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Level 6

Animal rights pressure group buys LV shares

16th January, 2017

<http://www.breakingnewsenglish.com/1701/170116-pressure-groups.html>

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

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THE ARTICLE

From <http://www.BreakingNewsEnglish.com/1701/170116-pressure-groups.html>

The animal rights pressure group PETA has purchased shares in the French luxury goods company Louis Vuitton Moet Hennessey (LVMH). PETA (People for the Ethical Treatment of Animals) bought the shares in order to pressure LVMH to stop selling bags and other products made from exotic animal skins, such as crocodile. PETA has not disclosed what its shareholding is, although there are rumours that it has bought just a single share. Even this stake in LVMH will mean PETA is eligible to attend shareholder meetings. PETA will also exercise its option to question the LVMH board members in front of other shareholders to make sure its agenda to protect animals is heard and addressed.

The main reason for PETA's share purchase is to bring LVMH to account regarding the treatment of crocodiles. PETA said: "In the wake of an exposé revealing that reptiles on crocodile farms in Vietnam (including two that have supplied skins to a tannery owned by Louis Vuitton's parent company, LVMH) are confined to tiny pits and sometimes hacked into while they're still alive and thrashing, PETA has become a shareholder of LVMH...to put pressure on the company to stop selling exotic skins merchandise." An LVMH spokeswoman replied: "We have no knowledge of...any cruel method involving the suffering of the animal. [This] is in clear contradiction of our principles and rules."

Sources: <http://www.bbc.com/news/business-38608231>
<http://www.independent.co.uk/news/business/news/peta-buys-louis-vuitton-fashion-moet-hennessey-shares-stocks-lvmh-crocodile-skin-products-exotic-a7525631.html>
<http://www.latimes.com/fashion/la-ig-wwd-peta-lvmh-share-20170113-story.html>

WARM-UPS

1. PRESSURE GROUPS: Students walk around the class and talk to other students about pressure groups. 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?

animal rights / pressure group / luxury goods / shares / rumours / exotic / agenda / treatment / crocodiles / parent company / shareholder / knowledge / suffering / cruel

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

3. EXOTIC SKINS: Students A **strongly** believe any use of exotic skins should be banned; Students B **strongly** believe they shouldn't. Change partners again and talk about your conversations.

4. ANIMAL PRODUCTS: Should or shouldn't they be used? Complete this table with your partner(s). Change partners often and share what you wrote.

	Why they should	Why they shouldn't
Leather		
Fur		
Honey		
Meat		
Eggs		
Milk		

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

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

- ivory statues
- mink coats
- crocodile skin shoes
- tiger skin rugs
- turtle shells
- stuffed animals
- butterfly collections
- shark fin soup

BEFORE READING / LISTENING

From <http://www.BreakingNewsEnglish.com/1701/170116-pressure-groups.html>

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

- a. An animal rights group called PETA has bought shares in Louis Vuitton. **T / F**
- b. The animal rights group is worried about the sale of exotic skins. **T / F**
- c. There are rumours the group bought just one share in Louis Vuitton. **T / F**
- d. The group wants to do exercise at shareholder meetings. **T / F**
- e. The main reason the group bought shares is the treatment of crocodiles. **T / F**
- f. The group says crocodiles live in spaces that are too big. **T / F**
- g. Louis Vuitton's parent company is called LV. **T / F**
- h. An LV spokeswoman said she knew about the cruelty to crocodiles. **T / F**

2. SYNONYM MATCH:

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

- | | |
|--------------------------|--------------|
| 1. purchased | a. principal |
| 2. pressure | b. share |
| 3. exotic | c. conflict |
| 4. stake | d. force |
| 5. option | e. following |
| 6. main | f. bought |
| 7. in the wake of | g. goods |
| 8. confined | h. choice |
| 9. merchandise | i. striking |
| 10. contradiction | j. enclosed |

