

READING COMPREHENSION
DREAM CRAZY COMMERCIAL
GUIDED CORRECTION

1 - Introduce the document : type, date, author, title, topic ☺ 3 pts

The document _____ is a press article _____
Martha Keiner and _____ september 4th 2018 in *The Guardian*, a
popular British newspaper. It _____ « Nike's controversial.... divisive yet »
and it _____ Colin Kaepernick's struggle to stand against racial
inequalities and thus, the controversy around Nike's new ad campaign.

Sortir, publier (un film, un article) :

Raconter :

2 - Read the article and match each word with the corresponding definition ☺ 6 pts

a- b- c- d- e- f-

présenter :

avoir l'intention de :

un sujet de plainte, un grief :

un paria, un marginal :

3 - Answer the following questions. Reformulate as much as possible.

a-After reading the text, what can you say about Colin Kaepernick ? ☺ 5 pts

Primarily known for being an American football player, Colin soon became a civil rights
activist, (engagé dans) _____ defending black people's rights.
In the 2016 championship, he decided to (prendre position contre) _____
and rebel against racial oppression by kneeling down during the National Anthem instead
of standing. This political act resulted in his career loss as he (être vu d'un mauvais œil)
_____ after, yet still (assumant ses responsabilités)
_____ his decision.

Etre engagé à/dans :

Se sentir concerné par :

Prendre position contre :

Voir quelqu'un d'un mauvais œil :

Assumer ses responsabilités :

b- What happened to the brand after the commercial's release ? ☺ 4 pts

Soon after Nike's decision to feature Colin in its new commercial, Nike's shares fell by 2% as people showed their _____.

What's more, as they did not want to be associated with Colin, some people made the decision to cut the Nike logo from their outfits or even burn it, while others boycotted the brand.

On the other side, some popular figures like Serena Williams (se rallier à) _____ Nike and continued to (faire l'éloge de) _____ the brand.

Mécontentement :

Désapprobation :

Une action :

La bourse :

Se rallier à :

Faire l'éloge de :

c- What were the team owners' decisions ? ☺ 2 pts

The team owners' decision was (dure) _____ and made it a rule that all players, (quelques soient) _____ the circumstances, had to stand during the National Anthem.

(à cause de) _____ what happened to Colin after, we can (imaginer) _____ that he (on lui a mis des batons dans les roues) _____ and thus, was prevented from being signed.

à cause de :

Imaginer que :

Mettre des bâtons dans les roues de quelqu'un :

(UK) to

(US) to throw a wrench in the gears

MORE HELPFUL VOCABULARY :

Injustice :

Revendiquer :

Faire scandale :

Faire un scandale :

Diviser les gens : --