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## 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.

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### 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'plɛksɪtɪz/ (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

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**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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