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

- | | |
|---|----------------------------|
| 1. luxury goods | a. method |
| 2. exotic | b. board members |
| 3. eligible to attend | c. pressure on the company |
| 4. exercise its option to question the LVMH | d. account |
| 5. make sure its agenda to protect animals | e. animal skins |
| 6. bring LVMH to | f. of our principles |
| 7. reptiles on crocodile | g. company |
| 8. put | h. is heard |
| 9. We have no knowledge of any cruel | i. farms |
| 10. This is in clear contradiction | j. shareholder meetings |

GAP FILL

From <http://www.BreakingNewsEnglish.com/1701/170116-pressure-groups.html>

The animal rights pressure group PETA has (1) _____ shares in the French luxury (2) _____ company Louis Vuitton Moet Hennessy (LVMH). PETA (People for the Ethical Treatment of Animals) bought the shares in (3) _____ to pressure LVMH to stop selling bags and other products made from (4) _____ animal skins, such as crocodile. PETA has not (5) _____ what its shareholding is, although there are rumours that it has bought just a single share. Even this stake in LVMH will mean PETA is (6) _____ to attend shareholder meetings. PETA will also exercise its (7) _____ to question the LVMH board members in front of other shareholders to make sure its (8) _____ to protect animals is heard and addressed.

order
eligible
purchased
agenda
exotic
goods
option
disclosed

The (9) _____ reason for PETA's share purchase is to bring LVMH to account regarding the (10) _____ of crocodiles. PETA said: "In the wake of an exposé revealing that reptiles on crocodile farms in Vietnam (including two that have (11) _____ skins to a tannery (12) _____ by Louis Vuitton's parent company, LVMH) are confined to tiny pits and sometimes (13) _____ into while they're still alive and thrashing, PETA has become a shareholder of LVMH...to put (14) _____ on the company to stop selling exotic skins merchandise." An LVMH spokeswoman replied: "We have no knowledge of...any (15) _____ method involving the suffering of the animal. [This] is in clear contradiction of our (16) _____ and rules."

hacked
treatment
principles
pressure
supplied
cruel
main
owned

LISTENING – Guess the answers. Listen to check.

From <http://www.BreakingNewsEnglish.com/1701/170116-pressure-groups.html>

- 1) PETA has purchased shares in the French luxury _____
 - a. goods company
 - b. goodness company
 - c. goodies company
 - d. good is company
- 2) stop selling bags and other products made from _____ skins
 - a. exotically animal
 - b. erotic animal
 - c. exotic animal
 - d. erotica animal
- 3) although there are rumours that it has bought just _____
 - a. a singular share
 - b. a single share
 - c. a shingle share
 - d. a shingles share
- 4) Even this stake in LVMH will mean PETA is eligible to attend _____
 - a. shareholder meetings
 - b. shareholders meeting
 - c. stallholders meetings
 - d. stallholder meeting
- 5) in front of other shareholders to make sure its agenda to protect animals is _____
 - a. herd and redressed
 - b. hoard and all dressed
 - c. hard and add rest
 - d. heard and addressed
- 6) The main reason for PETA's share purchase is to bring _____
 - a. LVMH to account
 - b. LVMH two account
 - c. LVMH too account
 - d. LVMH true account
- 7) In the wake of an exposé revealing that reptiles on _____
 - a. crocodile firms
 - b. crocodile forms
 - c. crocodile ferns
 - d. crocodile farms
- 8) confined to tiny pits and sometimes hacked into while they're still _____
 - a. a lively and trashing
 - b. a life and thrash in
 - c. alive and thrashing
 - d. alive and trashing
- 9) We have no knowledge of any cruel method involving the _____ animal
 - a. suffer in of the
 - b. sufferance of the
 - c. suffered in of the
 - d. suffering of the
- 10) This is in clear contradiction of our _____
 - a. principals and rules
 - b. principalities and rules
 - c. prince appalls and rules
 - d. principles and rules

