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Level 5

Ice bucket challenge could be good for charities

27th August, 2014

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

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Please try Level 4 (easier) and the 26–page Level 6 (harder).

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THE READING

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

Many videos on social media show people pouring a bucket of ice-cold water on their heads for charity. It is part of the Ice Bucket Challenge, the latest viral campaign on Facebook, YouTube, Twitter and other networking sites. The challenge gets people to dump icy water over themselves or donate \$100 to ALS charities. Amyotrophic lateral sclerosis (ALS) - also known as motor neurone disease (MND) - makes it difficult to speak, swallow and breathe. Challenge participants post a video online and invite friends to follow suit. More than 1.1 million donors have donated over \$53 million.

The campaign is giving the charities valuable global exposure to raise awareness and raise funds. It exploits people's readiness to post selfies of themselves online, while helping charity. A communication and media studies professor 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 President of the USA did not do the challenge but said he would donate instead. Most people with ALS die from respiratory failure, usually within three to five years of getting the disease.

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

MATCHING

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

PARAGRAPH ONE:

- | | |
|-----------------------------------|------------------------------|
| 1. videos on | a. motor neurone disease |
| 2. viral | b. suit |
| 3. other networking | c. or donate \$100 |
| 4. dump icy water over themselves | d. donated over \$53 million |
| 5. also known as | e. social media |
| 6. difficult to speak, swallow | f. sites |
| 7. invite friends to follow | g. and breathe |
| 8. donors have | h. campaign |

PARAGRAPH TWO:

- | | |
|-----------------------------------|----------------------------|
| 1. valuable global | a. to post selfies |
| 2. raise | b. failure |
| 3. It exploits people's readiness | c. of getting the disease |
| 4. A communication and | d. acquaintances |
| 5. You get the message | e. exposure |
| 6. friends and | f. directly |
| 7. die from respiratory | g. awareness |
| 8. within three to five years | h. media studies professor |

LISTEN AND FILL IN THE GAPS

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

Many (1) _____ show people pouring a bucket of ice-cold water on their heads for charity. It is part of the Ice Bucket Challenge, the (2) _____ on Facebook, YouTube, Twitter and other networking sites. The challenge gets people to (3) _____ over themselves or donate \$100 to ALS charities. Amyotrophic lateral sclerosis (ALS) - (4) _____ motor neurone disease (MND) - makes it difficult to speak, (5) _____. Challenge participants post a video online and invite friends (6) _____. More than 1.1 million donors have donated over \$53 million.

The campaign is giving the charities valuable (7) _____ raise awareness and raise funds. (8) _____ readiness to post selfies of themselves online, (9) _____. A communication and media studies professor said: "You get the message directly from friends and acquaintances. It kind of (10) _____ side of people that wants to post a selfie." The President of the USA did not do the challenge but said he (11) _____. Most people with ALS die from (12) _____, usually within three to five years of getting the disease.

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.

WRITE QUESTIONS & ASK YOUR PARTNER(S)

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

a)

b)

c)

d)

e)

f)

g)

h)

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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)

g)

h)

