

# Breaking News English.com

Ready-to-Use English Lessons by Sean Banville

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

[breakingnewsenglish.com/book.html](http://breakingnewsenglish.com/book.html)

**Thousands more free lessons  
from Sean's other websites**

[www.freeeslmaterials.com/sean\\_banville\\_lessons.html](http://www.freeeslmaterials.com/sean_banville_lessons.html)

## **Level 5 – 2nd July, 2019**

### **Stop Hate for Profit campaign suspends social media ads**

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

<https://breakingnewsenglish.com/2007/200702-stop-hate-for-profit-5.html>

## **Contents**

The Reading	2
Phrase Matching	3
Listening Gap Fill	4
No Spaces	5
Survey	6
Writing and Speaking	7
Writing	8

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

**Twitter**



[twitter.com/SeanBanville](https://twitter.com/SeanBanville)

**Facebook**



[www.facebook.com/pages/BreakingNewsEnglish/155625444452176](https://www.facebook.com/pages/BreakingNewsEnglish/155625444452176)

# THE READING

From <https://breakingnewsenglish.com/2007/200702-stop-hate-for-profit-5.html>

The "Stop Hate For Profit" campaign group has dented the market value of Facebook and Twitter. The group asked advertisers to suspend advertising with the social media giants until they reformed their practices. The group wants stricter moderation of posts deemed to contain hate speech and misinformation. The value of Facebook plummeted by eight per cent last Friday as Unilever halted its advertising. A three per cent drop followed on Monday as other major brands paused their spending on the social media platform. Facebook's value has fallen by around \$60 billion.

The Stop Hate For Profit campaign started on June the 17th. Civil rights groups and non-profit watchdogs collaborated on a campaign to get social media platforms to address biases in the content uploaded to their sites. It called for an advertising boycott and asked advertisers to, "hit pause on hate". It asked businesses, "to stand in solidarity with our most deeply held...values of freedom, equality and justice and not advertise on [these] services in July." Facebook responded by announcing new policies, including a ban on hateful content and on posts making false claims about voting.

Sources: <https://www.stophateforprofit.org/>  
<https://www.euroweeklynews.com/2020/06/30/facebook-loses-almost-e53-billion-in-market-value-in-two-days-as-advertising-boycott-continues-over-racist-posts/>  
<https://www.theguardian.com/technology/2020/jun/29/how-hate-speech-campaigners-found-facebooks-weak-spot>

# PHRASE MATCHING

From <https://breakingnewsenglish.com/2007/200702-stop-hate-for-profit-5.html>

## PARAGRAPH ONE:

- |                                   |                           |
|-----------------------------------|---------------------------|
| 1. dented the                     | a. around \$60 billion    |
| 2. The group asked advertisers    | b. speech                 |
| 3. they reformed                  | c. moderation of posts    |
| 4. The group wants stricter       | d. to suspend advertising |
| 5. hate                           | e. advertising            |
| 6. plummeted                      | f. market value           |
| 7. Unilever halted its            | g. their practices        |
| 8. Facebook's value has fallen by | h. by eight per cent      |

## PARAGRAPH TWO:

- |                                     |                  |
|-------------------------------------|------------------|
| 1. Civil rights                     | a. content       |
| 2. collaborated                     | b. solidarity    |
| 3. It called for an advertising     | c. new policies  |
| 4. stand in                         | d. about voting  |
| 5. values of freedom, equality      | e. boycott       |
| 6. Facebook responded by announcing | f. groups        |
| 7. a ban on hateful                 | g. and justice   |
| 8. making false claims              | h. on a campaign |

# LISTEN AND FILL IN THE GAPS

From <https://breakingnewsenglish.com/2007/200702-stop-hate-for-profit-5.html>

The "Stop Hate For Profit" campaign group has (1) \_\_\_\_\_ value of Facebook and Twitter. The group asked (2) \_\_\_\_\_ advertising with the social media giants (3) \_\_\_\_\_ their practices. The group wants stricter moderation of posts (4) \_\_\_\_\_ hate speech and misinformation. The value of Facebook plummeted by eight per cent last Friday as Unilever (5) \_\_\_\_\_. A three per cent drop followed on Monday as other major brands paused their spending on the social media platform. Facebook's (6) \_\_\_\_\_ by around \$60 billion.

The Stop Hate For Profit (7) \_\_\_\_\_ June the 17th. Civil rights groups and (8) \_\_\_\_\_ collaborated on a campaign to get social media platforms to address biases in (9) \_\_\_\_\_ to their sites. It called for an advertising boycott and asked advertisers to, "hit (10) \_\_\_\_\_. It asked businesses, "to stand in solidarity with our most deeply held... (11) \_\_\_\_\_, equality and justice and not advertise on [these] services in July." Facebook responded by announcing new policies, including a ban on hateful content and on posts making (12) \_\_\_\_\_ voting.

# PUT A SLASH ( / ) WHERE THE SPACES ARE

From <https://breakingnewsenglish.com/2007/200702-stop-hate-for-profit-5.html>

The "StopHateForProfit" campaign group has dented the market value of Facebook and Twitter. The group asked advertisers to suspend advertising with the social media giants until they reformed their practices. The group wants stricter moderation of posts deemed to contain hate speech and misinformation. The value of Facebook plummeted by eight percent last Friday as Unilever halted its advertising. A three percent drop followed on Monday as other major brands paused their spending on the social media platform. Facebook's value has fallen by around \$60 billion. The StopHateForProfit campaign started on June the 17th. Civil rights groups and non-profit watchdogs collaborated on a campaign to get social media platforms to address biases in the content uploaded to their sites. It called for an advertising boycott and asked advertisers to, "hit pause on hate". It asked businesses, "to stand in solidarity with our most deeply held... values of freedom, equality and justice and not advertise on [these] services in July." Facebook responded by announcing new policies, including a ban on hateful content and on posts making false claims about voting.

# INTERNET ADS SURVEY

From <https://breakingnewsenglish.com/2007/200702-stop-hate-for-profit-4.html>

Write five GOOD questions about Internet ads 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) \_\_\_\_\_

*Stop Hate for Profit campaign suspends social media ads – 2nd July, 2019*  
More free lessons at [breakingnewsenglish.com](http://breakingnewsenglish.com)

---

## WRITE QUESTIONS & ASK YOUR PARTNER(S)

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

a) \_\_\_\_\_

b) \_\_\_\_\_

c) \_\_\_\_\_

d) \_\_\_\_\_

e) \_\_\_\_\_

f) \_\_\_\_\_

