

# 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 3 – 7th May 2026**

## **Amsterdam bans public ads for meat and fossil fuels**

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

<https://breakingnewsenglish.com/2605/260507-public-advertisement-ban.html>

### **Contents**

The Article	2	Discussion (Student-Created Qs)	15
Warm-Ups	3	Language Work (Cloze)	16
Vocabulary	4	Spelling	17
Before Reading / Listening	5	Put The Text Back Together	18
Gap Fill	6	Put The Words In The Right Order	19
Match The Sentences And Listen	7	Circle The Correct Word	20
Listening Gap Fill	8	Insert The Vowels (a, e, i, o, u)	21
Comprehension Questions	9	Punctuate The Text And Add Capitals	22
Multiple Choice - Quiz	10	Put A Slash ( / ) Where The Spaces Are	23
Role Play	11	Free Writing	24
After Reading / Listening	12	Academic Writing	25
Student Survey	13	Homework	26
Discussion (20 Questions)	14	Answers	27

**Please try Levels 0, 1 and 2 (they are easier).**

**X (Twitter)**



[X.com/SeanBanville](https://x.com/SeanBanville)

**Facebook**



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

# THE ARTICLE

From <https://breakingnewsenglish.com/2605/260507-public-advertisement-ban.html>

Amsterdam has banned public advertisements for meat and fossil fuel products. This means there will be no ads for burgers, chicken nuggets, petrol cars, and airlines in Amsterdam's streets, train stations, and other public places. The ban is to help move Amsterdam towards its target of being carbon neutral by 2050. One aim is for local residents to halve how much meat they eat. The city is the world's first capital to take such action. Environmentalist Hannah Prins said the ban on meat advertising is similar to the one on cigarette products. The number of smokers went down because of that. Ms Prins said it was "weird" that people were once allowed to smoke in public.

Two groups in Holland are unhappy that they can no longer advertise their products. The Dutch Meat Association called the ban "an undesirable way to influence consumer behaviour". It added that meat "delivers essential nutrients and should remain visible and accessible to consumers". Similarly, the Dutch Association of Travel Agents and Tour Operators said the ban was too strict and unfairly limited their ability to do business. Climate activist Andrea Mancuso disagreed. He said ads that lead to more fossil fuels being used damages the environment. He said: "By becoming the first capital to legally ban fossil fuels and meat advertising, Amsterdam is... setting a global standard."

Sources: <https://earth.org/amsterdams-ban-on-meat-and-fossil-fuel-advertising-comes-into-effect/>  
<https://www.bbc.com/news/articles/c9wejdekpwyo>  
<https://plantbasednews.org/news/environment/amsterdam-meat-fossil-fuels-ban-public/>

# WARM-UPS

**1. ADVERTISEMENTS:** Students walk around the class and talk to other students about advertisements. 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?

Amsterdam / ban / advertisements / meat / fossil fuels / burgers / cars / airlines / city unhappy / consumer / behaviour / travel agent / climate / environment / global

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

**3. BAN:** Students A **strongly** believe ads for meat products and petrol cars should be banned in public; Students B **strongly** believe the opposite. Change partners again and talk about your conversations.

**4. ADVERTISING BAN:** Should we ban adverts for these things? Why/Why not? Complete this table with your partner(s). Change partners often and share what you wrote.

	Ban / No Ban	Why / Why Not?
Junk food		
Petrol cars		
Airlines		
Alcohol		
Gambling		
Guns		

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

**6. CARBON NEUTRAL:** Rank these with your partner. Put the best ways to be carbon neutral at the top. Change partners often and share your rankings.

