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Level 2 – 20th October, 2018

'Mansize' tissues renamed for being sexist

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

<https://breakingnewsenglish.com/1810/181020-tissues-2.html>

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Please try Levels 0, 1 and 3. They are (a little) harder.

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THE READING

From <https://breakingnewsenglish.com/1810/181020-tissues-2.html>

Tissue company Kimberly-Clark is changing the name of one of its products. It is putting an end to its Kleenex "Mansize" tissues. This is because many people complained that the name "Mansize" was sexist. The name has been on the boxes of tissues for over 60 years. They were first launched in 1956 as an alternative to cotton handkerchiefs. Adverts said the tissues "stayed strong when wet". The company said that the tissues will be renamed "Extra Large". Companies around the world are looking at the name of their products to make sure they are not gender stereotyping.

Kimberly-Clark's consumer service department had many complaints about the Mansize name. The company said being both soft and strong is not only masculine. It said the Mansize name did not suggest gender inequality. It added: "We remain committed to developing the best possible products for our consumers and we take any feedback extremely seriously." The name change started an online debate on brand names, company names and sexism. A radio presenter said it was time to rename the store Mothercare because many fathers also look after babies.

Sources: <https://www.standard.co.uk/news/world/kleenex-ditches-mansize-tissues-after-complaints-of-sexism-a3965146.html>
<https://www.bbc.com/news/uk-politics-45899784>
<https://www.dailymail.co.uk/news/article-6288461/Kleenex-renames-Mansize-tissues-brand-extra-large-sexism-complaints.html>

PHRASE MATCHING

From <https://breakingnewsenglish.com/1810/181020-tissues-2.html>

PARAGRAPH ONE:

- | | |
|--------------------------------|----------------------|
| 1. changing the name of one | a. when wet |
| 2. This is because many people | b. of their products |
| 3. They were first | c. of its products |
| 4. an alternative to cotton | d. complained |
| 5. the tissues stayed strong | e. stereotyping |
| 6. the tissues will be | f. handkerchiefs |
| 7. looking at the name | g. launched in 1956 |
| 8. gender | h. renamed |

PARAGRAPH TWO:

- | | |
|--------------------------------------|---------------------|
| 1. being both soft and strong is not | a. rename the store |
| 2. gender | b. products |
| 3. developing the best possible | c. only masculine |
| 4. we take any feedback extremely | d. after babies |
| 5. The name change started | e. names |
| 6. brand | f. seriously |
| 7. it was time to | g. inequality |
| 8. many fathers also look | h. an online debate |

LISTEN AND FILL IN THE GAPS

From <https://breakingnewsenglish.com/1810/181020-tissues-2.html>

Tissue company Kimberly-Clark is changing the name of one (1) _____. It is putting an end to its Kleenex "Mansize" tissues. (2) _____ many people complained that the name "Mansize" was sexist. The name has been (3) _____ of tissues for over 60 years. They were first launched in 1956 (4) _____ to cotton handkerchiefs. Adverts said the tissues "stayed strong when wet". The company said that the tissues (5) _____ "Extra Large". Companies around the world are looking at the name of their products (6) _____ they are not gender stereotyping.

Kimberly-Clark's consumer service department (7) _____ about the Mansize name. The company said being both soft and strong is (8) _____. It said the Mansize name did not suggest gender inequality. It added: "We remain committed to developing (9) _____ products for our consumers and we take any feedback extremely seriously." The name change (10) _____ debate on brand names, company (11) _____. A radio presenter said it was time to rename the store Mothercare because many fathers (12) _____ babies.

PUT A SLASH (/) WHERE THE SPACES ARE

From <https://breakingnewsenglish.com/1810/181020-tissues-2.html>

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TISSUES SURVEY

From <https://breakingnewsenglish.com/1810/181020-tissues-4.html>

Write five GOOD questions about Tissues 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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WRITE QUESTIONS & ASK YOUR PARTNER(S)

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

a) _____

b) _____

c) _____

d) _____

e) _____

f) _____

