



Apple issues apology for controversial iPad Pro ad, according to Ad Age

Description

Apple has issued an apology following backlash over an advertisement for its latest iPad Pro model that depicted musical instruments and other creative symbols being crushed. The controversial ad, titled "Crush," has garnered over a million views on Apple's YouTube channel and was even shared by CEO Tim Cook on social media.

In the advertisement, various creative tools such as a camera, guitar, piano, and paint are shown being destroyed by an industrial crusher before revealing the new iPad Pro. This imagery received criticism from online commenters who deemed it insensitive and a departure from Apple's usual brand positioning as nonconformist and human-friendly.

Actor Hugh Grant took to social media platform X to express his dismay, stating that the ad showcased "the destruction of the human experience courtesy of Silicon Valley." Apple, however, has responded by acknowledging that they "missed the mark" with the video and apologizing for the oversight.

The Cupertino-based tech giant unveiled the new iPad Pro on Tuesday, boasting upgraded displays and touting it as "the thinnest Apple product ever." Despite the controversy surrounding the advertisement, the tablet has already become available for order.

Apple's misstep comes amid increased competition in the tech industry, with the company racing to keep pace with Big Tech rivals in the realm of emerging technologies. The advertisement blunder serves as a reminder of the importance of upholding a company's brand values and the potential consequences of straying from them.

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Vocabulary List:

1. **Apology** // (noun): A written or spoken statement expressing regret or asking pardon.
2. **Backlash** // (noun): A strong negative reaction by a large number of people especially to a social or political development.
3. **Controversial** // (adjective): Causing disagreement or discussion.
4. **Garnered** // (verb): Gathered or collected.
5. **Insensitive** // (adjective): Not caring about the feelings of others.
6. **Oversight** // (noun): An unintentional failure to notice or do something.

Vocabulary quizzes

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

1. What term is used to describe a prominent aspect or characteristic of something?
Option: A) Summary
Option: B) Sequence
Option: C) Feature
Option: D) Transition
2. Which term refers to something innovative and pioneering?
Option: A) Routine
Option: B) Conventional
Option: C) Groundbreaking
Option: D) Traditional
3. What word describes something that elicits strong opposing opinions or differing viewpoints?
Option: A) Consensus
Option: B) Unanimous
Option: C) Controversial
Option: D) Harmonious
4. Which term denotes the act of arranging things in a straight line or in correct relative positions?
Option: A) Misalignment



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- Option: B) Chaos
Option: C) Alignment
Option: D) Disarray
5. What word describes a strong negative reaction or response to something?
Option: A) Affirmation
Option: B) Approval
Option: C) Support
Option: D) Backlash
6. Which term indicates the act of putting a decision or plan into effect?
Option: A) Postponed
Option: B) Scrapped
Option: C) Executed
Option: D) Implemented
7. What word describes something that is essential or basic to the core aspect of an issue?
Option: A) Peripheral
Option: B) Supplementary
Option: C) Fundamental
Option: D) Nonessential
8. Which term signifies something having deep meaning or significance?
Option: A) Shallow
Option: B) Insignificant
Option: C) Profound
Option: D) Superficial
9. What are unexpected events or outcomes that catch people off guard called?
Option: A) Predictabilities
Option: B) Routines
Option: C) Surprises
Option: D) Trivialities
10. What term refers to something that is necessary or obligatory?
Option: A) Suggestion
Option: B) Recommendation
Option: C) Requirement
Option: D) Preference

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

11. In modern messaging _____ are commonly used to express emotions and convey



tone.

12. Auditors identify _____ between financial records and actual figures.
13. The new policy was _____ to improve workplace safety.
14. The author _____ the contributions of his research team in the acknowledgments section.
15. Understanding basic mathematics is _____ for advanced calculus.
16. The movie had an _____ plot that captivated the audience.
17. The error was due to a simple _____ in the quality control process.
18. The policy change was _____ and sparked heated debates.
19. The company faced a severe _____ after the product recall.
20. The artist's masterpiece was filled with subtle _____ that required close observation.

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

21. Celebrating your birthday every year often leads to wonderful from friends and family.
22. A good comedian is known for their ability to deliver jokes with perfect timing and witty .
23. Cartoons and video games often contain colorful and engaging to enhance the viewer experience.
24. The mechanic recommended a slight to the car engine for better performance.
25. The philosopher's words had a impact on how society viewed ethics and morality.
26. The buffet offered a of delicious food choices to satisfy every guest.
27. After the misunderstanding she offered a sincere to mend the relationship.
28. Finding the solution to the puzzle proved to be an task requiring creative thinking.
29. The detective uncovered several in the witness statements that raised doubts about the case.



30. The new marketing campaign positive reviews and increased sales for the company.

Answer

Multiple Choice: 1. C) Feature 2. C) Groundbreaking 3. C) Controversial 4. C) Alignment 5. D) Backlash
6. D) Implemented 7. C) Fundamental 8. C) Profound 9. C) Surprises 10. C) Requirement

Gap-Fill: 11. emojis 12. discrepancies 13. implemented 14. acknowledged 15. fundamental 16. intriguing
17. oversight 18. controversial 19. backlash 20. nuances

Matching sentence: 1. surprises 2. humor 3. animations 4. modification 5. profound 6. plethora 7. apology
8. elusive 9. inconsistencies 10. garnered

CATEGORY

1. Sci/Tech - LEVEL6

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