- Eat less meat
- Fly less
- No petrol cars
- Plant trees
- Cycle or walk
- Buy local produce
- Avoid fast fashion
- Recycle more

# VOCABULARY MATCHING

## Paragraph 1

- |                   |   |
|-------------------|---|
| 1. banned         | a. Strange or not usual.  |
| 2. fossil fuel    | b. Short messages or pictures that try to sell something.                 |
| 3. ads            | c. People who live in a place.  |
| 4. carbon neutral | d. Not allowed by rules or law.   |
| 5. residents      | e. The main city of a country where the government is.                    |
| 6. capital        | f. Energy from old plants and animals under the ground, like oil or coal. |
| 7. weird          | g. Causing no extra carbon dioxide (CO <sub>2</sub> ) to go into the air. |

## Paragraph 2

- |                      |  |
|----------------------|--|
| 8. no longer         | h. Things in food that help living things grow and stay healthy. |
| 9. undesirable       | i. People who buy and use goods or services.                     |
| 10. influence (verb) | j. The usual or normal way of doing something well.              |
| 11. nutrients        | k. Not wanted or not liked.                                      |
| 12. consumers        | l. In a way that follows the law.                                |
| 13. legally          | m. Try to change how someone thinks or acts.                     |
| 14. standard         | n. Not anymore.  |

# BEFORE READING / LISTENING

From <https://breakingnewsenglish.com/2605/260507-public-advertisement-ban.html>

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

1. The city of Amsterdam has banned all meat and fossil fuel products. **T / F**
2. Amsterdam wants to be a carbon neutral city by 2050. **T / F**
3. The city of Amsterdam wants residents to have their meat consumption. **T / F**
4. An environmentalist said it was weird that people once smoked in public. **T / F**
5. The Dutch Meat Association is happy with the advertising ban. **T / F**
6. A Dutch travel agent association thinks the advertising ban is too strict. **T / F**
7. A climate activist said ads for meat damage the environment. **T / F**
8. The climate activist said Amsterdam is setting a national standard. **T / F**

**2. SYNONYM MATCH:** (The words in **bold** are from the news article.)

- |                       |               |
|-----------------------|---------------|
| 1. <b>banned</b>      | a. strange    |
| 2. <b>target</b>      | b. citizens   |
| 3. <b>residents</b>   | c. campaigner |
| 4. <b>similar</b>     | d. important  |
| 5. <b>weird</b>       | e. comparable |
| 6. <b>undesirable</b> | f. tough      |
| 7. <b>essential</b>   | g. prohibited |
| 8. <b>strict</b>      | h. nasty      |
| 9. <b>activist</b>    | i. lawfully   |
| 10. <b>legally</b>    | j. aim        |

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

- |   |                     |
|---|---------------------|
| 1. This means there will be no          | a. behaviour        |
| 2. its target of being carbon           | b. standard         |
| 3. the world's first capital to         | c. allowed to smoke |
| 4. The number of smokers                | d. their products   |
| 5. it was "weird" that people were once | e. neutral by 2050  |
| 6. they can no longer advertise         | f. nutrients        |
| 7. influence consumer                   | g. went down        |
| 8. meat delivers essential              | h. ads for burgers  |
| 9. the first capital to legally         | i. take such action |
| 10. setting a global                    | j. ban fossil fuels |

# GAP FILL

From <https://breakingnewsenglish.com/2605/260507-public-advertisement-ban.html>

Amsterdam has banned public advertisements for meat and fossil fuel (1) \_\_\_\_\_. This means there will be no ads for burgers, chicken nuggets, petrol cars, and (2) \_\_\_\_\_ in Amsterdam's streets, train stations, and other public places. The ban is to help move Amsterdam towards its (3) \_\_\_\_\_ of being carbon neutral by 2050. One aim is for local residents to (4) \_\_\_\_\_ how much meat they eat. The city is the world's first (5) \_\_\_\_\_ to take such action. Environmentalist Hannah Prins said the ban on meat advertising is (6) \_\_\_\_\_ to the one on cigarette products. The (7) \_\_\_\_\_ of smokers went down because of that. Ms Prins said it was "(8) \_\_\_\_\_" that people were once allowed to smoke in public.

*halve*  
*airlines*  
*similar*  
*products*  
*capital*  
*weird*  
*target*  
*number*

Two groups in Holland are (9) \_\_\_\_\_ that they can no longer advertise their products. The Dutch Meat Association called the ban "an undesirable (10) \_\_\_\_\_ to influence consumer behaviour". It added that meat "delivers (11) \_\_\_\_\_ nutrients and should remain visible and accessible to consumers". Similarly, the Dutch Association of Travel Agents and Tour Operators said the ban was too (12) \_\_\_\_\_ and unfairly limited their ability to (13) \_\_\_\_\_ business. Climate activist Andrea Mancuso disagreed. He said ads that lead to more fossil fuels being used (14) \_\_\_\_\_ the environment. He said: "By becoming the first capital to (15) \_\_\_\_\_ ban fossil fuels and meat advertising, Amsterdam is... (16) \_\_\_\_\_ a global standard."

