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Level 6 – 2nd July, 2020

Stop Hate for Profit campaign suspends social media ads

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

<https://breakingnewsenglish.com/2007/200702-stop-hate-for-profit.html>

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

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THE ARTICLE

From <https://breakingnewsenglish.com/2007/200702-stop-hate-for-profit.html>

A campaign group operating under the hashtag "Stop Hate For Profit" has severely dented the market value of Facebook and Twitter. The group is calling on advertisers to suspend advertising with the social media giants until they reform their practices. In particular, the group wants sites to be stricter in their moderation of posts the group deems to be hate speech and misinformation. The value of Facebook's stock plummeted by eight per cent last Friday as Unilever halted its advertising. A three per cent drop followed on Monday as major brands such as Starbucks and Coca Cola said they would pause spending on the social media platform. Facebook's value has nosedived by around \$60 billion.

The Stop Hate For Profit campaign got going on June the 17th after several civil rights groups and non-profit watchdogs collaborated. They formulated a campaign to get social media platforms to address problems and biases in the way they moderate content. They called for an advertising boycott and asked advertisers to, "hit pause on hate". They said: "We are asking all businesses to stand in solidarity with our most deeply held American values of freedom, equality and justice and not advertise on [these] services in July." Facebook CEO Mark Zuckerberg responded by announcing a series of new policies, including a ban on hateful content and on posts making false claims about voting.

Sources: <https://www.stophateforprofit.org/>
<https://www.euroweeklynews.com/2020/06/30/facebook-loses-almost-e53-billion-in-market-value-in-two-days-as-advertising-boycott-continues-over-racist-posts/>
<https://www.theguardian.com/technology/2020/jun/29/how-hate-speech-campaigners-found-facebooks-weak-spot>

WARM-UPS

1. INTERNET ADS: Students walk around the class and talk to other students about Internet ads. 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?

campaign / group / hashtag / market value / advertising / moderation / hate speech / civil rights / watchdogs / biases / solidarity / freedom / justice / ban / false claims

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

3. FREEDOM OF SPEECH: Students A **strongly** believe freedom of speech means anyone can post anything on social media; Students B **strongly** believe otherwise. Change partners again and talk about your conversations.

4. MODERATION: What might the rules be on social media sites for these topics? Complete this table with your partner(s). Change partners often and share what you wrote.

	Definite No-no's	Why?
Elections		
Race		
Religion		
Foul language		
Nudity		
Fake news		

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

6. INTERNET SITES: Rank these with your partner. Put the best Internet sites at the top. Change partners often and share your rankings.

- Facebook
- Google
- Amazon
- Instagram
- CNN
- eBay
- Twitter
- Zoom

VOCABULARY MATCHING

Paragraph 1

- | | |
|---------------|---|
| 1. campaign | a. Temporarily prevent from continuing or being in force or effect. |
| 2. severely | b. A computer or Internet system that can run software or websites. |
| 3. dented | c. An organized course of action to achieve a particular goal. |
| 4. suspend | d. Had an adverse effect on. |
| 5. moderation | e. To an undesirably great or intense degree. |
| 6. plummeted | f. The action of making something less extreme. |
| 7. platform | g. Decreased rapidly in value or amount. |

Paragraph 2

- | | |
|-----------------|--|
| 8. watchdog | h. Work jointly on an activity, especially to produce or create something. |
| 9. collaborated | i. Created or devised methodically a strategy or a proposal. |
| 10. formulated | j. Unity or agreement of feeling or action, especially among individuals with a common interest. |
| 11. bias | k. A group whose function is to monitor the practices of companies providing a particular service. |
| 12. boycott | l. A number of things, events, or people of a similar kind or related nature coming one after another. |
| 13. solidarity | m. Refuse to buy or handle goods as a punishment or protest. |
| 14. series | n. Prejudice in favor of or against one thing, person, or group compared with another, usually in a way considered to be unfair. |

BEFORE READING / LISTENING

From <https://breakingnewsenglish.com/2007/200702-stop-hate-for-profit.html>

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

- a. A campaign group wants all advertisers to abandon Facebook forever. **T / F**
- b. The group wants stricter moderation of Facebook posts. **T / F**
- c. Starbucks and Coca Cola are thinking about removing ads. **T / F**
- d. Facebook's value fell by \$60billion. **T / F**
- e. The Stop Hate for Profit group started in June 2017. **T / F**
- f. The group has stopped short of asking for a boycott. **T / F**
- g. The group is asking for advertisers not to advertise on Facebook in July. **T / F**
- h. Facebook said it would change how it moderates posts on voting. **T / F**

2. SYNONYM MATCH:

Match the following synonyms. The words in **bold** are from the news article.