LISTENING – Listen and fill in the gaps

From <http://www.BreakingNewsEnglish.com/1701/170116-pressure-groups.html>

The animal rights pressure group PETA has (1) _____ the French luxury goods company Louis Vuitton Moet Hennessy (LVMH). PETA (People for the Ethical Treatment of Animals) bought the (2) _____ pressure LVMH to stop selling bags and other products made (3) _____ skins, such as crocodile. PETA has not disclosed what its shareholding is, although there are rumours that it has bought just (4) _____. Even this stake in LVMH will mean PETA is eligible to attend shareholder meetings. PETA will also (5) _____ to question the LVMH board members in front of other shareholders to make (6) _____ to protect animals is heard and addressed.

The (7) _____ PETA's share purchase is to bring LVMH to account regarding the treatment of crocodiles. PETA said: "(8) _____ exposé revealing that reptiles on crocodile farms in Vietnam (including (9) _____ supplied skins to a tannery owned by Louis Vuitton's parent company, LVMH) are confined to tiny pits and sometimes (10) _____ they're still alive and thrashing, PETA has become a shareholder of LVMH... (11) _____ the company to stop selling exotic skins merchandise." An LVMH spokeswoman replied: "We have no knowledge (12) _____ method involving the suffering of the animal. [This] is in clear contradiction of our principles and rules."

COMPREHENSION QUESTIONS

From <http://www.BreakingNewsEnglish.com/1701/170116-pressure-groups.html>

1. What is the name of the animal rights pressure group?
2. What kind of animal skins is the group against being sold?
3. How many shares is it rumoured the group has bought?
4. Who will the group question at meetings?
5. What does the group want to be heard and addressed?
6. What animal is behind the reason for the group's share purchase?
7. Where in Vietnam were reptiles living, according to an exposé?
8. What were the animals confined to?
9. Who denied any knowledge of cruelty to crocodiles?
10. What did a woman say animal cruelty contradicted?

MULTIPLE CHOICE - QUIZ

From <http://www.BreakingNewsEnglish.com/1701/170116-pressure-groups.html>

- 1) What is the name of the animal rights pressure group?
 - a) PETS
 - b) PETA
 - c) PETER
 - d) PITA
- 2) What kind of animal skins is the group against being sold?
 - a) mink
 - b) bear skins
 - c) whale skin
 - d) exotic animal skins
- 3) How many shares is it rumoured the group has bought?
 - a) 1
 - b) 1,000
 - c) 1,000,000
 - d) 100,000,000
- 4) Who will the group question at meetings?
 - a) Louis Vuitton customers
 - b) animal lovers
 - c) board members
 - d) crocodile farmers
- 5) What does the group want to be heard and addressed?
 - a) noise pollution
 - b) its agenda
 - c) birdsong
 - d) animal sounds
- 6) What animal is behind the reason for the group's share purchase?
 - a) the panda
 - b) the rhino
 - c) the crocodile
 - d) the snake
- 7) Where in Vietnam were reptiles living, according to an exposé?
 - a) the north
 - b) the mountains
 - c) Saigon
 - d) a crocodile farm
- 8) What were the animals confined to?
 - a) tiny pits
 - b) a meal a day
 - c) barracks
 - d) a cage
- 9) Who denied any knowledge of cruelty to crocodiles?
 - a) an LVMH spokeswoman
 - b) a crocodile farmer
 - c) a Louis Vuitton customer
 - d) the head of the group
- 10) What did a woman say animal cruelty contradicted?
 - a) human rights
 - b) the company's rules
 - c) animal rights
 - d) customer service

ROLE PLAY

From <http://www.BreakingNewsEnglish.com/1701/170116-pressure-groups.html>

Role A – Ivory Statues

You think ivory statues are the worst examples of animal products for sale. Tell the others three reasons why. Tell them why their products aren't as bad. Tell the others which is the most acceptable of these (and why): crocodile skin shoes, turtle shells or butterfly collections.