*strict*  
*way*  
*setting*  
*do*  
*legally*  
*unhappy*  
*essential*  
*damages*

# LISTENING – Guess the answers. Listen to check.

From <https://breakingnewsenglish.com/2605/260507-public-advertisement-ban.html>

- 1) Amsterdam has banned public advertisements for meat and \_\_\_\_\_
  - a. fossil fuel produce
  - b. fossil fuels products
  - c. fossil fuel products
  - d. fossils fuel produce
- 2) This means there will be no ads for burgers, chicken nuggets, petrol \_\_\_\_\_
  - a. cars, end airlines
  - b. cars, and air line
  - c. cars, and hairlines
  - d. cars, and airlines
- 3) The ban is to help move Amsterdam towards its target of \_\_\_\_\_
  - a. been carbon natural
  - b. being carbon neutral
  - c. being carbon natural
  - d. being carb on neutral
- 4) The number of smokers went down \_\_\_\_\_
  - a. because of that
  - b. because of what
  - c. because of that's
  - d. because of what's
- 5) it was "weird" that people were once allowed to \_\_\_\_\_
  - a. smokes in public
  - b. smoking public
  - c. smoke on public
  - d. smoke in public
- 6) Two groups in Holland are unhappy that they can \_\_\_\_\_
  - a. not longer advertise
  - b. now longer advertise
  - c. no longer advertise
  - d. non longer advertise
- 7) It added that meat delivers essential nutrients and \_\_\_\_\_
  - a. should remains visible
  - b. should remain visibility
  - c. should remain visible
  - d. should remain invisible
- 8) the ban was too strict and unfairly limited their ability \_\_\_\_\_
  - a. to be business
  - b. to ban businesses
  - c. to go business
  - d. to do business
- 9) He said ads that lead to more fossil fuels being used \_\_\_\_\_
  - a. damages the environment
  - b. damage the environment
  - c. damaged the environment
  - d. dam ages the environment
- 10) legally ban fossil fuels and meat advertising, Amsterdam is setting \_\_\_\_\_
  - a. a globally standard
  - b. a global standard
  - c. a global standards
  - d. a global stand dead

# LISTENING – Listen and fill in the gaps

From <https://breakingnewsenglish.com/2605/260507-public-advertisement-ban.html>

Amsterdam has banned public advertisements for meat and fossil fuel products. This means there (1) \_\_\_\_\_ ads for burgers, chicken nuggets, (2) \_\_\_\_\_ airlines in Amsterdam's streets, train stations, and (3) \_\_\_\_\_.

The ban is to help move Amsterdam towards its target of being carbon neutral by 2050. One aim is for local residents to (4) \_\_\_\_\_ meat they eat. The city is the world's first capital to take such action. Environmentalist Hannah Prins said the ban on meat advertising (5) \_\_\_\_\_ the one on cigarette products. The number of smokers went down because of that. Ms Prins said it was "weird" that people (6) \_\_\_\_\_ to smoke in public.

Two groups in Holland are unhappy that they (7) \_\_\_\_\_ advertise their products. The Dutch Meat Association called the ban "(8) \_\_\_\_\_ to influence consumer behaviour". It added that meat "delivers (9) \_\_\_\_\_ should remain visible and accessible to consumers". Similarly, the Dutch Association of Travel Agents and Tour Operators said the ban (10) \_\_\_\_\_ and unfairly limited their ability to do business. Climate activist Andrea Mancuso disagreed. He said ads that lead to more fossil fuels (11) \_\_\_\_\_ the environment. He said: "By becoming the first capital to legally ban fossil fuels and meat advertising, Amsterdam is... (12) \_\_\_\_\_ standard."

