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## **Level 5** – 8th September

### **Nike uses NFL protest player in ad campaign**

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

<https://breakingnewsenglish.com/1809/180908-colin-kaepernick-5.html>

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**Please try Levels 4 and 6. They are (a little) harder.**

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# THE READING

From <https://breakingnewsenglish.com/1809/180908-colin-kaepernick-5.html>

Nike has said it will use American football player Colin Kaepernick in its "Just Do It" 30th anniversary advertising campaign. Mr Kaepernick started a controversy in 2016 while playing for his team the San Francisco 49ers. He refused to stand for the national anthem as a protest against racial injustice. Instead he knelt down on one knee. This started a trend among other players. Kaepernick's actions caused heated debate. In September 2017, Donald Trump tweeted that NFL players should be either fired or suspended if they did not stand up for the national anthem.

Nike sponsors the NFL and provides uniforms for its teams. It will use Kaepernick's face with the caption: "Believe in something. Even if it means sacrificing everything." The company said: "We believe Colin is one of the most inspirational athletes of this generation, who has [used] the power of sport to help move the world forward." Yahoo Sports said: "It's an interesting decision for Nike. No other athlete produces the same emotional response as Kaepernick." Many on social media criticized Nike. One person tweeted: "Time to throw away all my Nike crap."

Sources: <https://sports.yahoo.com/nike-makes-colin-kaepernick-face-just-30th-anniversary-campaign-200029766.html>  
<https://www.scmp.com/news/world/united-states-canada/article/2162612/nike-defies-trumps-ire-embracing-nfls-kneeling-colin>  
<https://www.mirror.co.uk/sport/other-sports/american-sports/nfl-outcast-colin-kaepernick-chosen-13188901>

# PHRASE MATCHING

From <https://breakingnewsenglish.com/1809/180908-colin-kaepernick-5.html>

## PARAGRAPH ONE:

- |                                   |                     |
|-----------------------------------|---------------------|
| 1. 30th anniversary advertising   | a. debate           |
| 2. Mr Kaepernick started          | b. campaign         |
| 3. as a protest against racial    | c. national anthem  |
| 4. he knelt                       | d. injustice        |
| 5. This started a trend among     | e. or suspended     |
| 6. heated                         | f. a controversy    |
| 7. players should be either fired | g. other players    |
| 8. stand up for the               | h. down on one knee |

## PARAGRAPH TWO:

- |                                  |                         |
|----------------------------------|-------------------------|
| 1. Nike sponsors                 | a. forward              |
| 2. one of the most inspirational | b. criticized Nike      |
| 3. the power of                  | c. interesting decision |
| 4. help move the world           | d. the NFL              |
| 5. It's an                       | e. all my Nike crap     |
| 6. the same emotional            | f. athletes             |
| 7. Many on social media          | g. sport                |
| 8. Time to throw away            | h. response             |

# LISTEN AND FILL IN THE GAPS

From <https://breakingnewsenglish.com/1809/180908-colin-kaepernick-5.html>

Nike has said (1) \_\_\_\_\_ American football player Colin Kaepernick in its "(2) \_\_\_\_\_" 30th anniversary advertising campaign. Mr Kaepernick started a controversy in 2016 (3) \_\_\_\_\_ his team the San Francisco 49ers. He refused to stand for the national anthem (4) \_\_\_\_\_ against racial injustice. Instead he knelt down on one knee. This started a trend among other players. Kaepernick's actions (5) \_\_\_\_\_. In September 2017, Donald Trump tweeted that NFL players should be either fired or suspended if they did (6) \_\_\_\_\_ for the national anthem.

Nike sponsors the NFL and provides uniforms (7) \_\_\_\_\_. It will use Kaepernick's face (8) \_\_\_\_\_: "Believe in something. Even if it means sacrificing everything." The company said: "We believe Colin is one (9) \_\_\_\_\_ inspirational athletes of this generation, who has [used] (10) \_\_\_\_\_ sport to help move the world forward." Yahoo Sports said: "It's an interesting decision for Nike. No other athlete (11) \_\_\_\_\_ emotional response as Kaepernick." Many on social media criticized Nike. One person tweeted: "Time to (12) \_\_\_\_\_ my Nike crap."

# PUT A SLASH ( / ) WHERE THE SPACES ARE

From <https://breakingnewsenglish.com/1809/180908-colin-kaepernick-5.html>

Nike has said it will use American football player Colin Kaepernick in its "Just Do It" 30th anniversary advertising campaign. Mr Kaepernick started a controversy in 2016 while playing for his team the San Francisco 49ers. He refused to stand for the national anthem as a protest against racial injustice. Instead he knelt down on one knee. This started a trend among other players. Kaepernick's actions caused heated debate. In September 2017, Donald Trump tweeted that NFL players should be either fired or suspended if they did not stand up for the national anthem. Nike sponsors the NFL and provides uniforms for its teams. It will use Kaepernick's face with the caption: "Believe in something. Even if it means sacrificing everything." The company said: "We believe Colin is one of the most inspirational athletes of this generation, who has [used] the power of sport to help move the world forward." Yahoo Sport said: "It's an interesting decision for Nike. No other athlete produces the same emotional response as Kaepernick." Many on social media criticized Nike. One person tweeted: "Time to throw away all my Nike crap."

# NIKE SURVEY

From <https://breakingnewsenglish.com/1809/180908-colin-kaepernick-4.html>

Write five GOOD questions about Nike 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) \_\_\_\_\_

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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) \_\_\_\_\_

