



AD ABOUT RACISM



Ad About Racism – 05-06-2020



level 2

Conjugate the verbs:

People in the US _____ (protest) against police brutality and racism, and companies _____ (react) to it too. On Friday, the company Nike _____ (post) an ad on social media.

The ad _____ (change) the company's famous slogan 'Just Do It'. The ad _____ (say) 'For Once, Don't Do It.' The idea _____ (be) to urge people to fight against racism and police brutality in the US. It is important that people _____ (not keep) quiet, and that they _____ (say) openly what they _____ (think).

Another company, Adidas, _____ (support) Nike on social media. Adidas _____ (say) that only together people can _____ (make) a change.

Some people _____ (criticize) Nike in the past because the company _____ (support) a sportsman who _____ (protest) against police brutality.

Find the words in the text: _____ (when someone behaves very badly and violently, and he hurts another person very much), _____ (an advertisement that promotes a company's product or service), _____ (to try hard to make someone do something).



AD ABOUT RACISM



level 3

Drag and drop the words in the text:

sneaker forward urging nationwide supporting standing
knelt remain former protest responded together

In the US, following _____ protests against police brutality, the company Nike is encouraging people to speak up about racism and not _____ silent.

Nike posted the all-text ad on Friday, and it twists the brand's famous slogan 'Just Do It' by _____ people to 'For Once, Don't Do It.'

In the past, Nike was criticized for _____ anti-racism causes. For example, the company supported the _____ NFL star, Colin Kaepernick, who famously _____ during the national anthem instead of _____, as a form of a _____ against police brutality in the US.

Another _____ brand, Adidas, _____ to Nike's ad in solidarity of the message. It said that only _____ people can make a change and move _____.

Find the words in the text: _____ (to change the shape or position of something), _____ (a short or memorable phrase that is used in advertising), _____ (unity and mutual support).

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