# COMPREHENSION QUESTIONS

From <https://breakingnewsenglish.com/2605/260507-public-advertisement-ban.html>

1. What food will not be advertised in public besides meat and burgers?
2. What does Amsterdam want to be by 2050?
3. What does Amsterdam want people to halve?
4. What did an environmentalist liken the advertising ban to?
5. What did the environmentalist say was weird?
6. How many groups does the article say are unhappy about the ban?
7. What did a meat association say meat delivers?
8. What did a tour guide association say the ban limited the ability of?
9. How many capital cities around the world have banned ads for meat?
10. What did a climate activist say Amsterdam was setting?

# MULTIPLE CHOICE - QUIZ

From <https://breakingnewsenglish.com/2605/260507-public-advertisement-ban.html>

- 1) What food will not be advertised in public besides meat and burgers?
  - a) beef steaks
  - b) chicken nuggets
  - c) lamb kebabs
  - d) pork sausages
- 2) What does Amsterdam want to be by 2050?
  - a) car-free
  - b) a world leader
  - c) meat-free
  - d) carbon neutral
- 3) What does Amsterdam want people to halve?
  - a) How many fossil fuels they use.
  - b) How much they weigh.
  - c) How much meat they eat.
  - d) How often they drive.
- 4) What did an environmentalist liken the advertising ban to?
  - a) a ban on cigarette ads
  - b) my no-car day
  - c) a weight-loss campaign
  - d) healthy eating
- 5) What did the environmentalist say was weird?
  - a) eating meat and fish
  - b) being able to smoke in public
  - c) flying
  - d) driving instead of cycling
- 6) How many groups does the article say are unhappy about the ban?
  - a) 2
  - b) 3
  - c) 4
  - d) 5
- 7) What did a meat association say meat delivers?
  - a) a great taste
  - b) burgers
  - c) essential nutrients
  - d) calories
- 8) What did a tour guide association say the ban limited the ability of?
  - a) doing business
  - b) making pizza
  - c) getting taxis
  - d) losing weight
- 9) How many capital cities around the world have banned ads for meat?
  - a) eight
  - b) five
  - c) two
  - d) one
- 10) What did a climate activist say Amsterdam was setting?
  - a) a world record
  - b) a great example
  - c) a global standard
  - d) a bad example

# ROLE PLAY

From <https://breakingnewsenglish.com/2605/260507-public-advertisement-ban.html>

## **Role A – Eating less meat**

You think eating less meat is the best way to reach carbon neutral. Tell the others three reasons why. Tell them what is wrong with their ways. Also, tell the others which is the least effective of these (and why): cycling everywhere, planting trees or avoiding fast fashion.

## **Role B – Cycling Everywhere**

You think cycling everywhere is the best way to reach carbon neutral. Tell the others three reasons why. Tell them what is wrong with their ways. Also, tell the others which is the least effective of these (and why): eating less meat, planting trees or avoiding fast fashion.

## **Role C – Planting Trees**

You think planting trees is the best way to reach carbon neutral. Tell the others three reasons why. Tell them what is wrong with their ways. Also, tell the others which is the least effective of these (and why): cycling everywhere, eating less meat or avoiding fast fashion.

## **Role D – Avoiding Fast Fashion**

You think avoiding fast fashion is the best way to reach carbon neutral. Tell the others three reasons why. Tell them what is wrong with their ways. Also, tell the others which is the least effective of these (and why): cycling everywhere, planting trees or eating less meat.

# AFTER READING / LISTENING

From <https://breakingnewsenglish.com/2605/260507-public-advertisement-ban.html>

**1. WORD SEARCH:** Look online / in your dictionary to find collocates, information on, synonyms for... the words 'fossil fuels' and 'meat'.

<b>fossil fuels</b>	<b>meat</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>• burgers</li><li>• stations</li><li>• target</li><li>• local</li><li>• action</li><li>• weird</li></ul>	<ul style="list-style-type: none"><li>• unhappy</li><li>• influence</li><li>• nutrients</li><li>• strict</li><li>• damages</li><li>• global</li></ul>
--	---

# ADVERTISEMENTS SURVEY

From <https://breakingnewsenglish.com/2605/260507-public-advertisement-ban.html>

Write five GOOD questions about advertisements 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.

