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Level 6

Ice bucket challenge could be good for charities

27th August, 2014

<http://www.breakingnewsenglish.com/1408/140827-ice-bucket-challenge.html>

Contents

The Article	2	Discussion (Student-Created Qs)	14
Warm-Ups	3	Language Work (Cloze)	15
Before Reading / Listening	4	Spelling	16
While Reading / Listening	5	Put The Text Back Together	17
Match The Sentences And Listen	6	Put The Words In The Right Order	18
Listening Gap Fill	7	Circle The Correct Word	19
Comprehension Questions	8	Insert The Vowels (a, e, i, o, u)	20
Multiple Choice - Quiz	9	Punctuate The Text And Add Capitals	21
Role Play	10	Put A Slash (/) Where The Spaces Are	22
After Reading / Listening	11	Free Writing	23
Student Survey	12	Academic Writing	24
Discussion (20 Questions)	13	Homework	25
		Answers	26

Please try Levels 4 and 5 (they are easier).

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THE ARTICLE

From <http://www.BreakingNewsEnglish.com/1408/140827-ice-bucket-challenge.html>

You have probably seen videos on social media of your family and friends pouring a bucket of ice-cold water on their heads for charity. They have taken part in the Ice Bucket Challenge, the latest viral campaign to emerge on Facebook, YouTube, Twitter and other networking sites. The challenge involves dumping icy water on top of your head or donating \$100 to various ALS charities. Amyotrophic lateral sclerosis (ALS) - also known as motor neurone disease (MND) - destroys muscle, making it difficult to speak, swallow and breathe. Ice Bucket Challenge participants post a video online and invite friends to follow suit. More than 1.1 million donors in the USA have donated over \$53 million since July the 29th.

The viral campaign is giving ALS and MND charities valuable global exposure to raise awareness of the disease and raise funds. It exploits people's willingness and desire to post selfies or videos of themselves online, while feeling good about helping a charity. Communication and Media Studies professor Mark Glantz said: "You get the message directly from friends and acquaintances. It kind of appeals to the same side of people that wants to post a selfie." The challenge has even reached the President of the USA. Barack Obama decided against the dousing but said he would donate instead. Most people with ALS die from respiratory failure within three to five years from the onset of symptoms.

Sources: <http://fox11online.com/2014/08/24/media-experts-say-ice-bucket-challenge-could-change-way-non-profits-raise-money/>
<http://www.thenational.ae/business/the-life/ice-bucket-challenge-goes-corporate-in-uae#ixzz3BNUxXEZX>
http://en.wikipedia.org/wiki/Amyotrophic_lateral_sclerosis

WARM-UPS

1. CHARITIES: Students walk around the class and talk to other students about charities. Change partners often and share your findings.

2. CHAT: In pairs / groups, talk about these topics or words from the article. What will the article say about them? What can you say about these words and your life?

social media / ice-cold water / viral campaign / networking / charities / breathe / follow / global exposure / raise awareness / communication / acquaintances / donate

Have a chat about the topics you liked. Change topics and partners frequently.

3. CHALLENGES: What could these challenges be? Complete this table with your partner(s). Change partners often and share what you wrote.

Challenge with...	What could the challenge be?	Role of social media
saying hello		
graffiti		
soccer		
rice		
hair		
song		

4. DONATE: Students A **strongly** believe people should donate to charity every week; Students B **strongly** believe not. Change partners again and talk about your conversations.

5. CAUSES: Rank these with your partner. Put your biggest causes at the top. Change partners often and share your rankings.

- animal welfare
- AIDS research
- disaster relief
- mental health
- child protection
- save the panda
- war veterans
- helping the aged

6. CAMPAIGN: Spend one minute writing down all of the different words you associate with the word "campaign". Share your words with your partner(s) and talk about them. Together, put the words into different categories.