Role B – Crocodile Skin Shoes

You think crocodile skin shoes are the worst examples of animal products for sale. Tell the others three reasons why. Tell them why their products aren't as bad. Tell the others which is the most acceptable of these (and why): ivory statues, turtle shells or butterfly collections.

Role C – Turtle Shells

You think turtle shells are the worst examples of animal products for sale. Tell the others three reasons why. Tell them why their products aren't as bad. Tell the others which is the most acceptable of these (and why): crocodile skin shoes, ivory statues or butterfly collections.

Role D – Butterfly Collections

You think butterfly collections are the worst examples of animal products for sale. Tell the others three reasons why. Tell them why their products aren't as bad. Tell the others which is the most acceptable of these (and why): crocodile skin shoes, turtle shells or ivory statues.

AFTER READING / LISTENING

From <http://www.BreakingNewsEnglish.com/1701/170116-pressure-groups.html>

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

animal	rights
---------------	---------------

- 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">• goods• order• such• just• eligible• agenda	<ul style="list-style-type: none">• main• wake• tiny• become• cruel• rules
---	---

PRESSURE GROUPS SURVEY

From <http://www.BreakingNewsEnglish.com/1701/170116-pressure-groups.html>

Write five GOOD questions about pressure groups 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.

PRESSURE GROUPS 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 term 'animal rights'?
3. What do you know about PETA?
4. What are the main rights animals have?
5. Should humans never kill animals?
6. Would the world be better if we were all vegetarian?
7. How can we educate people more about animal rights?
8. Why do people buy things made from crocodile skin?
9. How successful do you think PETA will be?
10. What do you think of companies that sell exotic animal skins?

Animal rights pressure group buys LV shares – 16th January, 2017
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PRESSURE GROUPS 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 term 'pressure group'?
13. Is using crocodile skin ethically different from using leather from cows?
14. What do you think of people that buy products made from fur?
15. What are your feelings about animal rights?
16. What do you think about Louis Vuitton?
17. What advice do you have for PETA officials?
18. What advice do you have for LVMH's boss?
19. What questions would you like to ask PETA officials?
20. What questions would you like to ask LVMH's boss?

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 <http://www.BreakingNewsEnglish.com/1701/170116-pressure-groups.html>

The animal rights pressure group PETA has purchased shares in the French luxury (1) ____ company Louis Vuitton Moët Hennessy (LVMH). PETA (People for the Ethical Treatment of Animals) bought the shares in (2) ____ to pressure LVMH to stop selling bags and (3) ____ products made from exotic animal skins, such as crocodile. PETA has not disclosed (4) ____ its shareholding is, although there are rumours that it has bought just a single share. Even this stake in LVMH will mean PETA is eligible to attend shareholder meetings. PETA will also (5) ____ its option to question the LVMH board members in front of other shareholders to make sure its agenda to protect animals is heard and (6) ____.

The main reason for PETA's share purchase is to bring LVMH to (7) ____ regarding the treatment of crocodiles. PETA said: "In the (8) ____ of an exposé revealing that reptiles on crocodile farms in Vietnam (including two that have supplied skins to a tannery (9) ____ by Louis Vuitton's parent company, LVMH) are confined to tiny pits and sometimes (10) ____ into while they're still alive and thrashing, PETA has become a shareholder of LVMH...to put pressure on the company to stop selling exotic skins merchandise." An LVMH spokeswoman replied: "We have (11) ____ knowledge of... any cruel method involving the suffering of the animal. [This] is in clear contradiction of our (12) ____ and rules."