- | | |
|------------------------|--------------------|
| 1. operating | a. plunged |
| 2. severely | b. considers |
| 3. suspend | c. worked out |
| 4. deems | d. put on hold |
| 5. nosedived | e. worked together |
| 6. got going | f. functioning |
| 7. collaborated | g. principles |
| 8. formulated | h. badly |
| 9. values | i. assertions |
| 10. claims | j. started |

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

- | | |
|--|---------------------------|
| 1. severely dented | a. they moderate content |
| 2. The group is calling on advertisers | b. to be hate speech |
| 3. social media | c. claims about voting |
| 4. posts the group deems | d. the market value |
| 5. Facebook's value has nosedived | e. a campaign |
| 6. civil | f. giants |
| 7. They formulated | g. by around \$60 billion |
| 8. biases in the way | h. in solidarity |
| 9. We are asking all businesses to stand | i. rights groups |
| 10. posts making false | j. to suspend advertising |

GAP FILL

From <https://breakingnewsenglish.com/2007/200702-stop-hate-for-profit.html>

A campaign group (1) _____ under the hashtag "Stop Hate For Profit" has severely dented the market (2) _____ of Facebook and Twitter. The group is calling on advertisers to (3) _____ advertising with the social media giants until they reform their practices. In particular, the group wants sites to be (4) _____ in their moderation of posts the group deems to be hate speech and misinformation. The value of Facebook's (5) _____ plummeted by eight per cent last Friday as Unilever (6) _____ its advertising. A three per cent drop followed on Monday as major (7) _____ such as Starbucks and Coca Cola said they would pause (8) _____ on the social media platform. Facebook's value has nosedived by around \$60 billion.

suspend
stock
spending
stricter
brands
operating
value
halted

The Stop Hate For Profit (9) _____ got going on June the 17th after several civil rights groups and non-profit (10) _____ collaborated. They formulated a campaign to get social media platforms to (11) _____ problems and biases in the way they moderate content. They called for an advertising (12) _____ and asked advertisers to, "hit (13) _____ on hate". They said: "We are asking all businesses to stand in solidarity with our most deeply held American (14) _____ of freedom, equality and justice and not advertise on [these] services in July." Facebook CEO Mark Zuckerberg (15) _____ by announcing a series of new policies, including a ban on hateful content and on posts making false (16) _____ about voting.

watchdogs
pause
campaign
claims
boycott
responded
address
values

LISTENING – Guess the answers. Listen to check.

From <https://breakingnewsenglish.com/2007/200702-stop-hate-for-profit.html>

- 1) A campaign group operating under the _____ "For Profit"
 - a. hashed tag "Stop Hate"
 - b. bash tag "Stop Hate"
 - c. hash tug "Stop Hate"
 - d. hashtag "Stop Hate"
- 2) The group is calling on advertisers to _____
 - a. suspense advertising
 - b. suspend advertising
 - c. suspender advertising
 - d. suspends advertising
- 3) In particular, the group wants sites to be stricter _____
 - a. in their moderating
 - b. in their moderation
 - c. in their moderate shun
 - d. in their mod ration
- 4) plummeted by eight per cent last Friday as Unilever _____
 - a. faulted its advertising
 - b. hilted its advertising
 - c. halted its advertising
 - d. exalted its advertising
- 5) Facebook's value _____
 - a. has not dived
 - b. has nosed dived
 - c. has nosedived
 - d. has nosy dived
- 6) after several civil rights groups and non-profit _____
 - a. watches dogs collaborated
 - b. watch dog collaborated
 - c. watched dogs collaborated
 - d. watchdogs collaborated
- 7) get social media platforms to address _____
 - a. problems and bases
 - b. problems and bias is
 - c. problem and bias
 - d. problems and biases
- 8) They called for an advertising boycott and asked advertisers to, "hit _____"
 - a. pose on hate
 - b. paste on hate
 - c. praise on hate
 - d. pause on hate
- 9) Facebook CEO Mark Zuckerberg responded by announcing a _____ policies
 - a. serials of new
 - b. cereals of new
 - c. series of new
 - d. seers of new
- 10) a ban on hateful content and on posts making _____ voting
 - a. false claims abut
 - b. false clams about
 - c. faults claims abut
 - d. false claims about