BEFORE READING / LISTENING

From <http://www.BreakingNewsEnglish.com/1408/140827-ice-bucket-challenge.html>

1. TRUE / FALSE: Read the headline. Guess if a-h below are true (T) or false (F).

- | | |
|---|-------|
| a. The article suggests your friends should do the Ice Bucket Challenge. | T / F |
| b. The Ice Bucket Challenge is the last viral campaign for Facebook. | T / F |
| c. People dump water on their head and donate \$100 to charity. | T / F |
| d. Over \$50 million has been raised in the USA. | T / F |
| e. The campaign takes advantage of people's like for selfies. | T / F |
| f. A professor said the challenge appeals to people's love of water. | T / F |
| g. President Obama didn't take the challenge and donated \$100 instead. | T / F |
| h. Most people die from ALS inside five years of contracting the disease. | T / F |

2. SYNONYM MATCH: Match the following synonyms from the article.

- | | |
|-----------------|---------------------|
| 1. probably | a. readiness |
| 2. taken part | b. contributors |
| 3. involves | c. do the same |
| 4. participants | d. give |
| 5. follow suit | e. almost certainly |
| 6. global | f. consciousness |
| 7. awareness | g. participated |
| 8. willingness | h. signs |
| 9. donate | i. worldwide |
| 10. symptoms | j. entails |

3. PHRASE MATCH: (Sometimes more than one choice is possible.)

- | | |
|----------------------------------|------------------------------|
| 1. the latest viral | a. exposure |
| 2. also known as | b. failure |
| 3. making it difficult to speak, | c. donated over \$53 million |
| 4. invite friends to follow | d. and acquaintances |
| 5. donors in the USA have | e. motor neurone disease |
| 6. global | f. of symptoms |
| 7. raise | g. swallow and breathe |
| 8. from friends | h. campaign to emerge |
| 9. die from respiratory | i. awareness |
| 10. from the onset | j. suit |

GAP FILL

From <http://www.BreakingNewsEnglish.com/1408/140827-ice-bucket-challenge.html>

You have (1) _____ seen videos on social media of your family and friends pouring a bucket of ice-cold water on their heads for charity. They have taken (2) _____ in the Ice Bucket Challenge, the latest viral campaign to (3) _____ on Facebook, YouTube, Twitter and other networking sites. The challenge (4) _____ dumping icy water on top of your head or (5) _____ \$100 to various ALS charities. Amyotrophic lateral sclerosis (ALS) - also known as motor neurone disease (MND) - (6) _____ muscle, making it difficult to speak, swallow and (7) _____. Ice Bucket Challenge participants post a video online and invite friends to follow (8) _____. More than 1.1 million donors in the USA have donated over \$53 million since July the 29th.

breathe
donating
part
emerge
probably
destroys
suit
involves

The (9) _____ campaign is giving ALS and MND charities valuable global exposure to raise (10) _____ of the disease and raise funds. It exploits people's willingness and desire to post selfies or videos of themselves online, while feeling good about (11) _____ a charity. Communication and Media Studies professor Mark Glantz said: "You get the message (12) _____ from friends and acquaintances. It kind of appeals to the same side of people that wants to post a selfie." The challenge has even (13) _____ the President of the USA. Barack Obama decided against the (14) _____ but said he would donate instead. Most people with ALS die from respiratory (15) _____ within three to five years from the onset of (16) _____.

directly
dousing
helping
symptoms
viral
awareness
failure
reached

LISTENING – Guess the answers. Listen to check.

From <http://www.BreakingNewsEnglish.com/1408/140827-ice-bucket-challenge.html>

- 1) pouring a bucket of ice-cold water on their _____
 - a. heads four charity
 - b. heads for charities
 - c. head for charity
 - d. heads for charity
- 2) the latest viral campaign to emerge on Facebook, YouTube, Twitter and _____
 - a. other networked sites
 - b. other network in sites
 - c. other networking sites
 - d. other networking site
- 3) destroys muscle, making it difficult to speak, _____
 - a. swallow and breath
 - b. swallow and breathe
 - c. swallows and breathe
 - d. swallows and breathes
- 4) participants post a video online and invite friends _____
 - a. to follows suit
 - b. to follow suite
 - c. to follow soot
 - d. to follow suit
- 5) More than 1.1 million donors in the USA _____
 - a. have donated
 - b. has donated
 - c. have donate it
 - d. have donating
- 6) The viral campaign is giving ALS and MND charities valuable _____
 - a. globally exposure
 - b. global exposure
 - c. globalised exposure
 - d. global exposures
- 7) It exploits people's willingness and desire _____
 - a. to post selfies
 - b. to post selfish
 - c. to paste selfies
 - d. to post selfish
- 8) You get the message directly from friends _____
 - a. and acquaintance is
 - b. and acquaintances
 - c. and antiquated
 - d. and a quaint ants is
- 9) Barack Obama decided _____
 - a. against the dousing
 - b. against the housing
 - c. against the rousing
 - d. against the lousing
- 10) respiratory failure within three to five years from the _____
 - a. onset of symptoms
 - b. inset of symptoms
 - c. outset of symptoms
 - d. offset of symptoms

