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**Level 4 – 8th September, 2018**

## **Nike uses NFL protest player in ad campaign**

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

<https://breakingnewsenglish.com/1809/180908-colin-kaepernick-4.html>

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**Please try Levels 5 and 6. They are (a little) harder.**

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# THE READING

From <https://breakingnewsenglish.com/1809/180908-colin-kaepernick-4.html>

Nike will use American football player Colin Kaepernick in its "Just Do It" 30th anniversary campaign. Mr Kaepernick started a controversy in 2016. He refused to stand for the national anthem. He was protesting against racial injustice. He knelt down on one knee instead of standing. This started a trend with other players. Kaepernick's actions caused a lot of debate. Donald Trump tweeted that NFL players should be fired if they did not stand up.

Nike sponsors the NFL. It will use Kaepernick's face with the caption: "Believe in something. Even if it means sacrificing everything." Nike said: "Colin is one of the most inspirational athletes of this generation, who has [used] the power of sport to help move the world forward." Yahoo Sports said: "No other athlete produces the same emotional response." Many on social media attacked Nike. One tweeted: "Time to throw away all my Nike crap."

Sources: <https://sports.yahoo.com/nike-makes-colin-kaepernick-face-just-30th-anniversary-campaign-200029766.html>  
<https://www.scmp.com/news/world/united-states-canada/article/2162612/nike-defies-trumps-ire-embracing-nfls-kneeling-colin>  
<https://www.mirror.co.uk/sport/other-sports/american-sports/nfl-outcast-colin-kaepernick-chosen-13188901>

# PHRASE MATCHING

From <https://breakingnewsenglish.com/1809/180908-colin-kaepernick-4.html>

## PARAGRAPH ONE:

- |                                     |                    |
|-------------------------------------|--------------------|
| 1. 30th anniversary                 | a. on one knee     |
| 2. He refused                       | b. fired           |
| 3. He was protesting against racial | c. campaign        |
| 4. He knelt down                    | d. stand up        |
| 5. This started a trend with        | e. to stand        |
| 6. Kaepernick's actions caused      | f. other players   |
| 7. NFL players should be            | g. injustice       |
| 8. if they did not                  | h. a lot of debate |

## PARAGRAPH TWO:

- |                                  |                         |
|----------------------------------|-------------------------|
| 1. with the caption:             | a. response             |
| 2. Even if it means sacrificing  | b. athletes             |
| 3. one of the most inspirational | c. all my Nike crap     |
| 4. the power                     | d. everything           |
| 5. help move the world           | e. attacked Nike        |
| 6. produces the same emotional   | f. of sport             |
| 7. Many on social media          | g. Believe in something |
| 8. Time to throw away            | h. forward              |

# LISTEN AND FILL IN THE GAPS

From <https://breakingnewsenglish.com/1809/180908-colin-kaepernick-4.html>

Nike will use American football player Colin Kaepernick

(1) \_\_\_\_\_ "Do It" 30th anniversary campaign. Mr Kaepernick

(2) \_\_\_\_\_ in 2016. He refused to stand for the national

anthem. He was protesting (3) \_\_\_\_\_. He knelt down on

one knee instead of standing. This (4) \_\_\_\_\_ with other

players. Kaepernick's actions caused a (5) \_\_\_\_\_. Donald

Trump tweeted that NFL players should be fired if they

(6) \_\_\_\_\_ up.

Nike sponsors the NFL. It will use Kaepernick's face

(7) \_\_\_\_\_: "Believe in something. Even

(8) \_\_\_\_\_ sacrificing everything." Nike said: "Colin is one

(9) \_\_\_\_\_ inspirational athletes of this generation, who has

[used] the (10) \_\_\_\_\_ to help move the world forward."

Yahoo Sports said: "No other athlete (11) \_\_\_\_\_ emotional

response." Many on social media attacked Nike. One tweeted: "Time to

throw (12) \_\_\_\_\_ Nike crap."

# PUT A SLASH ( / ) WHERE THE SPACES ARE

From <https://breakingnewsenglish.com/1809/180908-colin-kaepernick-4.html>

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# NIKE SURVEY

From <https://breakingnewsenglish.com/1809/180908-colin-kaepernick-4.html>

Write five GOOD questions about Nike 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.

## WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student A: Do not show these to your speaking partner(s).

a) \_\_\_\_\_

b) \_\_\_\_\_

c) \_\_\_\_\_

d) \_\_\_\_\_

e) \_\_\_\_\_

f) \_\_\_\_\_

*Nike uses NFL protest player in ad campaign – 8th September, 2018*  
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## WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student B: Do not show these to your speaking partner(s).

a) \_\_\_\_\_

b) \_\_\_\_\_

c) \_\_\_\_\_

d) \_\_\_\_\_

e) \_\_\_\_\_

f) \_\_\_\_\_