LISTENING – Listen and fill in the gaps

From <https://breakingnewsenglish.com/2007/200702-stop-hate-for-profit.html>

A campaign (1) _____ the hashtag "Stop Hate For Profit" has severely dented (2) _____ of Facebook and Twitter. The group is calling on advertisers to suspend advertising with the social media giants until they (3) _____. In particular, the group wants sites to be stricter in their moderation of posts the (4) _____ be hate speech and misinformation. The value of Facebook's stock plummeted by eight per cent last Friday as Unilever halted its advertising. A three per cent drop followed on Monday (5) _____ such as Starbucks and Coca Cola said they would pause spending on the social media platform. Facebook's value (6) _____ around \$60 billion.

The Stop Hate For Profit (7) _____ on June the 17th after several civil rights groups and non-profit watchdogs collaborated. They (8) _____ to get social media platforms to address (9) _____ in the way they moderate content. They called for an advertising boycott and asked advertisers to, "hit pause on hate". They said: "We are asking all businesses to (10) _____ with our most deeply held American values of freedom, (11) _____ and not advertise on [these] services in July." Facebook CEO Mark Zuckerberg responded by announcing a series of new policies, including a ban on hateful content and on posts (12) _____ about voting.

COMPREHENSION QUESTIONS

From <https://breakingnewsenglish.com/2007/200702-stop-hate-for-profit.html>

1. What has the campaign group done to Facebook's market value?
2. What does the campaign group want companies to suspend?
3. What does the group want stricter moderation of besides hate speech?
4. By how much did Facebook's value fall last Friday?
5. How much of Facebook's value was wiped out?
6. When did the Stop Hate for Profit campaign start?
7. What did the group want advertisers to hit pause on?
8. What is the group asking businesses to stand in?
9. When does the campaign group want businesses to stop advertising?
10. What claims did Facebook say it would ban?

MULTIPLE CHOICE - QUIZ

From <https://breakingnewsenglish.com/2007/200702-stop-hate-for-profit.html>

- 1) What has the campaign group done to Facebook's market value?
 - a) enhanced it
 - b) severely dented it
 - c) made it fall slightly
 - d) increased it
- 2) What does the campaign group want companies to suspend?
 - a) work
 - b) marketing
 - c) operations
 - d) advertising
- 3) What does the group want stricter moderation of besides hate speech?
 - a) downloaded content
 - b) who joins the platforms
 - c) misinformation
 - d) personnel
- 4) By how much did Facebook's value fall last Friday?
 - a) 8%
 - b) 5%
 - c) 3%
 - d) 11%
- 5) How much of Facebook's value was wiped out?
 - a) exactly \$60billion
 - b) around \$60billion
 - c) just under \$60billion
 - d) just over \$60billion
- 6) When did the Stop Hate for Profit campaign start?
 - a) June 17
 - b) July 17
 - c) 2017
 - d) 2018
- 7) What did the group want advertisers to hit pause on?
 - a) content
 - b) posting
 - c) hate
 - d) record
- 8) What is the group asking businesses to stand in?
 - a) solidarity
 - b) line
 - c) puddles
 - d) the rain
- 9) When does the campaign group want businesses to stop advertising?
 - a) on July 4th
 - b) for three months
 - c) for the rest of the year
 - d) in July
- 10) What claims did Facebook say it would ban?
 - a) false claims on age
 - b) fake news
 - c) false claims on voting
 - d) photos

ROLE PLAY

From <https://breakingnewsenglish.com/2007/200702-stop-hate-for-profit.html>

Role A – Facebook

You think Facebook is the best website. Tell the others three reasons why. Tell them what is wrong with their websites. Also, tell the others which is the least useful of these (and why): Google, Zoom or Twitter.