LISTENING – Listen and fill in the gaps

From <http://www.BreakingNewsEnglish.com/1408/140827-ice-bucket-challenge.html>

You have probably seen videos on social media of your family and friends (1) _____ ice-cold water on their heads for charity. They have taken part in the Ice Bucket Challenge, the (2) _____ to emerge on Facebook, YouTube, Twitter and other networking sites. The challenge (3) _____ water on top of your (4) _____ to various ALS charities. Amyotrophic lateral sclerosis (ALS) - also known as motor neurone disease (MND) - destroys muscle, making it difficult to speak, (5) _____. Ice Bucket Challenge participants post a video online and invite (6) _____. More than 1.1 million donors in the USA have donated over \$53 million since July the 29th.

The viral campaign is giving ALS and MND charities (7) _____ to raise awareness of the disease and raise funds. It exploits people's (8) _____ to post selfies or videos of themselves online, while feeling good about helping a charity. Communication and Media Studies professor Mark Glantz said: "You get the message directly from (9) _____. It kind of appeals to the same side of people that wants to post a selfie." The challenge has even reached the President of the USA. Barack Obama decided (10) _____ but said he would donate instead. Most people with ALS die from (11) _____ within three to five years from the (12) _____.

COMPREHENSION QUESTIONS

From <http://www.BreakingNewsEnglish.com/1408/140827-ice-bucket-challenge.html>

1. Where does the article say people have seen videos of friends?

2. What kind of campaign does the article say the campaign is?

3. What are the two abbreviations of the disease?

4. What does the disease destroy?

5. How many Americans have donated since July 29?

6. What two things is the campaign raising?

7. What part of our character does the campaign take advantage of?

8. What do people feel good about?

9. Who donated instead of dousing?

10. What eventually kills most people with the disease?

MULTIPLE CHOICE - QUIZ

From <http://www.BreakingNewsEnglish.com/1408/140827-ice-bucket-challenge.html>

1. Where does the article say people have seen videos of friends?
 - a) at home
 - b) on social media
 - c) on TV
 - d) in train stations
2. What kind of campaign does the article say the campaign is?
 - a) virtual
 - b) vile
 - c) virus
 - d) viral
3. What are the two abbreviations of the disease?
 - a) SLA and NMD
 - b) LSA and DMN
 - c) ALS and MND
 - d) SAL and DNM
4. What does the disease destroy?
 - a) muscle
 - b) bone
 - c) the immune system
 - d) the organs
5. How many Americans have donated since July 29?
 - a) 110,000
 - b) 1,100,000
 - c) 11,000,000
 - d) 1 million
6. What two things is the campaign raising?
 - a) awareness and money
 - b) hope and optimism
 - c) blood pressure and heart rate
 - d) investment and interest
7. What side of our character does the campaign take advantage of?
 - a) the dark side
 - b) the real side
 - c) the liking of selfies
 - d) the selfish part
8. What do people feel good about?
 - a) helping charities
 - b) using social media
 - c) themselves
 - d) the world
9. Who donated instead of dousing?
 - a) Ban Ki-moon
 - b) Bill Gates
 - c) Mark Zuckerberg
 - d) Barack Obama
10. What eventually kills most people with the disease?
 - a) weight loss
 - b) perspiration failure
 - c) respiratory failure
 - d) brain damage

ROLE PLAY

From <http://www.BreakingNewsEnglish.com/1408/140827-ice-bucket-challenge.html>

Role A – Animal welfare

You think animal welfare is the worthiest charitable cause. Tell the others three reasons why. Tell them why their causes aren't as worthy. Also, tell the others which is the least worthy of these (and why): disaster relief, child protection or war veterans.

Role B – Disaster relief

You think disaster relief is the worthiest charitable cause. Tell the others three reasons why. Tell them why their causes aren't as worthy. Also, tell the others which is the least worthy of these (and why): animal welfare, child protection or war veterans.