# ADVERTISEMENTS DISCUSSION

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

1. What did you think when you read the headline?
2. What images are in your mind when you hear the word 'fossil fuels'?
3. What do you think of ads for burgers and chicken nuggets?
4. What do you think of ads for petrol cars and airlines?
5. What is your town doing to be carbon neutral?
6. What are you doing to reduce your carbon footprint?
7. Should people reduce the amount of meat they eat?
8. What do you think of a ban on advertising cigarettes?
9. Is a ban on ads for meat the same as a ban on ads for cigarettes?
10. How successful do you think the advertising ban will be?

*Amsterdam bans public ads for meat and fossil fuels – 7th May 2026*  
Thousands more free lessons at [breakingnewsenglish.com](http://breakingnewsenglish.com)

---

# ADVERTISEMENTS 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 word 'meat'?
13. What do you think about what you read?
14. What do you think of ads for fast food?
15. Do you agree with the Dutch Meat Association?
16. How important is meat to us?
17. Should we all fly less?
18. What do you think of advertising?
19. Should all cities ban ads for meat and fossil fuel products?
20. What questions would you like to ask Amsterdam residents?

# DISCUSSION (Write your own questions)

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

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

Copyright © breakingnewsenglish.com 2026

---

# 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 <https://breakingnewsenglish.com/2605/260507-public-advertisement-ban.html>

Amsterdam has banned public advertisements (1) \_\_\_\_\_ meat and fossil fuel products. This (2) \_\_\_\_\_ there will be no ads for burgers, chicken nuggets, petrol cars, and airlines in Amsterdam's streets, train stations, and (3) \_\_\_\_\_ public places. The ban is to help move Amsterdam towards its target of being carbon neutral by 2050. One aim is for local residents to (4) \_\_\_\_\_ how much meat they eat. The city is the world's first capital to take such action. Environmentalist Hannah Prins said the ban on meat advertising is (5) \_\_\_\_\_ to the one on cigarette products. The number of smokers went down because of that. Ms Prins said it was "weird" that people were once (6) \_\_\_\_\_ to smoke in public.

Two groups in Holland are unhappy that they can (7) \_\_\_\_\_ longer advertise their products. The Dutch Meat Association called the ban "an undesirable way (8) \_\_\_\_\_ influence consumer behaviour". It added that meat "delivers essential nutrients and should remain visible and accessible to consumers". (9) \_\_\_\_\_, the Dutch Association of Travel Agents and Tour Operators said the ban was too strict and unfairly limited their (10) \_\_\_\_\_ to do business. Climate activist Andrea Mancuso disagreed. He said ads that lead to more fossil fuels (11) \_\_\_\_\_ used damages the environment. He said: "By becoming the first capital to (12) \_\_\_\_\_ ban fossil fuels and meat advertising, Amsterdam is... setting a global standard."

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

- |     |                 |                |                  |              |
|-----|-----------------|----------------|------------------|--------------|
| 1.  | (a) to          | (b) on         | (c) at           | (d) for      |
| 2.  | (a) meaning     | (b) meant      | (c) mean         | (d) means    |
| 3.  | (a) others      | (b) other      | (c) othered      | (d) another  |
| 4.  | (a) half        | (b) have       | (c) halve        | (d) heave    |
| 5.  | (a) similar     | (b) similarity | (c) similarities | (d) simile   |
| 6.  | (a) allowed     | (b) allows     | (c) allowable    | (d) allowing |
| 7.  | (a) not         | (b) non        | (c) now          | (d) no       |
| 8.  | (a) to          | (b) at         | (c) for          | (d) as       |
| 9.  | (a) Differently | (b) Similarly  | (c) Opposite     | (d) Disagree |
| 10. | (a) can         | (b) capable    | (c) ability      | (d) able     |
| 11. | (a) be          | (b) ban        | (c) being        | (d) been     |
| 12. | (a) legalise    | (b) legally    | (c) legal        | (d) legality |