Role B – Google

You think Google is the best website. Tell the others three reasons why. Tell them what is wrong with their websites. Also, tell the others which is the least useful of these (and why): Facebook, Zoom or Twitter.

Role C – Zoom

You think Zoom is the best website. Tell the others three reasons why. Tell them what is wrong with their websites. Also, tell the others which is the least useful of these (and why): Google, Facebook or Twitter.

Role D – Twitter

You think Twitter is the best website. Tell the others three reasons why. Tell them what is wrong with their websites. Also, tell the others which is the least useful of these (and why): Google, Zoom or Facebook.

AFTER READING / LISTENING

From <https://breakingnewsenglish.com/2007/200702-stop-hate-for-profit.html>

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

hate	profit

- 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">• operating• suspend• stricter• plummeted• drop• nosedived	<ul style="list-style-type: none">• several• address• boycott• hit• values• false
---	--

INTERNET ADS SURVEY

From <https://breakingnewsenglish.com/2007/200702-stop-hate-for-profit.html>

Write five GOOD questions about Internet ads 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.

SOCIAL MEDIA DISCUSSION

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

1. What did you think when you read the headline?
2. What images are in your mind when you hear the word 'hate'?
3. What do you think of advertising?
4. What do you think of Facebook?
5. Do you agree with the campaign?
6. Have you seen misleading posts on social media?
7. What should social media sites do to stop hate?
8. What do you think of the advertisers who are joining the boycott?
9. How much will the campaign damage Facebook and other sites?
10. How happy are you with social media platforms?

Stop Hate for Profit campaign suspends social media ads – 2nd July, 2020
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SOCIAL MEDIA DISCUSSION

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

11. Did you like reading this article? Why/not?
12. What do you think of when you hear the word 'profit'?
13. What do you think about what you read?
14. How important are civil rights groups and watchdogs?
15. How worried are you about bias on social media?
16. What problems with social media can you see?
17. How damaging is hate speech?
18. How can sites prevent misinformation from being posted?
19. Where will this story go from now?
20. What questions would you like to ask Facebook's CEO?

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 <https://breakingnewsenglish.com/2007/200702-stop-hate-for-profit.html>

A campaign group (1) _____ under the hashtag "Stop Hate For Profit" has severely dented the market value of Facebook and Twitter. The group is calling (2) _____ advertisers to suspend advertising with the social media giants until they reform their (3) _____. In particular, the group wants sites to be stricter in their moderation of posts the group (4) _____ to be hate speech and misinformation. The value of Facebook's stock (5) _____ by eight per cent last Friday as Unilever halted its advertising. A three per cent drop followed on Monday as major brands such as Starbucks and Coca Cola said they would pause spending on the social media platform. Facebook's value has (6) _____ by around \$60 billion.

The Stop Hate For Profit campaign (7) _____ going on June the 17th after several civil rights groups and non-profit watchdogs collaborated. They formulated a campaign to get social media platforms to (8) _____ problems and biases in the way they moderate content. They called for an advertising (9) _____ and asked advertisers to, "hit pause on hate". They said: "We are asking all businesses to stand in solidarity with our most deeply (10) _____ American values of freedom, equality and justice and not advertise on [these] services in July." Facebook CEO Mark Zuckerberg responded (11) _____ announcing a series of new policies, including a ban on hateful content and on posts making false (12) _____ about voting.