Role C – Child protection

You think child protection is the worthiest charitable cause. Tell the others three reasons why. Tell them why their causes aren't as worthy. Also, tell the others which is the least worthy of these (and why): disaster relief, animal welfare or war veterans.

Role D – War veterans

You think helping war veterans is the worthiest charitable cause. Tell the others three reasons why. Tell them why their causes aren't as worthy. Also, tell the others which is the least worthy of these (and why): disaster relief, child protection or animal welfare.

AFTER READING / LISTENING

From <http://www.BreakingNewsEnglish.com/1408/140827-ice-bucket-challenge.html>

1. WORD SEARCH: Look in your dictionary / computer to find collocates, other meanings, information, synonyms ... for the words 'ice' and 'bucket'.

ice	bucket
------------	---------------

- Share your findings with your partners.
- Make questions using the words you found.
- Ask your partner / group your questions.

2. ARTICLE QUESTIONS: Look back at the article and write down some questions you would like to ask the class about the text.

- Share your questions with other classmates / groups.
- Ask your partner / group your questions.

3. GAP FILL: In pairs / groups, compare your answers to this exercise. Check your answers. Talk about the words from the activity. Were they new, interesting, worth learning...?

4. VOCABULARY: Circle any words you do not understand. In groups, pool unknown words and use dictionaries to find their meanings.

5. TEST EACH OTHER: Look at the words below. With your partner, try to recall how they were used in the text:

<ul style="list-style-type: none">• probably• latest• involves• difficult• participants• since	<ul style="list-style-type: none">• global• desire• good• kind• instead• five
---	--

CHARITIES SURVEY

From <http://www.BreakingNewsEnglish.com/1408/140827-ice-bucket-challenge.html>

Write five GOOD questions about charities 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.

CHARITIES DISCUSSION

STUDENT A's QUESTIONS (Do not show these to student B)

- a) What did you think when you read the headline?
- b) What springs to mind when you hear the word 'challenge'?
- c) What do you think of the Ice Bucket Challenge?
- d) What things have you done for charity?
- e) Should people donate the money and not do the challenge?
- f) What things do you share on social media?
- g) What do you know about ALS (MND)?
- h) What other things could people do to raise money?
- i) What charity would you really like to help?
- j) Should there be more challenges for charities on Facebook?

Ice bucket challenge could be good for charities – 27th August, 2014
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CHARITIES DISCUSSION

STUDENT B's QUESTIONS (Do not show these to student A)

- a) Did you like reading this article? Why/not?
- b) How does a viral campaign work?
- c) How can social media sites spread more awareness of charities?
- d) What do you think of selfies?
- e) Why do people want to post so many pictures of themselves online?
- f) Should more famous people do this challenge?
- g) Should Barack Obama have taken the challenge?
- h) How much help should governments give to charities?
- i) Why might people not like the challenge?
- j) What questions would you like to ask the charity's boss?

DISCUSSION (Write your own questions)

STUDENT A's QUESTIONS (Do not show these to student B)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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DISCUSSION (Write your own questions)

STUDENT B's QUESTIONS (Do not show these to student A)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

LANGUAGE - CLOZE

From <http://www.BreakingNewsEnglish.com/1408/140827-ice-bucket-challenge.html>

You have (1) ____ seen videos on social media of your family and friends pouring a bucket of ice-cold water on their heads for charity. They have (2) ____ part in the Ice Bucket Challenge, the latest viral campaign to emerge on Facebook, YouTube, Twitter and other networking sites. The challenge (3) ____ dumping icy water on top of your head or donating \$100 to (4) ____ ALS charities. Amyotrophic lateral sclerosis (ALS) - also known as motor neurone disease (MND) - destroys muscle, making (5) ____ difficult to speak, swallow and breathe. Ice Bucket Challenge participants post a video online and invite friends to follow (6) _____. More than 1.1 million donors in the USA have donated over \$53 million since July the 29th.

The viral campaign is giving ALS and MND charities valuable global (7) ____ to raise awareness of the disease and raise funds. It (8) ____ people's willingness and desire to post selfies or videos of themselves online, while (9) ____ good about helping a charity. Communication and Media Studies professor Mark Glantz said: "You get the message directly from friends and acquaintances. It kind (10) ____ appeals to the same side of people that wants to post a selfie." The challenge has even reached the President of the USA. Barack Obama decided (11) ____ the dousing but said he would donate instead. Most people with ALS die from respiratory failure within three to five years from the onset (12) ____ symptoms.