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

- | | | | | |
|-----|----------------|--------------------|----------------|----------------|
| 1. | (a) goddess | (b) goodies | (c) goods | (d) goodness |
| 2. | (a) order | (b) list | (c) sequence | (d) control |
| 3. | (a) other | (b) the others | (c) another | (d) others |
| 4. | (a) what | (b) that | (c) much | (d) value |
| 5. | (a) workout | (b) exercise | (c) active | (d) run |
| 6. | (a) sealed | (b) stamped | (c) mailed | (d) addressed |
| 7. | (a) index | (b) statement | (c) account | (d) list |
| 8. | (a) sake | (b) make | (c) bake | (d) wake |
| 9. | (a) owned | (b) owed | (c) vowed | (d) wowed |
| 10. | (a) attacked | (b) hacked | (c) ransacked | (d) tracked |
| 11. | (a) not | (b) no | (c) non | (d) know |
| 12. | (a) principals | (b) principalities | (c) principles | (d) principled |

SPELLING

From <http://www.BreakingNewsEnglish.com/1701/170116-pressure-groups.html>

Paragraph 1

1. PETA has aecsupdrh shares
2. xyulur goods
3. products made from xoceit animal skins
4. PETA is geibllei to attend shareholder meetings
5. exercise its toipno to question the LVMH board
6. its aaengd to protect animals

Paragraph 2

7. an exposé eelngvira that reptiles...
8. oncdinfe to tiny pits
9. skins arescimdenh
10. any lecur method
11. This is in clear rtocodaninict...
12. our slnpeiricp and rules

PUT THE TEXT BACK TOGETHER

From <http://www.BreakingNewsEnglish.com/1701/170116-pressure-groups.html>

Number these lines in the correct order.

- () sure its agenda to protect animals is heard and addressed.
- () company Louis Vuitton Moet Hennessy (LVMH). PETA (People for the Ethical Treatment of Animals) bought the shares in
- () crocodiles. PETA said: "In the wake of an exposé revealing that reptiles on crocodile farms in Vietnam (including two
- () a single share. Even this stake in LVMH will mean PETA is eligible to attend shareholder meetings. PETA will also exercise
- () that have supplied skins to a tannery owned by Louis Vuitton's parent company, LVMH) are confined to tiny
- (**1**) The animal rights pressure group PETA has purchased shares in the French luxury goods
- () of LVMH...to put pressure on the company to stop selling exotic skins
- () method involving the suffering of the animal. [This] is in clear contradiction of our principles and rules."
- () as crocodile. PETA has not disclosed what its shareholding is, although there are rumours that it has bought just
- () merchandise." An LVMH spokeswoman replied: "We have no knowledge of ... any cruel
- () pits and sometimes hacked into while they're still alive and thrashing, PETA has become a shareholder
- () order to pressure LVMH to stop selling bags and other products made from exotic animal skins, such
- () The main reason for PETA's share purchase is to bring LVMH to account regarding the treatment of
- () its option to question the LVMH board members in front of other shareholders to make

PUT THE WORDS IN THE RIGHT ORDER

From <http://www.BreakingNewsEnglish.com/1701/170116-pressure-groups.html>

1. group The PETA animal has rights purchased pressure shares .
2. Selling other from skins and made animal bags products exotic .
3. bought just a single share There are rumours that it has .
4. question Exercise the its LVMH option board to members .
5. to Make protect sure animals its is agenda heard .
6. PETA's bring share LVMH purchase to is account to .
7. owned Vuitton's , tannery Louis company A by parent LVMH .
8. company selling Put the stop skins on to exotic pressure .
9. no have We method cruel any of knowledge .
10. This principles our of contradiction clear in is .

CIRCLE THE CORRECT WORD (20 PAIRS)

From <http://www.BreakingNewsEnglish.com/1701/170116-pressure-groups.html>

The animal rights pressure group PETA has *purchased* / *purchasing* shares in the French luxury goods company Louis Vuitton Moet Hennessy (LVMH). PETA (People for the *Ethical* / *Ethics* Treatment of Animals) *brought* / *bought* the shares in order to pressure LVMH to stop *selling* / *sales* bags and other products made from *exotically* / *exotic* animal skins, such *as* / *was* crocodile. PETA has not *disclosure* / *disclosed* what its shareholding is, although there are rumours that it has bought just a *single* / *singed* share. Even this stake in LVMH will mean PETA is *eligible* / *eligibility* to attend shareholder meetings. PETA will also exercise its option to question the LVMH board members in front of other shareholders to make sure its agenda to protect animals is heard and *stamped* / *addressed*.

