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## Celebrities and Consumers Slam Apple's Latest iPad Ad

### Description

Apple's upcoming iPad Pro has caused quite a stir with its new ad campaign. The ad, titled "Crush," was released at a virtual launch event and features a soundtrack from the 1971 Sonny and Cher hit song. Despite CEO Tim Cook's positive remarks about the ad and the new tablet, there has been a significant backlash from others in the industry.

Celebrities like Hugh Grant and Justine Bateman have criticized Apple for the ad's insensitivity and misstep. Screenwriter Cheo Hodari Coker described the ad as a "problem" and Ed Solomon attempted to see the ad from Apple's perspective.

Even former "Family Ties" star Justine Bateman offered suggestions on how Apple could rectify the situation. The original ad has garnered nearly 400,000 views on YouTube but comments have been disabled. Apple, known for its flawless marketing, has not responded to requests for comment. The situation continues to unfold, and updates will be provided as necessary.

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## Vocabulary List:

1. **Stir** // (noun): A state of excitement or commotion.
2. **Backlash** // (noun): A strong negative reaction to something.
3. **Insensitivity** // (noun): Lack of awareness or understanding of the feelings of others.
4. **Misstep** // (noun): An error or mistake in judgment or action.
5. **Rectify** // (verb): To correct or make right a situation.
6. **Flawless** // (adjective): Without any mistakes or imperfections perfect.

## Vocabulary quizzes

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

1. What term is used to describe the moment a rocket leaves the ground?  
Option: Launch  
Option: Orbit  
Option: Detour  
Option: Cruise
2. Who is a person trained to travel and work in space?  
Option: Pilot  
Option: Astronomer  
Option: Physicist  
Option: Astronaut
3. What term is used to describe a meeting of two spacecraft in orbit?  
Option: Collision  
Option: Rendezvous  
Option: Blastoff  
Option: Detour
4. What word is used to describe a meeting or incident especially a challenging one?  
Option: Retreat  
Option: Escape  
Option: Catch  
Option: Encounter
5. What do we call the emission of energy in the form of waves or particles?  
Option: Illumination



- Option: Conduction
- Option: Radiation
- Option: Attraction

6. What term refers to the people who held a job or position before the current one?

- Option: Heirs
- Option: Inheritors
- Option: Predecessors
- Option: Successors

7. What term describes something that can be seen or is obvious?

- Option: Obstructed
- Option: Hidden
- Option: Transparent
- Option: Visible

8. What word means to expect or look ahead to something with foresight?

- Option: Hesitated
- Option: Anticipated
- Option: Delayed
- Option: Postponed

9. What term refers to disturbances or interruptions in a process or event?

- Option: Enhancements
- Option: Refinements
- Option: Corrections
- Option: Disruptions

10. Which term means without any imperfections or defects?

- Option: Perfect
- Option: Damaged
- Option: Incomplete
- Option: Flawless

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

11. A rocket \_\_\_\_\_ helps launch a spacecraft into space.

12. The discovery of water on Mars caused a \_\_\_\_\_ in the scientific community.

13. When a mistake is made it is important to \_\_\_\_\_ it as soon as possible.



14. During the storm the region experienced frequent power \_\_\_\_\_ .
15. Certain materials are attracted to magnets due to their \_\_\_\_\_ properties.
16. The new software update \_\_\_\_\_ the performance of the device.
17. His \_\_\_\_\_ towards others made it difficult for him to maintain friendships.
18. The study of tiny \_\_\_\_\_ is essential in understanding the structure of matter.
19. The controversial decision by the government resulted in a severe \_\_\_\_\_ .
20. An \_\_\_\_\_ is a small rocky body that orbits the Sun.
21. A \_\_\_\_\_ is an instrument used to view distant objects in space.

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

22. A man-made object placed in orbit around the Earth to collect information.
23. A mistake or error in judgment that can lead to negative consequences.
24. To move troops or equipment into position for military action.
25. Showing approval or support towards a particular outcome or opinion.
26. The path followed by a projectile flying or an object moving under the action of forces.
27. Information or gossip that is passed around but not confirmed as true.
28. The highest point or maximum value of something.
29. To bring into effective action; utilize.
30. To incite or provoke strong reactions or emotions.
31. To prevent something from continuing by causing problems or disturbances.

**Answer**

**Multiple Choice:** 1. Launch 2. Astronaut 3. Rendezvous 4. Encounter 5. Radiation 6. Predecessors 7. Visible 8. Anticipated



9. Disruptions 10. Flawless

**Gap-Fill:** 11. Booster 12. Stir 13. Rectify 14. Blackouts 15. Magnetic 16. Enhanced 17. Insensitivity 18. Particles 19. Backlash 20. Asteroid 21. Telescope

**Matching sentence:** 1. Satellite 2. Misstep 3. Deploy 4. Favorable 5. Trajectory 6. Rumored 7. Peak 8. Deploy 9. Stir 10. Disrupt

## CATEGORY

1. Sci/Tech - LEVEL2

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