Put the correct words from the table below in the above article.

- | | | | | |
|-----|--------------|----------------|--------------|------------------|
| 1. | (a) probing | (b) propelling | (c) properly | (d) probably |
| 2. | (a) done | (b) given | (c) risen | (d) taken |
| 3. | (a) revolves | (b) involves | (c) evolves | (d) solves |
| 4. | (a) varies | (b) voracious | (c) various | (d) varieties |
| 5. | (a) all | (b) every | (c) it | (d) more |
| 6. | (a) suit | (b) shirt | (c) vest | (d) coat |
| 7. | (a) positive | (b) exposure | (c) repeal | (d) world |
| 8. | (a) exploits | (b) rescinds | (c) decries | (d) imports |
| 9. | (a) seeing | (b) feeling | (c) donating | (d) believing |
| 10. | (a) for | (b) from | (c) of | (d) at |
| 11. | (a) counter | (b) opposed | (c) against | (d) at odds with |
| 12. | (a) as | (b) over | (c) on | (d) of |

SPELLING

From <http://www.BreakingNewsEnglish.com/1408/140827-ice-bucket-challenge.html>

Paragraph 1

1. oigurpn a bucket of ice-cold water on their heads
2. the latest viral aampnicg
3. emreeg on Facebook
4. vriusao ALS charities
5. speak, swallow and aebhetr
6. aciastnprpti post a video online

Paragraph 2

7. valuable global peoesxru
8. raise raaseensw of the disease
9. It peixostl people's willingness
10. friends and nnsaateicacuq
11. die from espotaryirr failure
12. the onset of mymtosp

PUT THE TEXT BACK TOGETHER

From <http://www.BreakingNewsEnglish.com/1408/140827-ice-bucket-challenge.html>

Number these lines in the correct order.

- () selfie." The challenge has even reached the President of the USA. Barack Obama decided
- () campaign to emerge on Facebook, YouTube, Twitter and other networking
- () cold water on their heads for charity. They have taken part in the Ice Bucket Challenge, the latest viral
- () ALS charities. Amyotrophic lateral sclerosis (ALS) - also known as motor neurone disease (MND) – destroys muscle, making it
- () difficult to speak, swallow and breathe. Ice Bucket Challenge participants post a video online and invite friends to follow
- () suit. More than 1.1 million donors in the USA have donated over \$53 million since July the 29th.
- () funds. It exploits people's willingness and desire to post selfies or videos of themselves online, while feeling
- () sites. The challenge involves dumping icy water on top of your head or donating \$100 to various
- (**1**) You have probably seen videos on social media of your family and friends pouring a bucket of ice-
- () against the dousing but said he would donate instead. Most people with ALS die from respiratory
- () failure within three to five years from the onset of symptoms.
- () good about helping a charity. Communication and Media Studies professor Mark Glantz said: "You get the message
- () The viral campaign is giving ALS and MND charities valuable global exposure to raise awareness of the disease and raise
- () directly from friends and acquaintances. It kind of appeals to the same side of people that wants to post a

PUT THE WORDS IN THE RIGHT ORDER

From <http://www.BreakingNewsEnglish.com/1408/140827-ice-bucket-challenge.html>

1. a Pouring heads their on water cold - ice of bucket.

2. viral Facebook campaign to The emerge latest on.

3. charities ALS various to \$100 Donating.

4. online and invite friends to follow suit Post a video.

5. in 1.1 than donated the million USA donors More have.

6. to disease raise awareness Global of exposure the.

7. friends from directly message the get You.

8. to the same side of people It kind of appeals.

9. from die ALS with People failure respiratory.

10. of symptoms Within three to five years from the onset.

CIRCLE THE CORRECT WORD (20 PAIRS)

From <http://www.BreakingNewsEnglish.com/1408/140827-ice-bucket-challenge.html>

You have probably seen videos on social media of your family and friends *pouring / pawing* a bucket of ice-cold water on their heads for charity. They have taken *apart / part* in the Ice Bucket Challenge, the latest viral campaign to *immerse / emerge* on Facebook, YouTube, Twitter and other networking sites. The challenge *involves / involving* dumping icy water on top of your head or donating \$100 to *varies / various* ALS charities. Amyotrophic lateral sclerosis (ALS) - also *knows / known* as motor neurone disease (MND) - destroys *muscular / muscle*, making it difficult to speak, swallow and *breathe / breath*. Ice Bucket Challenge participants post a video online and invite friends to follow *soot / suit*. More than 1.1 million *donates / donors* in the USA have donated over \$53 million since July the 29th.

