

Ice bucket challenge could be good for charities

27th August, 2014



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: Fox 11 online / The National / Wikipedia

Writing

It is sad that there needs to be charities. Governments should provide funds.

Chat

Talk about these words from the article.

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

True / False

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

Synonym Match

- | | |
|-----------------|---------------------|
| 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 |

Discussion – Student A

- How can social media sites spread more awareness of charities?
- What do you think of selfies?
- Why do people want to post so many pictures of themselves online?
- Should more famous people do this challenge?
- Should Barack Obama have taken the challenge?
- How much help should governments give to charities?
- Why might people not like the challenge?
- What questions would you like to ask the charity's boss?

Phrase Match

- | | |
|----------------------------------|------------------------------|
| 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 |

Discussion – Student B

- What do you think of the Ice Bucket Challenge?
- What things have you done for charity?
- Should people donate the money and not do the challenge?
- What things do you share on social media?
- What do you know about ALS (MND)?
- What other things could people do to raise money?
- What charity would you really like to help?
- Should there be more challenges for charities on Facebook?

Spelling

- oigurpn a bucket of ice-cold water on their heads
- the latest viral aampnicg
- emreeg on Facebook
- vriusao ALS charities
- speak, swallow and aebhetr
- aciastnprpti post a video online
- valuable global peoesxru
- raise raaseensw of the disease
- It peixostl people's willingness
- friends and nnsaateicacug
- die from espotaryirr failure
- the onset of mymtosps

Answers – Synonym Match

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

Role Play

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.

Speaking – Causes

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

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

Answers – True False

a	F	b	F	c	F	d	T	e	T	f	F	g	T	h	T
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Answers to Phrase Match and Spelling are in the text.