

# www.Breaking News English.com

Ready-to-use ESL/EFL Lessons by Sean Banville

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

**The Breaking News English.com Resource Book**

<http://www.breakingnewsenglish.com/book.html>

## Tempers over Super Bowl abortion ad

[http://www.breakingnewsenglish.com/1002/100207-anti-abortion\\_ad.html](http://www.breakingnewsenglish.com/1002/100207-anti-abortion_ad.html)

### Contents

The Article	2
Warm-ups	3
Before Reading / Listening	4
While Reading / Listening	5
Listening Gap Fill	6
After Reading / Listening	7
Student Survey	8
Discussion	9
Language Work	10
Writing	11
Homework	12
Answers	13

7th February, 2010

# THE ARTICLE

From [http://www.BreakingNewsEnglish.com/1002/100207-anti-abortion\\_ad.html](http://www.BreakingNewsEnglish.com/1002/100207-anti-abortion_ad.html)

America's CBS television network has caused tempers to flare in this year's Super Bowl. Its decision to broadcast a 30-second anti-abortion advertisement during the football game has attracted nearly as much attention as the game itself. CBS will air an advert paid for by an anti-abortion Christian group called Focus On The Family. The ad's title is 'Celebrate Family, Celebrate Life'. It features the story of Tim Tebow, a champion quarterback, who is alive today because his mother ignored medical advice to have an abortion. She had complications during her pregnancy in 1987. Tim's story and the anti-abortion message will reach around 100 million people. The Super Bowl is the most watched event on US television.

A spokesman for Focus On The Family, Gary Schneeberger, explained his group's reason for the ad: He said: "We're not trying to sell the American people a car or a soft drink. We're celebrating families." He added his organization hoped to influence couples having problems with their marriage. The ad has its opponents. Women's groups are putting pressure on CBS to drop the ad. They argue it is not the job of television channels to "dictate morality." Others are accusing CBS of double standards. The network is airing the anti-abortion ad but rejected an ad for a gay dating service called Man Crunch. By the way, blink and you'll miss the ad - the Super Bowl is between the New Orleans Saints and the Indianapolis Colts.

# WARM-UPS

**1. FAMILY:** Walk around the class and talk to other students about family. Change partners often. Sit with your first partner(s) and share your findings.

**2. CHAT:** In pairs / groups, decide which of these topics or words from the article are most interesting and which are most boring.

*television networks / tempers / advertisements / family / quarterbacks / pregnancy / reasons / soft drinks / marriage problems / morality / double standards / blinking*

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

**3. FAMILY:** Is it OK today? Complete this table with your partner(s). Change partners and share what you wrote. Change again and share what you heard.

	Families in my country	The perfect family
Eating together		
Domestic violence		
Parental role models		
Parents being at home		
Religion		
Money		

**4. ADS:** Students A **strongly** believe abortion ads should not be on television; Students B **strongly** believe the opposite. Change partners again and talk about your conversations.

**5. RIGHT FOR TV?:** Are ads on these subjects OK for TV? Rate these and share your ratings with your partner: 10 = absolutely no way; 1 = absolutely no problem. Change partners and share your ratings again.

- abortion
- death
- AIDS
- gay dating services
- domestic violence
- drugs
- teenage pregnancy
- religion

**6. FAMILY:** Spend one minute writing down all of the different words you associate with the word 'family'. Share your words with your partner(s) and talk about them. Together, put the words into different categories.

# BEFORE READING / LISTENING

From [http://www.BreakingNewsEnglish.com/1002/100207-anti-abortion\\_ad.html](http://www.BreakingNewsEnglish.com/1002/100207-anti-abortion_ad.html)

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

- |  |       |
|--|-------|
| a. The CBS TV network will air an anti-abortion ad during Super Bowl.      | T / F |
| b. The ad has received more attention than the Super Bowl game.            | T / F |
| c. The ad tells the story of a quarterback whose mother rejected abortion. | T / F |
| d. Only one other event is watched on TV by more Americans.                | T / F |
| e. A spokesman said there were too many ads that sell soft drinks.         | T / F |
| f. The spokesperson said the ad was a celebration of the family.           | T / F |
| g. There will also be a Super Bowl ad for a gay dating service.            | T / F |
| h. The New Orleans Colts will play the Indianapolis Saints                 | T / F |