The viral campaign is giving ALS and MND charities *valuation / valuable* global exposure to *raise / rise* awareness of the disease and raise funds. It *exploits / explodes* people's willingness and desire to post selfies or videos of themselves online, while feeling *well / good* about helping a charity. Communication and Media Studies professor Mark Glantz said: "You get the message *directly / directives* from friends and acquaintances. It *kind / kinds* of appeals *to / for* the same side of people that wants to post a selfie." The challenge has *ever / even* reached the President of the USA. Barack Obama decided against the *dosing / dousing* but said he would donate instead. Most people with ALS die from respiratory failure within three to five years from the *onset / offset* of symptoms.

Talk about the connection between each pair of words in italics, and why the correct word is correct.

INSERT THE VOWELS (a, e, i, o, u)

From <http://www.BreakingNewsEnglish.com/1408/140827-ice-bucket-challenge.html>

Y__ h_v_ pr_b_bly s__n v_d__s _n s_c__l m_d__ _f
y__r f_m_ly _nd fr__nds p__r ng _ b_ck_t _f _c_-c_ld
w_t_r _n th__r h__ds f_r ch_r_ty. Th_y h_v_ t_k_n
p_rt _n th_ _c_ B_ck_t Ch_ll_ng_, th_ l_t_st v_r_l
c_mp__gn t__m_rg_ _n F_c_b__k, Y__T_b_, Tw_tt_r
_nd _th_r n_tw_rk_ng s_t_s. Th_ ch_ll_ng_ _nv_lv_s
d_mp_ng _cy w_t_r _n t_p _f y__r h__d _r d_n_t_ng
\$100 t_ v_r__s _LS ch_r_t__s. _my_tr_ph_c l_t_r_l
scl_r_s_s (_LS) - _ls_ kn_wn _s m_t_r n__r_n_
d_s__s_ (MND) - d_str_ys m_scl_, m_k_ng _t d_ff_c_l_t
t_ sp__k, sw_ll_w _nd br__th_. _c_ B_ck_t Ch_ll_ng_
p_rt_c_p_nts p_st _v_d__ _nl_n_ _nd _nv_t_ fr__nds
t_ f_ll_w s__t. M_r_ th_n 1.1 m_ll__n d_n_rs _n th_
S h_v_ d_n_t_d _v_r \$53 m_ll__n s_nc_ J_ly th_
29th.

Th_ v_r_l c_mp__gn _s g_v_ng _LS _nd MND ch_r_t__s
v_l__bl_ gl_b_l _xp_s_r_t_r_s_ _w_r_n_ss _f th_
d_s__s_ _nd r__s_ f_nds. _t_ _xpl__ts p__pl_'s
w_ll_ngn_ss _nd d_s_r_t_ p_st s_lf__s _r v_d__s _f
th_ms_lv_s _nl_n_, wh_l_ f__l_ng g__d _b__t h_lp_ng
_ ch_r_ty. C_mm_n_c_t__n _nd M_d__ St_d__s
pr_f_ss_r M_rk Gl_ntz s__d: "Y__ g_t th_ m_ss_g_
d_r_ctly fr_m fr__nds _nd _cq__nt_nc_s. _t_ k_nd _f
_pp__ls t_ th_ s_m_s_d _f p__pl_ th_t w_nts t_ p_st
_ s_lf__." Th_ ch_ll_ng_ h_s _v_n r__ch_d th_
Pr_s_d_nt _f th_ _S_. B_r_ck_b_m_d_c_d_d_g__nst
th_ d__s_ng b_t s__d h_w__ld d_n_t _nst_d. M_st
p__pl_ w_th _LS d__ fr_m r_sp_r_t_ry f__l_r w_th_n
thr__t_ f_v_ y__rs fr_m th_ _ns_t _f sympt_ms.

