animal rights activists are playing a game. T / F
- b. Animal rights activists want an offensive candy removed from the market. T / F
- c. The candy is shaped like animals that have been run over and squashed by a car. T / F
- d. The candy is complete with tire marks on its body. T / F
- e. The candy company immediately stopped advertising the candy on its website. T / F
- f. The candy company will cease production of the fruit-flavored sweets next week. T / F
- g. The candy company has six core values. T / F
- h. There is nothing funny about an animal getting run over by a car. T / F

**SYNONYM MATCH:** Match the following synonyms from the article:

- |               |             |
|---------------|-------------|
| (a) activists | flattened   |
| (b) victory   | keep        |
| (c) offensive | answer      |
| (d) squashed  | horrified   |
| (e) response  | goodness    |
| (f) cease     | campaigners |
| (g) dismayed  | pressed     |
| (h) urged     | win         |
| (i) uphold    | vulgar      |
| (j) integrity | wind up     |

**PHRASE MATCH:** Match the following phrases based on the article

- |                                 |                                  |
|---------------------------------|----------------------------------|
| (a) Animal rights               | the market                       |
| (b) scored the first            | release                          |
| (c) removed from                | sweets                           |
| (d) run over and                | irresponsible                    |
| (e) press                       | victory                          |
| (f) fruit-flavored              | activists                        |
| (g) completely unacceptable and | line                             |
| (h) uphold one of its six core  | squashed by a car                |
| (i) product                     | inconsistent with Kraft's values |
| (j) this product is completely  | values                           |

## GAP FILL

### Animal rights Road Kill candy victory (Sat 26 Feb)

**BNE:** Animal rights activists have \_\_\_\_\_ the first victory today in their battle to have what they view as an offensive candy removed from the market. The New Jersey Society for the Prevention of Cruelty to Animals (NJSPCA) strongly \_\_\_\_\_ to a range of candies being manufactured by the food giant Kraft. The name of the offensive candy is Trolli Road Kill Gummi Candy. It is shaped like animals that have been run over and \_\_\_\_\_ by a car, complete with tire marks on its body. In response to a NJPCA press release demanding the withdrawal of the product from the market, Kraft \_\_\_\_\_ its animated advertisements of Road Kill candy from its website. Kraft has yet to comment on whether it will \_\_\_\_\_ production of the fruit-flavored sweets. The NJSPCA stated the candies were, “completely unacceptable and irresponsible” and were “shocked, horrified and dismayed to see that Kraft is manufacturing and marketing gummi candy to children shaped like snakes, chickens and squirrels with tire tracks over the bodies to look like "road kill.” It \_\_\_\_\_ Kraft to uphold one of its six core values, integrity, by “Doing the right thing. ... I see nothing in the new Trolli "Road Kill" product line that advances your vision of values. In fact, this product is completely \_\_\_\_\_ with Kraft's values and clearly sends the wrong \_\_\_\_\_ to your target audience ... children. There is nothing funny, intentional or accidental, about an animal getting run over by a car.”

*squashed inconsistent cease objected urged message pulled scored*

### DISCUSSION:

- a. What do you think of this article?
- b. Do you like candies?
- c. Would you like to try Road Kill candy?
- d. Does animal-shaped candy have rights?
- e. Would you buy Road Kill candy for children?
- f. Is it OK to kill animals for fur coats?
- g. Shouldn't the NJSPCA spend more time and money on protecting real animals?
- h. Is the Road Kill product bad for kids?
- i. Should Kraft withdraw its candy from the market?
- j. Won't these candies encourage kids to do bad things to animals?
- k. What would you think if a product called “Road Kill Pets” was introduced?
- l. How about “Road Kill Babies”?
- m. Is there a line of good taste that companies must not cross with acceptable children's products?
- n. Are there any other candies or toys that are bad for children's minds?
- o. What does Road Kill candy say about children's minds?
- p. Is this a mountain out of a molehill?
- q. What is your favorite candy?
- r. Teacher / Student additional questions.

## **HOMEWORK**

**VOCAB 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.

**INTERNET:** Search the Internet and find more information on Road Kill candy. Share your findings with your class next lesson.

**NEW PRODUCT:** Create a poster for a 'responsible' new candy for kids.

**LETTER TO KRAFT:** Write a letter to Kraft about Road Kill candy.

## **FULL TEXT**

### **Animal rights Road Kill candy victory (Sat 26 Feb)**

**BNE:** Animal rights activists have **scored** the first victory today in their battle to have what they view as an offensive candy removed from the market. The New Jersey Society for the Prevention of Cruelty to Animals (NJSPCA) strongly **objected** to a range of candies being manufactured by the food giant Kraft. The name of the offensive candy is Trolli Road Kill Gummi Candy. It is shaped like animals that have been run over and **squashed** by a car, complete with tire marks on its body. In response to a NJPCA press release demanding the withdrawal of the product from the market, Kraft **pulled** its animated advertisements of Road Kill candy from its website. Kraft has yet to comment on whether it will **cease** production of the fruit-flavored sweets. The NJSPCA stated the candies were, "completely unacceptable and irresponsible" and were "shocked, horrified and dismayed to see that Kraft is manufacturing and marketing gummi candy to children shaped like snakes, chickens and squirrels with tire tracks over the bodies to look like "road kill." It **urged** Kraft to uphold one of its six core values, integrity, by "Doing the right thing. ... I see nothing in the new Trolli "Road Kill" product line that advances your vision of values. In fact, this product is completely **inconsistent** with Kraft's values and clearly sends the wrong **message** to your target audience ... children. There is nothing funny, intentional or accidental, about an animal getting run over by a car."