## 2. SYNONYM MATCH: Match the following synonyms from the article.

- |                  |                   |
|------------------|-------------------|
| 1. flare         | a. persuade       |
| 2. attention     | b. burn           |
| 3. features      | c. order          |
| 4. ignored       | d. interest       |
| 5. complications | e. commercial     |
| 6. spokesman     | f. difficulties   |
| 7. influence     | g. challengers    |
| 8. opponents     | h. disregarded    |
| 9. dictate       | i. shows          |
| 10. ad           | j. representative |

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

- |                                      |                           |
|--------------------------------------|---------------------------|
| 1. caused tempers                    | a. double standards       |
| 2. broadcast a 30-second anti-       | b. medical advice         |
| 3. CBS will air                      | c. with their marriage    |
| 4. his mother ignored                | d. miss the ad            |
| 5. reach around                      | e. abortion advertisement |
| 6. his group's reason                | f. to drop the ad         |
| 7. influence couples having problems | g. to flare               |
| 8. putting pressure on CBS           | h. 100 million people     |
| 9. accusing CBS of                   | i. an advert              |
| 10. blink and you'll                 | j. for the ad             |

# WHILE READING / LISTENING

From [http://www.BreakingNewsEnglish.com/1002/100207-anti-abortion\\_ad.html](http://www.BreakingNewsEnglish.com/1002/100207-anti-abortion_ad.html)

**GAP FILL:** Put the words into the gaps in the text.

America's CBS television network has \_\_\_\_\_ tempers to flare in this year's Super Bowl. Its decision to \_\_\_\_\_ a 30-second anti-abortion advertisement during the football game has attracted nearly as much \_\_\_\_\_ as the game itself. CBS will air an advert paid for by an anti-abortion Christian group called Focus On The Family. The ad's title is 'Celebrate Family, Celebrate Life'. It \_\_\_\_\_ the story of Tim Tebow, a champion quarterback, who is alive today because his mother \_\_\_\_\_ medical advice to have an abortion. She had complications \_\_\_\_\_ her pregnancy in 1987. Tim's story and the anti-abortion message will \_\_\_\_\_ around 100 million people. The Super Bowl is the most watched \_\_\_\_\_ on US television.

*during*  
*attention*  
*ignored*  
*event*  
*caused*  
*features*  
*broadcast*  
*reach*

A spokesman for Focus On The Family, Gary Schneeberger, \_\_\_\_\_ his group's reason for the ad: He said: "We're not trying to sell the American people a car or a soft drink. We're \_\_\_\_\_ families." He added his organization hoped to \_\_\_\_\_ couples having problems with their marriage. The ad has its \_\_\_\_\_. Women's groups are putting pressure on CBS to \_\_\_\_\_ the ad. They argue it is not the job of television channels to "dictate morality." Others are accusing CBS of \_\_\_\_\_ standards. The network is airing the anti-abortion ad but rejected an ad for a gay dating \_\_\_\_\_ called Man Crunch. By the way, blink and you'll \_\_\_\_\_ the ad - the Super Bowl is between the New Orleans Saints and the Indianapolis Colts.

*influence*  
*service*  
*explained*  
*drop*  
*miss*  
*celebrating*  
*opponents*  
*double*

# LISTENING – Listen and fill in the gaps

From [http://www.BreakingNewsEnglish.com/1002/100207-anti-abortion\\_ad.html](http://www.BreakingNewsEnglish.com/1002/100207-anti-abortion_ad.html)

America's CBS television network has \_\_\_\_\_ in this year's Super Bowl. Its decision to broadcast a 30-second anti-abortion advertisement during the football game has \_\_\_\_\_ attention as the game itself. CBS will air \_\_\_\_\_ an anti-abortion Christian group called Focus On The Family. The ad's title is 'Celebrate Family, Celebrate Life'. It \_\_\_\_\_ Tim Tebow, a champion quarterback, who is alive today because his mother \_\_\_\_\_ have an abortion. She had complications during her pregnancy in 1987. Tim's story and the anti-abortion message will reach around 100 million people. The Super Bowl is \_\_\_\_\_ on US television.

A spokesman for Focus On The Family, Gary Schneeberger, explained his \_\_\_\_\_ ad: He said: "We're not trying to sell the American people a car or a soft drink. We're celebrating families." He added his organization \_\_\_\_\_ couples having problems with their marriage. The ad \_\_\_\_\_. Women's groups are \_\_\_\_\_ CBS to drop the ad. They argue it is not the job of television channels to "dictate morality." Others are accusing CBS of double standards. \_\_\_\_\_ the anti-abortion ad but rejected an ad for a gay dating service called Man Crunch. By the way, \_\_\_\_\_ the ad - the Super Bowl is between the New Orleans Saints and the Indianapolis Colts.