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

- | | | | | |
|-----|------------------|----------------|--------------------|---------------|
| 1. | (a) operational | (b) operating | (c) operates | (d) operative |
| 2. | (a) in | (b) on | (c) of | (d) at |
| 3. | (a) practitioner | (b) practicums | (c) practicalities | (d) practices |
| 4. | (a) dooms | (b) deems | (c) dumbs | (d) dimes |
| 5. | (a) summited | (b) submitted | (c) remitted | (d) plummeted |
| 6. | (a) nosed | (b) nosebleed | (c) nosedived | (d) noshed |
| 7. | (a) got | (b) came | (c) been | (d) went |
| 8. | (a) mail | (b) stamp | (c) address | (d) title |
| 9. | (a) abeyance | (b) buoy | (c) boomerang | (d) boycott |
| 10. | (a) held | (b) dug | (c) touched | (d) grabbed |
| 11. | (a) by | (b) as | (c) at | (d) on |
| 12. | (a) claims | (b) debts | (c) dams | (d) letters |

SPELLING

From <https://breakingnewsenglish.com/2007/200702-stop-hate-for-profit.html>

Paragraph 1

1. eveelyrs dented the market value
2. calling on advertisers to espsudn advertising
3. social media ntasgi
4. ndmrteioao of posts
5. Facebook's stock etmdmuelp
6. Facebook's value has nsedoived

Paragraph 2

7. The Stop Hate For Profit cmgainpa
8. non-profit watchdogs arcleoodtbla
9. They euotdmalrf a campaign
10. They called for an advertising ytcobto
11. stand in Irisdtaioy
12. announcing a ersesi of new policies

PUT THE TEXT BACK TOGETHER

From <https://breakingnewsenglish.com/2007/200702-stop-hate-for-profit.html>

Number these lines in the correct order.

- () stricter in their moderation of posts the group deems to be hate speech and misinformation. The value
- (**1**) A campaign group operating under the hashtag "Stop Hate For Profit" has severely
- () of freedom, equality and justice and not advertise on [these] services in July." Facebook
- () The Stop Hate For Profit campaign got going on June the 17th after several civil rights groups and non-profit
- () dented the market value of Facebook and Twitter. The group is calling on advertisers to suspend
- () advertising. A three per cent drop followed on Monday as major brands such as Starbucks and Coca Cola said they would pause
- () CEO Mark Zuckerberg responded by announcing a series of new policies, including a ban
- () spending on the social media platform. Facebook's value has nosedived by around \$60 billion.
- () on hateful content and on posts making false claims about voting.
- () watchdogs collaborated. They formulated a campaign to get social media platforms to address problems and
- () biases in the way they moderate content. They called for an advertising boycott and asked advertisers to, "hit pause
- () of Facebook's stock plummeted by eight per cent last Friday as Unilever halted its
- () advertising with the social media giants until they reform their practices. In particular, the group wants sites to be
- () on hate". They said: "We are asking all businesses to stand in solidarity with our most deeply held American values

PUT THE WORDS IN THE RIGHT ORDER

From <https://breakingnewsenglish.com/2007/200702-stop-hate-for-profit.html>

1. on called suspend advertisers to advertising . The group
2. the group Posts hate deems be to speech .
3. stock plummeted Facebook's The by of 8% . value
4. pause would media platforms . social They spending on
5. has Facebook's value nosedived billion . around \$60 by
6. to and platforms problems biases . media Social address
7. asked They pause on hate . to advertisers hit
8. stand all asking businesses to We're solidarity . in
9. announcing by Facebook a responded series of policies .
10. on posts making false claims Bans about voting .

CIRCLE THE CORRECT WORD (20 PAIRS)

From <https://breakingnewsenglish.com/2007/200702-stop-hate-for-profit.html>

A campaign group *operating* / *operation* under the hashtag "Stop Hate For Profit" has severely *dented* / *dinted* the market value of Facebook and Twitter. The group is calling *in* / *on* advertisers to suspend advertising with the social media *gigantic* / *giants* until they reform their practices. In particular, the group wants sites to be *stickier* / *stricter* in their moderation of posts the group *deems* / *dreams* to be hate speech and misinformation. The value of Facebook's stock *plumed* / *plummeted* by eight per cent last Friday as Unilever *hailed* / *halted* its advertising. A three per cent drop followed on Monday as major brands such as Starbucks and Coca Cola said they would *pause* / *appease* spending on the social media platform. Facebook's value has nosedived *at* / *by* around \$60 billion.

