



Bella Hadid apologizes for controversial Adidas SL 72 campaign

Description

Supermodel Bella Hadid issued a public **apology** on Monday in response to the **backlash** over her involvement in an Adidas ad campaign. With over 61 million followers on social media, she expressed deep **regret**, stating that she would have refrained from participating had she **conducted** more thorough research beforehand.

The **controversy** stemmed from Hadid's appearance in promotional material for Adidas' re-release of the SL 72 sneaker, originally launched during the 1972 Munich Olympics. These Games were marred by a tragic incident in which Palestinian militants attacked, resulting in the deaths of 11 Israeli athletes and a German police officer.

Criticism from the Israeli government, particularly due to Hadid's Palestinian heritage and her father's **advocacy** for Palestinian rights, prompted Adidas to reconsider the campaign. Hadid, in a heartfelt statement shared on Instagram, acknowledged her ignorance of the sneaker's historical significance and expressed **dismay** over the lack of sensitivity in the advertising.

The incident underscores the complexities of navigating sensitive political issues in the realm of commercial endorsements. Hadid emphasized her unwavering support for Palestine while denouncing anti-Semitism, striving for a world free from prejudice.

Adidas, in its own statement on social media, admitted to an inadvertent mistake and offered apologies to the individuals involved in the campaign and communities worldwide. The brand clarified that there was no intention to draw connections to the tragic events of 1972.

This episode highlights the challenges faced by brands and public figures in the current climate of heightened tensions surrounding the Middle East conflict. Hadid's commitment to her Palestinian heritage and **advocacy** for justice has been a recurring theme in her public life, showcasing her dedication to standing up for what she believes in, despite facing criticism.

Vocabulary List:

1. **Apology** /ə'pɔ:lədʒi/ (noun): An expression of regret or remorse for having wronged someone.
2. **Backlash** /'bæk.læʃ/ (noun): A strong adverse reaction to something.
3. **Regret** /rɪ'grɛt/ (noun): A feeling of sadness or disappointment about something that has happened or been done.
4. **Dismay** /dɪs'meɪ/ (noun): A feeling of shock or disappointment.
5. **Complexities** /kəm'pleksɪtɪz/ (noun): The state or quality of being intricate or complicated.
6. **Advocacy** /'æd.və.kə.si/ (noun): The act of pleading for supporting or recommending a cause or policy.



Vocabulary quizzes

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

1. What is the meaning of thwarted?
Option: A. Hindered or stopped
Option: B. Supportive or encouraging
Option: C. Easy or straightforward
Option: D. Bright or sunny
2. Which term refers to holding extreme political or religious views?
Option: A. Solidarity
Option: B. Extremism
Option: C. Holistic
Option: D. Apology
3. What do complexities refer to?
Option: A. Simple problems
Option: B. Complicated issues
Option: C. One-dimensional challenges
Option: D. Straightforward tasks
4. Autoimmune is related to disorders in which the body attacks its own _____.
Option: A. Bones
Option: B. Organs
Option: C. Skin
Option: D. Neurons
5. What does the term "regret" generally mean?
Option: A. Happiness
Option: B. Sorrow or remorse
Option: C. Acceptance
Option: D. Pride
6. What does "revolutionize" indicate?
Option: A. Maintain status quo
Option: B. Implement small changes
Option: C. Completely change and transform
Option: D. Follow established norms
7. Decoherence is a phenomenon in physics related to the loss of _____ in quantum systems.



- Option: A. Momentum
- Option: B. Energy
- Option: C. Entanglement
- Option: D. Stability

8. What does "methodology" primarily refer to?

- Option: A. No specific approach
- Option: B. A systematic way of doing things
- Option: C. Random procedures
- Option: D. One-time experiment

9. What field of study combines astronomy and physics?

- Option: A. Quantum mechanics
- Option: B. Geology
- Option: C. Astrophysics
- Option: D. Psychology

10. What does "advocacy" involve?

- Option: A. Opposing opinions
- Option: B. Promoting a cause or idea
- Option: C. Remaining silent
- Option: D. Indecisiveness

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

11. The suspect was finally _____ by the authorities after weeks of investigation.
12. Macroscopic objects are visible to the naked _____.
13. He offered a sincere _____ for his mistake.
14. The company _____ its efforts to meet the deadline.
15. An _____ is a doctor who specializes in hormone-related disorders.
16. The controversial decision led to a severe _____ from the public.
17. The earthquake was a _____ causing widespread destruction.
18. The artist was known for his _____ paintings that left viewers puzzled.



19. The dancers moved in perfect _____ to the music.

20. In the study the scientists found that smoking was _____ with a higher risk of lung cancer.

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

21. After the natural disaster the community came together in to support those affected.
22. The team experienced _____ when they realized they had lost the championship.
23. The holistic approach to healthcare considers the entire person including their physical mental and emotional well-being.
24. The coach implemented a training program that significantly improved the team's performance.
25. A genuine _____ can help repair relationships and rebuild trust.
26. The discovery of the new species had _____ significant for biodiversity conservation.
27. The plot of the movie centered around a plan to overthrow the government.
28. Quantum physics explores the mysterious phenomenon of _____ between particles.
29. According to Einstein's theory of relativity massive objects create a pull in space-time.
30. He expressed _____ deep for his actions and its consequences.

Answer

Multiple Choice: 1. A. Hindered or stopped 2. B. Extremism 3. B. Complicated issues 4. B. Organs 5. B. Sorrow or remorse 6. C. Completely change and transform 7. C. Entanglement 8. B. A systematic way of doing things 9. C. Astrophysics 10. B. Promoting a cause or idea

Gap-Fill: 11. apprehended 12. eye 13. apology 14. accelerated 15. endocrinologist 16. backlash 17. catastrophe 18. enigmatic 19. synchronized 20. correlated

Matching sentence: 1. Solidarity 2. Dismay 3. Holistic 4. Transformative 5. Apology 6. Implication 7. Nefarious 8. Entanglement 9. Gravitational 10. Regret

CATEGORY

1. Entertainment - LEVEL6



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