# AFTER READING / LISTENING

From [http://www.BreakingNewsEnglish.com/1002/100207-anti-abortion\\_ad.html](http://www.BreakingNewsEnglish.com/1002/100207-anti-abortion_ad.html)

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

<b>super</b>	<b>bowl</b>
--------------	-------------

- 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"><li>• tempers</li><li>• attention</li><li>• paid</li><li>• features</li><li>• advice</li><li>• event</li></ul>	<ul style="list-style-type: none"><li>• reason</li><li>• soft</li><li>• problems</li><li>• double</li><li>• dating</li><li>• blink</li></ul>
--	--

# STUDENT ABORTION SURVEY

From [http://www.BreakingNewsEnglish.com/1002/100207-anti-abortion\\_ad.html](http://www.BreakingNewsEnglish.com/1002/100207-anti-abortion_ad.html)

Write five GOOD questions about abortion 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.



# ABORTION DISCUSSION

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

- a) What did you think when you read the headline?
- b) What springs to mind when you hear the word 'abortion'?
- c) What do you think of an anti-abortion TV ad in the middle of a sporting event?
- d) Can the topic of abortion cause your temper to flare?
- e) Is it good the topic of abortion is receiving nearly as much attention as the Super Bowl game itself?
- f) Is Tim Tebow's story a good reason to ban abortion?
- g) Is it right that doctors encourage women to have an abortion?
- h) Should schools teach children about abortion?
- i) Many people believe abortion is the same as murder? What do you think?
- j) What do you think of people who attack doctors who perform abortions?

*Tempers over Super Bowl abortion ad – 7th February, 2010*  
More free lessons at [www.BreakingNewsEnglish.com](http://www.BreakingNewsEnglish.com)

---

# ABORTION DISCUSSION

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

- a) Did you like reading this article?
- b) Do you think banning abortion will help families?
- c) What's the best way to celebrate families?
- d) What's the best way to help couples with their marriage?
- e) Do you agree with the women's groups about TV channels and dictating morality?
- f) Is CBS guilty of double standards by rejecting the gay dating ad?
- g) Should topics like abortion be advertised on TV?
- h) Do you think this ad will open the way for more, similar ads on TV?
- i) Does abortion celebrate life?
- j) What questions would you like to ask Gary Schneeberger?

*Tempers over Super Bowl abortion ad – 7th February, 2010*  
More free lessons at [www.BreakingNewsEnglish.com](http://www.BreakingNewsEnglish.com) - Copyright Sean Banville 2010

# LANGUAGE – MULTIPLE CHOICE

From [http://www.BreakingNewsEnglish.com/1002/100207-anti-abortion\\_ad.html](http://www.BreakingNewsEnglish.com/1002/100207-anti-abortion_ad.html)

America's CBS television network has caused tempers to (1) \_\_\_\_\_ in this year's Super Bowl. Its decision to broadcast a 30-second anti-abortion advertisement during the football game has (2) \_\_\_\_\_ nearly as much attention as the game itself. CBS will (3) \_\_\_\_\_ an advert paid for by an anti-abortion Christian group called Focus On The Family. The ad's title is 'Celebrate Family, Celebrate Life'. It (4) \_\_\_\_\_ the story of Tim Tebow, a champion quarterback, who is alive today because his mother ignored medical (5) \_\_\_\_\_ to have an abortion. She had complications (6) \_\_\_\_\_ her pregnancy in 1987. Tim's story and the anti-abortion message will reach around 100 million people. The Super Bowl is the most watched event on US television.

A spokesman for Focus On The Family, Gary Schneeberger, explained his group's reason for the ad: He said: "We're not trying to sell the American people a car or a (7) \_\_\_\_\_ drink. We're celebrating families." He added his organization hoped to (8) \_\_\_\_\_ couples having problems with their marriage. The ad has its opponents. Women's groups are putting pressure (9) \_\_\_\_\_ CBS to drop the ad. They argue it is not the job of television channels to "(10) \_\_\_\_\_ morality." Others are accusing CBS of double standards. The network is airing the anti-abortion ad but (11) \_\_\_\_\_ an ad for a gay dating service called Man Crunch. By the way, (12) \_\_\_\_\_ and you'll miss the ad - the Super Bowl is between the New Orleans Saints and the Indianapolis Colts.

