

## News in levels - Apple

Watch the video. Then read the news:

 Crush! | iPad Pro | Apple

Apple recently issued an apology following negative feedback about an advert. The one-minute commercial depicted the destruction of various creative tools by a hydraulic press.

The video was meant to demonstrate how creativity had been compressed into the latest iPad; however, it received criticism for not empowering creatives as intended. Celebrities like Hugh Grant and Justine Bateman expressed shock at the destruction depicted.

Apple's marketing boss acknowledged the misstep and expressed regret. The company's CEO, Tim Cook, faced criticism for a related social media post. Despite aiming to highlight the new tablet's features, the ad was seen as potentially hindering creativity. Critics worried about the impact of technology on artistic expression.

### 1. Match the highlighted words to the definitions:

Definitions:	Words:
a. to make it difficult for someone or something to do something or for something to happen.	1. demonstrate ____
b. to send out; release, as a statement	2. issue ____
c. to describe or show something in a picture, painting, or words.	3. acknowledge ____
d. a mistake or error in judgement.	4. misstep ____
e. to accept that something is true or exists.	5. depict ____
f. to show or explain how something works or is done.	6. hinder ____

### 2. Find a word that means:

Put into words	
Confronted	
Motivating	

### 3. Read the text again. Choose the correct option

- According to the passage, what was the main purpose of the Apple advertisement that depicted the destruction of various creative tools?
  - To demonstrate the durability of the latest iPad
  - To highlight the new tablet's features
  - To empower creatives
  - To show how creativity had been compressed into the iPad
- What was the primary criticism of Apple's advertisement, as mentioned in the passage?

- A. It was too short
- B. It was too expensive to produce
- C. It did not empower creatives as intended
- D. It was not visually appealing

3. Which personalities expressed shock at the destruction depicted in the Apple advertisement?

- A. Apple's CEO and marketing boss
- B. Hugh Grant and Justine Bateman
- C. Critics worried about the impact of technology
- D. Apple customers on social media

4. What was the main concern expressed by critics about the impact of the Apple advertisement?

- A. It would discourage people from buying the iPad
- B. It would lead to a decline in creative expression
- C. It would damage Apple's reputation
- D. It would be too controversial

5. How did Apple respond to the negative feedback about the advertisement?

- A. They defended the advertisement as an artistic expression
- B. They claimed the advertisement was meant to be satirical
- C. They issued an apology and acknowledged the misstep
- D. They removed the advertisement from circulation

This was Samsung's reaction to Apple's Ad. You can Watch the video on youtube. What do you think about the two Adverts?