The main reason for PETA's share purchase is to bring LVMH to *statement* / *account* regarding the treatment of crocodiles. PETA said: "In the *awake* / *wake* of an exposé revealing that reptiles on crocodile *farms* / *farming* in Vietnam (including two that have supplied skins to a tannery *owed* / *owned* by Louis Vuitton's parent company, LVMH) are confined to tiny *pit* / *pits* and sometimes hacked *into* / *onto* while they're still alive and thrashing, PETA has *became* / *become* a shareholder of LVMH...to put pressure *in* / *on* the company to stop selling exotic skins merchandise." An LVMH spokeswoman replied: "We have no knowledge of...any *cruel* / *cruelty* method involving the suffering of the animal. [This] is in clear contradiction of our *principals* / *principles* and rules."

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 <http://www.BreakingNewsEnglish.com/1701/170116-pressure-groups.html>

Th_ _n_m_l r_ghts pr_ss_r_ gr__p P_T_ h_s p_rch_s_d
sh_r_s _n th_ Fr_nch l_x_ry g__ds c_mp_ny L__s
V__tt_n M__t H_nn_ssy (LVMH). P_T_ (P__pl_ f_r th_
_th_c_l Tr__tm_nt _f _n_m_ls) b__ght th_ sh_r_s _n
_rd_r_t_ pr_ss_r_ LVMH t_ st_p_s_ll_ng b_gs _nd th_r
pr_d_cts m_d_ fr_m _x_t_c _n_m_l sk_ns, s_ch _s
cr_c_d_l_. P_T_ h_s n_t d_scl_s_d wh_t _ts
sh_r_h_ld_ng _s, _lth__gh th_r _r_r_m__rs th_t t
h_s b__ght j_st _s_ngl_ sh_r_. _v_n th_s st_k__n
LVMH w_ll m__n P_T_ _s _l_g_bl_ t_ _tt_nd
sh_r_h_ld_r m__t_ngs. P_T_ w_ll _ls_ _x_rc_s_ _ts
_pt__n_t_ q__st__n th_ LVMH b__rd m_mb_rs _n fr_nt
_f th_r sh_r_h_ld_rs t_ m_k_s_r_ _ts _g_nd_ t_
pr_t_ct _n_m_ls _s h__rd _nd _ddr_ss_d.

Th_ m__n r__s_n f_r P_T_'s sh_r_ p_rch_s_ _s t_ br_ng
LVMH t_ _cc__nt r_g_rd_ng th_ tr__tm_nt _f
cr_c_d_l_s. P_T_ s__d: "_n th_ w_k_ _f _n _xp_sé
r_v__l_ng th_t r_pt_l_s _n cr_c_d_l_ f_rms _n
V__tn_m (_ncl_d_ng tw_ th_t h_v_ s_ppl__d sk_ns t_ _
t_nn_ry _wn_d by L__s V__tt_n's p_r_nt c_mp_ny,
LVMH) _r_ c_nf_n_d t_ t_ny p_ts _nd s_m_t_m_s
h_ck_d _nt_ wh_l_ th_y'r_ st_ll _l_v_ _nd thr_sh_ng,
P_T_ h_s b_c_m_ _ sh_r_h_ld_r _f LVMH...t_ p_t
pr_ss_r_ _n th_ c_mp_ny t_ st_p_s_ll_ng _x_t_c sk_ns
m_rch_nd_s_." _n LVMH sp_k_sw_m_n r_pl__d: "W_
h_v_ _n_ kn_wl_dg_ _f... _ny cr__l_m_th_d _nv_lv_ng
th_ s_ff_r_ng _f th_ _n_m_l. [Th_s] _s _n cl__r
c_ntr_d_ct__n _f __r pr_nc_pl_s _nd r_l_s."

