

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 _____ of 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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