



Ad Council & Sugar23 Unite for Impactful Storytelling

Description

Today, the Ad Council and Sugar23, a media company started by movie producer Michael Sugar, announced a new partnership. They created Ad Council Entertainment. This project will focus on telling important stories through movies and shows that help society.

The Ad Council knows how to talk about social issues, and Sugar23 makes well-known films and series like Spotlight and 13 Reasons Why. Together, they will make films, series, and documentaries about current social problems to get people talking and make a difference.

They are now planning their first programs, which will include stories about mental health in the United States.

Lisa Sherman, the president of the Ad Council, said she and Sugar share a similar view of how strong storytelling can help. She believes this partnership will create deeper stories and strong connections with audiences.

Sugar added that the way people consume media is changing. They invite brands and creative teams to work together on these stories.

He believes that real connections come from honest and mission-driven content, which is what they aim to create.

Vocabulary List:

1. **Partnership** /'pɑ:rt.nər.ʃɪp/ (noun): A collaborative relationship between two or more parties.
2. **Documentaries** /,dɒː.kjə'men.tər.ɪz/ (noun): Films or television programs that provide a factual report on a particular subject.
3. **Storytelling** /'stɔ:ri,tɛl.ɪŋ/ (noun): The act of telling stories or narrating events.
4. **Social** /'səʊ.ʃəl/ (adjective): Relating to society or its organization.
5. **Consumption** /kən'sʌmp.ʃən/ (noun): The act of consuming or using up a resource.
6. **Connection** /kə'nek.ʃən/ (noun): A relationship in which a person thing or idea is linked or associated with something else.

Comprehension Questions



Multiple Choice

1. Who announced the partnership between the Ad Council and Sugar23?

- Option: Michael Sugar
- Option: Lisa Sherman
- Option: Ratan Naval Tata
- Option: Noah Baumbach

2. What type of content will Ad Council Entertainment focus on?

- Option: Cooking shows
- Option: Talk shows
- Option: Movies and shows that help society
- Option: Comedy series

3. Which of the following well-known series is associated with Sugar23?

- Option: Friends
- Option: Spotlight
- Option: Game of Thrones
- Option: Breaking Bad

4. What is the main focus of the partnership between Ad Council and Sugar23?

- Option: Selling products
- Option: Entertainment gossip
- Option: Telling stories about current social problems
- Option: Sports broadcasting

5. Who said that strong storytelling can help create deeper stories and strong connections with audiences?

- Option: Michael Sugar
- Option: Lisa Sherman
- Option: Ratan Naval Tata
- Option: Noah Baumbach

6. What type of stories are the Ad Council and Sugar23 planning to include in their first programs?

- Option: Science fiction
- Option: Romantic comedies
- Option: Stories about mental health in the United States
- Option: Action thrillers



True-False

7. The Ad Council and Sugar23 are planning to create music albums together.
8. Lisa Sherman is the president of Sugar23.
9. The partnership aims to get people talking and make a difference through storytelling.
10. Sugar believes that the way people consume media is not changing.
11. Real connections come from dishonest content according to Sugar.
12. The new partnership created Ad Council Entertainment.

Gap-Fill

13. The Ad Council and Sugar23 are planning to make films, series, and documentaries about current social problems to get people talking and make a _____.
14. Lisa Sherman is the _____ of the Ad Council.
15. Sugar23 makes well-known films and series like _____ and 13 Reasons Why.
16. The partnership aims to create deeper stories and strong connections with _____.
17. Real connections come from honest and mission-driven _____.
18. Ad Council Entertainment will focus on telling important stories through movies and shows that help _____.

Answer

Multiple Choice: 1. Michael Sugar 2. Movies and shows that help society 3. Spotlight 4. Telling stories about current social problems 5. Lisa Sherman 6. Stories about mental health in the United States

True-False: 7. False 8. False 9. True 10. False 11. False 12. True

Gap-Fill: 13. difference 14. president 15. Spotlight 16. audiences 17. content 18. society



Vocabulary quizzes

Multiple Choice (Select the Correct answer for each question.)

1. Which type of incidents are often associated with sudden and severe accidents?
Option: Car crashes
Option: Plane landings
Option: Boat races
Option: Train schedules
2. Which entertainment industry is primarily located in Los Angeles California?
Option: Bollywood
Option: Nollywood
Option: Hollywood
Option: Buddywood
3. What modern method of content delivery allows users to watch videos in real-time over the internet?
Option: Download
Option: Renting
Option: Streaming
Option: Casting
4. Which term describes something that is liked or admired by many people?
Option: Uncommon
Option: Popular
Option: Obtuse
Option: Unappealing
5. What type of agreement involves two or more parties working together towards a common goal?
Option: Competition
Option: Partnership
Option: Rivalry
Option: Conflict
6. Which term is used to describe the link or relationship between two or more things?
Option: Isolation
Option: Disconnection
Option: Seclusion
Option: Connection
7. What term is commonly used to describe when a new product or movie becomes available to the public?



- Option: Captured
- Option: Hidden
- Option: Unveiled
- Option: Released

8. What term refers to the act of using goods or services to satisfy wants and needs?

- Option: Production
- Option: Consumption
- Option: Abstention
- Option: Restoration

9. Which term is used to describe something that causes great surprise or disbelief?

- Option: Routine
- Option: Shocking
- Option: Predictable
- Option: Expected

10. What term describes the conveying of events in words images or sounds often through narrative structure?

- Option: History
- Option: Composition
- Option: Storytelling
- Option: Fiction

Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)

11. _____ are events that occur in a particular place or setting often unexpectedly.

12. A _____ is a narrative that continues the story of a previous work or expands on its themes.

13. Something that is unexpected or causes amazement can be described as _____.

14. _____ involves the analysis evaluation and judgment of something often pointing out its faults.

15. _____ are challenges or difficulties that one must overcome in order to achieve a goal.



16. A _____ is a sentence worded or expressed so as to elicit information.
17. A _____ is a social gathering of invited guests for entertainment fun or celebration.
18. An _____ is a specific section of a play movie opera or other performance.
19. To _____ something means to observe or view it attentively often for entertainment or information.
20. A _____ is a significant event or stage in the development or progress of something.

Matching Sentences (Match each definition to the correct word from the vocabulary list.)

21. The play had a climax that left the audience in awe.
22. The vibrant colors and unique design of the artwork were meant to viewers.
23. Athletes from around the world come together to participate in various sports .
24. In order to succeed it is important to maintain a strong sense of on your goals.
25. The two companies formed a to collaborate on new product development.
26. provide a factual account or report of real events issues or people.
27. media platforms allow users to connect and interact with others online.
28. The shared experiences of the travelers created a strong between them.
29. The much-anticipated album was on the artist's official website.
30. The new amusement park ride promised an adventure for thrill-seekers.

Answer

Multiple Choice: 1. Car crashes 2. Hollywood 3. Streaming 4. Popular 5. Partnership 6. Connection 7. Released 8. Consumption 9. Shocking 10. Storytelling

Gap-Fill: 11. Incidents 12. Sequel 13. Surprising 14. Criticism 15. Struggles 16. Question 17. Party 18. Act 19. Watch 20. Milestone

Matching sentence: 1. Dramatic 2. Attract 3. Competitions 4. Focus 5. Partnership 6. Documentaries 7. Social 8. Connection



9. Released 10. Exciting

CATEGORY

1. Entertainment - LEVEL1

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