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Australia upsets tobacco companies

MANY FLASH AND ONLINE ACTIVITIES FOR THIS LESSON, PLUS A LISTENING, AT:

http://www.NewsEnglishLessons.com/1106/110628-cigarette_companies.html

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ALL ANSWERS ARE IN THE TEXT ON PAGE 2.

28th June, 2011

THE READING / TAPESCRIPT

From: http://www.NewsEnglishLessons.com/1106/110628-cigarette_companies.html

The Australian government has angered the leading international cigarette brands. It has ordered companies to remove the branding from their cigarette packets. This means from January the 1st, 2012, there could be no logos on cigarette packs. All cigarette boxes will be a dull, olive green colour that was specially chosen because people thought it was so unattractive. In addition, all product names will be the same size, colour and font. Politicians believe that taking away brand appeal will reduce smoking.

Tobacco giant Philip Morris, maker of the world's leading cigarette brand Marlboro, wants to sue the Australian government. They say the new packaging means there is unfair competition. They point out that the law says logos are property and thus their property is being attacked. Companies have been angry for some time because of the gory and graphic pictures they have to put on their boxes alongside health warnings. Australian Prime Minister Julia Gillard said "We've made the right decision and we'll see it through."

PHRASE MATCH

From: http://www.NewsEnglishLessons.com/1106/110628-cigarette_companies.html

Match the following phrases from the article.

Paragraph 1

- | | |
|------------------------------------|---------------------------------|
| 1. the leading international | a. was specially chosen |
| 2. remove the branding | b. cigarette brands |
| 3. there could be no logos | c. and font |
| 4. a dull, olive green colour that | d. from their cigarette packets |
| 5. the same size, colour | e. will reduce smoking |
| 6. taking away brand appeal | f. on cigarette packs |

Paragraph 2

- | | |
|-------------------------|----------------------------|
| 1. maker of the world's | a. is being attacked |
| 2. unfair | b. it through |
| 3. their property | c. leading cigarette brand |
| 4. gory and | d. warnings |
| 5. alongside health | e. graphic pictures |
| 6. we'll see | f. competition |

LISTENING GAP FILL

From: http://www.NewsEnglishLessons.com/1106/110628-cigarette_companies.html

The Australian government _____ leading international cigarette brands. It has ordered companies to _____ from their cigarette packets. This means from January the 1st, 2012, there _____ on cigarette packs. All cigarette boxes will be a dull, olive green colour that _____ because people thought it was so unattractive. In addition, all _____ be the same size, colour and font. Politicians believe that taking away _____ reduce smoking.

Tobacco giant Philip Morris, maker of _____ cigarette brand Marlboro, _____ the Australian government. They say the new packaging means there is unfair competition. They _____ law says logos are property and thus their property _____. Companies have been angry for some time because of the gory _____ they have to put on their boxes alongside health warnings. Australian Prime Minister Julia Gillard said "We've made the right decision and _____."

MULTIPLE CHOICE

From: http://www.NewsEnglishLessons.com/1106/110628-cigarette_companies.html

The Australian government has (1) _____ the leading international cigarette brands. It has ordered companies to (2) _____ the branding from their cigarette packets. This means from January the 1st, 2012, there could be no logos on cigarette packs. (3) _____ cigarette boxes will be a (4) _____, olive green colour that was specially chosen because people thought it was (5) _____ unattractive. In addition, all product names will be the same size, colour and font. Politicians believe that taking (6) _____ brand appeal will reduce smoking.

Tobacco giant Philip Morris, maker (7) _____ the world's leading cigarette brand Marlboro, wants to (8) _____ the Australian government. They say the new packaging means there is unfair competition. They point (9) _____ that the law says logos are property and thus their property is (10) _____ attacked. Companies have been angry for some time because of the gory and graphic pictures they have to put on their boxes (11) _____ health warnings. Australian Prime Minister Julia Gillard said "We've made the right decision and we'll see it (12) _____."

Put the correct words from this table into the article.

- | | | | |
|-----|-------------|-------------|---------------|
| 1. | (a) angry | (b) angers | (c) angered |
| 2. | (a) removal | (b) remove | (c) removing |
| 3. | (a) Every | (b) All | (c) Whole |
| 4. | (a) dull | (b) lull | (c) pull |
| 5. | (a) such | (b) as | (c) so |
| 6. | (a) over | (b) away | (c) up |
| 7. | (a) of | (b) by | (c) on |
| 8. | (a) sew | (b) so | (c) sue |
| 9. | (a) in | (b) out | (c) up |
| 10. | (a) being | (b) was | (c) been |
| 11. | (a) along | (b) longing | (c) alongside |
| 12. | (a) through | (b) though | (c) thorough |

SPELLING

From: http://www.NewsEnglishLessons.com/1106/110628-cigarette_companies.html

Spell the jumbled words (from the text) correctly.

Paragraph 1

1. elgaidn international cigarette brands
2. eovrme the branding
3. cigarette katpsce
4. specially ocehsn
5. In diadnito
6. rdeecu smoking

Paragraph 2

7. Tobacco nigat Philip Morris
8. rfiuan competition
9. their yoetprpr is being attacked
10. gricahp pictures
11. health nwsgrina
12. we'll see it guorhht

PUT THE TEXT BACK TOGETHER

From: http://www.NewsEnglishLessons.com/1106/110628-cigarette_companies.html

Number these lines in the correct order.

- () believe that taking away brand appeal will reduce smoking.
- () January the 1st, 2012, there could be no logos on cigarette packs. All cigarette boxes will be a dull, olive
- () competition. They point out that the law says logos are property and thus their property is
- () warnings. Australian Prime Minister Julia Gillard said "We've made the right decision and we'll see it through."
- () addition, all product names will be the same size, colour and font. Politicians
- () being attacked. Companies have been angry for some time because of the gory and graphic
- () Tobacco giant Philip Morris, maker of the world's leading cigarette brand Marlboro, wants to
- () companies to remove the branding from their cigarette packets. This means from
- () pictures they have to put on their boxes alongside health
- (**1**) The Australian government has angered the leading international cigarette brands. It has ordered
- () green colour that was specially chosen because people thought it was so unattractive. In
- () sue the Australian government. They say the new packaging means there is unfair

WORD JUMBLE

From: http://www.NewsEnglishLessons.com/1106/110628-cigarette_companies.html

With a partner, put the words back into the correct order.

1. It remove has the ordered branding companies to.

2. no logos There on could cigarette be packs.

3. so people unattractive thought it Chosen was because.

4. All the product same names size will be.

5. reduce will appeal brand away Taking smoking.

6. brand cigarette leading world's the of Maker.

7. unfair is there means packaging New competition.

8. says are law logos property The.

9. their have boxes to put Pictures on they.

10. made We've decision right the.

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. _____

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. CIGARETTES: Search the Internet and find more information about cigarette packaging. Talk about what you discover with your partner(s) in the next lesson.

3. MAGAZINE ARTICLE: Write a magazine article about cigarettes. Include imaginary interviews with the boss of Philip Morris and Australia's prime minister. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

4. 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.

5. LETTER: Write a letter to the boss of Philip Morris. Ask him/her three questions about cigarettes. Give him/her three of your opinions on them. Read what you wrote to your classmates in the next lesson. Your partner will answer the questions you asked.