PUNCTUATE THE TEXT AND ADD CAPITALS

From <http://www.BreakingNewsEnglish.com/1701/170116-pressure-groups.html>

the animal rights pressure group peta has purchased shares in the french luxury goods company louis vuitton moet hennessy (lvmh) peta (people for the ethical treatment of animals) bought the shares in order to pressure lvmh to stop selling bags and other products made from exotic animal skins such as crocodile peta has not disclosed what its shareholding is although there are rumours that it has bought just a single share even this stake in lvmh will mean peta is eligible to attend shareholder meetings peta will also exercise its option to question the lvmh board members in front of other shareholders to make sure its agenda to protect animals is heard and addressed

the main reason for peta's share purchase is to bring lvmh to account regarding the treatment of crocodiles peta said "in the wake of an exposé revealing that reptiles on crocodile farms in vietnam (including two that have supplied skins to a tannery owned by louis vuitton's parent company lvmh) are confined to tiny pits and sometimes hacked into while they're still alive and thrashing peta has become a shareholder of lvmh...to put pressure on the company to stop selling exotic skins merchandise" an lvmh spokeswoman replied "we have no knowledge of any cruel method involving the suffering of the animal [this] is in clear contradiction of our principles and rules"

PUT A SLASH (/) WHERE THE SPACES ARE

From <http://www.BreakingNewsEnglish.com/1701/170116-pressure-groups.html>

The animal rights pressure group PETA has purchased shares in the French luxury goods company Louis Vuitton Moët Hennessy (LVMH). PETA (People for the Ethical Treatment of Animals) bought the shares in order to pressure LVMH to stop selling bags and other products made from exotic animal skins, such as crocodile. PETA has not disclosed what its shareholding is, although there are rumours that it has bought just a single share. Even this stake in LVMH will mean PETA is eligible to attend shareholder meetings. PETA will also exercise its option to question the LVMH board members in front of other shareholders to make sure its agenda to protect animals is heard and addressed. The main reason for PETA's share purchase is to bring LVMH to account regarding the treatment of crocodiles. PETA said: "In the wake of an exposé revealing that reptiles on crocodile farms in Vietnam (including two that have supplied skins to a tannery owned by Louis Vuitton's parent company, LVMH) are confined to tiny pits and sometimes hacked into while they're still alive and thrashing, PETA has become a shareholder of LVMH... to put pressure on the company to stop selling exotic skins merchandise." An LVMH spokeswoman replied: "We have no knowledge of ... any cruel method involving the suffering of the animal. [This] is a clear contradiction of four principles and rules."

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

3. PRESSURE GROUPS: Make a poster about pressure groups. Show your work to your classmates in the next lesson. Did you all have similar things?

4. PETA: Write a magazine article about the pressure group PETA. Include imaginary interviews with people who are for and against it.

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 pressure groups. Ask him/her three questions about them. Give him/her three of your ideas on how PETA can help animal rights. 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 T d F e T f F g F h F

SYNONYM MATCH (p.4)

- | | |
|-------------------|--------------|
| 1. purchased | a. bought |
| 2. pressure | b. force |
| 3. exotic | c. striking |
| 4. stake | d. share |
| 5. option | e. choice |
| 6. main | f. principal |
| 7. in the wake of | g. following |
| 8. confined | h. enclosed |
| 9. merchandise | i. goods |
| 10. contradiction | j. conflict |

COMPREHENSION QUESTIONS (p.8)

1. PETA
2. Exotic animal skins
3. One
4. Board members
5. Its agenda
6. The crocodile
7. A crocodile farm
8. Tiny pits
9. An LVMH spokeswoman
10. The company's principles and rules

MULTIPLE CHOICE - QUIZ (p.9)

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

ALL OTHER EXERCISES

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