# SPELLING

From <https://breakingnewsenglish.com/2605/260507-public-advertisement-ban.html>

## Paragraph 1

1. chicken nsgutge
2. local edtssienr
3. avelh how much meat they eat
4. similar to the one on itagetecr products
5. Ms Prins said it was rediw
6. once loedawl to smoke in public

## Paragraph 2

7. leifcnnue consumer behaviour
8. meat delivers lsesteina nutrients
9. remain ilivbes and accessible to consumers
10. Climate stcvitia Andrea Mancuso disagreed
11. the first capital to lleyayg ban fossil fuels
12. Amsterdam is setting a global rdnaastd

# PUT THE TEXT BACK TOGETHER

From <https://breakingnewsenglish.com/2605/260507-public-advertisement-ban.html>

**Number these lines in the correct order.**

- ( ) "weird" that people were once allowed to smoke in public.
- ( ) 2050. One aim is for local residents to halve how much meat they eat. The city is the world's first
- ( **1** ) Amsterdam has banned public advertisements for meat and fossil fuel products. This means there will be no ads for
- ( ) behaviour". It added that meat "delivers essential nutrients and should remain visible and accessible to
- ( ) burgers, chicken nuggets, petrol cars, and airlines in Amsterdam's streets, train stations, and other public
- ( ) capital to take such action. Environmentalist Hannah Prins said the ban on meat advertising is similar to the one
- ( ) consumers". Similarly, the Dutch Association of Travel Agents and Tour Operators said the ban was too
- ( ) disagreed. He said ads that lead to more fossil fuels being used damages the environment. He said: "By becoming
- ( ) on cigarette products. The number of smokers went down because of that. Ms Prins said it was
- ( ) places. The ban is to help move Amsterdam towards its target of being carbon neutral by
- ( ) products. The Dutch Meat Association called the ban "an undesirable way to influence consumer
- ( ) strict and unfairly limited their ability to do business. Climate activist Andrea Mancuso
- ( ) the first capital to legally ban fossil fuels and meat advertising, Amsterdam is... setting a global standard."
- ( ) Two groups in Holland are unhappy that they can no longer advertise their

# PUT THE WORDS IN THE RIGHT ORDER

From <https://breakingnewsenglish.com/2605/260507-public-advertisement-ban.html>

1. advertisements Amsterdam banned for has meat public .
2. ads be burgers for no There will .
3. 2050 being by carbon Its neutral of target .
4. action capital first such take The to world's .
5. allowed in once People public smoke to were .
6. advertise can longer no products their They .
7. An behaviour consumer influence to undesirable way .
8. ads fossil fuels lead more said She to .
9. ban capital first fossil fuels legally The to .
10. a Amsterdam global is said setting He standard .

# CIRCLE THE CORRECT WORD (20 PAIRS)

From <https://breakingnewsenglish.com/2605/260507-public-advertisement-ban.html>

Amsterdam has banned public *advertises / advertisements* for meat and fossil fuel products. This means there will be no *fads / ads* for burgers, chicken *nuggets / nugget*, petrol cars, and airlines in Amsterdam's streets, train stations, and *another / other* public places. The ban is *for / to* help move Amsterdam towards its target of *being / been* carbon neutral by 2050. One aim is for local residents to halve how *much / many* meat they eat. The city is the world's first capital to take *so / such* action. Environmentalist Hannah Prins said the ban on meat advertising is similar to the *one / once* on cigarette products. The number of smokers went down because of that. Ms Prins said it was "weird" that people were once *allows / allowed* to smoke in public.

Two groups in Holland are *unhappily / unhappy* that they can no *longer / lengthen* advertise their products. The Dutch Meat Association called the ban "an undesirable way to *influence / influential* consumer behaviour". It added that meat "*delivers / transports* essential nutrients and should remain *looked / visible* and accessible to consumers". *Differently / Similarly*, the Dutch Association of Travel Agents and Tour Operators said the ban was too strict and unfairly limited their *able / ability* to do business. Climate activist Andrea Mancuso disagreed. He said ads that lead to more *fossils / fossil* fuels being used damages the environment. He said: "By becoming the first *initial / capital* to legally ban fossil fuels and meat advertising, Amsterdam is... *setting / betting* a global standard."