The Stop Hate For Profit campaign *got* / *not* going on June the 17th after several civil rights groups and non-profit *top cats* / *watchdogs* collaborated. They formulated a campaign to get social media *stages* / *platforms* to address problems and biases in the way they moderate *content* / *index*. They called for an advertising *coyote* / *boycott* and asked advertisers to, "hit pause on hate". They said: "We are asking all businesses to *posture* / *stand* in solidarity with our most deeply *held* / *grabbed* American values of freedom, equality and *judicial* / *justice* and not advertise on [these] services in July." Facebook CEO Mark Zuckerberg responded *at* / *by* announcing a series of new policies, including a ban on hateful content and on posts making false claims about *vote* / *voting*.

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 <https://breakingnewsenglish.com/2007/200702-stop-hate-for-profit.html>

A c_m p__ g n g r__ p _p_r_t_n g _n d_r t h_ h_s h
t_g " S t_p H_t_ F_r P r_f_t " h_s s_v_r_l y d_n
t_d t h_ m_r k_t v_l__ _f F_c_b__ k _n d T w_t t_r .
T h_ g r__ p _s c_l_l_n g _n _d v_r t_s_r s t_ s_s p_n
d _d v_r t_s_n g _n t h_ s_c__ l m_d__ g__ n t s _n
t_l t h_y r_f_r m t h__ r p r_c t_c_s . I n p_r
t_c_l_r , t h_ g r__ p w_n t s s_t_s t_ b_ s t r_c t_r
_n t h__ r m_d_r_t__ n _f p_s t_s t h_ g r__ p d__
m s t_ b_ h_t_ s p__ c h _n d m_s_n f_r m_t__ n . T
h_ v_l__ _f F_c_b__ k 's s t_c k p l_m m_t_d b y __
g h t p_r c_n t l_s t F r_d_y _s U n_l_v_r h_l t_d
_t_s _d v_r t_s_n g . A t h r__ p_r c_n t d r_p f_l
l_w_d _n M_n d_y _s m_j_r b r_n d s s_c h _s S t_r
b_c k s _n d C_c_ C_l_ s__ d t h_y w__ l d p__ s_ s
p_n d_n g _n t h_ s_c__ l m_d__ p l_t f_r m .
F_c_b__ k 's v_l__ h_s n_s_d_v_d b y _r__ n d \$ 6
0 b_l l__ n .

T h_ S t_p H_t_ F_r P r_f_t c_m p__ g n g_t g__ n g
_n J_n_ t h_ 17 t h _f t_r s_v_r_l c_v_l r_g h t s g
r__ p s _n d n_n - p_r_f_t w_t c h d_g s c_l l_b_r_t_d .
T h_y f_r m_l_t_d _ c_m p__ g n t_ g_t s_c__ l
m_d__ p l_t f_r m s t_ _d d r_s s p r_b l_m s _n d
b__ s_s _n t h_ w_y t h_y m_d_r_t_ c_n t_n t . T
h_y c_l l_d f_r _n _d v_r t_s_n g b_y c_t t _n d _s
k_d _d v_r t_s_r s t_ , " h_t p__ s _n h_t_ " . T h_y
s__ d : " W_ _r_ _s k_n g _l l b_s_n_s s_s t_ s t_n d
_n s_l_d_r_t y w_t h __ r m_s t d__ p l_y h_l d A
m_r_c_n v_l__ s _f f_r__ d_m , _q__ l_t y _n d j_s
t_c_ _n d n_t _d v_r t_s_ _n [t h_s_] s_r v_c_s _n
J_l y . " F_c_b__ k C E O M_r k Z_c k_r b_r g r_s p_n
d_d b y _n n__ n c_n g _ s_r__ s _f n_w p_l_c__ s ,
_n c_l_d_n g _ b_n _n h_t_f_l c_n t_n t _n d _n p_s t
s m_k_n g f_l_s_ c_l__ m s _b__ t v_t_n g .

