

READING FOCUS Gapped text

3  Read the article again. In your notebook, match gaps 1–6 with paragraphs A–F. There is one extra paragraph.

- A The task is to maintain the equilibrium between a given star's genuine interest in the problem and their potential personal gain. The UN's current roster of celebrities have a wide range of talents and achievements, but they do indeed all share a willingness to devote time and energy to the cause they represent.
- B That's considerably more than the UN can claim. According to the head of the public information department, some issues would never have been **put on the map** if they hadn't been supported by a celebrity. Thanks to a famous actor or singer the message is amplified and spread across the star's fan base.
- C Up to now, attention has focused primarily on the scientific aspects of climate change, with the aim of mitigating the impact of human activity. Yet climate change is already posing humanitarian problems and challenges.
- D A more recent high-profile recruit is Brazil-born supermodel Gisele Bündchen. A committed environmentalist, Gisele donates a percentage of profits from her line of fashion sandals to protect Amazon rainforest water sources and supports a variety of environmental causes.
- E But getting the world to notice its activities requires more than unwavering commitment. Today, an army of royalty, actors, artists, authors, models, musicians, photographers and sports stars are lending a hand to **shine a spotlight on** the UN operations.
- F Opponents of projects backed by celebrities claim that they are merely **acting to their own advantage**, hiding the emptiness of stardom behind the altruistic personas they present to the public.

READING FOCUS Gap fill

4  In your notebook, complete the summary so that it is logical and consistent with the meaning of the text. Write between one and three words in each gap.

The United Nations was set up in 1945 to maintain world peace and advance social progress. In addition, there are less-known ways the UN ¹ ? on us. These include advancing human rights, ecological and climate issues, healthcare and seeking a reduction in poverty. Today many celebrities help in bringing attention to the UN's activities. Although celebrities can use their star power to call attention to and make ² ? appeals for various UN campaigns, the opposite view is that they participate mainly for selfish reasons and distract from the importance of the message they put across. For the UN, finding a balance between a celebrity's sincerity when devoting

FOCUS ON WORDS | Collocations

5  3.19 In your notebook, complete the collocations with one word from the text for the first gap and one word from the box for the second gap. Then listen and check.

(aid damage force individual relations)

- 1 humanitarian cause / aid
- 2 philanthropic f ? / ?
- 3 environmental a ? / ?
- 4 peacekeeping m ? / ?
- 5 intergovernmental o ? / ?

6 In your notebook, replace the phrases underlined below with the phrases in blue in the article. Make any other changes if necessary.

- 1 Celebrity endorsements can boost recognition of charity campaigns. **raise the profile**
- 2 Celebrities help to direct public attention to the work of aid organisations.
- 3 The public may not know about a cause unless a celebrity raises awareness of it.
- 4 Some people think that celebrities who endorse charities are doing it for their own benefit.
- 5 Some critics accuse celebrities of damaging the reputation and image of organisations like the UN.
- 6 Many celebrities have a reputation for being actively involved in the causes they support for a long time.

7 In your notebook, match the words with prefixes in box A with the meanings of the prefixes in box B. Then add one more example with each prefix.

- A (1 **anti**-capitalist 2 **pro**-democracy 3 **prenatal**
4 **post**-industrial 5 **inter**governmental
6 **cross**-cultural 7 **out**do 8 **sub**committee)

+

- B (across after before between in favour of
less important do better than ~~opposed to~~)

1 anti = **opposed to**

8 **SPEAKING** Think of celebrities in Poland who have become involved in endorsing charity projects. Discuss the questions.

- 1 What did the celebrities actually do to contribute?
- 2 Did their endorsement help or hinder the cause, in your opinion?

time and energy towards a UN campaign and the possibility of the star acting purely for reasons of self-promotion is a conundrum. As a result, the UN looks for celebrities who have previously ³ ? commitment to the cause they represent. Outstanding examples of this are actress Angelina Jolie and supermodel Gisele Bündchen. With the latter, the UN hopes to make care for the environment a lifestyle choice. As a result of the involvement of the rich and famous, ⁴ ? is both highlighted and extended. The question remains whether celebrities have a distinctive capacity to focus the masses' attention ⁵ ? or if their participation underplays the importance of these issues.