**Talk about the connection between each pair of words in italics, and why the correct word is correct. Look up the definition of new words.**

# INSERT THE VOWELS (a, e, i, o, u)

From <https://breakingnewsenglish.com/2605/260507-public-advertisement-ban.html>

\_mst\_r\_d\_m h\_s b\_nn\_d p\_bl\_c \_dv\_rt\_s\_m\_nts f\_r m\_\_t  
\_nd f\_ss\_l f\_\_l pr\_d\_cts. Th\_s m\_\_ns th\_r\_ w\_ll b\_ n\_  
\_ds f\_r b\_rg\_rs, ch\_ck\_n n\_gg\_ts, p\_tr\_l c\_rs, \_nd  
\_\_rl\_n\_s \_n \_mst\_r\_d\_m's str\_\_ts, tr\_\_n st\_t\_\_ns, \_nd  
\_th\_r p\_bl\_c pl\_c\_s. Th\_ b\_n \_s t\_ h\_lp m\_v\_  
\_mst\_r\_d\_m t\_w\_rds \_ts t\_rg\_t \_f b\_\_ng c\_rb\_n n\_\_tr\_l  
by 2050. \_n\_ \_\_m \_s f\_r l\_c\_l r\_s\_d\_nts t\_ h\_lv\_ h\_w  
m\_ch m\_\_t th\_y \_\_t. Th\_ c\_ty \_s th\_ w\_rld's f\_rst  
c\_p\_t\_l t\_ t\_k\_ s\_ch \_ct\_\_n. \_nv\_r\_nm\_nt\_l\_st H\_nn\_h  
Pr\_ns s\_\_d th\_ b\_n \_n m\_\_t \_dv\_rt\_s\_ng \_s s\_m\_l\_r  
t\_ th\_ \_n\_ \_n c\_g\_r\_tt\_ pr\_d\_cts. Th\_ n\_mb\_r \_f  
sm\_k\_rs w\_nt d\_wn b\_c\_\_s\_ \_f th\_t. Ms Pr\_ns s\_\_d \_t  
w\_s "w\_\_rd" th\_t p\_\_pl\_ w\_r\_ \_nc\_ \_ll\_w\_d t\_ sm\_k\_  
\_n p\_bl\_c.

Tw\_ gr\_\_ps \_n H\_ll\_nd \_r\_ \_nh\_ppy th\_t th\_y c\_n n\_  
l\_ng\_r \_dv\_rt\_s\_ th\_\_r pr\_d\_cts. Th\_ D\_tch M\_\_t  
\_ss\_c\_\_t\_\_n c\_ll\_d th\_ b\_n "\_n \_nd\_s\_r\_bl\_ w\_y t\_  
\_nfl\_\_nc\_ c\_ns\_m\_r b\_h\_v\_\_r". \_t \_dd\_d th\_t m\_\_t  
"d\_l\_v\_rs \_ss\_nt\_\_l n\_tr\_\_nts \_nd sh\_\_ld r\_m\_\_n  
v\_s\_bl\_ \_nd \_cc\_ss\_bl\_ t\_ c\_ns\_m\_rs". S\_m\_l\_rly, th\_  
D\_tch \_ss\_c\_\_t\_\_n \_f Tr\_v\_l \_g\_nts \_nd T\_\_r \_p\_r\_t\_rs  
s\_\_d th\_ b\_n w\_s t\_\_ str\_ct \_nd \_nf\_\_rly l\_m\_t\_d  
th\_\_r \_b\_l\_ty t\_ d\_ b\_s\_n\_ss. Cl\_m\_t\_ \_ct\_v\_st \_ndr\_\_  
M\_nc\_s\_ d\_s\_gr\_\_d. H\_ s\_\_d \_ds th\_t l\_\_d t\_ m\_r\_  
f\_ss\_l f\_\_ls b\_\_ng \_s\_d d\_m\_g\_s th\_ \_nv\_r\_nm\_nt. H\_  
s\_\_d: "By b\_c\_m\_ng th\_ f\_rst c\_p\_t\_l t\_ l\_g\_lly b\_n  
f\_ss\_l f\_\_ls \_nd m\_\_t \_dv\_rt\_s\_ng, \_mst\_r\_d\_m \_s...  
s\_tt\_ng \_ gl\_b\_l st\_nd\_r\_d."