PUNCTUATE THE TEXT AND ADD CAPITALS

From <http://www.BreakingNewsEnglish.com/1408/140827-ice-bucket-challenge.html>

you have probably seen videos on social media of your family and friends pouring a bucket of ice-cold water on their heads for charity they have taken part in the ice bucket challenge the latest viral campaign to emerge on facebook youtube twitter and other networking sites the challenge involves dumping icy water on top of your head or donating \$100 to various als charities amyotrophic lateral sclerosis (als) - also known as motor neurone disease (mnd) - destroys muscle making it difficult to speak swallow and breathe ice bucket challenge participants post a video online and invite friends to follow suit more than 11 million donors in the usa have donated over \$53 million since july the 29th

the viral campaign is giving als and mnd charities valuable global exposure to raise awareness of the disease and raise funds it exploits people's willingness and desire to post selfies or videos of themselves online while feeling good about helping a charity communication and media studies professor mark glantz said "you get the message directly from friends and acquaintances it kind of appeals to the same side of people that wants to post a selfie" the challenge has even reached the president of the usa barack obama decided against the dousing but said he would donate instead most people with als die from respiratory failure within three to five years from the onset of symptoms

PUT A SLASH (/) WHERE THE SPACES ARE

From <http://www.BreakingNewsEnglish.com/1408/140827-ice-bucket-challenge.html>

You have probably seen videos on social media of your family and friends pouring a bucket of ice-cold water on their heads for charity. They have taken part in the Ice Bucket Challenge, the latest viral campaign to emerge on Facebook, YouTube, Twitter and other networking sites. The challenge involves dumping icy water on top of your head or donating \$100 to various ALS charities. Amyotrophic lateral sclerosis (ALS) – also known as motor neuron disease (MND) – destroys muscle, making it difficult to speak, swallow and breathe. Ice Bucket Challenge participants post a video online and invite friends to follow suit. More than 1.1 million donors in the USA have donated over \$53 million since July the 29th. The viral campaign is giving ALS and MND charities valuable global exposure to raise awareness of the disease and raise funds. It exploits people's willingness and desire to post selfies or videos of themselves online, while feeling good about helping a charity. Communication and Media Studies professor Mark Glantz said: "You get the message directly from friends and acquaintances. It kind of appeals to the same side of people that want to post a selfie." The challenge has even reached the President of the USA. Barack Obama decided against the dousing but said he would donate instead. Most people with ALS die from respiratory failure within three to five years from the onset of symptoms.

HOMework

1. VOCABULARY EXTENSION: Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

2. INTERNET: Search the Internet and find out more about the Ice Bucket Challenge. Share what you discover with your partner(s) in the next lesson.

3. CHARITIES: Make a poster about charities. Show your work to your classmates in the next lesson. Did you all have similar things?

4. ICE BUCKET CHALLENGE: Write a magazine article about the Ice Bucket Challenge. Include imaginary interviews with people who are for and against it.

Read what you wrote to your classmates in the next lesson. Write down any new words and expressions you hear from your partner(s).

5. WHAT HAPPENED NEXT? Write a newspaper article about the next stage in this news story. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

6. LETTER: Write a letter to the boss of a charity. Ask him/her three questions about raising money. Give him/her three ideas on how to raise more money. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

ANSWERS

TRUE / FALSE (p.4)

a F b F c F d T e T f F g T h T

SYNONYM MATCH (p.4)

- | | |
|-----------------|---------------------|
| 1. probably | a. almost certainly |
| 2. taken part | b. participated |
| 3. involves | c. entails |
| 4. participants | d. contributors |
| 5. follow suit | e. do the same |
| 6. global | f. worldwide |
| 7. awareness | g. consciousness |
| 8. willingness | h. readiness |
| 9. donate | i. give |
| 10. symptoms | j. signs |

COMPREHENSION QUESTIONS (p.8)

1. On social media
2. Viral
3. ALS and MND
4. Muscle
5. 1.1 million
6. Awareness and money (funds)
7. Our liking for selfless
8. Helping charity
9. Barack Obama
10. Respiratory failure

MULTIPLE CHOICE - QUIZ (p.9)

1. b 2. d 3. c 4. a 5. b 6. a 7. c 8. a 9. d 10. c

ALL OTHER EXERCISES

Please check for yourself by looking at the Article on page 2.
(It's good for your English ;-)