PUNCTUATE THE TEXT AND ADD CAPITALS

From <https://breakingnewsenglish.com/2007/200702-stop-hate-for-profit.html>

a campaign group operating under the hashtag stop hate for profit has severely dented the market value of facebook and twitter the group is calling on advertisers to suspend advertising with the social media giants until they reform their practices in particular the group wants sites to be stricter in their moderation of posts the group deems to be hate speech and misinformation the value of facebook's stock plummeted by eight per cent last friday as unilever halted its advertising a three per cent drop followed on monday as major brands such as starbucks and coca cola said they would pause spending on the social media platform facebook's value has nosedived by around 60 billion

the stop hate for profit campaign got going on june the 17th after several civil rights groups and nonprofit watchdogs collaborated they formulated a campaign to get social media platforms to address problems and biases in the way they moderate content they called for an advertising boycott and asked advertisers to hit pause on hate they said we are asking all businesses to stand in solidarity with our most deeply held american values of freedom equality and justice and not advertise on these services in july facebook ceo mark zuckerberg responded by announcing a series of new policies including a ban on hateful content and on posts making false claims about voting

PUT A SLASH (/) WHERE THE SPACES ARE

From <https://breakingnewsenglish.com/2007/200702-stop-hate-for-profit.html>

A campaign group operating under the hashtag "StopHateForProfit" has severely dented the market value of Facebook and Twitter. The group is calling on advertisers to suspend advertising with the social media giants until they reform their practices. In particular, the group wants sites to be stricter in their moderation of posts the group deems to be hate speech and misinformation. The value of Facebook's stock plummeted by eight per cent last Friday as Unilever halted its advertising. A three per cent drop followed on Monday as major brands such as Starbucks and Coca Cola said they would pause spending on the social media platform. Facebook's value has nosedived by around \$60 billion. The StopHateForProfit campaign got going on June the 17th after several civil rights groups and non-profit watchdogs collaborated. They formulated a campaign to get social media platforms to address problems and biases in the way they moderate content. They called for an advertising boycott and asked advertisers to, "hit pause on hate". They said: "We are asking all businesses to stand in solidarity with our most deeply held American values of freedom, equality and justice and not advertise on [these] services in July." Facebook CEO Mark Zuckerberg responded by announcing a series of new policies, including a ban on hateful content and on posts making false claims about voting.

FREE WRITING

From <https://breakingnewsenglish.com/2007/200702-stop-hate-for-profit.html>

Write about **Internet ads** for 10 minutes. Comment on your partner's paper.

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 this news story. Share what you discover with your partner(s) in the next lesson.

3. INTERNET ADS: Make a poster about Internet ads. Show your work to your classmates in the next lesson. Did you all have similar things?

4. FREEDOM OF SPEECH: Write a magazine article about there being no controls on social media post because of freedom of speech. Include imaginary interviews with people who are for and against this.

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 an expert on Internet ads. Ask him/her three questions about them. Give him/her three of your opinions on them. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

ANSWERS

VOCABULARY (p.4)

1. c 2. e 3. d 4. a 5. f 6. g 7. b
8. k 9. h 10. i 11. n 12. m 13. j 14. l

TRUE / FALSE (p.5)

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

SYNONYM MATCH (p.5)

1. f	2. h	3. d	4. b	5. a
6. j	7. e	8. c	9. g	10. i

COMPREHENSION QUESTIONS (p.9)

- Severely dented it
- Advertising with social media giants
- Misinformation
- Eight per cent
- Around \$60 billion
- June the 17th
- Hate
- Solidarity
- In July
- False claims on voting

WORDS IN THE RIGHT ORDER (p.20)

- The group called on advertisers to suspend advertising.
- Posts the group deems to be hate speech.
- The value of Facebook's stock plummeted by 8%.
- They would pause spending on social media platforms.
- Facebook's value has nosedived by around \$60 billion.
- Social media platforms to address problems and biases.
- They asked advertisers to hit pause on hate.
- We're asking all businesses to stand in solidarity.
- Facebook responded by announcing a series of policies.
- Bans on posts making false claims about voting.

MULTIPLE CHOICE - QUIZ (p.10)

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 ;-)