# PUNCTUATE THE TEXT AND ADD CAPITALS

From <https://breakingnewsenglish.com/2605/260507-public-advertisement-ban.html>

amsterdam has banned public advertisements for meat and fossil fuel products this means there will be no ads for burgers chicken nuggets petrol cars and airlines in amsterdams streets train stations and other public places the ban is to help move amsterdam towards its target of being carbon neutral by 2050 one aim is for local residents to halve how much meat they eat the city is the worlds first capital to take such action environmentalist hannah prins said the ban on meat advertising is similar to the one on cigarette products the number of smokers went down because of that ms prins said it was weird that people were once allowed to smoke in public two groups in holland are unhappy that they can no longer advertise their products the dutch meat association called the ban an undesirable way to influence consumer behaviour it added that meat delivers essential nutrients and should remain visible and accessible to consumers similarly the dutch association of travel agents and tour operators said the ban was too strict and unfairly limited their ability to do business climate activist andrea mancuso disagreed he said ads that lead to more fossil fuels being used damages the environment he said by becoming the first capital to legally ban fossil fuels and meat advertising amsterdam is setting a global standard

# PUT A SLASH ( / ) WHERE THE SPACES ARE

From <https://breakingnewsenglish.com/2605/260507-public-advertisement-ban.html>

Amsterdam has banned public advertisements for meat and fossil fuel products. This means there will be no ads for burgers, chicken nuggets, petrol cars, and airlines in Amsterdam's streets, train stations, and other public places. The ban is to help move Amsterdam towards its target of being carbon neutral by 2050. One aim is for local residents to halve how much meat they eat. The city is the world's first capital to take such action. Environmentalist Hannah Prinss said the ban on meat advertising is similar to the one on cigarette products. The number of smokers went down because of that. Ms Prinss said it was "weird" that people were once allowed to smoke in public. Two groups in Holland are unhappy that they can no longer advertise their products. The Dutch Meat Association called the ban "an undesirable way to influence consumer behaviour". It added that meat "delivers essential nutrients and should remain visible and accessible to consumers". Similarly, the Dutch Association of Travel Agents and Tour Operators said the ban was too strict and unfairly limited their ability to do business. Climate activist Andrea Mancuso disagreed. He said that leads to more fossil fuels being used, damaging the environment. He said: "By becoming the first capital to legally ban fossil fuels and meat advertising, Amsterdam is... setting a global standard."





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

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

**4. CARBON NEUTRAL:** Write a magazine article about all cities taking measures to be carbon neutral by 2050. Include imaginary interviews with people who are for and against this.

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 advertisements. Ask him/her three questions about advertisements. Give him/her three of your ideas. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

# ANSWERS

## VOCABULARY (p.4)

1. d    2. f    3. b    4. g    5. c    6. e    7. a  
8. n    9. k    10. m    11. h    12. i    13. l    14. j

## TRUE / FALSE (p.5)

- 1 F    2 T    3 T    4 T    5 F    6 T    7 T    8 F

## SYNONYM MATCH (p.5)

1. g	2. j	3. b	4. e	5. a
6. h	7. d	8. f	9. c	10. i

## COMPREHENSION QUESTIONS (p.9)

1. Chicken nuggets
2. Carbon neutral
3. How much meat they eat?
4. A ban on cigarette ads
5. Being able to smoke in public
6. Two
7. Essential nutrients
8. Doing business
9. One
10. A global standard

## WORDS IN THE RIGHT ORDER (p.19)

1. Amsterdam has banned public advertisements for meat.
2. There will be no ads for burgers.
3. Its target of being carbon neutral by 2050.
4. The world's first capital to take such action.
5. People were once allowed to smoke in public.
6. They can no longer advertise their products.
7. An undesirable way to influence consumer behaviour.
8. He said ads lead to more fossil fuels.
9. The first capital to legally ban fossil fuels.
10. She said Amsterdam is setting a global standard.

## MULTIPLE CHOICE - QUIZ (p.10)

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

## ALL OTHER EXERCISES

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