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

- |                   |                 |                |                |
|-------------------|-----------------|----------------|----------------|
| 1. (a) tear       | (b) glare       | (c) bear       | (d) flare      |
| 2. (a) attraction | (b) attracted   | (c) attract    | (d) attractive |
| 3. (a) air        | (b) mist        | (c) cloud      | (d) gas        |
| 4. (a) futures    | (b) fractures   | (c) features   | (d) faces      |
| 5. (a) advisory   | (b) advise      | (c) advice     | (d) advising   |
| 6. (a) while      | (b) during      | (c) between    | (d) middle     |
| 7. (a) soft       | (b) softish     | (c) softly     | (d) softest    |
| 8. (a) influences | (b) influential | (c) influenced | (d) influence  |
| 9. (a) in         | (b) on          | (c) an         | (d) inn        |
| 10. (a) dictation | (b) dictator    | (c) dictated   | (d) dictate    |
| 11. (a) rejection | (b) rejects     | (c) rejected   | (d) reject     |
| 12. (a) blink     | (b) wink        | (c) mink       | (d) sink       |

Tempers over Super Bowl abortion ad – 7th February, 2010

More free lessons at [www.BreakingNewsEnglish.com](http://www.BreakingNewsEnglish.com) - Copyright Sean Banville 2010

# WRITING

From [http://www.BreakingNewsEnglish.com/1002/100207-anti-abortion\\_ad.html](http://www.BreakingNewsEnglish.com/1002/100207-anti-abortion_ad.html)

Write about **abortion** for 10 minutes. Correct your partner's paper.

[illegible]

# 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 the anti-abortion ad. Share what you discover with your partner(s) in the next lesson.

**3. SUPER BOWL:** Make a poster about the Super Bowl. Show your work to your classmates in the next lesson. Did you all have similar things?

**4. ADS:** Write a magazine article about advertising on TV during sports events. Include imaginary interviews with a sports-crazy TV viewer and an advertising exec.

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. LETTER:** Write a letter to a football player in the Super Bowl. Ask him three questions about football. Give him three suggestions on how to make the sport more popular worldwide . Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

# ANSWERS

## TRUE / FALSE:

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

## SYNONYM MATCH:

- |                  |                   |
|------------------|-------------------|
| 1. flare         | a. burn           |
| 2. attention     | b. interest       |
| 3. features      | c. shows          |
| 4. ignored       | d. disregarded    |
| 5. complications | e. difficulties   |
| 6. spokesman     | f. representative |
| 7. influence     | g. persuade       |
| 8. opponents     | h. challengers    |
| 9. dictate       | i. order          |
| 10. ad           | j. commercial     |

## PHRASE MATCH:

- |                                      |                           |
|--------------------------------------|---------------------------|
| 1. caused tempers                    | a. to flare               |
| 2. broadcast a 30-second anti-       | b. abortion advertisement |
| 3. CBS will air                      | c. an advert              |
| 4. his mother ignored                | d. medical advice         |
| 5. reach around                      | e. 100 million people     |
| 6. his group's reason                | f. for the ad             |
| 7. influence couples having problems | g. with their marriage    |
| 8. putting pressure on CBS           | h. to drop the ad         |
| 9. accusing CBS of                   | i. double standards       |
| 10. blink and you'll                 | j. miss the ad            |

## GAP FILL:

### Tempers over Super Bowl abortion ad

America's CBS television network has **caused** tempers to flare in this year's Super Bowl. Its decision to **broadcast** a 30-second anti-abortion advertisement during the football game has attracted nearly as much **attention** as the game itself. CBS will air an advert paid for by an anti-abortion Christian group called Focus On The Family. The ad's title is 'Celebrate Family, Celebrate Life'. It **features** the story of Tim Tebow, a champion quarterback, who is alive today because his mother **ignored** medical advice to have an abortion. She had complications **during** her pregnancy in 1987. Tim's story and the anti-abortion message will **reach** around 100 million people. The Super Bowl is the most watched **event** on US television.

A spokesman for Focus On The Family, Gary Schneeberger, **explained** his group's reason for the ad: He said: "We're not trying to sell the American people a car or a soft drink. We're **celebrating** families." He added his organization hoped to **influence** couples having problems with their marriage. The ad has its **opponents**. Women's groups are putting pressure on CBS to **drop** the ad. They argue it is not the job of television channels to "dictate morality." Others are accusing CBS of **double** standards. The network is airing the anti-abortion ad but rejected an ad for a gay dating **service** called Man Crunch. By the way, blink and you'll **miss** the ad - the Super Bowl is between the New Orleans Saints and the Indianapolis Colts.

## LANGUAGE WORK

- 1 - d      2 - b      3 - a      4 - c      5 - c      6 - b      7 - a      8 - d      9 - b      10 - d      11 - c      12 - a