

In this section, you are going to hear a news item about a campaign run by Coca Cola in the Middle East.

- Your task is to write one word into each of the gaps below using the words you hear in the recording.
- First, you will have some time to look at the task, and then we will play the whole recording in one piece.



Image by Pete Linforth from Pixabay

✓ *The campaign is restricted to the Middle East during the Islamic holy month of Ramadan.*

1. Coke has removed its logos from its packaging, so one side of the cans is blank except for the brand's _____.
2. One of the aims of the campaign is to _____ worldwide prejudices and stereotypes.
3. The YouTube video demonstrates how quickly people develop prejudices, but how simple it is to _____ such _____.
4. The video was recorded in a completely dark room using infrared light and _____ cameras.
5. After chatting about _____ and what they have in common, the strangers in the video were asked to guess each other's appearances.
6. When the lights are switched on, it reveals a _____, and the participants discover how incorrect their guesses were.
7. Among others, there was a guy with _____, two men in Arab dress, a man in a wheelchair and another man in smart business dress.
8. The video hopes to encourage people to take the time to get to know each other before _____.
9. The Middle East is a region with more than 200 nationalities and even more _____ and _____ dividing people.
10. This campaign is part of Coke's _____ to encourage people to take the time to get to know one another better.

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